



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

JNANASAGARA CAMPUS, BALLARI-583105

Department of Studies in
Journalism and Mass Communication
SYLLABUS

Bachelor of Arts
(V-VI Semester)

With effect from
2025-26



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 = 1:1:0)	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
5th Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
24MJMCJ5L1	Introduction to Audio Visual Media Production	20	80	100	4	0	0	4	03
24MJMCJ5L2	Media Law and Ethics	20	80	100	4	0	0	4	03
24MJBB5L1	2 nd Major Theory-B3	20	80	100	4	0	0	4	03
24MJBB5L2	2 nd Major Theory-B3	20	80	100	4	0	0	4	03
24MJCC5L1	3 rd Major Theory-C3	20	80	100	4	0	0	4	03
24MJCC5L2	3 rd Major Theory-C3	20	80	100	4	0	0	4	03
24MJMCJ5S2	Elementary Research Methodology	10	40	50	2	0	0	2	1.5*
TOTAL		130	520	650	26	00	00	26	-

**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
6th Semester**

Course code	Title of the Course	Marks			Teaching hours/week			Credit	Duration of SEE (Hrs)
		IA	SEE	Total	L	T	P		
24MJMCJ6L1	Advertising and Corporate Communication	20	80	100	4	0	0	4	03
24MJMCJ6L2	Introduction to Digital Media	20	80	100	4	0	0	4	03
24MJBB6L1	2 nd Major Theory-B3	20	80	100	4	0	0	4	03
24MJBB6L2	2 nd Major Theory-B3	20	80	100	4	0	0	4	03
24MJCC6L1	3 rd Major Theory-C3	20	80	100	4	0	0	4	03
24MJCC6L2	3 rd Major Theory-C3	20	80	100	4	0	0	4	03
24MJMCJ6S3	Elementary Research Project	10	40	50	2	0	0	2	1.5*
TOTAL		130	520	650	26	00	00	26	-

Department Name: Journalism and Mass Communication

Semester - V

Course Title: Introduction to Audio Visual Media Production	Course Code: 24MJMCJ5L1
Total Contact Hours: 56	No. of Credits: 4
L:T:P: 4-0-0	
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Exam Marks: 80	

Course Description: This course introduces students to the fundamentals of audio and visual media production, including pre-production, production, and post-production processes. Students gain hands-on experience in creating short audio-visual projects using industry-standard tools and storytelling methods.

Course Outcomes (COs):

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

1. understand the fundamental concepts, terminology, and workflow of audio-visual media.
2. demonstrate practical skills in camera operation, sound recording, and lighting techniques.
3. develop the ability to plan, script, storyboard, and manage pre-production and production processes.
4. critically evaluate and improve audio-visual projects based on technical quality, creativity.
5. develop the ability to plan, script, and execute short media productions effectively.

Unit	Description	Hours
1	Foundations of Audio-Visual Media: Nature and scope of audio-visual communication, Evolution of film, television, and digital video media, Elements of visual storytelling: frame, shot, scene, sequences, Principles of composition, Overview of media production workflow.	10
2	Pre-Production Planning: Concept development and idea generation, Scriptwriting, Story structure and screenplay, Production planning and scheduling, Crew roles and responsibilities.	12
3	Production Techniques: Video cameras and recording formats, Camera operation and exposure control, Lighting techniques: natural and artificial lighting, Sound recording, Directing and production management, Field production.	12
4	Post-Production and Editing: video editing concepts, Linear and non-linear editing, Editing software workflows, Sound editing and mixing, Graphics, titles, and visual effects, Media formats, storage, and export.	12
5	Contemporary AV Media and Distribution: Genres of audio-visual media, Digital media production and online video platforms, Social media video strategies, OTT platforms and digital distribution, AI, VR, Production of a 3-5 minute short audio-visual project (documentary/advertisement/short film).	10

References:

1. Bordwell, D., Thompson, K., & Smith, J. (2019). *Film art: An introduction* (12th ed.). McGraw-Hill Education.
2. Ramachandran, N. (2006). *Lights, camera, masala: Making movies in Mumbai*. India Book House.
3. Ray, S. (2008). *Speaking of films*. Penguin Books India.
4. Raghavendra, M. K. (2009). *50 Indian film classics*. HarperCollins India.
5. Zettl, H. (2018). *Television production handbook* (12th ed.). Cengage Learning.
6. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: Film techniques and aesthetics* (6th ed.). Routledge.
7. Dhananjayan, G. (2014). *Pride of Tamil cinema: 1931–2013*. Blue Ocean Publishers.

