



BENGALURU NORTH UNIVERSITY

TAMAKA, KOLAR- 563103

Curriculum/Syllabus
for
Undergraduate Programme

Bachelor of Arts

With three Major Subject combination

Choice Based Credit System
As per State Education Policy - Karnataka

Major Subject: JOURNALISM

Faculty of Arts

(With Effect from Academic Year 2024-25)



BANGALORE NORTH UNIVERSITY

Curriculum Framework for Three Years

Undergraduate Programme in BA

Journalism as one of the major subject




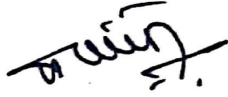


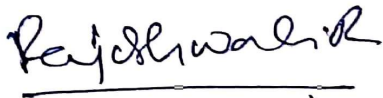

BA Journalism Syllabus

To be implemented from the Academic year 2024-25

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

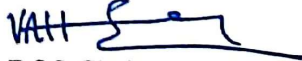
The Board of Studies meeting was convened on 20th July 2024 at 2.30 PM at Bangalore North University. The Board of Studies discussed and unanimously approved course titles for all 6 semesters of BA Journalism, and model syllabus for I and II semesters of BA Journalism and to implement the new syllabus from the academic year 2024-25.

Members Present

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

Place: Bangalore

Date: 20-07-2024


BOS Chairperson
Dr. Vahini
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	4	80	20	100	3
	JMCP1-P	Communication skills	4	40	10	50	2
II SEM	JMCP2-T	Basics of audio-visual media	4	80	20	100	3
	JMCP2-P	Audio-visual communication	4	40	10	50	2
III SEM	JMCP3-T	Reporting and Editing	4	80	20	100	3
	JMCP3-P	Reporting and editing	4	40	10	50	2
IV SEM	JMCP4-T	Media laws and management	4	80	20	100	3
	JMCP4-P	Photography	4	40	10	50	2
V SEM	JMCP5-T	Advertising and Public relation	4	80	20	100	4
	JMCP6-TE1	Mobile Journalism	4	80	20	100	4
	JMCP6-TE2	Introduction to cinema	4	80	20	100	4
VI SEM	JMCP7-T	Feature writing and translation	4	80	20	100	4
	JMCP8-TE1	Social media management	4	80	20	100	4
	JMCP8-TE2	Digital Journalism	4	80	20	100	4

Program Name	BA	Semester	1
Course Title	Introduction to communication and journalism		
Course Code	JMCP1-T	No. of Credits	3
Contact Hours per week	4 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 various dimensions of communication CO2: Learn about diverse models of communication CO3: Understand the concept of journalism and its functions CO4: Know the brief history of journalism in India and Karnataka CO5: Analyse the principles and techniques of communication and presentation

Contents		
Unit 1	Communication: Definition, process & functions and process of communication. characteristics of intrapersonal communication, interpersonal communication, group communication and mass communication, verbal and non-verbal. Barriers to communication	15 Hrs
Unit 2	Models of Communication: Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo, and Schramm's Mass Communication model. Public speaking and presentation; Writing, reading, speaking, listening skills: Techniques of effective communication.	15 Hrs
Unit 3	Journalism: Definition, nature, scope and functions of journalism, Qualifications, duties and responsibilities of a journalist. Types of journalism: Print journalism, Broadcast journalism, Online journalism, Citizen journalism, present trends in Journalism. Functions of journalism in democracy	15 Hrs
Unit 4	History of Journalism – A brief history of journalism in India –With special reference to J.A.Hickey – Raja Ram Mohan Roy – James silk Buckingham – Annie Besant – S.Sadananda – B.G.Horniman- MahathmaGandhi and Dr. B. R. Ambedkar. A brief history of Kannada press;Origin and Growth of Kannada Journalism in Karnataka – Major Newspapers in Karnataka – Recent Trends. Growth of the press after Independence	15 Hrs

References

1. Krishna Mohan & Meera Banerjee., (2001). *Developing Communication Skill*. McMillan India Ltd.
2. B.V. Pathak., (2018). *Communication Skill*. Nirali Prakashan. Pune.
3. A.K Jain, A.M Sheik, Pravin S.R Bhatia., (2008). *Professional Communication Skills*. S Chand Publishing. New Delhi.
4. Patri, V.R.,(2004). *Essentials of Effective Communication*. Greenspan Publications. New Delhi.
5. Kumar S., (2015). *Brilliant Communication Skills*, Oxford University Press.
6. Joshi U., (2002). *Textbook of Mass Communication and Media*. Anmol Publications Pvt. Limited.
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. Mehta D.S., (1970). *Mass Communication and journalism in India*. Allied Publishers Private Limited.

