



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION  
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited  
'A' Grade 2014

website: kud.ac.in

No.KU/Aca(S&T)/RPH-394A/2021-22/1155

Date: 29 OCT 2021

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2021-22ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳಿಗೆ 1 ಮತ್ತು 2ನೇ ಸೆಮೆಸ್ಟರ್  
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ ಆದೇಶ  
ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1), ದಿ:7.8.2021.  
2. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ದಿನಾಂಕ: 19.08.2021  
3. ಈ ಕಚೇರಿ ಸುತ್ತೋಲೆ ಸಂ.No. KU/Aca(S&T)/RPH-394A/2021-22/18 ದಿ:21.08.2021.  
4. ಸರ್ಕಾರಿ ಆದೇಶ ಸಂ ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1),ಬೆಂಗಳೂರು ದಿ. 15.9.2021.  
5. ಎಲ್ಲ ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಸಭೆಗಳ ನಡವಳಿಕೆಗಳು  
6. ಎಲ್ಲ ನಿಖಾಯಗಳ ಸಭೆಗಳು ಜರುಗಿದ ದಿನಾಂಕ: 24.25-09-2021.  
7. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 01 ದಿನಾಂಕ: 28.9.2021.  
8. ಈ ಕಚೇರಿ ಸುತ್ತೋಲೆ ಸಂ.No. KU/Aca(S&T)/RPH-394A/2021-22/954 ದಿ:30.09.2021.  
9. ಎಲ್ಲ ನಿಖಾಯದ ಡೀನರು / ಸಂಪನ್ಮೂಲ ತಜ್ಞರ ಸಭೆ ದಿನಾಂಕ 21.10.2021.  
10. ಎಲ್ಲ ಸ್ನಾತಕ ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳ ಸಭೆ ದಿನಾಂಕ 22.10.2021.  
11. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 01 ದಿನಾಂಕ: 27.10.2021.  
12. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 29-10-2021

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2021-22ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music)/BVA/ BTM/ BSW/ B.Sc./B.Sc. Pulp & Paper Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS)/ & BBA ಸ್ನಾತಕ ಕೋರ್ಸುಗಳ 1 ಮತ್ತು 2ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗೆ NEP-2020 ರಂತೆ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಈಗಾಗಲೇ ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಮುಂದೆ ದಿನಾಂಕ 04.10.2021 ವರೆಗೆ ಸರಕಾರವು ಕಾಲಕಾಲಕ್ಕೆ ನೀಡಿದ ನಿರ್ದೇಶನಗಳನ್ನು ಅಳವಡಿಸಿಕೊಂಡು ದಿನಾಂಕ 27.10.2021 ರಂದು ಜರುಗಿದ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯಲ್ಲಿ ಅನುಮೋದನೆ ಪಡೆದು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ [www.kud.ac.in](http://www.kud.ac.in) ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಆಡಕ: ಮೇಲಿನಂತೆ

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

*Handwritten signature*  
ಕುಲಸಚಿವರು.



**Practical Subject**

**KARNATAK UNIVERSITY, DHARWAD**

## **04 - Year B.A. (Hons.) Program**

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### **SYLLABUS**

**Subject: Journalism and Mass Communication**

**[Effective from 2021-22]**

**DISCIPLINE SPECIFIC CORE COURSE (DSCC) FOR SEM I & II,  
OPEN ELECTIVE COURSE (OEC) FOR SEM I & II and  
SKILL ENHANCEMENT COURSE (SEC) FOR SEM I**

**AS PER NEP - 2020**

**Karnatak University, Dharwad**  
**Four Years Under Graduate Program in Journalism and Mass Communication for B.A.**  
**(Hons.)**  
**Effective from 2021-22**

Sem	Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
I	DSCC 1	Theory	04hrs	56	02 hrs	40	60	100	04
		Practical	04 hrs	52	03 hrs	25	25	50	02
	OEC-1	Theory	03 hrs	42	02 hrs	40	60	100	03
	*SEC-1	Practical	03 hrs	30	02 hrs	25	25	50	02
II	DSCC2	Theory	04 hrs	56	02 hrs	40	60	100	04
		Practical	04 hrs	52	03 hrs	25	25	50	02
	OEC-2	Theory	03 hrs	42	02 hrs	40	60	100	03
<b>Details of the other Semesters will be given later</b>									

**\* Student can opt digital fluency as SEC or the SEC of his/ her any one DSCC selected**

**Name of Course (Subject): Journalism and Mass communication Programme Specific Outcome (PSO):**

On completion of the 03/ 04 years Degree in Journalism and Mass Communication, students will be able to:

**PSO :1. Understand the basics of media.** Four year Integrated Course in Journalism and Mass Communication will bring in an overall familiarity of the field to the students. They should be proficient in theory and practice of the media in general.

**PSO :2.** The programme should prepare the students as 'ready to be recruited by the media houses', where the programme will ensure jobs to all the students who undergo this programme.

**PSO :3.** The products of the programme are open for changes in the field, that happen time to time and cope up the new challenges.

**PSO :4.** The programme ensures responsible citizens to the society as a product.

**PSO :5.** The programme will facilitate job opportunities for all those who invest four years in attending this programme.

**PSO :6.** The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

# B.A. Semester – I

## Subject: Introduction to Journalism Discipline Specific Course (DSC)

The course Introduction to Journalism in I semester has two papers (Theory Paper –I for 04 credits & Practical Paper -II for 2 credits) for 06 credits: Both the papers are compulsory. Details of the courses are as under.

### Course No.-1 (Theory)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-01	DSCC	Theory	04	04	56 hrs	2hrs	40	60	100

Course No.1 (Theory): Title of the Course (Theory): Introduction to Journalism

### Course Outcome (CO):

- 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

### After completion of course (No.1), students will be able to:

**CO 1:** Understand the concept, history, origin, scope and definitions of Journalism and Mass Communication and its relevance in the present scenario.

**CO 2:** Understand the interdisciplinary nature of Journalism and Mass Communication and the role of Journalist in the contemporary society.

**CO 3:** Describe the different branches of journalism and critically identify the contributions of Journalism and Mass Communication to the growth and development of the society.

**CO 4:** Explain the different concepts and practices of Journalism and Mass Communication.

**CO 5:** Understand the fundamentals of journalism and mass communication concepts, principles and processes underlying the academic field and practice in print media,

Syllabus- Course 1: (Theory): Title- Introduction to Journalism	Total Hrs: 56
<b>Unit-I</b>	<b>14 hrs</b>
<b>Chapter No. 1 :</b> Definition of Journalism – Nature and Scope of Journalism. <b>Chapter No. 2 :</b> Qualities, Duties, Responsibilities and ethics of Journalists. Career opportunities in Journalism . Journalism as a Profession. <b>Chapter No. 3 :</b> Influence of Journalism on society and development.	
<b>Unit-II</b>	<b>14 hrs</b>
<b>Chapter No. 4. :</b> History of Journalism – Development of Journalism in the world. <b>Chapter No. 5. :</b> A brief History of Journalism in India –A brief history of Kannada Press- Role of Journalism during freedom struggle and Growth of the Press after independence.	

<b>Unit-III</b>	<b>14 hrs</b>
<b>Chapter No. 6. :</b> Challenges and Present status of Journalism, Professional Organizations <b>Chapter No. 7 :</b> Glossary of Journalism- Basic terms used in the Press and media in general.	
<b>Unit-IV</b>	<b>14 hrs</b>
<b>Chapter No. 8. :</b> Traditional and modern branches of Journalism like Magazine Journalism, Community Journalism – Investigative Journalism – Development Journalism. <b>Chapter No. 9:</b> Theories of Press-1. Authoritarian theory 2. Libertarian Theory. 3. Social Responsibility Theory. 4. Soviet Communist Theory	

Books recommended.

