



MANGALORE UNIVERSITY

SUBMITTED BY THE BOS COMMITTEE

**BOS DESIGNED AND APPROVED SYLLABUS
FOR UG PROGRAM IN JOURNALISM**

(NEP 2021)

2023-24

UG SYLLABUS FOR JOURNALISM

Programme: Four-year Programme in Journalism to be introduced under NEP

Programme Objectives:

- Four-year Course in Journalism would aim to familiarize students with all aspects of the field of Journalism. They become more proficient in both theory and practical skills of the media in general.
- The programme would prepare the students 'ready-to-be recruited by media, advertising & corporate houses. The content of the programme is designed to be dynamic and incorporate changes to meet requirements of the industry.

Learning Outcome:

- The programme aims to churn out responsible media professionals who would contribute positively to the society.
- The programme aims to facilitate better career opportunities for all those students of this course and get them ready to tackle challenges in the professional setup.
- The programme aims to strike a balance between the dynamic working environment and professional ethics in the field of Journalism.

Need for Curriculum Development:

NEP 2020 initiative is intended to formulate a curriculum to bring about uniformity among the students studying in different Universities/Institutes. The need for the curriculum development in Journalism emerges due to the following reasons:

Changing Media Scenario: The curriculum has been designed keeping with the industry requirements and includes subjects such as Multimedia, Photojournalism, Short Film Making, Creating Blogs and Vlogs, Mobile Journalism, Writing for Media, Producing News Bulletins for Radio and TV, Advertising and Corporate Communications, among several others. The rapid growth in media industry demands highly skilled human resource.

Credit transfer: Credit transfer is approved by the UGC and the Government that allows the students to transfer course from their existing university to a new UGC approved university.

The same number of credits in all the Universities in Karnataka is the first step towards the credit transfer from University to University.

Skill Enhancement: The new curriculum focuses more on hands on training, internship and thereby enhancing the skills of the students. It not only aims at producing responsible communication professionals but also citizens with a humane approach in day-to-day life. The papers like Writing for Media, Photojournalism, Computer Applications for Media etc., further helps in skill development of students.

Pedagogy:

The goal of Journalism pedagogy is offered with an objective to train and prepare professionally skilled media persons and communication experts. It lends exposure to a wide range of meticulously framed syllabi.

Importance to Theory and Practical's and its application: The Journalism curriculum focuses on innovative components in theory and practice, which in turn equips students to be full-fledged media men. It is suggested that students be divided in to batches of not more than 10 each under a teacher to enable effectiveness of teaching in practicals.

Utilization of ICT: The global media industry is in anticipation of ICT trained communication experts. To enhance critical and creative thinking amongst students, ICT tools are incorporated into the teaching methods which include research-led teaching, via presentations through smart classrooms, and practical productions.

Research-based and research-led teaching: The Research Projects are introduced in the curriculum to strengthen the research concepts among the budding researchers. The students are introduced to various facets of Journalism research such as print, electronic and new media research, global, health and political communication research, folk media, intercultural communication and research on development issues and so on in accordance to the relevance of the profession. The students will be required to do research project on a topic of their choice under the supervision of a research guide.

Brain Storming Approach: Students will be involved in groups and individual discussions. This will help the students to develop and involve in the process of critical thinking and analyzing. It further helps them in decision making and crisis management and also boosts self-confidence.

Exit Options and Credit Requirements:

A Certificate / Diploma/ Bachelor Degree or Bachelor Degree with Honours in Journalism is awarded at the completion of every progressive year.

Exit Option with	Certificate/Diploma/Degree/ Honors
Successful completion of First year (two semesters) of the Four years multidisciplinary undergraduate Degree programme.	Certificate in Journalism
Successful completion of Second year (four semesters) of the four years multidisciplinary undergraduate Degree programme	Diploma in Journalism
Successful completion of Three year (six semesters) of the four years multidisciplinary undergraduate degree Programme	BA Degree in Journalism
Successful completion of Four year (eight semesters) of the four years multidisciplinary undergraduate degree Programme	BA Degree with Honors in Journalism
Successful completion of Five year (Ten semesters) of the Four years multidisciplinary degree programme	Master of Arts Degree with Honors in Journalism & Mass Communication

A student will be allowed to enter/re-enter only after the odd semester and they can only exit after even semester. Re-entry at various as lateral academic programmes based on the above mentioned earned proficiency test records. The validity of the earned credit will be for a maximum period year or as specified by the academic bank of credits (ABC).

Acronyms Expanded

AECC	Ability Enhancement Compulsory Course
DSCC	Discipline Specific Core Course
SEC/SB/VB	Skill Enhancement Course- Skill Based/Value Based
OEC	Open Elective Course
DSE	Discipline Specific Elective

Continuous Internal Evaluation and Semester End Examination:

Total marks for each course shall be based on continuous assessments and term end examinations. As per the decision of the Karnataka State Higher Education Council, it is necessary to have uniform pattern of Class Internal Assessment and Semester End examinations respectively, among all the Universities, their affiliated and autonomous colleges. The state level committee deliberated on the same and suggested the following pattern for the CIE Marks. The BOS has also approved to follow the same pattern.

