



Government of Karnataka

Curriculum Framework for Undergraduate Programme in Colleges and Universities of Karnataka State



**5th and 6th Semester Model Syllabus for
BA in
JOURNALISM AND MASS COMMUNICATION**

**Submitted to
Vice Chairman**
Karnataka State Higher Education Council
30, Prasanna Kumar Block, Bengaluru City University Campus,
Bengaluru, Karnataka – 560009

Composition of Subject Expert Committee Members

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2	Dr. Jambulingappa Chandunavar Professor, Karnataka University, Dharwad.	Member
3	Prof. B.K Ravi Professor, Bangalore University, Bengaluru.	Member
4	Dr. Poornananda D S Rtd. Professor, Kuvempu University, Shankaraghatta.	Member
5	Dr. Onkargouda Kakade Professor, KSAW University, Vijayapura.	Member
6	Dr. N. Narasimha Murthy Professor, Bengaluru City University, Bengaluru.	Member
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12	B.S. Sathish Kumar Deputy Chief of Bureau, The Hindu	Member
13	Avinash H.S Editor, Special Operations, Suvarna TV	Member
14	Ravikumar Principal Editor, News First TV	Member
15	Jyothi social media.	Member
16	Diwakar News Editor, Public TV	Member
17	Dr. Tejaswini B.Y Special Officer, Karnataka State Higher Education Council, Bengaluru	Member Convener

Special Invitees	
1	Dr.Sanjay Malgatti Raichur University, Raichur
2	Dr.R Shobha Maharani Cluster University, Bengaluru
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4	Dr.C.K Puttaswamy University of Mysore, Mysuru
5	Prof.Kamalakshi Tadasada Rani Channamma University, Belagavi
6	Dr. Shylashree Professor, Bangalore University, Bengaluru.

**Model Curriculum of
BA in
Journalism and Mass Communication
5th & 6th Semester**

Karnataka State Higher Education Council



Government of Karnataka

Model Curriculum

Program Name	BA in Journalism and Mass Communication	5 th Semester	
Course Title	DSC 9 Introduction to Communication		
Course Code:	JMC C 9	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s):

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.

Contents	60 Hrs
<p>UNIT-I Definition of Communication- Need for Communication- Difference between human communication and machine communication- Process of Communication- Understanding Communication through models- Reviewing Aristotle’s model, Shannon- Weaver model, Harold Maxwell model, Wilbur Schramm model and New Comb’s model- the scope and limitations of Communication- How to improve your communication skills.</p>	15
<p>UNIT-II Types of Communication- verbal and non-verbal Communications – Difference between verbal and non-verbal communication – Techniques of verbal communication- Essentials of good writing- Techniques of public speaking- Types of non-verbal communication- Sign language-object language- Body language- Para language- Touch- Space- Time and Silence as non-verbal communication.</p>	15
<p>UNIT-III Levels of Communication- Intra-personal communication- Interpersonal communication- Group communication- Public communication and Mass communication-Essentials of Intrapersonal communication- Importance of Interpersonal communication- The process of Mass communication- Scope and limitations of Mass Communication- The role of Mass</p>	15

<p>Communication in national development.</p> <p>UNIT-IV Introduction to Mass media- Mass media and society - Types of mass media-Print-Electronic (Radio and Television)- Folk- Social media- Merging of media- Status of Mass media in India and the Word- Contemporary issues in mass media-</p>	15
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List of reference books both for theory and practise of Introduction to communication

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass communication.	Keval J Kumar	Jaico	4 th	1994
2	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 nd	2002
3	Communication	C.S. Rayadu	Himalaya Publishing House, Mumbai	9 th	2010
4	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
5	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 nd	1981
6	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
7	An Introduction to Communication	Lynn H. & Turner West	Cambridge University Press	1st	2019
8	The Dynamics of Mass Communication	Joseph R. Dominick	McGraw Hill,	12th	2013

