



**ST.PHILOMENA'S COLLEGE (AUTONOMOUS), MYSURU**

***(AFFILIATED TO UNIVERSITY OF MYSORE)***

***REACCREDITED BY NAAC WITH A GRADE***

Three-year six semesters Choice Based Credit System (CBCS) with

**Learning Outcome Based Curriculum framework (LOCF)**

And Continuous Assessment & Grading Pattern (CAGP) Undergraduate Programme  
Under Autonomous Structure

**Programme - BA**

**The academic year 2018-19 onwards**

**DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

## **VISION AND MISSION OF THE COLLEGE**

### **VISION:**

The college is guided by the visionary zeal of providing value- based education to everyone irrespective of religion, caste, creed or sex by which the character is formed, intellect is explained and one can stand on his/her feet.

**MISSION:**

To transform young men and women who come to learn not from books, but also from life and to share the experience of working and playing together, this inculcates life skills to become good citizens with integrity and discipline.

**Programme Educational Objective (PEO)**

PEO-1	Graduates will be able to master and display competency and leadership to become successful professionals, employees and entrepreneurs or pursue higher education and research.
PEO-2	Graduates will be able to demonstrate the commitment towards professional ethics, gender sensitivity, preservation of environment and sustainable development
PEO-3	Graduates will continue to learn and advance their careers through activities such as participation in professional organizations, attainment of professional certification and seeking higher education

**Programme Outcomes (PO):BA- Programme**

PO-1	<b>Disciplinary Knowledge:</b> The B.A. graduates will be acquainted with the social, science, ideological, philosophical, tradition and thinking.
PO-2	<b>Cognitive and Communicative skills:</b> Students learn two languages along with three major subjects. At the end of the programme, the students would have developed reading, writing, speaking, interpretive and composition skills. They would be able to communicate with others using appropriate media; confidently share one's views and express themselves
PO-3	<b>Research related skills:</b> The students would acquire skills required for research in social sciences.
PO-4	<b>Ethics:</b> Education in social sciences lay emphasis on human values and cultural diversity.
PO-5	<b>Problem Solving:</b> The B. A. programme enables the students to acquire the knowledge pertaining to solving various problems in life with courage and humanity.
PO-6	<b>Critical Thinking:</b> Demonstrate the ability to articulate an insightful response. It equips them to think critically about the issues of contemporary relevance and hold an informed opinion on them.
PO-7	<b>Social Interaction:</b> Elicit views of others, mediate disagreements and help reach conclusions in a group setting.
PO-8	<b>Environment and Sustainability:</b> Graduates will be able to understand the issues of environment and work towards sustainable development.
PO-9	<b>Employability:</b> After completing the programme, the graduates will have competency to be employed or to be an entrepreneur.
PO10	<b>Leadership Quality:</b> In the graduation programme students are inculcated moral and ethical values, managerial skills, adaptability, problem solving, taking initiative, decision making, risk taking to make them confident leaders.

**Programme Specific Outcome: (PSO) : BA**

<b>PSO</b>	<b>After the completion of BA programme by studying Optonal English/Functional English/Journalism/Sociology ( EnFJ)/ (EnSJ), the</b>	<b>Cognitive level</b>
PSO-1	Students will be able to identify, analyze, interpret and describe the critical ideas, values, and themes that appear in literary and cultural texts and understand the way these ideas, values, and themes inform and shape culture and society, both now and in the past.	apply
PSO-2	Students will develop their critical thinking that would enable them to present their views and opinions freely at all public platforms. Language proficiency will polish their soft skills essentially required in the contemporary scenario.	Analytical
PSO-3	Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry. They will be able to embrace convergent media by shooting video, making photographs, and writing for and posting to the web.	Creativity
PSO-4	Identify, analyze, interpret and describe the critical ideas, values, and themes that appear in literary and cultural texts and understand the way these ideas, values, and themes inform and shape culture and society, both now and in the past.	Analytical

<b>Mapping of Mission of the College with PEO</b>			
<b>Mission</b>	<b>PEO-1</b>	<b>PEO-2</b>	<b>PEO-3</b>
<b>Mission -1</b>	✓	✓	✓

Mapping of PEOs with Programme Outcomes(PO)											
PEO No.	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11
PEO-1		✓	✓		✓					✓	✓
PEO-2	✓			✓					✓		
PEO-3						✓	✓	✓			



**DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**  
**GENERAL SCHEME WITH RESPECT TO TEACHING & EVALUATION**  
**Discipline Specific Core (DSC) or Hard Core (HC) Papers**

