



BAGALKOT UNIVERSITY

Mudhol Road, Jamkhandi-587301 Dist: Bagalkot

**PROGRAM /COURSE STRUCTURE AND SYLLABUS
FOR**

JOURNALISM AND MASS COMMUNICATION

as per the Choice Based Credit System (CBCS) designed in accordance with
Learning Outcomes-Based Curriculum Framework (LOCF)

For

Bachelor of ARTS

(JOURNALISM AND MASS COMMUNICATION)

(General Degree)

I and II Semester

w.e.f.

Academic Year 2024-25

Preamble for UG Syllabus of Bagalkot University

Bagalkot University Jamkhandi has been established by the Government of Karnataka and has started functioning from the academic year 2023-24. All the degree colleges other than engineering and medical colleges in the district of Bagalkote, are affiliated to this university as per the Karnataka State Universities Act 2000, as modified by the 26th Act of 2022. The students taking admission to any of the colleges in the district of Bagalkote, from the academic year 2023-24 will be students of Bagalkot University. The Government of Karnataka has instructed all the Universities to revise the under graduate syllabus as per the Government order no. ED 166 UNE 2023 Bengaluru Dated 08-05- 2024 from the academic year 2024-25.

Hence the Bagalkot University has revised the syllabus as suggested by its Board of Studies and approved by Academic Council and Syndicate. The subject code format for all the subjects of the new syllabus is also revised.

The subject code format is described in the following.

Subject Code Format

1	2	3	4	5	6	7	8	9	10
VER	DEGREE	SEM	DISCIPLINE			SUB. TYPE	SL. NO.	FOR	TH/LAB/F
							SUB. TYPE		
2	A	1	C	H	E	M	0	1	T
2	B	1	P	O	L	M	0	1	T

[1] The Version information gives the version of the syllabus. It can take values 1,2..9,a,b,...

[2] The UG degree codes to be provided as / The code applicable to all degrees

Sl. No	Degree Code		Degree
1	B.Sc.	A	Bachelor of Science
2	B.A	B	Bachelor of Arts
3	B.Com.	C	Bachelor of Commerce
4	BBA	D	Bachelor of Business Administration
5	BCA	E	Bachelor of Computer Applications
6	BSW	F	Bachelor of Social Work
7.	-----	S	Applicable to all degrees

[3]The Semester Information is provided as

Sl. No	Semester
1	1
2	2
3	3
....	

[4-6]The Discipline Information to be provided as

Sl No	Degree	Discipline Code
1	B.Com.	XXX
2	BCA	XXX
3	BBA	XXX
4	BSW	XXX
5	B.A	'HIS', 'POL', 'GEO', 'KAN', 'HIN' etc. The detailed list is to be provided
6	B.Sc.	'PHY', 'CHE', 'BOT', 'ELE' etc. The detailed List is to be Provided

[7] The Subject Type to be provided as

Sl. No.	TYPE	Description
1	Major	M
2	Language	L
3	Constitutional Moral Values	C
4.	Elective	E
5.	Skill / Practical based learning	S
6.	Mini Project	P
7.	Internship	I
8.	Case study/ Survey using principles of Research methodology	R

[8-9] The Running Serial Number is to be provided for a particular Subject type 01 to 99

[10] This character specifies the category of the subject namely, T=Theory, L-Practical, P-Project Work, F-Field work, Viva-V, I-Internship, Dissertation-D

PROGRAM STRUCTURE

Syllabus and Credits Structure under Choice Based Credit System [CBCS] General Degree for the Three Years B.A. with **Journalism and Mass communication** Undergraduate Programme with effect from 2024-25

First Semester B.A. Journalism and Mass communication Scheme

SEMESTER-I											
Category	Course code	Title of the Paper	Marks			Teaching hours/ week			Credits	Duration of ExAm (Hrs)	Teaching Department
			IA	SE E	Total	L	T	P			
L1	-----	Language 1	20	80	100	3	-	-	3	3	-----
L2	-----	Language 2	20	80	100	3	-	-	3	3	----- --
Major	2B1JMC01T	Introduction to Journalism- Theory	20	80	100	3	-	-	3	3	
	2B1JMC01L	Introduction to Journalism- Practical	20	80	100	-	-	4	2	3	---
Major	-----	-----	20	80	100	5	-	-	5	3	
Major	-----	-----	20	80	100	5	-	-	5	3	---
	2S1XXXC01T	Constitutional Values/	10	40	50	2	-	-	2	2	Constitutional Values: Political Science
	2S1XXXC02T	Environment studies									Environmental Studies: Chemistry/ /Geography/ Botany
Total Marks					550	Semester Credits			23		

