

**UNIVERSITY OF MYSORE**  
Estd. 1916



VishwavidyanilayaKaryasoudha  
Crawford Hall, Mysuru- 570 005

No.AC6/303/2022-23

Dated: 01-09-2023

**Notification**

**Sub:-** Revised Syllabus and Scheme of Examination of Journalism and Mass Communication programme (I & II Semester) with effect from the Academic year 2023-24.


**Ref:-** 1. This office circular No: AC2(S)/151/2020-21 dated 08-08-2023.  
2. Decision of BOS in Journalism and Mass Communication meeting held on 30-08-2023.

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The Board of Studies in Journalism and Mass Communication which met on 30-08-2023 has resolved to recommended and approved the revised syllabus and scheme of Examinations of Journalism and Mass Communication programme (I & II semester) with effect from the academic year 2023-24.

Pending approval of the Faculty of Arts and Academic Council meetings the above said syllabus and scheme of examinations are hereby notified.

The syllabus and Scheme of Examinations contents may be downloaded from the University website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

  
**Registrar**  
REGISTRAR  
University of Mysore  
MYSORE

**To;**

1. All the Principal of affiliated Colleges of University of Mysore, Mysore.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS in Journalism and Mass Communication, Manasagangothri, Mysore.
4. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
5. The Director, PMEB, Manasagangothri, Mysore.
6. Director, College Development Council, Manasagangothri, Mysore.
7. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
8. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
9. Office Copy.



**CURRICULUM FRAMEWORK FOR  
UNDER GRADUATE PROGRAMME IN UNIVERSITIES &  
COLLEGES  
OF KARNATAKA STATE IN  
JOURNALISM AND MASS COMMUNICATION**

**KARNATAKA STATE HIGHER EDUCATION  
COUNCIL**

**30, Prasanna Kumar Block, Bengaluru Central University Campus,  
Y Ramachandra Road, Gandhinagara, Bengaluru, Karnataka –  
5600092021**

## Composition of Curriculum Committee for Journalism and Mass Communication

Sl. no	Name & Organization	Designation
1.	Dr. Niranjan Vanalli <b>Professor</b> , University of Mysore, Mysuru	Chairperson
2.	Dr. Jambulingappa Chandunavar Professor, Karnatak University, Dharwad	Member
3.	Dr. B.K. Ravi Professor, Bangalore University, Bengaluru.	Member
4.	<b>Dr. Poornananda DS</b> Professor, Kuvempu University, Shankaraghatta	Member
5.	Dr. Onkargouda Kakade Professor, KSAW University, Vijayapura	Member
6.	Dr. N. Narasimha Murthy Professor, Bengaluru City University, Bengaluru	Member
7.	Dr. Muddesh B.T. Sri Siddhartha Centre for Media Studies, Tumakuru.	Member
8.	Dr. Bhaskar Hegde Assoc. Professor, SDM College, Ujire.	Member
9.	Dr. Pramila B. Kunnur Assoc. Professor, Maharaja's College, Mysuru.	Member
10.	A. Narayana, Professor and Former Journalist, Azeem Premji University	Member
11.	N. Udaya Kumar, Associate Editor, Prajavani	Member
12.	B.S. Sathish Kumar, Deputy chief of Bureau- TheHindu	Member
13.	Avinash H.S, Editor, Special Operations, Suvarna T.V	Member

14.	Ravikumar, Principal Editor, News First TV	Member
15	Jyothi-social media	Member
16	Diwakar, New Editor, Public T. V	Member
17	Dr. Tejaswini B. Yakkundimath Special Officer, Karnataka State Higher Education Council	Member Convener

## Detailed syllabus for the first two semesters

### DSC 1: INTRODUCTION TO JOURNALISM

<b>Course Title and Code</b>	<b>DSC 1-Introduction to Journalism</b>		
<b>Programme Title</b>	<b>Bachelor of Arts in Journalism and Mass Communication</b>		
<b>Credits</b>	06	<b>Semester</b>	I
<b>Course Type</b>	Core	<b>Academic Year</b>	2023-24

**Pedagogy: Theory: 4hrs/week Practical: 4 hrs/week**

**Total: 6 Credits**

**Course objectives:**

- To introduce the concept of media and mass Communication in general and journalism in particular
- To familiarize the students with different facets of journalism
- To educate about the role of journalism in society and development

**Learning Outcomes**

At the end of the course, the students will be able

- 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

## **Unit-I:**

Definition of Journalism – Nature and Scope of Journalism – Significance of Journalism in 21<sup>st</sup> Century – Qualities, Duties, Responsibilities and Ethics for Journalists – Journalistic Jargons – Influence of Journalism on Society and Development.

