

KUVEMPU UNIVERSITY
Department of Journalism and Mass Communication

Syllabus for the
Bachelor of Arts (BA) in
Journalism and Mass Communication
With Two Majors

(Under NEP; Effective from AY 2021-22)

Programme Objective: The course is intended to introduce the students to basic concepts and skills required in the field of journalism and communication. Besides providing a theoretical understanding of media, it is also aimed at imparting skills of professional practice in journalism and allied fields.

Programme Outcome: Students equipped with a sound understanding of professional practices and skills will be able to work in different media and allied fields.

Year I

SCHEME OF EXAMINATION

(DISCIPLINE CORE [DSC], DISCIPLINE ELECTIVE [DSE] & OPEN ELECTIVE [OE] COURSES)

Sem.	Code No.	Paper	Theory Exam Marks*	IA		Practical	Total	Credits
				Test	Others*			
I	KUJMC DSC-1	Introduction to Journalism and Mass Communication	60	20	20	50	150	6
	KUJMC OE-1	Introduction to Journalistic Practices	60	20	20	-	100	3
II	KUJMC DSC -2	Development of Print Media	60	20	20	50	150	6
	KUJMC OE-2	Writing for Print Media	60	20	20	-	100	3

Kindly Note:

Internal Assessment shall have two components – Semester Test (20 Marks) and Seminars / Presentations / Activity (10 Marks), and Case Study/ Assignments/ Field work / Project (10 Marks). The assignments shall be given to each student according to the guidelines given with the syllabus for each of the papers. Students shall submit each assignment within a deadline set by the teacher. The record book containing all assignments shall be submitted to the teacher 10 days before the last working day of the semester.

Practical works shall be submitted either in a record book or papers soft bound, or in a CD / DVD as specified in the syllabus of concerned paper. This shall be submitted to Head of the Department before the last day of the semester classes.

Bachelor of Arts in Journalism and Mass Communication

Semester 1: (Discipline Core)

INTRODUCTION TO JOURNALISM & MASS COMMUNICATION

Course Title and Code	KU JMC: DSC 1- Introduction to Journalism and Mass Communication			
Course Objectives	1.	To introduce the concepts of media and mass communication in general and journalism in particular		
	2.	To familiarize the students with different facets of journalism		
	3.	To educate the students about the role of journalism in society		
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>			
	-	To identify the distinct nature of journalism and its professional aspects, including career opportunities.		
	-	To recognize and use terms specific to media		
	-	To recognize the significance of changes in the practice of journalism		
Theory Exam Pattern	Theory 60 Marks	IA: Test 20 Marks	IA: Assignments 20 Marks	Total 100 Marks
Credits & Instruction	Theory - 4 hrs/week		Practical - 4 hrs/week	Credits: 4+2 = 6

UNIT I Journalism: Definition, nature and scope, Mass media and society: Mass media and democracy, role of a journalist in a democracy. Role of mass media in national development.

UNIT II Communication: Definition, process & functions of communication. Definition and characteristics of intra personal communication, interpersonal communication, group communication and mass communication. Types of Communication: verbal and non-verbal. Characteristics of media: Folk, print, film, broadcast, and new media.

UNIT III Models of Communication: Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo, and Schramm's Mass Communication model.

UNIT IV Communication Theories: Magic bullet, two-step flow, diffusion, Agenda setting. Normative media theories: Authoritarian, Libertarian, Soviet media, Social responsibility.

GUIDELINES FOR SEMINAR / ASSIGNMENTS (FOR 20 MARKS)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus.

Guidelines for Practicals (For 50 marks)

No	Submit the following practicals in a Record book	Marks
1	Compare the content of the front page of any two newspapers.	10
2	Select any news item and describe how it is covered in two newspapers.	10
3	Write a report based on an interview with a prominent personality.	10
4	One letter to a newspaper editor about a topical issue	10
5	Write an article on any current issue.	10

BOOKS FOR REFERENCE:

Hanson, Ralph E. (2017). *Mass Communication: Living in a media world*. New Delhi: Sage.

Rao, Shakuntala & Mudgal, Vipul (2016). *Journalism, democracy, and civil society in India* (6th Edition). New Delhi: Routledge,

Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.

Mcquail, Dennis (2010). *McQuail's Mass communication theory*. New Delhi: Sage.

