

DEPARTMENT OF COMMUNICATION
SYLLABUS FOR BA/B.Sc.
JOURNALISM & MASS COMMUNICATION
(BATCH 2024 ONWARDS)
V & VI SEMESTER SYLLABUS
STATE EDUCATION POLICY



MEDIA EDUCATION - A LEGACY TO HOLD, A FUTURE TO BUILD

Centennial Celebration of Media Education in India: 1920-2020

Central Old Pareeksha Bhavana, Jnanabharathi Campus, Bangalore University, Bengaluru, 560056
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Dr. B Shailashree
Professor & Chairman

20/06/2025

Reference: No: SYN/S2/BDS/Communi/35/2024-25

ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 166 ಯುಎನ್ಇ 2023 ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 08.05.2024ರ

ಪ್ರೊಗ್ರಾಮ್ ವಿನ್ಯಾಸ (Curriculum Structure)

Ref No: ACA-II/proceedings/PG Syllabi Rev./2025-26 dated:22.01.2026

PROCEEDINGS OF THE BOARD OF STUDIES MEETING (UG & PG)

The meeting of the **Board of Studies (BOS) in Communication** was held on **06 March 2026 at 11:00 AM** in the Department of Communication, Old Pareeksha Bhavana, Jnanabharathi Campus, Bengaluru.

The Chairman welcomed all members and initiated the proceedings. The agenda items were subsequently taken up for discussion and deliberation.

Members Present

Sl. No.	Name & Designation
1	Dr. B. Shailashree , Professor & Chairperson, Department of Communication, Bangalore University
2	Dr. Vasundara Priyadarshini , Department of Communication, Bangalore University
3	Prof. Dr. B. K. Ravi , Vice-Chancellor, Bengaluru North University, Kolar
4	Dr. Onkar Kakade – Professor & Chairman, Department of Mass Communication & Journalism, Akkamahadevi Women University
5	Dr. C. K. Puttaswamy – Professor, Department of Mass Communication and Journalism, University of Mysore, Manasagangothri, Mysore
6	Dr. J. M. Chandunavar – Professor & Chairman, Department of Journalism & Mass Communication, Karnatak University
7	Dr. Asha Krishnaswamy – Renowned Journalist, Bangalore
8	Mr. Ravi Hegde – Editor-in-Chief, Kannada Prabha and Suvarna News, Bangalore
9	Dr. Prashanth Venugopal – Head & Associate Professor, Department of Journalism & Mass Communication, St. Pauls College, Bengaluru

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10	Dr. S.G. Raghavendra , Associate Professor, First Grade College, Vijayanagar, Bengaluru
11	Dr. Sharadha T , Head, JMC, NMKRV College, Bengaluru
12	Dr. Mahesh D. , Assistant Professor, Government Arts College, Bengaluru
13	Dr. Govindaiah C. , Assistant Professor, Government Arts College,
14	Mr. Sampath Kumar , Assistant Professor, St. Francis De Sales College
15	Ms. Supreetha C.K. , Assistant Professor, Kempegowda Institute of Management Studies
16	Mr. Lazarus Lepcha , Assistant Professor, Loyola Degree College, Bannerghatta, Bengaluru

Agenda:

1. Modification and approval of Regulations and Syllabus of the Two-Year M.A. Journalism & Mass Communication Programme under CBCS (with effect from the Academic Year 2026–27).
2. Introduction of Skill Enhancement Courses (SEC) and Value-Added Courses at PG levels.
3. Approval of Elective Paper for B.A. (IV/V/VI Semester) – “Computer Applications for Journalism and Mass Communication” (50 Marks).
4. Approval of V and VI Semester BA Journalism & B.Sc. Journalism
5. Approval of Panel of Examiners
6. Any other matter with the permission of the Chair.

Discussion:

The meeting of the Board of Studies in Journalism and Mass Communication was held to deliberate on the academic matters placed before the Board. The following agenda items were discussed and the resolutions were passed.

Agenda 1: Modification and Approval of Regulations and Syllabus of the Two-Year M.A. Journalism & Mass Communication Programme under CBCS

The Board reviewed the proposed modifications to the Regulations and Syllabus of the Two-Year M.A. Journalism & Mass Communication Programme under the Choice Based Credit System (CBCS). After detailed discussion, the Board approved the revised regulations and updated syllabus incorporating recent developments in media studies, digital journalism, and industry-oriented learning. The revised syllabus will be implemented with effect from the **Academic Year 2026–27**, subject to approval by the competent authorities.

Agenda 2: Introduction of Skill Enhancement Courses (SEC) and Value-Added Courses at PG Levels

The Board discussed the need to strengthen skill-based learning and employability at the postgraduate level. It was resolved to introduce **Skill Enhancement Courses (SEC)** and **Value-Added Courses** focusing on emerging areas such as digital media practices, data visualization, podcast production, and AI tools for media. The Board approved the introduction of these courses as part of the PG curriculum.

Agenda 3: Approval of Elective Paper for B.A. (IV/V/VI Semester)

The Board considered the proposal to introduce an elective paper titled “**Computer Applications for Journalism and Mass Communication**” carrying **50 marks** for B.A. students in the IV, V, or VI Semester. After discussion, the Board approved the introduction of the elective paper, subject to statutory approval.

Agenda 4: Approval of V and VI Semester Syllabus for B.A. Journalism and B.Sc.

Journalism

The Board reviewed the proposed syllabus for the **V and VI Semesters of B.A. Journalism and B.Sc. Journalism programmes**. After discussion and minor modifications, the Board

approved the syllabus to be implemented in accordance with the State Education Policy framework.

Agenda 5: Approval of Panel of Examiners

The Board considered and approved the **PG Panel of Examiners** for the concerned programmes for the forthcoming academic assessments.

Agenda 6: Any Other Matter with the Permission of the Chair

No additional matters were raised for discussion. The meeting concluded with a vote of thanks to the Chair.

The Mass Media landscape has significantly evolved, playing a crucial role in societal empowerment. As an academic discipline, media education has garnered substantial importance, attracting a growing number of students. The Department of Communication at Bangalore University, a premier institute in the country, is dedicated to serving society by providing exceptional teaching, training, and research opportunities. Our students are trained to embark on challenging media careers with a competitive edge. The course curriculum is regularly updated to align with the needs of the media industry and modern communication technologies.

The re-designed course aims to achieve the following broad objectives:

1. To impart fundamental knowledge of Communication and related fields of study.
2. To develop learners into competent and efficient professionals for the Media & Entertainment Industry.
3. To cultivate a culture of research, innovation, entrepreneurship, and incubation.
4. To introduce and integrate emerging Communication technologies into the curriculum.
5. To instill professional ethics and values rooted in both Indian and global media cultures.
6. To prepare socially responsible media academicians, researchers, and professionals with a global perspective.

