



**VIVEKANANDA COLLEGE OF ARTS, SCIENCE &
COMMERCE (AUTONOMOUS)
PUTTUR-574203. D.K. KARNATAKA**

**SYLLABI FOR
UNDERGRADUATE PROGRAM (UG)
JOURNALISM CURRICULUM FRAMEWORK**

(FACULTY OF ARTS)

**FRAMED ACCORDING TO THE
NATIONAL EDUCATION POLICY (NEP 2020)**

I & II SEMESTERS

**ABILITY ENHANCEMENT COMPULSORY COURSE (L+T)
TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2022-23**

**BOARD OF STUDIES IN JOURNALISM
VIVEKANANDA COLLEGE OF ARTS, SCIENCE & COMMERCE
(AUTONOMOUS)
PUTTUR-574203, D.K. KARNATAKA**



**VIVEKANANDA COLLEGE OF ARTS, SCIENCE & COMMERCE
(AUTONOMOUS) PUTTUR-574203, D.K. KARNATAKA**

**SYLLABI
FOR THE YEAR 2022-23 AND ONWARDS**

FRAMED UNDER NATIONAL EDUCATION POLICY-2020

JOURNALISM

ABILITY ENHANCEMENT COMPULSORY COURSE

I & II SEMESTERS

**COURSE PATTERNS AND SCHEME OF EXAMINATION BA UG
COURSE**

**SMT. BHAVYA P R
CHAIRPERSON
BOARD OF STUDIES IN JOURNALISM
VIVEKANANDA COLLEGE OF ARTS, SCIENCE & COMMERCE
(AUTONOMOUS) PUTTUR-574203, D.K. KARNATAKA**

Syllabus for I & II Semester
BA IN JOURNALISM

Programme: Four-year Programme in Journalism to be introduced under NEP

Programme Objectives:

- Four-year Course in Journalism 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 prepare the students 'ready-to-be recruited by media, advertising & corporate houses. The content of the programme is designed to be dynamic and incorporate changes to meet requirements of the industry.

Learning Outcome:

- The programme aims to churn out responsible media professionals who would contribute positively to the society.
- The programme aims to facilitate better career opportunities for all those students of this course and get them ready to tackle challenges in the professional setup.
- The programme aims to strike a balance between the dynamic working environment and professional ethics in the field of Journalism.

Need for Curriculum Development:

NEP 2020 initiative is intended to formulate a curriculum to bring about uniformity among the students studying in different Universities/Institutes. The need for the curriculum development in Journalism emerges due to the following reasons:

Changing Media Scenario: The curriculum has been designed keeping with the industry requirements and includes subjects such as Multimedia, Photojournalism, Short Film Making, Creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for Radio and TV, Advertising and Corporate Communications, among several others. The rapid growth in media industry demands highly skilled human resource.

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 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. It not only aims at producing responsible communication professionals but also citizens with a humane approach in day-to-day life. The papers like Writing for Media, Photojournalism, Computer Applications for Media etc., further helps in skill development of students.

Pedagogy:

The goal of Journalism pedagogy is offered with an objective to train and prepare professionally skilled media persons and communication experts. It lends exposure to a wide range of meticulously framed syllabi.

Importance to Theory and Practical's and its application: The Journalism curriculum focuses on innovative components in theory and practice, which in turn equips students to be full-fledged media men. It is suggested that students be divided in to batches of not more than 10 each under a teacher to enable effectiveness of teaching in practicals.

Utilisation of ICT: The global media industry is in anticipation of ICT trained communication experts. 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 are introduced in the curriculum to strengthen the research concepts among the budding researchers. The students are introduced to various facets of Journalism research such as print, electronic and new media research, global, health and political communication research, folk media, intercultural communication and research on development issues and so on in accordance to the relevance of the profession. The students 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. This will help the students to develop and involve in the process of critical thinking and

analysing. It further helps them in decision making and crisis management and also boosts self-confidence.

