



**BANGALORE NORTH UNIVERSITY**

**Curriculum Framework for 3 Years Undergraduate  
Programme in BA Journalism**



**BA Journalism Syllabus  
To be implemented from the Academic year 2024-25**

## Proceedings of the Board of Studies (BOS) in Journalism (UG)

The Board of Studies meeting was convened on 19<sup>th</sup> and 21<sup>st</sup> June 2025 at Bengaluru North University.

The Board discussed the following agenda:

1. To prepare and approve BA Journalism course syllabus and curriculum structure for III to VI semester as per SEP framework.

After detailed discussion and deliberation, the members of Board of Studies approved course curriculum and detailed syllabus of the III to VI semester BA Journalism, to implement the new syllabus from the academic year 2025-26.

### Members Present:

1. Dr. Vahini  
BOS Chairperson  
Associate Professor  
Dept of Electronic Media. Bangalore University
2. Mr. Harsha Kumar H S  
Associate Professor  
Dept of Journalism, GFGC, K. R. Puram
3. Mr. Vijay K  
Associate Professor  
Dept of Journalism, GFGC, Kolar
4. Mr. Lokesh Babu R  
Assistant Professor  
Dept of Journalism, Krupanidhi College, Bangalore
5. Dr. Rajeshwari R  
Associate Professor  
Dept of Electronic Media. Bangalore University
6. Dr Padmanabha K V  
Chairman  
Dept of Journalism and Mass Communication  
Tumkur University

Place: Bangalore  
Date: 21-06-2025



BOS Chairperson

**Dr. Vahini Aravind**  
Associate Professor  
Dept. of Electronic Media  
Bangalore University  
Jnanabharati Campus  
BANGALORE - 560056.

### Scope of the Syllabus:

Journalism as one of the major subjects of study at the Bachelor of Arts is designed to provide students with a comprehensive understanding of the principles, practices, and ethical considerations of journalism. The syllabus combines theoretical knowledge with practical skills, preparing students for a dynamic and evolving media landscape. By the end of the program, students will be equipped with the knowledge and abilities to pursue careers in various media fields, including print, broadcast, digital journalism, and public relations. The curriculum is structured to ensure that students are prepared to adapt to the constantly changing media landscape and to practice journalism ethically and effectively.

Journalism as one of the major subject at the undergraduate level aims to:

1. Equip students with the essential skills of reporting, writing, editing, and producing content for various media platforms.
2. Enhance students' ability to critically analyze events, news, and information.
3. Train students in multimedia journalism, including digital, broadcast, and print media.
4. Provide knowledge of media laws, regulations, and the rights and responsibilities of journalists.
5. Improve verbal and written communication skills for effective storytelling.
6. Enable the students to understand the concept of advertising, marketing, and corporate communication
7. Develop skills in social media management, mobile journalism and Photography
8. Enable students to use computer applications in media effectively

Program Outcomes (POs)		
By the end of the program the students will be equipped with the following aspects:		
PO1	Proficiency in Journalism	Skilled in producing quality journalistic content across various media platforms.
PO2	Effective Communication	Demonstrate excellent written and verbal communication skills.
PO3	Adaptability to Media Evolution	Adaptable to changes and innovations in the media industry.
PO4	Problem Analysis	Analyse the issues of media and society
PO5	Understanding of Media Laws	Comprehensive understanding of media laws and regulations.
PO6	Multimedia Journalism Skills	Proficient in multimedia storytelling techniques.
PO7	Leadership and Teamwork	Possess leadership qualities and the ability to work effectively in teams.
PO8	Life Long Learning	Understand the process of multimedia content production and continue it with advanced technology
PO9	Multi-disciplinary approach	Coordinate with various forms of modern media including traditional media
PO10	Cultural and Global Awareness	Able to contextualize news stories within broader societal and global frameworks.
PO11	Research and Investigative Skills	The ability to gather, verify, and analyze information from multiple sources.
PO12	Critical and Analytical Thinking	Capable of analyzing complex issues and presenting them in a clear and balanced manner.

### COURSE TITLES FOR I TO VI SEMESTER

Sem	Course/Paper Code	Title of the Paper	Teaching Hours /Week	Semester End Exam	Internal Assessment	Total Marks	Credits
I SEM	JMCP1-T	Introduction to communication and journalism	3	80	20	100	3
	JMCP1-P	Communication skills	4	40	10	50	2
II SEM	JMCP2-T	Basics of audio-visual media	3	80	20	100	3
	JMCP2-P	Audio-visual communication	4	40	10	50	2
III SEM	JMCP3-TE1	News Reporting	3	80	20	100	3
	JMCP3-PE1	Reporting and writing	4	40	10	50	2
	or						
	JMCP4-TE2	Photography and Visual Journalism	3	80	20	100	3
	JMCP4-PE2	Photography and Visual Journalism	4	40	10	50	2
IV SEM	JMCP5-TE1	Editing Techniques	3	80	20	100	3
	JMCP5-PE1	Copy Editing	4	40	10	50	2
	or						
	JMCP6-TE2	Technical Writing	3	80	20	100	3
	JMCP6-PE2	Technical writing	4	40	10	50	2
V SEM	JMCP7-TE1	Media Laws and Ethics	3	80	20	100	3
	JMCP7-PE1	Case study	2	20	5	25	1
	or						
	JMCP8-TE2	Media and Society	3	80	20	100	3
	JMCP8-PE2	Field study	2	20	5	25	1
	and						
	JMCP9-TE3	Advertising and Public Relation	3	80	20	100	3
	JMCP9-PE3	Ad copy writing and PR tool development	2	20	5	25	1

	or						
	JMCP10-TE4	Mobile Journalism	3	80	20	100	3
	JMCP10-PE4	Media content production using mobile	2	20	5	25	1
VI SEM	JMCP11-TE1	Feature writing and translation	3	80	20	100	3
	JMCP11-PE1	Writing and translation	2	20	5	25	1
	or						
	JMCP12-TE2	Introduction to cinema	3	80	20	100	3
	JMCP12-PE2	Writing film reviews	2	20	5	25	1
	and						
	JMCP13-TE3	Digital Journalism	3	80	20	100	3
	JMCP13-PE3	Writing for digital media	2	20	5	25	1
	or						
	JMCP14-TE4	Media Management	3	80	20	100	3
	JMCP14-PE4	Case study	2	20	5	25	1

### For Deep Specialization

V SEM	JMCP7-TE1	Media Laws and Ethics	3	80	20	100	3
	JMCP7-PE1	Case study on media laws and ethics	2	20	5	25	1
	JMCP8-TE2	Media and Society	3	80	20	100	3
	JMCP8-PE2	Field study	2	20	5	25	1
	JMCP9-TE3	Advertising and Public Relation	3	80	20	100	3
	JMCP9-PE3	Ad copy writing and PR tool development	2	20	5	25	1
	JMCP10-TE4	Mobile Journalism	3	80	20	100	3
	JMCP10-PE4	Media content production using mobile	2	20	5	25	1
	JMCP11-TE4	Television Programmes Production	3	80	20	100	3
	JMCP11-PE4	Television Programmes Production	2	20	5	25	1
	JMCP12-TE4	Data Journalism	3	80	20	100	3
	JMCP12-PE4	Data Journalism	2	20	5	25	1
VI SEM	JMCP13-TE1	Feature writing and translation	3	80	20	100	3
	JMCP13-PE1	Writing and translation	2	20	5	25	1
	JMCP14-TE2	Introduction to cinema	3	80	20	100	3
	JMCP14-	Writing film reviews	2	20	5	25	1

	PE2						
	JMCP15-TE3	Digital Journalism	3	80	20	100	3
	JMCP15-PE3	Writing for digital media	2	20	5	25	1
	JMCP16-TE4	Media Management	3	80	20	100	3
	JMCP16-TE4	Case study on media management	2	20	5	25	1
	JMCP17-TE4	Media Literacy	3	80	20	100	3
	JMCP17-TE4	Fact checking exercises	2	20	5	25	1
	JMCP18-TE4	Writing for Media	3	80	20	100	3
	JMCP18-TE4	Content writing	2	20	5	25	1

# **SEMESTER III**



### Semester III

III SEM	JMCP3-TE1	News Reporting	3	80	20	100	3
	JMCP3-PE1	Reporting and writing	4	40	10	50	2
	JMCP4-TE2	Photography and Visual Journalism	3	80	20	100	3
	JMCP4-PE2	Photography and Visual Journalism	4	40	10	50	2

### SEMESTER III

Program Name	<b>BA</b>	Semester	<b>3</b>
Course Title	<b>News Reporting</b>		
Course Code	JMCP3-T	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

#### Course structure for BA Journalism

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Comprehend about various types of news CO2: Learn about diverse News Headlines and Leads CO3: Understand the sources of news and reporting principles CO4: Know the information gathering techniques CO5: Analyse the techniques of various types of reporting

Contents		
<b>Unit 1</b>	<b>News:</b> News definition, meaning types of news, news values, news judgement, news agencies, Structure of news, types of news. Role and Functions of reporters, Reporters' job profile: Chief reporter, Reporter, Cub reporter, Correspondents	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Headlines and Leads:</b> types of leads - Summary, narrative, descriptive, contrast, disconnected, direct address, Question and quotation, lead writing, organizing or developing a news story, Use of quotations. Types of headlines.	<b>15 Hrs</b>
<b>Unit 3</b>	<b>Reporting Sources and principles:</b> Police stations, hospitals, courts, Government offices, organizations, etc. Principles of Reporting, Qualities of a reporter. Stringers and special correspondents. Information gathering techniques for news stories.	<b>15 Hrs</b>
<b>Unit 4</b>	<b>Reporting beats:</b> Reporting for crime, Political, Sports, Cinema, Health, Court, Election, Development issues, Press conference, and news releases. News Interview – kinds and techniques.	<b>15 Hrs</b>

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1. Jerry Lanson & Mitchell Stephens, (2008). *Writing and Reporting News*. Oxford University Press.
2. K M Shrivastava, (2008). *News Reporting and Editing*. Sterling Publishers PVT LTD, New Delhi.
3. Bruce, D I & Douglas A. Anderson, (2008). *News Writing and Reporting for Today's Media*. McGraw Hill.

4. Cappon, R. J. (2000). The Associated Press guide to news writing (3rd ed.). Thomson/Peterson's.
5. Brooks, B. S., Pinson, J. L., & Wilson, J. G. (2019). Working with words: A handbook for media writers and editors (12th ed.). Bedford/St. Martin's.
6. Kamath, M. V. (2000). Professional journalism. Vikas Publishing.
7. Narang Tinna, D. (2016). Introduction to journalism. Himalaya Publishing House.
8. Kumar K. J., (2020). *Mass Communication in India*. Jaico Publishing House.
9. Rao, S. (Ed.). (2018). Indian journalism in a new era. Oxford University Press.

#### Web References

1. eGyanKosh. *Writing a News Rept.* Accessed from <https://egyankosh.ac.in/bitstream/123456789/105302/1/Unit-4.pdf>
2. MAC 225 COURSE TITLE: News Writing and Reporting, Accessed from <https://nou.edu.ng/coursewarecontent/MAC%20225.pdf>

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	BA	Semester	3
Course Title	Reporting and writing	Practical Credits	2
Course Code	JMCP3-P	Contact Hours/Week	4
Formative Assessment Marks	10	Summative Assessment Marks	40

Course Outcomes (Cos): After the successful completion of the course, the students will be able to

CO1: Learn the techniques of reviewing current affairs and issues covered in newspapers and magazine and television channels  
 CO2: Identify the structure of the news  
 CO3: Write the creative leads  
 CO4: Write the attractive headlines  
 CO5: Learn techniques of reporting and writing

Practical Contents		
<b>Unit 1</b>	Current affairs and issues covered in newspapers, magazines and television during the semester of the respective academic year should be reviewed with the structure and style by the student.	<b>15 Hrs</b>
<b>Unit 2</b>	6 news stories should be written using different leads and headlines, covering local issues such as rallies, protests, college functions, speeches, etc.	<b>15 Hrs</b>

### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Hands on training, inquiry-based learning, Use of digital tools and platforms for teaching. For practical exercises students will be enabled to undertake practical exercises maintaining record book for the formative and summative evaluation.

**Rigorous Assessment and Evaluation:** Formative and summative assessments

Formative Assessment for Practical	
Assessment Occasion/Type	Marks
Test	5
Attendance	5
<b>Total</b>	<b>10</b>

Program Name	<b>BA</b>	Semester	<b>III</b>
Course Title	<b>Photography and Visual Journalism</b>	Course Code	<b>JMCP4-T</b>
Contact Hours per week	<b>3 Hours</b>	Credits	<b>3</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

#### Course Outcomes (COs):

CO1: Understand basics of photography and camera operations  
CO2: Learn composition and visual storytelling  
CO3: Explore genres of journalistic photography  
CO4: Understand the ethics of visual journalism  
CO5: Analyse iconic images in news and features

Unit	Title	Topics Covered	Hours
<b>Unit 1</b>	<b>Basics of Photography:</b>	Introduction to photography; History and evolution of photography; Types of cameras, Camera parts and functions; Types of lenses	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Composition:</b>	Principles of composition – rule of thirds, Framing and perspective; Camera angles and shot types; Use of light – natural and artificial.	<b>15 Hrs</b>
<b>Unit 3</b>	<b>Genres of Photojournalism</b>	Different genres – spot news, general news, documentary, features, portraits, sports, fashion, wildlife, environment, Role and importance of photo essays; Captions writing	<b>15 Hrs</b>
<b>Unit 4</b>	<b>Visual Journalism:</b>	Consent and privacy issues; Digital image authentication; Copyright issues, Responsibilities of photojournalists	<b>15 Hrs</b>

#### References:

1. Sontag, S. (1977). *On photography*. Farrar, Straus and Giroux.
2. Langford, M. (2003). *Basic photography* (7th ed.). Focal Press.
3. Kobre, K. (2016). *Photojournalism: The professionals' approach* (7th ed.). Routledge.
4. Ang, T. (2013). *Digital photography masterclass* (2nd ed.). DK Publishing.