II. Duration of the course

The course of study for the BA Journalism degree shall be of three academic years comprising of six semesters. The course commencement, programme schedule, examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

COURSE STRUCTURE

SEMESTER- III

Sem/ Code	Paper Title	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total	Credits
DSC:3.1	Audio Visual Media	03	3hrs	20	80	100	03
DSCP:3.2	Audio Visual Media (Practical)	04	3hrs	10	40	50	02
Total		07		30	120	150	05

SEMESTER- IV

Sem/ Code	Paper Title	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total	Credits
DSC:4.1	Media Laws	03	3hrs	20	80	100	03
DSCP:4.2	Media Laws (Practical)	04	3hrs	10	40	50	02
Total		07		30	120	150	05

Elective – I: B.A. (IV, or V or VI Semester) only for Triple Majors

Sem/ Code	Paper Title	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total	Credits
DSE-E1	Computer Applications for Media	03	1.5hrs	10	40	50	02

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SEMESTER- V

Sem/ Code	Paper Title	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total	Credits
Students who complete the 3-years UG program with three subjects in all the three years will be awarded the UG Degree in Science							
DSC:5.1	Reporting	04	3hrs	20	80	100	04
DSCP:5.2	Reporting (Practical)	04	3hrs	25	25	50	02
DSC:5.3	Editing	04	3hrs	20	80	100	04
DSCP:5.4	Editing (Practical)	04	3hrs	25	25	50	02
If candidates choose one of the subjects as major in the 3 rd year and studies that subject only, then the curriculum and credit Framework will be as follows:							
DSC:5.5	Digital Journalism & Data Literacy	04	3hrs	20	80	100	04
DSCP:5.6	Digital Journalism & Data Literacy (Practical)	04	3hrs	25	25	50	02
DSE-E2	Media and Technology	04	3hrs	20	80	100	04
DSE-E3	Media and Society	04	3hrs	20	80	100	04
RM1	Research Methodology	04	3hrs	20	80	100	04
INT-JMC	Internship	-	Viva-Voce	10	40	50	02

SEMESTER- VI

Sem/ Code	Paper Title	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total	Credits
Students who complete the 3-years UG program with three subjects in all the three years will be awarded the UG Degree in Science							
DSC:6.1	Media Management	04	3hrs	20	80	100	04
DSCP:6.2	Media Management (Practical)	04	3hrs	25	25	50	02
DSE-E4	Social Media Strategies & Analytics	04	3hrs	20	80	100	04
DSE-E5	Media Literacy & Fact Checking	04	3hrs	20	80	100	04
	Job Skill – Practical Paper	04	2hrs	10	40	50	02
If candidates choose one of the subjects as major in the 3 rd year and studies that subject only, then the curriculum and credit Framework will be as follows:							
DSC:6.5	AI and Data Journalism	04	3hrs	20	80	100	04
DSCP:6.6	AI and Data Journalism (Practical)	04	3hrs	25	25	50	02
DSC:6.7	Advertising & Public Relation	04	3hrs	20	80	100	04
DSCP:6.8	Advertising & Public Relations (Practical)	04	3hrs	25	25	50	02
DSE-E4	Social Media Strategies & Analytics	04	3hrs	20	80	100	04
DSE-E5	Media Literacy & Fact Checking	04	3hrs	20	80	100	04
DSE-E6	Film Appreciation	04	3hrs	20	80	100	04
VT-JMC	Vocational Paper	04	3hrs	20	80	100	04
RM2	Research Project	04	3hrs	20	80	100	04

Note: 01 Credit Theory, 01-hour teaching. 01 Credit Practical 02 hours of teaching.

*Discipline Subject Core (DSC), * Discipline Subject Core Practical (DSCP), *Discipline Specific Elective (DSE)

Guidelines for Internal Assessment

The internal assessment for each course is out of **20 marks**, distributed as follows:

1. Attendance (05 Marks)

- o 90-100%: 05 marks
- o 80-89%: 04 marks
- o 75-79%: 03 marks

2. Presentation/Assignment (05 Marks)

- o Content quality: 02 marks
- o Organization: 01 mark
- o Delivery/completion: 01 mark
- o Adherence to guidelines/deadlines: 01mark

3. Class Test (10 Marks)

Notes:

- Participation is crucial.
- Adjustments are at the instructor's discretion and will be communicated.
- Seek feedback to improve.

SEP Question Paper Pattern for UG Semester

Paper Code:

Paper Title:

Time: 3 Hours

Max. Marks: 80

Instruction: Answer all Sections

SECTION-A

(10X2=20)

1. Answer the following sub-questions, each sub-question carries **TWO** marks.

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

Note for Section-A: Two sub-questions from each unit. Last Two sub-questions from any units

SECTION-B

(6X5=30)

Answer any Six of the following questions, each question carries **Five** marks.

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

Note for Section-B: Minimum One question from each unit and questions No-7 to 9 from any units.

SECTION-C

(3X10=30)

Answer any Three of the following questions, each question carries **TEN** marks.

- 10.
- 11.
- 12.
- 13.
- 14.

Note for Section-C: One question from each unit. Sub-questions such as 'a' and 'b' may be given for a question in section-C only

SEP Elective – I: B.A. (IV, or V or VI Semester)

DSE-E1 - COMPUTER APPLICATIONS FOR MEDIA

Credits: 02/03Hrs

Total Marks: 50

Semester: IV/V/VI

Course Type: Elective

Course Objectives

- To equip students with essential computer skills required in journalism.
- To introduce digital tools used in print, broadcast and online media.
- To develop practical skills in multimedia content creation and digital publishing.

UNIT I: Fundamentals of Computers and Digital Media

MS Office for Journalism: MS Word for news writing and formatting; MS PowerPoint for news presentations; Introduction to Digital Media: Role of computers in print, electronic and online journalism;

UNIT II: Media Production Tools and Applications

Designing and Layout for Media: Basics of page designing; E-paper concept and digital publishing; Media websites and blogs. Audio and Video Production Tools: Basics of audio recording and editing; Social media platforms for journalists; Digital storytelling techniques; Podcast basics.

UNIT III: Internet, Multimedia and Emerging Media

Fundamentals of Multimedia: Elements of multimedia – text, audio, video, graphics and animation; Visual communication basics; Multimedia applications in journalism. Emerging Trends: Online news portals; Cyber safety and digital ethics.