Course Title	DSC 10 Introduction to Communication (Practical)	Practical Credits	2
Course Code	JMC 10	Contact Hours	3Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks
Practical Content			
<ol style="list-style-type: none"> 1. Characteristics of good writing. The art of writing letters – Minimum of 5 exercises in letter writing like letters to editor 2. Characteristics of good public speech. Practicing public speaking- Minimum of 5 exercises of public speaking 3. Writing editorials and middles Minimum of 5 exercises each in editorial and middle writing 			



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSC 11 Fundamentals of Radio and TV		
Course Code:	JMC 11	No. of Credits	4
Contact hours	60 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s):	
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 programme production in Radio
CO4.	To highlight the techniques of programme production in TV
CO5.	To discuss the past and present status of these two media
Contents	
	60 Hrs
UNIT-I: Characteristics of Audio-Visual Media: 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 etc.	15
UNIT-II: Introduction to Radio: Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (AM/FM), Organizational structure of AIR and Private radio, Community radio, Present status of radio in India, Impact and reach of radio. Major radio networks in India & Karnataka.	15
UNIT-III: Introduction to Television: Nature and characteristics of television, Growth of television in India, Organizational structure of Dooradarshan, Satellite TV Channels. Regional channel, Major Tv networks in India & Karnataka. Recent trends of television field.	15
UNIT – IV: Script writing of Radio &TV: 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.	15

DSC 11	JMC 11	4	Fundamentals of radio and TV Journalism
DSC 12	JMC 12	2	Practical in Fundamentals of radio and TV Journalism

References: For both Theory and Practical in Radio and TV

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 st	2017
2	Audio Production Worktext: Concepts, Techniques, and Equipment	David Reese, Lynne Gross, Brian Gross	Focal Press	1st	2009
3	Television Production Handbook	Zettl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	Robert Hilliard	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Prss	2 nd	2013



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Model Curriculum

Program Name	BA Journalism and Mass Communication	Semester	
Course Title	DSC 12 Fundamentals of Radio and TV (Practical)		
Course Code:	JMC 12	No. of Credits	02
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	25	Summative Assessment Marks	25

Course Pre-requisite(s):

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

- CO1. Write the scripts for radio announcements
- CO2. Write the scripts for radio Jingles
- CO3. Practise news reading for radio
- CO4. Practise news reading for TV
- CO5. Plan programmes for radio
- CO6. Plan programmes for TV

Contents

30 Hrs

- **Students are asked to write script for following each assignment and submitted in Record Format**

- A. Scripting of Radio announcements-05
- B. Scripting of Radio Jingles-05
- C. News reading for Radio - 5 (2 min)
- D. Writing news item for TV - 3 (1min)
- E. News reading script for TV – 3(2 min)
- F. Scripting of programme for TV -3 (2 min)



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSC 13 Media Laws and Ethics (Theory)		
Course Code:	JMC 13	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcomes (COs): After the successful completion of the course, the student will be able to:	
On completion of the course, the subject teacher	
<ul style="list-style-type: none"> ❖ To introduce the fundamental of Media Laws and Ethics ❖ To understand the journalistic standards and practices in a variety of newsgathering settings. ❖ To develop an understanding of the ethical considerations Journalists face and how they make decisions in those areas. 	
Contents	60 Hrs
UNIT - I Introduction to Media Law and Ethics: Meaning, Nature and Scope of Media Law; History of Indian Media Laws; Freedom of speech and expression: Addressing the Real Crisis of Free Expression; Right to know: the ‘nation’, the ‘people’ and the Fourth Estate; Speech and Press Freedoms in Theory and Reality.	15
UNIT - II Laws, Bills and Acts Related to Media Profession: Introduction to Indian Penal Code; Defamation, Right to Privacy; Copyright Act, 1957; Obscenity; Indecent Representation of Women (Prohibition) Act, 1986; Prasar Bharati: 1990; Official Secrets Act, 1923; Contempt of Courts Act, 1971; Protection of Civil Rights Act, 1955; Freedom of Information Bill, 1998, 2000; Right to Information Act -2005; Parliamentary Proceedings Act, 1971; Wireless and Telegraphy Act, 2000; Information Technology Act, 2000. Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation;	15
UNIT - III Ethics and Journalistic Professionals: Ethics and Journalistic Professionals; Introduction to Ethics; Press Council’s Norms of Journalistic Conduct; AIR News Policy for Broadcast Media; Broadcasting Code; Rights, Duties and Restrictions of Media Professionals; Politics and Elections; Communal Issues; Financial Reporting; Investigative Reporting; Court Reporting; Reporting Sex Related Offences; Juvenile Crimes; Reporting on the Web; Protecting Confidential Source of Information; Other Duties and Restrictions.	15
UNIT - IV Media and Code of Ethics: Code of ethics for different organizations. Broadcasting Content Complaints Council. Advertising Standards Council of India, Editors Guild. Media Bias, Censorship, Privacy issues, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)	15

