



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

JNANASAGARA CAMPUS, BALLARI-583105

Department of Studies in
Journalism and Mass Communication
SYLLABUS

Bachelor of Arts

(III-IV Semester)

With effect from

2024-25



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

Journalism and Mass Communication

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VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.A. Undergraduate Programme with effect from 2024-25 (Three Major Combination)

Semester	Major 1 (A)	Major 2 (B)	Major 3 (C)	Elective /Optional	Language	Compulsory / Skill Courses	Total Credits
1	Introduction to Journalism (5) (L:T:P = 4:1:0)	B1(5) (L:T:P = 4:1:0)	C1(5) (L:T:P = 4:1:0)	-	L1 (3) (L:T:P = 4:0:0) L2 (3) (L:T:P = 3:0:0)	Constitution Values (2) (L:T:P = 3:0:0)	23
2	Introduction to Mass Communication (5) (L:T:P = 4:1:0)	B2(5) (L:T:P = 4:1:0)	C2(5) (L:T:P = 4:1:0)	-	L1(3) (L:T:P = 4:0:0) L2 (3) (L:T:P = 3:0:0)	Environmental Science (2) (L:T:P = 3:0:0)	23
3	News Reporting and Editing A3(5) (L:T:P = 4:1:0)	B3(5) (L:T:P = 4:1:0)	C3(5) (L:T:P = 4:1:0)	Computer for Mass Media (2) (L:T:P = 2:0:0)	L1 (3) (L:T:P = 4:0:0) L2 (3) (L:T:P = 3:0:0)	-	23
4	Feature Writing and Translation A4(5) (L:T:P = 4:1:0)	B4(5) (L:T:P = 4:1:0)	C4(5) (L:T:P = 4:1:0)	Mobile Journalism (2) (L:T:P = 2:0:0)	L1 (3) (L:T:P = 4:0:0) L2 (3) (L:T:P = 4:0:0)	Design and Graphics for Media (L:T:P = 1:1:0)	25
5	Introduction to Audio Visual Media Production (L:T:P = 4:0:0)	B5(4) (L:T:P = 4:0:0)	C5(4) (L:T:P = 4:0:0)	-	-	SEC-2 (2) Elementary Research Methodology (L:T:P = 2:0:0)	26
	Media Law and Ethics (L:T:P = 4:0:0)	B6(4) (L:T:P = 4:0:0)	C6(4) (L:T:P = 4:0:0)				
6	Advertising and Corporate Communication (L:T:P = 4:0:0)	B7(4) (L:T:P = 4:0:0)	C7(4) (L:T:P = 4:0:0)	-	-	SEC-3 (2) Elementary Research Project (A1/B1/C1) (2) (L:T:P =)	26
	Introduction to Digital Media (L:T:P = 4:0:0)	B8(4) (L:T:P = 4:0:0)	C8(4) (L:T:P = 4:0:0)				
Total	36	36	36	04	24	10	146
Total 146 Credits							

VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of Scheme for the Three Years B.A. Undergraduate Programme with effect from 2024-25 (Three Major Combination)

**Structure with Course ‘A’ as one of the Major
3rd Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
24MJMCJ3LT	News Reporting and Editing	20	80	100	4	1	0	5	03
24MJBB3LT	2 nd Major Theory-B3	20	80	100	4	1	0	5	03
24MJCC3LT	3 rd Major Theory-C3	20	80	100	4	1	0	5	03
24MJMCJ3E1	Computer for Mass Media	10	40	50	2	0	0	2	1.5*
24LGXX3L	Language 1	20	80	100	3	0	0	3	03
24LGXX3L	Language 2	20	80	100	3	0	0	3	03
TOTAL		110	440	550	20	03	00	23	-

**VSKUB SEP Proposed Curricular and Credits Structure under Choice Based Credit System [CBCS] of
Scheme for the Three Years B.A. Undergraduate Programme with effect from 2024-25 (Three Major
Combination)**

**Structure with Course ‘A’ as one of the Major
4th Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
24MJMCJ4LT	Feature Writing and Translation	20	80	100	4	1	0	5	03
24MJBB4LT	2 nd Major Theory-B4	20	80	100	4	1	0	5	03
24MJCC4LT	3 rd Major Theory-C4	20	80	100	4	1	0	5	03
24MJMCJ4E1	Mobile Journalism	10	40	50	2	0	0	2	1.5*
24LGXX4L	Language 1	20	80	100	3	0	0	3	03
24LGXX4L	Language 2	20	80	100	3	0	0	3	03
24MJMCJ4S1	Design and Graphics for Media	10	40	50	1	1	0	2	1.5*
TOTAL		120	480	600	21	04	00	25	-

Department Name: Journalism and Mass Communication

Semester - III

Course Title: News Reporting and Editing	Course Code: 24MJMCJ3LT
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: Reporting is the process of collecting, analyzing, and presenting information on events or topics in a clear, factual manner through research, interviews, and writing for various media. Editing involves reviewing and refining written content for clarity, grammar, structure, and accuracy, ensuring it meets publication standards before release.

