



# ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ.

ಜ್ಞಾನ ಗಂಗಾ, ಕಲಬುರಗಿ-585 106, ಕರ್ನಾಟಕ, ಭಾರತ

(ಕರ್ನಾಟಕ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳ ಅಧಿನಿಯಮ 1976ರಡ್ಡಿಯು 12-09-1980 ರಂದು ಸ್ಥಾಪಿಸಲಾದ ವಿಶ್ವವಿದ್ಯಾಲಯ ಮತ್ತು 2000ರ ಅಧಿನಿಯಮದ ಅಡಿಯಲ್ಲಿ ಬದಲಾಯಿಸಿದಂತೆ)  
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ವಿದ್ಯಾಮಂಡಲ



ಕ್ರ.ಸಂ.ಗುವಿಕ/ವಿಮವಿ/ಬಿಓಎಸ್/2023-24/317

ದಿನಾಂಕ: 4/11/2023


## ಅಧಿಸೂಚನೆ

- ವಿಷಯ: ಸ್ನಾತಕ ಪದವಿ ಕೋರ್ಸಿನ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಷಯದ ಐದನೇ ಹಾಗೂ ಆರನೇ ಸೆಮಿಸ್ಟರ್ ಪಠ್ಯಕ್ರಮ ಅನುಮೋದಿಸಿ 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಜಾರಿಗೊಳಿಸಿದ ಬಗ್ಗೆ.
- ಉಲ್ಲೇಖ:1. ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ, ಇಡಿ 104 ಯುಎನ್‌ಇ 2023 ಬೆಂಗಳೂರು, ದಿನಾಂಕ:20.07.2023  
2. ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಷಯದ ವಿಷಯದ ಸ್ನಾತಕ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ನಿರ್ಣಯ ದಿನಾಂಕ: 22.09.2023.  
3. ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯಗಳ ಸಮೀತಿ ಸಭೆಯ ನಿರ್ಣಯ ದಿನಾಂಕ: 25.09.2023.  
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಅನುಮೋದನೆ ದಿನಾಂಕ: 31.10.2023.

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ಸರ್ಕಾರದ ನಿರ್ದೇಶನದಂತೆ, 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಪ್ರಸಕ್ತ ಸಾಲಿನಿಂದ ಜಾರಿಗೊಳಿಸಿರುವ ಸ್ನಾತಕ ಪದವಿ ಐದನೇ ಮತ್ತು ಆರನೇ ಸೆಮಿಸ್ಟರ್ ಪಠ್ಯಕ್ರಮವನ್ನು ಜಾರಿಗೊಳಿಸಬೇಕಾಗಿರುವ ಪ್ರಯುಕ್ತ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಷಯದ ವಿಷಯದ ಅಧ್ಯಯನ ಮಂಡಳಿಯು ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಶಿಫಾರಸ್ಸು ಮಾಡಿರುವುದರಿಂದ ಸದರಿ ಪಠ್ಯಕ್ರಮವನ್ನು ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯದ ಸಭೆಯಲ್ಲಿ ಒಪ್ಪಿಗೆ ಪಡೆದಿರುವಂತೆ, ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಘಟನೋತ್ತರ ಅನುಮೋದನೆಯನ್ನು ನಿರೀಕ್ಷಿಸಿ ಸದರಿ ಪಠ್ಯಕ್ರಮವನ್ನು ಪ್ರಸ್ತುತ ಸ್ನಾತಕ ಪದವಿ ಕೋರ್ಸಿನ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಷಯದ ವಿಷಯದ ಐದನೇ ಮತ್ತು ಆರನೇ ಸೆಮಿಸ್ಟರ್ 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ ಜಾರಿಗೊಳಿಸಲಾಗಿದೆ.

ಈ ಮಾಹಿತಿಯನ್ನು ಸಂಬಂಧಪಟ್ಟ ಶಿಕ್ಷಕರ ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳ ಗಮನಕ್ಕೆ ತರಲು ಸೂಚಿಸಲಾಗಿದೆ. ಪಠ್ಯಕ್ರಮದ ವಿವರಗಳನ್ನು ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವೆಬ್‌ಸೈಟ್ [www.gug.ac.in](http://www.gug.ac.in) ದಿಂದ ಪಡೆಯಬಹುದಾಗಿದೆ.