References

1. Alia, V. (2004). Media Ethics and Social Change. New York: Routledge.
2. Dodd, M. and Hanna, M. (2014). McNae's Essential law for Journalists. Oxford: Oxford University Press
3. Jacquette, D. (2007). Journalism Ethics: Moral Responsibility in the Media. Pearson Education.
4. Klein, N. (2009). No Logo. Picador.
5. Meyers, C. (Ed.). (2010). Journalism Ethics: A philosophical approach. Oxford University Press.
6. Pavlik, J. (2008). Media in the digital age. New York: Columbia University Press.
7. Plaisance, P.L. (2009). Media Ethics: Key principles for responsible practice, New Delhi: Sage.
8. Price, M.E., Verhulst, S.G. and Morgan, L. (Ed.) (2013). Routledge handbook of media law. New York: Routledge.
9. Rosenstiel, T. and Mitchell, A. (Eds.) (2003). Thinking clearly: Cases in Journalistic Decision Making. New York: Columbia University Press.
10. Sanders, K. (2003). Ethics and Journalism. New Delhi: Sage.

Suggested Readings:

- ❖ History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.
- ❖ Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
- ❖ Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International Publishing Group
- ❖ www.presscouncil.nic.in/
- ❖ www.mib.nic.in/Codes
- ❖ www.nbanewdelhi.com/pdf/final/NBA_code-of-ethics_english.pdf
- ❖ www.ibfindia.com/



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSE 1-1 Web Journalism		
Course Code:	JMC E 1-1	No. of Credits	03
Contact hours	45 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s): On successful completion of this course, the students will be able to:

- Demonstrate advanced skills in the use of industry-standard media tools at the forefront of the field to produce high quality online content and websites.
- Students will learn how to write, report, produce, publish and promote multimedia stories.
- Students will gain a multifaceted experience and emerge as versatile, self-sufficient reporter/producer and writer.
- Students will learn critical thinking, decision-making, ethical responsibility, teamwork and online communication skills.
- Demonstrate a critical comprehension in the initiating, design and construction of integrated web-based media sites.

Contents	60 Hrs
UNIT- I Concept of Web Journalism. Definitions and characteristics of web journalism; Internet Journalism; Multimedia Journalism; Important News and social networking sites, blogging and micro-blogging; Crowd sourcing; Evolution, growth and Impact of social media; Changing landscape of new journalism; Hybrid newspapers, Web radio and Internet Television.	15
UNIT- II Basics of Web Journalism Web journalism- concept, practices and principles; Importance of web Journalism; Structure and functioning of online newsroom; Skills for Web Journalist; Website creation, online news gathering; Web production team members and their responsibilities; Basics of Web news Publishing; Ethics of web journalism.	15
UNIT- III Writing in Web Journalism Writing News Stories, Features and Articles with Visual and Graphics on the Websites; Interview and Chats on the Web as News Source; Writing for Blogs; Weblogs; Wikis; Online Versions.	15
UNIT- IV YouTube Journalism	15

YouTube Journalism, Data theft, Privacy, Cookies, Spyware, Trojan Horse, Worms, Hacking, Trolling, Fake News, Graphic Manipulation and Plagiarism. Citizen and Participatory Journalism; Wiki Journalism and Hyper local Journalism.