Course Outcomes (COs):

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

1. Write report simple and specialized news stories.
2. Edit professional news stories for different types of media.
3. Describe the working structure of print media organizations.
4. Know how the newspaper newsroom operates.
5. Understand the structure of newsroom culture and responsibilities.

Unit	Description	Hours
1	News: Definitions, Elements, News Values, Sources of News, News Gathering Skills, Principles of News Writing, Significance of Accuracy, Objectivity. Editing: Meaning, Functions and Techniques of Editing, Editorial Department Setup, Role and Functions of Editor, Sub-Editor, News Editor	10
2	Meaning and Nature of Reporting: Qualifications & duties of a Reporter, Basics of Reporting; Process of Accreditation from Central and State Governments	12
3	Reporting Techniques & Types: Lead, Types of Lead, Body; Interview Techniques; Types of Interviews, Reporting Patterns For Print, Electronic and New Media, Speeches, Conferences, Events, Press Briefings, Press Notes; Investigative and Interpretive Reporting; Education, Society, Politics, Parliamentary Affairs.	12
4	Headlines: Techniques of Headline Writing, Types of Headlines, Polishing Headlines, Writing Sub-Heads, Jump Heads, Magazine Headlines, New Trends in Headlining, Typography.	12
5	Newspaper Design and Layout: Front and Inside Pages- Computer Page Makeup; Principle & Techniques of Page Makeup . Picture Editing and Caption Writing.	10

References:

1. DB Usman (2007), Writing and Reporting in Modern Journalism, Anmol Publication Pvt Ltd, New Delhi.
2. K M Shrivatsav (1987), News Editing and Reporting, Sturling Publishers Pvt Ltd.
3. Madhur Selvaraj (2005), News Editing and Reporting, Dominant Publishers and Distributors, New Delhi.
4. Reporting and Editing, Sikkim Manipal University, 2005.
5. S Kundar (2005), Reporting Method, Anmol Publication Pvt Ltd, New Delhi.
6. K M .Shrivastava (2003), News Reporting and Editing, Sterling Pvt Ltd, New Delhi.
7. HY Shrada Prasad (2001), Editors on Editing, National Book Trust India, New Delhi.
8. ಪತ್ರಿಕೋದ್ಯಮ, ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.

9. ಸುದ್ದಿ ಬಿಂಬ, ಯಶೋಧ, ಮಾಧ್ಯಮ ಪ್ರಕಾಶನ
10. News Reporting – B. N. Ahuja and S. S. Chhabra
11. News Writing and Reporting – Mames M Neal and Suzanne S Brown
12. Investigative Reporting and Editing – P. N. Williams
13. Reporting for the Print Media – F. Fedler Reporting – Mitchell V Charnley
14. Depth Reporting – Neal Copple
15. Interpretive Reporting – D. D. Mach Dougal

Department Name: Journalism and Mass Communication

Semester - III

Course Title: Computer for Mass Media	Course Code: 24MJMCJ3E1
Total Contact Hours: 28	No. of Credits: 2
L:T:P: 2-0-0	
Internal Assessment Marks: 10	Duration of SEE: 1 Hours
Semester End Exam Marks: 40	

Course Description: Paper could explore the intersection of computing technology and its impact on mass communication platforms like television, radio, print media, and digital outlets. It might examine how computers facilitate content creation, distribution, and consumption, enhancing processes such as multimedia production, digital publishing, and online journalism.

Course Outcomes (COs):

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

1. use computer software and digital tools for creating, editing, and publishing multimedia content.
2. understanding of how advancements in computing technology have transformed traditional media practices.
3. critically analyze the ethical and legal challenges associated with the use of computers in mass media.

