



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

JNANASAGARA CAMPUS, BALLARI-583105

**Department of Studies in
Journalism and Mass Communication**

V Semester Syllabus

Bachelor of Arts

With effect from 2021-22 onwards

Table of Content:

V SEM

Semester	Subject	Course Category	Credits
V	Web Journalism	DSC 9	04
	Fundamentals of Radio and TV	DSC10	04
	Technical Content Writing	DSC11	04

Name of the Department: Journalism and Mass Communication

Semester-V

DSC 9: Web Journalism

Course Title: Web Journalism	Course code: 21BA5C9JC9
Total Contact Hours: 56 hours	Course Credits: 4
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Demonstrate advanced skills in the use of industry-standard media tools at the forefront of the field to produce high quality online content and websites.
2. Students will learn critical thinking, decision-making, ethical responsibility, teamwork and online communication skills.

DSC 9: Web Journalism

Unit	Description	Hours
1	Concept of Web Journalism: Definitions and characteristics of web journalism; Internet Journalism; Multimedia Journalism; Important News and social networking sites, blogging and micro-blogging; Crowd sourcing; Evolution, growth and Impact of social media; Changing landscape of new journalism; Hybrid newspapers, Web radio and Internet Television.	10
2	Basics of Web Journalism: Web journalism- concept, practices and principles; Importance of web Journalism; Structure and functioning of online newsroom; Skills for Web Journalist; Website creation, online news gathering; Web production team members and their responsibilities; Basics of Web news Publishing; Ethics of web journalism.	12
3	Writing in Web Journalism: Writing News Stories, Features and Articles with Visual and Graphics on the Websites; Interview and Chats on the Web as News Source; Writing for Blogs; Weblogs; Wikis; Online Versions.	12
4	YouTube Journalism: YouTube Journalism, Data theft, Privacy, Cookies, Spyware, Trojan Horse, Worms, Hacking, Trolling, Fake News, Graphic Manipulation and Plagiarism. Citizen and Participatory Journalism; Wiki Journalism and Hyper local Journalism.	10
5	Practicing Web Journalism: Critical analyses of latest case studies Producing multi-media documentary Blogging: Content creation & circulation practices.	12

References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Online Journalism	Steve Hill, Paul Lashmar	sagepub.com	1st	2013
2	The Online Journalism Hand book Skills to Survive and Thrive in the Digital Age	Paul Bradshaw	Routledge	2nd	2017
3	Digital Journalism	Janet Jones & Lee Salter	SAGE Publications Ltd	1st	2012
4	Technical writing strategies 1.	Rebecca D. Alcantara,	Goodwill Trading. Co.	3rd	2003

		Josefina Q	Inc		
5	Technical Writing 101: A Real-World Guide to Planning and Writing Technical Documentation.	Alan S. Pringle, Sarah S. O'Keefe	Scriptorium Publishing	1st	2001
6	On writing: A Memoir of the craft	Stephen King	Hodder Paperbacks	2nd	2012
7	Freedom to freelance	Rusty Fischer	Rusty Fischer	1st	2001
8	Writing skills for Technical Purposes	Rajmohan Joshi	Isha Books	1st	2006
9	Online Journalism: A Basic	Ray	Cambridge University Press India Private Limited	1st	2006
10	Online Journalism A Critical Primer	Jim Hall	Pluto Press	1st	2002
11	India Connected: Mapping the Impact of New Media	Sunetra Sen Narayan	Sage Publications	1st	2016

Date

Course Coordinator

Subject Committee Chairperson

Name of the Department: Journalism and Mass Communication

Semester-V

DSC 10: Fundamentals of Radio and TV

Course Title: Fundamentals of Radio and TV	Course code: 21BA5C10JC10
Total Contact Hours: 56 Hours	Course Credits: 4
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. To introduce the concepts, technology and skills behind audio and video production.
2. To discuss the past and present status of these two media

