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**UNIVERSITY OF MYSORE**  
Estd. 1916

VishwavidyanilayaKaryasoudha  
Crawford Hall, Mysuru- 570 005

No.AC6/303/2022-23

Dated: 01-09-2023

**Notification**

**Sub:-** Syllabus and Scheme of Examination of Journalism and Mass Communication programme (V & VI Semester) with effect from the Academic year 2023-24.

**Ref:-** 1. This office circular No: AC2(S)/151/2020-21 dated 08-08-2023.  
2. Decision of BOS in Journalism and Mass Communication meeting held on 30-08-2023.

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The Board of Studies in Journalism and Mass Communication which met on 30-08-2023 has resolved to recommended and approved the syllabus and scheme of Examinations of Journalism and Mass Communication programme (V & VI semester) with effect from the academic year 2023-24.

Pending approval of the Faculty of Arts and Academic Council meetings the above said syllabus and scheme of examinations are hereby notified.

The syllabus and Scheme of Examinations contents may be downloaded from the University website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

  
**Registrar**  
REGISTRAR  
University of Mysore  
MYSORE

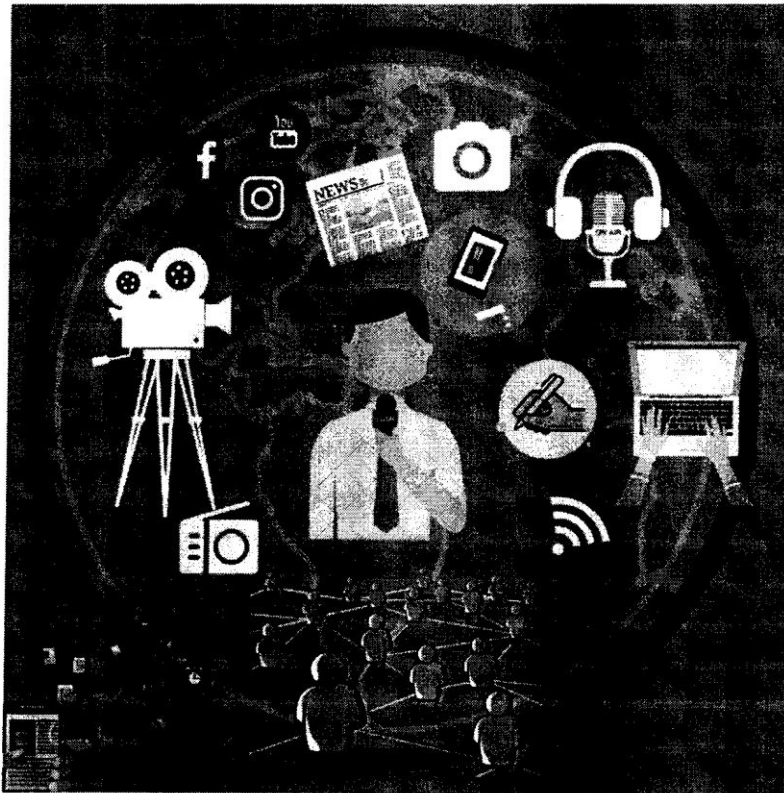
**To;**

1. All the Principal of affiliated Colleges of University of Mysore, Mysore.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS in Journalism and Mass Communication, Manasagangothri, Mysore.
4. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
5. The Director, PMEB, Manasagangothri, Mysore.
6. Director, College Development Council, Manasagangothri, Mysore.
7. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
8. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
9. Office Copy.



Government of Karnataka

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



**5<sup>th</sup> and 6<sup>th</sup> 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**

**Model Curriculum of**  
**BA in**  
**Journalism and Mass Communication**  
**5<sup>th</sup> & 6<sup>th</sup> Semester**

**Karnataka State Higher Education Council**



Government of Karnataka

Model Curriculum

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSC 9 Introduction to Communication</b>		
Course Code	<b>JMC 9</b>	No. of Credits	<b>4</b>
Contact Hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**4 Hours Theory and 4 Hours Practical – 6 Credits**

