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ಟಮಕ, ಕೋಲಾರ – 563103

CHOICE BASED CREDIT SYSTEM

(Semester Scheme with Multiple Entry and Exit Options for Under Graduate Course)

SYLLABUS AS PER NEP GUIDELINES

SUBJECT: JOURNALISM & MASS COMMUNICATION

2021-22 onwards

BANGALORE UNIVERSITY



Department of Communication

Old Pariksha Bhavan, Jnanabharathi Campus, Bangalore – 560 056.

Dr. B K Ravi
Professor and Chairman
Chairman, BOS (UG & PG) in JMC,
Bangalore North University, Kolar.

Date: 24/09/2021

To,
The Registrar,
Bengaluru North University,
Tamaka, Kolar


Respected Sir,

**Subject: Submission of the Proceedings of Joint Meeting of Board of Studies
UG and PG in Communication**

Ref: No. ACA-2/ New Education Policy/2021-22. Dated:18/09/2021

Please find enclosed proceedings of the Joint Board of Studies (BOS UG and PG) in Communication held on 24th September 2021, at 03:00pm in the Chambers of the Chairman, Dept. of Communication, Old Pariksha Bhavan, Jnanabharathi Campus, Bangalore –56 for your kind information and further needful action.

Sincerely,


Professor & Chairman
24/9/2021.

Chairman
Department of Journalism & Mass Communication
Bangalore University
Jnanabharathi Campus, Bangalore - 560 056

Received
YBM
28/9.


BANGALORE UNIVERSITY

Department of Communication

Old Pariksha Bhavan, Jnanabharathi Campus, Bangalore – 560 056.

**Proceedings of the Board of Studies meeting held on 24/09/2021,
in the Department of Communication, Old Pareeksha Bhavana
Jnanabharathi Campus Bangalore University, Bengaluru, 560056.**

Members:

Sl. No	Members	Department
1	Dr.B.K.Ravi, Professor & Chairman	Chairman, & BOE, Chairman Dept. of Communication, BUB
2	Dr. Vahini A Assistant Professor	Dept. of Electronic Media, BUB
3	Dr. R. Rajeshwari, Assistant Professor	Dept. of Electronic Media, BUB
4	Dr Niranjan Vanahalli, Associate Professor	Chairman Dept. of Journalism ,Mysore University
5	Mr.D P Satish , Senior Editor	English CNN IBN News, Bangalore)
6	Smt. Sushma Rao	HOD, Dept. of Journalism, Vijaya College , Jayanagar, Bengaluru
7	Shri. Vijaya K Assistant Professor,	Govt. First Grade College, KR Puram, Bangalore.
8	Shri. Lakshmi Narayana S G Assistant Professor,	Govt. First Grade College for Boys, Kolar
9	Shri. Lokesh Babu R, Assistant Professor,	Dept. of Journalism and Mass Communication, Krupanidhi Degree College, Bengaluru.
10	Smt. Ramya S N , Assistant Professor,	Dept. of Journalism and Mass Communication, Sea College, Bengaluru. Department of Journalism & Mass Communication
11	Miss. Samprathi A V, Invitee	Department of Journalism & Mass Communication, Bengaluru North University

The joint meeting of BOS (Board of studies) in Communication was held on August 04, 2021 in the Department of Communication at 03:00pm. Dr. Niranjan Vanhalli, joined the meeting over ZOOM meeting and other members were present in person in the chambers of the Chairman, Department of Communication.

The Chairman extended a warm welcome to the members to the meeting.

Then the Board took up the following agenda for discussion:

- **Approving NEP Syllabus**

The resolutions are as follows:

The BOS unanimously decided to approve the New Syllabus of BA Programme as per the NEP.

The Department reframes its BA Programme with NEP in a comprehensive framework to guide the development of media education in the country. The NEP proposes sweeping changes introduction of a five-year undergraduate and postgraduate programme with multiple exit options which will strengthen the communication stream. Today, majority of the institutions are busy in imparting the technical knowledge and have forgotten to give impetus to Hardcore Journalism and Mass Communication. Future multimedia houses are under stake if we don't induct the blood of serious journalism. If the present state continues, media education is not feasible to discuss the role of multimedia in the future of education without paying some attention to the future of education (at all levels) itself. The issues are broad and varied without any evidence to date that there is a foolproof solution which educators may use. Nor is this likely to happen. Moreover, there is little sign of agreement amongst educators regarding the future structure and function of educational institutions servicing the different sectors. Looking at the extraordinary situation prevailing in the country and the world, Dept. of Journalism and Mass Communication proposes to start the five-year undergraduate and postgraduate programme with multiple exit options.