8. Millerson, G., & Owens, J. (2019). *Video production handbook* (6th ed.). Routledge.
9. Katz, S. D. (2019). *Film directing shot by shot: Visualizing from concept to screen*. Michael Wiese Productions.
10. Brown, B. (2020). *Cinematography: Theory and practice* (4th ed.). Routledge.
11. Dancyger, K. (2018). *The technique of film and video editing* (6th ed.). Routledge.
12. Holman, T. (2017). *Sound for film and television* (4th ed.). Focal Press.
13. Rose, J. (2014). *Producing great sound for film and video: Expert tips from preproduction to final mix* (4th ed.). Focal Press.
14. Monaco, J. (2009). *How to read a film: Movies, media, and beyond* (4th ed.). Oxford University Press.
15. Ward, P. (2018). *Picture composition for film and television* (3rd ed.). Routledge.
16. Owens, J., & Millerson, G. (2012). *Lighting for television and film* (3rd ed.). Focal Press.
17. Thompson, R., & Bowen, C. (2013). *Grammar of the edit* (3rd ed.). Focal Press.
18. Nelmes, J. (Ed.). (2012). *Introduction to film studies* (5th ed.). Routledge.
19. Kindem, G., & Musburger, R. (2016). *Introduction to media production: From analog to digital* (5th ed.). Routledge.

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Semester - V

Course Title: Media Law and Ethics	Course Code: 24MJMCJ5L2
Total Contact Hours: 56	No. of Credits: 4
L:T:P: 4-0-0	
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Exam Marks: 80	

Course Description: The course introduces students to the fundamental legal principles and ethical standards governing media practices. It examines issues such as freedom of expression, defamation, copyright, privacy, and professional responsibility in journalism and media production.

Course Outcomes (COs):

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

1. understand key concepts of media law, including defamation, copyright, privacy, and freedom of speech.
2. analyze ethical issues and dilemmas faced by media professionals.
3. apply legal and ethical principles in real-life media and communication scenarios.
4. evaluate media content for compliance with legal standards and ethical codes.
5. demonstrate responsible and professional conduct in media practice.

Unit	Description	Hours
1	Foundations: Concept and scope of media law, Role of media in democracy, Constitutional framework and media freedom in India, Freedom of speech and expression – Article 19(1)(a), Relationship between law, media, and society.	10
2	Laws Governing Media in India: Defamation: libel and slander, Contempt of court, Parliamentary privileges and media, The Press Council of India Act, Prasar Bharati Act and public broadcasting.	12
3	Media Regulation and Digital Media Laws: IT act and digital communication, Intermediary guidelines and social media regulation, Cyber laws, Copyright Act, Official Secrets Act, Right to Information Act (2005), Investigative journalism case studies.	12
4	Principles of Media Ethics: Philosophy of ethics, Codes of ethics for journalists, PCI norms of journalistic conduct, Advertising ethics and regulatory bodies (ASCI), Ethical reporting on gender, minorities and vulnerable groups.	12
5	Contemporary Ethical Issues in Media: Paid news and fake news, Trial by media and sensationalism, Investigative journalism and sting operations, Data privacy, surveillance, and digital ethics, Ethics of social media, citizen journalism and influencer media.	10

References:

1. Macha, H. (2003). Introduction to media law and ethics for journalists. Evelyn Hone College Press.
2. Neelamalar, M. (2010). Media law and ethics. PHI Learning.
3. Thakurta, P. G. (2009). Media ethics: Truth, fairness and objectivity. Oxford University Press.
4. Raghavan, V. (2007). Communication law in India. LexisNexis Butterworths
5. Kundra, S. (2005). Media laws and Indian Constitution. Anmol Publications.
6. Nanda, V. (2018). Media laws and ethics: An introduction to legal and ethical issues in journalism. Kanishka Publishers.
7. Saxena, A. (2014). Media content and democracy. Kanishka Publishers.
8. Barendt, E. (2005). Freedom of speech (2nd ed.). Oxford University Press
9. Day, L. A. (2006). Ethics in media communications: Cases and controversies (5th ed.). Wadsworth.
10. Frost, C. (2015). Journalism ethics and regulation (4th ed.). Routledge.