- 1) Mass Communication in India, Keval J Kumar Jaico Publication Phiroza Mehta road mumbai – 400001
- 2) Mass Communication in India, Valanilam Sage Publications, Mathur road New Delhi – 110044
- 3) ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಬಳಕೆ, ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 560001
- 4) ಮಾಧ್ಯಮಗಳ ಬಳಕೆ, ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 570014
- 5) ಮಾಧ್ಯಮಗಳ ಬಳಕೆ - ಮಾನ್ಯ ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 560001
- 6) 1. ಲೇಖನ, ಮಾಧ್ಯಮಗಳ ಬಳಕೆ - ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 560001
- 7) ಪತ್ರಿಕೆ, ಮಾಧ್ಯಮಗಳ ಬಳಕೆ - ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 560001
- 8) ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಮಾಧ್ಯಮಗಳ ಬಳಕೆ - ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 560001
- 9) ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಮಾಧ್ಯಮಗಳ ಬಳಕೆ - ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 560001
- 10) ರ. ಎ. ಫ, ಮಾಧ್ಯಮಗಳ ಬಳಕೆ - ಡಾ. ಜಿ.ಎಸ್. ಶರಣ್, ಸಿ.ಎಸ್.ಸಿ.ಪಬ್ಲಿಷಿಂಗ್, ಬೆಂಗಳೂರು - 560001
- 11) A very short introduction to Journalism by Oxford Press
- 12) Mass communication in India- Keval J Kumar
- 13) Global Journalism- An introduction by Vera Slavtecheva, Michel Bromley
- 14) Undertaking Journalism by Barun Roy
- 15) Mass Communication and Journalism in India by D S Mehta
- 16) Indian Journalism by Nadiga Krishnamurthy (Kannada & English Version)
- 17) Patrikodyam by G.N. Rangnath Rao
- 18) Vritti Patrikodyam by M. V. Kamath
- 19) Patrikodyam by Shivanand Joshi
- 20) Patrikodyamad Baagilu by K.R. Mangala
- 21) Kannada Journalism by B.K. Ravi
- 22) M.A. Journalism Nantra Mundenu? By Dr. A.S. Balasubramanya

## B.A. Semester – I

### Subject: Introduction to Journalism Discipline Specific Course (DSC)

#### Course No.-1 (Practical)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-01	DSCC	Practical	02	04	52 hrs	3hrs	25	25	50

Course No.1 (Practical): Title of the Course (Practical) Introduction to Journalism

#### Course Outcome (CO):

**CO 1:** To identify the distinct nature of Journalism and its professional aspects including career Opportunities

**CO 2:** To recognize and use the terms specific to media

**CO 3:** To recognize the significance of changes in the practice of journalism

**CO 4:** To educate the students about the role of journalism in society and development.

#### After completion of course (Practical), students will be able to:

CO 1. Understand and appreciate various dimensions of mass communication

CO2. Develop an understanding of the fundamental concepts in journalism

CO3. Analyze the scope and dimensions in journalism

CO4. Discuss the recent trends in mass media 5. Analyze and review different newspapers

#### List of the Experiments for 52 hrs / Semesters

1. Developing a habit of writing, among the students by giving assignments to write any topics of their choice ( Minimum of 5 assignments should be written)
2. Studying various types of writings in newspapers like news, articles, features, editorials and middles
3. Writing articles and features ( Minimum of 5 assignments should be written)
4. Writing for social media ( Minimum of 5 assignments should be written)
5. Content analysis of a news paper (of their choice)
6. Find out the investigative reports appeared in news papers.
7. List out the professional originations of media
8. List out glossary of journalistic terms (20)
9. Find out the development stories appeared in dailies
10. Reading of newspapers in the class particularly the front page and the local news pages.

## General instructions:

1. Student should understand the prime objective of the subject.
2. To keep the students updating with changing technology

Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination.

### Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

- |   |                 |
|---|-----------------|
| 1. Reading of newspapers in the class particularly the front page and the local news pages: | <b>04 Marks</b> |
| 2. List out the professional originations of media :  | <b>04Marks</b>  |
| 3. Find out the development stories appeared in dailies :                                   | <b>04Marks</b>  |
| 4. Viva:  | <b>03Marks</b>  |
| 5. Journal:   | <b>10Marks</b>  |

**Total 25 marks**

**Note: Same Scheme may be used for IA( Formative Assessment) examination**

### Books recommended.

- 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) Undertaking Journalism by Barun Roy
- 5) Mass Communication and Journalism in India by D S Mehta
- 6) *Journalism in India*, © J. J. Zaveri, Agastya Prasad, Vikas Publishing House Pvt. Ltd., New Delhi-110 014
- 7) *Journalism in India* – Mazha J. Zaveri, J. J. Zaveri, Vikas Publishing House Pvt. Ltd., New Delhi-110 014
- 8) *Journalism in India*, Vikas Publishing House Pvt. Ltd., New Delhi-110 014
- 9) *Journalism in India*, Vikas Publishing House Pvt. Ltd., New Delhi-110 014
- 10) *Journalism in India*, Vikas Publishing House Pvt. Ltd., New Delhi-110 014
- 11) *Journalism in India*, Vikas Publishing House Pvt. Ltd., New Delhi-110 014

## B.A. Semester – I

**Subject: Writing for Media**  
**Open Elective Course (OEC-1)**  
**(OEC for other students)**

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
OEC-1	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

OEC-1: Title of the Course: **Writing for Media**

### Course Outcome (CO):

- 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.

**After completion of course, students will be able to:**

**CO 1:** The student will be ready to work as amateur reporter

**CO 2 :** He/she will be through with the techniques of reporting

**CO 3 ::** He/she is able to understand the mistakes committed by the reporters

**CO 4:** Understand the writing skills for various mass media.

<b>Syllabus- OEC: Title- Writing for Media</b>	<b>Total Hrs: 42</b>
<b>Unit-I</b>	<b>14 hrs</b>
Chapter No.1: Print Media: Introduction to writing for print media. Media Ethics Chapter No.2: Forms of Journalistic writing: (News writing, column, article, feature, editorial, letter to the editor, preparing press release etc). Chapter No.3: News Sources. Importance of Re-writing	
<b>Unit-II</b>	<b>14 hrs</b>
Chapter No.4. : Radio: Introduction to writing for radio, principles and elements of scripting, News scripting. Chapter No.5. : Television: Basic principles and Techniques of TV writing, elements of TV scripting, language and grammar, TV Script formats; Writing News script. Chapter No.6: New Media: Introduction to Writing for online Media. Introduction to Blogging, Web Journalism.	
<b>Unit-III</b>	<b>14 hrs</b>
Chapter No.7: Introduction to writing for films. Chapter No.8: Process and Creativity in scripting. Chapter No.9 : Definition of Film Review and criticism.	



## References:

- 1) C.A Sheenfield- Effective Feature Writing.
- 2) Nelson R.P – Article Writing.
- 3) D K choler; Broadcast Journalism.
- 4) KM Shreevastava; Radio and TV journalism
- 5) Mehara Massani\_; Broadcasting and people
- 6) PC Chattarje \_ ;Broadcasting in India.
- 7) EE Wills; Writing Television and Radio programme
- 8) Paul G Smeyak \_ Broadcast News Writing.
- 9) 1. AIA. "KQI, gAR-AiEA "EAPi A»vā ¥PA+Ei° ASvi
- 10) © J Eī UAgāA Ewō, gAR-AiEA mē «dEī "ApA A<sup>a</sup> P EA PEAōI Pā<sup>a</sup> AAZP A CPaqkA "AUMegA.
- 11) ©.Pfgk, "AE° SgPUMA, ZEvPPAEaPpμAEI, "AUMegA
- 12) Paul Sureya \_ Broadcast News Writing: Radio ,The fifth Estate.
- 13) Berkeley, California UV: What is cinema?

### Books recommended.

1. Jason Whittaker ; - 2000 Producing for the Web.( Media Skills)
2. Timothy Garrand ; - Writing For Multimedia and The Web - A Practical guide to content development for interactive Media.
3. Stepen Pite - The digital Designer, 101 Graphics Design Project for Print,The web , Multimedia, Motion graphics.
4. J.G Stonell- Writing for MassMedia .

## B.A. Semester - I

### Subject: Skill Enhancement Course SKILL ENHANCEMENT COURSE (SEC)-I

#### Title of Paper: Skill Enhancement Course

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Mode of Examination	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
SEC-I	Theory + Practical	02	03hrs	30	Practical	2hr	25	25	50

#### Course Outcome (CO):

1. To make them familiar with writing for media and develop interest in writing.
2. Equip the students with new trends in media writing.

#### After completion of Skill Enhancement course, students will be able to:

- CO 1 Understand the importance of specific writing skills.
- CO 2 To give a glimpse of writing for media and develop an interest in writing
- CO 3 Equip the students with new trends in Media Writing.
- CO 4 Encourage to develop the necessary writing skills.