References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Technical writing strategies 1	Rebecca D. Alcantara, Josefina Q, Felicidad P.	Goodwill Trading. Co. Inc	3rd	2003
2	Technical Writing 101: A Real-World Guide to Planning and Writing Technical Documentation.	Alan S. Pringle, Sarah S. O'Keefe	Scriptorium Publishing	1st	2001
3	On writing: A Memoir of the craft	Stephen King	Hodder Paperbacks	2nd	2012
4	Freedom to freelance	Rusty Fischer	Rusty Fischer	1st	2001
5	Writing skills for Technical Purposes	Rajmohan Joshi	Isha Books	1st	2006
6	Online Journalism: A Basic	Ray	Cambridge University Press India Private Limited	1st	2006
7	Online Journalism A Critical Primer	Jim Hall	Pluto Press	1st	2002
8	India Connected: Mapping the Impact of New Media	Sunetra Sen Narayan	Sage Publications	1st	2016



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSE1 - 2 Technical Content Writing		
Course Code:	JMC E 1-2	No. of Credits	03
Contact hours	45 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

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

- Demonstrate rhetorical knowledge to create effective technical writing documents for end-users.
- Demonstrate intermediate information literacy skills by selecting, evaluating, integrating and documenting information gather from multiple sources into discipline-specific writing.
- To acquaint students with a variety of forms of writing in media, applying different formatting and techniques.
- Gathered and apply researched information that is appropriate to media as demonstrated by reading and analysing documents and citing sources correctly.

Contents	60 Hrs
<p>Unit I: Basics of Technical Content writing</p> <p>The Concept of Technical Content Writing and its relevance in Modern Era; Principles, Scopes Functions and Process of Technical content writing; Role and Functions of Technical Content Writer in Communication; Techniques for Print and Web Content Writing. Internal Communications; Writing Memos and E-mail; External Communications; Formal letter; getting the brief, ideating, researching, structuring, formatting.</p>	15
<p>Unit II: Types of Technical Content writing</p> <p>Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research. Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers. Writing blogs, case studies, and white papers. Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, and newsletters – focus on language, jargon, writing style, target audience, formal and informal language.</p>	15
<p>Unit III: Technical Visual Content Writing</p> <p>Info graphics- Importance and relevance; Images, Screenshots; Videos, Memes, GIFs, 30 degree videos; Product Demonstrations; Interactive Content; Understanding social media content writing; Plagiarism laws in Technical Content Writing; Free and Paid tools in Technical Content Writing.</p>	15



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSV 1 -1 Videography		
Course Code:	JMC V 1-1	No. of Credits	03
Contact hours	45 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

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

- Demonstrate skills and knowledge learned in the video production and applies them to real world setting.
- Demonstrate technological proficiency in the use and operate of video camera, other equipments including computers, recording devices, lights, microphones and editing software.
- Demonstrate mastery of media industry language and terminology with ability to script, storyboard, shoot and edit video project along with personal and creative expression.
- Demonstrate the ability to critique, compare/contrast, and evaluate media content and its message or interpretation

Contents	60 Hrs
Unit I: Videography: History and significance; Video tapes & formats; Outdoor and studio videography; Camera accessories; Lenses and their types. Technicalities of photography – white and black balance; Elements of composition - safe zone, framing, image size – headroom, nose room, exposure, light sensitivity, depth of field; Pedestal & Tripod- their types, setting- advantages and disadvantages. Types of shots; Camera angles; Point of view; Camera movements; Lighting – colour temperature, types of lighting; filter selection	15

Practical assignments:

1. Indoor video recording –Minimum of 5 assignments
2. Outdoor video recording- Minimum of 5 assignments
3. Use of lights- 5 exercises
4. Shooting different angles- Minimum of 5 assignments
5. Practicing camera movements Minimum of 5 assignments



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSV 1-2 News Reading		
Course Code:	JMC V 2	No. of Credits	03
Contact hours	45 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Contents