DSC 10: Fundamentals of Radio and TV

Unit	Description	Hours
1	Characteristics of Audio-Visual Media: Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Presentation techniques; Voice modulation, appearance, Facial expression, Body language, General knowledge.	10
2	Introduction to Radio: Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (AM/FM), Organizational structure of AIR and Private radio, Community radio, Present status of radio in India, Impact and reach of radio. Major radio networks in India & Karnataka.	12
3	Introduction to Television: Nature and characteristics of television, Growth of television in India, Organizational structure of Doordarshan, Satellite TV Channels. Regional channel, Major Tv networks in India & Karnataka. Recent trends of television field.	12
4	Script writing of Radio &TV: Writing skills for broadcast media. Importance of scripting. Various elements of script for radio and tv, principles of script writing, script formats.	10
5	Practical activities: Scripting of Radio announcements-05, Scripting of Radio Jingles-05, News reading for Radio - 5 (2 min), Writing news item for TV - 3 (1min), News reading script for TV – 3(2 min), Scripting of programme for TV -3 (2 min)	12
References:		

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1st	2017
2	Audio Production Worktext: Concepts, Techniques, and Equipment	David Reese, Lynne Gross, Brian Gross	Focal Press	1st	2009
3	Television Production Handbook	Zettl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	Robert Hilliard	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Prss	2nd	2013

Date

Course Coordinator

Subject Committee Chairperson

Name of the Department: Journalism and Mass Communication

Semester-V

DSC 11: Technical Content Writing

Course Title: Technical Content Writing	Course code: 21BA5C11JC11
Total Contact Hours: 56hours	Course Credits: 4
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Demonstrate intermediate information literacy skills by selecting, evaluating, integrating and documenting information gather from multiple sources into discipline-specific writing.
2. To acquaint students with a variety of forms of writing in media, applying different formatting and techniques.

DSC 11: Technical Content Writing

Unit	Description	Hours
1	Basics of Technical Content writing: The Concept of Technical Content Writing and its relevance in Modern Era; Principles, Scopes Functions and Process of Technical content writing; Role and Functions of Technical Content Writer in Communication; Techniques for Print and Web Content Writing. Internal Communications; Writing Memos and E-mail; External Communications; Formal letter; getting the brief, ideating, researching, structuring, formatting.	10
2	Types of Technical Content writing: Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research. Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers. Writing blogs, case studies, and white papers. Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, and newsletters – focus on language, jargon, writing style, target audience, formal and informal language	12
3	Technical Visual Content Writing : Info graphics- Importance and relevance; Images, Screenshots; Videos, Memes, GIFs, 30 degree videos; Product Demonstrations; Interactive Content; Understanding social media content writing; Plagiarism laws in Technical Content Writing; Free and Paid tools in Technical Content Writing.	12
4	The Technical editing process: Review of the document, aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/illustrations, copy fitting, design and layout of documents. On-line editing process, outsourcing technical writing	10
5	Advanced Technical Writing: Technical writing software tools, Microsoft word, Macro media robohelp, adobe frame maker, snag IT, MS Vision.	12

References:

1. Aidoo, Joshua. (2009). Effective technical writing and publication techniques: A guide for technical writers, engineers and technical communicators. Leicester: Matador.
2. Alred Gerald J., Brusaw Charles T. & Oliu Walter E. (2008). Handbook of technical writing. New Delhi: Sage
3. Haile, J.M. (2001). Technical style: Technical writing in a Digital age. South Carolina: Macatea Productions.
4. Harty, Kevin, J. (2007). Strategies for business and technical writing (2nd ed). New York. Pearson Education.
5. Ingre, David. (2003). Technical writing: essentials for the successful professional. New York: Thomson.
6. Lipson, Carol & Day, Michael. (2002). Technical communication and the World Wide Web. Mahwah: Lawrence Erlbaum Associates Inc.
7. Pfeiffer, William, S. (1997). Technical Writing: A Practical Approach (3rd ed.). Englewood Cliffs: PrenticeHall.
8. Samson Jr, Donald, C. (1993). Editing Technical Writing. New York: Oxford University Press
9. Sides, Charles, H. (1999). How to Write and Present Technical Information (9th ed). Cambridge: Cambridge University Press.
- Worley, Wanda L. , & Fitterling, Rebecca A. (2008). Technical Writing: The Fundamentals (2nd ed). Dubuque: Kendall Hunt.

Date

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