<b>Syllabus- SEC-1: Title- Writing Skills (SEC)</b>	Total Hrs: 30
Unit-I: Writing for TV Print Media and Radio	10 hrs
Chapter 1: Print Media- News writing methods, Editorial, letter to the editor writing short stories, Chapter 2: Travel article writing.	
<b>Unit-II Writing for T.V, Film and New Media</b>	10 hrs
Chapter 3: Writing for Radio – News writing, Radio programme scripts writing techniques. Chapter-4: News writing methods, scripts writing Documentary scripting	
<b>Unit-III</b>	10 hrs
Chapter 5: Film – Definition of film Review Techniques of film script writing scene and dialogue writing. Chapter 6: New Media: Blog and content writing	

#### Books recommended.

- 1) PC Chattarje \_ ;Broadcasting in India.
- 2) EE Wills; Writing Television and Radio programme
- 3) Paul G Smeyak \_ Broadcast News Writing.
- 4) 1. AIAA. "140, gAr-AiEA -EAPi A»vA YPA+EA° ASM
- 5) © Jfi UAgA°AEwō, gAr-AiEA mē «dEi "AμA A°PEA PEAOI PA°AAZPA CPAQkA "AUMEGā.
- 6) ©.Pfgk, "AEA° SgPUMā, ZEvPPAEaPpAfi, "AUMEGā
- 7) Paul Sureya \_ Broadcast News Writing: Radio ,The fifth Estate.

#### List of the Experiments for 52 hrs / Semesters

1. Writing Articles and Feature stories – (2 stories)
2. Writing for Social Media – Long-form and Short-form content – 5 assignments
3. Photography – shoot and submit Nature, Human interest, and Portraits photographs – 5 each
4. Caption writing for Photographs
5. Letters to the Editor (2 letters) 8. Review of content of Newspapers/Magazines.
6. All students of the course shall create a Blog

7. Create a you tube channel and upload 2 video clips of your own choice
8. Preparing script for a radio Talk of 3 mints - 2
9. Picture caption writing - 5
10. Letter to editor - 2

#### General instructions:

1. Equip the students with new trends in media writing
2. To make them familiar with writing for media and develop interest in writing.

#### Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. Writing Articles Marks: 03
2. Picture caption writing – 5: Marks:03
3. Preparing script for a radio Talk of 3 mints - 5
4. Viva –Marks:04
5. Journal – Marks:10

Total 25 marks

**Note: Same Scheme may be used for IA( Formative Assessment) examination**

Books recommended.

- 1) PC Chattarje \_ ;Broadcasting in India.
- 2)
- 3) EE Wills; Writing Television and Radio programme
- 4) Paul G Smeyak \_ Broadcast News Writing.
- 5) 1. AIAA. 140, gAr-AiEA - EAPl, A»vA ¥PA±EA° ASzi
- 6) © JFi UAgA°AEwÖ, gAr-AiEA mP «dFi 11µA, A°PEA PEAOI PA°AAZP°A CPÁqKÁ 11AUMEGÄ.
- 7) ©.Pfgk, 11AEA° SgPUMÄ, ZEvPPAEAPÄAEi, 11AUMEGÄ
- 8) Paul Sureya \_ Broadcast News Writing: Radio ,The fifth Estate.

#### Details of Formative assessment (IA) for DSCC theory/OEC: 40% weight age for total marks

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 <sup>th</sup> Week
Written test-2	10%	1 hr	12 <sup>th</sup> Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

**Faculty of Social Science**  
**04 - Year UG Honors programme:2021-22**  
**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC**  
**(60 marks for semester end Examination with 2 hrs duration)**

**Part-A**

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

**Part-B**

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

**Part-C**

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.**



## B.A. Semester – II

### Subject: Computer Applications for Media Discipline Specific Course (DSC)

The course Computer Applications for Media in I semester has two papers (Theory Paper –I for 04 credits & Practical paper-II for 2 credits) for 06 credits: Both the papers are compulsory. Details of the courses are as under.

#### Course No.-2 (Theory)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-02	DSCC	Theory	04	04	56 hrs	2hrs	40	60	100

Course No.2 (Theory): Title of the Course (Theory): Computer Applications for Media

#### Course Outcome (CO):

1. Understand the computer applications for print, electronic and new media. Software skills applicable to page design, photo editing, graphic design, video editing, audio editing and animation.

**After completion of course (No.3), students will be able to:**

**CO 1** To Introduces students the basics of computers

**CO 2** To Familiarizes the applications of computers in Print and Electronic Journalism

**CO 3** To Facilitates the students to practically learn the applications of computers at different levels in media

**CO 4** Understand the basics of media related computer applications.

Syllabus- Course 3: Title- Computer Application for Media	Total Hrs: 42
<b>Unit-I</b>	<b>14 hrs</b>
<b>Chapter No. 1:</b> Computer: Evolution of computers, Generation of computers. Introduction to input and output devices, hardware and software (MS Word and MS Publisher). <b>Chapter No. 2:</b> Various applications of computers in media: Media software's and application. <b>Chapter No. 3 :</b> Media websites, digital paper and blogs and podcasts. In design, CorelDraw, DTP.	
<b>Unit – 2 :</b>	<b>14 hrs</b>
<b>Chapter No. 4. :</b> Nudi, Role of Computers in Media industry <b>Chapter No. 5. :</b> Internet concept, significance, elements, functions of Internet. <b>Chapter No. 6. :</b> Basics of e-mail, web browsers, search engines, basics of computer network.	
<b>Unit – 3:</b>	<b>14 hrs</b>
<b>Chapter No. 7 :</b> Fundamentals of Multimedia: Definition, concepts and elements of multimedia. <b>Chapter No.8:</b> Fundamentals of visual communication, Video conferencing, <b>Chapter No.9 :</b> graphics and animation Social media and their applications.	

Books recommended.

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:
5. Principles and Practices of News for the Web, Scottsdale, AZ: Holcomb Hathaway.
6. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997.
7. Macintosh, Advanced Adobe photoshop, Adobe publishers.
8. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
9. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.
10. Digital Media by T.K. Ganesh

## B.A. Semester – II

### Subject: Computer Applications for Media Discipline Specific Course (DSC)

#### Course No.-2 (Practical)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-02	DSCC	Practical	02	04	52 hrs	3hrs	25	25	50

Course No.2 (Practical): Title of the Course (Practical): **Computer Applications for Media**

#### Course Outcome (CO):

1. To enable the students to develop an intuitive sense of working with computers for academic and professional work more efficient

#### After completion of course (No.4), students will be able to:

- CO 1** : To understand basics of computer.  
**CO 2** : To understand the operating systems software and different applications software

#### List of the Experiments for 52 hrs / Semesters

1. Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
2. Create a Facebook page.
3. Blog/Vlog
4. Creating Power Point Presentation using Multimedia tools
5. Creating a blog with a content of your choice
6. DTP
7. Students shall prepare his/her bio data using micro soft word
8. Working with Nudi/ Barah and other application software for practice
9. Work with Photo Shop and edit the photos.
10. File Management (Practice)

#### General instructions:

1. To enable the students to develop an intuitive sense of working with computer for academic and professional work.

#### Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. DTP - Marks :05
2. Students shall prepare his/her bio data using micro soft word - **Marks:04**
3. Work with Photo Shop and edit the photos – **Marks:04**
4. Viva - **Marks:04**
5. Journal- **Marks:08**

**Total marks 25**

**Note: Same Scheme may be used for IA( Formative Assessment) examination**

Books recommended.

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:
5. Principles and Practices of News for the Web, Scottsdale, AZ: Holcomb Hathaway.
6. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997.
7. Macintosh, Advanced Adobe photoshop, Adobe publishers.
8. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
9. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.
10. Digital Media by T.K. Ganesh



## B.A. Semester – II

### Subject: Photo Journalism Open Elective Course (OEC-2) (OEC for other students)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
OEC-2	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

OEC-2: Title of the Course: Photo Journalism

#### Course Outcome (CO):

1. To train the students to understand the nature of photography , digital photography .
2. To practice the journalistic photography (news photography )

#### After completion of course, students will be able to:

- CO 1 : To understand the nature of photography
- CO 2 To the recent trends in photography.
- CO 3 To make the students aware about the Nature photography.
- CO 4 To understand the digital photography.