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER
(EFFECT FROM 2023- 24 ONWARDS)**

FIRST SEMESTER

DSCCA 1: INTRODUCTION TO JOURNALISM- (BASJRCN 101)

Course Title and Code	DSCCA 1-Introduction to Journalism		
Programme Title	BA in Journalism		
Credits	06	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week

Practical: 4hrs/week

Total: 6 credits

Theory Marks – 100 = 60 T + 40 IA

Practical Marks 50 = 25 T + 25 PR

Total Marks = 150

Course objectives:

- To introduce the concept of media and mass communication in general and journalism in particular
- To familiarize the students with different facets of journalism
- To educate about the role of journalism in society and development

Learning Outcome:

Students will be able to

1. Understand and appreciate various dimensions of mass communication
2. Develop an understanding of the fundamental concepts of Journalism
3. Analyze the scope and various dimensions in Journalism
4. Discuss the recent trends in Mass Media

Pedagogy:

Direct Method, ICT, Digital Resources, Collaborative and cooperative learning, Experimental Learning, Flipped Classroom

Unit I

Definition, Meaning, Nature, Scope, Functions and Principles of Journalism, Types of Mass Media – Traditional, Folk Media, Print, Electronic, Digital and New Media **15 Hrs**

Unit II

History of Journalism: Origin and Growth of Journalism in India – History of Kannada Journalism – Development of Coastal Journalism - History of Media Education in Karnataka. **15 Hrs**

Unit III

Modern Journalism: Citizen Journalism – Advocacy Journalism - Yellow Journalism - Mobile Journalism – Use of Social Media as a Part of Journalism: Facebook, YouTube, Instagram – Journalism Ethics.

15 Hrs

Unit IV

Photo Journalism: Importance, Scope, Types of Photography, Caption Writing - Importance of Language in Journalism – Journalistic Writing.

15 Hrs

Exercises / Assignments

1. Reading of newspapers in the class particularly the front page and the local news.
2. Prepare questions for a specific interview
3. Rewriting news stories from newspapers converting them for magazine.
4. Filing report on the basis of mock press conference.
5. Filing report after attending one press conference after going to the field.
6. Preparing minimum 3 speech reports
7. Writing minimum 2 Letters to the Editor

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER
(EFFECT FROM 2023- 24 ONWARDS)**

FIRST SEMESTER

DSCCA 2: INTRODUCTION TO JOURNALISM – PRACTICAL (BASJRPN 102)

Total Hours: 40

Hours/Week: 4

Max Marks: 50

Credits: 2

1. Letters to the Editor (2 Letters)
2. Review of content of Newspapers / Magazines
3. Reporting of any 5 different kinds of College Level incidents.
4. Translation of 5 newspaper reports
5. Preparing 2 social Media content

Reference Books

- Theory and Practice of Journalism - B N Ahuja
- Professional Journalism - M V Kamath
- Mass Communication & Journalism in India - Keval J Kumar
- Adhunika Bharathiya Parthrikodhyma - Shree L Bhandarkar
- Professional Journalist John Hohenberg
- Mass Communication & Journalism in India - Mehta
- Eradu Dadagala Nadhuve – Niranjana Vanalli
- Pathrikodyama - Ranganath Rao
- Indian Journalism - Nadig Krishnamurthy

- Journalism in India- R.Parthasarathy
- New History of Indian Journalism - G N S Raghavan
- Berlo, D. K. (1960). The process of communication: An introduction to theory and practice. Holt, Rinehart and Winston.
- Schramm, w.L. Ed). (1960). Mass Communications: a book of readings selected and ed. for the Institute of communications research in the Univ. of Illinois. University of illinois Press.
- McQuail, D. (2010). McQuail's mass communication theory. Sage publications..
- Uma, N. (2011). Mass Communication Theory and Practice. New Delhi, Har-Anad publication Pvt Ltd.
- Kumar, Keval J. (2020) Mass Communication in India- (5th Revised Edition), Jaico Publishing house, Mumbai.Singh, C. P. (Ed.). (2004). Dictionary of Media and Journalism: TV, Radio, Print and Internet. IK International Pvt.
- Jeffery, R. (2000) India's Newspaper Revolution. Oxford University Press, New Delhi.
- Mehta, D.S. (2014) Mass Communication and Journalism in India. Allied Publications, New Delhi.
- Natarajan.J (2000) History of Indian Journalism: Part II Of The Report Of The Press Commission. Publications Division.
- Krishnamurthy, N. (1969) Indian Journalism, Mysore University Press.

