

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಸ್ಥಾಪನೆ : 1916

ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಕಾರ್ಯಸೌಧ
ಕ್ರಾಫರ್ಡ್ ಭವನ, ಮೈಸೂರು-570005

ದಿನಾಂಕ: 20-07-2024

ಸಂಖ್ಯೆ:ಎಸಿ.6/58/2024-25

ಅಧಿಸೂಚನೆ

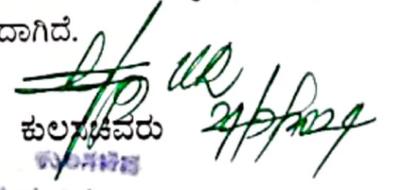
ವಿಷಯ:- 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ ಬಿ.ಎ. I & II ಸೆಮಿಸ್ಟರ್‌ನ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನದ (ಸ್ನಾತಕ) ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿರುವ ಬಗ್ಗೆ.

- ಉಲ್ಲೇಖ:- 1. ದಿನಾಂಕ 01.06.2024ರಂದು ಜರುಗಿದ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ಮಂಡಳಿ (ಸಂಯುಕ್ತ) ಸಭೆಯ ತೀರ್ಮಾನ.
2. ದಿನಾಂಕ 18.06.2024ರಂದು ಜರುಗಿದ ಕಲಾ ನಿಕಾಯ ಸಭೆಯ ತೀರ್ಮಾನ.
3. ದಿನಾಂಕ 28.06.2024ರಂದು ಜರುಗಿದ ಶಿಕ್ಷಣ ಮಂಡಳಿಯ ನಿರ್ಣಯ.

ದಿನಾಂಕ 01.06.2024ರಂದು ಜರುಗಿದ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ಮಂಡಳಿಯು (ಸಂಯುಕ್ತ) ಬಿ.ಎ. I & II ಸೆಮಿಸ್ಟರ್‌ನ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಜಾರಿಗೊಳಿಸಲು ಶಿಫಾರಸ್ಸು ಮಾಡಿರುತ್ತದೆ.

ಉಲ್ಲೇಖಿತ (2 & 3)ರಂತೆ ದಿನಾಂಕ 18.06.2024 ಮತ್ತು 28.06.2024ರಂದು ಕ್ರಮವಾಗಿ ನಡೆದ ಕಲಾ ನಿಕಾಯ ಹಾಗೂ ವಿದ್ಯಾ ವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಗಳಲ್ಲಿ ಮೇಲಿನ ಪ್ರಸ್ತಾವನೆಗಳನ್ನು ಅನುಮೋದಿಸಲಾಗಿದೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಅಧಿಸೂಚನೆಯನ್ನು ಪ್ರಕಟಿಸಲಾಗಿದೆ.

ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ (ಸ್ನಾತಕ) ವಿಷಯದ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವೆಬ್‌ಸೈಟ್ www.uni-mysore.ac.in ನಿಂದ ಪಡೆಯಬಹುದಾಗಿದೆ.


ಕುಲಸಚಿವರು
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಸೈದ್ಧಿಗೋಪಾಲ್
ಇ

ಇವರಿಗೆ;

1. ವಿಶ್ವವಿದ್ಯಾನಿಲಯಕ್ಕೆ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟ ಎಲ್ಲಾ ಕಾಲೇಜುಗಳ ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ- ಅಗತ್ಯ ಕ್ರಮಕ್ಕಾಗಿ
2. ಕುಲಸಚಿವರು (ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
3. ಡೀನರು, ಕಲಾ ನಿಕಾಯ, ಕನ್ನಡ ಅಧ್ಯಯನ ಮಂಡಳಿ, ಕನ್ನಡ ವಿಭಾಗ, ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ, ಹೇಮಗಂಗೋತ್ರಿ, ಹಾಸನ.
4. ಅಧ್ಯಕ್ಷರು, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ಮಂಡಳಿ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ ಮಂಡಳಿ, ಮೌಲ್ಯಭವನ ಕಟ್ಟಡ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
6. ನಿರ್ದೇಶಕರು, ಪಿ.ಎಂ.ಇ.ಬಿ., ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
7. ನಿರ್ದೇಶಕರು, ಐ.ಸಿ.ಡಿ/ಐಕ್ಯೂಎಸಿ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು- ಇವರಿಗೆ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು ಕೋರಲಾಗಿದೆ.

ಪು.ತಿ.ನೋ.