<b>Syllabus- OEC: Title- Photo Journalism</b>	Total Hrs: 42
<b>Unit –I</b>	14 hrs
Chapter No. 1: Concept of Photography- Evolution of Photography. Chapter No. 2 Different types of cameras Manual, Digital and phone cameras Chapter No. 3 : Types of Photography- Light and light equipments -Latest trends in Photograph.	
<b>Unit – 2 :</b>	14 hrs
Chapter No. 4. :Concept of Photo Journalism- Nature and Scope of Photo Journalism Role and Responsibilities of Photo Journalists Chapter No. 5. : Sources of news photography, Techniques of Photo editing- Caption writing- Photo editing software's. Chapter No. 6. : Uploading news photos /videos on Digital platforms.	
<b>Unit – 3 .</b>	14 hrs
Chapter No. 7 : Importance of Mobile Journalism Chapter No.8: Mobile Photography Using smart phones for taking effective pictures and shooting videos. Chapter No.8 : Editing photos and videos taken on smart phones	

#### Books recommended.

1. N. Manjunath- Chayachitra Patrikodyama
2. Cyernshem G.R – History of Photography
3. Milten Feinberg – Techniques of Photo Journalism
4. Newspaper Photography – a Professional view of Photo Journalism Today
5. Tom Ang Digital Photography Masterclass : Advanced Photographic and Image manipulation techniques for creating perfect pictures.

6. Michael Langford, Anna Fox, Richard Sawdon Smith Langford's Basic Photography : The Guide for Serious Photographers
7. Milten Feinberg- Techniques of Photo Journalism
8. Michel Long ford- Basic Photography
9. Tom Ang- Digital Photography- Mster classes
10. N manjunath- Chayachitra Patrikodyama
11. Cyernshem G R- History of Photography
12. Chaya chitra Patrikodyam by Astromohan
13. Chitra Jagattu by R.V. Kattimani

**Details of Formative assessment (IA) for DSCC theory/OEC: 40% weight age for total marks**

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 <sup>th</sup> Week
Written test-2	10%	1 hr	12 <sup>th</sup> Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

**Faculty of Social Science**  
**04 - Year UG Honors programme:2021-22**

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC**  
**(60 marks for semester end Examination with 2 hrs duration)**

**Part-A**

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

**Part-B**

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

**Part-C**

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks  
(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.**





KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION  
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited  
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/SSL-394A/2022-23/1055

Date: 23 SEP 2022

**ಅಧಿಸೂಚನೆ**

ವಿಷಯ: 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳಿಗೆ 3 ಮತ್ತು 4ನೇ ಸೆಮೆಸ್ಟರ್  
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ  
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1), ದಿ:7.8.2021.  
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಸಭೆಯ ಠರಾವುಗಳ ದಿನಾಂಕ: 12.09.2022  
3. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂ. 04, ದಿನಾಂಕ: 17.09.2022  
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 22-09-2022

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2022-23ನೇ  
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳ ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ  
(NEP)-2020 ರಂತೆ 3 ಮತ್ತು 4ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗಾಗಿ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ  
ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. [www.kud.ac.in](http://www.kud.ac.in) ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್  
ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತಾ, ವಿದ್ಯಾರ್ಥಿಗಳು ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ  
ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ / ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

*[Signature]*  
ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ  
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

**ಪ್ರತಿ:**

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ  
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



**KARNATAK UNIVERSITY, DHARWAD**

**Four - Year B.A. (Hons.) Program**

**SYLLABUS FOR III & IV SEMESTER 2022-2023**

**Course: JOURNALISM AND MASS COMMUNICATION**

**DISCIPLINE SPECIFIC CORE COURSES (DSCC)**

**SEMESTER – III**

**DSCC Paper-1 Theory Code: 013JMC011:NEWS REPORTING AND ANALYSIS**

**DSCC - Practical Code:013JMC012: NEWS REPORTING AND ANALYSIS**

**OEC Paper: Theory Code: 013JMC051FEATURE WRITING AND FREELANCING**

**DISCIPLINE SPECIFIC CORE COURSES (DSCC)**

**SEMESTER – IV**

**DSCC Paper -1 Theory Code: 014JMC011: NEWS PROCESSING AND EDITING**

**DSCC: Practical Code: 014JMC012- NEWS PROCESSING AND EDITING**

**OEC Paper Code: 014JMC051: TRANSLATION FOR MEDIA**

**Effective from 2022-23**

**AS PER NEP - 2020**

Sem.	Type of Course	Course Code	Instruction hour per week (hrs)	Total hours of Syllabus / Sem.	Duration of Exam (hrs)	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
<b>III</b>	News Reporting And Analysis	013JMC011	04	56	02	40	60	100	04
	News Reporting And Analysis	013JMC012	04	52	03	25	25	50	02
	Feature Writing And Freelancing	013JMC051	03	42	02	40	60	100	03
<b>IV</b>	News Processing And Editing	014JMC011	04	56	02	40	60	100	04
	News Processing And Editing	014JMC012	04	52	03	25	25	50	02
	Translation For Media	014JMC051	03	42	02	40	60	100	03

## **Karnatak University, Dharwad**

### **Programme Specific Outcome (PSO):**

Four year Integrated Course in Journalism and Mass Communication will bring in an overall familiarity of the field to the students. They should be proficient in theory and practice of the media in general.

- PSO-1** To launch students into the study of communication, media and journalism.
- PSO-2** To spark students' curiosity about the fields of communication, media and journalism.
- PSO-3** To prepare students for more complex and advanced-level courses in the subsequent Semesters
- PSO-4** To identify the distinct but overlapping nature of the fields of communication, media and journalism
- PSO-5** To describe the key concepts and ideas relating to communication, media and journalism
- PSO-6** To recognize the significance of changes in the practice of communication, media and journalism
- PSO-7** The programme should prepare the students as 'ready to be recruited by the media houses, where the programme will ensure jobs to all the students who undergo this programme.
- PSO-8** The products of the programme are open for changes in the field, that happen time to time and cope up the new challenges.
- PSO-9** The programme ensures responsible citizens to the society as a product.  
The programme will facilitate job opportunities for all those who invest four years in attending this programme.
- PSO-10** The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

## B.A. Semester – III

### DSCC-1 : News Reporting And Analysis (Theory) (Code: 013JMC011)

#### Course Outcome (CO):

After completion of course (Theory), students will be able to:

- CO1. To give a glimpse of writing for media and develop an interest in writing
- CO2. Equip the students with new trends in Media Writing.
- CO3. To identify events and issues and turn them into news.
- CO4. To make use of the skills and techniques in reporting.
- CO5. To make use of career opportunities in reporting.
- CO6. To Introduce students to the skills of writing for the print media.
- CO7. To Introduce students to specialized reporting skills and reporting analysis.

<b>DSCC03: 013JMC011- Paper: I- NEWS REPORTING AND ANALYSIS</b>	<b>Total Hrs: 56</b>
<b>Unit-I</b>	<b>14 hrs</b>
<b>News:</b> Definitions, nature, concepts, elements and values. Sources of news: News agencies and internet as a source. Structure and components of news story; News writing skills; Inverted pyramid and other styles; Leads and types of Leads in news story.	
<b>Unit-II</b>	<b>14 hrs</b>
<b>Reporting:</b> Organization of reporting section, Principles of reporting, functions, qualities, and responsibilities of reporter. Professional Ethics. <b>Kinds of reporting:</b> investigative, interpretative, in-depth, and narrative; Civic, political, crime, sports, business, court reporting, mofussil, beat and weather reporting.	
<b>Unit-III</b>	<b>14 hrs</b>
<b>Types of news events:</b> Speeches, seminars & conferences, press conferences, agitations. Reporting governmental and non-governmental communications; Covering communal riots. <b>Interviewing:</b> principles, importance, techniques and types of news interviews, difference between print, television and broadcast interviews.	
<b>Unit-IV</b>	<b>14 hrs</b>
<b>Specialized reporting:</b> Legislative, science and technology, defense, human rights, women and child, health, sports, tourism, education, financial reporting, agriculture, lifestyle, cinema and culture.	