  
ಕುಲಸಚಿವರು 03.11.23  
ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ.

ಗೆ,

- ಮುಖ್ಯಸ್ಥರು, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ವಿಷಯದ ಅಧ್ಯಯನ ವಿಭಾಗ, ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ.
- ಎಲ್ಲಾ ಪದವಿ ಕಾಲೇಜುಗಳ ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ.

ಪ್ರತಿಗಳು:

- ಡೀನ್‌ರು, ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯ, ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ ರವರ ಮಾಹಿತಿಗಾಗಿ.
- ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ
- ನಿರ್ದೇಶಕರು, ಪಿಎಂಇಬಿ ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ ರವರ ಮಾಹಿತಿಗಾಗಿ.
- ಗ್ರಂಥಪಾಲಕರು, ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ ರವರ ಮಾಹಿತಿಗಾಗಿ.
- ಸಮಾಜ ವಿಜ್ಞಾನ ನಿಕಾಯದ ಎಲ್ಲಾ ಅಧ್ಯಯನ ವಿಭಾಗಗಳ ಮುಖ್ಯಸ್ಥರಿಗೆ ಗು.ವಿ. ಕಲಬುರಗಿ
- ಸಂಯೋಜಕರು, ಟಾಸ್ಕ್‌ಫೋರ್ಸ್ ಸಮಿತಿ, ಗುಲಬರ್ಗಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ ರವರ ಮಾಹಿತಿಗಾಗಿ.
- ವಿಶೇಷಾಧಿಕಾರಿಗಳು, ಆಡಳಿತ, ವಿದ್ಯಾಮಂಡಲ, ಪರೀಕ್ಷಾ, ಅಭಿವೃದ್ಧಿ ಗು.ವಿ. ಕಲಬುರಗಿ ರವರ ಮಾಹಿತಿಗಾಗಿ.
- ಮುಖ್ಯಸ್ಥರು, ಗಣಕ ಕೇಂದ್ರ, ಗು.ವಿ. ಕಲಬುರಗಿ ರವರಿಗೆ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರತ್ಯೇಕ ಪೋರ್ಟಲ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು ಸೂಚಿಸಲಾಗಿದೆ.
- ನೋಡಲ್ ಅಧಿಕಾರಿಗಳು, UUCMS, ಗು.ವಿ.ಕಲಬುರಗಿ ಇವರ ಮಾಹಿತಿಗಾಗಿ
- ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ/ಕುಲಸಚಿವರ ಆಪ್ತ ಸಹಾಯಕರ ಗು.ವಿ. ಕಲಬುರಗಿ ರವರ ಮಾಹಿತಿಗಾಗಿ.



**GULBARGA**  **UNIVERSITY**  
**KALABURAGI**

**National Education Policy-2020**

**Journalism Syllabus (UG) Bachelors of Arts in  
Journalism/Master of Arts in Journalism**

**WITH EFFECT FROM 2023-24 ONWORDS**

**DEPARTMENT OF STUDIES AND RESEARCH IN  
JOURNALISM AND MASS COMMUNICATION  
GULBARGA UNIVERSITY, KALABURAGI**

**2023-24**



**NEP-2020- Journalism:  
Model Syllabus – List of Papers Final**

Semester	Paper Code	Title Paper	Credits
1	DSC1	Introduction to Journalism	06
	OE -1	Writing for Media	06
2	DSC2	Computer Applications For Media	06
	OE - 2	Photo Journalism	03
3	DSC3	News Reporting and Analysis	06
	OE - 3	Feature Writing and Freelancing	03
4	DSC4	News Processing and Editing	06
	OE - 4	Translation for Media	03
5	DSC 9	Introduction to Communication	04
	DSC 10	Introduction to Communication (Practical)	02
	DSC 11	Fundamentals of Radio and TV	04
	DSC 12	Fundamentals of Radio and TV (Practical)	02
	DSC 13	Media Laws and Ethics (Theory)	04
	DSE 1-1	Web Journalism	03
	DSE 1- 2	Technical Content Writing	03
	DSV 1 -1	Videography	03
	DSV 1 - 2	News Reading	03
	6	DSC 14	Introduction to Digital Media
DSC 15		Introduction to Digital Media (Practical)	03
DSC 16		Advertising and Corporate Communication	04
DSC 17		Advertising and Corporate Communication (Practical)	02
DSC 18		Theories of Communication	04
DSE 2-1		Film Appreciation/Social media/ Fundamentals of Audio-video-lights	03
DSE 2 -2		Social media/ Fundamentals of Audio-video-lights	03
DSE 2 -3		Fundamentals of Audio-video-lights	03
DSE V2		Radio Jokey	03
DSC V2-2		EVENT MANAGEMENT	03