#### Web References:

- [www.worldpressphoto.org](http://www.worldpressphoto.org)
- [www.nppa.org](http://www.nppa.org)

**Course Articulation Matrix**

Course Outcomes (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO1:	2	-	-	-	-	-	-	-	-	-	-	-
CO2:	3	-	3	-	-	-	-	-	-	-	-	-
CO3:	2	-	3	-	-	-	-	-	-	-	-	-
CO4:	2	-	-	2	3	-	-	-	-	-	-	-
CO5:	3	-	2	-	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- **Interactive Lectures** to explain core photographic concepts
- **Case Studies** of Award-Winning Photojournalism
- **Visual Analysis Sessions** for deconstructing photographs
- **Project-Based Learning** through photo review assignments
- **Use of Digital Tools:** presentations, image editing examples, visual design tools
- **Discussion Forums** for ethical debates in visual journalism

**Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test 1	5
Test 2	5
Seminars / Assignments / Presentations	5
Attendance	5
<b>Total</b>	<b>20</b>

Program Name	<b>BA</b>	Semester	<b>III</b>
Course Title	<b>Photography and Visual Journalism (Practical)</b>	Course Code	<b>JMCP4-P</b>
Contact Hours per week	<b>4 Hours</b>	Practical Credits	2
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	40

**Course Outcomes (COs):**

CO1: Operate digital cameras and use manual settings  
CO2: Compose and shoot photographs using techniques of visual storytelling  
CO3: Develop captioning and photo editing skills  
CO4: Create news and feature photo essays  
CO5: Follow ethical practices in photojournalism

**Practical Contents:**

Unit	Title	Activities Covered	Hours
Unit 1	Camera Handling and Composition	Practice with DSLR/Mirrorless cameras; Manual settings, framing, and lighting	15 Hrs
Unit 2	Photo Story Development	Field assignments-photo essays, caption writing, and photo editing	15 Hrs

**Pedagogy:**

Field photography, editing workshops, project-based photo essays, peer reviews.

**Course Articulation Matrix:**

Course Outcome s (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	3	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	-	-	-	-	-	-	-	-	-
CO3	2	-	3	-	-	-	-	-	-	-	-	-
CO4	2	-	3	2	-	-	-	-	-	-	-	-
CO5	2	-	2	3	2	-	-	-	-	-	-	-

**Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Portfolio/Project	5
Attendance	5
<b>Total</b>	<b>10</b>

# **SEMESTER IV**



### Semester IV

IV SEM	JMCP5-TE1	Editing Techniques	3	80	20	100	3
	JMCP5-PE1	Copy Editing	4	40	10	50	2
	JMCP6-TE2	Technical Writing	3	80	20	100	3
	JMCP6-PE2	Technical writing	4	40	10	50	2

## SEMESTER IV

Course Title	<b>Editing Techniques</b>		
Course Code	JMCP5-T	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

### Course structure for BA Journalism

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Comprehend about editorial desk and functions CO2: Learn about copy editing CO3: Understand the concept of editorial CO4: Know the principles of page design CO5: Analyse the techniques of television and radio copy editing

Contents		
<b>Unit 1</b>	<b>Editing:</b> Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing, preparation of copy for press - style sheet.	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Editing room:</b> Role, qualities and functions of the editor, news editor, chief sub- editor, sub-editor. Writing Lead, body and paragraphing, proofreading, Editorial room structure. News flow, technique of re-writing reports and agency copy, Basic principles of translation, Writing editorials.	<b>15 Hrs</b>
<b>Unit 3</b>	<b>Page Design:</b> Principles of Layout and Design. DTP, Page Making, Typography. Placement of photos, Photo cropping, caption writing and infographics.	<b>15 Hrs</b>
<b>Unit 4</b>	<b>Broadcast editing:</b> Copywriting and editing for television and Radio. Editing for Online Journalism.	<b>15 Hrs</b>

### References

1. Ludwig, M. (2010). Modern news editing (7th ed.). Wiley-Blackwell.
2. Hodgson, F. (2013). New subediting (3rd ed.). Routledge.
3. Syed, M. H., & Khan, R. A. A. (Eds.). (2020). Encyclopaedia of editing and reporting (Vols. 1-4). Himalaya Publishing House.
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5. Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers.
6. Kamath, M. V. (2018). Professional journalism. S. Chand Publishing.
7. Chanakya, C. N., Prashanth, V., & Supriya, M. (2023). News reporting and analysis. Himalaya Publishing House.

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9. Mehta D.S., (1970). *Mass Communication and journalism in India*. Allied Publishers Private Limited.

### Web References

- 1) Basics of editing. Accessed from <http://rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf>.
- 2) Core Principles Guiding the Editing Process in Newsrooms. Accessed from <https://journalism.university/writing-and-editing-for-print-media/principles-of-editing-in-newsrooms/>

### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	<b>BA</b>	Semester	<b>4</b>
Course Title	<b>Copy Editing</b>	Practical Credits	<b>2</b>
Course Code	JMCP5-P	Contact Hours/Week	<b>4</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>40</b>

Course Outcomes (Cos): After the successful completion of the course, the students will be able to

- CO1: Learn the techniques of reviewing editorials of different newspapers  
 CO2: Rewrite the news stories  
 CO3: Prepare dummy for different pages  
 CO4: Understand techniques of page layout  
 CO5: Prepare a page for themselves

<b>Practical Contents</b>		
<b>Unit 1</b>	Review any 4 editorials of different newspapers. Rewriting 6 published news stories. Write 4 editorials on current issues	<b>15 Hrs</b>
<b>Unit 2</b>	Preparing a dummy page for front page, editorial page and sports page, one page of a newspaper with the student's content	<b>15 Hrs</b>

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)**

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Hands on training, inquiry-based learning, Use of digital tools and platforms for teaching. For practical exercises students will be enabled to undertake practical exercises maintaining record book for the formative and summative evaluation.

**Rigorous Assessment and Evaluation:** Formative and summative assessments

<b>Formative Assessment for Practical</b>	
<b>Assessment Occasion/Type</b>	<b>Marks</b>
Test	5
Attendance	5
<b>Total</b>	10

Program Name	<b>BA</b>	Semester	<b>IV</b>
Course Title	<b>Technical Writing</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP6-T</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

### Course Outcomes (COs):

CO1: Understand the nature and scope of technical writing  
CO2: Learn structure and styles of technical documents  
CO3: Write professional reports, proposals, manuals, and press releases  
CO4: Use visual elements like charts and diagrams in documentation  
CO5: Understand technical writing ethics and audience analysis

Unit	Title	Topics Covered	Hours
<b>Unit 1</b>	<b>Introduction to Technical Writing:</b>	Nature and scope of technical writing; Characteristics of good technical writing – clarity, precision, and coherence; Importance of technical communication in various fields; Career opportunities for technical writers; Skills required for technical communication	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Types of Technical Documents:</b>	Structure and format of common technical documents: memos, user manuals, SOPs (Standard Operating Procedures), technical proposals, project reports, brochures, white papers.	<b>15 Hrs</b>
<b>Unit 3</b>	<b>Writing Techniques:</b>	Principles of clarity, conciseness, and objectivity; Tone and style in technical writing; Organization of information – headings, subheadings, bullet points; Techniques for simplifying complex information; Audience and purpose analysis; Integrating visuals, tables, graphs, flowcharts, diagrams.	<b>15 Hrs</b>
<b>Unit 4</b>	<b>Applications and Ethics:</b>	Writing technical content for press releases, newsletters, instructional guides, and technical blogs; Writing for web vs. print.	<b>15 Hrs</b>

### References:

1. Harty, K. J. (2011). *Strategies for technical communication in the workplace* (2nd ed.). Pearson.
2. Gerson, S. J., & Gerson, S. M. (2016). *Technical writing: Process and product* (8th ed.). Pearson.
3. Sharma, R. C., & Mohan, K. (2015). *Business correspondence and report writing* (4th ed.). Tata McGraw-Hill Education.
4. Tebeaux, E., & Dragga, S. (2021). *The essentials of technical communication* (5th ed.). Oxford University Press.
5. Riordan, D. G., & Pauley, S. E. (2013). *Technical report writing today* (10th ed.). Cengage Learning.

### Web References:

- [https://owl.purdue.edu/owl/subject\\_specific\\_writing/professional\\_technical\\_writing](https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing)
- <https://techwhirl.com/>
- <https://www.stc.org/>

**Course Articulation Matrix:**

Course Outcomes (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	2	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	3	-	-	-	-	-	-	-	-	-
CO3	3	-	3	1	-	-	-	-	-	-	-	-
CO4	1	-	2	1	-	-	-	-	-	-	-	-
CO5	1	-	2	-	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Guided writing workshops and drafting
- Case-based instruction on proposals and reports
- Peer editing and collaborative document creation
- Use of templates and technical writing tools
- Ethical practice simulations and documentation review

**Rigorous Assessment and Evaluation: Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Assignment/Document Drafting	5
Attendance	5
<b>Total</b>	<b>20</b>

**Summative Assessment:** Written examination based on formats, writing techniques, and ethics – 80 marks

Program Name	<b>BA</b>	Semester	<b>IV</b>
Course Title	<b>Technical Writing</b>		
Contact Hours per week	<b>4 Hours</b>	Course Code	<b>JMCP6-P</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>2</b>
Summative Assessment Marks	<b>40</b>	Formative Assessment Marks	<b>10</b>

**Course Outcomes (COs):**

CO1: Understand the nature and scope of technical writing  
 CO2: Learn structure and styles of technical documents  
 CO3: Write professional reports, proposals, manuals, and press releases  
 CO4: Use visual elements like charts and diagrams in documentation  
 CO5: Understand technical writing ethics and audience analysis

Unit	Topics Covered	Hours
Unit 1	<b>Document Design and Formatting:</b> Practical training in structuring technical documents: memos, manuals, and reports. Use of formatting tools – headings, bullet points, tables, and visuals. Hands-on with MS Word, Google Docs, and LaTeX for technical documentation.	15 Hrs
Unit 2	<b>Writing and Editing Practice:</b> Writing user manuals, SOPs, and technical blogs.	15 Hrs

#### Course Articulation Matrix:

Course Outcome s (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1:	2	–	–	–	–	–	–	–	–	–	–	–
CO2:	2	–	3	–	–	–	–	–	–	–	–	–
CO3:	3	–	3	1	–	–	–	–	–	–	–	–
CO4:	1	–	2	1	–	–	–	–	–	–	–	–
CO5:	1	–	2	–	2	–	–	–	–	–	–	–

#### Pedagogy: Teaching Strategies

This course combines interactive lectures, demonstrations, and hands-on practice to develop students' technical writing skills using tools like MS Word, LaTeX, and Grammarly. It emphasizes project-based learning, peer review, and case-based exercises to foster clarity, ethical writing, and real-world application.

#### Rigorous Assessment and Evaluation: Formative Assessment for Theory

Formative Assessment for Practical	
Assessment Occasion/Type	Marks
Test	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** 40 marks

# **SEMESTER V**



### Semester V

V SEM	JMCP7-TE1	Media Laws and Ethics	4	80	20	100	3
	JMCP7-PE1	Case study	2	20	5	25	1
	JMCP8-TE2	Media and Society	4	80	20	100	3
	JMCP8-PE2	Field study	2	20	5	25	1
	JMCP9-TE3	Advertising and Public Relation	4	80	20	100	3
	JMCP9-PE3	Ad copy writing and PR tool development	2	20	5	25	1
	JMCP10-TE4	Mobile Journalism	4	80	20	100	3
	JMCP10-PE4	Media content production using mobile	2	20	5	25	1

### SEMESTER V

Program Name	BA	Semester	5
Course Title	Media Laws and Ethics		
Course Code	JMCP7-TE1	No. of Credits	3
Contact Hours per week	3 Hours	Duration of Exam	3 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80

#### Course structure for BA Journalism

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Comprehend about constitutional provisions for media CO2: Learn about media related laws CO3: Understand the broadcasting laws CO4: Know the concept of self-regulation CO5: Analyse the ethical issues of media

Contents		
Unit 1	<b>Constitution and Media:</b> Fundamental rights, Directive principles of state policy; Freedom of the press, Reasonable restrictions, Concept of social responsibility, Parliamentary privileges. Concept of PIL	15 Hrs
Unit 2	<b>Media and Laws:</b> Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Right to privacy, Obscenity laws, Copyright act, Right to Information. Press Council of India and journalistic code of ethics.	10 Hrs
Unit 3	<b>Broadcasting Laws:</b> Prasar Bharati Act, Cable TV Network (Regulation) Act, Cinematography Act and Film Censorship, Self-regulation and NBDA, BCCC, Information technology act.	10 Hrs
Unit 4	<b>Ethical issues:</b> Media bias, Hate Speech, Fake news, Trial by media, Pressures on media freedom, Media advocacy	10 Hrs

#### References

1. Neelamalar, M. (2009). Media law and ethics. PHI Learning Pvt. Ltd..
2. Nanda, V. (2018). Media laws and ethics: An introduction to legal and ethical issues in journalism. Kanishka Publishers & Distributors.
3. Aggarwal, S. K. (2019). Media and ethics. Shipra Publications.
4. Shrivastava, K. M. (2005). Media ethics: Veda to Gandhi & beyond. Publications Division, Ministry of Information and Broadcasting, Government of India.
5. Nanda, V. (2010). Law of journalism and mass communication. Centrum Press.
6. Sahay, M. (2011). Media law and ethics. Wisdom Press.