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12. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). Sage Publications.
13. Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., & Woods, R. H. (2020). Media ethics: Cases and moral reasoning (10th ed.). Routledge.
14. Siebert, F., Peterson, T., & Schramm, W. (1963). Four theories of the press. University of Illinois Press.
15. Hachten, W. A., & Scotton, J. F. (2016). The world news prism: Digital, social and interactive. Wiley-Blackwell.
16. Ward, S. J. A. (2018). Disrupting journalism ethics: Radical change on the frontier of digital media. Routledge.
17. Prabhakar, M. (2012). Madhyama kanoonu mattu neethi [Media law and ethics]. Bengaluru: Sapna Book House.
18. Srinivas, K. V. (2015). Patrikodyama kanoonu mattu naitika maulyagalu [Journalism law and ethical values]. Mysuru: Prasaranga, University of Mysore.
19. Ramesh, K. (2014). Samvahana madhyamagala kanoonu mattu naitika tattvagalu [Communication media law and ethical principles]. Bengaluru: Sapna Book House.
20. Shivaraju, H. (2018). Patrikodyama mattu madhyama kanoonu [Journalism and media law]. Dharwad: Karnataka University Publications.
21. Nagaraj, M. (2016). Samvahana madhyama neethi mattu javabdari [Media ethics and responsibility]. Bengaluru: Nava Karnataka Publications.
22. Mahadeva, B. (2013). Madhyama neethi mattu samajika javabdari [Media ethics and social responsibility]. Mysuru: University of Mysore Press.

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Semester – V

Program Name	BA (JMC)	Semester	V
Course Title	Elementary Research Methodology		
Course Code:	24RMBA5S	No. of Credits	2
Contact hours	2 Hours/Week	Duration of SEA/Exam	1.5 Hour
Formative Assessment Marks	10	Summative Assessment Marks	40+10=50

Course Objective: To provide basic knowledge on (1) the identification of research problem, (2) creating good research design, (3) the formulation of hypothesis, (4) the application statistical methods, and (5) writing good research report.	
Learning Outcomes: After completing this course students will be able to- (1) formulate research problem, (2) construct testable hypotheses, (3) design survey, collect, process and analyse the data, (4) apply statistical tools such as regression in their research, and (5) write a research report.	
Contents	30 Hrs.
Unit-1: Introduction	08
Chapter-1 Meaning, Scope, Objectives, Functions, and limitations and Ethics in Social Science Research Chapter-2 Types and Methods -1) Pure research 2) Applied research 3) Exploratory research 4) Descriptive research 5) Diagnostic research 6) Evaluation studies 7) Action research 8) Experimental research 9) Analytical study 10) Survey and 11) Historical study Chapter-3 Steps in Research	
Unit.2: Research Formulation	07
Chapter-4 Formulating the research problem, Selection of the research problem Chapter-5 Importance of literature review Chapter-6 Research Design and Hypothesis- Meaning and Types	
Unit-3: Methods of Data Collection	07
Chapter-7 Primary and Secondary Data, Chapter-8 Tools and techniques of data collection- questionnaire, interview, observation Chapter-9 Statistics and its significance in Social Science research	
Unit-4: Report Writing	08
Chapter- 10 Meaning and Purpose of Report Writing, Functions of Report Writing and types of Report Writing Chapter- 11 Research Report Format Chapter- 12 Citations - Footnotes – Endnotes – Bibliography – Proof Correction, Academic Databases for Social Science Discipline.	