Reference Books:

1. Computer Fundamentals and MS Office – *P. K. Sinha & Priti Sinha*, BPB Publications
2. Digital Journalism: Emerging Media and the Changing Horizons of Journalism – *Kevin Kawamoto*, Routledge
3. Multimedia: Making It Work – *Tay Vaughan*, McGraw-Hill
4. Media and Communication Technologies: A Critical Introduction – *John D. H. Downing*, Sage Publications
5. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age – *Paul Bradshaw*, Routledge

Semester: 5

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSC 5.1 REPORTING

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Fundamentals of News Reporting (12 hrs)

Definitions: What is News? Characteristics of News. News Values: Criteria that make events newsworthy. Sources of News: Types of sources (primary, secondary). Techniques for sourcing news. Principles of News Writing: Accuracy, clarity, fairness, and balance. The inverted pyramid structures.

Unit 2: News Structure and Types (12 hrs)

News Structure: Organization of news stories. Elements of a news story. Types of Leads: Summary lead, anecdotal lead, question lead, quote lead. Types of News Stories: Hard news vs. soft news. Feature stories, investigative stories, opinion pieces.

Unit 3: Roles and Responsibilities in News Reporting (12 hrs)

Qualifications of a Reporter: Essential skills and qualities. Beat Reporter: Definition and role. Different types of beats (politics, crime, sports, etc.). Correspondents: Roles of foreign correspondents. Challenges faced by correspondents. Stringers: Role and significance. Working as a stringer. Freelance Journalist: Definition and opportunities. Challenges and skills required. Mofussil: Reporting from small towns and rural areas. Unique challenges and opportunities.

Unit 4: Conducting and Writing Interviews (12 hrs)

Meaning of Interviews: Definition and importance. Types and Techniques of Interviews: Structured, semi-structured, unstructured. Techniques for effective interviewing. Methods of Writing Interview Stories: Transcribing interviews. Structuring the interview story. Quoting accurately and effectively. Press Conferences: Preparation and coverage. Writing press conference reports. Speech Reporting: Techniques for reporting speeches. Report on local events, covering different beats. Conduct and report on simulated press conferences.

Books for Reference

1. **Kamath M.V.:** Handbook of Journalism
2. **Srivastava K.M.:** News Writing and Reporting
3. **McDougal C.D.:** Interpretative Reporting
4. **Sheean P.V.:** Reportorial Writing
5. **Sherwood H.C.:** Journalistic Writing
6. **Kamath M.V.:** Professional Journalism
7. **Carl Warren:** Modern News Reporting
8. **Ramachandra Iyer:** Quest for News

Program Name	BA Journalism and Mass Communication		Semester	V
Course Title	Reporting Practical			
Course Code:	DSCP:5.2	No. of Credits		02
Contact hours	40	Duration of SEA/Exam		03 Hours
Formative Assessment Marks	10	Summative Assessment Marks		40

Reporting Practical Components

Submit a practical record including the following components:

1. News Report Writing (Hard News)

Objective: Apply the inverted pyramid structure and news values.

Activity: Attend a real or simulated local event (e.g., college seminar, protest, or community activity) and write a **250-word hard news report**.

Skills Used: News judgment, sourcing, writing clarity.

2. Lead Writing Exercise

Objective: Practice writing different types of leads.

Activity: Given a news event prompt, write **4 different leads**:

Summary Lead, Quote Lead, Question Lead and Anecdotal Lead

Skills Used: Creativity, concise writing, structure.

3. Conduct and Report an Interview

Objective: Learn interviewing techniques and story writing.

Activity: Choose a public personality (teacher, NGO worker, sportsperson, etc.), conduct a **structured interview**, and write a **profile/interview story** (300–400 words).

Skills Used: Question design, transcription, quoting, structuring.

4. Beat Reporting Assignment

Objective: Understand the role of a beat reporter.

Activity: Pick a beat (e.g., crime, politics, education) and write a **beat report** based on field observation, interviews, or news sources (400–500 words). **Skills Used:** Fieldwork, specialization, ethics.

5. Simulated Press Conference & Report Writing

Objective: Practice real-time reporting.

Activity: Attend or simulate a press conference. Take notes and write a **press conference report** (250–300 words) with quotes and key takeaways.

Skills Used: Listening, fast note-taking, report structuring.

Semester: 5

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSC 5.3 EDITING

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Functions and Structure of Newsrooms (14 hrs)

Functions of Newsrooms: Overview of newsroom operations. Coordination between different departments. Reporting Sections: Roles and responsibilities. Interaction with editorial and production teams. Editorial Department: Structure and hierarchy. Decision-making processes. Different Designations in Reporting and Editorial Departments: Overview of various roles (reporter, editor, sub-editor, chief editor). Responsibilities and workflows.

Unit 2: Principles and Practices of Editing (14 hrs)

Editing: Meaning and Purpose: Definition of editing in journalism. Importance and goals of editing. Principles of Editing: Accuracy, clarity, conciseness, and coherence. Ethical considerations in editing. Rewriting: Purpose and principles. Techniques for effective rewriting. Translation: Meaning and purpose. Principles of translating news content. Qualifications and Responsibilities of an Editor: Essential skills and attributes. Editorial judgment and decision-making. News Editor; Chief Sub Editor; Sub Editor; Copy editing and headline writing.

Unit 3: Headlines (14 hrs)

Headlines: Meaning and Importance: Function of headlines in journalism. Characteristics of effective headlines. Kinds of Headlines: Different types of headlines (informative, provocative, question, command). Functions of Headlines: Attracting readers. Summarizing content. Guiding readers through the story. Headline Writing: Techniques and best practices. Balancing creativity and clarity.

Unit 4: Newspaper Design and Layout (14 hrs)

Newspaper Design and Layout: Principles of good design. Layout strategies for front and inside pages. Computer Page Makeup: Digital tools and software for page design. Techniques of page makeup. Picture Editing and Caption Writing: Selecting and editing images. Writing effective captions.

Books for Reference

1. **B.N. Ahuja and S.S. Chabra:** Editing, Surjeet Publications, Delhi, 2009
2. **Bruce Westley:** News Editing (3rd edition), IBH Publications, New Delhi, 1980
3. **Baskette, Sissors & Brooks:** The Art of Editing (5th edition), McMillan Publications Co., New York, 1992
4. **Harold Evans:** Newspaper Design, Holt, Rinehart & Winston, 1976
5. **Wolesley & Campbell:** Newsmen at Work, Houghton and Mifflin, 1949
6. **TJS George:** Editing - A Handbook for the Journalist, IIMC, New Delhi, 1989
7. **Spencer L.M.:** Editorial Writing
8. **Robert C McGiffert:** The Art of Editing News, Chilton Book Co., 1972

Program Name	BA Journalism and Mass Communication	Semester	V
Course Title	Editing Practical		
Course Code:	DSCP:5.4	No. of Credits	02
Contact hours	40	Duration of SEA/Exam	03 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

Editing Practical Components

Submit a practical record including the following components:

1. News Editing and Proofreading Exercise

Objective: Practice the principles of accuracy, clarity, coherence, and conciseness.