## Books for Reference: English

1. **Bill Kovach and Tom Rosenstiel**, (2001) *The Elements of Journalism*, Three Rivers Press.
2. **Brooks, B. S., Pinson, J. L., & Wilson, J. G.** (2013). "Writing as a Journalist," chapter 11 in *Working with Words: A handbook for media writers and editors*. Boston; New York: Bedford / St. Martin's.
3. **Deborah Potter**, (2006) *Handbook of Independent Journalism*, Bureau of International-Information Programs, U.S. Department of State.
4. **Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D.** (2014). The inverted pyramid. In *News reporting and writing* (11th edition). Boston; New York: Bedford / St. Martin's.
5. **Lorenz, Alfred L, and John Vivian.** (1995) *News: Reporting and Writing* Pearson Education POD.
6. **Izard, Ralph S.** (1994) *Fundamentals of News Reporting*, 6th edition. Dubuque, Iowa: Kendall/Hunt.
7. **Melvin Mencher**, (2010), *News Reporting and Writing*, 12th Ed McGraw-Hill, New York.
8. **The Missouri Group.** (2014) *News Reporting and Writing*, 11th edition, Bedford-St. Martin.
9. **Steward, Charles J., and William B. Cash, Jr.** (2003) *Interviewing: Principles and Practices*; Boston: McGraw-Hill.
10. **Tompkins, A.** (2012). The art of the interview. In *Aim for the heart: Write, shoot, report and produce for TV and multimedia* (pp. 77-96). Washington, D.C.: CQ Press.
11. **f. J. E. i. g. A. U. M. x. g. A. i.**, *Y. M. B. E. A. Z. P. A.*, - *P. A. A. A. Z. A. E. A. Y. D. A. E. A. A. U. M. E. g. A.*
12. **q. A. R. « U. I. N. Y. A. Z. A. P. E. i. j. Y. E. A. n. o. A. U. i.**, *P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. g. A.*
13. **U. E. A. Y. A. O. P. P. A. E. A. E. O. A. q. A. Y. M. B. E. A. Z. P. A.**, *P. E. A. O. I. P. A. A. A. Z. P. A. C. P. A. q. k. A. A. U. M. E. g. A.*
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**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/  
OEC  
(60 marks for semester end Examination with 2 hrs duration)**

**Part-A**

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

**Part-B**

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

**Part-C**

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks  
(Minimum 1 question from each unit and 10 marks question may have sub questions for  
7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.**



### **B.A. Semester – III**

#### **DSCC3: NEWS REPORTING AND ANALYSIS (PRACTICAL) ( Code: 013JMC012)**

#### **Course Outcome (CO):**

After the completion of course (Practical), students will be able to:

- CO1.** To prepare the students as ‘ready to be recruited by the media houses’, where the programme will ensure jobs to all the students who undergo this programme.
- CO2.** Understand the programme and open for the changes in the field, that happen time to time and cope up the new challenges.
- CO3.** Ensures responsible citizens of the society as a product, will facilitate job opportunities for all those who completes the course.
- CO4.** Ensures that the products of the course are not only good in technology but also respects the ethics of the field.
- CO5.** Every students is expected to produce a practical journal at the end of the semester.

<b>Distribution of marks</b>			
<b>Formative Assessment (Internal Assessment)</b>		<b>Summative Assessment (Semester End Exam)</b>	
1. Test:	10 Marks	1. Practical Exam:	15 Marks
2. Assignment :	10 Marks	2. Viva Voce :	05 Marks
3. Seminar:	05 Marks	3. Journal:	05 Marks
Total	25 marks	Total	25 marks

**QUESTION PAPER PATTERN FOR PRACTICAL  
EXAMINATION  
KARNATAK UNIVERSITY, DHARWAD**

**Duration:- 03 Hrs.**

**Marks:25**

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.....

*Answer any three of the following. Each question carries  
four marks*

**3X5 = 15 Marks**

**01.**

**02.**

**03.**

**04.**

**05. Viva:**

**05 Marks**

**06. Journal:**

**05 Marks**

## Syllabus for B.A. – III Semester

### OEC 003JMC051: Paper 3 – FEATURE WRITING AND FREELANCING

#### Course Outcome (CO):

After completion of course, students will be able to:

**CO1.** To Introduce the students to the essentials of feature writing and freelancing

**CO2.** To create interest in freelancing.

**CO3.** To use professional skills in structuring and presenting features.

**CO4.** To write features for print media.

**CO5.** To write with social concern.

<b>OEC- 1 : FEATURE WRITING AND FREELANCING ( Code: 003JMC051)</b>	<b>Total Hrs: 42</b>
<b>Unit-I</b>	14 hrs
<b>Feature:</b> Definition and Characteristics – Structure of a Feature Difference between news, features, articles and columns– Process and techniques of feature writing, feature headlines, Sources of Feature, Feature Syndicates.	
<b>Unit-II</b>	14 hrs
<b>Types of features;</b> Different feature articles – science feature, news feature, cultural feature, environmental feature, lifestyle feature; Modern trends in feature writing; <b>Reviews and its Types</b> Film, Theatre and Book.	
<b>Unit-III</b>	14 hrs
<b>Freelancing –</b> Meaning, Definition and Scope of Freelancing, Freelancing as a profession, Qualities of a Freelancer, Trends in Freelancing, Legal and ethical aspects of freelancing, Scope of freelancing in print and electronic media, freelancing in online media	

1. How to Criticize books- **O Hinkle and J Henry**
2. Effective Feature Writing – **C A Sheenfeld**
3. Modern Feature Writing – **H F Harrington and Elmer Scott Watson**
4. Writing Feature Articles – A Practical Guide to methods and Markets –**Hennessey**
5. Before My Eyes: Film Criticism and Comment –**Kauffmann**
6. Beyond the Facts – A Guide to the Art of Feature Writing

7. Freelancing – R K Murthy  
8. ᱦᱚᱱᱚᱛ ᱥᱤᱨᱫᱟᱹᱜᱟᱲ ᱵᱤᱨᱫᱟᱹᱜᱟᱲ « ᱡᱷᱟᱨᱠᱷᱚᱸᱰ #366 ᱢᱟᱞᱟᱝ ᱪ ᱢᱟᱞᱟᱝ ᱦᱚᱱᱚᱛ ᱥᱤᱨᱫᱟᱹᱜᱟᱲ ᱵᱤᱨᱫᱟᱹᱜᱟᱲ.  
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9. ᱦᱚᱱᱚᱛ ᱥᱤᱨᱫᱟᱹᱜᱟᱲ « ᱡᱷᱟᱨᱠᱷᱚᱸᱰ #366 ᱢᱟᱞᱟᱝ ᱪ ᱢᱟᱞᱟᱝ ᱦᱚᱱᱚᱛ ᱥᱤᱨᱫᱟᱹᱜᱟᱲ ᱵᱤᱨᱫᱟᱹᱜᱟᱲ.  
570023  
4. 10 ᱦᱚᱱᱚᱛ ᱥᱤᱨᱫᱟᱹᱜᱟᱲ « ᱡᱷᱟᱨᱠᱷᱚᱸᱰ #366 ᱢᱟᱞᱟᱝ ᱪ ᱢᱟᱞᱟᱝ ᱦᱚᱱᱚᱛ ᱥᱤᱨᱫᱟᱹᱜᱟᱲ ᱵᱤᱨᱫᱟᱹᱜᱟᱲ.  
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ᱵᱤᱨᱫᱟᱹᱜᱟᱲ ᱵᱤᱨᱫᱟᱹᱜᱟᱲ.570023

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 <sup>th</sup> Week
Written test-2	10%	1 hr	12 <sup>th</sup> Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

## Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

**Total: 60 Marks**

## **B.A. Semester – IV**

### **DSCC : NEWS PROCESSING AND EDITING (Theory) (Code: 014JMC011)**

#### **Course Outcome (CO):**

After completion of course (Theory), students will be able to:

**CO1.** Understand the basics of editing and publication process.

**CO2.** Provide an overview of the editing process.

**CO3.** Train in writing and editing techniques.

**CO4.** Write and edit news stories.

**CO5.** Design newspaper / magazine pages.

<b>DSCC Paper-1 : NEWS PROCESSING AND EDITING (Theory) (Code: 014JMC011)</b>	<b>Total Hrs: 56</b>
<b>Unit-I:</b>	<b>14 hrs</b>
<b>Introduction: Editing-</b> Meaning, Definitions, importance, principles, functions and techniques of editing. ; Importance of design in print media, Designing special supplements; Style sheet.	
<b>Unit-II :</b>	<b>14 hrs</b>
<b>Editorial Page;</b> Editorial writing and its significance; Types of Editorials;, Op-ed Page, Letters to the Editor, Middles; Headlines –Photo Editing and Caption Writing; Column writing and types of columns; Ethical Aspects of Editing	
<b>Unit-III :</b>	<b>14 hrs</b>
<b>Concept of Newspaper Design:</b> Types of Newspaper Layouts, Principles of Designing, Dummy; Front Page Design, Pagination software; Present Trends in pagination; Translation – Meaning, Principles, Techniques and Types.	
<b>Unit-IV</b>	<b>14 hrs</b>
<b>Newsroom Setup:</b> Organizational structure and functions of a typical newsroom; Editor; Role and responsibilities of an Editor; Executive Editor; News Editor; Chief Sub-editor, Sub-editor, Sections in editorial.	