NEWS READING

3 credits

1 hour theory and 4 hours practical's

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

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

Contents	60 Hrs
<p>Unit I:</p> <p>Duties and responsibilities while news reading, Understanding the news scripts and news, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation, On-air Essentials, Studio autocue reading & Recording the voice, A look at personality, style and general show presentation, examples of anchors work and detailed analysis of their styles, Legal and Ethical pitfalls (what NOT to say), Reporting techniques- Reporting a news & Interviewing, recording the byte & transcription & scripting, Different Reporting styles- Political, Entertainment, Crime, Sports & Business.</p>	15

PRACTICALS- 5 exercises each

- Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Public Speaking
- Writing a script for Audio-Visual Media Formats
- Showing how to hold an audience's attention, agenda
- Making & adding effective promo and jingles while anchoring

- Talk Show Host and moderating an event

DSCV 1	JMCV 1	3	Videography/ News Reading
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References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Inside Reporting: A Practical Guide to the Craft of Journalism	Tim Harrower	McGraw Hill Higher Education	3 rd	2012
2	Radio Jockey Handbook	Simran Kohli	Fusion Books	1 st	2015
3	Multimedia in Practice - Technology & Applications	Judith Jeffcoate	Prentice Hall	1	1995

Some more reference books

1. Radio and Guide to Broadcasting techniques – Evans
2. Handbook of Broadcasting – Waldo Abbot and A Rider
3. Broadcasting and the People – Mehra Malrani
4. Writing for TV and Radio – Robert Hellard.
5. Television Production & Broadcast Journalism - Phillip L. Harris
6. Broadcast Journalism: Techniques of Radio and Television News - Andrew Boyd, Peter Stewart & Ray Alexander.

6th Semester



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 14 Introduction to Digital Media		
Course Code:	JMC C 14	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

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 describe the design methodology from concept to production with simple animations and other influencing digital formats.
- 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.

Contents	60 Hrs
PAPER DSC 14: INTRODUCTION TO DIGITAL MEDIA	
UNIT-I: Introduction to the Digital Media: 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.	15
UNIT-II: Digital Media Storage Components: Hardware/Software Components of Digital Media. Digital Storage Media- Disc Drive, USB Drive, Hard Disc Drive, Cloud Drive, Memory Chip and Cards.	15
UNIT –III: Digital Media Platform: Web Site, Blog, Face Book, <i>WhatsApp</i> , News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.	15
UNIT – IV: Digital Media Content Design and Marketing: Essential of Digital Media, Tool for digital media Design. Digital Media Content Creation: Planning, Writing, Designing and Editing Digital Marketing-Principles of Digital Marketing Planning And Management. Trends in Digital Media.	15

BOOKS FOR REFERENCE

DSC 14 and 15 -Fundamentals of Digital Media (Theory and Practice)

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 Intermedia and Global Perspective - Gabriele Balbi, Paolo Magaudda
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 15 Introduction to Digital Media Practical		
Course Code:	JMC C 15	No. of Credits	3
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC 15 Introduction to Digital Media –Practical

3 Credits paper

2 hours Theory and 2 hours practical

Practical assignments should include

- ✓ Content Writing for Twitter, Face book and Blog etc. – 5 assignments each
- ✓ Analyses of a Blog on the basis of its formatting and structure. – 5 assignments each
- ✓ Create Design and present a layout of website through power point presentation. – 5 assignments each



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 16 Advertising and Corporate Communication		
Course Code:	JMC 16	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC 16 Advertising and Corporate Communication

Credits 4

4 hours of theory

Objective of the Paper:

The objective is to gain an understanding of advertising and corporate communication concepts, as well as to identify and take advantage of the various opportunities available in the industry.

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.

Teaching Method: Lecturing & tutorials, using ICT wherever necessary.