## **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.

## **Unit- III:**

Branches of Journalism – Magazine Journalism, Community Journalism, Investigative Journalism, Development Journalism, Business Journalism, Radio and Television Journalism, Digital Journalism, and Advocacy Journalism.

## **Unit -IV:**

Theories of Press: Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Media Theory, Development Media Theory and Democratic Participation Theory; Professional Organizations; Journalism as a Profession – Career Opportunities.

## **Practical Assignments:**

1. Write a Rural Report, Feature, and an Editorial
2. Publish a Letter to the Editor in any Newspaper
3. Writing for Social Media

**List of Reference Books:**

- 1) A Very Short Introduction to Journalism by Oxford Press
- 2) Mass Communication in India- Keval J Kumar
- 3) Global Journalism- An introduction by Vera Slavtecheva, Michel Bromley
- 4) Understanding Journalism by Barun Roy
- 5) Mass Communication and Journalism in India by D S Mehta

## OE 1: WRITING FOR MEDIA

<b>Course Title and Code</b>	<b>OE 1-Writing for Media</b>		
<b>Programme Title</b>	<b>Bachelor of Arts in Journalism and Mass Communication</b>		
<b>Credits</b>	03	<b>Semester</b>	I
<b>Course Type</b>	Core	<b>Academic Year</b>	2023-24

**Pedagogy: Theory: 3 Hrs/week**

**Total: 3 Credits**

**Course Objectives:**

- To give a glimpse of writing for media and develop an interest in writing
- Introduce the students to Media Writing
- Equip the students with new trends in Media Writing

**Unit-I:**

**Print Media:** Introduction to Writing for Print Media, Journalistic Jargons, Ethics of Writing for Media, Forms of Journalistic Writing – News Writing, Column, Article, Feature, Editorial, Letter to the Editor, and Press Release; Identifying Sources, Gathering Information; Importance of Rewriting.



**Unit-II:**

**Electronic Media:** Radio – Introduction to Writing for Radio, Principles and Elements of Script Writing, Language and Grammar for Radio Script Writing, Radio Script Formats; Television – Basic Principles and Techniques of Television Writing, Elements of Television Script Writing, Language and Grammar for Television Script Writing, Television Script Formats, Writing a News Script.

**Unit-III:**

**New Media:** Definition, Writing Techniques for New Media, Content Writing for Social Media – Facebook, Instagram, Twitter, YouTube, Introduction to Blogging, Current Trends in Digital Journalism.

## **DSC 2: COMPUTER APPLICATIONS FOR MEDIA**

<b>Course Title and Code</b>	<b>DSC 2- Computer Applications for Media</b>		
<b>Programme Title</b>	<b>Bachelor of Arts in Journalism and Mass Communication</b>		
<b>Credits</b>	06	<b>Semester</b>	II
<b>Course Type</b>	Core	<b>Academic Year</b>	2023-24

**Pedagogy: Theory: 4 Hrs/week Practical: 4 Hrs/week**

**Total: 6 Credits**

**Course Objectives:**

1. To introduce students the basics of computers
2. To familiarize the applications of computers in Print and Electronic Journalism
3. To facilitate the students to practically learn the applications of computers at different levels in media

**Unit-I:**

Computer and Newspaper Production, Softwares for Newspaper Production, Internet, DTP, PageMaker, QuarkXpress, Adobe Indesign, Photoshop, Microsoft Word, Baraha, and Nudi.