Semester	Title of the Paper		TYPE	Week Theory / Practical	Exam Duration	Max. Marks Theory/Practical
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		Course Code					Theory/Practical	IA Theory/Practical	Total Marks
I	Paper-I .Title : Fundamentals of Communication	LA280	DSC	03	03	03	50	20	100
	Practical Paper-I. Title : Fundamentals of Communication	LA282	DSC	03	1.5	02	20	10	
II	Paper-II .Title : Introduction to Journalism	LB28	DSC	03	03	03	50	20	100
	Practical Paper-II. Title : Introduction to Journalism	LB282	DSC	03	1.5	02	20	10	
III	Paper-III. Title : Print& New Media	LC28	DSC	03	03	03	50	20	100
	Practical Paper-III. Title : Print& New Media	LC28	DSC	03	1.5	02	20	10	
IV	Paper-IV. Title : Fundamentals of Photography	LD28	DSC	03	03	03	50	20	100
	Practical Paper-IV. Title : Fundamentals of Photography	LD282	DSC	03	1.5	03	20	10	
V	Paper-V. Title : Reporting	LE28	DSC	03	03	03	70	30	300
	Paper-VI. Title : Editing	LE28	DSC	02	01	02	35	15	
	Practical Paper- V. Title : Reporting	LE28	DSC	03	03	03	70	30	
	Practical Paper-VI. Title :Editing	LE28	DSC	02	01	02	35	15	
VI	Paper-VII. Title: Corporate Communication and Advertising	LF280	DSC	03	03	03	70	30	300
	Practical Paper- VII Title : : Corporate Communication and Advertising	LF284	DSC	03	03	03	70	30	
	Practical Paper-VIII. Title: Introduction to Broadcast Media	LF282	DSC	02	01	02	35	15	
	Practical Paper-VIII Title : Introduction to Broadcast Media	LF286	DSC	02	01	02	35	15	
			DSE 1	02	02	02	30	20	100
			DSE 2	02	02	02	30	20	
					38	-	76	34	110

### Discipline Specific Elective (DSE or Soft Core (SC))

Semester	Title of the Paper	Course Code	TYPE	Semesters	Teaching Hours per Week Theory/ Practical	Credits Theory/ Practical	Exam Duration in Hours Theory/ Practical	Max. Marks Theory/Practical		
								Theory/Practical	I A Theory/Practical	Total Marks
	Film Studies	L28Y02	DSE	II	3	2	03	30	20	50
			DSE		3	2	03	30	20	50
			DSE		3	2	03	30	20	50
			DSE	IV	3	2	03	30	20	50
	Media Management	L28Y01	DSE	V	3	2	03	30	20	50
			DSE		3	2	03	30	20	50
			DSE		3	2	03	30	20	50
			DSE	to	3	2	03	30	20	50
			DSE		3	2	03	30	20	50
			DSE		3	2	03	30	20	50

#### Note

Sl.No	Type	Type
1.	DSC or HC	Discipline Specific Core (DSC) or Hard Core (HC)
2.	DSE or SC	Discipline Specific Elective (DSE or /Soft Core (SC)
3.	SEC or OE	Skill Enhancement Course (SEC) or Open Elective

**Department of Journalism & Mass Communication**

**SEMESTER – I**

**Paper -1 DSC**

**Title: Fundamentals of Communication**

**Theory Class Duration – 03 Hours/week– 48 Hrs**

**Marks. Theory – 50 + Internal Assessment -20 =70**

**Practical Class Duration – 03 Hours/week– 48 Hrs**

**Marks. Practical – 20+10 =30**

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**Course Objectives:**

1. To understand the nature, scope and significance of communication.
2. To analyse difference between different Mass Media.
3. To understand different types of communication models.
4. To identify importance of Communication in Cultural promotion, national development.

**Course Learning Outcome(CO)**

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Distinguish between Intrapersonal, Interpersonal, group communication, organizational communication and Mass Communication.	analyse
CO-02	Explain Mass Communication and Mass Media	Understanding
CO-03	Apply Oral and Written Communication skills	Apply
CO-04	Discuss the importance of communication in Cultural promotion, national development and in Society.	Evaluate

Unit 1. Concept of Communication		16Hrs
1.1	Nature and scope of communication	
1.2	Functions and significance of communication	
1.3	Process of communication	
1.4	Types of communication – Intrapersonal, Interpersonal, group communication, organizational communication and Mass	
Unit 2. Mass communication		12Hrs
2.1	Definition, nature, scope, functions	
2.1	Mass Media—TV, Radio, Newspapers, magazines, and Internet	
2.2	Mass media and society	

<b>Unit 3.Communication Skills</b>		<b>24Hrs</b>
3.1	Oral and written communication skills	
3.2	Art of public speaking	
3.3	Personal letters and business letters	
3.4	Communication models:Shannon and Weaver model, SMCR model,Lasswell model, Osgood model and Schramm's model	
<b>Unit 4.Communication and culture</b>		<b>12Hrs</b>
4.1	Role of communication in cultural promotion	
4.2	Social transformation and national development	
4.3	Mass media and society	

**Practicals: 20Hours**

### Course Objectives:

1. To understand how to conduct interview.
2. To learn to write personal and business letter
3. To learn to discuss in a group.
4. To learn to write resume

### Course Learning Outcome(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Learn to draft a business letter and personnel letter	Apply
CO-02	Learn to draft resume	Apply
CO-03	Learn to write letters to the editor	Apply
CO-04	Learnt to conduct interview	Apply

1.1	Mock interview	
1.2	Guest lecture	
1.3	Group Discussion	
1.4	Writing Blogs	
	<b>Portions for record</b>	
2.1	Drafting a business letter	
2.2	Personal letter	
2.3	Resume writing	
2.4	Letter to the editor	
2.5	Mock interview story.	