Second Semester B.A. Journalism and Mass communication Scheme

SEMESTER-II												
Category	Course code	Title of the Paper	Marks			Teaching hours/ week			Credits	Duration of exams (Hrs)	Teaching Department	
			IA	SE E	Total	L	T	P				
L3	-----	Language 3	20	80	100	3	-	-	3	3	-----	
L4	-----	Language 4	20	80	100	3	-	-	3	3	-----	
Major	2B2JMC02T	Computer Applications for Media- Theory	20	80	100	3	-	-	3	3		
	2B2JMC02L	Computer Applications for Media- Practical	20	80	100	-	-	4	2	3		
Major	-----	-----	20	80	100	5			5	3		
Major	-----		20	80	100	5	-	-	5	3	-----	
	2S1XXXC01 T	Constitutional Values	10	40	50	2	-	-	2	2	Constitutional Values: Political Science	
	2S1XXXC02 T	Environment Studies									Environmental Studies: Chemistry/Geography / Botany	
Total Marks					550	Semester Credits			23			

FIRST SEMESTER

ProgramName	BA Journalism and Mass Communication		Semester	I
CourseTitle	Introduction to Journalism- Theory			
CourseCode:	2B1JMC01T	No.ofCredits	04	
Contacthours	42	DurationofSEA/Exam	3 Hours	
FormativeAssessmentMarks	20	SummativeAssessmentMarks	80	
Course Outcomes (COs):				
CO-1: To identify the distinct nature of journalism and its professional aspects, including career opportunities.				
CO-2: To recognize and use terms specific to media				
CO-3: To recognize the significance of changes in the practice of journalism				
Contents				Hours
Unit-1: Definition of journalism – nature and scope of journalism; Significance of journalism in 21 st century – qualities, duties, responsibilities and ethics of journalists; Influence of journalism on society and development				12 Hours
Unit.2: History of Journalism – Development of journalism in the world; A brief history of journalism in India –A brief history of Kannada press; Role of Indian and Kannada journalism during freedom struggle and growth of the press after Independence; Contribution of women journalist to Indian and Kannada journalism, Challenges faced by the present day journalism world over, with special reference to India.				10 Hours
Unit-3: Growth and development of kannada journalism. M.Venkatakrishnaiah, D.V.G, Mohary Hanumantharao ,T.T.Sharma, Patil Puttappa, T.S.R Leading Kannada Publications, Dailies, Weeklies, Monthlies in Kannada recent trends in Kannada Press				10 Hours
Unit-4: Theories of press and their relevance to the present day – journalism as a profession; Professional organizations--Press Council of India; Starting a newspaper; Career opportunities in journalism.				10 Hours
Books for References:				
<ul style="list-style-type: none"> • A Very Short Introduction to Journalism by Oxford Press • Mass Communication in India-- Keval J Kumar • Global Journalism--An introduction by Vera Slavtecheva, Michel Bromley • Understanding Journalism by Barun Roy • Mass Communication and Journalism in India by D S Mehta 				

ProgramName	BA Journalism and Mass Communication	Semester	I
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CourseTitle	Introduction to Journalism- Practical		
CourseCode:	2B1JMC01L	No.ofCredits	02
Contacthours	42	DurationofSEA/Exam	2 Hours
FormativeAssessmentMarks	10	SummativeAssessmentMarks	40

Course Outcomes (COs):

CO-1: To identify the distinct nature of journalism and its professional aspects, including career opportunities

CO-2: To recognize and use terms specific to media

CO-3: To recognize the significance of changes in the practice of journalism

Contents	Hours
Unit-1: Developing journalistic skills in students by giving assignments to write on any topic of their choice (Minimum of 5 assignments should be written and submitted)	12 Hours
Unit.2: Practicing different types of writings in newspapers like crime, press conference, public grievance, business reports and Sports. (each 5 assignments)	10 Hours
Unit-3: Writing articles, features ,editorials and middles(Minimum of each 2 assignments)	10 Hours
Unit-4: Writing for Digital Media- including online newspaper, Facebook, Instagramme, YouTube, etc..., (Minimum of each 2 assignments)	10 Hours

Books for References:

1. A Very Short Introduction to Journalism by Oxford Press
 2. Mass Communication in India-- Keval J Kumar
 3. Global Journalism--An introduction by Vera Slavtecheva, Michel Bromley
 4. Understanding Journalism by Barun Roy
- Mass Communication and Journalism in India by D S Mehta

ASSESSMENT METHODS

Formative Assessment for Theory

Evaluation Scheme for Internal Assessment: Continuous Internal Assessment (CIA)

Assessment Criteria for 20 marks		
1st Internal Assessment Test for 20 marks of 1 hour duration after 8 weeks and later marks should be reduced to 5	CIA : C1	5 Marks
2nd Internal Assessment Test for 40 marks 2 hours duration after 15 weeks and marks should be reduced to 10	CIA : C2	10 Marks
Assignment/ Activity	CIA : C3	05 Marks
Total		20 Marks

Summative Assessment for Theory:

SEMESTER END EXAM : SEE	C4	80 Marks
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Formative Assessment for Practical:

Assessment Criteria 10 marks		
Internal Test including basic understanding of the concept, Viva Voce, Journal. Test should be conducted for 50 marks and later it should be reduced for 10 marks	CIA : C1	10 Marks

Summative Assessment for Practical:

SEMESTER END EXAM : SEE	C2	40 Marks
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SECOND SEMESTER

ProgramName	BA Journalism and Mass Communication		Semester	II
CourseTitle	Computer Applications for Media - Theory			
CourseCode:	2B2JMC02T	No.ofCredits	04	
Contacthours	42	DurationofSEA/Exam	3 Hours	
FormativeAssessmentMarks	20	SummativeAssessmentMarks	80	
Course Outcomes (COs):				
CO-1: To identify the distinct nature of journalism and its professional aspects, including career opportunities				
CO-2: To recognize and use terms specific to media				
CO-3: To recognize the significance of changes in the practice of journalism				
Contents				Hours
Unit-1: Computer: Evolution of computers, generation of computers, introduction to input and output devices--hardware and software (MS office and MS Publisher), Files and folders management.				12 Hours
Unit.2: Various applications of computers in media: Text, Graphics, Drawings; Animation; Audio and Video software--Adobe audition and Premier Pro; Designing software—Media Software and application, media websites, digital paper and blogs and podcasts.				10 Hours
Unit-3: Internet: Evolution, concept, significance, elements, functions of Internet. Basics of e-mail, web browsers, search engines, basics of computer network—LAN, WAN. IP, Social Media and their applications.				10 Hours
Unit-4: Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and cyber media. Fundamentals of visual communication, Video conferencing, graphics and animation				10 Hours
Books for References:				
<ol style="list-style-type: none"> 1. Sunder, R., 2000. Computers Today Ed.2, John Wiley, 2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press. 3. Chapman and Chapman, Digital Multimedia, Wiley Publication. 4. James C. Foust, Online Journalism: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway. 5. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press,1997 6. Macintosh, Advanced Adobe Photoshop, Adobe publishers. 				

ProgramName	BA Journalism and Mass Communication	Semester	II
CourseTitle	Computer Applications for Media - Practical		
CourseCode:	2B2JMC02L	No.ofCredits	02
Contacthours	42	DurationofSEA/Exam	2 Hours
FormativeAssessmentMarks	10	SummativeAssessmentMarks	40

Course Outcomes (COs):

CO-1: To identify the distinct nature of journalism and its professional aspects, including career opportunities

CO-2: To recognize and use terms specific to media

CO-3: To recognize the significance of changes in the practice of journalism

Contents	60 Hrs
Unit-1: Creating Power Point Presentation using Multimedia tools, Designing an e-paper page	12Hours
Unit.2: Creating a blog with a content of your choice	10 Hours
Unit-3: Record content of your choice using audio-recording software	10 Hours
Unit-4: Designing a e-magazine, Create a video public service Ad on 30seconds	10 Hours

Further Readings

1. Sunder, R., 2000. Computers Today Ed.2, John Wiley,
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
3. Chapman and Chapman, Digital Multimedia, Wiley Publication.
4. James C. Foust, Online Journalism: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
5. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press,1997
6. Macintosh, Advanced Adobe Photoshop, Adobe publishers.
7. Satyanarayana, R., Information Technology and its facets, Delhi, Manak2005.
8. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.

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Formative Assessment for Theory

Evaluation Scheme for Internal Assessment: Continuous Internal Assessment (CIA)

Assessment Criteria for 20 marks		
1st Internal Assessment Test for 20 marks of 1 hour duration after 8 weeks and later marks should be reduced to 5	CIA : C1	5 Marks
2nd Internal Assessment Test for 40 marks 2 hours duration after 15 weeks and marks should be reduced to 10	CIA : C2	10 Marks
Assignment/ Activity	CIA : C3	05 Marks
Total		20 Marks

Summative Assessment for Theory:

SEMESTER END EXAM : SEE	C4	80 Marks
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Formative Assessment for Practical:

Assessment Criteria 10 marks		
Internal Test including basic understanding of the concept, Viva Voce, Journal. Test should be conducted for 50 marks and later it should be reduced for 10 marks	CIA : C1	10 Marks

Summative Assessment for Practical:

SEMESTER END EXAM : SEE	C2	40 Marks
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QUESTION PAPER PATTERN

I and II nd Semesters- 2024-25

BA Degree Program (UG) Examination

Journalism and Mass Communication

Paper-

Title :

Time- 3 Hours

Maximum Marks- 80

Note:

- 1) Answer any five questions from section "A". Each question carries 10 Marks.
- 2) Write short Notes/ Answer any Six questions from section "B" Each question carries 5 Marks

Section "A"

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

Section "B"

- 8)
- 9)
- 10)
- 11)
- 12)
- 13)
- 14)
- 15)