

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 – II**  
**Discipline Specific Course (DSC-3)**

**Course Title: - Fundamentals of Communication**

**Course Code: A2JMC1T1**

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

- CO1. Understand the concept, definitions and process of communication.
- CO2. Understand different types of communication.
- CO3. Practice different strategies of communication in personal and professional life.
- CO4. Understand the theories and models of communication.

Unit	Title: Fundamentals of Communication
Unit I	Communication: Meaning, Definitions, Nature and Scope of communication, Process of communication and Functions of communication.
Unit II	Types of communication: Verbal and Non-Verbal, Intra Personal, Inter Personal, Group and Mass Communication. Barriers of communication.
Unit III	Models of Communication, Aristotle, Herlad D Lasswell, David Berlo Shannon and Weavers and Schramm communication models.
Unit IV	Theories of Communication: Four theories of press, Authoritarian theory, Soviet communist theory, Social responsibility theory, Magic bullet theory, Agenda Setting theory, Uses and gratification theory, Diffusion of innovation theory, Democratic Participatory theory.

**Recommended books:**

- 1) Denis Mcquail ( 1983 ) *Mass communication theory: An introduction* - Sage publication New Delhi
- 2) Wilbur Schramm (1954 ) *The process and effects of mass communication* – Harper & Row The University of Michigan.
- 3) Wilbur Schramm ( 1973) *Meaning, messages and media* – Harper&Row The University of Michigan.
- 4) Joseph Klapper (1960 ) *The effects of mass communication* – Free Press Publishers.
- 5) Stanley J.Baran and Dennis K.Davis (2006 ) *Mass communication theory* – Thomson words worth publishers.
- 6) Melvin L.DeFleur and Sandra Ball Rokeach (1976) *Theories of Mass Communication* DavodMckay Publishers New York
- 7) Denis Mc Quail 2010. *Mass Communication Theory*, , Sage publication New Delhi
- 8) Thomson Wadsworth(1998) *Theories of Communication- A short introduction*, London Sage publication.
- 9) Severin W and Tankard J.( 2000) *Communication Theories*, New York, Longman
- 10) S.J. Baran & D.K.Davis-(2003)*Mass communication theory- Foundations permanent & Future- Cambridge University, Press Cambridge.*

**B.A. Semester – II**  
**Discipline Specific Course (DSC-4)**

**Course Title : Communication Skills (Practical)**

**Course Code: A2JMC1P1**

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

- CO1.** Experiment various strategies of communication.
- CO2.** Understand skills of public speech and presentation skill.
- CO3.** Practice preparations of bio-data/CV's.
- CO4.** Understand the tricks and tactics of holding public debate.

**List of Practical Components each will have 4rs / Week (Minimum 08 experiments)**

- 1. Group discussion
- 2. Individual Speech/ Presentation
- 3. Debate on contemporary issues
- 4. Article writing practice
- 5. Feature writing practice
- 6. Preparation of Bio-data/CV's
- 7. Practice of verbal and Non -verbal communication skills
- 8. Identifying meaning and messages in colors

**General instructions:**

- 1. Student should write all assignments/experiment process 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
  - c) Internal Assessment: 10 Marks
  - d) Semester end: 40 Marks