## Recommended Books/References

1. The Elements of Editing: a modern guide for editors and journalists by **Arthur Plotnik: Collier Macmillan**
2. Outline of Editing by **K M Joseph: Anmol Publication**
3. Advanced Journalism by **Adarsh Kumar Varma: Har-Anand Publications Ltd**
4. Words on Words by **John M Bremner: Columbia University Press**
5. The Glamour of Grammar: A Guide to Magic and Mystery of Practical English by **Roy Peter Clark: Little, Brown company**
6. Editing and Design by **Harold Evans: William Heinemann Ltd**
7. News Reporting and Editing by **K M Shrivastva: Sterling Publishers Private Limited**
8. Computer Application for Journalism by **Rahul Singhai: EssEss Publication**
9. Editing: A handbook for Journalists by **T J S George; IIMC Publication**
10. Editing by **B N Ahuja and S Schhabra: Surjeet Publication.**

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC**  
**(60 marks for semester end Examination with 2 hrs duration)**

## Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

## Part-B

- 2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks**

### Part-C

- 3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks**

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.**



## B.A. Semester – IV

### DSCC-4 : NEWS PROCESSING AND EDITING (Practical) ( Code: 014JMC012)

**Course Outcome (CO):** After completion of course (Practical), students will be able to:

**CO1.** Prepare students to analyze and edit the pages of news paper.

**CO2.** Understand the skills of paginations.

**CO3.** Acquire skills to make news attractive and readable.

**CO4.** Write and edit news stories.

**CO5.** Every student is expected to produce a practical journal at the end of the semester.

<b>DSCC-4 : NEWS PROCESSING AND EDITING (Practical) ( Code: 014JMC012)</b>		<b>52hrs</b>
<p style="text-align: center;"><b>Practical Components</b></p> <ol style="list-style-type: none"> <li>1. Write an editorial on any current issue.</li> <li>2. Write a letter to the editor about any civic issues.</li> <li>3. Translate a news report from a Source Language to Target Language.</li> <li>4. Choose 5 news stories and provide suitable headlines.</li> <li>5. Capture 5 photographs &amp; caption them.</li> </ol> <p style="text-align: center;"><b>Assignments:</b></p> <p>Editing at least 5 stories            Rewriting at least 5 poorly written stories            Headline writing and caption writing exercises            Designing news paper and magazine pages            Editing at least 5 wire service stories; Rewriting poorly drafted copies</p>		
<b>Distribution of marks</b>		
<p style="text-align: center;"><b>Formative Assessment (IA)</b></p> <ol style="list-style-type: none"> <li>1. Test: 10 Marks</li> <li>2. Assignment : 10 Marks</li> <li>3. Seminar: 05 Marks</li> </ol> <p><b>Total marks 25</b></p>	<p style="text-align: center;"><b>Summative Assessment (Semester End Exam)</b></p> <ol style="list-style-type: none"> <li>1. Practical Exam: 15 Marks</li> <li>2. Viva Voce : 05 Marks</li> <li>3. Journal: 05 Marks</li> </ol> <p><b>Total marks 25</b></p>	



**QUESTION PAPER PATTERN FOR PRACTICAL EXAMINATION  
KARNATAK UNIVERSITY, DHARWAD**

Duration:- 03 Hrs.

Marks:25

.....

*Answer any three of the following. Each question carries four marks*

**3X5 = 15 Marks**

**01.**

**02.**

**03.**

**04.**

05. Viva:

05 Marks

06. Journal:

05 Marks

## B.A. Semester – IV

### OEC Paper: TRANSLATION FOR MEDIA (OEC014JMC051)

**Course Outcome (CO):** After completion of course (Practical), students will be able to:

- CO1.** To examine journalistic discourse
- CO2.** To focus on differences in language used in print media.
- CO3.** To follow the current print media techniques of translation and practice the translating media texts and build journalistic terminology .
- CO4.** Students will be able to translate print media news items.
- CO5.** Differentiate different text types in media such as news, articles, and advertisements.

OEC014JMC051 :Paper 4- TRANSLATION FOR MEDIA		Total Hrs: 42
<b>Unit-I:</b>		<b>14 hrs</b>
<b>Translation:</b> Meaning, Definition, Nature, Scope and Significance; Principles and Techniques of Translation. Difference between literary translation and translation for media; Tools for translation.		
<b>Unit-II :</b>		<b>14 hrs</b>
<b>Process of Translation:</b> Source, language, Target Language, Co-ordination, Guidelines for Translation; Free, Paraphrasing, Summarized, Semantic and Word to Word Translation. Machine translators		
<b>Unit-III :</b>		<b>14 hrs</b>
<b>Types of Translation:</b> Literary, Administrative, Qualities of a translator; Challenges of translation from English to regional languages. Trends in media translations, Difference between print and electronic media translations.		

#### Books for reference:

1. Understanding Media: **Marshall Mchuhan** – Pub: Rantidge Classics.
2. Language the Basics: **R. L. Tansk**
3. Semiotics: The Basics: **Divid Chandar** – Pub: Foundation Books, New Delhi.
4. Aspects of Language and Translation: **Steiner G** – Pub: Oxford University Press
5. The Scandals of Translation: **Lawrence Venuti**
6. Media and Translation – **Christina Schaeffineo** – Pub: Cambridge Scholars Publishing
7. Good Writing for Journalist – **Angela Phillips** – Sage Publications.
8. **Copyright** – **Angela Phillips** – Sage Publications.

**Details of Formative assessment (IA) for DSCC theory/OEC: 40% weight age for total marks**

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 <sup>th</sup> Week
Written test-2	10%	1 hr	12 <sup>th</sup> Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC  
(60 marks for semester end Examination with 2 hrs duration)**

**Part-A**

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

**Part-B**

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

**Part-C**

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.**





KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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'A' Grade 2014

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No. KU/Aca(S&T)/JS/MGJ(Gen)/2023-24/ 59

Date: 04/09/2023

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ 5 ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್  
NEP-2020 ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ  
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 104 ಯುಎನ್‌ಇ 2023, ದಿ: 20.07.2023.  
2. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 2 ರಿಂದ 7, ದಿ: 31.08.2023.  
3. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 04/09/2023

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2023-24ನೇ  
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music) /BVA / BTM / BSW/ B.Sc./B.Sc. Pulp &  
Paper Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS) / BBA & BA ILRD ಸ್ನಾತಕ ಪದವಿಗಳ 5  
ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗೆ NEP-2020ರ ಮುಂದುವರೆದ ಭಾಗವಾಗಿ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ  
ಕೋರ್ಸಿನ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ [www.kud.ac.in](http://www.kud.ac.in) ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ.  
ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ  
ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ  
ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

  
ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ  
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ  
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