Further Readings:

1. R. Kothari: Research Methodology Methods and Techniques: Second Revision Edition, New Age International Publishers, New Delhi, 2021
2. O.R Krishnaswami, M. Ranganathan, P N Harikumar: Research Methodology, Himalaya Publishing House (latest edition)
3. N. K. Malhotra: Marketing Research: An Applied Orientation, Prentice Hall, Delhi, 2007.
4. R. I. Levin and D. S. Rubin: Statistics for Management, Pearson Education, Delhi, 1994
5. Donald, P. Schindler and J. K. Sharma: Business Research Methods, (12th Ed.), McGraw Hill Education, New Delhi, 2014
6. K. N. Malhotra, and D. Satyabhushan: Marketing Research, Pearson Education, Delhi, 2015
7. Alan Bryman, Bell Emma (2015), Business Research Methods, Oxford University Press, Delhi, 2015
8. S. Mark, L. Philip, and T. Adrian: Research Method for Business Student, Pearson Education, Delhi, 2011.
9. 9. H. F. Joseph, B. C. William, B. J. Babin and A. E. Rolph: Multivariate Data Analysis, Pearson Education, Delhi, 2015.

Pedagogy:

The course shall be taught through the Lecture, Tutorial, Interactive Sessions, Self-guided Learning Materials, Open Educational Recourses (OER) as reference materials, Practical Exercises, Assignments, Seminars, Group Discussions and Week-end Counseling Classes.

Formative Assessment for Theory	
Assessment	Marks
Assessment Test-1	5
Seminar/Presentation/Group Discussion	
Assessment Test-2	5
Assignment	
Total	10

Question Paper Pattern
Elementary Research Methodology (SEC)
Compulsory Paper for all Fifth Semester for all Social Science

Course Code:		Course Title:	Elementary Research Methodology	
Duration of Exam	2 Hours		Max Marks	40
Instruction:	Answer all the sections			
<p>Term End Examination</p> <p>This paper will be for maximum of 40 mark. The minimum mark to pass the examination is 40% (16 mark).</p> <p>Note: Duration of Examination is 2 hours. Question paper pattern – Section A: Short Answer Questions Section B: Long Answer Questions</p> <p style="text-align: center;">Section A: Short Answer Questions Answer any four Questions out of seven.</p> <p style="text-align: right;">(4x5=20)</p> <p>1. 2. 3. 4. 5. 6. 7.</p> <p style="text-align: center;">Section B: Answer any 2 Questions out of five.</p> <p style="text-align: right;">(2x10=20)</p> <p>08. 09. 10. 11. 12.</p>				

* Questions should be cover from all the Units.

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Semester - VI

Course Title: Advertising and Corporate Communication	Course Code: 24MJMCJ6L1
Total Contact Hours: 56	No. of Credits: 4
L:T:P: 4-0-0	
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Exam Marks: 80	

Course Description: This course introduces the basic principles, concepts, and practices of advertising and corporate communication. It explores advertising strategies, media planning, branding, public relations, and organizational communication processes.

Course Outcomes (COs):

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

1. understand key concepts, models, and functions of advertising and corporate communication.
2. develop the ability to design effective advertising messages for various media platforms.
3. analyze target audiences and apply appropriate communication strategies.
4. demonstrate basic skills in campaign planning, media selection, and brand positioning.
5. evaluate corporate communication practices and apply ethical standards in advertising and public relations.

Unit	Description	Hours
1	Introduction to Advertising and Corporate Communication: Meaning, nature, and scope of advertising, Evolution and growth of advertising industry, Role and importance of corporate communication in organizations.	10
2	Advertising Strategy and Creative Development: Advertising objectives and strategies, Advertising appeals and message strategies, Consumer behavior and advertising response, Advertising copywriting, Designing advertisements for print and digital platforms.	12
3	Media Planning and Advertising Campaign: Advertising media: print, radio, television, outdoor, and digital media, Media planning and media selection strategies, Media scheduling and budgeting, Advertising agencies: structure and functions.	12
4	Corporate Communication: Meaning and scope of corporate communication, Stakeholder communication and relationship management, Corporate branding and brand identity, Corporate Social Responsibility (CSR) communication, Crisis communication.	12
5	Digital Advertising and Contemporary Corporate Communication: Digital advertising and social media marketing, Influencer marketing and content marketing, Ethics and regulation in advertising, Global trends in advertising and corporate communication, Future of AI and data-driven advertising.	10

References:

1. Jethwaney, J. N., & Jain, S. (2012). *Advertising management* (2nd ed.). Oxford University Press.
2. Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
3. Chunawalla, S. A., & Sethia, K. C. (2010). *Foundations of advertising: Theory and practice*. Himalaya Publishing House.
4. Arens, W. F., Weigold, M. F., & Arens, C. (2018). *Contemporary advertising and integrated marketing communications* (16th ed.). McGraw-Hill Education.
5. Batra, R., Myers, J. G., & Aaker, D. A. (2009). *Advertising management* (5th ed.). Pearson Education India.