**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.

**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
<b>UNIT-I</b> <b>Definition, Nature and Scope of Communication:</b> Process of Communication, Barriers of Communication, Understanding Communication Through Models - Reviewing Aristotle's Model, Shannon-Weaver Model, Harold Lasswell Model, Wilbur Schramm Model and New Comb's Model.	15
<b>UNIT-II</b> <b>Types of Communication:</b> Verbal and Non-Verbal Communications, Difference Between Verbal and Non-Verbal Communication, Types of Non-Verbal Communication - Sign Language, Object Language, Body Language - Para Language, Touch, Space, Time and Silence as Non-Verbal Communication, Oral and Written Communication - Essentials of Good Writing, Techniques of Public Speaking.	15
<b>UNIT-III</b> <b>Levels, Scope and Limitations of Communication:</b> Intra-Personal Communication, Inter-Personal Communication, Group Communication, Mass Communication and Mass-line Communication, The Role of Mass Communication in National Development and Cultural Promotion.	15
<b>UNIT-IV</b> <b>Introduction to Mass Media:</b> Mass Media and Society, Types of Mass Media – Print, Electronic (Radio and Television), Folk, New Media, Media Convergence, Contemporary Issues in Mass Media - Fake News, Artificial Intelligence and Media.	15

**List of Reference Books:**

Sl. No	Title of the Book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass Communication.	Keval J Kumar	Jaico	4 <sup>th</sup>	1994
2	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 <sup>nd</sup>	2002
3	Communication	C.S. Rayadu	Himalaya Publishing House, Mumbai	9 <sup>th</sup>	2010
4	Mass Communication Theory	Denis McQuail	Sage Publication	6 <sup>th</sup>	2010
5	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 <sup>nd</sup>	1981
6	Mass Communication Theory	Denis McQuail	Sage Publication	6 <sup>th</sup>	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



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**Model Curriculum**

Course Title	<b>DSC 10 Introduction to Communication (Practical)</b>	Practical Credits	<b>2</b>
Course Code	<b>JMC 10</b>	Contact Hours	<b>3 Hours</b>
Formative Assessment	<b>25 Marks</b>	Summative Assessment	<b>25 Marks</b>
<b>Practical Assignments</b>			
<ol style="list-style-type: none"><li>1. Practicing formal and informal letter writing</li><li>2. Writing articles for newspapers</li><li>3. Resume writing</li><li>4. Writing Middles for editorial page</li></ol>			



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Model Curriculum

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSC 11 Media Laws and Ethics</b>		
Course Code	<b>JMC 11</b>	No. of Credits	<b>4</b>
Contact Hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**4 Hours Theory and 4 Hours Practical – 6 Credits**

**Course Pre-requisite(s):**

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

**On completion of the course, the subject teacher**

- ❖ 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**

**Concept of Freedom of Speech:** Press during Emergency of 1975, Press Freedom in Indian Constitution – Article 19 (1)(a ), Article 19 (2), Hate Speech, World Press Freedom Index. Case Studies.

15

**UNIT-II**

**Laws:** Code of Ethics for Journalists, Defamation, Censorship, Sedition, Obscenity, Right to Privacy, Law of Parliamentary Privileges 1971, Cyber Laws. Case Studies.

15

**UNIT-III**

**Acts:** Contempt of Court Act 1971, Right to Information Act 2005, The Official Secrets Act 1923, The Copyright Act 1957, Working Journalists Act 1955, Information Technology Act 2000, Case Studies.

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**UNIT-IV**

**Professional Bodies and Committees:** Process of Starting a Newspaper, RNI, Press Commissions, Press Council of India – Structure, Functions and Significance, Prasar Bharati, Chanda Committee, Varghese Committee, Paswan Committee, BRAI, TRAI, BCCC, ASCI, NBA.

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## List of Reference Books:

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/](http://www.presscouncil.nic.in/)
- ❖ [www.mib.nic.in/Codes](http://www.mib.nic.in/Codes)
- ❖ [www.nbanewdelhi.com/pdf/final/NBA\\_code-of-ethics\\_english.pdf](http://www.nbanewdelhi.com/pdf/final/NBA_code-of-ethics_english.pdf)
- ❖ [www.ibfindia.com/](http://www.ibfindia.com/)



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**Model Curriculum**

Programme Name	<b>BA Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSC 12 Media Laws and Ethics (Practical)</b>		
Course Code	<b>JMC 12</b>	No. of Credits	<b>02</b>

