



NATIONAL EDUCATION POLICY 2020 INITIATIVES

**CURRICULUM FRAMEWORK FOR FOUR-YEAR
UNDER GRADUATE PROGRAM (HONOURS)
AND MASTER PROGRAM IN UNIVERSITIES
OF KARNATAKA STATE
IN
JOURNALISM AND MASS COMMUNICATION**



KARNATAKA STATE HIGHER EDUCATION COUNCIL
30, Prasanna Kumar Block, Bengaluru Central University Campus
Y Ramachandra Road, Gandhinagara, Bengaluru,
Karnataka - 560009

2021



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Composition of Curriculum - Committee for Journalism and Mass Communication

Sl. no	Name & Organization	Designation
1.	Dr. Niranjan Vanalli Professor, University of Mysore, Mysuru	Chairperson
2.	Dr. Jambulingappa Chandunavar Professor, Karnatak University, Dharwad	Member
3.	Dr. B.K. Ravi Professor, Bangalore University, Bengaluru.	Member
4.	Dr. Poornananda DS 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
7.	Dr. Muddesh B.T. Sri Siddhartha Centre for Media Studies,	Member

	Tumakuru.	
8.	Dr. Bhaskar Hegde Assoc. Professor, SDM College, Ujire.	Member
9.	Dr. Pramila B. Kunnur Assoc. Professor, Maharaja's College, Mysuru.	Member
10.	A.Narayana, Professor and Former Journalist, Azeem Premji University	Member
11.	N. Udaya Kumar, Associate Editor, Prajavani	Member
12.	B.S.Sathish Kumar, Deputy chief of Bureau- The Hindu	Member
13.	Avinash H.S, Editor, Special Operations, Suvarna T.V	Member
14.	Ravikumar, Principal Editor, News First TV	Member
15.	Jyothi-social media	Member
16.	Diwakar, New Editor, Public T. V	Member
10.	Dr.Tejaswini B. Yakkundimath Special Officer, Karnataka State Higher Education Council	Member Convener

PREAMBLE

The role of education is paramount in nation building. One of the major objectives of UGC is maintenance of standards of higher education. Over the past decades the higher education system of our country has undergone substantial structural and functional changes resulting in both quantitative and qualitative development of the beneficiaries. Such changes have gained momentum with the introduction of Choice Based Credit System (CBCS) which further expects Learning Outcome-Based curriculum to maximize the benefits of the newly designed curriculum. The Learning Outcome-Based Curriculum in Journalism and Mass Communication will help the teachers of the discipline to visualize the curriculum more specifically in terms of the learning outcomes expected from the students at the end of the instructional process. The commission strives to promote the link of students with the society/industry such that majority of the students engage in socially productive activities during their period of study in the institutions and at least half of the graduate students will secure access to employment/self-employment or engage themselves in pursuit of higher education. The model curriculum envisages to cater to the developmental trends in higher education, incorporating multi-disciplinary skills, professional and soft skills such as team work, communication skills, leadership skills, time management skills and inculcate human values, professional ethics, and the spirit of innovation/entrepreneurship and critical thinking among students and promote avenues for display of these talents, linking general studies with professional courses. Besides imparting disciplinary knowledge to the learners, curriculum should aim to equip the students with competencies like problem solving, analytical reasoning and moral and ethical awareness. Introduction of internship and appropriate fieldwork/case studies are embedded in the curriculum for providing wider exposure to the students and enhancing their employability.

Learning outcomes specify what exactly the graduates are expected to know after completing a programme of study. The expected learning outcomes are used as reference points to help formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes. Keeping the above objectives of higher education in mind the Learning Outcome-Based Curriculum Framework (LOCF) for the discipline of Journalism and Mass Communication has been prepared and presented here.

ACKNOWLEDGEMENT

The Chairman and Members of the NEP 2020 Curriculum Development Committee in Home Science are grateful to Dr. C.N. Ashwath Narayan, Hon'ble Minister for Higher Education, Science and Technology, IT and BT, Skill Development, Government of Karnataka for offering an opportunity to deliberate such vital issue of state importance in the area of Home Science and to develop model curriculum.

The Chairman and the Members of the Curriculum Committee are also thankful to Prof. B.Thimme Gowda, Chairman, Task Force Sub-Committee on Curricular Reforms in Higher Education, Vice Chairman, KSHEC, Prof. Gopalakrishna Joshi, Executive Director, KSHEC and the office of KSHEC, Bangalore for their support during the preparation and development of New Curriculum Framework.

The Chairman and the Members of the Curriculum Committee are also thankful to the BOS Chairpersons and members of all the state Universities and all the stake holders who gave their valuable inputs during the preparation of the model structure of the syllabus and model syllabus

Detailed syllabus for the first two semesters

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

Peadagogy: Theory: 4hrs/week

Practicals: 4 hrs /week

Total: 6 credits

Course objective:

- 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 Outcomes¹

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- To recognize and use the terms specific to 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 – Development of Journalism in the world – 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

- 1) Developing a habit of writing among students by giving assignments to write on any topics of their choice (Minimum of 5 assignments should be written)
- 2) Studying various types of writings in newspapers like news, articles, features, editorials and middles
- 3) Using RTI Act
- 4) Writing articles and features (Minimum of 5 assignments should be written)

5) Writing for social media (Minimum of 5 assignments should be written)

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	06	Semester	I
Course Type	Core	Academic Year	2021-22

4 Hours per Week
2Hrs Theory
2Hrs Practical = 3 Credits

Course Objectives:

- To give a glimpse of writing for media and develop an interest in writing
- Introduce the students to Media Writing.