Exit Options and Credit Requirements:

A Certificate / Diploma/ Bachelor Degree or Bachelor Degree with Honours in Journalism 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
Successful completion of Second year (four semesters) of the four years multidisciplinary undergraduate Degree programme	Diploma in Journalism
Successful completion of Three year (six semesters) of the four years multidisciplinary undergraduate degree Programme	BA Degree in Journalism
Successful completion of Four year (eight semesters) of the four years multidisciplinary undergraduate degree Programme	BA Degree with Honors in Journalism
Successful completion of Five year (Ten semesters) of the Four years multidisciplinary degree programme	Master of Arts Degree with Honors in Journalism & 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 Class Internal 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 CIE Marks. The BOS has also approved to follow the same pattern.

DSCC 1: INTRODUCTION TO JOURNALISM

Course Title and Code	DSC 1-Introduction to Journalism (SUB. CODE BASJRC101)		
Programme Title	BA in Journalism		
Credits	06	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week

Practical: 4hrs/week

Total: 6 credits

Theory Marks – 100 = 60 T + 40 IA

Practical Marks 50 = 25 T + 25 PR

Total Marks = 150

Course objectives:

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

Learning Outcome :

Students will be able to

1. Understand and appreciate various dimensions of mass communication
2. Develop an understanding of the fundamental concepts of Journalism
3. Analyse the scope and various dimensions in Journalism
4. Discuss the recent trends in Mass Media

Padagogy:

Direct Method, ICT, Digital Resources, Collaborative and cooperative learning, Experimental Learning, Flipped Classroom

Unit I

Communication, Definitions, Process and functions, Types, Levels of Communication - Intrapersonal – Interpersonal – Group – Mass Communication – Art of Communication – Journalism – Definitions – Nature and Scope – Types – Print – Broadcast – Online **16 Hrs**

Unit II

History of Journalism: Origin and Growth of Journalism in India – History of Kannada Journalism – Development of Coastal Journalism - History of Media Education in Karnataka. **12 Hrs**

Unit III

Modern Journalism: Citizen Journalism – Advocacy Journalism - Yellow Journalism - Mobile Journalism – Use of Social Media as a Part of Journalism : Facebook, Youtube , Instagram – Journalism Ethics. **12 Hrs**

Unit IV

Photo Journalism : Importance , Scope , Types of Photography , Caption Writing - Importance of Language in Journalism – Journalistic Writing. **12 Hrs**

Exercises / Assignments

1. Reading of newspapers in the class particularly the front page and the local news.
2. Prepare questions for a specific interview
3. Rewriting news stories from newspapers converting them for magazine.
4. Filing report on the basis of mock press conference.
5. Filing report after attending one press conference after going to the field.
6. Preparing minimum 3 speech reports
7. Writing minimum 2 Letters to the Editor

Practical Syllabus

Journalistic Writing Skills (SUB. CODE BASJRP102)

Total Hours: 40

Hours/Week: 4

Max Marks: 50

Credits: 2

1. Caption writing for Photographs
2. Letters to the Editor (2 Letters)
3. Review of content of Newspapers / Magazines
4. Reporting of any 5 different kinds of College Level incidents.
5. Translation of 5 newspaper reports
6. Preparing 2 social Media content

Reference Books

- Theory and Practice of Journalism - B N Ahuja
- Professional Journalism - M V Kamath
- Mass Communication & Journalism in India - Keval J Kumar
- AdhunikaBharathiyaParthrikodhyma - Shree L Bhandarkar
- Professional Journalist John Hohenberg
- Mass Communication & Journalism in India - Mehta
- Eradu Dadagala Nadhuve – Niranjana Vanalli
- Pathrikodyama - Ranganath Rao
- Indian Journalism - Nadig Krishnamurthy
- Journalism in India- R.Parthasarathy
- New History of Indian Journalism - G N S Raghavan