**Unit-II:**

Usage of Texts, Tables, Charts, Graphics, Drawings, Illustrations and Animations in Media; Audio and Video Softwares – Adobe Audition and Premier Pro, Media Websites, Digital Newspapers, Blogs, Vlogs and Podcasts.

**Unit-III:**

Internet: Evolution, Concept, Significance, Elements, Functions of Internet; Basics of e-mail, Web Browsers, Search Engines, Basics of Computer Network—LAN, WAN. IP, Social Media Networks— Facebook, Instagram, Twitter, YouTube.

**Unit-IV:**

Web Journalism: Techniques of Web Writing, Web Designing; Cyber Crime – Types, Fake News, Merits and Demerits of Artificial Intelligence in Media, Impact of Social Media on Society.

**Practical Assignments:**

1. Create a Power Point Presentation
2. Prepare a 2 page Lab Journal
3. Create a Blog with content of your Choice
4. Prepare a News Report on a recent Cyber Crime based on FIR
5. Edit any 2 Photographs of your Choice using Editing Software

**List of Reference Books:**

1. Sunder, R., 2000. Computers Today Ed.2, John Wiley,
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
3. Chapman and Chapman, Digital Multimedia, Wiley Publication.
4. James C. Foust, Online Journalism: Principles and Practice of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
5. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997
6. Macintosh, Advanced Adobe Photoshop, Adobe publishers.
7. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
8. Smith, Gene. Tagging: People-powered Metadata for the SocialWeb, Indianapolis, Indiana: New Riders Press, 2008

## OE 2: Photo Journalism

<b>Course Title and Code</b>	<b>OE-2 Photo Journalism</b>		
<b>Programme Title</b>	<b>Bachelor of Arts in Journalism and Mass Communication</b>		
<b>Credits</b>	03	<b>Semester</b>	II
<b>Course Type</b>	Core	<b>Academic Year</b>	2023-24

**Pedagogy: Theory: 3 Hrs/week**

**Total: 3 Credits**

### **Course Objectives:**

1. To attract students towards profession of Photo Journalism
2. To familiarize the techniques of photography and Photojournalism
3. To give a practical knowledge in the field of Photography

### **Unit-I:**

Concept of Photography, Evolution of Photography, Different Types of Cameras – Manual, Digital and Smartphone Camera; Types of Photography – Portrait, Landscape, Street Photography, Wildlife, News Photography, Page 3 Photography; Light and Light Equipments; Latest trends in Photography.

### **Unit-II:**

Concept of Photo Journalism: Nature and Scope of Photo Journalism, Qualifications, Role and Responsibilities of Photo Journalists, Sources of News for Photo Journalists, News Photography.

### **Unit-III:**

Techniques of Photo Editing, Photo Editing Softwares, Caption Writing, Leading Photo Journalists in India; Mobile Journalism – Mobile Photography, Using Smartphones for News Reporting, Editing Photos and Videos on Smartphones.

## **List of Reference Books:**

- 1) Milten Feinberg- Techniques of Photo Journalism
- 2) Michel Long ford- Basic Photography
- 3) Tom Ang- Digital Photography- Mster classes
- 4) N manjunath- ChayachitraPatrikodyama
- 5) Cyernshem G R- History of Photography



	<b>Total Credits</b>									<b>23</b>
4	News Processing and Editing		\	Translation for Media	L1 L2	Radio Jockey		Technical Writing		22
	Practical: News Processing and Editing									02
	<b>Total Credits</b>									<b>25</b>
5	DSC5: Introduction to Communication DSC6: Media Laws and Ethics DSC7: Introduction to Digital Media							Web Journalism		18
	Practical: Digital Media Production									02
	<b>Total Credits</b>									<b>20</b>
6	DSC8:Development Journalism DSC9: Fundamentals of Digital Film Making							Film Appreciation		18
	Practical: Digital Film making									02
	<b>Total Credits</b>									<b>20</b>
7	DSC10: Theories of Communication DSC11: Advertising & Corporate Communication DSC12: Media Research		DSE1:RadioProgramme& Production (P) DSE1:Radio Production (OR) DSE2: Basics of Camera, Lights &Sound (P) DSE2:Camera Lights and Sound DSE3: Television Programme& Production (P) DSE3:Television Production (OR) DSE4: Introduction to Story and Script Writing (P) DSE4:Story and Script Writing DSE5: Writing Techniques for New Media (P) DSE5:Writing for Digital Media (OR) DSE6: Web Design and Development					Graphic Design		20

