



Sri Krishnadevaraya University, Ballari

Department of Journalism and Mass Communication



Four Year Honour's Programme

Structure and Syllabus

Journalism and Mass Communication to be introduced under NEP 2020 with effect from Academic year 2021-22



Preamble:

Journalism is gathering information, collating it and creating something informative out of it. Apart from these basic roles, a journalist is also required to comment on events being reported but diplomatically, to not influence any reader too strongly. Journalism and Mass Communication are usually offered together in courses in Journalism. The main courses offered at the Undergraduate level are Bachelor of Journalism and Mass Communication.

Journalism Course is a study programme of proven excellence. It combines creation as well as dissemination of knowledge and imparting of the requisite skills and context with practical applications including in-class assignments. The course equips and enables the students for diverse skills and tasks in mass communication and social interactions. The opportunities provided are limitless and with the emergence of New Media various individual and associations are making their foray into blogging, vlogging, webcasting, podcasting and digital media marketing.

Programme outcome:

Journalism and Mass Communication course is committed to providing undergraduate students with a quality education in the journalism disciplines that is current, relevant, practical, and personal. Course goals include enabling students who graduate to be able to compete successfully for any positions at corporate level nationwide. Students who graduate in communication will be prepared for entry-level positions as professionals within communication-related fields. The opportunities provided are limitless and with the emergence of New Media various individual and associations are making their foray into blogging, vlogging, webcasting, podcasting and digital media marketing.

Programme Learning Objectives:

The Graduates will demonstrate:

1. Higher Education in Universities at national and international level.
2. The development of critical thinking, professional writing skills and effective communication.
3. To prepares for a wide variety of careers in Television, Radio, New Media, Digital and Social-Media.
4. As a team member in Public, Private, Corporate and Government Sector as techno managers, academicians, administrator or entrepreneurs, investigative agencies with effective Communication and ethics.
5. Wide variety of focus stories which can make impact on society

Graduate Attributes:

Disciplinary knowledge: Demonstrate comprehensive knowledge and in understanding Journalism study

Reasoning: Analyze, interpret and draw news stories conclusions from evidence and experiences from an open-minded and reasoned perspective

Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

Communication Skills: Express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups

Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

The Programme outcomes (POs) are expected to be as under:

The key outcomes planned in this undergraduate programme in Mass communication & Journalism are underpinned as follows, the student will be able to:

- PO 1. Acquire fundamental knowledge of Mass communication & Journalism and related study area.
- PO 2. Acquire the knowledge related to media and its impact.
- PO 3. Competent enough to undertake professional job as per demands and requirements of M & E Industry.
- PO 4. Empower themselves by communication, professional and life skills.
- PO 5. Enhance the ability of leadership.
- PO 6. Become socially responsible citizen with global vision
- PO 7. Equipped with ICTs competencies including digital literacy.
- PO 8. Ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
- PO 9. Understanding of acquiring knowledge throughout life.
- PO 10. Acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities

Pedagogy: Lecture and PPT presentation

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
Semester end exam	60
Internals (C1+C2)	40
Total	100

Date

CourseCo-ordinator

Subject CommitteeChairperson

DSC 2: WRITING FOR MEDIA

3 Credit

Course objectives:

- To make them familiar with writing for media and develop interest in writing
- Introduce the students to cultivating of sources
- Equip the students with new trends in media writing

Unit	Description	Hours
1	Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of Journalistic writing :(News writing, column, article, feature, editorial, letter to the editor, preparing press release etc). Content development: Choosing a topic, identifying sources, gathering information, importance of rewriting.	8
2	Radio: Introduction to writing for radio, principles and elements of scripting, Aesthetics of language and grammar for radio scripting. Script design, Different Scripts formats.	10
3	Television: Basic principles and Techniques of TV writing, elements of TV scripting, language and grammar, TV Script formats; types of TV scripts; Writing a script for entertainment programme and News	10
4	Film Writing: Introduction to writing for films, Technique of Film Script writing, Process and Creativity in scripting, storyboard (Format/Description, Scene, Dialogue, Sub plot, Tone/Theme).	6
5	New Media: Introduction to Writing for online Media. Writing Techniques To New Media. Content writing for social media.	8

Text Books

1. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press
2. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers
3. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
4. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co
- T. J. S. George, Editing: A Handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989
5. M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003

References Books

6. George Hough, News Writing, New Delhi: Kanishka Publishers, 2004
7. Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002
8. M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002
9. Applen, J.D. Writing for the Web: Composing, Coding and Constructing Web Sites, Roudtledge.
10. Cappon, Rene J. The Associated Press Guide to News Writing, ARCO (Thomson Learning), latest edition.
11. Carroll, Brian, Writing for Ditigal Media, 3rd edition, Routledge.
12. Handley, Ann, Everybody Writes: Your Go-To buid to Creating Ridiculously Good Content, Wiley.
13. Redish, Janice. Letting Go of the Words: Writing Web Content that Works, 2nd edition, Morgan Kaufmann.

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
Semester end exam	60
Internals (C1+C2)	40
Total	100

Pedagogy: Lecture and PPT presentation

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CourseCo-ordinator

Subject CommitteeChairperson

OEC 1: PHOTOJOURNALISM

3 Credit

Course objectives:

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Unit	Description	Hours
1	Concept of Photography -Evolution of Photography; Different types of cameras-- Manual, Digital and phone cameras; Types of Photography--light and light equipment; Latest trends in photography	8
2	Concept of photojournalism — nature and scope of photojournalism; Qualifications, role and responsibilities of photojournalists; Sources of news for photojournalists.	10
3	Techniques of photo editing --Caption writing; Photo editing software; Leading press photographers and photo journalists in India.	10
4	Mobile Journalism: Using smartphones for taking effective pictures and shooting videos; Editing photos and videos taken on smart phones; Uploading news photos / videos on digital platforms	8
5	Practice of: Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5), Students to edit at least 10 photographs, Students to edit video of 3 minutes and upload on Digital platforms, Caption Writing- practical (10 captions)	6
<p>Text Books</p> <ol style="list-style-type: none"> 1. Milten Feinberg- Techniques of Photo Journalism 2. Michel Long ford- Basic Photography 3. Tom Ang- Digital Photography- Mster classes 4. N Manjunath- Chayachitra Patrikodyama 5. Cyernshem G R- History of Photography <p>Reference Books</p> <ol style="list-style-type: none"> 6. Tomang Digital Photography Masterclass 7. Grimm, Tom Basic Book Of Photography 8. O.P. Sharma Practical Photography, Hind Pocket Books 9. Michael Langford Basic Photography, Focal Press 10. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal 		

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
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