- **Equip the students with new 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 writing, column, article, feature, editorial, letter to the editor, preparing press release etc). Content development: Choosing a topic, Identifying sources, gathering information, importance of rewriting,

Practical Exercises:

- Letters to editor -02
- Press release -02
- Writing headlines -05
- Picture caption writings -05

Unit-II:

Radio: Introduction to writing for radio, principles and elements of scripting, Aesthetics of language and grammar for radio scripting. Script design, Different Scripts formats.

Practical Exercises:

- Prepare a script for a Radio Talk of 05minutes -02.
- Prepare a script for a Radio jingle of 02minutes -02
- Reading News for Radio of 05 minutes -02
- Podcast -02
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Unit-III:

Television: 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:

- Anchoring script for TV programme-2
- News reading script – 04 Minutes -2

Unit-IV:

New Media: Introduction to Writing for Online Media. Writing Techniques for New Media. Content writing for social media (Face Book, Twitter, LinkedIn, Instagram,). Introduction to Blogging, Current trends in Web Journalism,

Practical Exercises:

- Create your own Email address, Face Book, Twitter, LinkedIn, Instagram accounts.
- Analyze the contents of any five news portals.
- Create a Face book page.

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

06 Hours per Week
4Hrs Theory
4Hrs Practical
Total: 6 credits

	Total Credits									23
4	News Processing and Editing		\	Translations for media	L1 L2	Radio Jockey		Technical Writing		22
	Practical: News Processing and Editing									02
	Total Credits									25
5	DSC5: Introduction to Communication DSC6: Media Laws and Ethics DSC7: Introduction to Digital Media							Web Journalism		18
	Practical: Digital Media Production									02
	Total Credits									20
6	DSC8: Development Journalism DSC9: Fundamentals of Digital Film Making							Film Appreciation		18
	Practical: Digital Film making									02
	Total Credits									20
7	DSC10: Theories of Communication DSC11: Advertising & Corporate Communication DSC12: Media Research		DSE1: Radio Programme & Production (P) DSE1: Radio Production (OR) DSE2: Basics of Camera, Lights & Sound (P) DSE2: Camera Lights and Sound DSE3: Television Programme & Production (P) DSE3: Television Production (OR) DSE4: Introduction to Story and Script Writing (P) DSE4: Story and Script Writing DSE5: Writing Techniques for New Media (P) DSE5: Writing for Digital Media (OR) DSE6: Web Design and Development					Graphic Design		20

			(P) DSE6:Web Design and Development							
	Total Credits									20
8	DSC13: Event Management DSC14: Media Entrepreneurship		DSE7: Virtual Content Development OR (P)DSE7: Virtual Content Development DSE8:Web& Digital Publishing OR (P)DSE8: Web and Digital Publishing DSE9: Production Techniques for Digital Platforms (P)DSE9: Production Techniques for Digital Platforms DSE10:Audio and Video Editing (P)DSE10: Audio and Video Editing DSE11:Social Media Strategies for Corporate Communication (P)DSE11: Social Media Strategies for Corporate Communication DSE12: Media Planning, Buying and Selling (P)DSE12: Media Planning, Buying and Selling DSE13:Documentary Production/Dissertation					Anchorin g		20
	Total Credits									20

9	DSC15: NEW MEDIA I. New Age Technologies II. Writing Techniques for new Media III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Fundamentals of Multimedia Or DSE11 Web Design and Development DSE12 Writing Techniques for Social Media Or DSE13 Web and Digital Publishing DSE14 Data Journalism Or DSe15 Creative Solution Design (or choose any 3)							
	DSC16: RADIO AND TELEVISION JOURNALISM I. Writing and Reporting for Radio II. Writing and Reporting for Television III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Script Writing for Audio Or DSE11 Presentation Skills for Radio DSE12 Script Writing for Video Production Or DSE13 Presentation Skills for Television DSE14 Data Journalism Or DSe15 Basics Sound and Sound Recording (or choose any 3)							
	DSC17: ADVERTISING AND CORPORATE COMMUNICATION I. Introduction to Marketing Communication II. Writing Techniques for Corporate Communication III. Data Journalism	Theory 50 Marks Practical 50 Marks DSE10 Digital Advertising Or DSE11 Social Media for Public Relations DSE12 Visual Communication for Advertising Or							

Model Curriculum

Name of the Degree Program: BA

Discipline Core: Journalism and Mass Communication/ Electronic Media

Total Credits for the Program: 176 Starting year of implementation: 2021-22

Program Outcome:

By the end of the program's the students will be able to:

(Refer to literature on outcome based education (OBE) for details on Program Outcomes)

1. The programme ensures responsible citizens to the society as a product
2. The programme will facilitate job opportunities for all those who invest five years in attending this programme
3. The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

Assessment:

Weightage for assessments (in percentage)

Type of Course	Formative Assessment / IA	Summative Assessment
Theory	30	70
Practical		50
Projects	30	70
Experiential Learning		100