			(P) DSE6: Web Design and Development							
	<b>Total Credits</b>									<b>20</b>
8	DSC13: Event Management DSC14: Media Entrepreneurship		DSE7: Virtual Content Development OR (P)DSE7: Virtual Content Development DSE8: Web & Digital Publishing OR (P)DSE8: Web and Digital Publishing DSE9: Production Techniques for Digital Platforms (P)DSE9: Production Techniques for Digital Platforms DSE10: Audio and Video Editing (P)DSE10: Audio and Video Editing DSE11: Social Media Strategies for Corporate Communication (P)DSE11: Social Media Strategies for Corporate Communication DSE12: Media Planning, Buying and Selling (P)DSE12: Media Planning, Buying and Selling DSE13: Documentary Production/Dissertation					Anchorin g		20
	<b>Total Credits</b>									<b>20</b>



9	<b>DSC15: NEW MEDIA</b> I. New Age Technologies II. Writing Techniques for new Media III. Data Journalism	Theory 50 Marks Practical 50 Marks  DSE10 Fundamentals of Multimedia Or DSE11 Web Design and Development  DSE12 Writing Techniques for Social Media Or DSE13 Web and Digital Publishing  DSE14 Data Journalism Or DSe15 Creative Solution Design (or choose any 3)							
	<b>DSC16: RADIO AND TELEVISION JOURNALISM</b> I. Writing and Reporting for Radio II. Writing and Reporting for Television III. Data Journalism	Theory 50 Marks Practical 50 Marks  DSE10 Script Writing for Audio Or DSE11 Presentation Skills for Radio  DSE12 Script Writing for Video Production Or DSE13 Presentation Skills for Television  DSE14 Data Journalism Or DSe15 Basics Sound and Sound Recording (or choose any 3)							
	<b>DSC17: ADVERTISING AND CORPORATE COMMUNICATION</b> I. Introduction to Marketing Communication II. Writing Techniques for Corporate Communication III. Data Journalism	Theory 50 Marks Practical 50 Marks  DSE10 Digital Advertising Or DSE11 Social Media for Public Relations  DSE12 Visual Communication for Advertising Or							

			<p>DSE13 Visual Communication for Corporate Communication</p> <p>DSE14 Data Journalism</p> <p>Or</p> <p>DSe15 Content Creation for Ad &amp; Corporate Communication</p> <p>(or choose any 3)</p>							
10	<p><b>DSC18: NEW MEDIA</b></p> <p><b>I.</b> Digital Media Marketing Tools and Strategies</p> <p><b>II.</b> Social Media Concepts and Strategies</p> <p><b>III.</b> Applied Digital Media Production</p>		<p>Theory 50 Marks</p> <p>Practical 50 Marks</p> <p>DSE16 Graphic Design for Digital Media</p> <p>Or</p> <p>DSE17 Basic Animation</p> <p>DSE18 Social Media Strategies for Marketing</p> <p>Or</p> <p>DSE19 Content Creation Techniques for Social Media</p> <p>DSE20 Production Techniques for Digital Media</p> <p>Or</p> <p>DSE9 Management of Social Media Blogs</p> <p>Or</p> <p>Project work</p> <p>(or choose any 3)</p>							24