## Text Books

Sl.No	Title of the book	Name of the Author	Name of the Publisher	Edition	Year of Publication
1	Theories of Mass Communication	Daniel Lerner	Free Press. New York		
	Understanding the Media-The Extension of Man	Marshall McLuhan	McGraw-Hill, New York		1964
	Passing of Traditional Society	Daniel Lerner	Free press, New York		
	Communication and development: Critical perspectives	Roger Everts	Beverly Hills, CA: Sage		1976
	Development Communication	Uma Narulla	HarAnand Publications PVT.Ltd. New Delhi		

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### Department of Journalism & Mass Communication

#### SEMESTER-2

#### PAPER – 2. INTRODUCTION TO JOURNALISM - DSC

**CLASS DURATION – 04 HOURS + 2 HOURS OF PRACTICAL PER WEEK**

**MARKS THEORY – 50 + INTERNAL ASSESSMENT -20 + PRACTICAL-20+10 =100**

**(TOTAL 84 HOURS)**

#### Course Objectives

1. To understand the Nature and Scope and Significance of Journalism.
2. To analyse theories of press.
3. To examine duties and responsibilities of Journalists.
4. To understand the Career opportunities in journalism.

#### Course Learning Outcome (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	To identify the nature and scope, significance of Journalism	understand
CO-02	To analyse the role of journalism and democracy.	analyse
CO-03	To learn about the applications of the Principles of Journalism.	Apply

CO-04	To develop the skill to grab opportunities in journalism	Apply
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<b>Unit 1. Journalism</b>		
1.1	Definition, Nature and Scope	
1.2	Functions and Significance of Journalism	
1.3	Journalistic terminologies	
<b>Unit 2. Role of Journalism</b>		<b>14 Hrs</b>
2.1	Journalism and democracy,	
2.2	Theories of press	
<b>Unit 3. Journalistic responsibilities</b>		<b>14Hrs</b>
3.1	Qualifications, Duties and Responsibilities of Journalists	
3.2	Principles of Journalism	
<b>Unit 4. Journalism Profession</b>		<b>22Hrs</b>
4.1	Journalism as profession, Career opportunities	
4.2	Professional Ethics	
4.3	Brief Introduction to Community Journalism, Business Journalism, Magazine Journalism, Freelancing and Folk Media	

**Practicals -II  
II SEM**

**20hrs**

**Course Objectives:**

1. To understand Press Release.
2. To analyse different magazine.
3. To analyse different newspaper content.
4. To understand Folk Media.

**Course Learning Outcome (CO):**

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Learn to write news report from press release	Apply
CO-02	Learn to analyse the content of different magazines	analyse
CO-03	Learn to analyse the content of different newspapers	Apply
CO-04	To know about Folk Media	Understand

1.1	Visit to Press Club	
1.2	Organizing a mass communication event,	
1.3	preparing a press release	
	<b>Portions for record</b>	
2.1	News Writing based on Press Release	
2.2	Comparison and analysis of any two magazines content-wise	
2.3	Comparison and analysis of any two newspapers content-wise	
2.4	Profile of any two folk media	

### Books for Reference:

1. M V Kamath, Professional Journalism, Vikas Publishing
2. B N Ahuja, Theory and Practice of Journalism, Surjeet Publications 2009
3. Keval J Kumar, Mass Communication & Journalism in India, Publisher: Jaico Publishing House
4. Adarsh Kumar Verma, Indian Journalism,
5. Dalpat Singh Mehta, Mass Communication and Journalism in India (1979). ... Allied Publishers

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**JOURNALISM SEMESTER – III**  
**PAPER -3 PRINT & NEW MEDIA- DSC**  
**CLASS DURATION – 04 HOURS + 2 HOURS OF PRACTICAL PER WEEK**  
**MARKS THEORY – 50 + INTERNAL ASSESSMENT -20 + PRACTICAL – 20+10 = 100**  
**(84 Hrs)**

### Course Objectives:

1. To understand the contributions of William Bolts, James Augustus Hicky, Raja Ram Mohan Roy, B.G. Tilak & Mahatma Gandhi to Indian Journalism.
2. To analyse different newspapers.
3. To understand the functions of I and II Press Commissions, Press Council of India.
4. To gain practical skill in Internet, blogging.