Contact Hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>

### **Practical Assignments**

1. File an RTI application and prepare a news report
2. Present a recent case study of Defamation on media
3. Present a recent case study of Hate Speech
4. Present a case study of Contempt of Court on media
5. Present a case study on violation of Parliamentary Privileges by media



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Model Curriculum

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

**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	45 Hrs
<b>UNIT- I</b> <b>Concept of Web Journalism:</b> Definitions, Characteristics, Importance and Growth of Web Journalism, Important News and Social Networking Sites, Blogging and Micro-Blogging, Impact of Social Media.	15
<b>UNIT- II</b> <b>Writing for Web Journalism:</b> Writing News Stories, Features and Articles with Visual and Graphics, Interviews and Chats on the Web as News Source, Skills and Responsibilities for Web Journalists, Ethics of Web Journalism.	15
<b>UNIT- III</b> <b>YouTube Journalism:</b> Concept of YouTube Journalism, Data Theft, Privacy, Cookies, Spyware, Trojan Horse, Worms, Hacking, Trolling, Fake News, Graphic Manipulation and Plagiarism; Citizen and Participatory Journalism.	15

**List of Reference Books:**

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	<u>Sunetra Sen Narayan</u>	Sage Publications	1st	2016



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Model Curriculum

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSE 1 - 2 Technical Content Writing</b>		
Course Code	<b>JMC E 1-2</b>	No. of Credits	<b>03</b>
Contact Hours	<b>45 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**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.

<b>Contents</b>	<b>45 Hrs</b>
<b>UNIT-I</b> <b>Basics of Technical Content Writing:</b> The Concept of Technical Content Writing, Principles, Scope, Functions and Process of Technical Content Writing; Role and Functions of Technical Content Writer in Communication.	15
<b>UNIT-II</b> <b>Types of Technical Content Writing:</b> Reports, Advertising, Newspapers, Writing Blogs and Whitepapers; Corporate Communications - Writing for Business to Business (B2B), Business to Consumer (B2C), Press Releases and Newsletters – Focus on Language, Jargon, Writing Style, Target Audience.	15
<b>UNIT-III</b> <b>Technical Visual Content Writing:</b> Info Graphics - Importance and Relevance, Images, Screenshots, Videos, Memes, GIFs, Product Demonstrations, Interactive Content; Understanding Social Media Content Writing; Plagiarism Laws in Technical Content Writing; Free and Paid Tools in Technical Content Writing.	15





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Model Curriculum

Programme 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 <sup>1/2</sup> Hours
Formative Assessment Marks	40	Summative Assessment Marks	60

1 Hour Theory and 4 Hours Practical

<p><b>Course Pre-requisite(s):</b> After completing this course, students will be able to:</p> <ul style="list-style-type: none"><li>• Demonstrate skills and knowledge learned in the video production and applies them to real world setting.</li><li>• Demonstrate technological proficiency in the use and operate of video camera, other equipments including computers, recording devices, lights, microphones and editing software.</li><li>• Demonstrate mastery of media industry language and terminology with ability to script, storyboard, shoot and edit video project along with personal and creative expression.</li><li>• Demonstrate the ability to critique, compare/contrast, and evaluate media content and its message or interpretation</li></ul>
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Contents	45 Hrs
<p><b>UNIT-I</b> <b>Videography:</b> History and Significance; Video Tapes and 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 and Tripod - Types, Setting - Advantages and Disadvantages. Types of Shots; Camera Angles; Point of View; Camera Movements; Lighting – Colour Temperature, Types of Lighting; Filter Selection.</p>	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**

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

**1 Hour Theory and 4 Hours Practical**

**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	45 Hrs
<b>UNIT-I</b> <b>News Reading:</b> Duties and Responsibilities for News Presenters, 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 and 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 and Interviewing, Recording the Byte and Transcription and Scripting, Different Reporting Styles - Political, Entertainment, Crime, Sports and Business.	15

**Practical Assignments: 5 Exercises Each**

1. Voice Over: Rhythm of Speech, Breathing, Resonance, VO for TV Commercials/Corporate Videos/Radio Commercials/TV Documentaries, Public Speaking
2. Writing a Script for Audio-Visual Media Formats
3. Showing How to Hold an Audience's Attention, Agenda
4. Making and Adding Effective Promo and Jingles while Anchoring

