



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



Tele: 0836-2215224  
e-mail: academic.st@kud.ac.in  
Pavate Nagar, Dharwad-580003  
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

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 ಸೆಮಿಸ್ಟರ್  
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 ನಡವಳಿಗಳು  
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  
ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗೆ 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 ಕ.ವಿ.ವಿ  
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. / ವಿದ್ಯಾಮಂಡಳ (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.

*Haniff. 29/10/21*  
ಕುಲಸಚಿವರು.



**Practical Subject**

**KARNATAK UNIVERSITY, DHARWAD**

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

**\*\*\***

### **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 N E P - 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.<br><b>Chapter No. 2 :</b> Qualities, Duties, Responsibilities and ethics of Journalists. Career opportunities in Journalism . Journalism as a Profession.<br><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.<br><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<br><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.<br><b>Chapter No. 9:</b> Theories of Press-1. Authoritarian theory 2. Libertarian Theory.<br>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) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು, ಕೆ.ವಿ.ಕೆ. ಪಬ್ಲಿಷಿಂಗ್ ಹೌಸ್, ಬೆಂಗಳೂರು - 560001
- 4) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು, ಕೆ.ವಿ.ಕೆ. ಪಬ್ಲಿಷಿಂಗ್ ಹೌಸ್, ಬೆಂಗಳೂರು - 570014
- 5) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು - ಮಾಜಿ ಸಚಿವರು, ಜಿ.ಎ.ಎ. ಸಂಸ್ಥೆ, ಬೆಂಗಳೂರು - 560001
- 6) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು - ಸಚಿವರು, ಸಚಿವರು, ಬೆಂಗಳೂರು - 560001
- 7) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು - ಸಚಿವರು, ಸಚಿವರು, ಬೆಂಗಳೂರು - 560001
- 8) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು - ಸಚಿವರು, ಸಚಿವರು, ಬೆಂಗಳೂರು - 560001
- 9) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು - ಸಚಿವರು, ಸಚಿವರು, ಬೆಂಗಳೂರು - 560001
- 10) ಸರ್ವಜನಿಕ ಸಂವಹನ ಕೃತಿಗಳು - ಸಚಿವರು, ಸಚಿವರು, 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) Patrikodyam 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.



## 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<br>Chapter No.2: Forms of Journalistic writing: (News writing, column, article, feature, editorial, letter to the editor, preparing press release etc).<br>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.<br>Chapter No.5. : Television: Basic principles and Techniques of TV writing, elements of TV scripting, language and grammar, TV Script formats; Writing News script.<br>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.<br>Chapter No.8: Process and Creativity in scripting.<br>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.Aiñ. ¼, gAr-AiñEÁ ÑEAPñ A»vñ ¥PA±Eñ° ASñi
- 10) © JEi UñgñªñEwð, gAr-AiñEÁ mñ «dEi ÑµÁ ,AªPEñ PEÁØI PAªñAZñª CPÁqñª ÑAUMñEgñ.
- 11) ©.Pñgñ, ÑEñ° SgPñUMñ, ZñvñPPñEñPñµñEñi, ÑAUMñEgñ
- 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.

| Syllabus- SEC-1: Title- Writing Skills (SEC)   | Total Hrs: |
|--|------------|
| 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,<br>Chapter 2: Travel article writing.                         |            |
| Unit-II Writing for T.V, Film and New Media  | 10 hrs     |
| Chapter 3: Writing for Radio – News writing, Radio programme scripts writing techniques.<br>Chapter-4: News writing methods, scripts writing Documentary scripting |            |
| Unit-III   | 10 hrs     |
| Chapter 5: Film – Definition of film Review Techniques of film script writing scene and dialogue writing.<br>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.AiM. 1/4, gArAIEA 7EAP4 A»vA ¥PA±EA° ASzi
- 5) © JEi UAgA<sup>a</sup>AEwō, gArAIEA mE «dEi 7AμA 7A<sup>a</sup>PEA PEAOI PA<sup>a</sup>IAZP<sup>A</sup> CPAqkA 7AUMEG<sup>A</sup>.
- 6) ©.Pfgk, 7AEA° SgPUM<sup>A</sup>, ZEvPPMEPAPAEi, 7AUMEG<sup>A</sup>
- 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. ¼D, gArAiKEA KEAPi A»vA ¥PA±EA° ASzi
- 6) © Jfi UAgAªAEwð, gArAiKEA mP «dEi ¼µA AªPEA PEÁØI PAªIAZPA CPÁqkÁ ¼AUMKEGÁ.
- 7) ©.Pfgk, ¼AEA° SgPAUMÁ, ZÉvPPAEªPÁµÁEi, ¼AUMKEGÁ
- 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

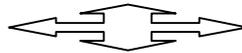
**Part-C**

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):

- 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).<br><b>Chapter No. 2:</b> Various applications of computers in media: Media software's and application.<br><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<br><b>Chapter No. 5. :</b> Internet concept, significance, elements, functions of Internet.<br><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.<br><b>Chapter No.8:</b> Fundamentals of visual communication, Video conferencing,<br><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 boi data using micro soft ward
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 an 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 boi data using micro soft ward - **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.

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

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