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

<b>Paper Code</b>		<b>Paper Title</b>	
<b>Duration of Exam</b>	<b>2 Hours</b>		<b>Max. Marks</b> <b>60</b>
<b>Instruction:</b>	<b>Answer all the sections</b>		

**Section - A**

<b>Answer any five (2X5=10) marks</b>	<b>10 Marks</b>
1.	
2.	
3.	
4.	
5.	
6.	
7.	

**Section - B**

<b>Answer any four (5X4=20) marks</b>	<b>20 Marks</b>
1.	
2.	
3.	
4.	
5.	
6.	

**Section - C**

<b>Answer any two (15X2=30) marks</b>	<b>30 Marks</b>
1.	
2.	
3.	
4.	





# GULBARGA UNIVERSITY

## KALABURAGI

### DEPARTMENT OF STUDIES AND RESEARCH IN JOURNALISM NEP PROGRAM STRUCTURE FOR UNDER GRADUATE PROGRAMME-2023-24 V<sup>th</sup> & VI<sup>th</sup> UG- JOURNALISM AND MASS COMMUNICATION

Course	Course Code	Title of the papers	Credits	Hours per semester	Theory marks (60 Marks)	Internal Assessment / Formative Assessment + (40 Marks)			Total Marks
						Test	Assignment	Seminar	
<b>V<sup>th</sup> SEMESTER</b>									
9	JMC C 9	Introduction to Communication	04	60	60	10	10	10	100
10	JMC 10	Introduction to Communication (Practical)	02	03	25		25		50
11	JMC 11	Fundamentals of Radio and TV	04	60	60	10	10	10	100
12	JMC 12	Fundamentals of Radio and TV (Practical)	02	30	25		25		50
13	JMC 13	Media Laws and Ethics (Theory)	04	60	60	10	10	10	100
1-1	JMC E 1-1	Web Journalism	03	45	60	10	10	10	100
1-2	JMC E 1-2	Technical Content Writing	03	45	60	10	10	10	100
1-1	JMC V 1-1	Videography	03	45	60	10	10	10	100
1-2	JMC V 2	News Reading	03	45	60	10	10	10	100
4		Employability Skills/ Cyber Security	02	02	60	10	10	10	100
									50 (40+10)

DSC = DISCIPLINE SPECIFIC CORE  
DSE = DISCIPLINE SPECIFIC ELECTIVE  
OE = OPEN ELECTIVE  
SEC - SKILL ENHANCEMENT COURSE





# GULBARGA UNIVERSITY KALABURAGI

## DEPARTMENT OF STUDIES AND RESEARCH IN JOURNALISM NEP PROGRAM STRUCTURE FOR UNDER GRADUATE PROGRAMME-2023-24 V<sup>th</sup> & VI<sup>th</sup> UG- JOURNALISM AND MASS COMMUNICATION

Course Title	Course Code	Title of the papers	Credits	Hours per semester	Theory Marks (60 Marks)	Internal Assessment / Formative Assessment+ (40 Marks)				Total Marks
						Test	Assignment	Seminar	Field Work Classroom Exercise	
<b>VI<sup>th</sup> SEMESTER</b>										
DSC 14	JMC C 14	Introduction to Digital Media	04	60	60	10	10	10	10	100
DSC 15	JMC C 15	Introduction to Digital Media (Practical)	03	60	60	10	10	10	10	100
DSC 16	JMC C 16	Advertising and Corporate Communication	04	60	60	10	10	10	10	100
DSC 17	JMC C 17	Advertising and Corporate Communication (Practical)	02	30	60	10	10	10	10	100
DSC 18	JMC C 18	Theories of Communication	04	60	60	10	10	10	10	100
DSE 2-1	JMC E 2-1	Film Appreciation/Social Media/Fundamentals of Audio-Video -Lights	03	45	60	10	10	10	10	100
DSE 2-2	JMC E 18	Social Media/Fundamentals of Audio-Video -Lights	03	45	60	10	10	10	10	100
DSE 2-3	JMC E 18	Fundamentals of Audio-Video -Lights	03	45	60	10	10	10	10	100
DSE V2	JMC V2-1	Radio Jockey	03	45	60	10	10	10	10	100
DSE V2-2		EVENT MANAGEMENT	03	60						
		Internship	02	02						
									<b>50 (40+10)</b>	