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER
(EFFECT FROM 2023- 24 ONWARDS)**

FIRST SEMESTER

DSE (OE) 1: WRITING FOR MEDIA (BASJREN 101)

Course Title and Code	OE 1-Writing for Media		
Programme Title	BA in Journalism		
Credits	03	Semester	I
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 3hrs/week

Total: 3 credits

Theory Marks – 100 = 60 T + 40 IA

Total Marks = 100

Course Objectives:

1. To make them familiar with writing for media and develop interest in writing
2. Introduce the students to cultivating of sources
3. Equip the students with new trends in media writing

Learning Outcome:

- Learning various writing techniques for different media
- Creating content for various social media platforms
- Students become industry-ready

Unit - I

Writing for print media, **Role and responsibilities of a Journalist**, Forms of Journalistic writing - News, Feature, Editorial, Letter to the Editor, Press Releases.

15 Hrs

Unit - II

Writing for Radio, Importance of language and grammar, Techniques of TV writing, writing different types of TV scripts.

15 Hrs

Unit - III

New Media, Writing for social media (Facebook, Twitter, and Instagram), Introduction to Blogging and Vlogging, Current Trends in Web Journalism.

15 Hrs

Practical Exercise:

1. Letters to Editor - 02
2. Writing Headlines – 05
3. Preparing caption writing - 05
4. Preparing Scripts for a Radio Talk and Jingles of 02 Minutes Each- 02
5. Preparing Package story using Mobile – 1
6. Create your own E-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
7. Creating Blog/Vlog

Reference Books:

1. Berger, Arther Asa (2009) *Scripts: Writing for Radio and TV*, SAGE Publications.
2. Craig Richard (2004). *Online Journalism Report Writing and Editing for New Media*, Belmont Thomson, Wadsworth Publishing Company, USA.
3. Ellen Sandler. *The TV writer's Work Book – A creative Approach to TV scripts*, Delta Publications (2007 Edition).
4. Gupta and Jasra AS (2007). *Information Technology on Journalism*, Kanishka Publishers, New Delhi.
5. Lyndra Felder (2011). *Writing for the Web Creating, Compelling Web Content Using Words, Pictures and Sound*, New Riders, Denmark.
6. Ravindra R.K (1999). *Handbook of Reporting and Editing*, Anmol Publications, New Delhi.
7. Roy Barun (2004). *Beginners Guide to Journalism*, Pusthak Mahal, Delhi.

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER
(EFFECT FROM 2023- 24 ONWARDS)**

SECOND SEMESTER

DSCCA 3: COMPUTER APPLICATIONS FOR MEDIA (BASJRCN 201)

Course Title and Code	DSCCA 3- Computer Applications for Media		
Programme Title	BA in Journalism		
Credits	06	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 4hrs/week

Practical: 4hrs/week

Total: 6 credits

Theory Marks – 100 = 60 T + 40 IA

Practical Marks 50 = 25 T + 25 PR

Total Marks = 150

Course Objectives:

- To introduce students to the basics of computer
- To familiarize the students to the applications of computers in print and electronic journalism
- To facilitate the students to learn the practical applications of computers at different levels in media
- To expose the students to the world of internet and its extensive use for interactivity
- To familiarize the students with web-based broadcasting

Learning Outcome:

Students will be able to

- Understand the basic concepts of computer
- Develop an understanding of the applications of computers in print and electronic journalism

- Get acquainted with internet applications
- Apply information technology skills in print and broadcast projects
- Demonstrate web-based broadcasting skills

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative Learning, Experimental Learning, Flipped Classroom

Unit I

and TV Production: Page Maker, Adobe InDesign, Adobe Premier, Edius, Photoshop. **15 Hrs**

Unit II

Media Convergence – News Composing, Uploading write-ups to Websites. Transferring reports and stories to Media - File Transfer Protocol (FTP) – Backpack – Facebook and YouTube Live **15 Hrs**

Unit III

MS Office – Word, Power Point, Photo editing, uploading images, visuals and text - Nudi software. **15 Hrs**

Unit IV

Fundamentals of Multimedia – Definition, Elements of multimedia – Fundamentals of visual communication – Video Conferencing. Blogs, Vlogs and Email – OTT Platform **15 Hrs**

EXERCISES / ASSIGNMENTS

Create your own Email ID, Facebook, Twitter and Instagram Accounts

Submission of Visual Stories (Minimum 2)

Publish minimum 2 Facebook Stories

Compare any two news / sports portals of your choice.

Preparations of a lab journal of at least two pages by each individual.

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER
(EFFECT FROM 2023- 24 ONWARDS)**

SECOND SEMESTER

DSCCA 3: COMPUTER APPLICATIONS FOR MEDIA (BASJRPN 202)

Total Hours: 40

Hours/Week: 4

Max Marks: 50

Credits: 2

1. Creating Power Points Presentation using Multimedia tools
2. Designing an e-paper page using InDesign / Quark Xpress
3. Creating social media content
4. Creating blog

Reference Books

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 in New York*: Free Press, 1997.
6. Macintosh, *Advanced Adobe Photoshop*, Adobe Publishers.
7. Satyanarayana, R., *Information Technology and its Facets*, Delhi, manak 2005.
8. Smith, Gene, *Tagging: People Powered Meta data for the Social Web, Indianapolis, Indiana*: New Riders Press, 2008.

REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER (EFFECT FROM 2023- 24 ONWARDS)
SECOND SEMESTER
DSE (OE) 2: PHOTO JOURNALISM (BASJREN 201)

Course Title and Code	OE-2 Photo Journalism		
Programme Title	BA in Journalism		
Credits	03	Semester	II
Course Type	Core	Academic Year	2021-22

Pedagogy: Theory: 3hrs/week

Total: 3 credits

Theory Marks – 100 = 60 T + 40 IA

Total Marks = 100

Course Objectives:

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Learning Outcome:

Students will be able to

- Students will get hands on experience on visual communication
- Students will learn the significance of pictures in various media
- Students will upgrade their knowledge on various photos - editing software

Unit - I

Evolution of Photography, Different Types of Cameras--Manual, Digital and Phone Cameras, Types of Photography – Portrait, Landscape, Street Photography, Wildlife, News Photography. **15 Hrs**

Unit - II

Photo Journalism, Role and Responsibilities of Photo Journalists, Photo

Features, Techniques of Photo Editing, Caption Writing.

Unit - III

15 Hrs

Mobile Journalism - Using Smartphones for News Reporting, Photo Editing, and Publishing News Content using Smartphones on Digital Platforms.

15 Hrs

Practical

- Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
- Students to edit at least 10 photographs
- Caption Writing (10 captions)

Books for Reference:

1. Ang, T. (2013). *Digital Photography Masterclass*. Dorling Kindersley Ltd.
2. Beaumont Newhall (1982). *The History of photography*, The Museum of Modern Art, New York
3. Brenda Tharp (2010). *Creative Nature and Outdoor Photography*, Amphok Books, New York.
4. Erickson B and Romano. F (1999). *Professional Digital Photography*, Hall International, London.
5. Feinberg, M. (1970). *Techniques of Photojournalism: Available Light and the 35mm camera* (vol.15). Wiley.
6. Jonai Wabwire (2014). *Photo Journalism Distinguished From Other Branches Of Photography*, Lam Lambert Academic Publishing Germany.
7. Kenneth Kobre (2008). *Photo journalism. The professional Approach*, Focal Press, Massachusetts.
8. Rothstein A (1980). *Photo Journalism. The History of Photography*, The museum of Modern Art, New York.

REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER (EFFECT FROM 2023- 24 ONWARDS)

THIRD SEMESTER

DSCCA 5- NEWS REPORTING AND ANALYSIS- BASJRCN 301

Program Title	BA (Journalism and Mass Communication)		Semester	Third Semester	
Course Code	DSCCA 5		Type of Course	Discipline core	
Course Name	News Reporting and Analysis		Contact hours	4 hours/ week Theory	
				4 hours/ week Practical	
Course Credits	06 {Theory: 4 credits and Practical: 2 credits}		Academic Year	2021-22 Batch	
CIE Marks	40	SE Exam Marks	60	Practical Marks	50 (25 IE+25 SE)

Course Outcomes: On completion of the course, the student teacher will be able to:

- ❖ Organize and articulate new stories understanding the concepts, structure, and types of news.
- ❖ Evaluate and analyse the importance of sources and types of information that provide the basis for news stories.
- ❖ Formulate skills for news selection, processing, prioritizing and finally, designing the end-product, identify the basic ethical issues confronting editors and can practice fair play.

Course Content:

Unit-1

News: Definitions, nature, concepts, elements, and values, inverted pyramid; Leads and types of leads in news story.

Unit-II

Reporting and Reporters: Organization of reporting section, principles of reporting; **Reporter:** Functions, qualities, and responsibilities of a Reporter.

Unit-III

News Sources: Speeches, Press Conferences, Press Note, Demonstrations, Rallies and agitations, Public and Private. **Interviewing:** Principles, importance, techniques and types of news interviews.

Unit- IV

Types and Trends in Reporting: Political, Sports, Crime, Investigation, Court, Education, Agriculture, Film, City, Cultural Events. **Trends** - Political beats, viral news fact checking.

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER (EFFECT
FROM 2023- 24 ONWARDS)**

THIRD SEMESTER

DSCCA 6- NEWS REPORTING AND ANALYSIS- PRACTICAL (BASJRPN 302)

- 1. Event reporting** - Students have to identify 2 major events and provide a detailed news report on it.
- 2. Press conference** - Have to attend the press conferences of a day, and prepare a report based on it.
- 3. Press Notes**– Get the 05 Press Notes from your local news media and prepare the news item.
- 4. Interview news story** – Conduct at least two in-person interviews to write a news story on a timely topic in consultation with your professor from primary sources (400- 500 words).
- 5. Write the following news items already published in the different newspapers.**

Press notes- 1, Speech Reporting- 1, Protest- 1, accidents- 1, Obituary-1, disaster-1, Communal riots-1, Political reporting-1, election-1, legislature-1, judiciary-1, weather-1, seminars/ workshops-1, science & technology-1, environmental issues-1, Suicide-1, Women Issues-1, Health-1, Agriculture-1, investigative-1, defence-1, human rights-1, tourism-1, education-1, cultural events-1, Govt news-1.

