

RAICHUR
UNIVERSITY



RAICHUR UNIVERSITY, RAICHUR

**Under Graduate Curriculum for Degree of
Bachelor of Arts (B.A) in**

**Journalism and Mass Communication
(I & II Semester)**

**As per Revised NEP 2024
With Effect from the Academic year from
2024-25 and onwards**

Raichur University, Raichur
B.A. Journalism and Mass Communication

Programme Specific Outcomes (PSO):

On completion of the 03 years Degree in BA students will be able to:

1. Emerge as a self-disciplined professional with adequate knowledge and competency to excel in the media industry.
2. Identify the distinct nature and scope of Journalism along with professional aspects including career opportunities.
3. Understand the fundamentals of communication with their skills to practice in personal and professional life.
4. Understand the various laws pertaining to mass media and allied areas.
5. Interdisciplinary approaches and their impacts of Journalism and Mass Communication on the contemporary society.
6. Engage in self-evaluation and lifelong learning to acquire knowledge in the area of Journalism and attain different skill sets including reporting, writing, editing the news, designing layout and taking news worthy photographs.
7. Study the concept and principles of new media in the academic field and practice in print media and along with electronic media including social media.
8. Build the confidence and skills in student to work with own and in media industry.
9. Adopt critical thinking in interpreting various social, political, economic and cultural issues from different perspectives and infer its implications in the society.
10. Employ creative, technical and communication skills in understanding and developing solution for societal problems by creating appropriate content for Journalism.

B.A. Semester – I
Discipline Specific Course (DSC-I)

Course Title: -Introduction to Journalism.

Course Code: A1JMC1T1

Course Outcomes (COs): At the end of the course students will be able to:

- CO1.** Understand the concept, origin and development of Journalism and Mass Communication and its relevance in present scenario.
- CO2.** Understand the contributions of pioneers of journalism in Indian and Kannada journalism.
- CO3.** Know the role and responsibilities of journalism and journalists during Indian freedom struggle.
- CO4.** Understand the role and responsibilities of journalism and journalists in the contemporary society.

Unit	Title: Introduction to Journalism
Unit I	Journalism: Meaning, Nature and Scope of journalism. Function of journalism, Kinds of journalism, career opportunities in journalism, Role of press in shaping the public opinion, Journalism as a profession.
Unit II	Brief history of journalism in India, pioneers of Indian journalism - James Augusts Hickey, James Silk Buckingham, Rajaram Mohan Roy, Balgangadhar Tilk and M.K.Gandhi.
Unit III	Press and Indian freedom struggle: Current Status of Indian press. Characteristics of Indian newspapers and periodicals. Influence of newspapers on contemporary society. Role and responsibility of journalists. Ethics of journalism. Current trends in Indian journalism.
Unit IV	Growth and development of Kannada journalism. Pioneers of Kannada journalism: N. Tirumalamba, D.V.Gundappa., M. Venkatkrishnaih, Mohare Hanumanthrao, T.S.R-,T.T.Sharma, Patil Puttappa. Leading Kannada dailies Challenges and current status of Kannada Journalism.

Recommended books:

1. Murthy, N. K. (1966). Indian Journalism. Prasaranga, University of Mysore
2. Keval J. Kumar,(2011) Mass Communication in India Jaico, Mumbai.
3. Natarajan, S. (1962). A History of the Press in India. New York, Asia.
4. Lovett, P. (1926). Journalism in India
5. J Natarajan (2021) History of Indian Journalism Publication Division Ministry of I&B. New Delhi.
6. Jeffrey, R. (2000). India's Newspaper Revolution. C. HURST & CO. PUBLISHERS.
7. Kundra, G. C. (2011). History of Journalism in India.
8. Moitra, M. (1969). A History of Indian Journalism. Calcutta : National Book Agency
9. Ghosh, S. (1998, January 1). Modern History of Indian Press.
10. ಜಿ.ಎನ್. ರಂಗನಾಥ, (2000) ಪತ್ರಿಕೋದ್ಯಮ, - ಕಾಮಧೇನು ಪ್ರಕಾಶನ, "ÉAUÀ¼ÀÆರು.
11. ಜಿ. ಎಂ. ಚಂದುನವರ, ಪತ್ರಕರ್ತರಾಗಿ ಮೊಹರೆ ಹಣಮಂತರಾಯ : ಮಧುರಾ ಪ್ರಕಾಶನ, ಧಾರವಾಡ.
12. ಬಿ. ಕೆ. ರವಿ. ಕನ್ನಡ ಜರ್ನಲಿಸಂ & ಟಿ ಎಸ್ ಅರ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.

B.A. Semester – I
Discipline Specific Course (DSC-2)

Course Title: Introduction to Journalism (Practical)

Course Code: A1JMC1P1

Course Outcomes (COs) : At the end of the course, students will be able to:

CO1: Know about new trends in media writing.

CO2: Understand and categorize different streams of news appeared in newspapers.

CO3: Understand various functions of newspaper organization..

CO4: To Educate the Students about role of journalism in society and development.

List of practical components, each will have 4 hrs / Week (Minimum 08 assignments)

1. Read and identify various news appeared in newspapers and categorize them as political, commerce, sports, crime etc. (Minimum of 5 newspapers should be study and write the categories of news).
2. Prepare autobiography of your favorite journalist, columnist or pioneer of journalism (Minimum 3 assignments foreign, Indian and regional level)
3. Article and feature writing on travel, historical, habits, nature and personality profile. Etc. (Minimum of 5 assignments should be attended).
4. Comparison with same news appeared in two different newspapers (Minimum of 5 assignments should be attended).
5. Media visit (Local newspaper organization). During media visit student will study the functions of various sections of newspaper organization.

General instructions:

1. Student should write all assignments/Process of experiments in a practical record book.
2. Certified practical record book is mandatory for appearing semester end practical examination.
3. Duration of practical examination is 3 hours.
4. Scheme of Practical marks as follows
 - a) Internal Assessment: 10 Marks
 - b) Semester end: 40 Marks