6. Wells, W., Moriarty, S., & Burnett, J. (2018). *Advertising: Principles and practice* (11th ed.). Pearson.
7. Mathur, U. C. (2008). *Advertising management: Text and cases*. New Age International Publishers.
8. Jefkins, F., & Yadin, D. (2016). *Advertising* (5th ed.). Pearson Education.
9. Jethwaney, J. N. (2010). *Advertising and promotion*. Sage Publications India.
10. Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications* (8th ed.). Pearson.
11. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
12. Chaturvedi, P. D., & Chaturvedi, M. (2013). *Business communication: Concepts, cases and applications*. Pearson India.
13. Moriarty, S., Mitchell, N., & Wells, W. (2015). *Advertising and IMC: Principles and practice* (10th ed.). Pearson.
14. Percy, L., & Elliott, R. (2016). *Strategic advertising management* (5th ed.). Oxford University Press.
15. Duncan, T. (2014). *Principles of advertising and IMC* (2nd ed.). McGraw-Hill.
16. Fill, C., & Turnbull, S. (2019). *Marketing communications: Discovery, creation and conversations* (8th ed.). Pearson.
17. Argenti, P. A. (2016). *Corporate communication* (7th ed.). McGraw-Hill Education.
18. Cornelissen, J. (2020). *Corporate communication: A guide to theory and practice* (6th ed.). Sage Publications.
19. Jethwaney, J. N., & Sarkar, N. N. (2018). *Corporate communication: Principles and practice* (2nd ed.). Oxford University Press.
20. Lesly, P. (2014). *Lesly's handbook of public relations and communications* (7th ed.). McGraw-Hill.
21. Kitchen, P. J., & Burgmann, I. (2015). *Integrated marketing communication*. Palgrave Macmillan.

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Semester - VI

Course Title: Introduction to Digital Media	Course Code: 24MJMCJ6L2
Total Contact Hours: 56	No. of Credits: 4
L:T:P: 4-0-0	
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Exam Marks: 80	

Course Description: This course introduces the fundamental concepts and practices of advertising and corporate communication. It covers advertising strategies, branding, public relations, and corporate image management.

Course Outcomes (COs):

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

1. explain the fundamental characteristics of digital medias.
2. evaluate the impact of new media on society, culture, and politics, including issues regarding the digital divide.
3. Acquire fundamental skills to create, edit, and distribute digital content.
4. Identify and apply ethical standards and legal frameworks related to digital media.
5. critical thinking skills to analyze digital messages, identify bias, verify sources.

Unit	Description	Hours
1	Foundations of Digital Media: Meaning, nature, and scope of digital media, Evolution from traditional media to digital media, History of the Internet and World Wide Web, Computer-mediated communication (CMC).	10
2	Internet, Social Media and Digital Platforms: Internet, Digital communication platforms and networks, Social media platforms and their communication models, Blogs, vlogs, podcasts, and online communities.	12
3	Digital Content Creation and Multimedia Storytelling: Multimedia elements: text, images, audio, video, graphics, Principles of multimedia storytelling, Digital photography and video basics, Content planning and content strategy, Digital publishing tools and content management systems.	12
4	Digital Media Industry and Applications: Digital journalism and online news platforms, Digital marketing and online advertising, OTT platforms and streaming media, Data journalism and web analytics, E-commerce and digital branding.	12
5	Ethics, Regulation and Emerging Trends in Digital Media: Digital media ethics and online responsibility, Privacy, surveillance, and data protection, Fake news, misinformation, and deepfakes, AI & automation in media, Future trends in digital communication and immersive media.	10

References:

1. Manovich, L. (2001). *The language of new media*. MIT Press.
2. Flew, T. (2018). *New media: An introduction* (4th ed.). Oxford University Press.
3. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction* (2nd ed.). Routledge.
4. Siapera, E. (2017). *Understanding new media* (2nd ed.). Sage Publications.
5. Pavlik, J. V., & McIntosh, S. (2018). *Converging media: A new introduction to mass communication* (6th ed.). Oxford University Press.
6. Dahiya, S. (2023). *Digital first: Entrepreneurial journalism in India*. Oxford University Press

7. Dahiya, S., & Trehan, K. (Eds.). (2024). *Handbook of digital journalism: Perspectives from South Asia*. Springer.
8. Kumar, K. J. (2010). *Mass communication in India* (4th ed.). Jaico Publishing House.
9. Mehta, N. (2023). *India's techade: The digital revolution and change in the world's largest democracy*. HarperCollins India
10. Chattopadhyay, D. (2022). *Indian journalism and the impact of social media*. Palgrave Macmillan.
11. Couldry, N., & Hepp, A. (2017). *The mediated construction of reality*. Polity Press.
12. Pavlik, J. V. (2013). *Innovation and the future of journalism*. Digital Journalism Studies.
13. Burns, A. (2020). *Social media: A global introduction* (2nd ed.). Wiley-Blackwell.
14. Shirky, C. (2008). *Here comes everybody: The power of organizing without organizations*. Penguin Press.
15. Fuchs, C. (2017). *Social media: A critical introduction* (2nd ed.). Sage Publications.
16. Khan, F. B. (2019). *The game of votes: Visual media politics and elections in the digital era*. SAGE Publications.

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Semester - VI

Course Title: Elementary Research Project	Course Code: 24MJMCJ6S3
Total Contact Hours: 30	No. of Credits: 2
L:T:P: 1-1-0	
Internal Assessment Marks: 10	Duration of SEE: 2 Hours
Semester End Exam Marks: 40	

VSKU Guidelines for Project Work

OBJECTIVES:

1. To provide an opportunity for students to apply economic theoretical concepts and research aptitude.
2. To sharpen domain knowledge and provide cross functional skills.
3. To expose the students to the current media and professional environment.
4. To learn apply multidisciplinary concepts, tools and techniques to solve organizational problems.
5. To understand the processes involved in the working of the various functional departments of the organization.
6. To create awareness for various research topics in the Media field.

General Guidelines:

- A. Nature of Project Work:** The student will have to identify a project work in Economics discipline that matches the student's area of interest and specialization. In addition to discipline specific project, the student is also permitted to undertake project work in a firm/bank/organisation, to study the functioning of an organization, identify a problem area and provide suggestions to overcome the problems. No two students of the Department/College shall work on the same topic in the same firm/bank/organization. Students are encouraged to opt for field-based research in different sectors in journalism.
- B.** A team of five (05) or below five students of the concerned discipline shall work on the same topic and if any student is interested to undertake project work individually, he/she shall do it.
- C. Duration of Project Work:** The project works shall be for a period of ONE SEMESTER students are expected to take up the preliminary work such as identifying

the research area/organization, finalization of topic and review of literature during the previous semester itself.

D. Guide: Internal Guide is a faculty member working in J&MC Department of the concerned affiliated college where the student has taken admission for the UG program.

E. Schedule to be followed before commencement of Project work [During V semester of the Bachelor of Arts]

Activity	Time-line	Remarks
Identifying the Organization and Problem Identification	First two weeks	In consultation with project guide the student identifies research topic / organization and identifies problem for his/her study, according to his/her interest.
Problem Statement	3rd week	His/her interests discussed with guide.
Research design	4th week	Discussion with internal guide to decide on suitable design for the research
Synopsis preparation	5th and 6th week	Preparation of synopsis* incorporating the Objectives
Presentation of Synopsis	7th and 8 th Week	The student will present Synopsis with the detailed execution plan to the project review committee** who will review and may a) approve, b) approve with modification or c) Reject for fresh synopsis.
Approval status	9th and 10th Week	The approval status shall be submitted to Chairman, UG Department of J&MC who will officially give approve for initiation of Project work.

Structure of Synopsis:

Synopsis is a 3-5 pages hard copy document and to be submitted to the Chairman with the signatures of Internal Guide and the Student.

Page	Content
Page 1	1. Title 2. Student Details (Including UUCMS ID) - with details of Internal Project Guide
Page 2	1. Introduction with objectives 2. Review of articles/literature about the topic with source of information 3. Expected results (300 words).