Note: Each student shall compulsorily maintain assignments and record book, submit the same at the end of the semester in the form of Project Report.

Reference Textbooks	
1	Bill Kovach and Tom Rosenstiel , (2001) The Elements of Journalism, Three Rivers Press.
2	Brooks, B. S., Pinson, J. L., & Wilson, J. G. (2013). "Writing as a Journalist," chapter 11 in working with words: A handbook for media writers and editors. Boston; New York: Bedford/St. Martin's.
3	Deborah Potter , (2006) Handbook of Independent Journalism, Bureau of International-Information Programs, U.S. Department of State.
4	Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2014). The inverted pyramid. In News reporting and writing (11th edition). Boston; New York: Bedford / St. Martin's.
5	Lorenz, Alfred L, and John Vivian. (1995) News: Reporting and Writing Pearson Education POD.
6	Izard, Ralph S. (1994) Fundamentals of News Reporting, 6th edition. Dubuque, Iowa: Kendall/Hunt.
7	Melvin Mencher , (2010), News Reporting and Writing, 12th Ed McGraw-Hill, New York.
8	The Missouri Group. (2014) News Reporting and Writing, 11th edition, Bedford-St. Martin.
9	Steward, Charles J., and William B. Cash, Jr. (2003) Interviewing: Principles and Practices; Boston: McGraw-Hill.
10	Tompkins, A. (2012). The art of the interview. In Aim for the heart: Write, shoot, report and produce for TV and multimedia (pp. 77-96). Washington, D.C.: CQ Press.
11	Kumar, J Keval. (2003). Mass communication in India. Delhi: Jaico Publishing House.
12	Parthasarathy, Rangaswami. (2001). Journalism in India (4th Ed). New Delhi: Sterling Publishers.

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER
(EFFECT FROM 2023- 24 ONWARDS)**

THIRD SEMESTER

DSE3 - FEATURE WRITING AND FREELANCING – BASJREN 301

Program Title	BA (Journalism and Mass Communication)	Semester	Third Semester
Course Code	OE-3	Type of Course	Core Elective
Course Name	Feature Writing and Freelancing	Contact hours	3 hours Theory
Course Credits	03	Academic Year	2021-22 Batch
CIE Marks	40	SE Marks	60 PRACTICAL- NIL

Course Outcomes: On completion of the course, the student teacher will be able to:

- ❖ Organize and articulate competent feature stories understanding the concepts, structure, and types of features.
- ❖ Write different types of feature stories and get published.
- ❖ The students should turn into serious freelancers understanding ups and downs in the freelancing.

Course Content:

Unit-1

Features: Definition and characteristics, process and techniques of feature writing, language and structure of a feature, difference between news and features. Types of feature stories: News features, profiles, human interest and travel.

Unit-II

Freelancing – Meaning, definition, qualities of a freelancer, trends in freelancing. Legal and ethical aspects of freelancing.

Unit-III

Scope for freelancing- in print and electronic media, freelancing for social media, tools and resources for freelance writers, freelancing as a profession in India and elsewhere. Career in feature writing.

Practical Exercises for OE- 3 - Feature Writing and Freelancing

1. Write different types of features at least two each.
2. Write different headlines for 5 features.
3. Re-write any 2 published features.

Reference books

1	Alexander, L. (1982) Beyond the Facts: A Guide to the Art of Feature Writing (2nd ed.). Houston, Texas: Gulf Publishing Company.
2	Boynton, R.S. (2005) The New New Journalism: Conversations on Craft With America's Best Nonfiction Writers. New York: Vintage Books.
3	Blundell, W.E. (1988) The Art and Craft of Feature Writing. New York: Plume.
4	Garrison, B. (2004) Professional Feature Writing (4th ed.) Mahwah, NJ: Lawrence Erlbaum Assoc Inc
5	Harrington, H.F. (1912) Essentials in Journalism. A Manual in Newspaper Making for College Classes. Boston: Ginn and Company. Retrieved from http://openlibrary.org/details/essentialsinjour00harrich
6	Harrington, H.F. (1925) Chats on Feature Writing. New York and London: Harper & Brothers.
7	Harrington, W. (1997) Intimate Journalism: The Art and Craft of Reporting Everyday Life. Thousand Oaks: Sage.
8	Pape, S., & Featherstone, S. (2006) Feature Writing a Practical Introduction. London: Sage Publications.
9	Stephen John Tanner, Molly Kasinger, Nick Richardson (2009) Feature Writing: Telling the Story. Oxford University Press
10	Williamson, D.R. (1977) Feature Writing for Newspapers (2nd ed.). New York: Hastings House