8. ಕುಲಪತಿಗಳು/ ವಿಶೇಷ ಅಧಿಕಾರಿಗಳು/ ಆಪ್ತ ಸಹಾಯಕರು/ ಕುಲಸಚಿವರು/ ಉಪಕುಲಸಚಿವರು/ ಸಹಾಯಕ ಕುಲಸಚಿವರು/ಅಧೀಕ್ಷಕರು, ಆಡಳಿತ ವಿಭಾಗ/ಸಾಮಾನ್ಯ/ಪಿಡಿಐ/ಪ್ರಾಧಿಕಾರ ಮತ್ತು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಪ್ರಾಧಿಕಾರ/ಪಿಡಿಐ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
9. ಕಾರ್ಯನಿರ್ವಾಹಕರು, ಆಡಳಿತಶಾಖೆಯ, AC2(S)/ AC-3/ AC-7(a)/ AC-9, ಶೈಕ್ಷಣಿಕ ವಿಭಾಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.- ಈ ಸಂಬಂಧ ಮುಂದಿನ ಕ್ರಮವಹಿಸುವಂತೆ ತಿಳಿಸಲಾಗಿದೆ.
10. ರಕ್ಷಾ ಕಡತಕ್ಕೆ.

**DEPARTMENT OF STUDIES IN JOURNALISM AND MASS COMMUNICATION
MANASAGANGOTRI, MYSORE-570006**

Prof. Sapna. M.S
Chairperson BOS and DOS

(Re-accredited by NAAC with 3.47 CGPA of 4.0 Scales)

(NIRF - 2023: Ranked 47th in University Category and 51st in Overall Category)

PGJMC/ BOS/79/2024-2025

Date: 10/06/2024

To,

The Deputy Registrar
Academic Section
University of Mysore
Crawford hall
Mysore - 05

Respected Sir,

Sub: Submitting the proceedings of BOS meeting 2024-25 UG syllabuses for 1st and 2nd semester.
Ref: AC2(S)/07/2024-25, Dated: 23-05-2024

With reference to the above, I hereby submit the proceedings of the Board of Studies in Journalism and Mass Communication for 2024-25 UG syllabuses for 1st and 2nd semester held on Saturday, 01st June, 2024, in the department. A copy of the Panel of Examiners-UG has been enclosed to the Registrar (Evaluation). I have also enclosed the copies of the meeting proceedings, attendance sheet of Bos Members, in Journalism and Mass Communication, I kindly request you to peruse and approve the same and oblige further action.

Thanking you,


Prof. Sapna M.S
10/06/2024

Yours sincerely,
Chairman

DOS in Journalism and Mass Communication
Manasagangothri, MYSURU-570 006

Enclosures:

1. Proceedings of the BOS meeting
2. Attendance sheet of the BOS members present at the meeting.

PANEL OF EXAMINERS UG 2024-25

DEPARTMENT OF STUDIES IN JOURNALISM AND MASS COMMUNICATION

UNIVERSITY OF MYSORE:

1. Ashwini, HoD & Asst Professor, DOS In Journalism and Mass Communication, Maharani's Arts College, Mysore
2. Dr. Gopal (Guest Faculty), Maharaja's College, Mysore
3. Dr. Raghavendra R. (Guest Faculty), Maharaja's College, Mysore
4. Shwetha M. Hans (Guest Faculty), Maharaja's College, Mysore
5. Dr. Raghavenrdra S. G., Maharani's Arts College, Mysore
6. Smt. Shilpa, Christ College, Mysore
7. Dr. Naveena N (Guest Faculty), Maharani's College, Mysore
8. Dr. Kumaraswamy K. S., (Guest Faculty), Maharani's Arts College, Mysore
9. Dileep Kumar H. K., (Guest Faculty) Govt Women's First Grade College, Hassan

OTHER UNIVERSITIES:

1. R. Hemalatha, Asst Professor, KSOU, Mysore
2. Dr. Shailesh Raj Urs, Asst Professor, KSOU, Mysore
3. Mahesh D., Asst Professor, Govt Arts College, Dr. B. R. Ambedkar Veedhi, Bangalore Urban – 560001
4. Govindaiah C., Asst Professor, Govt Arts College, Dr. B. R. Ambedkar Veedhi, Bangalore Urban – 560001
5. Vijaya K., HoD & Asst Professor, Govt First Grade College, K. R. Puram, Bangalore Urban – 560036
6. Rakesh Kumar Kammaje, Lecturer & HoD, Vivekananda College of Arts, Science & Commerce, Nehru Nagar, Putturu – 574203
7. Mahadevaswamy, Lecturer & HoD, Sahyadri College, Shivamogga


Chairman

DOS In Journalism and Mass Communication
Manasagangothri, MYSURU-570 006

DEPARTMENT OF STUDIES IN JOURNALISM AND MASS COMMUNICATION
MANASAGANGOTRI, MYSORE-570006

Proceedings of the Meeting of the Board of Studies in Journalism and Mass Communication held on 01-06-2024 at the Department of Studies in Journalism and Mass Communication, Manasagangotri, Mysore-570006.