As a part of this rationalising, the curriculum was unanimously approved by the BOS.



BENGALURU NORTH UNIVERSITY
DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION
Tamaka Kolar, Karnataka - 560103

Submitted to
FACULTY OF ARTS

CHOICE BASED CREDIT SYSTEM

Approved Syllabus

BOS Approved Syllabus for
Five-year Integrated Master's Programme
in Journalism and Mass Communication

(NEP 2021)

Syllabus for I & II Semester

(EFFECTIVE FROM ACADEMIC YEAR 2021-22)

SEPTEMBER 2021

MASTER'S PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

Programme: Five-year Integrated Master's Programme in Journalism and Mass Communication to be introduced under NEP

Programme Objectives:

- Five-year Integrated Course in Journalism and Mass Communication would aim to familiarize students with all aspects of the field of journalism. They become more proficient in both theory and practical skills of the media in general.
- The programme would make prepare the students 'ready-to-be recruited by media houses. The content of the programme is designed to be dynamic and incorporate changes to meet requirements of the industry.

Programme Outcome:

- The programme aims to churn out responsible media professionals.
- The programme aims to facilitate better career opportunities for all those students of this course.
- The programme aims to strike a balance between the professional and the professional ethics in the field of journalism and mass communication.

Need for Curriculum Development:

As per the NEP 2020 initiatives, it is intended to formulate a Curriculum to eliminate the disparities among the students studying in different Universities/Institutes. The need for the curriculum development in Journalism and Mass Communication emerges due to the following reasons:

Changing Media Scenario: The evolution of the media has been fraught with concerns and problems. Accusations of mind control, bias, and poor quality have been thrown at the media on a regular basis. Yet the growth of communications technology has allowed media to attain Industry Status in India. The dependency of the masses on media has significantly increased and the recommended curriculum is prepared in this context to students to utilize the growing opportunities and equip themselves to be on par with industry requirements.

Credit transfer: Credit transfer is approved by the UGC and the Government that allows the students to transfer course from their existing university to a new UGC approved university. The same number of credits in all the Universities in Karnataka is the first step to towards the credit transfer from University to University.

Skill Enhancement: The new curriculum focuses more on hands on training, internship and thereby enhancing the skills of the students. The papers like Writing for Media, photo journalism etc., further helps in skill development of students.

Pedagogy:

The goal of Journalism and Mass Communication pedagogy is to stir student's critical consciousness and empower them with the knowledge, multimedia tools that help them in employability.

Importance to Theory and Practical's and its application: The Journalism and Mass Communication curriculum focuses on the practical components and gives importance to its application through hands-on, and empirical training.

Utilisation of ICT: To enhance critical and creative thinking amongst students, ICT tools are incorporated into the teaching methods which include research-led teaching, via presentations through smart classrooms, and practical productions.

Research-based and Research-led teaching: The Research Projects and practicals are introduced in the curriculum. The student will be required to do research project on a topic of their choice under the supervision of a research guide.

Brain Storming Approach: Students will be involved in groups and individual discussions which will help the students to develop and involve in the process of critical thinking.

Exit Options and Credit Requirements:

A Certificate / Diploma/ Bachelor Degree or Bachelor Degree with Honours in Journalism and Mass Communication is awarded at the completion of every progressive year.