5. Talk Show Host and Moderating an Event

**List of Reference Books:**

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

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

## **6<sup>th</sup> Semester**



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Model Curriculum

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSC 13 Fundamentals of Radio and Television</b>		
Course Code	<b>JMC 13</b>	No. of Credits	<b>4</b>
Contact Hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**4 Hours Theory and 4 Hours Practical – 6 Credits**

**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 Television as a medium
- CO3. To highlight the techniques of programme production in Radio
- CO4. To highlight the techniques of programme production in Television
- CO5. To discuss the past and present status of these two media

<b>Contents</b>	<b>60 Hrs</b>
<b>UNIT-I</b> <b>Introduction to Radio:</b> 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, Formats of Radio Programmes, Present Status of Radio in India, Impact and Reach of Radio.	15
<b>UNIT-II</b> <b>Introduction to Television:</b> Nature and Characteristics of Television, Growth of Television in India, Public and Private Television Channels, Regional Channels, Television Programme Formats.	15
<b>UNIT-III</b> <b>Characteristics of Audio-Visual Media:</b> Effective Communication Skills for Radio and Television, Presentation Techniques - Voice Modulation, Appearance, Facial Expression and Body Language.	15
<b>UNIT-IV</b> <b>Script Writing for Radio and Television:</b> Writing Skills for Broadcast and Telecast Media, Importance and Principles of Scripting, Various Elements of Script for Radio and Television, Script Formats, Style Sheet and Grammar.	15

**List of Reference Books:**

<b>Sl. No</b>	<b>Title of the Book</b>	<b>Authors</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year of Publication</b>
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 <sup>st</sup>	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	<u>Robert Hilliard</u>	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Prss	2 <sup>nd</sup>	2013



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Model Curriculum**

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSC 14 Fundamentals of Radio and Television (Practical)</b>		
Course Code	<b>JMC 14</b>	No. of Credits	<b>2</b>
Contact Hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>

**Practical Assignments**

1. Prepare a Script for Radio Announcements
2. Prepare a Script for Radio Jingles
3. Prepare an Advertisement Script for Radio
4. News Reading for Radio (2 min)
5. Writing News for Television (2 min)



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Model Curriculum**

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSC 15 Advertising and Corporate Communication</b>		
Course Code	<b>JMC 15</b>	No. of Credits	<b>4</b>
Contact Hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**4 Hours Theory and 4 Hours Practical – 6 Credits**

**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

<b>Contents</b>	<b>60 Hrs</b>
<b>UNIT-I</b> <b>Understanding Advertising:</b> Definition, Nature and Scope of Advertising; Role and Functions of Advertising; Evolution of Advertisement in India and World, Current Trends; Advertising as a Tool of Communication; Role of Advertising in Society; Advertisement and Ethics.	15
<b>UNIT-II</b> <b>Types of Advertising:</b> Types of Advertisements, Advertising Agency - Functions, Types, Structure; Advertising Copy - Headlines, Signature, Slogans and Logos; Copywriting.	15
<b>UNIT-III</b> <b>Introduction to Corporate Communication:</b> Definition, Nature and Scope of Corporate Communication; Structure of Corporate Organization; Core Functions of Corporate Communications; Corporate Social Responsibility; Comparison with Public Relations, Advertising, Publicity and Propaganda.	15
<b>UNIT-IV</b> <b>Corporate Communication Tools:</b> Print Media – House Journals, Newsletters, Brochures and Handouts/Flyers; Electronic Media – Advertisements and Corporate Films; Digital Media – Social Media, Blogs, Vlogs.	15





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Model Curriculum**

**List of Reference Books:**

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



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Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSC 16 Advertising and Corporate Communication (Practical)</b>		
Course Code	<b>JMC 16</b>	No. of Credits	<b>2</b>
Contact Hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>

**Practical Assignments**

1. Display Advertisement (Product and Service)
2. Classified Advertisements
3. Public Service Announcement
4. Preparing Brochures
5. Posters/Flyers



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Model Curriculum**

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSE 2-1 Film Appreciation</b>		
Course Code	<b>JMC E 2-1</b>	No. of Credits	<b>3</b>
Contact Hours	<b>45 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**COURSE DESCRIPTION:**