**DSC = DISCIPLINE SPECIFIC CORE**  
**DSE = DISCIPLINE SPECIFIC ELECTIVE**  
**OE = OPEN ELECTIVE**



**GULBARGA**  **UNIVERSITY**  
**KALABURAGI**

**V<sup>th</sup> and VI<sup>th</sup> Semester Model Syllabus for**  
**BA in**  
**JOURNALISM AND MASS COMMUNICATION**

**Submitted to**

**Gulabarga University**  
**Kalaburagi**

**DEPARTMENT OF STUDIES AND RESEARCH IN**  
**JOURNALISM AND MASS COMMUNICATION**  
**GULBARGA UNIVERSITY, KALABURAGI-585106**

**2023-24**



## Model Curriculum

Program Name	<b>BA in Journalism and Mass Communication</b>	5 <sup>th</sup> Semester	
Course Title	<b>DSC 9 Introduction to Communication</b>		
Course Code:	<b>JMCC9</b>	No. of Credits	<b>4</b>
Contact hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

### Course Pre-requisite(s):

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

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

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



Communication in national development.	15
<b>UNIT-IV</b> Introduction to Mass media- Mass media and society - Types of mass media-Print-Electronic (Radio and Television)- Folk- Social media- Merging of media- Status of Mass media in India and the Word- Contemporary issues in mass media-	

**List of reference books both for theory and practise of Introduction to communication**

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass communication.	Keval J Kumar	Jaico	4 <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	1 <sup>st</sup>	2019
8	The Dynamics of Mass Communication	Joseph R. Dominick	McGraw Hill,	12 <sup>th</sup>	2013



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



## Model Curriculum

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSC 11 Fundamentals of Radio and TV</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 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

<b>Course Pre-requisite(s):</b>	
<b>Course Outcomes (COs):</b> After the successful completion of the course, the student will be able to:	
CO1.	To introduce the concepts, technology and skills behind audio and video production
CO2.	To introduce the students TV as a medium
CO3.	To highlight the techniques of programme production in Radio
CO4.	To highlight the techniques of programme production in TV
CO5.	To discuss the past and present status of these two media
<b>Contents</b>	<b>60 Hrs</b>
<b>UNIT-I: Characteristics of Audio-Visual Media:</b> Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Presentation techniques; Voice modulation, appearance, Facial expression, Body language, General knowledge etc.	15
<b>UNIT-II: 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, Present status of radio in India, Impact and reach of radio. Major radio networks in India & Karnataka.	15
<b>UNIT-III: Introduction to Television:</b> Nature and characteristics of television, Growth of television in India, Organizational structure of Dooradarshan, Satellite TV Channels. Regional channel, Major Tv networks in India & Karnataka. Recent trends of television field.	15
<b>UNIT – IV: Script writing of Radio &amp;TV:</b> writing skills for broadcast media. Importance of scripting. Various elements of script for radio and tv, principles of script writing, script formats, style sheet, grammar etc.	15

DSC 11	JMC 11	4	<b>Fundamentals of radio and TV Journalism</b>
DSC 12	JMC 12	2	<b>Practical in Fundamentals of radio and TV Journalism</b>



**References: For both Theory and Practical in Radio and TV**

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



## Model Curriculum

Program Name	<b>BA Journalism and Mass Communication</b>	Semester	
Course Title	<b>DSC 12 Fundamentals of Radio and TV (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>2 hours</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>

### Course Pre-requisite(s):

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

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

Contents	30 Hrs
<ul style="list-style-type: none"> <li>• <b>Students are asked to write script for following each assignment and submitted in Record Format</b></li> <li>A. Scripting of Radio announcements-05</li> <li>B. Scripting of Radio Jingles-05</li> <li>C. News reading for Radio - 5 (2 min)</li> <li>D. Writing news item for TV - 3 (1min)</li> <li>E. News reading script for TV – 3(2 min)</li> <li>F. Scripting of programme for TV -3 (2 min)</li> </ul>	