7. Aggarwal V. B., Gupta V. S., (2001). *Handbook of Journalism and Mass Communication*. Concept Publishing Company.
8. Kumar K. J., (2020). *Mass Communication in India*. Jaico Publishing House.
9. Jethmalani, R., & Chopra, D. S. (2012). *Cases and materials on media law*. Thomson Reuters.

#### Web References

1. Media, Ethics and Laws - Journalism University. Accessed from <https://journalism.university/media-ethics-and-laws/>.
2. Media Laws and Ethics - Online Courses Swayam 2. Accessed from [https://onlinecourses.swayam2.ac.in/cec21\\_ge29/preview](https://onlinecourses.swayam2.ac.in/cec21_ge29/preview)

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	20
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	BA	Semester	5
Course Title	Case Study		
Course Code	JMCP7-PE1	Practical Credits	1
Contact Hours per week	2 Hours	Duration of Exam	—
Formative Assessment Marks	10	Summative Assessment Marks	15

CO Code	Course Outcome
CO1	Understand the structure and purpose of case studies in media and communication.
CO2	Identify and select relevant real-world case examples from media practice.

CO3	Analyse communication strategies used in various media case studies.
CO4	Evaluate the impact and implications of media actions or campaigns.
CO5	Develop and present case study reports using journalistic and academic formats.

Unit	Title	Content Description	Hours
Unit 1	<b>Case studies:</b> Write case studies on contempt of court, Sedition, defamation, obscenity		08 hrs
Unit 2	<b>Case studies:</b> Write case studies on media bias, hate speech, media trial, Fake news		08 hrs

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes

COs \ POs	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

#### Pedagogy: Teaching Strategies

- Hands-on training, inquiry-based learning
- Peer review and collaborative analysis
- Use of digital archives, academic and journalistic databases
- Students will be required to maintain a case study file/record for both formative and summative evaluation.

#### Rigorous Assessment and Evaluation: Formative Assessment for Practical

Assessment Occasion/Type	Marks
Test	5
Attendance	5
Total	10

**Summative Assessment for Practical:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>V</b>
Course Title	<b>Media and Society</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP6-T</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

Course Outcomes (COs):

CO1: Understand the relationship between media and society  
CO2: Examine the sociological impact of media on audiences  
CO3: Critically analyse media representations of class, gender, and caste  
CO4: Understand the role of media in shaping public opinion and culture  
CO5: Assess the influence of new media on social structures

Course Structure and Contents:

Unit	Topics Covered	Hours
<b>Unit 1</b>	<b>Introduction to Media and Society:</b> Nature and scope of mass media; Media as a social institution; Media and modernity; Media's influence on social norms and values.	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Media and Social Reality:</b> Media's role in construction of social reality; Identity formation through media; Representation of gender, caste, class, religion, and minorities in Indian media.	<b>10 Hrs</b>
<b>Unit 3</b>	<b>Media and Public Opinion:</b> Role of media in shaping political discourse and public opinion; Media in elections, policy framing, and governance	<b>10 Hrs</b>
<b>Unit 4</b>	<b>Digital Media and Society:</b> Rise of digital and social media; social media as the new public sphere; Cyber activism and online political movements; Filter bubbles and echo chambers; Digital divide and access disparities	<b>10 Hrs</b>

References:

1. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage Publications.
2. Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
3. Kothari, C. R. (2004). *Research methodology: Methods & techniques* (2nd rev. ed.). New Age International.
4. Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future* (7th ed.). Cengage Learning.
5. van Dijk, J. A. G. M. (2020). *The network society* (4th ed.). Sage Publications.

Web References:

- <https://journals.sagepub.com/home/mcs>
- <https://www.sciencedirect.com/journal/telecommunications-policy>
- <https://mediasmarts.ca/>

**Course Articulation Matrix:**

Course Outcomes (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	3	-	-	2	-	-	-	-	-	-	-	-
CO2	2	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	1	-	-	-	-	-	-	-	-
CO4	2	-	3	-	2	-	-	-	-	-	-	-
CO5	1	-	2	2	-	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Thematic lectures and class debates and case study analysis of media coverage
- Media logbooks and journal reviews
- Group presentations on identity and representation
- Use of digital news analysis tools

**Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Presentation/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

**Summative Assessment:**

Written exam (3 hours) based on theoretical frameworks and real-world applications – 80 marks

Program Name	<b>BA</b>	Semester	<b>V</b>
Course Title	<b>Field Study</b>	Course Code	<b>JMCP8-PE2</b>
Contact Hours per week	<b>2 Hours</b>	Practical Credits	<b>1</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>
<b>Course Outcomes (COs):</b>			
CO1: Conduct field-based observation and data gathering CO2: Interact with community members and stakeholders CO3: Apply media research techniques in real-world settings CO4: Document field experiences in a structured format CO5: Reflect critically on media's role in community engagement			

**Practical Contents:**

<b>Unit 1</b>	Field Exposure: Visit media organisations/NGOs/PR agencies/government offices to observe communication strategies and write reports.	<b>08 Hrs</b>
<b>Unit 2</b>	Documentation and Reflection: Maintain field diary/logbook, prepare a report and presentation based on visit observations and stakeholder interactions.	<b>08 Hrs</b>

**Course Articulation Matrix:**

Course Outcomes (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	3	-	3	2	-	-	-	-	-	-	-	-
CO2	2	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	2	-	-	-	-	-	-	-	-
CO4	2	-	2	-	1	-	-	-	-	-	-	-
CO5	2	-	2	-	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Experiential learning through field visits
- Reflective journaling and logbook writing
- Interviewing and observation tasks
- Group presentations and discussions on field learnings

**Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Field Report	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Advertising and Public Relations</b>		
Course Code	JMCP9-TE3	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

### Course structure for BA Journalism

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Comprehend about objectives and functions of advertising CO2: Learn about role of media in marketing activities CO3: Understand the concept of public relations and its significance CO4: Know the tools of public relations CO5: Analyse the emerging trends and advertising and PR

Contents		
<b>Unit 1</b>	<b>Advertising:</b> Meaning, Definitions, objectives, functions and significance. Evolution of advertising in India. advertising agencies, advertising campaign. Emerging trends in advertising, AAI	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Advertising types and production:</b> Types of advertising, Media mix. Media buying, Media planning, Brand management, advertising and society, Advertising and gender issues, Ethical issues in advertising, ASCI	<b>10 Hrs</b>
<b>Unit 3</b>	<b>Public Relations:</b> Meaning and definitions, Brief history, Principles, Objectives, Significance, Functions, Process. Publics of PR, Corporate social responsibility. Functions and responsibilities of PRO.	<b>10 Hrs</b>
<b>Unit 4</b>	<b>PR Tools:</b> Internal and external communication, Handling media relations, Public opinion, Publicity, Propaganda, Advertising, Lobbying, PRSI and PR ethics.	<b>10 Hrs</b>

### References

1. Parameswaran, M. G. (2015). Nawabs, nudes, noodles: India through 50 years of advertising. Westland Publications.
2. Pandey, P. (2015). Pandeymonium. HarperCollins India.
3. Sengupta, S. (1990). Brand positioning: Strategies for competitive advantage. Tata McGraw- Hill Education.
4. Bhatia, T. K. (2007). Advertising and marketing in rural India. Macmillan India.



- Chunawalla, S. A., & Sethia, K. C. (2008). Foundations of advertising: Theory and practice. Himalaya Publishing House.
- Vachani, J. (2007). Public relations management in media and journalism. Kanishka Publishers.
- Mehta, D. S. (2002). Handbook of public relations in India. Allied Publishers.
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- Patil, S., & Prabhu, A. (2023). The pursuit of reputation: Contemporary public relations in India. Westland Business.

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- Advertising and Public relations. Accessed from [https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/2/PG\\_M.A.\\_Journalism%20and%20Mass%20Communication\\_309%2022\\_Advertising%20and%20PR\\_MAJ%20&%20mass%20comm.pdf](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/2/PG_M.A._Journalism%20and%20Mass%20Communication_309%2022_Advertising%20and%20PR_MAJ%20&%20mass%20comm.pdf)
- eGyanKosh. <http://egyankosh.ac.in/bitstream/123456789/7608/1/Unit-2.pdf>

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	20
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Ad copywriting and PR tool development</b>	Practical Credits	<b>1</b>
Course Code	JMCP9-PE3	Contact Hours/Week	<b>2</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

Course Outcomes (Cos): After the successful completion of the course, the students will be able to

CO1: Learn the techniques of writing advertising copies for newspaper and radio  
CO2: Write advertising copies for TV and digital media  
CO3: Learn to write the press releases  
CO4: Understand techniques of preparing publicity material  
CO5: Learn designing media kits

Practical Contents		
<b>Unit 1</b>	Writing ad copies for newspaper, TV, radio and digital media	<b>8 Hrs</b>
<b>Unit 2</b>	Writing press releases and publicity material,	<b>8 Hrs</b>

### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Hands on training, inquiry-based learning, Use of digital tools and platforms for teaching. For practical exercises students will be enabled to undertake practical exercises maintaining record book for the formative and summative evaluation.

**Rigorous Assessment and Evaluation:** Formative and summative assessments

Formative Assessment for Practical	
Assessment Occasion/Type	Marks
Test	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>V</b>
Course Title	<b>Mobile Journalism</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP10-TE4</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

Course Outcomes (COs):

CO1: Understand the concept and scope of mobile journalism (MoJo)  
CO2: Learn to use smartphones and apps for news production  
CO3: Write, shoot, and edit journalistic stories using mobile devices  
CO4: Analyse the credibility, ethics, and challenges of MoJo  
CO5: Explore mobile-first platforms and content formats

**Course Structure and Contents:**

Unit	Title	Topics Covered	Hours
<b>Unit 1</b>	<b>Introduction to Mobile Journalism:</b>	Definition and evolution of Mobile Journalism (MoJo); MoJo in the context of digital-first newsrooms; Benefits – speed, flexibility, cost-effectiveness; Limitations – quality, battery life, screen size; Comparison with traditional broadcast journalism.	15 Hrs
<b>Unit 2</b>	<b>Tools and Techniques:</b>	Mobile journalism equipment: smartphones, external microphones, tripods, monopods, gimbals, lights; Mobile apps for video/audio recording, editing : Kinemaster, LumaFusion, Mojo, InShot ; Live reporting tools and social media platforms.	10 Hrs
<b>Unit 3</b>	<b>Storytelling with MoJo:</b>	Visual storytelling techniques; Writing concise and mobile-friendly scripts; Planning with storyboards; Capturing B-roll and sequencing visuals; Voiceover techniques; Interviewing with a smartphone.	10 Hrs
<b>Unit 4</b>	<b>Ethics and Challenges:</b>	Ethical considerations in mobile journalism: consent, privacy, representation; Verification of content and fact-checking; Managing mobile data and battery in the field; Copyright and attribution; Dealing with misinformation and fake news.	10 Hrs

**References:**

1. Burum, I., & Quinn, S. (2020). *The Mojo Handbook: Theory to praxis* (1st ed.). Routledge.
2. Montgomery, R. (2018). *Smartphone video storytelling* (1st ed.). Routledge.
3. Egan, M. (2016). *Introduction to mobile journalism: Making films with smartphones* (1st ed.). Routledge.
4. Quinn, S. (2021). *Mobile journalism in the Asian region*. Routledge.

**Web References:**

- <https://mobilejournalismmanual.com/>
- <https://training.npr.org/category/mobile-journalism/>
- <https://mojofest.com/>

**Course Articulation Matrix:**

Course Outcomes (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12
CO1	2	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	3	-	3	3	-	-	-	-	-	-	-	-
CO4	1	-	2	-	2	-	-	-	-	-	-	-
CO5	2	-	3	2	-	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Demonstrations of mobile journalism tools
- Field assignments and peer reviews
- Screenings and deconstruction of MoJo reports
- Live production and publishing simulations
- Use of editing and publishing apps in class

**Rigorous Assessment and Evaluation: Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Field Story Pitch/Presentation	5
Attendance	5
<b>Total</b>	<b>20</b>

**Summative Assessment:**

Written exam based on MoJo tools, formats, ethics, and news writing – 80 marks

Program Name	BA	Semester	V
Course Title	Media Content Production Using Mobile	Course Code	JMCP10-PE4
Contact Hours per week	2 Hours	Practical Credits	1
Formative Assessment Marks	10	Summative Assessment Marks	15

**Course Outcomes (COs):**

CO1: Record video and audio using mobile devices  
 CO2: Use apps for editing and publishing journalistic content  
 CO3: Produce short-form mobile news content  
 CO4: Collaborate on multimedia storytelling using mobile tools  
 CO5: Follow MoJo ethics and best practices

<b>Units</b>	<b>Practical Contents:</b>	<b>Hours</b>
<b>Unit 1</b>	Mobile News Production: Shooting video interviews, b-roll footage, voice-over recording. Mobile scripting and sequencing.	<b>08 Hrs</b>
<b>Unit 2</b>	Mobile Editing & Publishing: Use of apps like Kinemaster, InShot, Mojo, etc. Publishing stories on YouTube/Instagram/Reels.	<b>08 Hrs</b>

#### **Course Articulation Matrix:**

<b>Course Outcome s (COs)</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
CO1	2	-	3	2	-	-	-	-	-	-	-	-
CO2	2	-	3	3	-	-	-	-	-	-	-	-
CO3	3	-	3	3	-	-	-	-	-	-	-	-
CO4	2	-	3	2	-	-	-	-	-	-	-	-
CO5	1	-	2	-	2	-	-	-	-	-	-	-