### Course Learning Outcome (CO):

CO	After the completion of this course the student will be able to	Cognitive level
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CO-1	To understand the contributions of William Bolts, James Augustus Hicky, Raja Ram Mohan Roy, B.G. Tilak & Mahathma Gandhi to Indian Journalism.	Understand
CO-2	To analyse the content of different newspaper	Analyse
CO-3	To examine the functions of Press Council of India.	Analyse
CO-4	To gain practical skill to create blog	Apply

<b>Unit 1 Early Press</b>		<b>22Hrs</b>
<b>1.1</b>	Newsletters	
<b>1.2</b>	Contributions of William Bolts, James Augustus Hicky, Raja Ram Mohan Roy, B.G. Tilak & Mahathma Gandhi to Indian Journalism	
<b>1.3</b>	Brief history of Kannada journalism—Stalwarts in Kannada journalism	
<b>Unit 2 Profile of Newspapers</b>		<b>14Hrs</b>
<b>2.1</b>	The Hindu, Indian Express, Times of India	
<b>2.2</b>	Vijaya Karnataka and Prajavani	
<b>Unit 3 Organization of Press commissions and Press council</b>		<b>14HRS</b>
<b>3.1</b>	I and II Press Commissions	
<b>3.2</b>	Press Council of India.	
<b>Unit 4 New Media</b>		<b>14HRS</b>
<b>4.1</b>	Internet- growth and development	
<b>4.2</b>	Blogging -The Public Sphere in the Internet Era	
<b>4.3</b>	Online Journalism, differences between online Journalism and print Journalism	
<b>4.4</b>	Citizen Journalism, New media, and Multimedia	

**Practicals          20 hrs**  
**III Semester**

**Course Objectives:**

1. To understand the concept of e – newspaper.
2. To understand press conference.
3. To know about the working nature of Media house.
4. To understand Citizen Journalism.

### Course Learning Outcome(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-1	To understand the the content, structure of e - newspaper.	Understand
CO-2	To understand Press Conference	Understand
CO-3	To know about the working nature of Media house.	Understand
CO-4	Learn to report as a Citizen Journalist.	Apply

- 1.1 Model press conference
- 1.2 Visit to any media house
- 1.3 create a blog

### Portions for record:

- 2.1 Comparison of two e-newspapers
- 2.2 Report of the model press conference
- 2.3 Report of the visit to any media house
- 2.4 Report as citizen journalist

### Books for Reference:

1. History of Indian Journalism by S Natarajan, Asia Publishing House (December 1962)
2. Indian Journalism by Nadig Krishnamurthy, Prasaraanga, University of Mysore (1966)
3. Journalism in India by R.Parthasarathy , Sterling Publishers Pvt Ltd 2009
4. History of Press, Press Laws & Communication by B N Ahuja,
5. Indian Journalism by K M Srivastava, Sterling Publishers Pvt. Ltd, 2007

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**JOURANLISM SEMESTER - IV**  
**PAPER 4: FUNDAMENTALS OF PHOTOGRAPHY- DSC**  
**CLASS DURATION – 03HOURS + 03HOURS OF PRACTICAL PER WEEK**  
**MARKS THEORY – 50 + INTERNAL ASSESSMENT -20 + PRACTICAL – 20+10 = 100**  
**FUNDAMENTALS OF PHOTOGRAPHY (Total 84 hrs)**

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**Course Objectives:**

1. TO understand the basics of concept of photography.
2. To learn the skills and techniques of camera handling.
3. To analyse different types of photography
4. To learn the skills photo editing.

**Course Learning Outcome (CO):**

CO	After the completion of this course the student will be able to	Cognitive level
CO-1	Understand the evolution of photography	Understand
CO-2	Apply the techniques Camera handling	apply
CO-3	Apply the techniques of different types of photography	apply
CO-4	Apply the skills of photo editing	apply

<b>Unit 1 Evolution of Photography</b>		<b>18hrs</b>
<b>1.1</b>	History and development	
<b>1.2</b>	Types of Photography	
<b>1.3</b>	Types of Cameras—Single Lens Reflex (SLR), Twin Lens Reflex (TLR), Range finder cameras, View cameras, Polaroid cameras, Super wide angle camera, Panaromic camera, aerial camera and Digital Photography	
<b>Unit 2 Components of a Camera</b>		<b>12Hrs</b>
<b>2.1</b>	DSLR controls	
<b>2.2</b>	Lenses—Focal length, focus and magnification; Zoom, macro lenses, lenses and composition	
<b>2.3</b>	Aperture settings, Shutter speed and Depth of Field	
<b>2.4</b>	Types of lenses, Types of films, types of filters	
<b>2.5</b>	Importance of light and lighting equipments	
<b>2.6</b>	camera accessories	
<b>2.7</b>	Picture appreciation	

<b>Unit 3 Types of Photography</b>		<b>16hrs</b>
<b>3.1</b>	News photograph, Documentary photography, Macro photography, Micro photography, Glamour, Ariel, Portrait, Wildlife, Travel, and Action photography	
<b>3.2</b>	Opportunities in Photography	
<b>Unit 4 Editing Photographs</b>		<b>14hrs</b>
<b>4.1</b>	Transferring photographs to a personal computer	
<b>4.2</b>	Photo selection, cropping, scaling, and toning	
<b>4.3</b>	Photo editing software	

### Practical      20 hrs

#### Course Objective

1. Understand the basics of photography.
2. To learn the skills and techniques of camera handling.
3. To analyse different types of photography
4. To learn the skills photo editing.