	<p><b>DSC19: RADIO AND TELEVISION JOURNALISM</b></p> <p>I. Radio Programme Production  II. Television Programme Production  III. Fundamentals of Audio, Video and Lights</p>	<p>Theory 50 Marks  Practical 50 Marks</p> <p>DSE16 Audio Production  Or  DSE17 Audio Editing</p> <p>DSE18 Video Programme Production  Or  DSE19 Video Editing</p> <p>DSE20 Virtual Content Production  Or  DSE9 Audio and Video Production Management  Or  Project work  (or choose any</p>							
	<p><b>DSC20: ADVERTISING AND CORPORATE COMMUNICATION</b></p> <p>I. Digital Media Strategies for Advertising  II. Media Strategies for Corporate Communication  III. Creative Strategies for Advertising</p>	<p>Theory 50 Marks  Practical 50 Marks</p> <p>DSE16 Creative Strategies for Advertising  Or  DSE17 Advertising Copy Writing</p> <p>DSE18 Media Planning, Buying and Selling  Or  DSE19 Writing and Story Telling Across the Platforms</p> <p>DSE20 Ad. Production  Or  DSE9 PR Campaign Production Techniques  Or  Project work  (or choose any</p>							

## Model Curriculum

**Name of the Degree Programme: BA**

**Discipline Core: Journalism and Mass Communication**

**Total Credits for the Programme: 176 Starting year of implementation: 2023-24**

**Programme Outcome:**

**By the end of the programme's the students will be able to:**

**(Refer to literature on outcome based education (OBE) for details on Program Outcomes)**

1. The programme ensures responsible citizens to the society as a product
2. The programme will facilitate job opportunities for all those who invest five years in attending this programme
3. The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

**Assessment:**

**Weightage for Assessments (in percentage)**

Type of Course	Formative Assessment / IA	Summative Assessment
Theory	30	70
Practical		50
Projects	30	70
Experiential Learning		100
(Internshipsetc.)		

# Curriculum Structure for the Undergraduate Degree Programme

## BA

**Total Credits for the Programme: 176**      **Starting Year of Implementation: 2023-24**

**Name of the Degree Programme: BA**      **Discipline/Subject: Journalism and Mass Communication**

### Program Articulation Matrix:

This matrix lists only the core courses. Core courses are essential to earn the degree in that discipline/subject. They include courses such as theory, laboratory, project, internships etc. Elective courses may be listed separately

Semester	Title /Name Of the course	Program outcomes that the course addresses(not more than3 percourse)	Pre-requisite course(s)	Pedagogy	Assessment
1	Introduction to Journalism	1)To identify the distinct nature of Journalism and its professional aspects including career opportunities 2)To recognize and use the terms specific to media 3)To recognize the significance of changes in the practice of journalism	Pass in PUC with any stream	Theory and Practical	70 - Theory 30 - IA 50 - Practical

2	Computer Applications for Media	1) Introduces students the basics of computers 2) Familiarizes the applications of computers in Print and Electronic Journalism 3) Facilitates the students to practically learn the applications of computers at different levels in media	NA	Theory and Practical	70 - Theory 30 - IA 50 - Practical
3	News Reporting and Analysis	1) The student will be ready to work as amateur reporter 2) He/she will be through with the techniques of reporting 3) He/she is able to understand the mistakes committed by the reporters	NA	Theory and Practical	70 - Theory 30 - IA 50 - Practical
4	News Processing and Editing	1) He/ she is ready to work as amateur sub editors 2) He/she will be through with the techniques of sub editing 3) He is able to point out the mistakes committed by the sub editors	NA	Theory and Practical	70 - Theory 30 - IA 50 - Practical
5	DSC5: Introduction to Communication	1) The students has understood the basic concepts of communication and its importance in one's life 2) He is able to improve his own communication skills 3) The student is well aware of different types of communication and the usefulness of them	NA	Theory and tutorials	70 Theory 30 IA
5.	DSC6: Media Laws and Ethics	1) The student is aware of the constitutional provisions of freedom of Press, its advantages and limitations 2) The student has a fair knowledge of the laws and regulations pertaining to media field 3) The student is committed to ethics of media and its importance in practicing them	NA	Theory and tutorials	70 Theory 30 IA
5	DSC7: Introduction to Digital Media	1) This course gives an insight into digital world of today 2) Application of digital tools in media 3) The student is able to use the digital tools in his day today working of the media	NA	Theory and practical	70- Theory 30- IA 50 Practical
	Practical: Digital Media Production	Gives a practical exposure to the field of Digital media			
6	DSC8: Development Journalism	1) The student becomes aware of the concept of Development 2) He/she is able to utilize the media as a tool of development 3) The student is able to analyze the failure of media in underdevelopment of any country	NA		70 Theory 30 IA
6.	DSC9: Fundamentals of Digital Film Making	1) The student is well versed with the theory and practice of Digital film making 2) He/ she is able to direct and edit digital films 3) He/ she is ready to serve as a professional film maker	NA	Theory and practical	70- Theory 30- IA 50 Practical