#### **Pedagogy: Teaching Strategies**

- Hands-on workshops with mobile gear
- Storyboarding and field assignments
- Peer review of mobile news packages
- Publishing content on social platforms

#### **Rigorous Assessment and Evaluation: Formative Assessment for Practical**

<b>Assessment Occasion/Type</b>	<b>Marks</b>
Mobile Story Submission	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

# **SEMESTER VI**

## Semester VI

VI SEM	JMCP11-TE1	Feature writing and translation	3	80	20	100	3
	JMCP11-PE1	Writing and translation	2	20	5	25	1
	JMCP12-TE2	Introduction to cinema	3	80	20	100	3
	JMCP12-PE2	Writing film reviews	2	20	5	25	1
	JMCP13-TE3	Digital Journalism	3	80	20	100	3
	JMCP13-PE3	Writing for digital media	2	20	5	25	1
	JMCP14-TE4	Media Management	3	80	20	100	3
	JMCP14-PE4	Case study	2	20	5	25	1

## SEMESTER VI

Program Name	<b>BA</b>	Semester	<b>6</b>
Course Title	<b>Feature writing and translation</b>		
Course Code	JMCP11-TE1	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

### Course structure for BA Journalism

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Comprehend about feature writing CO2: Learn about writing reviews CO3: Understand the concept of freelancing CO4: Know the techniques of translation CO5: Analyse the problems of media translation

Contents		
<b>Unit 1</b>	<b>Feature writing:</b> Definitions, Types of features, News story and articles, Planning and process of feature writing, Principles of feature writing. Photo feature.	15 Hrs
<b>Unit 2</b>	<b>Reviews and freelancing:</b> Principles of Book review, film review, stage plays and TV programmes, Freelancing meaning, Qualities of a freelancer, Scope of freelancing. Trend in freelancing.	10 Hrs
<b>Unit 3</b>	<b>Translation:</b> Understanding translation, types of translation: translator's role, qualities of a translator, translation tools, Media translation: the basic problems of media translation.	10 Hrs
<b>Unit 4</b>	<b>Translation process:</b> Analysis of Text, Approach, Language Functions, Process of translation, Translation techniques, Difference between literary and news translation.	10 Hrs

### References

1. Rao, K., & Ramadurai, C. (2021). Everything you wanted to know about freelance journalism (but didn't know whom to ask). Westland.
2. Kumar, A. (2021). Writing is easy. HarperCollins India.
3. Mukherjee, S. (2018). Translation as discovery and other essays on Indian literature in English translation. Orient BlackSwan.



### Web References

4. Feature writing and Translation. Accessed from <https://journalism.university/writing-and-editing-for-print-media/effective-media-translation-strategies/>
5. What is feature writing. Accessed from <https://journalism.university/writing-and-editing-for-print-media/effective-media-translation-strategies/>

### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	<b>BA</b>	Semester	<b>6</b>
Course Title	<b>Writing and translation</b>	Practical Credits	<b>1</b>
Course Code	JMCP11-PE1	Contact Hours/Week	<b>2</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Learn the techniques of writing features CO2: review books, films, stage plays and tv programs CO3: Learn techniques of translation CO4: translate from regional language to English CO5: translate from English to regional language

Practical Contents		
<b>Unit 1</b>	Writing features, Writing reviews of book, film, stage play and tv program.	<b>08 Hrs</b>
<b>Unit 2</b>	Translation from regional language to English, English to regional language (5 Copies each)	<b>08 Hrs</b>

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)**

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Hands on training, inquiry-based learning, Use of digital tools and platforms for teaching. For practical exercises students will be enabled to undertake practical exercises maintaining record book for the formative and summative evaluation.

**Rigorous Assessment and Evaluation:** Formative and summative assessments

Formative Assessment for Practical	
Assessment Occasion/Type	Marks
Test	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Introduction to Cinema</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP12-TE2</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

<b>Course Outcomes (COs):</b>
CO1: Understand cinema as a form of art, communication, and culture CO2: Learn the history and evolution of cinema globally and in India CO3: Explore different genres, movements, and film theories CO4: Analyse narrative structure, mise-en-scène, and editing techniques CO5: Critically examine the role of cinema in society

**Course Structure and Contents:**

Unit	Title	Topics Covered	Hours
Unit 1	<b>Cinema as Art and Communication:</b>	Nature and characteristics of cinema; Cinema as an artistic and narrative medium; Film as a form of mass communication; Cinema and mass/popular culture; Cultural consumption of film, Impact of cinema in society.	15 Hrs
Unit 2	<b>History of Cinema:</b>	Early experiments; Development of silent cinema; Advent of sound; Brief history of world cinema, Evolution of Indian cinema, studio system, growth of regional cinema; Brief history of Kannada cinema	10 Hrs
Unit 3	<b>Genres:</b>	Film genres: drama, comedy, horror, musical, sci-fi, thriller; Scientific fiction.	10 Hrs
Unit 4	<b>Film appreciation:</b>	Film reviews: Structure of film reviews, Reviewing cinema in directions point of view, music and cinematographic point of view. Film awards and festivals.	10 Hrs

**References:**

1. Bordwell, D., & Thompson, K. (2016). *Film art: An introduction* (11th ed.). McGraw-Hill Education.
2. Bazin, A. (2005). *What is cinema?* (H. Gray, Trans.). University of California Press. (Original work published 1967)
3. Monaco, J. (2009). *How to read a film: Movies, media, and beyond* (4th ed.). Oxford University Press.
4. Rajadhyaksha, A., & Willemen, P. (1999). *Encyclopaedia of Indian cinema* (2nd ed.). Oxford University Press & British Film Institute.
5. Prasad, M. M. (1998). *Ideology of the Hindi film: A historical construction*. Oxford University Press.

**Web References:**

- <https://www.filmcomment.com/>
- <https://www.sensesofcinema.com/>
- <https://www.imdb.com/>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	-	-	-	-	-	-	-	-	-
CO2	3	-	2	-	-	-	-	-	-	-	-	-
CO3	3	-	2	-	-	-	-	-	-	-	-	-
CO4	2	-	3	2	-	-	-	-	-	-	-	-
CO5	2	-	2	1	1	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Film screenings and class analysis
- Thematic lectures on genres and theories
- Discussions on film reviews and critiques
- Case studies of iconic films

**Rigorous Assessment and Evaluation: Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Film Review/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

**Summative Assessment:**

Written exam (film history, theory, and analysis) – 80 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Writing Film Reviews</b>	Course Code	<b>JMCP12-PE2</b>
Contact Hours per week	<b>2 Hours</b>	Practical Credits	<b>1</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

**Course Outcomes (COs):**

CO1: Understand the structure and elements of a film review  
 CO2: Evaluate films based on narrative, acting, direction, and technical aspects  
 CO3: Apply critical film theory to popular and art-house cinema  
 CO4: Develop writing styles suitable for print, web, and social media  
 CO5: Engage in ethical, fair, and well-reasoned critique of cinematic content

**Practical Contents:**

<b>Unit 1</b>	Film Viewing and Analysis: Weekly screening of feature films/documentaries followed by group discussion.	<b>08 Hrs</b>
<b>Unit 2</b>	Review Writing Practice: Write at least 5 film reviews	<b>08 Hrs</b>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	2	2	-	-	-	-	-	-	-	-
CO4	2	-	3	-	-	-	-	-	-	-	-	-
CO5	1	-	2	1	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Film screenings and post-viewing analysis
- Comparative reviews (critics vs student writing)
- Peer editing workshops
- Writing for print vs digital platforms
- Ethical critique guidelines

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Film Review Drafts	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Digital Journalism</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP13-TE3</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

**Course Outcomes (COs):**

CO1: Understand the structure and nature of digital journalism  
 CO2: Learn content creation and curation for web platforms  
 CO3: Explore interactive storytelling formats (infographics, live blogs, timelines)  
 CO4: Understand algorithms, metrics, SEO, and audience engagement  
 CO5: Critically assess ethical issues and misinformation in digital journalism

**Course Structure and Contents:**

Unit	Title	Topics Covered	Hours
<b>Unit 1</b>	<b>Introduction to Digital Journalism:</b>	Definition and characteristics of digital journalism; Evolution from traditional to online journalism; Key differences from legacy media; Role of multimedia in digital journalism.	15 Hrs
<b>Unit 2</b>	<b>Content Formats:</b>	Understanding digital content types: blogs, vlogs, podcasts, listicles, live blogs, reels; Web writing styles – inverted pyramid, Social media content formats.	10 Hrs
<b>Unit 3</b>	<b>Digital Platforms and Analytics:</b>	Role of platforms – websites, YouTube, Facebook, Instagram, X (formerly Twitter); Use of tools like Google Trends, Meta Business Suite, TweetDeck.	10 Hrs
<b>Unit 4</b>	<b>Ethics and Challenges:</b>	Journalism ethics in the digital era; Misinformation, disinformation, and fake news; Sensationalism and clickbait; AI in content curation.	10 Hrs

**References:**

1. Hermida, A. (2014). *Tell everyone: Why we share and why it matters*. Doubleday Canada.
2. Ward, M. (2002). *Journalism online*. Focal Press.
3. Bradshaw, P., & Rohumaa, L. (2017). *The online journalism handbook: Skills to survive and thrive in the digital age* (2nd ed.). Routledge.
4. Greenwood, S., & Cleary, J. (2011). *Online journalism ethics: Traditions and transitions*. Routledge.
5. Godin, S. (2020). *The practice: Shipping creative work*. Portfolio/Penguin.

### Web References:

- <https://www.niemanlab.org/>
- <https://www.journalism.co.uk/>
- <https://www.firstdraftnews.org/>

### Course Articulation Matrix:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-
CO4	1	-	2	2	2	-	-	-	-	-	-	-
CO5	2	-	2	-	2	-	-	-	-	-	-	-

### Pedagogy: Teaching Strategies

- Blogging exercises and live tweeting
- SEO training and analytics demo
- Content curation practice
- Case studies on misinformation and fact-checking

### Rigorous Assessment and Evaluation: Formative Assessment for Theory

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
SEO/Blog Writing Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

### Summative Assessment:

Written exam covering digital formats, ethics, and metrics – 80 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Writing for Digital Media</b>	Course Code	<b>JMCP13-PE3</b>
Contact Hours per week	<b>4 Hours</b>	Practical Credits	<b>2</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>40</b>

### Course Outcomes (COs):

CO1: Understand web writing formats and platforms  
CO2: Create content for blogs, news portals, and social media  
CO3: Apply writing techniques for audience engagement  
CO4: Incorporate visuals and multimedia elements in storytelling  
CO5: Use SEO strategies and analytics tools to improve reach

**Practical Contents:**

<b>Unit 1</b>	Web Writing Practice: Articles for blogs/news portals; tweets, posts, reels, short videos.	<b>8 Hrs</b>
<b>Unit 2</b>	Content Performance Tools: Create multimedia stories using images, short videos, memes.	<b>8 Hrs</b>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	3	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	2	-	-	-	-	-	-	-	-
CO4	2	-	2	3	-	-	-	-	-	-	-	-
CO5	1	-	3	2	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Writing workshops for web content
- Live analysis of trending stories
- Content creation in small groups
- Peer feedback via digital publishing platforms

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Digital Story Assignment	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Media Management</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP14-TE4</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

**Course Outcomes (COs):**

CO1: Understand the structure of media organisations  
 CO2: Learn planning, budgeting, and HR in media houses  
 CO3: Examine management models in print, TV, radio, and digital media  
 CO4: Understand revenue models and media economics  
 CO5: Explore legal, ethical, and technological issues in managing media

**Course Structure and Contents:**

Unit	Title	Topics Covered	Hours
Unit 1	<b>Media Organisation Structures:</b>	Types of media Organization – print, broadcast, digital, OTT platforms; Ownership patterns – public, private, joint ventures, cross-media ownership; Corporate media houses vs. independent/startup models; Conglomerates and monopolies in media.	15 Hrs
Unit 2	<b>Media Planning and Operations:</b>	Basics of media business planning; Budgeting processes – capital and operational expenses; Human resource planning and staff management; Newsroom operations and programming workflows; Scheduling for broadcast and digital content; Production cycles.	10 Hrs
Unit 3	<b>Revenue Models and Strategy:</b>	Revenue streams – advertising; direct and programmatic, subscriptions; freemium, paywall, content syndication, licensing and franchising;	10 Hrs
Unit 4	<b>Media Laws and Challenges:</b>	Legal frameworks affecting media business – FDI norms in media, Media audits and compliance.	10 Hrs

**References:**

1. Albarran, A. B. (2010). *Management of electronic and digital media* (4th ed.). Wadsworth Cengage Learning.
2. Herrick, D. F. (2012). *Media management in the age of giants: Business dynamics of journalism* (2nd ed.). University of New Mexico Press.
3. Kohli-Khandekar, V. (2021). *The Indian media business: Pandemic and after* (5th ed.). SAGE Publications India.
4. Doyle, G. (2013). *Media ownership: The economics and politics of convergence and concentration in the UK and European media* (2nd ed.). SAGE Publications.
5. Mukherjee, A., Ghosh, A., & Chaturvedi, S. (2005). *FDI in India's media sector: Policy and regulation* (Working Paper No. 165). Indian Council for Research on International Economic Relations (ICRIER).