- Berlo, D. K. (1960). *The process of communication: An introduction to theory and practice*. Holt, Rinehart and Winston.
- Schramm, W.L. Ed. (1960). *Mass Communications: a book of readings selected and ed. for the Institute of communications research in the Univ. of Illinois*. University of Illinois Press.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications..
- Uma, N. (2011). *Mass Communication Theory and Practice*. New Delhi, Har-Anad publication Pvt Ltd.
- Kumar, Keval J. (2020) *Mass Communication in India- (5th Revised Edition)*, Jaico Publishing house, Mumbai. Singh, C. P. (Ed.). (2004). *Dictionary of Media and Journalism: TV, Radio, Print and Internet*. IK International Pvt..
- Jeffery, R. (2000) *India's Newspaper Revolution*. Oxford University Press, New Delhi.
- Mehta, D.S. (2014) *Mass Communication and Journalism in India*. Allied Publications, New Delhi.
- Natarajan.J (2000) *History Of Indian Journalism: Part II Of The Report Of The Press Commission*. Publications Division.
- Krishnamurthy, N. (1969) *Indian Journalism*, Mysore University Press.

DSCC 2: COMPUTER APPLICATIONS FOR MEDIA

Course Title and Code	DSE 2- Computer Applications for Media (SUB. CODE BASJRC201)		
Programme Title	BA in Journalism		
Credits	06	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week

Practical: 4hrs/week

Total: 6 credits

Theory Marks – 100 = 60 T + 40 IA

Practical Marks 50 = 25 T + 25 PR

Total Marks = 150

Course Objectives:

- To introduce students to the basics of computer
- 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
- To expose the students to the world of internet and its extensive use for interactivity
- To familiarize the students with web-based broadcasting

Learning Outcome:

Students will be able to

- Understand the basic concepts of computer
- Develop an understanding of the applications of computers in print and electronic journalism

- Get acquainted with internet applications
- Apply information technology skills in print and broadcast projects
- Demonstrate web-based broadcasting skills

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative Learning, Experimental Learning, Flipped Classroom

Unit I

Introduction to Internet – Origin and development - Software for Newspaper and TV Production: Page Maker, Adobe InDesign, Adobe Premier, Edius, Photoshop. **12 Hrs**

Unit II

Media Convergence – News Composing, Uploading write-ups to Websites. Transferring reports and stories to Media - File Transfer Protocol (FTP) – Backpack – Facebook and Youtube Live **12 Hrs**

Unit III

MS Office – Word, Power Point , Photo editing, uploading images, visuals and text - Nudi software. **12 Hrs**

Unit IV

Fundamentals of Multimedia – Definition, Elements of multimedia – Fundamentals of visual communication – Video Conferencing. Blogs, Vlogs and Email – OTT Platform **14 Hrs**

PRACTICALS

Create your own Email ID, Facebook, Twitter and Instagram Accounts

Submission of Visual Stories (Minimum 2)

Publish minimum 2 Facebook Stories

Compare any two news / sports portals of your choice.

Preparations of a lab journal of at least two pages by each individual.

PRACTICAL SYLLABUS

BASIC MULTIMEDIA SKILLS (SUB. CODE BASJRP201)

Total Hours : 40

Hours/Week: 4

Max Marks: 50

Credits: 2

1. Creating Power Points Presentation using Multimedia tools
2. Designing an e-paper page using InDesign / Quark Xpress
3. Creating social media content
4. Creating blog

Reference Books

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 Holodeck :The Future of Narrative in Cyberspace in 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 Meta data for the Social Web, Indianapolis, Indiana*: New Riders Press, 2008.

DSE (OE) 1: WRITING FOR MEDIA (SUB. CODE BAJROE101)

Course Title and Code	OE 1-Writing for Media		
Programme Title	BA in Journalism		
Credits	03	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 3hrs/week

Total: 3 credits

Theory Marks – 100 = 60 T + 40 IA

Total Marks = 100

Course Objectives:

1. To make them familiar with writing for media and develop interest in writing
2. Introduce the students to cultivating of sources
3. Equip the students with new trends in media writing

Learning Outcome:

- Learning various writing techniques for different media
- Creating content for various social media platforms
- Students become industry-ready

Unit - I

Writing for print media, Role and responsibilities of a Journalist, Forms of Journalistic writing - News, Feature, Editorial, Letter to the Editor, Press Releases.