#### Course Learning Outcome (CO):

<b>CO</b>	<b>After the completion of this course the student will be able to</b>	<b>Cognitive level</b>
CO-1	Learn to click Nature Photography	Apply
CO-2	To Learn news photography	apply
CO-3	Learn to take Human Interest and profile photography	apply
CO-4	To learn night photography	apply

<b>1.1</b>	Handling the camera	
<b>1.2</b>	Visit to Photo Studio	
<b>1.3</b>	Interaction with Photographers	
	<b>Portions for record</b>	
<b>2.1</b>	Two wildlife photography	
<b>2.2</b>	Nature Photography	

<b>2.3</b>	Two news photographs with caption	
<b>2.4</b>	Two Human interest photographs	
<b>2.5</b>	Two profiles/Moods of people	
<b>2.6</b>	One black and white photo	
<b>2.7</b>	Night Photography	

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**JOURNALISM SEMESTER - V**  
**PAPER 5 – REPORTING -DSC**  
**CLASS DURATION – 03 HOURS PER WEEK**

**MARKS THEORY – 70 + IA-30=100.**

**(42 Hrs)**

**Course Objectives:**

1. To understand the concept of news.
2. To gain the knowledge about gathering news
3. To analyse different kind of writing skills.
4. To understand Media law in the country.

**Course Learning Outcome (CO):**

<b>CO</b>	<b>After the completion of this course the student will be able to</b>	<b>Cognitive level</b>
CO-1	Learn about the structure of news writing	apply
CO-2	Acquire the skill to gather news information.	apply
CO-3	To learn about creative writing and news writing.	apply
CO-4	To learn about Media Law	analyse

<b>Unit 1 Concept of News</b>		<b>08 Hrs</b>
<b>1.1</b>	Concept of news	
<b>1.2</b>	elements of news	
<b>1.3</b>	sources of news	
<b>1.4</b>	Structure of news, 5 Ws& 1H, presentation of a report	



1.5	Lead and types of lead	
<b>Unit 2 Qualifications of a Reporter</b>		<b>10Hrs</b>
2.1	Qualifications and responsibilities of a reporter	
2.2	Techniques of news gathering – interview, media conference, press release,	
2.3	Field work and observation.	
<b>Unit 3 Writing Styles</b>		<b>12Hrs</b>
3.1	Features and types of features	
3.2	creative writing, journalistic writing and Technical writing	
3.3	Crime reporting, sports reporting, investigative reporting, legislature reporting, interview stories and speech reporting	
<b>Unit 4 Media Laws</b>		<b>12Hrs</b>
4.1	Freedom of Speech and Expression	
4.2	Defamation, Right to Privacy	
4.3	Right to Information Act, Copyright Act.	

#### **Books for Reference**

1. News Reporting by B N Ahuja & S S Chhabra, Surjeet publications.
2. News Reporting & Editing by K M Shrivastava, Sterling publications, 1987.
3. Here is the news by Rangaswamy Parthasarathy, Sterling publications 1994.
4. Interpretative Reporting by D McDougal, Collier MacMillan publications
5. Professional Journalism by John Hohenberg, holt Rinehart publications.

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#### **SEMESTER - V**

#### **PAPER – 6 EDITING -DSC**

#### **CLASS DURATION – 03 HOURS PER WEEK**

**MARKS THEORY – 70 + INTERNAL ASSESSMENT -30 = 100.**

**(42 Hrs)**

#### **Course Objective:**

1. To understand the concept of editing in print media.
2. To understand the concept of writing headline.
3. To understand newspaper designing.
4. To understand the concept of translation.

**Course Learning Outcome (CO):**

CO	After the completion of this course the student will be able to	Cognitive level
CO-1	Learn about news editing	apply
CO-2	Learn to write creative and appropriate headlines.	apply
CO-3	To learn about newspaper designing	apply
CO-4	To develop translation skill	apply

<b>Unit 1 Editing Techniques</b>		<b>14Hrs</b>
<b>1.1</b>	Concept of Editing	
<b>1.2</b>	Organization structure of the editorial department	
<b>1.3</b>	Editorial staff members	
<b>1.4</b>	Principles of editing	
<b>1.5</b>	Rewriting, and editorial writing.	
<b>Unit 2 Headline Writing</b>		<b>8 hrs</b>
<b>2.1</b>	Concept of Headline	
2.1.1	Types of headline	
2.1.2	Techniques of headline writing	
<b>Unit 3 Newspaper Design</b>		<b>16hrs</b>
<b>3.1</b>	Concept of newspaper design, need for newspaper design	
3.1.1	principles of designing, style-sheet,	
3.1.2	Designing soft wares. Front page Design, pagination,	
<b>3.2</b>	Photo editing and caption writing.	
<b>Unit 4: Translation:</b>		<b>4hrs</b>
<b>4.1</b>	Meaning, principles, techniques and types.	