**Web References:**

- <https://www.businessinsider.in/>
- <https://mib.gov.in/>
- <https://www.exchange4media.com/>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	3	-	2	-	-	-	-	-	-	-
CO3	2	-	3	1	-	-	-	-	-	-	-	-
CO4	1	-	3	-	2	-	-	-	-	-	-	-
CO5	2	-	2	2	1	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Case analysis of Indian and global media houses
- Media budgeting and planning simulations
- Group presentations on ownership trends
- Strategic thinking exercises



**Rigorous Assessment and Evaluation: Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Case Study/Presentation	5
Attendance	5
<b>Total</b>	<b>20</b>

**Summative Assessment:**

Written exam with case-based and conceptual questions – 80 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Case Study</b>	Course Code	<b>JMCP14-PE4</b>
Contact Hours per week	<b>2 Hours</b>	Practical Credits	<b>1</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

**Course Outcomes (COs):**

CO1: Select and formulate a case study in a media-related domain  
 CO2: Collect and analyse relevant data using observation/interviews  
 CO3: Interpret media practices through theoretical frameworks  
 CO4: Prepare a structured academic report  
 CO5: Present findings and defend methodology in viva

**Practical Contents:**

<b>Unit 1</b>	Case Study: Prepare report on organization and revenue models.	<b>8 Hrs</b>
<b>Unit 2</b>	Write report on FDI in India.	<b>8 Hrs</b>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	3	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-
CO4	2	-	2	2	-	-	-	-	-	-	-	-
CO5	2	-	2	-	-	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Independent and guided case study work
- Peer discussion and methodology refinement
- Use of templates for report structure
- Viva voce and feedback from panel

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Proposal + Mid-Report	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments – 15 marks

# **Deep Specialization**

## **SEMESTER V**

## Deep Specialization

### Semester V

V SEM	JMCP7-TE1	Media Laws and Ethics	3	80	20	100	3
	JMCP7-PE1	Case study on media laws and ethics	2	20	5	25	1
	JMCP8-TE2	Media and Society	3	80	20	100	3
	JMCP8-PE2	Field study	2	20	5	25	1
	JMCP9-TE3	Advertising and Public Relation	3	80	20	100	3
	JMCP9-PE3	Ad copy writing and PR tool development	2	20	5	25	1
	JMCP10-TE4	Mobile Journalism	3	80	20	100	3
	JMCP10-PE4	Media content production using mobile	2	20	5	25	1
	JMCP11-TE4	Television Programmes Production	3	80	20	100	3
	JMCP11-PE4	Television Programmes Production	2	20	5	25	1
	JMCP12-TE4	Data Journalism	3	80	20	100	3
	JMCP12-PE4	Data Journalism	2	20	5	25	1

**DEEP SPECIALIZATION**  
**Semester V**

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Media Laws and Ethics</b>		
Course Code	JMCP7-TE1	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

Course Outcomes (Cos): After the successful completion of the course, the students will be able to

CO1: Comprehend about constitutional provisions for media

CO2: Learn about media related laws

CO3: Understand the broadcasting laws

CO4: Know the concept of self-regulation

CO5: Analyse the ethical issues of media

**Course structure for BA Journalism**

<b>Contents</b>		
<b>Unit 1</b>	<b>Constitution and Media:</b> Fundamental rights, Directive principles of state policy; Freedom of the press, Reasonable restrictions, Concept of social responsibility, Parliamentary privileges. Concept of PIL	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Media and Laws:</b> Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Right to privacy, Obscenity laws, Copyright act, Right to Information. Press Council of India and journalistic code of ethics.	<b>10 Hrs</b>
<b>Unit 3</b>	<b>Broadcasting Laws:</b> Prasar Bharati Act, Cable TV Network (Regulation) Act, Cinematography Act and Film Censorship, Self-regulation and NBDA, BCCC, Information technology act.	<b>10 Hrs</b>
<b>Unit 4</b>	<b>Ethical issues:</b> Media bias, Hate Speech, Fake news, Trial by media, Pressures on media freedom, Media advocacy	<b>10 Hrs</b>

**References**

- 1) Neelamalar, M. (2009). Media law and ethics. PHI Learning Pvt. Ltd..
- 2) Nanda, V. (2018). Media laws and ethics: An introduction to legal and ethical issues in journalism. Kanishka Publishers & Distributors.
- 3) Aggarwal, S. K. (2019). Media and ethics. Shipra Publications.
- 4) Shrivastava, K. M. (2005). Media ethics: Veda to Gandhi & beyond. Publications Division, Ministry of Information and Broadcasting, Government of India.
- 5) Nanda, V. (2010). Law of journalism and mass communication. Centrum Press.
- 6) Sahay, M. (2011). Media law and ethics. Wisdom Press.

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- 8) Kumar K. J., (2020). *Mass Communication in India*. Jaico Publishing House.
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- Media, Ethics and Laws - Journalism University. Accessed from <https://journalism.university/media-ethics-and-laws/>.
- Media Laws and Ethics - Online Courses Swayam. Accessed from [https://onlinecourses.swayam2.ac.in/cec21\\_ge29/preview](https://onlinecourses.swayam2.ac.in/cec21_ge29/preview)

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	20
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Case Study</b>		
Course Code	<b>JMCP7-PE1</b>	Practical Credits	<b>1</b>
Contact Hours per week	<b>2 Hours</b>	Duration of Exam	<b>–</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

<b>CO Code</b>	<b>Course Outcome</b>
CO1	Understand the structure and purpose of case studies in media and communication.
CO2	Identify and select relevant real-world case examples from media practice.
CO3	Analyse communication strategies used in various media case studies.
CO4	Evaluate the impact and implications of media actions or campaigns.
CO5	Develop and present case study reports using journalistic and academic formats.

<b>Unit</b>	<b>Title</b>	<b>Content Description</b>	<b>Hours</b>
<b>Unit 1</b>	<b>Case studies:</b> Write case studies on contempt of court, Sedition, defamation, obscenity		08 hrs
<b>Unit 2</b>	<b>Case studies:</b> Write case studies on media bias, hate speech, media trial, Fake news		08 hrs

#### **Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes**

<b>COs \ POs</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

#### **Pedagogy: Teaching Strategies**

- Hands-on training, inquiry-based learning
- Peer review and collaborative analysis
- Use of digital archives, academic and journalistic databases
- Students will be required to maintain a case study file/record for both formative and summative evaluation.

#### **Rigorous Assessment and Evaluation: Formative Assessment for Practical**

<b>Assessment Occasion/Type</b>	<b>Marks</b>
Test	5
Attendance	5
Total	10

**Summative Assessment for Practical:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>V</b>
Course Title	<b>Media and Society</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP6-T</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>
Course Outcomes (COs):			
CO1: Understand the relationship between media and society CO2: Examine the sociological impact of media on audiences CO3: Critically analyse media representations of class, gender, and caste CO4: Understand the role of media in shaping public opinion and culture CO5: Assess the influence of new media on social structures			

#### Course Structure and Contents:

Unit	Topics Covered	Hours
<b>Unit 1</b>	<b>Introduction to Media and Society:</b> Nature and scope of mass media; Media as a social institution; Media and modernity; Media's influence on social norms and values.	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Media and Social Reality:</b> Media's role in construction of social reality; Identity formation through media; Representation of gender, caste, class, religion, and minorities in Indian media.	<b>10 Hrs</b>
<b>Unit 3</b>	<b>Media and Public Opinion:</b> Role of media in shaping political discourse and public opinion; Media in elections, policy framing, and governance	<b>10 Hrs</b>
<b>Unit 4</b>	<b>Digital Media and Society:</b> Rise of digital and social media; social media as the new public sphere; Cyber activism and online political movements; Filter bubbles and echo chambers; Digital divide and access disparities	<b>10 Hrs</b>

#### References:

- 1) McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage Publications.
- 2) Kumar, K. J. (2020). *Mass communication in India* (5th ed.). Jaico Publishing House.
- 3) Kothari, C. R. (2004). *Research methodology: Methods & techniques* (2nd rev. ed.). New Age International.
- 4) Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future* (7th ed.). Cengage Learning.
- 5) van Dijk, J. A. G. M. (2020). *The network society* (4th ed.). Sage Publications.

#### Web References:

- <https://journals.sagepub.com/home/mcs>
- <https://www.sciencedirect.com/journal/telecommunications-policy>
- <https://mediasmarts.ca/>

#### Course Articulation Matrix:

Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	2	-	-	-	-	-	-	-	-
CO2	2	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	1	-	-	-	-	-	-	-	-
CO4	2	-	3	-	2	-	-	-	-	-	-	-
CO5	1	-	2	2	-	-	-	-	-	-	-	-



### Pedagogy: Teaching Strategies

- Thematic lectures and class debates and case study analysis of media coverage
- Media logbooks and journal reviews
- Group presentations on identity and representation
- Use of digital news analysis tools

### Formative Assessment for Theory

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Presentation/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

### Summative Assessment:

Written exam (3 hours) based on theoretical frameworks and real-world applications – 80 marks

Program Name	<b>BA</b>	Semester	<b>V</b>
Course Title	<b>Field Study</b>	Course Code	<b>JMCP8-PE2</b>
Contact Hours per week	<b>2 Hours</b>	Practical Credits	<b>1</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>
<b>Course Outcomes (COs):</b>			
CO1: Conduct field-based observation and data gathering CO2: Interact with community members and stakeholders CO3: Apply media research techniques in real-world settings CO4: Document field experiences in a structured format CO5: Reflect critically on media's role in community engagement			

### Practical Contents:

<b>Unit 1</b>	Field Exposure: Visit media organisations/NGOs/PR agencies/government offices to observe communication strategies and write reports.	<b>08 Hrs</b>
<b>Unit 2</b>	Documentation and Reflection: Maintain field diary/logbook, prepare a report and presentation based on visit observations and stakeholder interactions.	<b>08 Hrs</b>

**Course Articulation Matrix:**

Course Outcomes (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	3	-	3	2	-	-	-	-	-	-	-	-
CO2	2	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	2	-	-	-	-	-	-	-	-
CO4	2	-	2	-	1	-	-	-	-	-	-	-
CO5	2	-	2	-	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Experiential learning through field visits
- Reflective journaling and logbook writing
- Interviewing and observation tasks
- Group presentations and discussions on field learnings

**Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Field Report	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Advertising and Public Relations</b>		
Course Code	JMCP9-TE3	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

**Course structure for BA Journalism**

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Comprehend about objectives and functions of advertising CO2: Learn about role of media in marketing activities CO3: Understand the concept of public relations and its significance CO4: Know the tools of public relations CO5: Analyse the emerging trends and advertising and PR

Contents		
<b>Unit 1</b>	<b>Advertising:</b> Meaning, Definitions, objectives, functions and significance. Evolution of advertising in India. advertising agencies, advertising campaign. Emerging trends in advertising, AAAI	<b>15 Hrs</b>
<b>Unit 2</b>	<b>Advertising types and production:</b> Types of advertising, , Media mix. Media buying, Media planning, Brand management, advertising and society, Advertising and gender issues, Ethical issues in advertising, ASCI	<b>10 Hrs</b>
<b>Unit 3</b>	<b>Public Relations:</b> Meaning and definitions, Brief history, Principles, Objectives, Significance, Functions, Process. Publics of PR, Corporate social responsibility. Functions and responsibilities of PRO.	<b>10 Hrs</b>
<b>Unit 4</b>	<b>PR Tools:</b> Internal and external communication, Handling media relations, Public opinion, Publicity, Propaganda, Advertising, Lobbying, PRSI and PR ethics.	<b>10 Hrs</b>

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- 1) Parameswaran, M. G. (2015). Nawabs, nudes, noodles: India through 50 years of advertising. Westland Publications.
- 2) Pandey, P. (2015). Pandeymonium. HarperCollins India.
- 3) Sengupta, S. (1990). Brand positioning: Strategies for competitive advantage. Tata McGraw- Hill Education.
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- 5) Chunawalla, S. A., & Sethia, K. C. (2008). Foundations of advertising: Theory and practice. Himalaya Publishing House.
- 6) Vachani, J. (2007). Public relations management in media and journalism. Kanishka Publishers.
- 7) Mehta, D. S. (2002). Handbook of public relations in India. Allied Publishers.
- 8) Kumar K. J., (2020). *Mass Communication in India*. Jaico Publishing House.
- 9) Patil, S., & Prabhu, A. (2023). The pursuit of reputation: Contemporary public relations in India. Westland Business.

### Web References

- 1) Advertising and Public relations. Accessed from [https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/2/PG\\_M.A.\\_Journalism%20and%20Mass%20Communication\\_309%2022\\_Advertising%20and%20PR\\_MAJ%20&%20mass%20comm.pdf](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/2/PG_M.A._Journalism%20and%20Mass%20Communication_309%2022_Advertising%20and%20PR_MAJ%20&%20mass%20comm.pdf)
- 2) eGyanKosh. <http://egyankosh.ac.in/bitstream/123456789/7608/1/Unit-2.pdf>

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)**

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Ad copywriting and PR tool development</b>	Practical Credits	<b>1</b>
Course Code	JMCP9-PE3	Contact Hours/Week	<b>2</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Learn the techniques of writing advertising copies for newspaper and radio CO2: Write advertising copies for TV and digital media CO3: Learn to write the press releases CO4: Understand techniques of preparing publicity material CO5: Learn designing media kits

Practical Contents		
<b>Unit 1</b>	Writing ad copies for newspaper, TV, radio and digital media	<b>8 Hrs</b>
<b>Unit 2</b>	Writing press releases and publicity material,	<b>8 Hrs</b>

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)**

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Hands on training, inquiry-based learning, Use of digital tools and platforms for teaching. For practical exercises students will be enabled to undertake practical exercises maintaining record book for the formative and summative evaluation.