Melkote, Srinivas R and Rao, Sandhya (2001). *Critical issues in communication*. New Delhi: Sage

Narula, Uma (2006). *Mass communication theory and practice*. New Delhi: Har-Anand Publications.

Vilanilam, J V. (2005). *Mass communication in India*. New Delhi: Sage.

Zhang, R. J. (2003). *Mass Communication in China: A Study of the Media and Society*. New Delhi: Sage.

gait, f. J. (2006). *Mass Communication in India: A Study of the Media and Society*. New Delhi: Sage.

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Semester 1: (Open Elective)

INTRODUCTION TO JOURNALISTIC PRACTICE

Course Title and Code	KU JMC: OE 1- Introduction to Journalistic Practice			
Course Objectives	1.	To understand journalism as a profession		
	2.	To introduce different types of journalism		
	3.	To provide a historical perspective on journalism		
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>			
	-	To pursue a journalistic career in journalism		
	-	To work in different branches of journalism		
	-	To appreciate the efforts of pioneers in journalism		
Theory Exam Pattern	Theory 60 Marks	IA: Test 20 Marks	IA: Assignments 20 Marks	Total 100 Marks
Credits & Instruction	Theory - 3 hrs/week		Practical - NIL	Credits: 3

UNIT I Definition of journalism: Nature and scope. News values. Qualities, duties, and responsibilities of reporters. Ethics of reporting. Role of journalism in society. Journalism as a profession; Career opportunities in journalism.

UNIT II First newspaper in India. James Augustus Hickey. Growth of newspapers in Indian languages. Contributions of Raja Ram Mohun Roy. James Silk Buckingham, Mahatma Gandhi. Press Freedom in India. Article 19. 1 (A). Growth of The Times of India, The Hindu.

UNIT III Growth of Kannada Journalism. Mangalooru Samachara. Contributions of M Venkatakrishnaiah, D V Gundappa, P Ramaiah. Growth of Samyukta Karnataka, Prajavani.

UNIT IV Magazine journalism, Community journalism, Investigative journalism, Development journalism, Business journalism, Radio and TV journalism and Web journalism.

Guidelines for Seminar / Assignments (For 20 marks)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE:

- Ahuja, Charanjit & Hiteshi, Bharat (2016). *Print Journalism: A Complete Book of Journalism*. New Delhi: Partridge.
- Burgh, de Hogo (2000). *Investigative journalism: Context and Practice*. New York: Routledge.
- Harrison, Jackie (2009). *News*. New York: Routledge.
- Kamath, M.V. (2002). *Professional journalism*. New Delhi: Vikas Publishing House.
- Machin, David & Niblock Sarah (2006). *News Production Theories and Practice*. New York: Routledge.
- Mencher, Melvin (2006). *Melvin Mencher's news reporting and writing*. Boston: McGraw-Hill
- Rajan, Nalini (2007). *21st Century Journalism in India*. New Delhi: Sage.
- Steen, Rob (2008). *Sports journalism*. Oxon: Routledge.
- Shrivastava, K. M. (2015). *News reporting and editing*. New Delhi: Sterling.
- Scanlan, Chip & Craig, Richard (2013). *News writing and reporting: The complete guide for today's journalist*. Oxford: Oxford University Press.

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Semester 2: (Discipline Core)

DSC 2: DEVELOPMENT OF PRINT MEDIA

Course Title and Code	KU JMC: DSC 2- Development of Print Media			
Course Objectives	1.	To introduce the origin and development of print media.		
	2.	To provide a broad understanding of the social and political contexts of the growth of media in India.		
	3.	To familiarize with the significant contributions of eminent journalists and newspapers.		
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>			
	-	To understand the history of newspapers and magazines.		
	-	To know the importance of print media.		
	-	To learn from the practices and values associated with prominent journals and journalists.		
Theory Exam Pattern	Theory 60 Marks	IA: Test 20 Marks	IA: Assignments 20 Marks	Total 100 Marks
Credits & Instruction	Theory - 4 hrs/week		Practical - 4 hrs/week	Credits: 4+2 = 6

UNIT I Development of printing in India. Newspapers in India before independence: Contribution of James Augustus Hickey, James Silk Buckingham, Serampore missionaries. Raja Rammohan Roy. The first war of Indian independence and the Press.