**REVISED SYLLABUS FOR FIRST SEMESTER TO FOURTH SEMESTER
(EFFECT FROM 2023- 24 ONWARDS)**

FOURTH SEMESTER

DSCCA 7- NEWS PROCESSING AND EDITING – BASJRCN 401

Program Title	BA (Journalism and Mass Communication)		Semester	Fourth Semester
Course Code	DSCCA 7		Type of Course	Discipline core
Course Name	News Processing and Editing		Contact hours	4 hours/ week Theory 4 hours/ week Practical
Course Credits	06 {Theory: 4 credits and Practical: 2 credits}		Academic Year	2021-22 Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks 50 (25 IE+25 SE)

Course Outcomes: On completion of the course, the student teacher will be able to:

- ❖ Understand the role of editors. Edit copy precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste.
- ❖ Be able to write clear and accurate headlines, decks, and captions.
- ❖ Be able to design basic news pages. Understand the basic ethical issues confronting editors.

Course Content:

Unit-1

Introduction: Editing- definitions, importance, principles, functions, and techniques of editing. Editing in the age of convergence. Style sheet.

Unit-II

Newsroom Setup: Structure and functions of a typical newsroom. Editor/executive editor, roles of editor, news editor, sub-editor, sections in News Desk- Mofussil, Translation, Sports, Editorial, Magazine/Supplements, State and City.

Unit-III

Headline and Designing terminologies: Writing headlines, different types of headlines; Mast head, deadline, going to bed, panels, lead, brief, bastardisation, tint, hamper, flyer, dummy, power jacket, kerning, template, by-line, blurb, date-line, credit-line, attribution, quotation, Imprint line, photo caption.

Unit-IV

Skills required: News judgment, mastery over language, interpretation in the context, giving perspective, creative headlines, preparing the layout of the page, rewriting news stories.

DSCCA-8 - NEWS PROCESSING AND EDITING – PRACTICAL (BASJREN 402)

1. Written exercise on similar sounding words with different meanings.
2. Editing copies with spelling mistakes and redundancies.
3. Giving headlines for news stories.
4. Selecting stories for a campus newspaper.
5. Designing a dummy newspaper.
6. Designing special pages.
7. Photo selection and cropping.
8. Writing Captions for photos.
9. Writing editorials.

Note: Each student shall compulsorily maintain assignments and record book, submit the same at the end of the semester in the form of Project Report.

Reference books

1	Bodian, Nat G. (1984). Copywriter's Handbook. ISI Press,
2	Brooks, B. S., & Pinson, J. L. (2015). The art of editing in the age of convergence. BocaRaton, FL: CRC Press.
3	Brooks, B., George, K., Moen, D. & Ranly, D. (2010). News reporting and writing. Publisher: Bedford/St. Martin's.
4	Ellis, B. (2001). The copyediting and headline handbook. Berkeley: University of California Press.
5	Emenanjo, N.E. (2010). Editing and writing. Aba: E-Front Publishers.
6	Idemili, S. (2002). News editing. In Wilson D. (ed.) Introduction to the print media, Ibadan: Sterling-Horden Publishers
7	K.M. Srivastava (2003) News Reporting and Editing; Sterling Publishers Pvt Ltd.
8	Kovach, B., & Rosenstiel, T. (2014). The elements of journalism: What news people should know and the public should expect. New York, NY: Three Rivers Press.
9	Michael O. Ukonu. (2013) News Editing and Design. Grand Heritage Global Communications, Nsukka.
10	Strunk, William, Jr. and E. B. White. (1978) Elements of Style, 3rd edition. Macmillan Publishing Company.

Translation for Media – BASJREN 401

Program Title	BA (Journalism and Mass Communication)	Semester	Fourth Semester
Course Code	OE-4	Type of Course	Core Elective
Course Name	Translation for Media	Contact hours	3 hours Theory
Course Credits	03	Academic Year	2021-22 Batch
CIE Marks	40	SE Marks	60 PRACTICAL- NIL

Course Outcomes: On completion of the course, the student teacher will be able to:

- ❖ Translate the given stories keeping in mind the requirements of the client.
- ❖ Understand the difference between translations for different media and practice it.
- ❖ Gain a mastery over the techniques of translation.

Course Content:

Unit-1

Translation: Meaning, definition, nature, scope, and significance of translation, difference between literary translation and translation for media. Types of Translation: Word to word, literal, summarized, free.

Unit-II

Process and Techniques of Translation: Source language, target language, co-ordination.

Unit-III

Challenges of Translation from English to regional languages and vice versa, modern opportunities in media translations, difference between print and electronic media translations.