Page 3	1. Time-Activity Chart
**Composition of the Project Review Committee in the department 1. Chairman of UG Department 2. Domain Expert 3. Guide	

F. Schedule to be followed during Project Work [In VI semester]

Activity	Time-line	Remarks
Understanding the research problem /structure and functioning of the organization.	20 Days	Student should understand research problem do literature review/services and problems of the organization.
Preparation of research tools for data collection	30 Days	Discussion with the guide for finalization of research methods in his/her domain and submit the same to the guide. (First presentation to Project Review Committee)
Data collection and processing	30 Days	Data collected to be edited, coded, tabulated and present for analysis with the guide's suggestions. (Second presentation to Project Review Committee)
Analysis and finalization of report	25 Days	Students must use appropriate and latest statistical tools and techniques for analysing the data (Third presentation to Project Review Committee)
Submission of Project Report	15 Days	Final report should be submitted to the HOD/College before two weeks of the commencement of theory examination.

G. Format of the Project Report: The report shall be prepared using a MS Word processor with Times New Roman font sized 12, on a page layout of A4 size with 1” margin on all three sides and left with 1.5”, double line spacing and only front side print, [no back-to back print]. The report may not exceed 60 pages.

H. Submission of Report:

- a. Students should submit **TWO** copies of report in Hard bound.
- b. Students should also submit the report in electronic form [CD].
- c. Colleges in turn shall submit ONE copy of the report and CD of their students along with a consolidated master list with university registration number, Name of the student, and Title of the report to the Examination Section, VSKUB before the commencement of the theory examinations.

I. Publication of research findings:

Students expected to present their research findings in seminars/conferences/technical events/fests or publish their research work in journals in association with their internal guide of the department with VSKU Ballari affiliation as a tag. Appropriate weightage should be given to this in the internal evaluation of the project report.

J. Evaluation

- a. The project report of a candidate shall be assessed for maximum of 50 marks consisting of 30 marks for report evaluation by the University and 20 marks for viva-voce examination.
- b. **Evaluation:** An Examiner appointed by the BOE, shall do evaluation for maximum of THIRTY (30) marks.
- c. **Viva-voce/Presentation:** A viva-voce examination will be conducted for twenty [20] marks at the College, by the examiners appointed by the University. Each student is expected to give a presentation of his/her work.

The Candidate who fails to attend or fulfill the requirements of the course shall not be eligible and he/she shall re-register for the course when offered.

K. Marks allocation for Project report

Evaluation by an Examiner appointed by university for 30 Marks		
Sl. No	Project Activity	Marks
1	Introduction and Methodology	05
2	Industry/Company profile/ Profile of the study area	03
3	Theoretical Background of the Study	05
4	Data Analysis and interpretation	10
5	Summary of Findings, suggestions and Conclusion	07
	Total	30

Viva-Voce by Examiner appointed by university for 20 Marks		
Sl. No	Aspects	Marks
1	Presentation Skills	04
2	Subject Knowledge	05
3	Objective of the study/Methodology	04
4	Analysis using Statistical tools and Statistical Packages	03
5	Findings and appropriate suggestions	04
	Total	20

Project Report on

(Title of the Report in Capital Letters with inverted commas)

BY (Student Name)

(UUCMS No.)



Submitted to

VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY, BALLARI

***In partial fulfillment of the requirements for the award of the degree of Bachelor of
Arts in Journalism***

Under the guidance of

INTERNAL GUIDE

(Name)

(Designation)

**Under-Graduate Department of Journalism,
Vijayanagara Sri Krishnadevaraya University**

Jnana Sagara Campus, Cantonment, Ballari-583 105

Year

DECLARATION

I, the undersigned, hereby declare that the Project Report titled “-----
- -----” written and submitted by me to Vijayanagara Sri Krishnadevaraya University,
Ballari in partial fulfillment of requirements for the Award of Degree of Bachelor of Arts in
Journalism under the guidance of _____ is my original work and the
conclusions drawn therein are based on the material collected by myself.