Activity: Edit 3 sample news articles (provided by faculty or from real newspapers). Correct factual, grammatical, and structural errors. Highlight and comment on: Spelling and grammar issues, Redundant or ambiguous phrases, Ethical concerns. Output: Submit both original and edited versions with brief notes.

2. Headline Writing Practice

Objective: Develop skills in writing sharp and effective headlines.

Activity: Write 4 types of headlines (Informative, Provocative, Question, Command) for 2 given news articles each. Ensure headlines are: Accurate and relevant, Engaging and concise, grammatically correct. Output: Submit the headlines with article summaries.

3. News Story Rewriting Task

Objective: Learn how to rewrite news for clarity and audience engagement.

Activity: Take a lengthy or poorly structured news article and rewrite it for: Brevity and clarity, Logical structure (lead to detail), Readability. Output: Submit original and rewritten versions side by side.

4. Translation of News Article

Objective: Understand the basics of translation and cultural adaptation.

Activity: Translate one short news report (approx. 200 words) from English to Kannada (or vice versa, depending on language proficiency and university medium). Output: Submit the original and translated versions with notes on choices made.

5. Newspaper Page Design (Front/Inside Page)

Objective: Apply layout, design, and caption writing principles. Activity: Use software (e.g., InDesign, Canva, Scribus or any preferred tool) to design:

- One Front Page and one Inside Page of a tabloid-sized newspaper.
 - Include headlines, sub-heads, body text, photos, captions, and proper spacing.
- Output: Submit printouts/screenshots with a short explanation of design choices.

Semester: 5

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSC 5.5 – Digital Journalism & Data Literacy

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Introduction to Digital Journalism (14 hrs)

Definition and evolution of digital journalism; Differences between traditional and digital media; Characteristics of digital content: interactivity, hypertextuality, multimedia; Role of mobile devices and internet penetration; Digital storytelling formats: blogs, vlogs, web features, podcasts.

Unit 2: News Production in the Digital Age (14 hrs)

Digital newsrooms: workflow and management; Tools for multimedia content creation (text, video, audio, infographics); Writing for online platforms: headlines, SEO, hyperlinks; Understanding analytics: engagement metrics, A/B testing; Social media integration in news production

Unit 3: Data Literacy for Journalists (14 hrs)

Importance of data in journalism; Basics of data sourcing: open data, RTI, APIs; Interpreting data: charts, tables, visualizations; Tools for data analysis: Google Sheets, Flourish, Datawrapper; Common errors in interpreting statistics. Combatting misinformation and disinformation; Tools and techniques for digital verification (reverse image search, metadata checks); Introduction to fact-checking organizations (AltNews, BOOM, Factly); Ethical implications of misinformation; Real-time verification challenges in breaking news

Unit 4: Legal, Ethical and Safety Aspects of Digital Journalism (14 hrs)

Legal considerations: copyright, privacy, cyber laws; Ethics in the digital world: trolling, paid news, sensationalism; Online harassment and digital safety for journalists; Responsible use of AI in news; Case studies on digital reporting ethics

Recommended Books & Resources:

1. Bradshaw, Paul – *The Online Journalism Handbook*
2. Bahera, Anil Kumar – *Digital Journalism in India*
3. Diakopoulos, Nicholas – *Automating the News*
4. Craig, Richard – *Online Journalism: Reporting, Writing, and Editing for New Media*
5. First Draft News – *Guides and Verification Tools*

Program Name	BA Journalism and Mass Communication	Semester	V
Course Title	Digital Journalism & Data Literacy Practical		
Course Code	DSCP 5.6	No. of Credits	02
Contact Hours	40	Duration of SEA/Exam	03 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

Digital Journalism & Data Literacy Practical Components

Submit a practical record including the following components:

1. Online News Story Writing

Objective: Learn to write news for digital platforms.

Activity: Write two online news stories (250–300 words each) based on current events. Include hyperlinks and multimedia references.

Skills Used: Online writing, digital formatting, headline writing.

2. Multimedia News Story

Objective: Integrate multimedia elements into digital reporting.

Activity: Produce a multimedia story using text, photographs, and a short video clip or audio recording.

Skills Used: Multimedia storytelling, visual communication.

3. Data-Based News Story

Objective: Understand the use of data in journalism.

Activity: Collect simple data from public sources (government websites, reports, etc.) and prepare a short data-driven news story with charts or graphs.

Skills Used: Data interpretation, visualization, analytical writing.

4. Infographic Creation

Objective: Present information visually for digital audiences.

Activity: Create one infographic based on a social issue or news topic using digital tools.

Skills Used: Visual storytelling, design thinking, information simplification.

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5. Digital Fact-Checking Exercise

Objective: Identify and verify misinformation online.

Activity: Select a viral social media claim and verify it using reverse image search or factchecking websites. Submit a short fact-check report (300 words).

Skills Used: Verification techniques, critical thinking, digital literacy.

Semester: 5

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSE-E2 – Media and Technology

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Introduction to Media Technologies (14 hrs)

Historical evolution: From print to digital; Types of media technologies: Print, broadcast, satellite, internet; Convergence of media: platforms and devices; Role of ICT in mass communication; Digitization and content delivery.

Unit 2: Impact of Emerging Technologies on Journalism (14 hrs)

Artificial Intelligence in journalism: uses and concerns; Algorithms, recommendation systems, and filter bubbles; Automation and robot journalism; Blockchain and its implications for media transparency; Role of immersive tech: AR, VR, and 360° journalism.

Unit 3: Newsroom Technology and Society (14 hrs)

Digital divide and media access inequality; Media literacy and misinformation; Surveillance, data privacy, and media ethics; Algorithmic bias in social platforms; Media's role in the age of information overload. Content Management Systems (CMS); Live broadcasting tools and streaming platforms; Mobile journalism (MoJo) tools; Audio-visual production software; Cloud storage and collaboration tools.