Unit	Description	Hours
1	Introductory concepts and applications of computers: Introduction to computers, History of Computer, Hardware and Software, Importance of computers	10
2	Computer applications: MS Office, Word, Power Point, Excel etc., Creating Charts, Graphs, Tables etc.	08
3	Media & Computers: Basic Designing for Print and Web Media Internet Usage, E-mail, Data Downloading, Uploading, Data Transfer, File Sharing, Streaming Media, Web Casting, Podcasting, Web Cam, Live Transfer of Audio and Visual Data, Blogging, Social Networking	10

References:

1. Introduction to Information Technology – R. Sarvana Kumar, R.Parameswaran, T.Jayalakshmi (S.Chand)
2. S Patnaik, Fundamentals of Information Technology, Dhanpat Rai & son, New Delhi
3. Anita Goel, Computer Fundamentals, Pearson India
4. Rajaraman,V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press.
5. Discovering computers 2010: Living in a digital world, Fundamentals (Shelly Cashman Series) – Gary B.Shelly and Misty E. Vermaat, March 10, 2009
6. Office 2010 All-in-one for dummies (For dummies [Computer/Tech]) – Peter weverka, May 10, 2010
7. Desktop publishing and design for dubbies – Roger C. Parker
8. The art and business of Photo editing – Selecting and evaluating images for publication – Bob Shepherd
9. Learning web design – A beginner’s guide to (X) HTML, Stylesheets and web graphics – Jennifer Niederst Robbins and Aaron Gustafson – June 15, 2007
10. The internet for dummies – John R. Levine and Margaret Levine Young, January 19, 2010

Department Name: Journalism and Mass Communication

Semester - IV

Course Title: Feature Writing and Translation	Course Code: 24MJMCJ4LT
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: Paper would focus on the skills and techniques involved in writing compelling feature articles and the art of translating content across languages. It could explore the elements of storytelling, research, and creative writing necessary for effective feature writing, while also addressing the nuances of translation, including accuracy, cultural context, and maintaining the tone and intent of the original text.

Course Outcomes (COs):

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

1. write good feature stories and also learn to market their stories as freelance writers.
2. create and identify feature ideas that are relevant to contemporary News.
3. apply appropriate interviewing techniques in gathering information for a feature story.
4. think critically, independently and creatively about issues, events, theories and trends throughout the world.
5. the importance of using culturally diverse sources in translation studies.

Unit	Description	Hours
1	Basic of feature writing: Definitions, Characteristics, Nature, Scope and Significance of Feature Writing, Qualifications of a Feature Writer, Differences between News, Features and Articles	10
2	Translation: Translation: Meaning, Definition, Nature, Scope and Significance; Principles and Techniques of Translation; Difference between literary translation and translation for media; Tools for translation.	12
3	Types of feature: Types of features, Different feature articles – science feature, news feature, cultural feature, Travel environmental feature, lifestyle feature; Modern trends in feature writing. Reviews and its Types.	12
4	Process of Translation: Source language, Target Language, Co-ordination, Guidelines for Translation; Free, Paraphrasing, Summarized, Semantic and Word to Word Translation. Machine translators.	12
5	Freelancing & Translation: Meaning, Definition and Scope of Freelancing, Freelancing as a profession, Qualities of a Freelancer, Qualities of a translator; Challenges of translation from English to regional languages and vice versa; Trends in media translations.	10

References:

1. How to Criticize books- O Hinkle and J Henry
2. Effective Feature Writing – C A Sheenfeld
3. Modern Feature Writing – H F Harrington and Elmer Scott Watson
4. Writing Feature Articles – A Practical Guide to methods and Markets –Hennessey
5. Before My Eyes: Film Criticism and Comment –Kauffmann
6. Beyond the Facts – A Guide to the Art of Feature Writing
7. Freelancing – R K Murthy
8. Suddiyashte Alla – Niranjana Vanalli
9. Understanding Media: Marshall Mchuhan – Pub: Rantidge Classics.

10. Language the Basics: R. L. Tansk
11. Semiotics: The Basics: Divid Chandar – Pub: Foundation Books, New Delhi.
12. Aspects of Language and Translation: Steiner G – Pub: Oxford University Press
13. The Scandals of Translation: Lawrence Venuti
14. Media and Translation – Christina Schaeffineo – Pub: Cambridge Scholars Publishing
15. Good Writing for Journalist – Angela Phillips – Sage Publications.

Department Name: Journalism and Mass Communication

Semester - IV

Course Title: Mobile Journalism	Course Code: 24MJMCJ4E1
Total Contact Hours: 28	No. of Credits: 2
L:T:P: 2-0-0	
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Exam Marks: 40	

Course Description: Paper would focus on the use of mobile devices, such as smartphones and tablets, as tools for reporting, creating, and distributing news. The course would explore the basics of mobile journalism (mojo), including shooting and editing video, recording audio, writing articles, and using social media for real-time reporting.