**Books for Reference:**

1. The Art of Editing by P.K. Baskette and Jiz Sissors, Collier MacMillan publications 1986

2. News Editing by Bruce Westley, Houghton Mifflin publications 1972
3. News Headlines by Harold Evans, Butterworth-Heinemann publications (1974).
4. Newspaper Design by Harold Evans, Butterworth-Heinemann publications (1974).
5. News reporting & Editing by K M Srivastava, Sterling publications

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**JOURNALISM SEMESTER – V**  
**PAPER-7 PRACTICAL**  
**3 hours/Week**  
**Practical-I (For Theory Papers 5 and 6)**

**End Semester Practical examination is for 70 marks+ 30 IA marks=100**

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**Practical-I Reporting**  
**Duration of Examination -02 hours**  
**Practical Proper=35 + IA=15 =50**

**35 Marks includes 15 marks for Record Keeping and 20 for Practical exam**

**Course Objective**

**Course Objectives**

1. To analyse news report .
2. To understand Interview.
3. To understand feature stories.
4. To understand Human interest stories.

**Course Learning Outcome(CO):**

<b>CO</b>	<b>After the completion of this course the student will be able to</b>	<b>Cognitive level</b>
CO-1	Learn to write news report for newspaper	apply
CO-2	Learn to write Interview	apply
CO-3	Learn to write feature stories	apply
CO-4	Learn to write Human interest stories.	Apply

<b>1.1</b>	Writing press release- 02	
<b>1.2</b>	News reporting- 02	
<b>1.3</b>	Interviews-02	
<b>1.4</b>	Human interest story -02	

<b>1.5</b>	Feature writing-02	
	<b>Portions for record</b>	
<b>2.1</b>	News Report writing – Two Reports: Students shall personally attend the event and collect news and prepare a news report on their own. Newspaper clippings are not acceptable for evaluation. The news reports shall be the original work of the students.	<b>3Hrs</b>
<b>2.2</b>	Interviews– Two Interviews Students shall personally and individually interview a news worthy personality and prepare a report in the question and answer format along with a photograph of the interviewee.	<b>3Hrs</b>
<b>2.3</b>	Feature story – Two stories Students are required to write a feature story not exceeding 500 words on any news worthy topic of their choice. It shall be the original work of the student.	<b>2 Hrs</b>
<b>2.4</b>	Human Interest Story – Two stories	<b>1Hrs</b>

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### **Practical-II Editing:**

**Duration of Examination -02 hours, Practical Proper=35 + IA=15 =5035 Marks includes 15 marks for Record Keeping and 20 for Practical exam**

### **Course Objectives:**

1. To understand the concept of Letters to the Editor .
2. To understand the concept editorial writing.
3. To analyse headline writing.
4. To understand the concept of page design.

### **Course Learning Outcome(CO):**

<b>CO</b>	<b>After the completion of this course the student will be able to</b>	<b>Cognitive level</b>
CO-1	Learn to write letters to the editor	apply

CO-2	Learn to write analyse letters to the editor	apply
CO-3	Learn to write headlines writing	apply
CO-4	Learn to write caption for news reports	apply

<b>1.1</b>	Letters to the editor-02	
<b>1.2</b>	caption writing,-05	
<b>1.3</b>	headline writing-05	
<b>1.4</b>	Editorial writing-02	
<b>1.5</b>	Lab journal - 01	
	<b>Portions for record</b>	
<b>2.1</b>	Letters to the Editor-Two letters Design a sports page or front page Students are required to design a front page or sports page of a newsletter And publish it.	<b>1 Hrs</b>
<b>2.2</b>	Editorial writing –Two Editorials Students are required to write one editorial on any important and current news worthy topic. It shall be the original work of the students.	<b>3 Hrs</b>
<b>2.3</b>	Five Headline writing exercise Students are required to write Five Headlines for reports given by the Subject teacher. It shall be the original work of the students.	<b>3 Hrs</b>
<b>2.4</b>	Five Caption writing exercise Students are required to write Five captions for photographs given by the Subject teacher. It shall be the original work of the students	<b>2 Hrs</b>

**Note:**

- a) The practical examination shall be conducted for 20 marks each for Reporting and Editing. The exams are conducted separately in each of these two papers. The question paper for the practical shall be prepared by the BOE based on the practical syllabus.
- b) The records shall carry 20 marks each for Reporting and Editing. It shall contain the work of the student done during the course work of the semester.

- c) The records shall be valued on the day of practical examination in the respective subject.
- d) Students are required to submit only the original record to the Department and all allowed to keep a copy of the work submitted for their future needs. The record will not be returned to the students and becomes the property of the Department.

**SEMESTER –VI**  
**PAPER-8 CORPORATE COMMUNICATION AND ADVERTISING**  
**CLASS DURATION – 03 HOURS PER WEEK**  
**MARKS THEORY – 70 + INTERNAL ASSESSMENT -30 = 100**  
**(42 Hrs)**

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**Course Objectives:**

1. To understand the concept of advertising.
2. To understand different types of advertising.
3. To understand the concept of Corporate Communication.
4. To understand the tools of corporate Communication.