**Rigorous Assessment and Evaluation:** Formative and summative assessments

Formative Assessment for Practical	
Assessment Occasion/Type	Marks
Test	5
Attendance	5
<b>Total</b>	10

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>V</b>
Course Title	<b>Mobile Journalism</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP10-TE4</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

Course Outcomes (COs):
CO1: Understand the concept and scope of mobile journalism (MoJo) CO2: Learn to use smartphones and apps for news production CO3: Write, shoot, and edit journalistic stories using mobile devices CO4: Analyse the credibility, ethics, and challenges of MoJo CO5: Explore mobile-first platforms and content formats

**Course Structure and Contents:**

Unit	Title	Topics Covered	Hours
Unit 1	<b>Introduction to Mobile Journalism:</b>	Definition and evolution of Mobile Journalism (MoJo); MoJo in the context of digital-first newsrooms; Benefits – speed, flexibility, cost-effectiveness; Limitations – quality, battery life, screen size; Comparison with traditional broadcast journalism.	15 Hrs
Unit 2	<b>Tools and Techniques:</b>	Mobile journalism equipment: smartphones, external microphones, tripods, monopods, gimbals, lights; Mobile apps for video/audio recording, editing : Kinemaster, LumaFusion, Mojo, InShot ; Live reporting tools and social media platforms.	10 Hrs
Unit 3	<b>Storytelling with MoJo:</b>	Visual storytelling techniques; Writing concise and mobile-friendly scripts; Planning with storyboards; Capturing B-roll and sequencing visuals; Voiceover techniques; Interviewing with a smartphone.	10 Hrs
Unit 4	<b>Ethics and Challenges:</b>	Ethical considerations in mobile journalism: consent, privacy, representation; Verification of content and fact-checking; Managing mobile data and battery in the field; Copyright and attribution; Dealing with misinformation and fake news.	10 Hrs

**References:**

- Burum, I., & Quinn, S. (2020). *The Mojo Handbook: Theory to praxis* (1st ed.). Routledge.
- Montgomery, R. (2018). *Smartphone video storytelling* (1st ed.). Routledge.
- Egan, M. (2016). *Introduction to mobile journalism: Making films with smartphones* (1st ed.). Routledge.
- Quinn, S. (2021). *Mobile journalism in the Asian region*. Routledge.

**Web References:**

- <https://mobilejournalismmanual.com/>
- <https://training.npr.org/category/mobile-journalism/>
- <https://mojofest.com/>

**Course Articulation Matrix:**

Course Outcome s (COs)	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	2	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	3	-	3	3	-	-	-	-	-	-	-	-
CO4	1	-	2	-	2	-	-	-	-	-	-	-
CO5	2	-	3	2	-	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Demonstrations of mobile journalism tools
- Field assignments and peer reviews
- Screenings and deconstruction of MoJo reports
- Live production and publishing simulations
- Use of editing and publishing apps in class

**Rigorous Assessment and Evaluation: Formative Assessment for Theory**

<b>Assessment Occasion/Type</b>	<b>Marks</b>
Test -1	5
Test -2	5
Field Story Pitch/Presentation	5
Attendance	5
<b>Total</b>	<b>20</b>

<b>Summative Assessment:</b> <b>Written exam based on MoJo tools, formats, ethics, and news writing – 80 marks</b>	
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<b>Program Name</b>	<b>BA</b>	<b>Semester</b>	<b>V</b>
<b>Course Title</b>	<b>Media Content Production Using Mobile</b>	<b>Course Code</b>	JMCP10-PE4
<b>Contact Hours per week</b>	2 Hours	<b>Practical Credits</b>	1
<b>Formative Assessment Marks</b>	10	<b>Summative Assessment Marks</b>	15

Course Outcomes (COs):

CO1: Record video and audio using mobile devices  
CO2: Use apps for editing and publishing journalistic content  
CO3: Produce short-form mobile news content  
CO4: Collaborate on multimedia storytelling using mobile tools  
CO5: Follow MoJo ethics and best practices

<b>Units</b>	<b>Practical Contents:</b>	<b>Hours</b>
<b>Unit 1</b>	Mobile News Production: Shooting video interviews, b-roll footage, voice-over recording. Mobile scripting and sequencing.	<b>08 Hrs</b>
<b>Unit 2</b>	Mobile Editing & Publishing: Use of apps like Kinemaster, InShot, Mojo, etc. Publishing stories on YouTube/Instagram/Reels.	<b>08 Hrs</b>

#### Course Articulation Matrix:

<b>Course Outcome s (COs)</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>	<b>PO1 0</b>	<b>PO1 1</b>	<b>PO1 2</b>
CO1	2	-	3	2	-	-	-	-	-	-	-	-
CO2	2	-	3	3	-	-	-	-	-	-	-	-
CO3	3	-	3	3	-	-	-	-	-	-	-	-
CO4	2	-	3	2	-	-	-	-	-	-	-	-
CO5	1	-	2	-	2	-	-	-	-	-	-	-

#### Pedagogy: Teaching Strategies

- Hands-on workshops with mobile gear
- Storyboarding and field assignments
- Peer review of mobile news packages
- Publishing content on social platforms



### Rigorous Assessment and Evaluation: Formative Assessment for Practical

Assessment Occasion/Type	Marks
Mobile Story Submission	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Television Programmes Production</b>		
Course Code	<b>JMCP11-TE4</b>	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

#### Course Outcomes (COs)

- CO1 Understand the structure and types of television programmes.
- CO2 Learn scripting techniques for different TV formats.
- CO3 Comprehend production planning and studio operations.
- CO4 Analyse the roles of technical crew in production.
- CO5 Evaluate post-production and packaging techniques for TV.

#### Course Structure and Contents:

Unit	Content Description	Hours
<b>Unit 1</b>	<b>Introduction to Television:</b> History of TV, nature and types of TV programmes: News, talk shows, fiction, reality, edutainment.	15 Hrs
<b>Unit 2</b>	<b>Script and Pre-production:</b> Storyboarding, scripting for TV, rundown, shot division, production design, budgeting.	10 Hrs
<b>Unit 3</b>	<b>Production Techniques:</b> Camera operations, lighting, audio recording, studio vs. outdoor setup, direction techniques.	10 Hrs
<b>Unit 4</b>	<b>Post-production and Packaging:</b> Editing, transitions, special effects, graphics, mixing, formatting and final output.	10 Hrs

#### References

1. Zettl, H. (2014). *Television production handbook* (12th ed.). Cengage Learning.
2. Millerson, G., & Owens, J. (2012). *Television production* (15th ed.). Focal Press.
3. Burrows, T. D., Gross, L. S., & Wood, L. (2008). *Television production: Disciplines and techniques* (12th ed.). McGraw-Hill Education.
4. Owens, J., & Millerson, G. (2016). *Video production handbook* (6th ed.). Routledge.
5. Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production* (6th ed.). Focal Press.
6. Arner, A. (1995). *Directing television: A professional survival guide*. Wadsworth Publishing.

## Web References

1. <https://www.nios.ac.in/media/documents/vocational/television/TV%20Production%20Techniques.pdf>
2. <https://unesdoc.unesco.org/ark:/48223/pf0000148311>
3. <https://www.mediacollege.com/video/>
4. <https://www.pbs.org/education/>
5. <https://swayam.gov.in/>
6. <https://www.bbc.co.uk/academy>

## Course Articulation Matrix

COs \ POs	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

## Pedagogy

- Interactive lectures, studio-based demonstrations, audio-visual screenings
- Script writing, editing software tools, production equipment
- Group scripting, direction analysis, critical review of TV shows

## Assessment Structure

### a) Formative Assessment for Theory

Assessment Occasion/Type	Marks
Test – 1	5
Test – 2	5
Seminar / Presentation / Assignments	5
Attendance	5
<b>Total</b>	<b>20</b>

### b) Summative Assessment

Component	Marks
End Semester Exam	80

Program Name	<b>BA</b>	Semester	<b>5</b>
Course Title	<b>Television Programmes Production</b>		
Course Code	<b>JMCP11-PE4</b>	Practical Credits	<b>1</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	–
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

## Course Outcomes (COs)

CO Code	Course Outcome
CO1	Plan and execute television programme formats.
CO2	Prepare scripts and shoot schedules.
CO3	Operate basic production equipment like camera, mic, lights.
CO4	Edit and package a short television segment.
CO5	Present final TV programme as a group project.

## Practical Content Table

Unit	Content Description	Hours
Unit 1	<b>Studio Orientation &amp; Planning:</b> Introduction to studio setup, roles, production planning, rundown preparation.	8 Hrs
Unit 2	<b>Programme Execution &amp; Editing:</b> Team-based shooting of talk show, news bulletin. Editing and packaging the final programme.	8 Hrs

## Course Articulation Matrix

COs \ POs	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

## Pedagogy and Teaching Strategies

- Hands-on studio production, scripting exercises, camera practice
- Video camera, tripods, microphones, lights, editing software
- Recording bulletin, editing a PSA, group production and critique

## Assessment Structure

### a) Formative Assessment for Practical

Assessment Occasion/Type	Marks
Test	5
Attendance	5
<b>Total</b>	<b>10</b>

### b) Summative Assessment for Practical

Submission of a portfolio with prescribed assignments – 15 marks

<b>Program Name</b>	<b>BA</b>	<b>Semester</b>	<b>V(Specialization)</b>
<b>Course Title</b>	<b>Data Journalism (Theory)</b>	<b>Course Code</b>	<b>JMCP12-TE4</b>
<b>Contact Hours per week</b>	3 Hours	<b>Credits</b>	3
<b>Duration of Exam</b>	3 Hours		
<b>Summative Assessment Marks</b>	80	<b>Formative Assessment Marks</b>	20

#### Course Outcomes (COs):

CO1: Understand the scope and significance of data journalism  
CO2: Learn how to collect, clean, and interpret datasets  
CO3: Apply data visualization techniques for news reporting  
CO4: Use tools like Excel, Google Sheets, and basic coding platforms  
CO5: Examine ethical concerns and data transparency in journalism

#### Course Structure and Contents:

<b>Unit</b>	<b>Topics Covered</b>	<b>Hours</b>
<b>Unit 1</b>	<b>Introduction to Data Journalism:</b> Evolution of data journalism; Scope and significance in the digital age; Data journalism vs. traditional journalism; Role of data in modern storytelling.	15 Hrs
<b>Unit 2</b>	<b>Data Collection and Cleaning:</b> Data sources – government portals, RTI, open data platforms: data.gov.in, World Bank, etc, APIs; Scraping basics; Data cleaning techniques using spreadsheets: Excel, Google Sheets.	10 Hrs
<b>Unit 3</b>	<b>Data Analysis:</b> Understanding datasets—identifying trends, patterns, correlations, and outliers; Ethical use of data.	10 Hrs
<b>Unit 4</b>	<b>Data Visualization:</b> Principles of effective data visualization; Types of visual formats – bar charts, pie charts, maps, heatmaps, timelines.	10 Hrs

#### References:

1. Gray, J., Bounegru, L., & Chambers, L. (Eds.). (2012). *The data journalism handbook: How journalists can use data to improve the news*. O'Reilly Media.
2. Bradshaw, P. (2019). *Data journalism heist: Investigative techniques to uncover hidden data*. Leanpub.
3. Lohr, S. (2015). *Data-ism: The revolution transforming decision making, consumer behavior, and almost everything else*. HarperBusiness.
4. Cairo, A. (2012). *The functional art: An introduction to information graphics and visualization*. New Riders.
5. Cohen, S. (2014). *Numbers in the newsroom: Using math and statistics in news* (2nd ed.). Investigative Reporters and Editors (IRE).

#### Web References:

- <https://datajournalism.com/>
- <https://flourish.studio/>
- <https://thevisualagency.com/>

**Course Articulation Matrix:**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	3	-	2	-	-	-	-	-	-	-	-	-
CO2	2	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-
CO4	1	-	2	2	2	-	-	-	-	-	-	-
CO5	1	-	2	-	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Interactive lectures and case analysis
- Hands-on demonstrations of visualization tools
- Dataset-driven story pitches
- Collaborative interpretation of public datasets

**Rigorous Assessment and Evaluation: Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Data Story Pitch or Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

**Summative Assessment:**

Written exam – 80 marks

Program Name	BA	Semester	V(Specialization)
<b>Course Title</b>	Data Journalism (Practical)	<b>Course Code</b>	JMCP12-PE4
<b>Contact Hours per week</b>	2 Hours	<b>Practical Credits</b>	1
<b>Formative Assessment Marks</b>	10	<b>Summative Assessment Marks</b>	15

**Course Outcomes (COs):**

CO1: Access and clean real datasets  
 CO2: Perform basic data analysis and develop data-driven story angles  
 CO3: Create visualizations using appropriate tools  
 CO4: Draft and publish one or more data journalism stories  
 CO5: Apply transparency and ethical considerations in handling data

**Practical Contents:**

<b>Unit 1</b>	Working with Data: Access data from official sources (data.gov.in, WHO, RTI responses), clean data in Excel/Google Sheets.	<b>8 Hrs</b>
<b>Unit 2</b>	Story Creation and Visualization: Create bar charts, line graphs, pie charts, maps using tools . Write a 500–700 word data story.	<b>8 Hrs</b>

**Course Articulation Matrix:**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO1	3	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	3	-	-	-	-	-	-	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-
CO4	2	-	3	3	-	-	-	-	-	-	-	-
CO5	1	-	2	-	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Practice using real-time datasets
- Peer review and data presentation
- Software tool-based instruction (Flourish, Tableau, Excel)
- Focus on ethical reporting and data sourcing

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Dataset Assignment	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments- 15 marks