AGENDA

1. Discussion of undergraduate (UG) syllabus to be offered from the academic year 2024-25 for 1st and 2nd semester.

Member presents:

Prof. M.S.Sapna	Chairperson	
Prof. C.K.Puttaswamy	Member	On deputation
Prof. N.Mamatha	Member	
Dr. K.Shivakumar	Member	ABSENT
Sri. K.Deepak	Member	ABSENT
Smt. M.C.Shobha	Member	 M.C. 1/06/24
Prof. Shailashree	Member	ABSENT
Prof. Chandunavar J.M	Member	
Dr. Raghavendra.R.	Special Invitees	ABSENT
Dr. Ashwini	Special Invitees	
Dr. Shilpa.S	Special Invitees	


Prof. M.S.Sapna
(Chairperson, BOS)
Chairman



University of Mysore

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SEP 2024-2025

1st & 2nd Semester

Syllabus for BA in

Journalism and Mass Communication

A handwritten signature in black ink, appearing to read 'Prof. S. S. Srinivas', written over the printed name 'Chairman'.

Chairman

DOS in Journalism and Mass Communication
Manasagangothri, MYSURU-570 006



Government of Karnataka

Programme Name	BA in Journalism and Mass Communication	Semester	1
Course Title	Introduction to Journalism		
Course Code	JMC 1	No. of Credits	3
Contact Hours	54 Hours	Duration of SEA/Exam	3 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80

3 Hours Theory and 4 Hours Practical – 5 Credits

Course Pre-requisite(s): After completing this course, students will be able to:

- The students will be able to gather information and present it to the viewers to keep them informed about the daily happenings around the world.
- Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.
- Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.
- Ability to write and prepare news stories from their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

Course Outcomes:

After the successful completion of the course, the student will be able to:

- To identify the distinct nature of Journalism and its professional aspects including career opportunities
- To recognize and use the terms specific to media
- To recognize the significance of changes in the practice of journalism


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DOS in Journalism and Mass Communication
Manasagangothri, MYSURU-570 006

Contents	Hrs																														
<p>UNIT-I Journalism: Definition, Nature, Scope, Role of Press in Democracy, Principles, Functions and Significance. Journalistic terminologies, Qualifications, Duties and Responsibilities of Journalists, Four Theories of press.</p> <p>UNIT-II History of Journalism – Development of Journalism in the World – A Brief History of Journalism in India: James Augustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Dr. B.R. Ambedkar, Bal Gangadhar Tilak, Annie Besant, The Hindu, Amrit Bazar Patrika, The Statesman, The Tribune; A Brief History of Kannada Press: Hermann Moegling, M. Venkatakrishnaiah, D.V. Gundappa, Mohare Hanumantha Rao, Patil Puttappa, P.R. Ramaiah, H.K. Veeranna Gowda, Nanjanagudu Tirumalamba, Kalyanamma; Role of Press During Freedom Struggle, Growth of the Press Post Independence ; Present Day Challenges in Journalism World Over with Special Reference to India.</p> <p>UNIT-III Branches of Journalism: Citizen Journalism, Investigative Journalism, Sports Journalism, Photo Journalism, Agriculture Journalism, Environmental Journalism, Wildlife Journalism, Developmental Journalism, Radio Journalism, TV Journalism.</p> <p>UNIT-IV Web Journalism: Techniques of Web Writing, Online newspapers, Web portals, New Media - Origin and growth, nature and scope, Types of New Media – Websites, Blogs, Vlogs, e-mail, Social Media Networks and OTT platforms – Advantages and Disadvantages, Fake News, Merits and Demerits of Artificial Intelligence in Media.</p>																															
<p style="text-align: center;">Books for Reference:</p> <table style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 60%;">1. Professional Journalism</td> <td style="width: 40%;">M V Kamath</td> </tr> <tr> <td>2. Theory and Practice of Journalism</td> <td>B N Ahuja</td> </tr> <tr> <td>3. Mass Communication & Journalism in India</td> <td>Keval J Kumar</td> </tr> <tr> <td>4. Adhunka Bharathiya Parthrikodhyma</td> <td>Shree L Bhandarkar</td> </tr> <tr> <td>5. Professional Journalist</td> <td>John Hohenberg</td> </tr> <tr> <td>6. Mass Communication & Journalism in India</td> <td>Mehta</td> </tr> <tr> <td>7. Eradu Dadagala Nadhuve</td> <td>Niranjana Vanalli</td> </tr> <tr> <td>8. Pathrikodyama</td> <td>Ranganath Rao</td> </tr> <tr> <td>9. History of Indian Journalism</td> <td>S Natarajan</td> </tr> <tr> <td>10. Indian Journalism</td> <td>Nadig Krishnamurthy</td> </tr> <tr> <td>11. Journalism in India</td> <td>R.Parthasarathy</td> </tr> <tr> <td>12. New History of Indian Journalism</td> <td>G N S Raghavan</td> </tr> <tr> <td>13. History of Press, Press Laws & Communication</td> <td>B N Ahuja</td> </tr> <tr> <td>14. Karnataka Pathrika Ithihasa Voll,2,3 Academy</td> <td>Karnataka Pathrika</td> </tr> <tr> <td>15. Indian Journalism</td> <td>K M Srivastava</td> </tr> </tbody> </table>	1. Professional Journalism	M V Kamath	2. Theory and Practice of Journalism	B N Ahuja	3. Mass Communication & Journalism in India	Keval J Kumar	4. Adhunka Bharathiya Parthrikodhyma	Shree L Bhandarkar	5. Professional Journalist	John Hohenberg	6. Mass Communication & Journalism in India	Mehta	7. Eradu Dadagala Nadhuve	Niranjana Vanalli	8. Pathrikodyama	Ranganath Rao	9. History of Indian Journalism	S Natarajan	10. Indian Journalism	Nadig Krishnamurthy	11. Journalism in India	R.Parthasarathy	12. New History of Indian Journalism	G N S Raghavan	13. History of Press, Press Laws & Communication	B N Ahuja	14. Karnataka Pathrika Ithihasa Voll,2,3 Academy	Karnataka Pathrika	15. Indian Journalism	K M Srivastava	Page 3
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Government of Karnataka
Model Curriculum