**Course Learning Outcome:**

<b>CO</b>	<b>After the completion of this course the student will be able to</b>	<b>Cognitive level</b>
CO-1	Learn about advertizing	Understand
CO-2	Analyse different types of advertising.	analyse
CO-3	Learn about corporate communication	apply
CO-4	Learnt to use different media for corporate communication.	apply

<b>Unit 1 Advertising</b>		<b>10 hrs</b>
<b>1.1</b>	Concepts of advertising	
1.1.2	Evolution of advertising in the world and India	
1.1.3	Nature and scope of advertising	
1.1.4	Functions and significance of advertising.	
<b>Unit 2 Types of Advertisements</b>		<b>10Hrs</b>
<b>2.1</b>	Types of advertisements	
<b>2.2</b>	Ad copy elements	
<b>2.3</b>	Copy writing	
<b>2.4</b>	Ad agencies and functions.	

<b>Unit 3 Corporate Communication</b>		<b>12Hrs</b>
<b>3.1</b>	Concept of corporate communication	
3.1.1	nature and scope of corporate communication	
3.1.2	evolution of corporate communication	
3.1.3	functions of corporate communication	
<b>3.2</b>	Qualifications and responsibilities of a Public Relations Officer	
<b>Unit 4 Tools of Corporate Communication</b>		<b>10Hrs</b>
<b>4.1</b>	Print media-- House journals, newsletters, brochures and handouts	
4.1.1	Electronic media —Ads and films	
4.1.2	New media—Social media and blogs	
4.1.3	New media—Social media and blogs	
4.1.4	New media—Social media and blogs	

### Books for Reference

1. Advertising Principles and Practice by Sethia&Chunavalia,Himalaya Publishing 1997
2. Advertising by Ahuja&Chhabra, surjeet publications.
3. Advertising, Agencies, Global & Indian Perspectives by R S Shiva,Living Foundation publications.
4. Press Advertising by N.Mathur,Anmol Publications PVT. Ltd
5. The Practice of PR by Cutlip& Centre,Prentice Hall publications.

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### JOURNALISM SEMESTER – VI

#### PAPER-9 INTRODUCTION TO BROADCAST MEDIA -DSC

CLASS DURATION – 03 HOURS PER WEEK

MARKS THEORY – 70 + INTERNAL ASSESSMENT -30 = 100

Teaching time- (42 Hrs)

### Course Objective:

1. To know about radio broadcasting.



2. To understand television as a Mass media.
3. To understand techniques of TV news presentation.
4. To learn to write for radio and TV.

**Course Outcome(CO):**

<b>CO</b>	<b>After the completion of this course the student will be able to</b>	<b>Cognitive level</b>
CO-1	To learn about Radio	Understand
CO-2	To analyse Tv as a Mass Media	analyse
CO-3	To acquire the skill of news presentaion	apply
CO-4 <b>Unit-1</b>	To learn to write for radio and TV	apply <b>10Hrs</b>

**1.1** Brief History of Radio broadcasting

**1.2** Characteristics of radio

**1.3** Radio programmes,

**1.4** Radio commercials, Radio Jockey.

**Unit 2 TV as a medium of communication**

**10Hrs**

**2.1** BriefHistory of TV telecasting in the world and India

**2.2** Characteristics of TV

**2.3** Television news gathering

**2.4** Reporting techniques.

**Unit 3 TV NewsPresentation**

**14Hrs**

**3.1** Bites, Piece to camera, Interview, Discussions,Role ofAnchor, VJ, News Presenter.

**3.1.1** Mechanics of presentation—voice modulation, body language, eye contact, facing camera.

**Unit 4: Writing for Radio and TV:**

**8 Hrs**

**4.1** Script writing for radio and TV—techniques.

Books of Reference;

1. Audio Visual Journalism by B N Ahuja, surjeet publications.
2. Indian Broadcasting by H.R.Luthra,
3. Mass Communication by Keval J Kumar, jaico publications
4. Radio and TV Journalism by K M Srivastava, new Dawn press group publications

**JOURNALISM SEMESTER VI  
PAPER-10 PRACTICALS**

**3 hours/Week  
Practical-I (For Theory Papers 8 and 9)**

**End Semester Practical examination is for 70 marks+ 30 IA marks=100**

**Practical-1 Theory Paper 8 Corporate Communication & Advertising**

**Duration of Examination -02 hours, Practical Proper=35 + IA=15  
=5035 Marks includes 15 marks for Record Keeping and 20 for Practical exam**

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**Course Objectives:**

1. To understand radio script writing.
2. To understand TV script writing
3. To understand advertising for radio and TV
4. To understand Piece to Camera

**Course Learning Outcome:**

CO	After the completion of this course the student will be able to	Cognitive level
CO-1	Learn to write review for radio program	Apply
CO-2	Learn to write review for TV program	Apply
CO-3	To understand advertising production for radio	understand
CO-4	Learn to create piece to camera	apply

<b>1.1</b>	Writing classified advertisements	
<b>1.2</b>	Display advertisements	
<b>1.3</b>	Preparing brochures	
<b>1.4</b>	Posters.	
	<b>Portions for record:</b>	
<b>2.1</b>	Classified Advertisements - 4	<b>2 Hrs</b>
<b>2.2</b>	Display -2	<b>3 Hrs</b>
<b>2.3</b>	Brochures -2	<b>2 Hrs</b>