Practical Exercises for OE-4 - Translation for Media

1. News translations at least 5 exercises
2. Article translations at least 2 exercises
3. Giving headlines to translated stories- 3

Reference books	
1	Bassnett, S. & Bielsa, E. (2009) Translation in Global News. London: Routledge.
2	Bassnett, S. (2004) 'Trusting the Reporters: Translation and the News' The Linguist.
3	Cronin, M (2013). Translation in the Digital Age. Oxton and New York: Routledge.
4	Delabastita, D. (1989) 'Translation and Mass Communication: Film and Tv Translation as Evidence of Cultural Dynamics' Babel.
5	Diaz Cinta, J. (2007) Audiovisual Translation: Subtitling. Manchester: St.Jerome.
6	Esser, A., Bernal-Merino, M. and Smith, I (2015). Media across borders: localizing TV, film, and video games. New York: Routledge.
7	Friedrich, H. (1992).On the Art of Translation.
8	Gadamer, H. G. (1989). Introduction. In J. Biguenet and R. Schulte (Eds.), The Craft of Translation. Chicago: U of Chicago Press
9	Jain R. (1995). Machine vision. London: McGraw Hill Books Company Ltd.
10	R. L. Trask and Bill Mayblin: Introducing Linguistics: A Graphic Guideb

SEMESTER – V

DSCC Paper-A9 (Theory): Introduction to Communication

DSCC -A10 (Practical): Introduction to Communication

DSCC Paper-A11 (Theory): Fundamentals of Radio and TV

DSCC -A12 (Practical): Fundamentals of Radio and TV

(DISCIPLINE SPECIFIC CORE COURSES (DSCC) for 12 Credits)

SEMESTER – VI

DSCC Paper-A13 (Theory): Introduction to Digital Media

DSCC -A14 (Practical): Introduction to Digital Media

DSCCPaper-A15 (Theory) Advertising and Corporate Communication

DSCC -A16 (Practical): Advertising and Corporate Communication

(DISCIPLINE SPECIFIC CORE COURSES (DSCC) for 12 Credits)

SEC: Internship/ Field report/Project report (2 Credits)

Effective from 2023-24

AS PER NEP – 2020-21

SEMESTER – V

Effective from 2023-24

Sem.	Type of Course	Theory /Practical	Course Code	Course Title	Instruction hour/week	Total hours / sem	Duration Of Exam	Marks			Credits
								Formative	Summative	Total	
V	DSCCA-9	Theory		Introduction to Communication	04hrs	60	2 hours	40	60	100	04
	DSCCA-10	Practical		Introduction to Communication	04hrs	60	02hrs	25	25	50	02
	DSCCA-11	Theory		Fundamentals of Radio and TV	04hrs	60	2 hours	40	60	100	04
	DSCCA-12	Practical		Fundamentals of Radio and TV	04hrs	60	02hrs	25	25	50	02
	DSCCB										04
	DSCCB										04
	DSCCB										04
	SEC				Cyber security						
DSCCA (300) + DSCCB (300) + SEC (50)								275	375	650	26
Total											
VI	DSCCA-13	Theory		Introduction to Digital Media	04hrs	60	2 hours	40	60	100	04
	DSCCA-14	Practical		Introduction to Digital Media	04hrs	60	02hrs	25	25	50	02
	DSCCA-15	Theory		Advertising and Corporate Communication	04hrs	60	2 hours	40	60	100	04
	DSCCA-16	Practical		Advertising and Corporate Communication	04hrs	60	02hrs	25	25	50	02
	DSCCB										04
	DSCCB										04
	DSCCB										04
	*SEC- Internship-1/Minor Project/Dissertation								50	0	50
DSCCA (300) + DSCCB (300) + SEC (50)								275	375	650	26
Total Credits of 5th and 6th semester (26+ 26)											52

**B.A. SEMESTER–V: DISCIPLINE SPECIFIC
COURSE (DSCCA-9)**

FIFTH SEMESTER: INTRODUCTION TO COMMUNICATION – BASJRCN 501

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No .of Lectures /Hours/Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
DSCC-9	Theory	04	04	60hrs.	2 Hrs.	40	60	100

Course Out comes (COs): After the successful completion of the course, the student will be able to:

- CO 1: Demonstrate knowledge and understanding of the major communication theories and key concepts Relevant to the field of communication.
- CO 2: Demonstrate awareness of the diversity of approaches to understanding communication, media and Culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- CO 3: Demonstrate understanding of the dynamics of media discourses in the shaping of culture and Social attitudes.
- CO 4: Select and apply arguments and positions related to media theory to examine a contemporary issue Or phenomenon in concerning the mass media
- CO 5: Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and Consumption.