	Practical: Digital Film making	The practical exposure in digital film making gives the students confidence in the field	NA		
7	DSC10: Theories of Communication	<ol style="list-style-type: none"> <li>1) The students will be aware of the academic development of Theories of Communication</li> <li>2) It gives a boost to the students to try to analyze communication in scientific ways</li> <li>3) World known communication theorists are introduced to the students</li> </ol>	NA	Theory and tutorial	70 Theory 30 IA
7.	DSC11: Advertising & Corporate Communication	<ol style="list-style-type: none"> <li>1) Students will be introduced to the field of advertising and Corporate Communication</li> <li>2) They will know the career opportunities in the fields of Advertising and Corporate Communication</li> <li>3) 'Ready to be recruited' students in Advertising and CCare produced</li> </ol>	NA	Theory and tutorial	70 Theory 30 IA
7	DSC12: Media Research	<ol style="list-style-type: none"> <li>1) The students will have understood the importance of Research in media field</li> <li>2) He / she will be understanding the techniques of media research</li> <li>3) They will have a knowledge of latest trends in media research world over</li> </ol>	NA	Theory and tutorial	70 Theory 30 IA
8.	DSC13: Event Management	<ol style="list-style-type: none"> <li>1) The student will be introduced to the field and opportunities in the field of Event Management</li> <li>2) They have the knowledge of role and responsibility of Event Manager</li> <li>3) The products are ready to start their own Event Management firms</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	DSC14: Media Entrepreneurship	<ol style="list-style-type: none"> <li>1) Students are given a glimpse of entrepreneurship in media</li> <li>2) Their career opportunities are increased many fold</li> <li>3) The products are ready to make a living out of media business</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
9.	<b>DSC15: NEW MEDIA</b> 1) New Age Technologies	<ol style="list-style-type: none"> <li>1) The student will have knowledge about the latest developments in the field of Technology</li> <li>2) He/she are well versed in using latest technology in their professional work</li> <li>3) They are able to utilize the career opportunities in the technological field</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	1) Writing Techniques for new Media	<ol style="list-style-type: none"> <li>1) The students will have thorough knowledge about the possibilities and limitations of new media</li> <li>2) They are able to exploit the opportunities in new media</li> <li>3) They start contributing regularly in new media sites</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	2) Data Journalism	<ol style="list-style-type: none"> <li>1) The students are introduced this new branch of Journalism</li> </ol>	NA	Theory and	70- Theory

		<ol style="list-style-type: none"> <li>2) He / she will be able to exploit the technique professionally</li> <li>3) Their expertise in Data Journalism should increase the career opportunities of these students</li> </ol>		practical Theory and practical	30- IA 50 Practical
	<b>DSC16: RADIO AND TELEVISION JOURNALISM</b> IV. Writing and Reporting for	<ol style="list-style-type: none"> <li>1) The students have understood the advantages of Radio and TV and are able to compare them</li> <li>2) He/ she is expert in writing the programmes for Radio</li> <li>3) They are ready to be recruited in Radio as programme executives</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	V. Writing and Reporting for Television	<ol style="list-style-type: none"> <li>1) The students are introduced to TV as a means of mass communication</li> <li>2) They are taught the techniques of writing for TV</li> <li>3) 'Ready to be recruited in TV' professionals are created</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	VI. Data Journalism	<ol style="list-style-type: none"> <li>1) The students are introduced this new branch of Journalism</li> <li>2) He / she will be able to exploit the technique professionally</li> <li>3) Their expertise in Data Journalism should increase the career opportunities of these students</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>DSC17: ADVERTISING AND CORPORATE COMMUNICATION</b> IV. Introduction to Marketing Communication	<ol style="list-style-type: none"> <li>1) The students gain a wide ranging experience in marketing communication</li> <li>2) They are well versed in using different techniques and media for marketing communication</li> <li>3) They are suitable candidates for appointment as marketing communication specialists</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	V. Writing Techniques for Corporate Communication	<ol style="list-style-type: none"> <li>1) Students are well versed in the intricacies of Corporate Communication</li> <li>2) They are experts in using the tools and techniques of CC</li> <li>3) They are suitable candidates to be appointed as CC Managers</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	VI. Data Journalism	<ol style="list-style-type: none"> <li>1) The students are introduced this new branch of Journalism</li> <li>2) He / she will be able to exploit the technique professionally</li> <li>3) Their expertise in Data Journalism should increase the career opportunities of these students</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>DSC18: NEW MEDIA</b>				