<b>2.4</b>	Posters -2	<b>2 Hrs</b>
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### **Practical-II Theory Paper -9, Introduction to Broadcast Media**

**Duration of Examination -02 hours. Practical Proper=35 + IA=15 =50**

35 Marks includes 15 marks for Record Keeping and 20 for Practical exam

<b>1.1</b>	Radio Script writing	
<b>1.2</b>	Review of radio programmes and stations	
<b>1.3</b>	Review of TV programmes and channels	
<b>1.4</b>	Review of films	
	<b>Portions for record:</b>	
<b>2.1</b>	Review of one radio programme and one radio station	<b>2 Hrs</b>
<b>2.2</b>	Review of one TV programme and one TV channel	<b>2 Hrs</b>
<b>2.3</b>	Produce a Public Service Advertisement for Radio	<b>2 Hrs</b>
<b>2.4</b>	Produce a Piece to Camera for one-minute on any current topic	<b>3 Hrs</b>

## **JOURNALISM SEMESTER II or III or IV**

### **PAPER-Film studies -DSE**

**2 hours/Week**

**End Semester Theory examination is for 30 marks+ 20 IA marks=50**

**Duration of Examination -02 hours**

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#### **Course Objectives:**

1. To understand the development of Cinema in India and in the World.
2. To analyse different types of cinema.
3. To understand scenario of Indian Cinema.

#### **Course Learning Outcome (CO):**

CO	After the completion of this course the student will be able to	Cognitive level
CO-1	To learn about the development of Cinema	Understand
CO-2	To analyse different genres of Cinema	analyse
CO-3	To understand the scenario of Indian Cinema	Understand

<b>Unit 1 Origin and development of cinema</b>		<b>12Hrs</b>
<b>1.1</b>	Cinema; The origin of cinema in the world and India	
<b>1.2</b>	Entertainment – association/ relations with other media such as print/radio and TV	
<b>1.3</b>	Development of Cinema; Important stages in development of cinema in India,	
<b>1.4</b>	Comparison of documentaries, short films, parallel cinema.	
<b>Unit 2Kinds of Cinema</b>		<b>12 Hrs</b>
<b>2.1</b>	Various genres of cinema:Action/commercial/ art/ documentary instructional films, emotional cinema, animation and 3D cinema.	
<b>Unit 3Indian film scenario</b>		<b>12Hrs</b>
<b>3.1</b>	Status of Indian Cinema; Censorship of film in India; impact of	

	globalization on Indian Cinema, film reviews.	
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### **Books for reference**

1. Beginner's Guide to Super 8 Film Making : Frank Arrowsmith
2. Cine Art & Film Craft : Capt. M D Shinde
3. Indian Film : Krishna Swamy
4. The Story of Cinema : David Shipman
5. History of the Movies : Edward F Dolan Jr.

**SEMESTER II or III or IV**  
**PAPER-Media Management -DSE**  
**2 hours/Week**  
**End Semester Theory examination is for 30 marks+ 20 IA marks=50**  
**Duration of Examination -02 hours**

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**Course Objectives:**

1. To understand the concept of Media Management.
2. To analyse the marketing perspective of Media Management.
3. To understand Media Economics.

**Course Learning Outcome (CO):**

CO	After the completion of this course the student will be able to	Cognitive level
CO-1	To learn about the concept of Media Management	Understand
CO-2	To analyse the marketing tactics	Analyse
CO-3	To understand Media Economics	Understand

<b>Unit 1 Overview</b>		<b>12 Hrs</b>
<b>1.1</b>	Unique characteristics of media companies	
<b>1.2</b>	Development of media industries	
<b>1.3</b>	Revenue patterns of media audiences - major development patterns	
<b>1.4</b>	Outline of Principles of Management	
<b>Unit 2 Marketing Perspective of Media</b>		<b>12 Hrs</b>
<b>2.1</b>	Marketing Mix and Product Life Cycle	
<b>2.2</b>	Market Analysis and Product Planning	
<b>2.3</b>	Consumer Research in Product Development-Product Planning for Advertiser Market	
<b>2.4</b>	Promotion and Sale of Media Products- Promotion Strategies - Tools - Plans in Action- Promotion and Sales to Advertisers- Distribution, Production & Pricing of Media Products	
<b>Unit 3 Media Economics</b>		<b>12</b>

		Hrs
3.1	Concept and role of the market	
3.2	Consumer choice and market responses-Producer Choice and market response	
3.3	Monopoly and competition in market- Media Performance	

### **References/Suggested Readings**

1	Davar, Rustom: The Principles of Management - Bombay: Crown, 1985.
2	Kothari, Gulab: Newspaper Management in India, Netherlands - Intercultural Open University, 1995.
3	Picard, Robert: Media Economics, New Delhi - Sage, 1989.
4	Kotter, John. Leading Change. Massachusetts: Harvard Business School Press, 1996.
5	Ries, Al: Marketing Warfare: New Delhi - McGrawHill, 1983.