1. Movies rejuvenate 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	45 Hrs
<b>UNIT-I</b> <b>Evolution of Cinema as Medium of Mass Communication:</b> 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.	15
<b>UNIT-II</b> <b>Major Landmarks in the History of Cinema:</b> Cinema of Attractions, The Hollywood Industry, Soviet Montage, French Impressionism, German Expressionism, Italian Neorealism, Asian Cinema; Indian Parallel Wave Cinema.	15
<b>UNIT-III</b> <b>Critical Analysis of Film:</b> 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, Ambient Sounds, Music and Dialogue in Cinema.	15

**List of Reference 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



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Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSE 2-2 Social Media</b>		
Course Code:	<b>JMC E 2-2</b>	No. of Credits	<b>3</b>
Contact Hours	<b>45 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**3 Credits: 2 Hours Theory and 2 Hours Practical**

<b>Contents</b>	<b>45 Hrs</b>
<b>UNIT-I</b> Social Networking Sites, Network Society, Various Platforms - Facebook, Instagram, WhatsApp, Twitter, YouTube, LinkedIn, Tumblr, 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.	

**Practical Assignments:**

1. Creating Hashtags
2. Writing News for Social Media
3. Blogs and Vlogs
4. Creating Profiles for SocialMedia
5. Social Media Content Analysis

**List of Reference Books:**

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



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Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSE 2-3 Fundamentals of Audio-Video-Lights</b>		
Course Code:	<b>JMC E 2-3</b>	No. of Credits	<b>3</b>
Contact hours	<b>45 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**3 Credits: 2 Hours Theory and 2 Hours Practical**

Contents	45 Hrs
<b>UNIT-I</b> 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.	

**Practical Assignments:**

1. Understanding the fundamentals of editing software such as Adobe Audition, Adobe Premiere Pro and Adobe Photoshop and Lightroom
2. Develop a short film/advertisement
3. To edit raw photographs using professional software
4. To create a short radio interview/drama/podcast
5. To produce a script for an advertisement

**List of 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.

Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSV 2-1 Radio Jockey</b>		
Course Code	<b>JMC V 2-1</b>	No. of Credits	<b>3</b>
Contact Hours	<b>45 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**3 Credits: 1 Hour Theory and 4 Hours Practical**

Contents	45 Hrs
<b>UNIT-I</b> <b>Elements of Effective Communication:</b> Planning and Organizing Perfect Presentation; Qualities of a Radio Jockey; Preparation and Use of Audio/Visual Aids; Techniques of Sound Recording.	15
<b>UNIT-II</b> <b>Conceptualisation and Ideation:</b> Radio Programme Formats; Programme Planning; Scripts for Various Radio Programmes; Use of Microphones; Recordings and Live Shows; Conducting Interviews for Radio.	15
<b>UNIT-III</b> <b>Anchoring Techniques:</b> Conducting Panel Discussions; Voice Modulation and Voice Culture; Scripting; Production of Musical Programmes; Packaging and Post-Production.	15

**Practical Assignments:**

1. Present concepts for FM radio programmes
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

**List of Reference Books:**

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



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Programme Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>6</b>
Course Title	<b>DSV 2-2 Event Management</b>		
Course Code	<b>JMC V 2-2</b>	No. of Credits	<b>3</b>
Contact Hours	<b>45 Hours</b>	Duration of SEA/Exam	<b>2<sup>1/2</sup> Hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**3 Credits: 1 Hour Theory and 4 Hours Practical**

<b>Contents</b>	<b>45 Hrs</b>
<b>UNIT-I</b> <b>Introduction to Event Management:</b> Size and 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.	

**Practical Assignments:**

1. Creating event pitch and design
2. Preparing an event proposal
3. Procuring logistic requirements for different kinds of events
4. Social media marketing for event
5. Press conference

**List of Reference Books:**

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. DC Vashishth



**NEP Question Paper Pattern for UG Semester**  
**DSC, DSE & DSV**

Paper Code		Paper Title		
Duration of Exam	2 <sup>1/2</sup> Hours		Max Marks	60
Instruction	Answer all the sections			

**Section-A**

Answer any FIVE (2x5)	10 Marks

**Section-B**

Answer any FOUR (5x4)	20 Marks

**Section-C**

Answer any THREE (10x3)	30 Marks