

DEPARTMENT OF COMMUNICATION

SYLLABUS FOR BA JOURNALISM & MASS COMMUNICATION

BATCH 2024 ONWARDS

STATE EDUCATION POLICY



MEDIA EDUCATION - A LEGACY TO HOLD, A FUTURE TO BUILD

Centennial Celebration of Media Education in India:1920-2020

I. General Objectives of the Undergraduate Programme in Journalism and Mass Communication

The Mass Media landscape has significantly evolved, playing a crucial role in societal empowerment. As an academic discipline, media education has garnered substantial importance, attracting a growing number of students. The Department of Communication at Bangalore University, a premier institute in the country, is dedicated to serving society by providing exceptional teaching, training, and research opportunities. Our students are trained to embark on challenging media careers with a competitive edge. The course curriculum is regularly updated to align with the needs of the media industry and modern communication technologies.

The re-designed course aims to achieve the following broad objectives:

1. To impart fundamental knowledge of Communication and related fields of study.
2. To develop learners into competent and efficient professionals for the Media & Entertainment Industry.
3. To cultivate a culture of research, innovation, entrepreneurship, and incubation.
4. To introduce and integrate emerging Communication technologies into the curriculum.
5. To instill professional ethics and values rooted in both Indian and global media cultures.
6. To prepare socially responsible media academicians, researchers, and professionals with a global perspective.

II. Duration of the course

The course of study for the BA Journalism degree shall be of three academic years comprising of Six semesters. The course commencement, programme schedule, examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

III. Course Structure

Structure of SEP - **3 MAJORS – With a General Degree**

<u>Semester</u>	<u>Major 1</u> <u>Journalism and</u> <u>Mass</u> <u>Communication</u>	<u>Major 2</u>	<u>Major 3</u>	<u>Elective/</u> <u>Optional</u>	<u>Language</u>	<u>Compulsory</u>
<u>01</u>	<u>06</u>					
<u>02</u>	<u>06</u>					

This comprehensive approach ensures that our graduates are well-equipped to meet the dynamic demands of the media industry, uphold ethical standards, and contribute meaningfully to the global media landscape.

**SEP - SYLLABUS FOR BA JOURNALISM AND MASS COMMUNICATION
BATCH 2024 ONWARDS
3 MAJORS – With a General Degree**

SEMESTER- I

Sem/ Code	Paper Title	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total	Credits
First Sem DSC:1.1	Introduction to Communication and Media	04	3hrs	20	80	100	04
DSCP:1.2	Introduction to Communication and Media (Practical)	04	3Hrs	10	40	50	02
Total		08		30	120	150	06

SEMESTER- II

Sem/ Code	Paper Title	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total	Credits
Second Sem DSC:2.1	Print Media	04	3hrs	20	80	100	04
DSCP:2.2	Print Media (Practical)	04	3Hrs	10	40	50	02
Total		08		30	120	150	06

Note: 01 Credit Theory, 01-hour teaching.
01 Credit Practical 02 hours of teaching.

*Discipline Subject Core (DSC), * Discipline Subject Core Practical (DSCP).

IV. Guidelines for Internal Assessment

The internal assessment for each course is out of **20 marks**, distributed as follows:

- 1. Attendance (05 Marks)**
 - 90-100%: 05 marks
 - 80-89%: 04 marks
 - 75-79%: 03 marks
- 2. Presentation/Assignment (05 Marks)**
 - Content quality: 02 marks
 - Organization: 01 mark
 - Delivery/completion: 01 mark
 - Adherence to guidelines/deadlines: 01 mark
- 3. Class Test (10 Marks)**

Notes:

- Participation is crucial.
- Adjustments are at the instructor's discretion and will be communicated.
- Seek feedback to improve.

V. Question Paper Structure

Discipline Core Paper (DSC): The Semester exam question paper will be divided into two sections, with a total of 80 marks. The structure is as follows:

PART - A

- 1. 05-Mark Questions (Total: 30 Marks)**
 - There will be 06 questions (with 02 choices)
 - Each question is worth 05 marks.
 - These questions will require more detailed answers, demonstrating a deeper understanding of the topics.

PART - B

- 2. 10-Mark Questions (Total: 50 Marks)**
 - There will be 05 questions (with 02 choices)
 - Each question is worth 10 marks.
 - These questions will require comprehensive answers, including explanations, examples, and, where applicable, diagrams or calculations.

Semester: 1

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Paper: DSC 1.1 INTRODUCTION TO COMMUNICATION AND MEDIA

Theory: 4 Hours/week | Total Hours/semester: 60

Unit 1: Fundamentals of Communication

15 hours

Glossary of Journalism; Communication: Meaning, Definition, Nature, Scope; Process of Communication; Functions of Communication; Emerging Trends in Communication: Digital transformation, social media impact, global communication trends

Unit 2: Types and Levels of Communication

15 hours

Kinds of Communication: Oral & Written, Verbal and Non-Verbal; **Levels of Communication:** Intrapersonal, Interpersonal, Group, Mass Communication; Differences between Levels of Communication; **Communication Skills:** Public speaking, effective writing, listening skills, interpersonal skills.

Unit 3: Communication Models

15 hours

Basic Models of Communication: Aristotle's Model, Harold Lasswell's Model, David Berlo's Model, Shannon & Weaver's Model, Osgood's Model; **Differences between Linear and Non-Linear Models;** Contemporary Models.