Contents	60 Hrs
Unit 1: Understanding Advertising 1.1 Definition, nature and scope of advertising 1.2 Role & functions of advertising 1.3 Evolution of advertisement in India & World including the current trend 1.4 Advertising as a Tool of Communication	15
Unit 2: Types of Advertising 2.1 Types of Advertisements 2.2 Ad Agency - Functions, Types, Structure	15

2.3 Advertising copy - headlines, signature, slogans & logos	
2.4 Copywriting	
Unit 3 : Introduction to Corporate Communication	
3.1 Definition, nature and scope of Corporate Communications	15
3.2 Structure of corporate organization	
3.3 Core functions of corporate communications	
3.4 Comparison with Public Relations, advertising, publicity and propaganda	
Unit 4: Corporate Communication Tools	
4.1 Print Media – House Journals, Newsletters, Brochures & Handouts/Flyers	15
4.2 Electronic Media – Ads & Corporate Films	
4.3 Digital Media – Social Media, Blogs, Vlogs	

Readings: For DSC 16

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, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
5. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 17 Advertising and Corporate Communication Practical		
Course Code:	JMC 17	No. of Credits	2
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

PRACTICAL

Advertising and Corporate Communication (DSC)

Contents	60 Hrs
Unit 1 1.1 Display Advertising 1.2 Create a social media ad using free online software. 1.3 Evaluating the effectiveness of campaigns. 1.4 Create a campaign for a product of your choice.	15
Unit 2: 2.1 Preparing Brochures 2.2 Posters/flyers 2.3 Create a blog 2.4 Put together a corporate collateral (Soft Copy)	15

DSC 17- Advertising and Corporate Communication Theory and Practical

1. Foundations of the Theory and Practice of Advertising - S.A. Chunawalla and F.C. Scythia
2. Advertising as Communication - Dyer Gillian
3. Advertising - Dunn S. Watson
4. Advertising: A critical Approach - Keval J. Kumar
5. Advertising Procedure - Kleppner Otto
6. Practical Public Relations - Anil Basu
7. Organizational Communication – Gary Kreps
8. Inside Organizational Communication – Gary L Kreps
9. Corporate Communications – Argenti
10. Corporate Communication – Paul A. Argenti



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Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 18 Theories of Communication		
Course Code:	JMC 18	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

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

- Demonstrate the theoretical understanding of central issues of media system and its influence on policy
- Demonstrate the methodological skills to analyse global media outlets and their strategies with ability to apply these perspectives in critically analysing communication research.
- Determine their own positions concerning media influence and management and review practical applications of those theories.
- Identify the epistemological, ontological, and axiological placement of the various communication theories.

Contents	60 Hrs
<p>Unit-I</p> <p>Definition, Nature, Elements, Functions and Concepts of Communication theories; Origin of Human Communication; Relationship between Theory and research; Western and Eastern perspective of Communication theories.</p>	15
<p>Unit-II</p> <p>Media Effect Theories: Hypodermic Needle, Two-Step and Multi-Step Flow; Gate-Keeping. Psychological Theories: Social Learning Theories, Balance theories, Information theories, Individual Difference Theory, Selective Exposure, Selective Perception and Cognitive Dissonance, Congruity, Inoculation and Attribution Theories.</p>	15
<p>Unit-III</p> <p>Sociological Theories of Communication: Cultivation, Agenda Setting, Uses and Gratification; Dependency, Spiral of Silence and Gestalt of Motivation Theories. Development Communication Theories: Modernization, Diffusion and Innovation and Participatory Communication Theories. Propaganda and Public Opinion Theories. Rhetorical Theory of Communication.</p>	15
<p>Unit-IV</p> <p>Critical and Cultural Theories: Mass Society Theory, Hegemony, Public Sphere; Political</p>	

Economic Media Theory, Culture and Semiotic Theory. New Media Theory: Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism; Characteristics of New Media – Uses, Adoption ICT and Social Transformation	15
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BOOKS FOR REFERENCE:

1. Mass Communication Theory: An introduction – Denis Mcquail
2. The Process and Effects of Mass Communication – Wilbur Schramm
3. Mean, Messages and Media – Wilbur Schramm
4. The Effects of Mass communication – Joseph Klapper
5. Introduction to Mass Communication Theory – Stanley J. Baran and Dennis K. Davis
6. Theories of Mass Communication – Melvin DeFleur and Sandra Ball Rokeach



Government of Karnataka
Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE 2-1 Film Appreciation/Social media/ Fundamentals of Audio-video-lights		
Course Code:	JMC E 2-1	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC E 2-1 FILM APPRECIATION
3 Credits 2 hours theory and 2 hours practical
COURSE DESCRIPTION :

1. Movies rejuvenates viewers through its visual language and narrative structure. This course will provides an introduction to the narrative and stylistic techniques used in filmmaking in order to more fully understand how meaning is constructed, conveyed and interpreted in film.
2. introduce students to the film industry and history of cinema through the study of classic and contemporary films. Emphasis will be placed on exposing the class to a wide variety of styles and genres as well as formulating and justifying criticisms of the works. Participation in class discussions, journal responses and written analyses will be requirements for successful completion of the course.