Exit Option with	Certificate/Diploma/Degree/ Honors
Successful completion of First year(two semesters)of the Four years multidisciplinary undergraduate Degree programme.	Certificate in Journalism and Mass Communication
Successful completion of Second year(four semesters)of the four years multidisciplinary undergraduate Degree programme	Diploma in Journalism and Mass Communication
Successful completion of Three year (six semesters) of the four years multidisciplinary undergraduate degree programme	Bachelor of Arts Degree in Journalism and Mass Communication
Successful completion of Four year (eight semesters) of the four years multidisciplinary undergraduate degree programme	Bachelor of Arts Degree with Honors in Journalism and Mass Communication
Successful completion of Five year(Ten semesters)of the Five years multidisciplinary degree programme	Master of Arts Degree With Honors in Journalism and Mass Communication

A student will be allowed to enter/re-enter only after the odd semester and they can only exit after even semester. Re-entry at various as lateral academic programmes based on the above mentioned earned proficiency test records. The validity of the earned credit will be for a maximum period year or as specified by the academic bank of credits (ABC).

Acronyms Expanded	
AECC	Ability Enhancement Compulsory Course
DSCC	Discipline Specific Core Course
SEC/SB/VB	Skill Enhancement Course- Skill Based/Value Based
OEC	Open Elective Course
DSE	Discipline Specific Elective

Continuous Internal Evaluation and Semester End Examination:

Total marks for each course shall be based on continuous assessments and term end examinations. As per the decision of the Karnataka State Higher Education Council, it is necessary to have uniform pattern of Continuous and comprehensive Assessment and Semester End examinations respectively, among all the Universities, their affiliated and autonomous colleges. The state level committee deliberated on the same and suggested the following pattern for the Continuous Internal Evaluation. The BOS has also approved to follow the same pattern.

COURSE PATTERN AND SCHEME OF EXAMINATION FOR FIVE-YEAR INTEGRATED MASTER'S PROGRAMME IN JOURNALISM AND MASS COMMUNICATION

SUBJECT: JOURNALISM AND MASS COMMUNICATION																		
Semester	Course Code	Title of the Papers	Teaching Hours	Hours/Week		Examination Pattern							Total Marks/Paper	Duration of Exams (Hours)		Credits		
				Theory	Practical's	Theory			Practical's					Theory	Practical	Theory	Practical's	Total
						Max.	IA	Total	Max.	IA	Total							
I	DSC – 1	Introduction to Journalism	60	04	04	60	40	100	25	25	50	150	3	2	04	02	06	
	OE-1	Writing for Media	45	02	04	30	20	50	25	25	50	100	2	2	02	02	04	
II	DSC- 2	Computer Applications for Media	60	04	04	60	40	100	25	25	50	150	3	2	04	02	06	
	OE-2	Photo Journalism	45	02	04	30	20	50	25	25	50	100	2	2	02	02	04	

DSC 1: INTRODUCTION TO JOURNALISM

Course Title and Code	DSC 1-Introduction to Journalism		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory:4hrs/week
Practical: 4 hrs/week
Total: 6credits

Course objectives:

- To introduce the concept of media and mass communication.
- To familiarize the students with different facets of journalism
- To educate the students about the role of journalism and the development of society.

Learning Outcome

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

- To identify the distinct nature of journalism and its professional aspects, including career opportunities
- To recognize and use terminologies specific to mass media.
- To recognize the significance of changes in the practice of journalism

Unit I:

Definition of Journalism – nature and scope of journalism; significance of journalism in 21st century – qualities, duties, responsibilities and ethics of journalists; Influence of journalism on society and development

Unit II:

History of Journalism – 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; Challenges faced by the present day journalism world over, with special reference to India.

Unit III

Glossary of journalism--Basic terms used in the press and media in general; Traditional and modern branches of journalism like magazine journalism, community journalism, investigative journalism, development journalism, business journalism, radio and TV journalism and multimedia journalism, etc; Rise of advocacy, professionalism, broadcast and new media journalism.

Unit IV:

Theories of press and their relevance to the present day – journalism as a profession; Professional organizations - Press Council of India; Starting a newspaper; Career opportunities in journalism.

Practical:

- Developing journalistic skills in students by giving assignments to write on any topic of their choice (Minimum of 5 assignments should be written)
- Practicing different types of writings in newspapers like crime, press conference, public grievance, business reports and Sports.
- Writing articles, features ,editorials and middles (Minimum of 5 assignments)
- Writing for New media (Minimum of 5 assignments)

Books for reference:

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

OE 1: WRITING FOR MEDIA

Course Title and Code	OE 1-Writing for Media		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	04	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy:

Theory: 2hrs/week

Practical: 4hrs/week

Total: 4 credits

Course Objectives:

- To familiarize the students with writing skills for media
- To enhance the students interest in writing for media
- To equip the students with recent trends in media writing.