Unit 4: Media and Mass Communication

15 hours

Characteristics of Media: Traditional and Folk Media, Print Media, Electronic Media, New Media; **Media Theories and Effects:** Agenda-setting, cultivation theory, uses and gratifications, media convergence; **Ethics in Media:** Ethical issues in journalism.

Books for Reference

1. **David Berlo:** The Process of Communication – Holt, Rinehart & Winston, New York, 1960
2. **Wilbur Schramm:** Mass Communication – University of Illinois Press, Urbana, IL, 1960
3. **Denis McQuail:** McQuail's Mass Communication Theory (6th Edition), SAGE Publications Ltd., 2010
4. **Keval J. Kumar:** Mass Communication in India- (4th Revised Edition), Jaico Publishing House, Mumbai, 2014
5. **Uma Narula:** Mass Communication: Theory & Practice - Haranand Publications Pvt. Ltd, New Delhi, 2008
6. **Chandrakant P. Singh:** Dictionary of Media & Journalism – IK International Pvt. Ltd., Delhi, 2004
7. **Subhir Ghose:** Mass Communication: An Indian Perspective - Shishu Sahitya Samsad, 2009

Program Name	BA Journalism and Mass Communication	Semester	I
Course Title	Introduction to Communication and Media Practical		
Course Code:	DSC:1.2	No. of Credits	02
Contact hours	60	Duration of SEA/Exam	03 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

Practical Components

Submit a practical record including the following components:

1. **Podcasts Production**
 - Produce two podcasts focused on either Public Service Announcements or Campus News for 5 minutes.
2. **Journalistic Skill Development**
 - Enhance journalistic skills by completing at least five writing assignments on topics of your choice.
3. **Content Creation for Different Media Platforms**
 - Create content tailored for various media platforms, including social media, digital storytelling, and mobile journalism.
4. **Public Speaking**
 - Develop effective public speaking techniques, focusing on voice modulation and audience engagement, particularly in the context of social issues for 5 minutes.

Semester: 2
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Paper: DSC 2.1 Print Media
Theory: 4 Hours/week | Total Hours/semester: 60

Unit 1: Introduction to Printing and Digital Publishing (15 hrs)

Development of Printing: Historical evolution of printing technology.; **Types of Printing:** Overview of various printing techniques (letterpress, offset, digital printing).; **Typography:** Basics of typography, font types, and their impact on readability and aesthetics.; **Digital Publishing:** Introduction to e-publishing, digital magazines, and only; e-newspapers.

Unit 2: Definition and Scope of Journalism (15 hrs)

Nature & Scope of Journalism: Exploring the role and importance of journalism in society. **Functions of Journalism:** Information dissemination, interpretation, public opinion formation, watchdog role, entertainment. **Kinds of Journalism:** Investigative, interpretative, broadcast, digital, citizen journalism, and specialized fields (sports, science, health, etc.). Mobile Journalism and Photo Journalism - Techniques, ethics, and the role of photojournalists in storytelling.

Unit 3: History and Evolution of Indian Journalism (15 hrs)

Brief History of Indian Journalism: Key milestones and development phases. **Pioneers of Indian Journalism:** **J.A. Hickey:** Founder of India's first newspaper. **Raja Ram Mohan Roy:** Social reformer and journalist. **James Silk Buckingham:** Contributions to press freedom. **Annie Besant:** Role in Indian independence through journalism. **S. Sadananda:** Establishment of important newspapers. **B.G. Horniman:** Advocacy for Indian nationalism.

Unit 4: Kannada Journalism (15 hrs)

Origin and Growth: Early developments in Kannada journalism. **Major Newspapers in Karnataka:** Overview of leading publications and their influence. **Recent Trends:** Digital transformation, challenges, and opportunities in regional journalism.

Books for Reference

1. **Rivers W.L.:** Mass Media
2. **Fraser Bond:** Introduction to Journalism
3. **Mehta D.S.:** Mass Communication & Journalism in India
4. **Nadig Krishna Murthy:** Indian Journalism
5. **Parthasarathy R.:** Journalism in India
6. **Chalapathy Rau M.:** The Press
7. **Ahuja B.N.:** The Theory & Practice of Journalism
8. **Gundappa D.V.:** Vrutta Patrikegalu
9. **David Randall:** The Universal Journalist
10. **Bill Kovach & Tom Rosenstiel:** The Elements of Journalism

Program Name	BA Journalism and Mass Communication	Semester	II
Course Title	Print Media Practical		
Course Code:	DSC:2.2	No. of Credits	02
Contact hours	60	Duration of SEA/Exam	03 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

Print Media Practical Components

Submit a practical record including the following components:

1. **Introduction to Software: InDesign and Adobe Photoshop**
 - Gain proficiency in using InDesign and Adobe Photoshop.
2. **Review of Newspapers and Periodical Contents**
 - Conduct a critical analysis of content, editorial policies, and news coverage in newspapers and periodicals.
3. **Photojournalism**
 - Submit a photo essay on one of the following themes: historical events, street scenes, plays, campus life, or human-interest stories.
4. **Design a Campus Newsletter (Four Pages, it's a group activity of 4people)**
 - Page 1: Campus News
 - Page 2: Editorial Page
 - Page 3: Reviews
 - Page 4: Sports