



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY
JNANASAGARA CAMPUS, BALLARI-583105

Department of Studies in
Journalism and Mass Communication

I & II Semester Syllabus

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

Programme as per State Education Policy 2024

Under Choice Based Credit System (CBCS)

With effect from 2024-25 and onwards

Department Name: Journalism and Mass Communication

Semester - I

Course Title: Introduction to Journalism	Course Code: 24MJMCJ1LT
Total Contact Hours: 56	No. of Credits: 5
L:T:P: 4-1-0	
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Exam Marks: 80	

Course Description: This course offers an introduction to the fundamental principles and practices of journalism. It covers the history, roles, and responsibilities of journalism, emphasizing ethical standards, reporting, writing skills, and the impact of digital media.

Course Outcomes (COs):

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

1. To identify the distinct nature of journalism and its professional aspects, including career opportunities.
2. To recognize and use terms specific to media.
3. To recognize the significance of changes in the practice of journalism.
4. To serve the society and nation by applying acquired professional knowledge.
5. To develop style through writing, revision and editing.

Unit	Description	Hours
1	Foundations of Journalism: Early forms of journalism, Development of print media, Emergence of broadcast journalism, Digital journalism evolution, Role of Journalism in Society, Functions of journalism, Print journalism, Broadcast journalism, Online journalism, Citizen journalism, News values and criteria, Objectivity and fairness, Sources and attribution.	10
2	Reporting and Writing Skills: Basics of News Reporting, Gathering information, Writing News Stories, Feature Writing, Editing and Proofreading, Importance of editing in journalism, Techniques for effective editing, Common errors and proofreading tips.	12
3	Ethical and Legal Aspects of Journalism: Journalism Ethics, Principles of ethical journalism, Legal Framework, Freedom of the press, Accuracy, Fairness, and Bias, Privacy and Public Interest, Journalism and social responsibility.	12
4	Digital Media and Journalism: Impact of Digital Media on Journalism, Transformation of news consumption, Multimedia Journalism, Online Reporting and Blogging, Future Trends in Journalism, Emerging technologies in journalism (e.g., AI, VR).	12
5	Language and Society: Birth of Indian language press, Contributions of James Augustus Hickey, Raja Ram Mohan Roy, Jugal Kishore Shukla and Ganesh Shankar Vidhyarthi, Contributions of The Amrita Bazar Patrika, The Hindu, The Hindustan Times and The Times of India in Indian journalism.	10

References:

1. Parthasarathi, Rangaswamy; Journalism in India; Jain Book Depot Publications
2. A Very Short Introduction to Journalism by Oxford Press
3. Mass Communication in India-- Keval J Kumar
4. Sharma, K.C.; Journalism in India; Regal Publications
5. Baran, J. Stanley; Introduction to Mass Communication: Media Literacy and Culture;

McGraw Hill.

6. Global Journalism--An introduction by Vera Slavtecheva, Michel Bromley
7. Understanding Journalism by Barun Roy
8. Mass Communication and Journalism in India by D S Mehta
9. McNair, B. (2017). An Introduction to Journalism
10. Schudson, M. (2003). The Sociology of News
11. Keeble, R. (2005). Ethics for Journalists
12. Natarajan, J.; History of Indian Journalism; Jain Book Depot Publications
13. The Elements of Journalism, Bill Kovach and Tom Rosenstiel, Three Rivers Press, 2001.
Talk Straight, Listen Carefully: The Art of Interviewing, M.L. Stein and Susan E. Paterno, Iowa State University Press, 2001.

Department Name: Journalism and Mass Communication

Semester - II

Course Title: Introduction to Mass Communication	Course Code: 24MJMCJ2LT
Total Contact Hours: 56	No. of Credits: 5
L:T:P: 4-1-0	
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Exam Marks: 80	

Course Description: This course provides an overview of the fundamental principles of communication, exploring various forms, processes, and contexts. It aims to equip students with a solid foundation in communication theories, skills, and practices applicable to personal, professional, and societal interactions.

Course Outcomes (COs):

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

1. Identify the distinct nature of journalism and its professional aspects, including career opportunities
2. Recognize and use terms specific to media
3. Recognize the significance of changes in the practice of journalism
4. Identify gaps in what is known about human communication.
5. Demonstrate an evidence-based perspective on the structures, processes, and effects of communication.

Unit	Description	Hours
1	Foundations of Communication: Introduction to Communication: Definition, Importance, and Scope, Elements of Communication Process, Models of Communication, Barriers to Effective Communication.	10
2	Interpersonal Communication: Nature and Importance of Interpersonal Communication, Verbal and Non-Verbal Communication; Functions and Types Listening Skills; Active Listening, Barriers to Listening, Effective Listening Techniques, Interpersonal Relationships: Development, Maintenance, and Deterioration	12
3	Group and Organizational Communication: Communication in Groups: Types of Groups, Group Development Stages, Group Roles, Decision Making and Problem-Solving in Groups, Organizational Communication: Structure, Flow, and Networks, Leadership and Communication: Styles, Functions, and Impact.	12
4	Mass Communication and Media: Introduction to Mass Communication: Definition, Functions, and Characteristics, Theories of Mass Communication: Hypodermic Needle, Uses and Gratifications, Agenda-Setting, Media Literacy: Understanding Media Messages, Critical Consumption of Media, The Impact of Digital Media: Social Media, Online Communication, and Changing Media Landscapes.	12
5	Communicating with the Masses: Communication in ancient civilizations, Public speaking as a communication, Group Discussions & Group dynamics, Motivation, Persuasion and leadership traits, Spiritual communication.	10
References:		
1. Alberts, J. K., Nakayama, T. K., & Martin, J. N. (2019). Human Communication in		

Society. 5th Edition. Pearson.

2. The Dynamics of Mass Communication, 12th edition, by Joseph R. Dominick. McGraw Hill, 2013.

3. Chordia Dlip Singh (2013) Mass Media & Television, ABD publishers, Delhi.

4. Denis McQuail and S. Ven Windall, Longman, Singapore Publications, 1981, "Communication models for the study of Mass Communication"

5. Narula, Uma; (2013) 'Communication Models', Atlantic Publisher, New Delhi

6. Melvin L DeFluer and Sandra J Ball, Longman Publications, Theories of Mass Communication.

7. De Fleur, Melvin and Dennis, Everette; 'Understanding Mass Communication'; (1988); 3rd edition; Houghton Mifflin Co.

8. Verderber, Rudolph F. (1997). 'The Challenge of Effective Speaking'. (10th ed) Wadsworth, Singapore.

9. Communication in India : Some observations and Theoretical implication;Yadava, JS; IIMCMimeo

10. Introduction to communication studies: Fiske, John, Routledge; London, 1982.

11. Themes in Indian Mass Communication ; Dua M.R

12. The International Encyclopedia of Communication (4 Vol.). Gerbner, George etal (ed), Oxford University Press, New York 1989.

CBCS Question Paper Pattern

For Major Papers and Languages

First semester B.A. Degree Examination, 2024

Subject:

Paper:

Time: 3Hours

(Max.Marks-80)

Section A

1. Answer all questions. Each question carries TWO marks. (10x2=20)

- a)
- b)
- c)
- d)
- e)
- f)
- g)
- h)
- i)
- j)

Section B

Answer any six of the following. Each question carries FIVE marks. (6x5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Section C

Answer any three of the following. Each question carries TEN marks. (3x10=30)

- 9.
- 10.
- 11.
- 12.

Note: While setting the question paper, care should be taken to select *at least two* questions from each unit for section A, *exactly two* questions from each unit for section B and *one* question from each unit for section C to maintain uniform distributions of question