Unit-I:

Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of journalistic writing-news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc. Content development: choosing a topic, identifying sources, gathering information and importance of rewriting.

Practical Exercises:

- Letters to editor-02
- Press releases-02
- Writing headlines-05
- Picture captions writing-05

Unit-II:

Radio & Television: Introduction to writing for Radio & Television; Principles and elements of scripting: Aesthetics of language and grammar for radio scripting; Script design and different scripts formats. Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Writing a script for entertainment programme and news.

Practical Exercises:

- Preparing script for a Radio Talk of 05 minutes -02.
- Reading News for Radio of 05 minutes -02
- Podcast -02
- Anchoring script for TV programme -2
- News reading script- 04 Minutes -2

Unit-III:

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism.

Practical Exercises:

- Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
- Analyze the contents of any five newsportals.
- Create a WordPress page.

Books for reference

1. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok. (2002). All about photography. New Delhi: National Book Trust.
3. Kobre, Kenneth. (2000). Photo journalism. The professional approach (4th Ed).
London: Focal Press
4. Horton, Brian. (2000). Guide to photojournalism. New York: McGraw-Hill
5. Chapnick, Howard. (1994). Truth needs no ally: Inside photojournalism. New York:
University of Missouri Press
6. British Press Photographers Association. (2007). 5000 Days: Press photography in a
changing world. London: David & Charles.
7. Nair, Archana. (2004). All about photography. New Delhi: Goodwill Publishing
House.

DSC 2: COMPUTER APPLICATIONS FOR MEDIA

Course Title and Code	DSE 2- Computer Applications for Media		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week
Practical: 4hrs/week
Total: 6credits

Objectives

- To introduce students to the basics of computers
- To familiarize the students to the applications of computers in print and electronic journalism
- To facilitate the students to learn the practical applications of computers at different levels in media

Unit-I

Computer: MS office, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Outlook and MS Publisher, Files and folders management. Audio and Video software--Adobe Audition and Premier Pro.

Unit-II

Various applications of computers in media: Text, Graphics, Drawings; Designing software (Adobe Photoshop, CorelDraw, PageMaker InDesign & Quark Express).

Unit-III

Basics of e-mail, web browsers, search engines, Social Media and their applications. Media websites, clubhouse, digital paper and blogs and podcasts.

Unit-IV

Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and digital media. Video conferencing.

Practical

- Creating Power Point Presentation using Multimedia tools
- Designing an e-paper page
- Creating a blog with a content of your choice
- Record content of your choice using audio-recording software
- Designing a e-magazine
- Create a video public service Ad on 30seconds

Books for Reference

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

OE 2: Photo Journalism

Course Title and Code	OE-2 Photo Journalism		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	04	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy:
Theory: 4hrs/week
Practical: 2 hrs/week
Total: 4credits

Objectives:

- To attract students towards photojournalism
- To familiarize the students to techniques of photography and photojournalism
- To give a practical knowledge in the field of photography

Unit-I

Concept of Photography: Different types of cameras--Manual, Digital and phone cameras; Types of Photography; light and lighting equipment; Latest trends in photography. Concept of photo journalism: Role and responsibilities of photo journalists; Sources of news for photo journalists.

Unit-II

Techniques of photo editing--Caption writing; Photo editing software; Leading press photographers and photo journalists in India.

Unit-III

Mobile Journalism: Using smart phones for taking effective pictures and shooting videos; Editing photos and videos taken on smart phones; Uploading news photos / videos on digital platforms.

Practical

- Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
- Students to edit at least 10 photographs
- Students to edit video of 3 minutes and upload on Digital platforms
- Caption Writing- practical (10captions)

Books for reference:

1. Milten Feinberg- Techniques of Photo Journalism
2. Michel Long ford- Basic Photography
3. Tom Ang- Digital Photography- Master classes
4. N Manjunath- Chayachitra Patrikodyama
5. Cyernshem G R- History of Photography