**PRACTICAL**

**KARNATAK UNIVERSITY, DHARWAD**

## **Four - Year B.A. (Hons.) Program**

**SYLLABUS FOR V & VI SEMESTER 2023-2024**

**Course: JOURNALISM AND MASS COMMUNICATION**

**DISCIPLINE SPECIFIC CORE COURSES (DSCC)**

**SEMESTER – V**

**DSCC Paper-9 Theory Code: 015JMC011: Introduction to Communication**

**DSCC -10: Practical Code: 015JMC012: Introduction to Communication**

**DSCC Paper-11: Theory Code: 015JMC013 Fundamentals of Radio and TV**

**DSCC -12: Practical Code: 015JMC014: Fundamentals of Radio and TV**

**SEC-3: Practical Code: 015JMC061: Creative writing**

**DISCIPLINE SPECIFIC CORE COURSES (DSCC)**

**SEMESTER – VI**

**DSCC Paper-13 Theory Code: 015JMC015: DSC 15 Introduction to Digital Media**

**DSCC -14: Practical Code: 015JMC016: DSC 16 Introduction to Digital Media**

**DSCC Paper-15: Theory Code: 015JMC017 : DSC 17 Advertising and Corporate Communication**

**DSCC -16: Practical Code: 015JMC018: DSC 16 Advertising and Corporate Communication**

**Effective from 2022-23**

**Internship- 1: 016JMC091 Internship/ Field report/Project report**

**AS PER N E P - 2020**

**Karnatak University, Dharwad**  
**B.A. in JOURNALISM AND MASS COMMUNICATION**  
Effective from 2023-24

Sem.	Type of Course	Theory/ Practical	Course Code	Course Title	Instruction hour/ week	Total hours/sem	Duration of Exam	Marks			Credits
								Formative	Summative	Total	
V	DSCC-9	Theory	015JMC011	Introduction to Communication	04hrs	56	02 hrs	40	60	100	04
	DSCC-10	Practical	015JMC012	Introduction to Communication	04 hrs	56	03 hrs	25	25	50	02
	DSCC-11	Theory	015JMC013	Fundamentals of Radio and TV	04hrs	56	02 hrs	40	60	100	04
	DSCC-12	Practical	015JMC014	Fundamentals of Radio and TV	04 hrs	56	03 hrs	25	25	50	02
	Other subject										04
	Other subject										04
	Other subject										04
	SEC-3	Practical	015JMC061		04hrs	56	03 hrs	25	25	50	02
	Total							275	375	650	24
VI	DSCC-13	Theory	016JMC015	Introduction to Digital Media	04hrs	56	02 hrs	40	60	100	04
	DSCC-4	Practical	016JMC016	Introduction to Digital Media	04 hrs	56	03 hrs	25	25	50	02
	DSCC-15	Theory	016JMC017	Advertising and Corporate Communication	04hrs	56	02 hrs	40	60	100	04
	DSCC-16	Practical	016JMC018	Advertising and Corporate Communication	04 hrs	56	03 hrs	25	25	50	02
	Other subject										04
	Other subject										04
	Other subject										04
	Internship-1		016JMC091					50	0	50	02
	Total										26

**B.A. Semester – V**  
**Discipline Specific Course (DSC)-9**

**Course Title:** Introduction to Communication

**Course Code:** 015JMC011

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-9	Theory	04	04	56 hrs.	2hrs.	40	60	100

**Course Outcomes (COs): 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.

Unit	Title:	56.hrs/sem
Unit I	<b>UNIT-I</b> Definition of Communication- Need for Communication- Difference between human communication and machine communication- Process of Communication- Understanding Communication through models- Aristotle's model, Shannon-Weaver model, Harold Lasswell model, Wilbur Schramm model- scope and functions of Communication- How to improve your communication skills.	14
Unit II	<b>UNIT-II</b> Types of Communication- verbal and non-verbal Communications –Essentials of good writing- Techniques of public speaking- Types of non-verbal communication- Sign language- object language- Body language- Touch- Space-Time and Silence as non-verbal communication.	14

Unit III	<b>UNIT-III</b> Levels of Communication- Intra-personal communication- Interpersonal communication- Group communication- Mass communication-Essentials of Intra-personal communication- Importance of Inter personal communication- The process of Mass communication- Scope and Functions of Mass Communication- The role of Mass Communication in national development.	14
Unit IV	<b>UNIT-IV</b> Introduction to Mass media- Mass media and society - Types of mass media-Print-Electronic- Status of Mass media in India	14

### References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass communication.	Keval J Kumar	Jaico	4 <sup>th</sup>	1994
2	Communication	C.S. Rayadu	Himalaya Publishing House, Mumbai	9 <sup>th</sup>	2010
3	Mass Communication Theory	Denis McQuail	Sage Publication	6 <sup>th</sup>	2010
4	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 <sup>nd</sup>	1981
5	Mass Communication Theory	Denis McQuail	Sage Publication	6 <sup>th</sup>	2010
6	The Dynamics of Mass Communication	Joseph R. Dominick	McGraw Hill,	12 <sup>th</sup>	2013
7					
8					

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	



## B.A. Semester – V

### Discipline Specific Course (DSC)-12

**Course Title:** Introduction to Communication

**Course Code:** 015JMC012

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-10	Practical	02	04	56 hrs.	3hrs.	25	25	50

**Course Outcomes (COs): 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

Expt. No,	Title:	56.hrs/ sem
1	Characteristics of good writing. The art of writing letters – Minimum of 5 exercises in letter writing like letters to editor	
2	Article writing Minimum 5 exercises .	
3	Characteristics of good public speech. Practicing public speaking- Minimum of 5 exercises of public speaking	
4	Writing editorials and middle Minimum of 5 exercises each in editorial and middle writing	
5	Communication Skill – Practicing Group Discussion- 02 exercises	
6	Interview- Practicing Job Interview (Mock Interview) - 02 exercises	
7	Practicing Editorial writing minimum 02 exercises.	

8	Review the Communication Model of Wilbur schramm	
9	Film Appreciation - 02 exercises	
10	Class Seminar any 02.	

### Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment(IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All prepare students should and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	<b>25 Marks</b>
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
<b>Total</b>	<b>25 Marks</b>
<b>Formative assessment as per guidelines</b>	

**The same shall be used for semester end examination**

B.A. Semester – V  
**Discipline Specific Course (DSC)-13**  
**Course Title: Fundamentals of Radio and TV**  
**Course Code:** 015JMC013

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-13</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): After the successful completion of the course, the student will be able to:**

CO1.To introduce the concepts, technology and skills behind audio and video production

CO2.To introduce the students TV as a medium

CO3.To highlight the techniques of program production in Radio

CO4.To highlight the techniques of program production in TV

CO5.To discuss the past and present status of these two media

Unit	Title:	56.hrs/ sem.
Unit I	<b>UNIT-I: Characteristics of Audio-Visual Media:</b> Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Presentation techniques; Voice modulation, appearance, Facial expression, Body language, General knowledge	14
Unit II	<b>UNIT-II: Introduction to Radio:</b> Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (AM/FM), Organizational structure of AIR, Community radio, Impact and reach of radio, Prasar Bharati, Vivid Bharati, Program pattern of AIR.	14
Unit III	<b>UNIT-III: Introduction to Television:</b> Nature and characteristics of television, Growth of television in India, Organizational structure of Dooradarshan, Program Pattern of D.D, Recent trends of television field.	14
Unit IV	<b>UNIT – IV: Script writing of Radio &amp;TV:</b> writing skills for broadcast media. Importance of scripting. Various elements of script for radio and TV, principles of script writing, script formats, style sheet, grammar etc.	14

## References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 <sup>st</sup>	2017
2	Audio Production Work text: Concepts, Techniques, and Equipment	David Reese,Lynne Gross,Brian Gross	Focal Press	1st	2009
3	Television ProductionHandbook	Zettl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	<a href="#">Robert Hilliard</a>	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Press	2 <sup>nd</sup>	2013
6	DziŃPAPENq a 1AZP 10U4A a 1AVU PENq1C0P1C1	qA. n. 1. 4METD a 1A			
7	n. «. a 1AZP 1A	qA. EAU1AZbe			

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.A. Semester – V

### Discipline Specific Course (DSC)-14

**Course Title:** Fundamentals of Radio and TV

**Course Code:** 015JMC014

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-14	Practical	02	04	56 hrs.	3hrs.	25	25	50

**Course Outcomes (COs):** At the end of the course, students will be able to:

will be able to: CO1. Write the scripts for radio announcements

CO2. Write the scripts for radio Jingles

CO3. Practice news reading for radio

CO4. Practice news reading for TV

CO5. Plan programs for radio

CO6. Plan programs for TV

Expt. No,	Title:	56.hrs/ sem
1	Scripting for Radio announcements-05	
2	Scripting for Radio Jingles-02	
3	News reading for Radio - 2 (2 min)	
4	Writing news item for TV - 5 (1min)	
5	News reading script for TV – 2 (2 min)	
6	Scripting of program for TV -2 (2 min)	
7	Writing news item for Radio - 5 (1min)	
8	Practicing Radio announcement	
9	Peace to camera (P. TO. C)	
10	Practicing voice over	

### Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment(IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All prepare students should and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	<b>25 Marks</b>
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
<b>Total</b>	<b>25 Marks</b>
<b>Formative assessment as per guidelines</b>	
<b>The same shall be used for semester end examination</b>	

**B.A. Semester – V**  
**Skill Enhancement Course: SEC-3**

**Course Title:** Creative writings

**Course Code:** 015JMC061

Type of Course	Theory / Practical	Credits	Instruction hour/ week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC-3	Practical	02	04	56 hrs.	3hrs.	25	25	50

**Course Outcomes (COs): At the end of the course students will be able to:**

- CO-1** Understand the elements of script and principles of script writing.
- CO-2** Understand the various types of scripts for different media.
- CO-3** Understand scripts writing for electronic media.
- CO-4** Understand script writing skills
- CO-5** Understand various structures of audio-visual scripts in a professional way.