Course Outcomes (COs):

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

1. develop the ability to use mobile devices to capture, edit, and produce high-quality multimedia content.
2. gain proficiency in using mobile journalism tools for live reporting, social media integration and audience interaction.
3. critically evaluate the ethical, legal, and practical challenges of mobile journalism.

Unit	Description	Hours
1	Introduction to Mobile Journalism: Meaning and Definition, Its Need & Significance in reportage, Future of Mobile Journalism, Do's and Don'ts for ethical mobile journalism	08
2	MOJO and Applications: Mobile Journalism Kits, Importance of Mobile journalism Apps, Usage of Photo, Video/audio editing apps, Global adoption and its influence, MOJO in India, Case study on successful mojo story/journalist	10
3	Session on Smart phones and their uses: Mobile camera Movements, Camera Shots, Handling of Mobile Gimbals for outdoor/indoor recording, Session on audio/Video Recording apps, Session on Editing Video on Smartphone/apps, Field work for student- Any Beat based story.	10

References:

1. Belavadi Vasuki, (2013). Video Production, Second Edition, OUP India.
2. MOJO: The Mobile Journalism Handbook How to Make Broadcast Videos with an iPhone Or iPad By Ivo Burum, Stephen Quinn.
3. Dass, Dr. Rahul, (2022). Mobile Journalism- A key Mass Communication to the Future, 1st Edition Prabhat Prakashana Pvt. Ltd.
4. Mobile and Social Media Journalism A Practical Guide By Anthony Adornato.
5. Mobile-First Journalism Producing News for Social and Interactive Media By Steve Hill, Paul Bradshaw
6. Maikchel, Raj, (2020). Mobile Editor, First Edition: Mobile Editing Tips for beginners, Freeze Digital Editz (-ebook).
7. Mobile Storytelling: A Journalist's Guide to the Smartphone Galaxy By Björn Staschen, Wytse Vellinga
8. Online Reading Material-<https://momofilmfest.com/the-ultimate-beginners-guide-to-smartphone-filmmaking/>
9. <https://www.movophoto.com/pages/mojo-mobile-journalism>

Department Name: Journalism and Mass Communication

Semester - IV

Course Title: Design and Graphics for Media	Course Code: 24MJMCJ4S1
Total Contact Hours: 28	No. of Credits: 2
L:T:P: 1-1-0	
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Exam Marks: 40	

Course Description: This paper would focus on the principles and techniques of visual communication, specifically tailored for media platforms. The course would cover graphic design fundamentals, including typography, color theory, layout, and composition, as well as how these elements are applied in creating engaging visuals for print, digital media, and broadcast.

Course Outcomes (COs):

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

1. Memorize the definitions and the uses of design tools in the design software.
2. Understand the working principle of design tools in the design software.
3. Compose the designs which fulfill the industrial requirements.

Unit	Description	Hours
1	Basics of Design and Graphics: Basic elements and principles of Design and Graphics, Visualization, Convergence and Divergence, Conceptualizations Functions and significance, Design Lay-Out and Production.	10
2	Graphic Design Tools and Software: Introduction to graphic design software, Adobe Photoshop, Illustrator and Canva, Image editing & designing techniques.	08
3	Creating Graphics for Digital and Print Media: Designing for different media formats, Web graphics, social media posts, banners, and print media (flyers, brochures) Logo design, consistency across media.	10

References:

1. The Story of Graphic Design, for Class XI, NCERT Publication.
2. Towards a New Age Graphic Design, A Text Book in Graphic Design for Class XII, NCERT Publication
3. Graphic Design: The New Basics" Ellen Lupton and Jennifer Cole Phillips Princeton Architectural Press, 2008
4. The Elements of Graphic Design, Alex W. White, Allworth Press, 2009
5. Adobe Photoshop Classroom in a Book", Conrad Chavez and Andrew Faulkner, Adobe Press, 2018
6. Ted Alspach, PageMaker 7 for Windows – Visual Quickstart Guide
7. The Digital Photography book, Scott Kelby

CBCS Question Paper Pattern

For Major Papers and Languages

B.A. Degree Examination,

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 distribution of question

For Elective and Compulsory/Skill Papers

B.A. Degree Examination, Subject

Paper:-----

Time: 1.5 Hours

(Max.Marks-40)

Section A

Answer all questions. Each question carries TWO marks. (Sx2=10)

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

Section B

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

- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

Note: While setting the question paper for elective paper and compulsory papers, care should be taken to select **atleast one** question from each unit for section A and **exactly two** questions from each unit for section B to maintain uniform distribution of questions.