Unit 4: Future of Media and Technology (14 hrs)

Emerging trends: AI anchors, synthetic media, deepfakes; Virtual influencers and branded content; Citizen journalism and decentralized publishing; Digital disruption in traditional media businesses; Ethical concerns and responsible tech integration

Recommended Books & Resources:

1. Pavlik, John – *Media in the Digital Age*
2. Briggs, Mark – *Journalism Next*
3. Belair-Gagnon, Valerie – *Social Media at BBC News*
4. McStay, Andrew – *Emotional AI: The Rise of Empathic Media*
5. Online resources: Nieman Lab, MIT Media Lab, Knight Foundation Reports

Semester: 5

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSE–E3 MEDIA AND SOCIETY

Theory: 4 Hours/week

Total Hours/Semester: 56

Unit 1: Media and Society – An Introduction (14 hrs)

Meaning and concept of media and society. Relationship between media, culture, and social institutions. Role of mass media in shaping public opinion. Media as an agent of social change. Development communication and the role of media in nation building.

Unit 2: Media, Democracy and Public Sphere (14 hrs)

Media and democracy: role of press in democratic societies. Freedom of speech and expression. Concept of public sphere and media participation. Media and political communication. Media influence on elections and public policy.

Unit 3: Media Representation and Social Issues (14 hrs)

Representation of gender, caste, class, and minorities in media. Media portrayal of social issues such as poverty, environment, health, and education. Media stereotypes and biases. Role of media in promoting social awareness and inclusion.

Unit 4: Media Ethics and Social Responsibility (14 hrs)

Concept of media ethics and professional standards. Social responsibility of journalists and media organizations. Media regulation and self-regulation. Challenges such as fake news, sensationalism, and media commercialization. Media literacy and responsible media consumption.

Recommended Books & Resources

1. Denis McQuail – *Mass Communication Theory*.
2. John Vivian – *The Media of Mass Communication*.
3. Marshall McLuhan – *Understanding Media: The Extensions of Man*.
4. Keval J. Kumar – *Mass Communication in India*.

Semester: 5

JOURNALISM (UG) STATE EDUCATION POLICY

RM1 – Research Methodology

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Basics of Research (14 hrs)

Meaning and objectives of research; Types of research: Basic, applied, qualitative, quantitative; Research in media and communication; Identifying research problems and formulating questions; Hypothesis: Definition, types, formulation.

Unit 2: Research Design and Planning (14 hrs)

Components of a research proposal; Sampling techniques: probability and non-probability; Methods of data collection: surveys, interviews, observation; Use of online tools for surveys (Google Forms, Typeform); Pilot studies and pre-testing tools.

Unit 3: Data Analysis, Interpretation and Ethics (14 hrs)

Quantitative vs. qualitative data; Basic statistical tools: mean, median, mode, percentages; Coding qualitative responses; Introduction to SPSS/Excel for analysis; Data visualization: tables, graphs, pie charts. Ethical issues: plagiarism, consent, privacy; Validity and reliability of data; Limitations and delimitations; Writing citations and references; Understanding research review processes.

Unit 4: Writing the Research Report (14 hrs)

Structure of a research paper: abstract, intro, method, results, discussion; Referencing styles: APA, MLA; Appendices and bibliography; Presentation of findings; Preparing for viva or presentation of project.

Recommended Books & Resources:

1. Berger, Arthur Asa – *Media and Communication Research Methods*
2. Wimmer, Roger D., and Dominick, Joseph R. – *Mass Media Research*
3. Kothari, C.R. – *Research Methodology*
4. Ranjit Kumar – *Research Methodology: A Step-by-Step Guide*
5. APA Manual & Purdue OWL for referencing

Semester: 5
JOURNALISM (UG) STATE EDUCATION POLICY

INT-JMC INTERNSHIP

60 Hours

02 Credits

Internship – Objectives

(Under the **Government of Karnataka** State Education Policy followed by **Bangalore University**)

1. To provide **practical exposure to professional work environments**.
2. To help students **apply theoretical knowledge in real-life situations**.
3. To develop **communication, teamwork, and professional skills**.
4. To familiarize students with **workplace ethics and organizational culture**.
5. To enhance **employability and industry readiness**.

Internship – Basic Guidelines

1. Students must complete **60hours of internship** in a relevant organization.
2. The internship should be undertaken in **media organizations, NGOs, industries, or government institutions** related to the programme.
3. Students must maintain a **logbook/work diary** during the internship.
4. A **completion certificate from the organization** must be submitted.
5. Students must submit an **internship report and attend a viva-voce** for evaluation.

Semester: 6
JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSC 6.1 MEDIA MANAGEMENT

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Starting a Newspaper (14 hrs)

Structure of a Newspaper Organisation and Its Operations: Overview of newsroom structure. Editorial, production, and business departments. Principles of Newspaper Business: Planning, staffing, and organisation. Directing operations. Types of Newspaper Organisation: Different models (local, national, digital-first, etc.). Comparative analysis of organisational structures.

Unit 2: Newspapers Ownership (14 hrs)

Types of Newspaper Ownership in India: Publicly traded vs privately owned newspapers. Family-owned vs corporate-owned. Role of Circulation and Promotion: Strategies for increasing readership. Promotional campaigns and their impact. Public Relations for Newspaper Organisation: Managing public perception. Crisis communication and media relations. Challenges Faced by Newspapers in India: Economic viability. Regulatory issues and censorship. Small Newspapers and Their Problems: Sustainability Challenges. Local vs national coverage. Global Competition on India Media: Impact of international media on the Indian market. Strategies for competing globally.

Unit 3: Starting of a TV Channel and Radio Station (14 hrs)

Organizational Structure of Radio and TV Studios: Functional departments (programming, production, news, etc.). Role of technology in broadcasting. Challenges in Setting Up TV Channels and Radio Stations: Licensing and regulatory requirements. Market positioning and audience segmentation. Focus on economic, regulatory, and competitive challenges faced by

media organizations. Analysis of global media impact on the Indian media landscape.

Detailed exploration of newspaper and broadcasts organizational structures.

Unit 4: Compulsory: Study Tour (12 hrs)

- Visits to newspapers, TV stations, and radio studios.
- Interaction with media professionals.