Place: Bellary

Signature

Date:

(Name Research Student)

CERTIFICATE

This is to certify that the Project Report titled “
-” which is being submitted herewith for the award of the degree of Bachelor of Arts in
Journalism -----of Vijayanagara Sri Krishnadevaraya University, Ballari is the
result of the original research work completed by Mr. _____ bearing URN
(xxxx), under my supervision and guidance and to the best of my knowledge and belief the work
embodied in this Project Report has not formed earlier the basis for the award of any degree or
similar title of this or any other University or examining body.

Signature of Research Guide

Signature of the HOD in Case of affiliated College

Place:

Date:

Signature of the Chairman/Principal Place:

Bellary

Date:

ORGANISATION/ COMPANY CERTIFICATE:

This certificate is to be obtained on original letterhead of the company by the project student where he/she carried out project work. For example,

CERTIFICATE or TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr/Miss/Mrs.....** has worked in the -----
----- department from to in our organization. During this period, he successfully completed the work assigned to him. He has been sincere, hardworking and punctual in his work. I wish good and prospers carrier for his future.

Signature

[Name of the Person]

Designation with Office Seal

Note: The above-cited content certificate is to be obtained on original letterhead of the company by the project student where he/she carried out project work.

F. CONTENT PAGE

CONTENTS

Items	Page No.
ACKNOWLEDGEMENT	Roman No
LIST OF TABLES	Roman No
LIST OF FIGURES	Roman No
CHAPTER I: Introduction	Arabic No
CHAPTER II: Profile of the Organization	Arabic No
CHAPTER III: Research Design and Methodology	Arabic No
CHAPTER IV: Data Presentation, Analysis and Interpretation	Arabic No
CHAPTER V: Findings and suggestions	Arabic No
BIBLIOGRAPHY	Arabic No
ANNEXURE	Arabic No

G. ACKNOWLEDGMENT

A page for Acknowledgment

Here the students can acknowledge for the people who are concern to the work and project. For example:

ACKNOWLEDGMENT

I take this opportunity as privilege to express my deep sense of gratitude to my research guide Dr./Shri _____, [Designation], Department of Journalism, Vijayanagara Sri Krishnadevaraya University, Ballari for his continuous encouragement, invaluable guidance and help for completing the present research work.

I am deeply indebted to Dr._____, Chairman/HOD/Principal, Department of Journalism, Vijayanagara Sri Krishnadevaraya University, Ballari or College for being a source of inspiration to me and I am indebted to him for initiating me in the field of research.

I am deeply grateful to all authorities of the Vijayanagara Sri Krishnadevaraya University, Bellary without their help completion of the project was highly impossible.

I take this opportunity as privilege to articulate my deep sense of gratefulness to the Managing Director, and the staff of the-----of Company for their timely help, positive encouragement and without their help completion of the project was highly impossible.

I wish to express a special thanks to all teaching and non-teaching staff members, the Vijayanagara Sri Krishnadevaraya University, Ballari for their forever support. Their encouragement and valuable guidance are gratefully acknowledged. I would like to acknowledge my all my family members, relatives and friends for their help and encouragement.

Place:

Date:

Name of the Student

H. LIST OF TABLES

A PAGE FOR LIST OF TABLES

LIST OF TABLES		
Table No.	Title of the Table	Page No
Table No. 1.1		
Table No. 1.2		
Table No. 2.1		
Table No. 2.2		
Table No. 3.1		
Table No. 3.2		
Table No. 4.1		
Table No. 4.2		
Table No. 5.1		
Table No. 5.2		

Tables may be more or less depending upon the tables in the each chapter

I. LIST OF FIGURES

A PAGE FOR LIST OF FIGURES

LIST OF FIGURES		
Figure No	Title of the Figure	Page No.
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Figure No. 2.1		
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Figure No. 4.1		
Figure No. 4.2		
Figure No. 5.1		
Figure No. 5.2		
Figure No. 5.3		
Figure No. 5.4		

Figures may be more or less depending upon the figure in the each chapter

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 (1-4 sem)

B.A. Degree Examination, Subject

Paper:-----

Time: 1.5 Hours

(Max.Marks-40)

Section A

Answer all questions. Each question carries TWO marks. (5x2=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 ***at least one*** question from each unit for section A and ***exactly two*** questions from each unit for section B to maintain uniform distribution of questions.