Expt. No	Title: Creative writing	56.hrs/ sem
1	Feature article writing-02	
2	Prepare news bulletin scripts- 02	
3	Documentary script-01	
4	Content writing - 01	
5	Short story writing- 02	
6	Travel article - 02	
7	News story- 02	
8	Analytical writing-02	
9	Short film script writing-01	
10	Column writing on current topic-01	

**Instruction to the Examiners**

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment(IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All prepare students should and maintain a practical journal and submit the same on the day of practical examination

<b>Formative Assessment for Practical</b>	
<b>Assessment</b>	<b>Distribution of Marks</b>
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	<b>25 Marks</b>
<b>Summative Assessment for Practical</b>	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
<b>Total</b>	<b>25 Marks</b>
<b>Formative assessment as per guidelines</b>	
<b>The same shall be used for semester end examination</b>	



**B.A. in Journalism and Mass  
communication  
VI Semester**

**W. e. f.: 2023-24**

## B.A. Semester – VI

### Discipline Specific Course (DSC)-15

**Course Title:** Introduction to Digital Media

**Course Code:** 015JMC015

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-13	Theory	04	04	56 hrs.	2hrs.	40	60	100

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

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will be able to know about the basics of photography and videography. The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Unit	Title: Introduction to Digital Media	56.hrs/sem
Unit I	<b>UNIT-I: Introduction to the Digital Media:</b> Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. Trends of Digital Media.	14
Unit II	<b>UNIT-II: Photography-</b> History of photography, Types of camera. Techniques of camera handling Types of photography- portrait, candid, news, photo feature, landscape, nature, wild life and sports.	14
Unit III	<b>UNIT –III: Digital Media Platform:</b> Web Site, Blog, Face Book, <i>Whats App</i> , News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.	14
Unit IV	<b>UNIT – IV: Videography-</b> Nature and scope- professional videography- documentary, short movie, film, vlog, news videography, TV serials	14

**References**

1. Digital Media: Concepts and Applications - Tena B. Crews, Karen Bean May
2. Introduction to Digital Media - Alessandro Delfanti, Adam Arvidsson
3. Routledge Handbook of Digital Media and Communication - Leah A. Lievrouw, Brian D. Loader
4. Digital Media and Society: An Introduction - Adrian Athique
5. An Introduction to Digital Media - Tony Feldman
6. A History of Digital Media: An Inter media and Global Perspective - Gabriele Balbi, Paolo Magaudda
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.A. Semester – VI

### Discipline Specific Course (DSC)-16

**Course Title:** Introduction to Digital Media

**Course Code:** 015JMC016

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-16</b>	<b>Practical</b>	<b>02</b>	<b>04</b>	<b>56 hrs.</b>	<b>3hrs.</b>	<b>25</b>	<b>25</b>	<b>50</b>

**Course Outcomes (COs):** At the end of the course, students will be able to:

DSC 15 Introduction to Digital Media –Practical Credits as per 2 hours Theory and 2 hours practical

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will be able to know about the basics of photography and videography.
- The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Expt. No,	Title: Introduction to Digital Media	56.hrs/ sem
1	Photo feature – 2 assignments	
	Social media writing– 5 assignments	
3	Documentary-duration 3 to 5 minutes – 1 assignment	
4	Candid photo shoot of their own choice- 2 photos	
5	Conceptual photography- one concept – 5 photos	
6	Digital media news writing-02	
7	Content writing- 02	
8	In short news writing-05	
9	Blog writings-01	
10	Caption writing-05	

### Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment(IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	<b>25 Marks</b>
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
<b>Total</b>	<b>25 Marks</b>
<b>Formative assessment as per guidelines</b>	
<b>The same shall be used for semester end examination</b>	

## B.A. Semester – VI

### Discipline Specific Course (DSC)-17

**Course Title:** Advertising and Corporate Communication

**Course Code:** 015JMC017

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-17	Theory	04	04	56 hrs.	2hrs.	40	60	100

**Course Outcomes (COs)/ Learning Outcome:(LOs):**At the end of the course, students will be able to:

### Learning Outcome:

1. To introduce students to basic concept of advertising
2. To familiarize the students with the concept of copywriting as selling through writing
3. To learn the process of creating original, strategic, compelling copy for various mediums
4. To train students to generate, develop and express ideas effectively.
5. Understand the basics of advertising and script writing.

Unit	Title:	56.hrs/ sem
Unit I	<b>Unit 1: Understanding Advertising</b> Definition, nature and scope of advertising Role & functions of advertising Evolution of advertisement in India, current trends Advertising as a Tool of Communication	14
Unit II	<b>Unit 2: Types of Advertising</b> Types of Advertisements Ad Agency - Functions, Types, Structure Advertising copy - headlines, signature, slogans & logos Copywriting	14
Unit III	<b>Unit 3 : Introduction to Corporate Communication</b> Definition, nature and scope of Corporate Communications Core functions of corporate communications Public Relations- Nature and Scope, Public Opinion, publicity and propaganda, PRO	14
Unit IV	<b>Unit 4: Corporate Communication Tools</b> Print Media – House Journals, Newsletters, Brochures & Handouts/Flyers Electronic Media – Ads & Corporate Films Digital Media – Social Media, Blogs, Vlogs	14

**References:**

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Marieke de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
5. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.A. Semester – VI

### Discipline Specific Course (DSC)-18

**Course Title:** Advertising and Corporate Communication

**Course Code:** 015JMC018

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-18	Practical	02	04	56 hrs.	3hrs.	25	25	50

**Course Outcomes (COs):** At the end of the course, students will be able to:

1. To introduce students to basic concept of advertising
2. To familiarize the students with the concept of copywriting as selling through writing
3. To learn the process of creating original, strategic, compelling copy for various mediums
4. To train students to generate, develop and express ideas effectively.
5. Understand the basics of advertising and script writing.

Expt. No,	Title:	56.hrs/ sem
1	Prepare Classified Advertisements - 05	
2	Preparing Brochures-03	
3	Create a blog	
4	Copy writing-05	
5	Prepare Display Advertisements - 02	
6	Create a Brand Add-01	
7	Group Discussion	
8	Create your curriculum vita	
9	Newsletters-02	
10	Preparing Press Releases-02	



### Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	<b>25 Marks</b>
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
<b>Total</b>	<b>25 Marks</b>
Formative assessment as per guidelines	
The same shall be used for semester end examination	

## B.A. Semester – VI

### INTERNSHIP

**Course Title:** INTERNSHIP/ PROJECT

**Course Code:** 016JMC091

Type of Course	Theory / Practical	Credits	Instruction hour/ week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>Internshi/ Project work</b>	<b>Practical</b>	<b>02</b>				<b>50</b>	<b>0</b>	<b>50</b>

#### **Internship:**

A course requiring students to participate in a professional activity or work experience or media education activity with an entity external to the education institution, normally under the supervision of an expert of the given external entity. A key aspect of the internship is induction into actual work situations for 2 credits. Internships involve working with local media industry, local governments (such as panchayats, municipalities) or private media organizations, Ad agency and similar entities to provide opportunities for students to actively engage in experiential media learning.

#### **Note;**

1. 1 credit internship is equal to 30hrs on field experience.
2. Internship shall be Discipline Specific of 45-60 hours (2 credits) with duration 1-2 weeks.
3. Internship may be full-time/part-time (full-time during last 1-2 weeks before closure of the semester or weekly 4 hrs in the academic session for 13-14 weeks). College shall decide the suitable method for program wise but not subject wise.
4. Internship mentor/supervisor shall avail work allotment during 6<sup>th</sup> semester for a maximum of 20 hours.
5. The student should submit the final internship report (45-60 hours of Internship) to the mentor for completion of the internship.
6. Method of evaluation: Presentations/Report submission/Activity etc.

**Wherever internship is not feasible, the students can to choose project work**

**Project Work:**

News writing training in media industries/short term work in the department related to media and Government organizations /other:

The project work may include in educational institutions/media organizations/public relation offices/ varta ilakhe /review of literature/ jilla panchayat/taluk panchayat.

In case of the students who would work outside the campus, the supervising staff member may visit.

<b>Formative Assessment for Practical</b>	
<b>Assessment</b>	<b>Distribution of Marks</b>
Field work/ project work / Presentation / Viva / Report	50
<b>Total</b>	<b>50Marks</b>
<i>Formative Assessment as per guidelines.</i>	

UG program: 2023-24

**GENERAL PATTERN OF THEORY QUESTION COURSE FOR DSCC**

**(60 marks for semester end Examination with 2 hrs duration)**

**Part-A**

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10 marks

**Part-B**

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

**Part-C**

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours Prescribed**