Books for Reference

1. **Achal Mehra:** Newspaper Management in the New Multimedia Age, Asian Mass Communication Research and Information Centre (AMIC), Singapore, 1988
2. **Rucker & Williams:** Newspaper Organization and Management, 5th edition, Iowa State Press, 1955
3. **Trilok N. Sindhwani:** Newspaper Economics and Management, Ankur Publishing House, 1979
4. **Rayudu C.S.:** Media and Communication Management, Himalaya Publishing House, 2011
5. **Mocavatt & Pringle:** Electronic Media Management, Stoneham, MA: Focal Press, 1986
6. **Arun Bhattacharjee:** Indian Press - Profession to Industry, Vikas Publications, 1972
7. **Barnhart T.F.:** Weekly Newspapers Management, Appleton-Century-Crofts, 1952

Program Name	BA Journalism and Mass Communication	Semester	VI
Course Title	Media Management Practical		
Course Code:	DSCP:6.2	No. of Credits	02
Contact hours	40	Duration of SEA/Exam	03 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

Media Management Practical Components

Submit a practical record including the following components:

1. Case Study of a Newspaper Organization

Study and report on the structure, departments, and operations of a local/national newspaper.

Output: 2-page case study report.

2. Ownership Model Comparison

Compare two Indian newspapers with different ownership types (e.g., family-owned vs corporate). **Output:** Chart or table with a brief analysis.

3. Marketing & Promotion Plan

Prepare a promotional campaign plan for increasing readership of a newspaper.

Output: 1-page strategy document.

4. Project: Starting a TV/Radio Station

Design a basic plan for launching a TV/radio station, including structure, budget, and challenges. **Output:** Concept note (approx. 500 words).

5. Study Tour Report

After visiting a media house (newspaper/TV/radio), write a report covering departments, functions, and key learnings. **Output:** 2-page visit report.

Semester: 6
JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSE-E4 – Social Media Strategies & Analytics

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Introduction to Social Media Ecosystem (14 hrs)

Evolution of social platforms (Facebook, X/Twitter, Instagram, LinkedIn, YouTube); Role of social media in journalism and PR; Social media content types: short-form, long-form, visual, live; Branding for media houses and individuals; Influence of algorithms on visibility.

Unit 2: Social Media Content Strategy (14 hrs)

Planning editorial calendars; Platform-specific storytelling (Instagram Reels, X threads, YouTube Shorts, etc.); Community engagement and interaction; Use of hashtags, tagging, trending topics; Case studies of successful campaigns.

Unit 3: Social Media Analytics (14 hrs)

Importance of analytics in strategy building; Key performance indicators (KPIs): reach, engagement, impressions, CTR; Tools: Meta Business Suite, X Analytics, Google Analytics, Hootsuite; Real-time monitoring and performance review; Social listening and sentiment analysis. Sponsored content and brand collaborations; Affiliate marketing and monetization models; Rise of influencers and creator economy; Ethics and transparency in paid partnerships; Legal implications of digital endorsements

Unit 4: Crisis Management and Digital Campaigns (14 hrs)

Reputation management in the digital space; Handling backlash and online trolling; Planning and executing awareness/advocacy campaigns; Integrating traditional and social media; Measuring campaign success through analytics.

Recommended Books & Resources:

1. Qualman, Erik – *Socialnomics*
2. Zarrella, Dan – *The Social Media Marketing Book*
3. Kabani, Shama – *The Zen of Social Media Marketing*
4. Hootsuite Academy – Social Marketing Certification
5. Meta Blueprint and Google Digital Garage (free certifications)

Semester: 6
JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSE–E5 MEDIA LITERACY & FACT CHECKING

Theory: 4 Hours/week

Total Hours/Semester: 42

Unit 1: Introduction to Media Literacy (10 hrs)

Meaning and importance of media literacy. Understanding media messages and media influence. Role of media in shaping public opinion. Digital literacy and responsible media consumption. Importance of critical thinking in the digital information environment.

Unit 2: Misinformation and Fake News (10 hrs)

Concept of misinformation, disinformation, and malinformation. Types and sources of fake news. Spread of misinformation through social media platforms. Impact of fake news on society, politics, and democracy. Case studies of misinformation in India and globally.

Unit 3: Fact Checking and Verification Tools (10 hrs)

Principles and process of fact checking in journalism. Verification of text, images, and videos. Introduction to digital verification tools and reverse image search. Role of independent factchecking organizations and responsible journalism practices.

Unit 4: Digital Ethics and Responsible Media Use (12 hrs)

Ethical issues in digital communication. Media responsibility and accountability. Role of journalists and citizens in combating misinformation. Digital citizenship and online safety. Emerging trends in fact-checking and media literacy initiatives.

Books for Reference

1. Melissa Zimdars & Kembrew McLeod: *Fake News: Understanding Media and Misinformation in the Digital Age*, MIT Press, 2020.
2. Bill Kovach & Tom Rosenstiel: *The Elements of Journalism*, Crown Publishers, 2014.
3. Claire Wardle & Hossein Derakhshan: *Information Disorder: Toward an Interdisciplinary Framework*, Council of Europe, 2017.
4. Paul Bradshaw: *The Online Journalism Handbook*, Routledge, 2017.

Semester: 6

JOURNALISM (UG) STATE EDUCATION POLICY

Job Skills (MEDIA PRODUCTION – PRACTICAL)

Practical: 4 Hours/week

Total Hours/Semester: 56

Unit 1: News Production

(14 hrs)

Practical training in news gathering and writing. Preparation of news reports, headlines, captions, and short features. Editing and proofreading exercises. Preparation of a small newsletter or news bulletin.

Unit 2: Print Media Production

(14 hrs)

Page design and layout using basic desktop publishing tools. Preparation of posters, brochures, newsletters, and magazine pages. Practical exercises in photo selection and caption writing.

Unit 3: Audio-Visual Production

(14 hrs)

Recording of interviews and short news videos. Basics of camera handling, framing, and sound recording. Production of a short radio programme or video news package.

Unit 4: Digital Media Production

(14 hrs)

Creation of content for blogs and social media platforms. Mobile journalism practices including shooting and editing using smartphones. Production of a short multimedia story or digital news content.

Semester: 6

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSC 6.5 – AI and Data Journalism

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Introduction to AI and its Role in Journalism (14 hrs)

What is Artificial Intelligence (AI)? Historical evolution and application in media; Machine learning, NLP, computer vision – basic concepts; News automation: content generation and curation; Global trends and case studies (The Washington Post, BBC, Bloomberg)

Unit 2: Tools and Technologies (14 hrs)

AI tools for journalists: ChatGPT, DALL·E, Synthesia, MidJourney; AI in newsroom workflows: transcription, summarization, translation; Automated journalism vs. human storytelling; Writing headlines, generating data-based reports using AI; Introduction to structured and unstructured datasets.