Contents	60 Hrs
<p>Unit I Evolution of Cinema as Medium of Mass Communication–Origin of Cinema and its development into a distinctive Visual Narrative Art form. History of the Moving Image--Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. W. K. L. Dickson. Indian Cinema: Brief History--Silent and Talkie era. Pioneers of Indian Cinema.</p>	15
<p>Unit II Major Landmarks in the History of Cinema--Cinema of Attractions, The Hollywood Industry, Soviet Montage, French Impressionism, German Expressionism, Italian Neorealism, Asian Cinema. Indian Parallel Wave Cinema.</p>	15
<p>Unit III The Significance of Film and Narrative Form-- Theme, Story and Screenplay, Characteristics of Semiotics, Cinematic Terms, Cinematography and Editing, Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music.</p>	15
<p>Unit IV Critical Analysis of Film--Language of cinema, Elements of Visual Composition; Visual space, Balance, contrast, Depth of field, mise–en–scene, Shots, Scene and Sequence, Image sizes, Camera and Subject movements, Camera angles, Creative use of Light and Colour, Sound effects,</p>	15

Referred Books:

1. Understanding Movies: Louis Giannetti
2. Film Studies: An Introduction: Ed Sikov
3. Art and Visual perception - Rudolf Avmheim
4. Film as an Art - Rudolf Avmheim
5. The Theory of Film - Bela Balazs
6. The Sociology of Film Art - Demis Dobson
7. Film Art: An Introduction Practice Hall - Bordwell and Thompson
8. Frames of Mind Reflection of Indian Cinema - Arun Vasudev
9. Cinemada yantra bhashe – K. V. Subbanna, Nivalam Heggodu



Government of Karnataka
Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE 2 -2 Social media/ Fundamentals of Audio-video-lights		
Course Code:	JMC E 18	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC E 2-2

SOCIAL MEDIA

3 Credits

2 hours theory and 2 hours Practical

Contents	60 Hrs
UNIT:I Social Networking Sites, Network Society, Various Platforms: Facebook, Twitter, YouTube, LinkedIn, Instagram WhatsApp; Tumbler, BuzzFeed. Social Media and Socialisation, Impact of Social Media on Journalism, Social Media as a News Source, Using Social Media platforms in Journalism, Hashtag Participatory Journalism, Digital Literacy, NDLM, Internet Access and Availability: Scope and Challenges, Digital Empowerment, Net Neutrality, Internet Censorship.	15

PRACTICALS:

- || Creating Hashtags
- || Writing News for Social Media
- || Blogs and Vlogs
- || Creating Profiles Social media
- || Social Media Content Analysis

DSC E 2 - Social Media- Books for Reference

1. Social Media Marketing - Jeremy Pearce
2. Ultimate Guide to Social Media for Business Owners - Jackson, Jon Mitchell
3. Introduction to Social Media Marketing: A Guide for Absolute Beginners - Todd Kelsey
4. A Brief Introduction to Technology and Social Media - Darren Hammonds
5. Social Media and Society: An Introduction to the Mass Media Landscape - Regina Luttrell
6. Knowledge in the Age of Digital Capitalism: An Introduction to Cognitive Materialism (Critical Digital and Social Media Studies) - Mariano Zukerfeld



Government of Karnataka
Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE 2 -3 Fundamentals of Audio-video-lights		
Course Code:	JMC E 18	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC E2 -3: Fundamentals of Audio, Video and Lights