## Model Curriculum

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSC 13 Media Laws and Ethics (Theory)</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 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

**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
<b>UNIT - I Introduction to Media Law and Ethics:</b> Meaning, Nature and Scope of Media Law; History of Indian Media Laws; Freedom of speech and expression: Addressing the Real Crisis of Free Expression; Right to know: the 'nation', the 'people' and the Fourth Estate; Speech and Press Freedoms in Theory and Reality.	15
<b>UNIT - II Laws, Bills and Acts Related to Media Profession:</b> Introduction to Indian Penal Code; Defamation, Right to Privacy; Copyright Act, 1957; Obscenity; Indecent Representation of Women (Prohibition) Act, 1986; Prasar Bharati: 1990; Official Secrets Act, 1923; Contempt of Courts Act, 1971; Protection of Civil Rights Act, 1955; Freedom of Information Bill, 1998, 2000; Right to Information Act -2005; Parliamentary Proceedings Act, 1971; Wireless and Telegraphy Act, 2000; Information Technology Act, 2000. Amendment of IT Act in 2008; Measures against digital piracy; Social Media and OTT self-regulation;	15
<b>UNIT - III Ethics and Journalistic Professionals:</b> Ethics and Journalistic Professionals; Introduction to Ethics; Press Council's Norms of Journalistic Conduct; AIR News Policy for Broadcast Media; Broadcasting Code; Rights, Duties and Restrictions of Media Professionals; Politics and Elections; Communal Issues; Financial Reporting; Investigative Reporting; Court Reporting; Reporting Sex Related Offences; Juvenile Crimes; Reporting on the Web; Protecting Confidential Source of Information; Other Duties and Restrictions.	15
<b>UNIT - IV Media and Code of Ethics:</b> Code of ethics for different organizations. Broadcasting Content Complaints Council. Advertising Standards Council of India, Editors Guild. Media Bias, Censorship, Privacy issues, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)	15



## References

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

## Suggested Readings:

- ❖ History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.
- ❖ Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
- ❖ Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International Publishing Group
- ❖ [www.presscouncil.nic.in/](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/)



## Model Curriculum

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

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

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

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



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

**References:**

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



## Model Curriculum

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	5
Course Title	<b>DSE1 - 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 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.

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



## Model Curriculum

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSV 1 -1 Videography</b>		
Course Code:	<b>JMC V 1-1</b>	No. of Credits	<b>03</b>
Contact hours	<b>45 hours</b>	Duration of SEA/Exam	<b>2 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 skills and knowledge learned in the video production and applies them to real world setting.
- Demonstrate technological proficiency in the use and operate of video camera, other equipments including computers, recording devices, lights, microphones and editing software.
- Demonstrate mastery of media industry language and terminology with ability to script, storyboard, shoot and edit video project along with personal and creative expression.
- Demonstrate the ability to critique, compare/contrast, and evaluate media content and its message or interpretation

Contents	60 Hrs
<p><b>Unit I:</b>  Videography: History and significance; Video tapes &amp; 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 &amp; Tripod- their types, setting- advantages and disadvantages. Types of shots; Camera angles; Point of view; Camera movements; Lighting – colour temperature, types of lighting; filter selection</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



## Model Curriculum

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>5</b>
Course Title	<b>DSV 1-2News Reading</b>		
Course Code:	<b>JMCV2</b>	No. of Credits	<b>03</b>
Contact hours	<b>45 hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Contents

### NEWS READING

**3 credits**

**1 hour theory and 4 hours practical's**

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

- The students will 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 form their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

Contents	60 Hrs
<p><b>Unit I:</b></p> <p>Duties and responsibilities while news reading, Understanding the news scripts and news, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation, On-air Essentials ,Studio autocue reading &amp; 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 &amp; Interviewing, recording the byte &amp; transcription &amp; scripting, Different Reporting styles- Political, Entertainment, Crime, Sports &amp; Business.</p>	15

### **PRACTTICALS- 5 exercises each**

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



- Talk Show Host and moderating an event

DSCV 1	JMCV 1	3	Videography/ News Reading
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**References:**

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Inside Reporting: A Practical Guide to the Craft of Journalism	Tim Harrower	McGraw Hill Higher Education	3 <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

**Some more reference books**

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