Unit 3: Ethical and Legal Implications (14 hrs)

AI and editorial responsibility; Deepfakes and misinformation; Copyright and AI-generated content; Bias in AI algorithms; Global AI ethics guidelines in journalism. Redefining newsroom roles; Upskilling for digital-first environments; AI as a tool for investigative journalism; Resistance and adaptation in legacy media; Audience trust and machine-generated news

Unit 4: Future of Journalism in the Age of AI (14 hrs)

Predictive journalism and personalization; Voice assistants and conversational interfaces; Augmented Reality (AR) & Virtual Reality (VR); Citizen journalism empowered by AI tools; India's roadmap for AI in public information services

Recommended Books & Resources:

1. Diakopoulos, Nicholas – *Automating the News*
2. Broussard, Meredith – *Artificial Unintelligence*
3. MIT Technology Review – AI + Media articles
4. Journalism AI Reports (London School of Economics)
5. Online AI toolkits (Google News Initiative, OpenAI resources)

Program Name	BA Journalism and Mass Communication	Semester	VI
Course Title	AI and Data Journalism Practical		
Course Code	DSCP:6.6	No. of Credits	02
Contact Hours	40	Duration of SEA/Exam	03 Hrs
Formative Assessment Marks	10	Summative Assessment Marks	40

AI and Journalism Practical Components

Submit a practical record including the following components:

1. AI-Assisted News Writing : Objective: Understand how AI tools can assist journalists in writing news content. **Activity:** Use an AI writing tool to generate a short news article based on a dataset or news prompt. Edit and refine the article to make it suitable for publication (300 words).

Skills Used: AI-assisted writing, editing, critical evaluation.

2. AI-Based Content Generation : Objective: Explore creative applications of AI in media production.

Activity: Generate an image or visual content for a news story using an AI image-generation tool and write a short caption or description.

Skills Used: Visual storytelling, prompt design, digital creativity.

3. AI Tools for Newsroom Workflows : Objective: Learn practical uses of AI for newsroom tasks.

Activity: Use AI tools for transcription, summarization, or translation of a short interview or speech. Submit the original text and AI-generated output with a brief analysis.

Skills Used: Digital productivity, editing, accuracy checking.

4. Detecting Deepfakes and Misinformation : Objective: Identify AI-generated misinformation and manipulated media.

Activity: Examine examples of deepfakes or AI-generated media and prepare a short verification report explaining how authenticity can be checked. **Skills Used:** Fact-checking, media verification, critical thinking.

5. AI-Based Data Story : Objective: Use AI to analyze simple datasets for journalism.

Activity: Provide a dataset (e.g., education, health, or environment statistics) and generate a short data-driven news story using AI assistance.

Skills Used: Data interpretation, analytical writing, AI-supported research.

Semester: 6
JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSC 6.7 ADVERTISING AND PUBLIC RELATIONS

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Nature, Scope and Meaning of Advertising (12 hrs)

Evolution of Advertising: Historical development. Modern trends and technologies. Role of Advertising in Modern Society: Influence on consumer behaviour. Socio-economic implications. Socio and Economic Impact of Advertising: Economic contributions. Social responsibility and ethical considerations. Advertising Agencies: Types of Advertising Agencies. Functions and roles in the advertising process. Planning Advertising Campaigns: Strategic planning approaches. Campaign execution and evaluation. Advertisements and Ethics: Ethical issues in advertising. ASCI (Advertising Standards Council of India) guidelines.

Unit 2: Writing Advertisement Copy (12 hrs)

Writing Advertisement Copy for Different Media: Print media, radio, television, and digital platforms. Visualization, Layout, Illustration, Color: Elements of effective visual communication. Techniques for enhancing visual impact. Elements of Advertisement Copy: Headline, sub-headline, text, slogan, logo, trademark. Writing for Different Media: Tailoring content for specific media channels.

Unit 3: Brand Positioning and Creative Strategies (12 hrs)

Brand Positioning: Strategies for establishing and maintaining brand identity. Competitive positioning in the market. Creative Strategies: Techniques for developing compelling advertising campaigns. Case studies on successful campaigns. Creating Ads for FMCG

Products: Challenges and strategies specific to FMCG sectors. Brand promotions and sales strategies.

Unit 4: Nature and Scope of Public Relations (12 hrs)

Qualification and Responsibilities of a Public Relations Officer: Skills and competencies required. Role in organizational communication strategy. Differences between Publicity, Public Opinion, Propaganda, and Public Relations: Definitions and comparative analysis. Application in contemporary media environment. PR Tools: House journals, press conferences, press releases, exhibitions. Integration with advertising strategies. Marketing Communication: Role of advertising in the marketing communication process. Importance of marketing to advertising strategies.

Books for Reference

1. **Keval J Kumar:** Advertising in India
2. **Sandage and others:** Advertising – Theory and Practice
3. **Sethia & Chunawala:** Advertising – Principles and Practice
4. **Otto Kleppner:** Advertising Procedure
5. **Cutlip & Center:** Effective Public Relations
6. **Ravindran:** Handbook of Public Relation
7. **Ahuja & Chandra:** Public Relations

Program Name	BA Journalism and Mass Communication		Semester	VI
Course Title	Advertising and Public Relations Practical			
Course Code:	DSCP:6.8	No. of Credits		02
Contact hours	40	Duration of SEA/Exam		03 Hours
Formative Assessment Marks	10	Summative Assessment Marks		40

Advertising and Public Relations Practical Components

Submit a practical record including the following components:

1. Ad Copywriting

Create advertisement copies for three media platforms: print, radio, and digital.
Output: One sample ad copy for each medium.

2. Design a Print Ad

Design a full-page print ad for an FMCG product including layout, headline, body text, slogan, and logo.
Output: Printout or digital design.

3. PR Press Release Drafting

Write a press release for a product launch or major event by a company or organization. Output: Formal press release (approx. 250 words).

4. Case Study Analysis

Analyze a successful Indian advertising or PR campaign.
Output: Short case report highlighting brand, strategy, and outcome (300–400 words).

5. Mock Press Conference

Conduct or simulate a press conference as a PR officer addressing the media.
Output: Report on the event + prepared speech or talking points.

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSE-E4 – Social Media Strategies & Analytics

Theory: 4 Hours/week

Total Hours/semester: 56

Unit 1: Introduction to Social Media Ecosystem (14 hrs)

Evolution of social platforms (Facebook, X/Twitter, Instagram, LinkedIn, YouTube); Role of social media in journalism and PR; Social media content types: short-form, long-form, visual, live; Branding for media houses and individuals; Influence of algorithms on visibility.

Unit 2: Social Media Content Strategy (14 hrs)

Planning editorial calendars; Platform-specific storytelling (Instagram Reels, X threads, YouTube Shorts, etc.); Community engagement and interaction; Use of hashtags, tagging, trending topics; Case studies of successful campaigns.

