



# **BAGALKOT UNIVERSITY**

Mudhol Road, Jamkhandi-587301 Dist: Bagalkot

## **PROGRAM /COURSE STRUCTURE AND SYLLABUS For**

**BACHELOR OF ARTS with JOURNALISM AND MASS COMMUNICATION  
I and II Semester**

w.e.f.

Academic Year 2024-25

## 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

<b>SEMESTER-I</b>											
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	4	-	-	3	3	-----
L2	-----	Language 2	20	80	100	4	-	-	3	3	-----
Major	2B1JMC01T	Introduction to Journalism- Theory	20	80	100	3	-	-	3	3	
	2B1JMC01L	Introduction to Journalism- Practical	10	40	50	-	-	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
<b>Total Marks</b>					<b>600</b>	<b>Semester Credits</b>			<b>23</b>		

## 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	4	-	-	3	3	-----
L4	-----	Language 4	20	80	100	4	-	-	3	3	-----
Major	2B2JMC02T	Computer Applications for Media- Theory	20	80	100	3	-	-	3	3	
	2B2JMC02L	Computer Applications for Media- Practical	10	40	50	-	-	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
<b>Total Marks</b>					<b>600</b>	<b>Semester Credits</b>			<b>23</b>		

<b>Year</b>	I	<b>Course Code: 2B1JMC01T</b> <b>Course Title: Introduction to Journalism- Theory</b>	<b>Credits</b>	03
<b>Sem.</b>	1		<b>Hours</b>	40
Internal Assessment Marks: 20		Semester End Exam Marks : 80	Duration of Exam: 03hrs.	
<b>Unit No.</b>	<b>Course content</b>			<b>Hours</b>
<b>Unit I</b>	Definition of journalism – nature and scope of journalism; Significance of journalism in 21 <sup>st</sup> century – qualities, duties, responsibilities and ethics of journalists; Influence of journalism on society and development			10
<b>Unit II</b>	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
<b>Unit III</b>	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
<b>Unit IV</b>	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

#### Recommended Learning Resources

***Books for References:***

- 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

<b>Year</b>	I	<b>Course Code: 2B1JMC01L</b> <b>Course Title: Introduction to Journalism- Practical</b>	<b>Credits</b>	02
<b>Sem.</b>	1		<b>Hours</b>	50
Internal Assessment Marks: 10		Semester End Exam Marks : 40	Duration of Exam: 03hrs.	
<b>Unit No.</b>	<b>Course content</b>			<b>Hours</b>
<b>Course Outcomes (COs):</b>				
<b>CO-1:</b> To identify the distinct nature of journalism and its professional aspects, including career opportunities				
<b>CO-2:</b> To recognize and use terms specific to media				
<b>CO-3:</b> To recognize the significance of changes in the practice of journalism				
<b>Unit I</b>	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)			15
<b>Unit II</b>	Practicing different types of writings in newspapers like crime, press conference, public grievance, business reports and Sports. (each 5 assignments)			15
<b>Unit III</b>	Writing articles, features ,editorials and middles( Minimum of each 2 assignments)			10
<b>Unit IV</b>	Writing for Digital Media- including online newspaper, Facebook, Instagramme, YouTube, etc..., ( Minimum of each 2 assignments)			10

#### **Recommended Learning Resources**

##### ***Books for References:***

- 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

## SECOND SEMESTER

<b>Year</b>	I	<b>Course Code: 2B2JMC02T</b> <b>Course Title: Computer Applications for Media - Theory</b>	<b>Credits</b>	03
<b>Sem.</b>	II		<b>Hours</b>	40
Internal Assessment Marks: 20		Semester End Exam Marks : 80	Duration of Exam: 03hrs.	
<p><b>Course Outcomes (COs):</b></p> <p><b>CO-1:</b> To identify the distinct nature of journalism and its professional aspects, including career opportunities</p> <p><b>CO-2:</b> To recognize and use terms specific to media</p> <p><b>CO-3:</b> To recognize the significance of changes in the practice of journalism</p>				
<b>Unit No.</b>	<b>Course content</b>			<b>Hours</b>
<b>Unit I</b>	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.			10
<b>Unit II</b>	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
<b>Unit III</b>	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
<b>Unit IV</b>	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

### Recommended Learning Resources

***Books for References:***

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

Macintosh, Advanced Adobe Photoshop, Adobe publishers.

<b>Year</b>	I	<b>Course Code: 2B2JMC02L</b> <b>Course Title: Computer Applications for Media - Practical</b>	<b>Credits</b>	02
<b>Sem.</b>	II		<b>Hours</b>	50
Internal Assessment Marks: 10		Semester End Exam Marks : 40	Duration of Exam: 03hrs.	
<b>Unit No.</b>	<b>Course content</b>		<b>Hours</b>	
<b>Course Outcomes (COs):</b>				
<b>CO-1:</b> To identify the distinct nature of journalism and its professional aspects, including career opportunities				
<b>CO-2:</b> To recognize and use terms specific to media				
<b>CO-3:</b> To recognize the significance of changes in the practice of journalism				
<b>Unit I</b>	Creating Power Point Presentation using Multimedia tools, Designing an e-paper page		15	
<b>Unit II</b>	Creating a blog with a content of your choice		15	
<b>Unit III</b>	Record content of your choice using audio-recording software		10	
<b>Unit IV</b>	Designing a e-magazine, Create a video public service Ad on 30seconds		10	

#### Recommended Learning Resources

##### ***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, Manak 2005.
- Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.