3 credits

2 hours theory and 2 hours practical

Contents	60 Hrs
<p>UNIT 01:</p> <p>Understanding the basic concepts of Audio, Video and Lights. Focusing on the Significance, need and importance of Audio, Visual and Lights. Learning about the different types of audio video and lights used in the industry. Gaining an understanding of the production process. Use of various software in the industry with respect to Audio, Video and Lights. Understanding the problems and difficulties of industry professionals.</p>	15

PRACTICALS:

- Understanding the fundamentals of editing software such as Adobe Audition, Adobe Premiere Pro and Adobe Photoshop & Lightroom.
- Develop a short film/advertisement.
- Produce news article and supporting photographs.
- To edit raw photographs using professional software
- To create a short Radio interview/drama/podcast
- To produce a script for an advertisement.

DSE 2 – 3- Fundamentals of Audio-Video-Lights –Books for reference

- 1) Radio and Guide to Broadcasting techniques – Evans
- 2) Handbook of Broadcasting – Waldo Abbot and A Rider
- 3) Broadcasting and the People – Mehra Malrani
- 4) Writing for TV and Radio – Robert Hellard.
- 5) Television Production & Broadcast Journalism - Phillip L. Harris
- 6) Broadcast Journalism: Techniques of Radio and Television News - Andrew Boyd, Peter Stewart & Ray Alexander.



Government of Karnataka
Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE V2 Radio Jokey		
Course Code:	JMC V2-1	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC V2-1

Radio Jockey

3 credits

1hour theory and 4 hours practical

Contents	60 Hrs
Unit I: Elements of effective communication; Planning and organizing perfect presentation; Qualities of a radio jockey; Preparation and use of audio/visual aids; Techniques of sound recording.	15
Unit II: Conceptualization and ideation; Radio program formats; Program planning; Scripts for various radio programs; Use of microphones; Recordings & live shows; Conducting interviews for radio.	15
Unit III: Anchoring techniques; conducting panel discussions; voice modulation and voice culture; scripting; Production of musical programs; Packaging and post- production	15

Practical assignments:

1. Present concepts for FM radio programs
2. Prepare script for a musical show.
3. Prepare script for a phone-in event.
4. Conduct a radio interview.
5. Visit a FM radio and prepare a report on its functioning.

Books for reference:

- Simran Kohli: The Radio Jockey Handbook, Fusion Books, 2006
- Aruna Zachariah: Radio Jockeying and News Anchoring, Kanishka Publishing House, 2009
- Sanjay Gaur: Radio jockey and TV anchoring, Book Enclave, 2010
- Robert McLeish & Jeff Link: Radio production, Routledge, 2015

DSC V2 -2

EVENT MANAGEMENT

3 Credits

1 hour theory and 4 hours practical

Contents	60 Hrs
UNIT:I Introduction to event Management, Size & type of event, Event Team, Code of ethics Analysis of concept, Logistics of concept, aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics, Nature of Marketing, Process of marketing, Marketing mix, Sponsorships	15

PRACTICALS

- Creating Event Pitch and Design
- Preparing an event Proposal
- Procuring Logistic Requirements for different kinds of events
- Social Media Marketing for Event
- Press Conference
- Product Launch

Books for reference

Event Management

1. Basics of Event Management - Shri Chakradhar Publications Pvt. Ltd.
2. Event Management and Marketing: Theory, Practical Approaches and Planning - Dr. Anukrati Sharma and Dr. Shruti Arora
3. The Business of Event Planning: Behind-The-Scenes Secrets of Successful Special Events - Judy Allen
4. Event Planning: Management & Marketing for Successful Events - Alex Genadinik
5. Event Management: A Professional & Development Approach - Ashutosh Chaturvedi
6. Simplified Events Management: A Textbook to Event Planning - Prof. De Vashishth

CBCS Question Paper Pattern for UG Semester
DSC, DSEC & OEC

Paper Code:		Paper Title:		
Duration of Exam	2 Hours		Max Marks	60
Instruction:	Answer all the sections			

Section-A

Answer any five (2x5 marks)	10Marks

Section-B

Answer any 4 (5x4=20 marks)	20Marks

Section-C

Answer any 2 (15x2=30)	30 Marks