Course Title	Introduction to Journalism (Practical)	Practical Credits	2
Course Code	JMCP1	Contact Hours	4 hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks
Practical Assignments			
<ol style="list-style-type: none">1. Compare and analyze two different newspapers2. Take 3 photographs - Sports, Agriculture, Environment3. As a citizen journalist, prepare a news story on any local issue4. Create your own blog/vlog and post minimum 2 stories5. Compare and analyze two web portals of your choice.			



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DOS in Journalism and Mass Communication
Anasagangothri, MYSURU-570 006



Government of Karnataka

Programme Name	BA in Journalism and Mass Communication	Semester	2
Course Title	Introduction to Communication		
Course Code	JMC 2	No. of Credits	3
Contact Hours	54 Hours	Duration of SEA/Exam	3 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80

3 Hours Theory and 4 Hours Practical – 5 Credits

Course Pre-requisite(s): After completing this course, students will be able to:

- The students will be able to gather information and present it to the viewers to keep them informed about the daily happenings **around** the world.
- Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.
- Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.
- Ability to write and prepare news stories from their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

Course Outcomes:

After the successful completion of the course, the student will be able to:

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.



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DOS in Journalism and Mass Communication
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Contents	60 Hrs
UNIT-I Definition, Nature and Scope of Communication: Process of Communication, Barriers of Communication, 7 C's of Communication, Understanding Communication Through Models - Reviewing Aristotle's Model, Shannon-Weaver Model, Harold Lasswell Model, Wilbur Schramm Model and New Comb's Model.	15
UNIT-II Types of Communication: Verbal and Non-Verbal Communications, Difference Between Verbal and Non-Verbal Communication, Types of Non-Verbal Communication - Sign Language, Body Language - Para Language, Touch, Space, Time and Silence as Non-Verbal Communication, Oral and Written Communication - Essentials of Good Writing, Techniques of Public Speaking.	15
UNIT-III Levels, Scope and Limitations of Communication: Intra-Personal Communication, Inter-Personal Communication, Group Communication, Mass Communication and Mass-line Communication, The Role of Mass Communication in National Development and Cultural Promotion.	15
UNIT-IV Introduction to Mass Media: Mass Media and Society, Types of Mass Media – Print, Electronic (Radio and Television), Folk, New Media, Media Convergence, Contemporary Issues in Mass Media - Fake News, Artificial Intelligence and Media.	15

List of Reference Books:

Sl. No	Title of the Book	Authors
1	Introduction to Mass Communication.	Keval J Kumar
2	Mass Communication: Principles and Concepts	Seema Hasan
3	Introduction to Mass Communication	Stanley J. Baran
4	Communication	C.S. Rayadu
5	Mass Communication Theory	Denis McQuail
6	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl
7	Mass Communication Theory	Denis McQuail
8	An Introduction to Communication	Lynn H. & Turner West
9	The Dynamics of Mass Communication	Joseph R. Dominick


 Chairman



Government of Karnataka
Model Curriculum

Course Title	Introduction to Communication (Practical)	Practical Credits	2
Course Code	JMCP2	Contact Hours	4hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks
Practical Assignments			
<ol style="list-style-type: none">1. Prepare 2 formal letters2. Prepare 2 Informal letters3. Writing 2 articles on topic of your choice4. Resume writing5. Provide 2 case studies on Fake news.			

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