UNIT II Freedom struggle and the Press: B G Tilak, Ghosh brothers, S. Sadanand, Mahatma Gandhi, Annie Besant, B G Horniman.

UNIT III Major Indian newspapers: The Times of India, The Hindustan Times, The Statesman, The Hindu, The Indian Express.

UNIT IV Development of Kannada Journalism: Hermann Moegling, M Venkatakrishnaiah, T T Sharma, Mohare Hanumantha Rao, D V Gundappa. Major Kannada Dailies: Samyukta Karnataka, Prajavani, Kannada Prabha, Udayavani, Vijaya Karnataka. Growth of online Kannada journalism. The present status of Kannada Journalism.

Guidelines for Seminar / Assignments (For 20 marks)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus.

Guidelines for Practicals (For 50 marks)

No	Submit the following practicals in a Record book	Marks
1	Write a personality profile of any famous Journalist	10
2	Write an analytical article on attacks on journalist in India	10
3	Write an article on the key features of a newspaper	10
4	Write an article on the key features of a magazine	10
5	Write a comparative analysis of Sunday supplements of any two newspapers.	10

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Semester 2: (Open Elective) **OE 2: WRITING FOR PRINT MEDIA**

Course Title and Code	KU JMC: OE 2- Writing for Print Media			
Course Objectives	1.	To introduce various writing styles.		
	2.	To familiarize with journalistic writing.		
	3.	To impart skills in news / feature writing.		
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>			
	-	To write articles and features for print media.		
	-	To use professional skills in structuring and presenting news and features.		
	-	To write with social concern.		
Theory Exam Pattern	Theory 60 Marks	IA: Test 20 Marks	IA: Assignments 20 Marks	Total 100 Marks
Credits & Instruction	Theory - 3 hrs/week		Practical - NIL	Credits: 3

UNIT I Fundamentals of journalistic writing. News: definition, elements, news values. Structure of a news story: headline, lead and body of the story. News gathering skills. News sources.

UNIT II Writing articles for newspapers: Writing columns, different types of columns. Challenges in column writing. Syndicating.

UNIT III Writing features. Types of features: Human interest, travel, historical personality, writing for target groups and special interest audience.

UNIT IV Reviewing for media: Arts, cinema, theatre, books. Freelancing: Avenues and challenges, advantages and pitfalls of freelancing.

Guidelines for Seminar / Assignments (For 20 marks)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus such as: Article / Feature / News Stories / Letters to the Editor / Review of a book - film - play (drama).

BOOKS FOR REFERENCE:

- Ahuja, Charanjit & Hiteshi, Bharat (2016). *Print Journalism: A Complete Book of Journalism*. New Delhi: Partridge.
- Bruce, Garrison (2004). *Professional feature writing*. New Jersey: Lawrence Erlbaum Associates. Inc. Publishers.
- Buchwald, Barry Dev (2008). *The art of column writing*. Oak Park: Marion Street Press.Inc.
- Grundy, Bruce, Hirst, Martin (2012). *So you want to be a journalist* (Second edition). New York: Cambridge University Press
- Lee, Carolyn (2004). *Power prose: Writing skills for the media age*. Victoria: Hardic Grant Books.
- Rao, Meera Raghavendra N. (2012). *Feature writing* (Second edition). New Delhi: PHI.
- Wheeler, Sharon (2009). *Feature writing for journalists*. New York. Routledge.
- Whitaker, Richard W, Ramsey E Janet & Smith, D Ronald (2009). *Media writing*. New York: Routledge.
- Whitaker, Richard W. (2012). *Media writing: Print, broadcast, and public relations*. New York: Routledge.
- Shrivastava, K. M. (2015). *News reporting and editing*. New Delhi: Sterling.

Appendix-B

Proposed Question Paper Model

**BA DEGREE EXAMINATION
JOURNALISM**

Paper:

Time: 3 hours

Maximum Marks: 60

Answer any five questions. (10 marks each)

(10X4 = 40)

1. **Define Journalism.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Write notes on any FOUR of the following.

(4X5 = 20)

7. **Discuss the role of Journalism in a democracy.**

- 7.
- 8.
- 9.
- 10.
- 11.
- 12.