	<b>IV.</b> Digital Media Marketing Tools and Strategies	<ol style="list-style-type: none"> <li>1) The students are introduced to the tools and strategies of Digital Media</li> <li>2) The students will learn the process of digital marketing</li> <li>3) They are employable in digital marketing companies</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>V.</b> Social Media Concepts and Strategies	<ol style="list-style-type: none"> <li>1) Students are aware of the concept of social media</li> <li>2) He/she is trained to use social media for their advantage</li> <li>3) Students become experts in using social media</li> </ol>	NA	Theory and tutorial	70 Theory 30 IA
10	<b>VI.</b> Applied Digital Media Production	<ol style="list-style-type: none"> <li>1) Students are trained in production of digital media Content</li> <li>2) They will learn the skills required for producing and using digital media</li> <li>3) They are employable in Digital media production houses</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>DSC19: RADIO AND TELEVISION JOURNALISM</b>				
	<b>I.</b> Radio Programme Production	<ol style="list-style-type: none"> <li>1) The students are practically trained in radio programme production</li> <li>2) They become experts in radio production learning the latest trends also</li> <li>3) They are employable in radio stations</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>II)</b> Television Programme Production	<ol style="list-style-type: none"> <li>1) They are practically trained in TV programme production</li> <li>2) They become experts in TV production learning the latest trends also</li> <li>3) They are employable in TV stations</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>III)</b> Fundamentals of Audio, Video and Lights	<ol style="list-style-type: none"> <li>1) The students become experts in the techniques of audio and video</li> <li>2) The lighting techniques are learnt</li> <li>3) They are employable in audio and video studios</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>DSC20: ADVERTISING AND CORPORATE COMMUNICATION</b>				
	<b>IV.</b> Digital Media Strategies for Advertising	<ol style="list-style-type: none"> <li>1) The students are trained in creating digital media advertisements</li> <li>2) They know the latest apps, trends in digital advertising</li> <li>3) They are employable in advertising agencies</li> </ol>	NA	Theory and practical	70- Theory 30- IA 50 Practical
	<b>V.</b> Media Strategies	1) The students are experts in Corporate Communication	NA	Theory and	70- Theory

	for Corporate Communication	<ul style="list-style-type: none"> <li>2) They are ready to experiment with new strategies for better communication in Corporate field</li> <li>3) They are employable in Corporate Communication agencies</li> </ul>		practical	30- IA 50 Practical
	III Creative strategies for Advertising	<ul style="list-style-type: none"> <li>1) The students are ready to experiment with new strategies in Advertising</li> <li>2) Their creative abilities are exposed</li> <li>3) They are employable in Advertising agencies</li> </ul>	NA	Theory and practical	70- Theory 30- IA 50 Practical

## Pedagogy for student engagement is predominantly lectures. However, other pedagogies enhancing better student engagement to be recommended for each course. The list includes active learning/ course projects/ problem or project based learning/ case studies/self study like seminar, term paper or MOOC.

\$ Every course needs to include assessment for higher order thinking skills (Applying/ Analyzing/ Evaluating/ Creating). However, this column may contain alternate assessment methods that help formative assessment (i.e. assessment for learning).