Unit 3: Social Media Analytics (14 hrs)

Importance of analytics in strategy building; Key performance indicators (KPIs): reach, engagement, impressions, CTR; Tools: Meta Business Suite, X Analytics, Google Analytics, Hootsuite; Real-time monitoring and performance review; Social listening and sentiment analysis. Sponsored content and brand collaborations; Affiliate marketing and monetization models; Rise of influencers and creator economy; Ethics and transparency in paid partnerships; Legal implications of digital endorsements

Unit 4: Crisis Management and Digital Campaigns (14 hrs)

Reputation management in the digital space; Handling backlash and online trolling; Planning and executing awareness/advocacy campaigns; Integrating traditional and social media; Measuring campaign success through analytics.

Recommended Books & Resources:

6. Qualman, Erik – *Socialnomics*
7. Zarrella, Dan – *The Social Media Marketing Book*
8. Kabani, Shama – *The Zen of Social Media Marketing*
9. Hootsuite Academy – Social Marketing Certification
10. Meta Blueprint and Google Digital Garage (free certifications)

JOURNALISM (UG) STATE EDUCATION POLICY

Paper: DSE–E5 MEDIA LITERACY & FACT CHECKING

Theory: 4 Hours/week

Total Hours/Semester: 42

Unit 1: Introduction to Media Literacy (10 hrs)

Meaning and importance of media literacy. Understanding media messages and media influence. Role of media in shaping public opinion. Digital literacy and responsible media consumption. Importance of critical thinking in the digital information environment.

Unit 2: Misinformation and Fake News (10 hrs)

Concept of misinformation, disinformation, and malinformation. Types and sources of fake news. Spread of misinformation through social media platforms. Impact of fake news on society, politics, and democracy. Case studies of misinformation in India and globally.

Unit 3: Fact Checking and Verification Tools (10 hrs)

Principles and process of fact checking in journalism. Verification of text, images, and videos. Introduction to digital verification tools and reverse image search. Role of independent factchecking organizations and responsible journalism practices.

Unit 4: Digital Ethics and Responsible Media Use (12 hrs)

Ethical issues in digital communication. Media responsibility and accountability. Role of journalists and citizens in combating misinformation. Digital citizenship and online safety. Emerging trends in fact-checking and media literacy initiatives.

Books for Reference

6. Melissa Zimdars & Kembrew McLeod: *Fake News: Understanding Media and Misinformation in the Digital Age*, MIT Press, 2020.
7. Bill Kovach & Tom Rosenstiel: *The Elements of Journalism*, Crown Publishers, 2014.
8. Claire Wardle & Hossein Derakhshan: *Information Disorder: Toward an Interdisciplinary Framework*, Council of Europe, 2017.
9. Paul Bradshaw: *The Online Journalism Handbook*, Routledge, 2017.
10. UNESCO: *Media and Information Literacy Curriculum for Teachers*, UNESCO Publications.

JOURNALISM (UG) STATE EDUCATION POLICY

DSE–E6 FILM APPRECIATION

Theory: 3 Hours/week

Total Hours/Semester: 42

Unit 1: Introduction to Cinema (10 hrs)

Meaning and nature of cinema as an art and communication medium. History and development of world cinema and Indian cinema. Basic elements of film language. Role of cinema in society and culture.

Unit 2: Film Narrative and Aesthetics (10 hrs)

Film narrative structure and storytelling techniques. Elements of film such as mise-en-scène, cinematography, editing, sound, and lighting. Understanding visual grammar and symbolism in films.

Unit 3: Film Genres and Movements (10 hrs)

Different film genres such as drama, documentary, comedy, action, and animation. Major film movements including Italian Neorealism, French New Wave, and Indian Parallel Cinema. Contribution of notable filmmakers and film traditions.

Unit 4: Film Criticism and Appreciation (12 hrs)

Approaches to film criticism and review writing. Analytical viewing of films. Social, cultural, and political themes in cinema. Impact of cinema on audiences and media culture.

Books for Reference

1. Louis Giannetti: *Understanding Movies*, Pearson Education.
2. Bordwell David & Kristin Thompson: *Film Art: An Introduction*, McGraw-Hill.
3. Satyajit Ray: *Our Films, Their Films*, Orient Blackswan.
4. J. Dudley Andrew: *Concepts in Film Theory*, Oxford University Press.
5. Geoffrey Nowell-Smith: *The Oxford History of World Cinema*, Oxford University Press.

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Semester: 6
JOURNALISM (UG) STATE EDUCATION POLICY

VT-JMC VOCATIONAL PAPER (MEDIA PRODUCTION – PRACTICAL)

Practical: 4 Hours/week

Total Hours/Semester: 56

Unit 1: News Production

(14 hrs)

Practical training in news gathering and writing. Preparation of news reports, headlines, captions, and short features. Editing and proofreading exercises. Preparation of a small newsletter or news bulletin.

Unit 2: Print Media Production

(14 hrs)

Page design and layout using basic desktop publishing tools. Preparation of posters, brochures, newsletters, and magazine pages. Practical exercises in photo selection and caption writing.

Unit 3: Audio-Visual Production

(14 hrs)

Recording of interviews and short news videos. Basics of camera handling, framing, and sound recording. Production of a short radio programme or video news package.

Unit 4: Digital Media Production

(14 hrs)

Creation of content for blogs and social media platforms. Mobile journalism practices including shooting and editing using smartphones. Production of a short multimedia story or digital news content.

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Semester: 6
JOURNALISM (UG) STATE EDUCATION POLICY

Paper: RM2 – Research Project

Theory: 4 Hours/week

Total Hours/semester: 56

11.

Objective: To equip students with practical research experience by undertaking a project on any topic related to journalism and miscommunication, exploring themes such as misinformation, media ethics, social media distortions, fake news, or crisis reporting. **Instructions & Guidelines:**

1. Topic Selection: Students must choose a research topic under the umbrella of "Journalism and Mass Communication".

2. Research Proposal (To be submitted in Week 3): Title of the project, Research objectives and questions, Methodology and sampling, Timeline and expected outcome

3. Project Execution: Conduct primary/secondary research, Collect and analyse data using appropriate tools (surveys, interviews, case studies, content analysis, etc.), Apply media theories and research frameworks

4. Report Format:

- Abstract
- Introduction
- Review of Literature
- Research Methodology
- Data Presentation & Analysis
- Findings & Discussion
- Conclusion
- Bibliography (APA)
- Appendices (if any)

5. Viva-Voce: Students must defend their project in a viva conducted by an internal and external examiner, Marks will be awarded for clarity, depth of understanding, and presentation.