# **Deep Specialization**

## **SEMESTER VI**

## Deep Specialization

### Semester VI

VI SEM	JMCP13- TE1	Feature writing and translation	4	80	20	100	3
	JMCP13- PE1	Writing and translation	2	20	5	25	1
	JMCP14- TE2	Introduction to cinema	4	80	20	100	3
	JMCP14- PE2	Writing film reviews	2	20	5	25	1
	JMCP15- TE3	Digital Journalism	4	80	20	100	3
	JMCP15- PE3	Writing for digital media	2	20	5	25	1
	JMCP16- TE4	Media Management	4	80	20	100	3
	JMCP16- TE4	Case study on media management	2	20	5	25	1
	JMCP17- TE4	Media Literacy	4	80	20	100	3
	JMCP17- TE4	Fact checking exercises	2	20	5	25	1
	JMCP18- TE4	Writing for Media	4	80	20	100	3
	JMCP18- TE4	Content writing	2	20	5	25	1
<b>All papers are compulsory</b>							



## SEMESTER VI

Program Name	<b>BA</b>	Semester	<b>6</b>
Course Title	<b>Feature writing and translation</b>		
Course Code	JMCP11-TE1	No. of Credits	<b>3</b>
Contact Hours per week	<b>3 Hours</b>	Duration of Exam	<b>3 Hours</b>
Formative Assessment Marks	<b>20</b>	Summative Assessment Marks	<b>80</b>

### Course structure for BA Journalism

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Comprehend about feature writing CO2: Learn about writing reviews CO3: Understand the concept of freelancing CO4: Know the techniques of translation CO5: Analyse the problems of media translation

Contents		
<b>Unit 1</b>	<b>Feature writing:</b> Definitions, Types of features, News story and articles, Planning and process of feature writing, Principles of feature writing. Photo feature.	15 Hrs
<b>Unit 2</b>	<b>Reviews and freelancing:</b> Principles of Book review, film review, stage plays and TV programmes, Freelancing meaning, Qualities of a freelancer, Scope of freelancing. Trend in freelancing.	10 Hrs
<b>Unit 3</b>	<b>Translation:</b> Understanding translation, types of translation: translator's role, qualities of a translator, translation tools, Media translation: the basic problems of media translation.	10 Hrs
<b>Unit 4</b>	<b>Translation process:</b> Analysis of Text, Approach, Language Functions, Process of translation, Translation techniques, Difference between literary and news translation.	10 Hrs

### References

- 1) Rao, K., & Ramadurai, C. (2021). Everything you wanted to know about freelance journalism (but didn't know whom to ask). Westland.
- 2) Kumar, A. (2021). Writing is easy. HarperCollins India.
- 3) Mukherjee, S. (2018). Translation as discovery and other essays on Indian literature in English translation. Orient BlackSwan.

### Web References

- 1) Feature writing and Translation. Accessed from <https://journalism.university/writing-and-editing-for-print-media/effective-media-translation-strategies/>
- 2) What is feature writing. Accessed from <https://journalism.university/writing-and-editing-for-print-media/effective-media-translation-strategies/>

### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	-	-	-	-	-	3	-	-	-	-	-
CO3	1	-	3	-	-	-	-	-	-	-	-	-
CO4	1	-	3	-	-	-	-	-	-	-	-	-
CO5	2	3	3	3	-	-	-	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning.

**Rigorous Assessment and Evaluation:** Formative and summative assessments.

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Seminars/Presentations/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>
<b>Formative Assessment as per SEP guidelines are compulsory</b>	

Program Name	<b>BA</b>	Semester	<b>6</b>
Course Title	<b>Writing and translation</b>	Practical Credits	<b>1</b>
Course Code	JMCP11-PE1	Contact Hours/Week	<b>2</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

Course Outcomes (Cos): After the successful completion of the course, the students will be able to

- CO1: Learn the techniques of writing features  
 CO2: review books, films, stage plays and tv programs  
 CO3: Learn techniques of translation  
 CO4: translate from regional language to English  
 CO5: translate from English to regional language

<b>Practical Contents</b>		
<b>Unit 1</b>	Writing features, Writing reviews of book, film, stage play and tv program.	<b>08 Hrs</b>
<b>Unit 2</b>	Translation from regional language to English, English to regional language (5 Copies each)	<b>08 Hrs</b>

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-12)**

Course Outcomes (COs)	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
CO1	2	-	1	-	-	-	-	-	-	-	-	-
CO2	-	-	1	3	-	-	3	-	-	-	-	-
CO3	-	-	1	3	-	-	3	-	-	-	-	-
CO4	-	-	1	3	-	-	3	-	-	-	-	-
CO5	-	-	1	3	-	-	3	-	-	-	-	-

**Pedagogy:** Teaching Strategies: Hands on training, inquiry-based learning, Use of digital tools and platforms for teaching. For practical exercises students will be enabled to undertake practical exercises maintaining record book for the formative and summative evaluation.

**Rigorous Assessment and Evaluation:** Formative and summative assessments

<b>Formative Assessment for Practical</b>	
<b>Assessment Occasion/Type</b>	<b>Marks</b>
Test	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Introduction to Cinema</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP12-TE2</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

<b>Course Outcomes (COs):</b>
CO1: Understand cinema as a form of art, communication, and culture CO2: Learn the history and evolution of cinema globally and in India CO3: Explore different genres, movements, and film theories CO4: Analyse narrative structure, mise-en-scène, and editing techniques CO5: Critically examine the role of cinema in society

**Course Structure and Contents:**

Unit	Topics Covered	Hours
<b>Unit 1</b>	<b>Cinema as Art and Communication:</b> Nature and characteristics of cinema; Cinema as an artistic and narrative medium; Film as a form of mass communication; Cinema and mass/popular culture; Cultural consumption of film, Impact of cinema in society.	15 Hrs
<b>Unit 2</b>	<b>History of Cinema:</b> Early experiments; Development of silent cinema; Advent of sound; Brief history of world cinema, Evolution of Indian cinema, studio system, growth of regional cinema; Brief history of Kannada cinema	10 Hrs
<b>Unit 3</b>	<b>Genres:</b> Film genres: drama, comedy, horror, musical, sci-fi, thriller; Scientific fiction.	10 Hrs
<b>Unit 4</b>	<b>Film appreciation:</b> Film reviews: Structure of film reviews, Reviewing cinema in directions point of view, music and cinematographic point of view. Film awards and festivals.	10 Hrs

**References:**

- 1) Bordwell, D., & Thompson, K. (2016). *Film art: An introduction* (11th ed.). McGraw-Hill Education.
- 2) Bazin, A. (2005). *What is cinema?* (H. Gray, Trans.). University of California Press. (Original work published 1967)
- 3) Monaco, J. (2009). *How to read a film: Movies, media, and beyond* (4th ed.). Oxford University Press.
- 4) Rajadhyaksha, A., & Willemen, P. (1999). *Encyclopaedia of Indian cinema* (2nd ed.). Oxford University Press & British Film Institute.
- 5) Prasad, M. M. (1998). *Ideology of the Hindi film: A historical construction*. Oxford University Press.

**Web References:**

- <https://www.filmcomment.com/>
- <https://www.sensesofcinema.com/>
- <https://www.imdb.com/>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	-	-	-	-	-	-	-	-	-
CO2	3	-	2	-	-	-	-	-	-	-	-	-
CO3	3	-	2	-	-	-	-	-	-	-	-	-
CO4	2	-	3	2	-	-	-	-	-	-	-	-
CO5	2	-	2	1	1	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Film screenings and class analysis
- Thematic lectures on genres and theories
- Discussions on film reviews and critiques
- Case studies of iconic films

**Rigorous Assessment and Evaluation: Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Film Review/Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

**Summative Assessment:**

Written exam (film history, theory, and analysis) – 80 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Writing Film Reviews</b>	Course Code	<b>JMCP12-PE2</b>
Contact Hours per week	<b>2 Hours</b>	Practical Credits	<b>1</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

**Course Outcomes (COs):**

CO1: Understand the structure and elements of a film review  
 CO2: Evaluate films based on narrative, acting, direction, and technical aspects  
 CO3: Apply critical film theory to popular and art-house cinema  
 CO4: Develop writing styles suitable for print, web, and social media  
 CO5: Engage in ethical, fair, and well-reasoned critique of cinematic content

**Practical Contents:**

<b>Unit 1</b>	Film Viewing and Analysis: Weekly screening of feature films/documentaries followed by group discussion.	<b>08 Hrs</b>
<b>Unit 2</b>	Review Writing Practice: Write at least 5 film reviews	<b>08 Hrs</b>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	2	2	-	-	-	-	-	-	-	-
CO4	2	-	3	-	-	-	-	-	-	-	-	-
CO5	1	-	2	1	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Film screenings and post-viewing analysis
- Comparative reviews (critics vs student writing)
- Peer editing workshops
- Writing for print vs digital platforms
- Ethical critique guidelines

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Film Review Drafts	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:** Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Digital Journalism</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP13-TE3</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

**Course Outcomes (COs):**

CO1: Understand the structure and nature of digital journalism  
 CO2: Learn content creation and curation for web platforms  
 CO3: Explore interactive storytelling formats (infographics, live blogs, timelines)  
 CO4: Understand algorithms, metrics, SEO, and audience engagement  
 CO5: Critically assess ethical issues and misinformation in digital journalism

**Course Structure and Contents:**

Unit	Title	Topics Covered	Hours
<b>Unit 1</b>	<b>Introduction to Digital Journalism:</b>	Definition and characteristics of digital journalism; Evolution from traditional to online journalism; Key differences from legacy media; Role of multimedia in digital journalism.	15 Hrs
<b>Unit 2</b>	<b>Content Formats:</b>	Understanding digital content types: blogs, vlogs, podcasts, listicles, live blogs, reels; Web writing styles – inverted pyramid, Social media content formats.	10 Hrs
<b>Unit 3</b>	<b>Digital Platforms and Analytics:</b>	Role of platforms – websites, YouTube, Facebook, Instagram, X (formerly Twitter); Use of tools like Google Trends, Meta Business Suite, TweetDeck.	10 Hrs
<b>Unit 4</b>	<b>Ethics and Challenges:</b>	Journalism ethics in the digital era; Misinformation, disinformation, and fake news; Sensationalism and clickbait; AI in content curation.	10 Hrs

**References:**

- 1) Hermida, A. (2014). *Tell everyone: Why we share and why it matters*. Doubleday Canada.
- 2) Ward, M. (2002). *Journalism online*. Focal Press.
- 3) Bradshaw, P., & Rohumaa, L. (2017). *The online journalism handbook: Skills to survive and thrive in the digital age* (2nd ed.). Routledge.
- 4) Greenwood, S., & Cleary, J. (2011). *Online journalism ethics: Traditions and transitions*. Routledge.
- 5) Godin, S. (2020). *The practice: Shipping creative work*. Portfolio/Penguin.

### Web References:

- <https://www.niemanlab.org/>
- <https://www.journalism.co.uk/>
- <https://www.firstdraftnews.org/>

### Course Articulation Matrix:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-
CO4	1	-	2	2	2	-	-	-	-	-	-	-
CO5	2	-	2	-	2	-	-	-	-	-	-	-

### Pedagogy: Teaching Strategies

- Blogging exercises and live tweeting
- SEO training and analytics demo
- Content curation practice
- Case studies on misinformation and fact-checking

### Rigorous Assessment and Evaluation: Formative Assessment for Theory

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
SEO/Blog Writing Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

### Summative Assessment:

Written exam covering digital formats, ethics, and metrics – 80 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Writing for Digital Media</b>	Course Code	<b>JMCP13-PE3</b>
Contact Hours per week	<b>4 Hours</b>	Practical Credits	<b>2</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>40</b>

### Course Outcomes (COs):

CO1: Understand web writing formats and platforms  
CO2: Create content for blogs, news portals, and social media  
CO3: Apply writing techniques for audience engagement  
CO4: Incorporate visuals and multimedia elements in storytelling  
CO5: Use SEO strategies and analytics tools to improve reach

**Practical Contents:**

<b>Unit 1</b>	Web Writing Practice: Articles for blogs/news portals; tweets, posts, reels, short videos.	<b>8 Hrs</b>
<b>Unit 2</b>	Content Performance Tools: Create multimedia stories using images, short videos, memes.	<b>8 Hrs</b>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	3	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	2	-	-	-	-	-	-	-	-
CO4	2	-	2	3	-	-	-	-	-	-	-	-
CO5	1	-	3	2	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Writing workshops for web content
- Live analysis of trending stories
- Content creation in small groups
- Peer feedback via digital publishing platforms

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Digital Story Assignment	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments – 15 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Media Management</b>		
Contact Hours per week	<b>3 Hours</b>	Course Code	<b>JMCP14-TE4</b>
Duration of Exam	<b>3 Hours</b>	Credits	<b>3</b>
Summative Assessment Marks	<b>80</b>	Formative Assessment Marks	<b>20</b>

**Course Outcomes (COs):**

CO1: Understand the structure of media organisations  
 CO2: Learn planning, budgeting, and HR in media houses  
 CO3: Examine management models in print, TV, radio, and digital media  
 CO4: Understand revenue models and media economics  
 CO5: Explore legal, ethical, and technological issues in managing media



**Course Structure and Contents:**

Unit	Title	Topics Covered	Hours
Unit 1	<b>Media Organisation Structures:</b>	Types of media Organization – print, broadcast, digital, OTT platforms; Ownership patterns – public, private, joint ventures, cross-media ownership; Corporate media houses vs. independent/startup models; Conglomerates and monopolies in media.	15 Hrs
Unit 2	<b>Media Planning and Operations:</b>	Basics of media business planning; Budgeting processes – capital and operational expenses; Human resource planning and staff management; Newsroom operations and programming workflows; Scheduling for broadcast and digital content; Production cycles.	10 Hrs
Unit 3	<b>Revenue Models and Strategy:</b>	Revenue streams – advertising; direct and programmatic, subscriptions; freemium, paywall, content syndication, licensing and franchising;	10 Hrs
Unit 4	<b>Media Laws and Challenges:</b>	Legal frameworks affecting media business – FDI norms in media, Media audits and compliance.	10 Hrs

**References:**

- 1) Albarran, A. B. (2010). *Management of electronic and digital media* (4th ed.). Wadsworth Cengage Learning.
- 2) Herrick, D. F. (2012). *Media management in the age of giants: Business dynamics of journalism* (2nd ed.). University of New Mexico Press.
- 3) Kohli-Khandekar, V. (2021). *The Indian media business: Pandemic and after* (5th ed.). SAGE Publications India.
- 4) Doyle, G. (2013). *Media ownership: The economics and politics of convergence and concentration in the UK and European media* (2nd ed.). SAGE Publications.
- 5) Mukherjee, A., Ghosh, A., & Chaturvedi, S. (2005). *FDI in India's media sector: Policy and regulation* (Working Paper No. 165). Indian Council for Research on International Economic Relations (ICRIER).