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1. Natarajan J., (2018). History of Indian Journalism. Internet Archive. Accessed from <https://dn790009.ca.archive.org/0/items/historyofindianj00nata/historyofindianj00nata.pdf>.
2. eGyanKosh. *The Indian Press*. Accessed from <https://egyankosh.ac.in/bitstream/123456789/7256/1/Unit-1.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
Total	20
Formative Assessment as per SEP guidelines are compulsory	

Program Name	BA	Semester	1
Course Title	Communication skills	Practical Credits	2
Course Code	JMCP1-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 content for newspapers and periodicals
CO2: Write reviews of news magazines and news portals
CO3: Learn presenting public speech on various issues
CO4: Understand techniques of group discussion
CO5: Learn e-mail writing and letters

Practical Contents		
Unit 1	Review of Newspapers and periodical contents: write review of any 4 newspapers along with supplements, 2 magazines, 2 news portals	15 Hrs
Unit 2	Public speaking exercises-present a public speech on a current issue, group discussion on current affairs, letter writing exercises-formal and informal letters, write email.	15 Hrs

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
Total	10

Program Name	BA	Semester	2
Course Title	Basics of Audio-Visual Media		
Course Code	JMCP2-T	No. of Credits	3
Contact Hours per week	4 Hours	Duration of Exam	3 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80

Course Outcomes (Cos): After the successful completion of the course, the students will be able to
CO1: Understand the concept of radio and its dimensions
CO2: Know various audio programme formats
CO3: Comprehend the concept of television
CO4: Evaluate various visual programme formats
CO5: Investigate different programme production techniques of radio and television

Contents		
Unit 1	Radio: Characteristics of radio, historical perspective of AIR; organizational setup; Commercial radio; Educational radio; Emerging trends; AM & FM; Community radio; Internet Radio, Status of radio in India, radio programme production techniques	15 Hrs
Unit 2	Audio Programme formats: Types of radio programmes; News, Drama, Talk, Interview, Group discussion, Rjing, Documentary, features, Special audience programme - Women and children, Farmers, Youth, labour, Sports, Phone-in programmes.	15 Hrs
Unit 3	Television: TV as medium of mass communication, characteristics; history of Indian television, Organizational setup, Private television channels in India; Educational television, Status and trends in television broadcasting, television programme production techniques.	15 Hrs
Unit 4	Visual Programme formats: News, panel discussion, interview,VJing,Soap operas, sitcoms, web series, reality shows, special audience programmes, Live and recorded programmes.	15 Hrs

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1. Barzum J.,(2002). *Simple & Direct*. London Harpar and Row.
2. Ostnous J.,(2004). *Better Paragraphs*. London Harper and Row.
3. Keller, T., & Hawkins, S. A. (2009). *Television news: A handbook for reporting, writing, shooting, editing & producing*. Holcomb Hathaway Pubs.
4. Basket, Scissors And Brooks (Eds). (2002). *Book Of Art Editing*. London, Harper And Row.
5. Joseph.,(2002). *Outlines of Editing*. New Delhi. Amol Publication.
6. Simran Kohli.,(2005). *The Radio Jockey Hand Book*. Fusion Books.
7. McLeish R., Link J.,(2015). *Radio Production*. Routledge.
8. Neelamalar M.,(2018). *Radio Programme Production*. PHI Learning Pvt. Ltd.

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1. eGyanKosh. *Radio Broadcasting: An Introduction*. Accessed from <https://egyankosh.ac.in/handle/123456789/53556>
2. eGyanKosh. *Broadcast Media: Radio and Television*. Accessed from <https://egyankosh.ac.in/bitstream/123456789/8890/1/Unit-13.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	-	-	-	-	-	-	-	-	-	-	-
CO4	2	-	2	2	-	-	-	-	-	-	-	-
CO5	2	3	2	2	-	-	-	-	-	-	-	-

Pedagogy: Teaching Strategies: Interactive Lectures, inquiry-based learning, case studies and debates. Use of digital tools and platforms for teaching and learning. For practical exercises students will be enabled to undertake practical exercises maintaining record book for the formative evaluation.

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
Total	20
Formative Assessment as per SEP guidelines are compulsory	

Program Name	BA	Semester	2
Course Title	Audio-Visual Media	Practical Credits	2
Course Code	JMCP2-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: Familiarize with script writing and presentation for audio programmes
CO2: Write and present for radio talks and interviews
CO3: Learn script writing and presentation for audio-visual programmes
CO4: Write and present for television interview and panel discussion
CO5: Master Rjing and television news reading skills

Practical Contents		
Unit 1	Script writing and presentation for audio programmes; Radio talks, Interviews, Discussions, Rjing.	15 Hrs
Unit 2	Script writing and presentation for audio-visual programmes Television news reading, television interview, Television panel discussion.	15 Hrs

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

Course Outcomes (COs)	Program Outcomes (POs)											
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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 evaluation.

Rigorous Assessment and Evaluation: Formative and summative assessments

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

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

Number of questions 6, numbers 13 to 18

5X4=20

Section C: Answer any four of the following

Number of questions 6, numbers 19 to 24

10X4=40

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