15 Hrs

Unit - II

Writing for Radio, Importance of language and grammar, Techniques of TV writing, writing different types of TV scripts.

15 Hrs

Unit - III

New Media, Writing for social media (Facebook, Twitter, and Instagram),
Introduction to Blogging and Vlogging, Current Trends in Web Journalism.

15 Hrs

Practical Exercise:

1. Letters to Editor - 02
2. Writing Headlines – 05
3. Preparing caption writing - 05
4. Preparing Scripts for a Radio Talk and Jingles of 02 Minutes Each- 02
5. Preparing Package story using Mobile – 1
6. Create your own E-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
7. Creating Blog/Vlog

Reference Books:

1. Berger, Arther Asa (2009) *Scripts: Writing for Radio and TV*, SAGE Publications.
2. Craig Richard (2004). *Online Journalism Report Writing and Editing for New Media*, Belmont Thomson, Wadsworth Publishing Company, USA.
3. Ellen Sandler. *The TV writer's Work Book – A creative Approach to TV scripts*, Delta Publications (2007 Edition).
4. Gupta and Jasra AS (2007). *Information Technology on Journalism*, Kanishka Publishers, New Delhi.
5. Lyndra Felder (2011). *Writing for the Web Creating, Compelling Web Content Using Words, Pictures and Sound*, New Riders, Denmark.
6. Ravindra R.K (1999). *Handbook of Reporting and Editing*, Anmol Publications, New Delhi.
7. Roy Barun (2004). *Beginners Guide to Journalism, Pusthak Mahal, Delhi*.
8. Shrivastava KM (2015). *News Reporting and Editing*, Sterling Publishers, New Delhi.

DSE (OE) 2: PHOTO JOURNALISM (SUB. CODE BAJROE201)

Course Title and Code	OE-2 Photo Journalism		
Programme Title	BA in Journalism		
Credits	03	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 3hrs/week

Total: 3 credits

Theory Marks – 100 = 60 T + 40 IA

Total Marks = 100

Course Objectives:

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

Learning Outcome:

Students will be able to

- Students will get hands on experience on visual communication
- Students will learn the significance of pictures in various media
- Students will upgrade their knowledge on various photos - editing software

Unit - I

Evolution of Photography, Different Types of Cameras--Manual, Digital and Phone Cameras, Types of Photography – Portrait, Landscape, Street Photography, Wildlife, News Photography.

15 Hrs

Unit - II

Photo Journalism, Role and Responsibilities of Photo Journalists, Photo

Features, Techniques of Photo Editing, Caption Writing.

15 Hrs

Unit - III

Mobile Journalism - Using Smartphones for News Reporting, Photo Editing, Publishing News Content using Smartphones on Digital Platforms.

15 Hrs

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
- Caption Writing (10 captions)

Books for Reference:

1. Ang, T. (2013). *Digital Photography Masterclass*. Dorling Kindersley Ltd.
2. Beaumont Newhall(1982). *The History of photography*, The Museum of Modern Art, New York
3. Brenda Tharp (2010). *Creative Nature and Outdoor Photography*, Amphok Books, New York.
4. Erickson B and Romano. F (1999). *Professional Digital Photography*, Hall International, London.
5. Feinberg, M. (1970). *Techniques of Photojournalism: Available Light and the 35mm camera* (vol.15). wiley.
6. JonaiWabwire (2014). *Photo Journalism Distinguished From Other Branches Of Photography*, Lam Lambert Academic Publishing Germany.
7. Kenneth Kobre (2008). *Photo journalism. The professional Apporach*, Focal Press, Massachu setts.
8. Rothstein A(1980). *Photo Journalism. The History of Photography*,The museum of Modern Art, New York.

QUESTION PAPER PATTERN

Duration of the Examination- 2 Hours

Max Marks: 60 marks

Question Paper Pattern

For Both Core and Open Elective

I. Answer any 5 questions of the following.

5x10=50

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

II. Answer any two of the following

5x2=10

- 9
- 10
- 11.
- 12.