**Web References:**

- <https://www.businessinsider.in/>
- <https://mib.gov.in/>
- <https://www.exchange4media.com/>

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	3	-	2	-	-	-	-	-	-	-
CO3	2	-	3	1	-	-	-	-	-	-	-	-
CO4	1	-	3	-	2	-	-	-	-	-	-	-
CO5	2	-	2	2	1	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Case analysis of Indian and global media houses
- Media budgeting and planning simulations

- Group presentations on ownership trends
- Strategic thinking exercises

### **Rigorous Assessment and Evaluation: Formative Assessment for Theory**

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Case Study/Presentation	5
Attendance	5
<b>Total</b>	<b>20</b>

### **Summative Assessment:**

Written exam with case-based and conceptual questions – 80 marks

Program Name	<b>BA</b>	Semester	<b>VI</b>
Course Title	<b>Case Study on media management</b>	Course Code	<b>JMCP14-PE4</b>
Contact Hours per week	<b>2 Hours</b>	Practical Credits	<b>1</b>
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	<b>15</b>

### **Course Outcomes (COs):**

CO1: Select and formulate a case study in a media-related domain  
 CO2: Collect and analyse relevant data using observation/interviews  
 CO3: Interpret media practices through theoretical frameworks  
 CO4: Prepare a structured academic report  
 CO5: Present findings and defend methodology in viva

### **Practical Contents:**

<b>Unit 1</b>	Case Study: Prepare report on organization and revenue models.	<b>8 Hrs</b>
<b>Unit 2</b>	Write report on FDI in India.	<b>8 Hrs</b>

### **Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	3	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-
CO4	2	-	2	2	-	-	-	-	-	-	-	-
CO5	2	-	2	-	-	-	-	-	-	-	-	-

## Pedagogy: Teaching Strategies

- Independent and guided case study work
- Peer discussion and methodology refinement
- Use of templates for report structure
- Viva voce and feedback from panel

## Rigorous Assessment and Evaluation: Formative Assessment for Practical

Assessment Occasion/Type	Marks
Proposal + Mid-Report	5
Attendance	5
<b>Total</b>	<b>10</b>

### Summative Assessment:

Submission of a portfolio with prescribed assignments – 15 marks

Program Name	BA	Semester	VI (Specialization)
Course Title	Media Literacy (Theory)		
Contact Hours per week	3 Hours	Course Code	JMCP17-TE4
Duration of Exam	3 Hours	Credits	3
Summative Assessment Marks	80	Formative Assessment Marks	20

### Course Outcomes (COs):

CO1: Understand key concepts and importance of media literacy  
CO2: Identify bias, misinformation, and propaganda in media content  
CO3: Analyse media ownership, agenda setting, and representation  
CO4: Evaluate content across digital, print, and broadcast platforms  
CO5: Develop critical thinking skills to become informed media consumers and producers

### Course Structure and Contents:

Unit	Topics Covered	Hours
Unit 1	<b>Introduction to Media Literacy:</b> Definition, evolution, relevance in digital democracy. Core concepts – media constructs reality, values, and ideologies.	15 Hrs
Unit 2	<b>Media Bias and Stereotypes:</b> Detecting bias, stereotypes in news and entertainment media. Political, gender, class, and regional representation.	10 Hrs
Unit 3	<b>Media Ownership and Influence:</b> Concentration of media power, role of advertisers, editorial independence, public vs private media.	10 Hrs
Unit 4	<b>Digital Literacy and Information Ethics:</b> Fake news, echo chambers, clickbait, algorithmic feeds, responsible consumption and sharing.	10 Hrs

### References:

1. Potter, W. J. (2018). *Media literacy* (9th ed.). SAGE Publications.
2. Hobbs, R. (2011). *Digital and media literacy: Connecting culture and classroom*. Corwin.

3. Tyner, K. (1998). *Literacy in a digital world: Teaching and learning in the age of information*. Lawrence Erlbaum Associates.
4. Livingstone, S. (2005). *Audiences and publics: When cultural engagement matters for the public sphere*. Intellect Books.
5. UNESCO. (2011). *Media and information literacy curriculum for teachers*. United Nations Educational, Scientific and Cultural Organization.

#### Web References:

- <https://medialiteracy.org/>
- <https://unesco.org/themes/media-and-information-literacy>
- <https://www.newslit.org/>

#### Course Articulation Matrix:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	2	-	-	-	-	-	-	-	-	-
CO2	2	-	3	2	2	-	-	-	-	-	-	-
CO3	2	-	2	3	-	-	-	-	-	-	-	-
CO4	2	-	3	3	2	-	-	-	-	-	-	-
CO5	1	-	3	2	2	-	-	-	-	-	-	-

#### Pedagogy: Teaching Strategies

- Deconstruction of real media content
- Comparative analysis across platforms
- Group debates on misinformation and influence
- Use of fact-checking and verification tools
- Role plays and media critique exercises

#### Rigorous Assessment and Evaluation: Formative Assessment for Theory

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Media Critique Assignment	5
Attendance	5
<b>Total</b>	<b>20</b>

#### Summative Assessment:

Theory exam – 80 marks

Program Name	<b>BA</b>	Semester	<b>VI (Specialization)</b>
Course Title	<b>Fact Checking Exercises (Practical)</b>	Course Code	<b>JMCP17-PE4</b>
Contact Hours per week	<b>2 Hours</b>	Practical Credits	1
Formative Assessment Marks	<b>10</b>	Summative Assessment Marks	15

**Course Outcomes (COs):**

CO1: Understand fact-checking principles and techniques  
CO2: Identify misinformation, disinformation, and malinformation  
CO3: Use verification tools to validate sources and images  
CO4: Analyse real-world examples of media manipulation  
CO5: Conduct and present independent fact-checking reports

**Practical Contents:**

Unit	Title	Topics Covered	Hours
<b>Unit 1</b>	<b>Fact-Checking Fundamentals:</b>	Explore types of false information. Learn to verify images, videos, URLs, timestamps, and social posts using tools like Google Reverse Image Search, InVID, FactCheck.org, Alt News.	8 Hrs
<b>Unit 2</b>	<b>Fact-Check Project:</b>	Select 2–3 online claims, verify them using multiple tools. Write and present fact-checking reports with sources and screenshots.	8 Hrs

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	3	-	2	-	-	-	-	-	-	-
CO2	2	-	3	3	2	-	-	-	-	-	-	-
CO3	2	-	3	3	2	-	-	-	-	-	-	-
CO4	2	-	3	2	-	-	-	-	-	-	-	-
CO5	3	-	3	2	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Hands-on use of verification tools
- Debunking false narratives using actual cases
- Peer review of reports
- Critical examination of viral content

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Fact-check Submission	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments – 15 marks

Program Name	BA	Semester	VI (Specialization)
Course Title	Writing for Media (Theory)	Course Code	JMCP18-TE4
Contact Hours per week	3 Hours	Credits	3
Duration of Exam	3 Hours	Formative Assessment Marks	20
Summative Assessment Marks	80		

#### Course Outcomes (COs):

CO1: Understand writing conventions for various media platforms  
CO2: Learn writing styles for news, features, opinion, and advertising  
CO3: Apply language economy, clarity, and tone appropriate to media content  
CO4: Explore the structure and flow of print, broadcast, and digital copy  
CO5: Analyse and edit media content for audience impact

#### Course Structure and Contents:

Unit	Topics Covered	Hours
Unit 1	<b>Writing Basics:</b> Types of media writing – news, feature, review, editorial, advertorial.	15 Hrs
Unit 2	<b>Writing for Print Media:</b> Structure of a news story, feature, editorial; headlines, intros, leads, and body copy.	10 Hrs
Unit 3	<b>Writing for Electronic Media:</b> Scripting for radio and TV – news bulletins, promos, talk shows, interviews.	10 Hrs
Unit 4	<b>Writing for Online Media:</b> Hypertext, SEO headlines, blog structure, tweets, web leads, multimedia-friendly writing.	10 Hrs

#### References:

1. Stovall, J. G. (2014). *Writing for the mass media* (9th ed.). Pearson.
2. Rodman, G. (2011). *Mass media in a changing world: History, industry, controversy* (3rd ed.). McGraw-Hill Education.
3. Thomas, R. (2006). *Writing for broadcast journalists*. Routledge.
4. Paterno, S., & Stein, M. L. (2005). *The news writer's handbook: An introduction to journalism*. Oxford University Press.
5. Vasudev, A. (2008). *Making news, breaking news, her own way*. Roli Books.

#### Web References:

- <https://newswriting.rocks/>
- <https://www.poynter.org/>
- <https://www.writingcooperative.com/>

#### Course Articulation Matrix:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	2	-	-	-	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-	-	-	-	-	-

CO3	2	-	3	3	-	-	-	-	-	-	-	-
CO4	2	-	2	3	-	-	-	-	-	-	-	-
CO5	2	-	3	2	-	-	-	-	-	-	-	-

### Pedagogy: Teaching Strategies

- Writing exercises across media formats
- Group critique and editing sessions
- Real-time rewriting activities
- Exposure to samples from top media outlets
- Peer feedback on writing drafts

### Rigorous Assessment and Evaluation: Formative Assessment for Theory

Assessment Occasion/Type	Marks
Test -1	5
Test -2	5
Assignment (feature/news)	5
Attendance	5
<b>Total</b>	<b>20</b>

### Summative Assessment:

Written exam based on writing styles, formats, examples – 80 marks

Program Name	BA	Semester	VI (Specialization)
<b>Course Title</b>	Content Writing (Practical)	<b>Course Code</b>	JMCP18-PE4
<b>Contact Hours per week</b>	2 Hours	<b>Practical Credits</b>	1
<b>Formative Assessment Marks</b>	10	<b>Summative Assessment Marks</b>	15

### Course Outcomes (COs):

CO1: Plan and write content for websites, social media, and blogs  
CO2: Develop marketing and branding-oriented copy  
CO3: Create engaging headlines, CTAs, and product descriptions  
CO4: Apply tone, grammar, and clarity based on platform/audience  
CO5: Edit, optimize, and present content for online publication

### Practical Contents:

Unit	Topics Covered	Hours
<b>Unit 1</b>	<b>Content Writing Practice:</b> Social media posts, product descriptions, ad copy, infographics, and microblogs.	8 Hrs
<b>Unit 2</b>	<b>Editing and Optimization:</b> Grammar checks, SEO keyword integration.	8Hrs

**Course Articulation Matrix:**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	3	-	-	-	-	-	-	-	-	-
CO2	2	-	3	2	-	-	-	-	-	-	-	-
CO3	2	-	2	3	-	-	-	-	-	-	-	-
CO4	2	-	3	2	-	-	-	-	-	-	-	-
CO5	2	-	2	2	2	-	-	-	-	-	-	-

**Pedagogy: Teaching Strategies**

- Real-time content development tasks
- Writing for platforms like Instagram, blogs, and brand websites
- Feedback through peer reviews
- Use of free writing and content calendars

**Rigorous Assessment and Evaluation: Formative Assessment for Practical**

Assessment Occasion/Type	Marks
Content Portfolio	5
Attendance	5
<b>Total</b>	<b>10</b>

**Summative Assessment:**

Submission of a portfolio with prescribed assignments – 15 marks



## Scheme for Theory and Practical Exam (Effective from 2024-2025) SEP

### 1. Scheme for Theory Examination

Total Marks 100: I. Continuous Internal Assessment (CIA)- 20 Marks

II. End Semester Examination (ESE)- 80 Marks

#### I. Continuous Internal Assessment (CIA): Marks: 20

Two tests of 5 marks each with proper record for assessment : 10 Marks

Assignment/Seminars : 5 Marks

Attendance : 5 Marks

Distribution of Marks for Attendance

Sl.No	% of Attendance	Marks
1	75-80	1
2	81-85	2
3	86-90	3
4	91-95	4
5	95-96	5

#### II. End Semester Examination (ESE)

Time 3 Hours Marks: 80

Section A: Answer any 10 of the following

Number of questions 12, Number 1 to 12 2X10=20

Section B: Answer any 4 of the following 5X4=20

Number of questions 6, numbers 13 to 18

Section C: Answer any four of the following 10X4=40

Number of questions 6, numbers 19 to 24

## 2. Scheme for End Semester Examination – Practical

Total Marks 50: A. Continuous Internal Assessment (CIA)- 10 Marks

B. End Semester Examination (ESE)- 40 Marks

### A. Continuous Internal Assessment (CIA)

10

**Marks** One practical test for 5 marks with proper record for assessment : 5 Marks

Attendance : 5 Marks

Distribution of Marks for Attendance

Sl.No	% of Attendance	Marks
1	75-80	1
2	81-85	2
3	86-90	3
4	91-95	4
5	95-96	5

### B. End Semester Examination

Time: 3 Hours

Marks: 40

Question No	Experiment	Marks
1-4	Answer any three out of 4 questions of 10 marks each	10X3=30
Record book		10

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