Unit	Title:	60 hrs/sem
Unit I	UNIT-I Definition of Communication- Need for Communication- Process of Communication- Understanding Communication through models- Aristotle’s model, Shannon- Weaver model, Harold Lass well model, Wilbur Schramm model- scope and functions of Communication.	15
Unit II	UNIT-II Types of Communication- verbal and non-verbal Communications, Essentials of good writing, Techniques of public speaking, Types of non-verbal communication- Parts of nonverbal communication- Sign language- Body language- Touch and Space language, Techniques to improve communication skills.	15
Unit III	UNIT-III Levels and Essentials of Communication- Intra-personal communication- Interpersonal communication- Group communication- Mass communication, The process of Mass communication, scope and Functions of Mass Communication –The role of Mass Communication in national development.	15
Unit IV	UNIT-IV Introduction to Mass media, Mass media and society, Types of mass media-Print-Electronic, (Radio and Television)-Folk-Web media, Social media and Digital Status of Mass media. Contemporary issues in Mass media	15

References:

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass Communication.	Keval J Kumar	Jaico	4 th	1994
2	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 nd	2002
3	Communication	C.S.Rayadu	Himalaya Publishing House, Mumbai	9 th	2010
4	Mass Communication Theory	Denis Mc Quail	Sage Publication	6 th	2010
5	Communication Models for the Study of Mass Communication	Denis Mc Quail & Sven Windahl	Singapore: Longman Publications	2 nd	1981
6	Mass Communication Theory	Denis Mc Quail	Sage Publication	6 th	2010
7	An Introduction to Communication	Lynn H. & Turner West	Cambridge University Press	1 st	2019
8	The Dynamics of Mass Communication	Joseph R. Dominick	Mc Graw Hill,	12 th	2013

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

Discipline Specific Course (DSCC A-10)

PRACTICAL- INTRODUCTION TO COMMUNICATION- BASJRPN 502

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
DSCC A-10	Practical	02	04	60hrs.	2 Hours	25	25	50

Course Out comes (Cos): After the successful completion of the course, the student will be able to:

- CO 1: Demonstrate knowledge and understanding of the major communication theories and key concepts Relevant to the field of communication.
- CO 2: Demonstrate awareness of the diversity of approaches to understanding communication, media and Culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- CO 3: Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social Attitudes.
- CO 4: Select and apply arguments and positions related to media theory to examine a contemporary issue Or phenomenon in concerning the mass media
- CO 5: Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and Consumption

Activity. No	Title	60 hrs/ sem
1	Characteristics of good writing. The art of writing letters – Minimum of 2 exercises each in letter writing like letters to editor/letter to a friend/letter to parents	
2	Characteristics of good public speech. Practicing public speaking- Minimum of 2 exercises of public speaking	
3	Communication Skill – Practicing Group Discussion- 02 exercises	
4	Interview- Practicing Job Interview (Mock Interview) – 02 exercises	
5	Practicing Editorial writing minimum 02 exercises.	
6	Film Reviews – 02 exercises	

Instruction to the Examiners

- ✚ Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative(Semester End 25 Marks)Exams.
- ✚ The IA component and the Semester-end Examination shall carry 25 Marks.
- ✚ Whereas IA component in Practical course shall carry25 Marks.
- ✚ Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments/any other practical activity and attendance.
- ✚ All students should prepare and maintain a practical record and submit the same on the day of practical examination.

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
Record book	15
	25Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	25Marks
Formative assessment as per guidelines	

The same shall be used for semester end examination

Discipline Specific Course (DSCC A-11)

Fundamentals of Radio and TV- BASJRCN 503

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
DSCC A-11	Theory	04	04	60hrs.	2hrs	40	60	100

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1: To introduce the concepts, technology and skills behind audio and video production

CO2: To introduce the students TV as a medium

CO3: To highlight the techniques of program production in Radio

CO4: To highlight the techniques of program production in TV

CO5: To discuss the past and present status of these two media

Unit	Title:	60 hrs/sem.
Unit I	UNIT-I: Characteristics of Audio-Visual Media: Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Presentation techniques-Voice modulation, appearance, Facial expression, Body language ,General knowledge	15
Unit II	UNIT-II: Introduction to Radio: Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (AM/FM), Community radio, Impact and reach of radio, Present status of radio in India, Impact and reach of radio. Program pattern of AIR.	15
Unit III	UNIT-III: Introduction to Television: Nature and characteristics of television, Growth of television in India, Organizational structure of television channel, Major TV networks in India. Recent trends in television field.	15
Unit IV	UNIT-IV: Script writing of Radio &TV: writing skills for broadcast media. Importance of language and grammar in scripting. Various types of script for radio and TV etc.	15

References:

Sl.No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 st	2017
2	Audio Production Work text: Concepts, Techniques, and Equipment	David Reese ,Lynne Gross, Brian Gross	Focal Press	1st	2009
3	Television Production Handbook	Zettl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	Robert Hilliard	Taxmann Publications Private Limited	11th	2013

5	Video Production	Vasuki Belavadi	Oxford University Press	2 nd	2013
---	------------------	-----------------	-------------------------	-----------------	------

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	40Marks
<i>Formative Assessment as per guidelines.</i>	

Discipline Specific Course (DSCC A-12)

PRACTICAL: FUNDAMENTALS OF RADIO AND TV- BASJRPN 504

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
DSCCA-12	Practical	02	02	30 hrs.	2hrs.	10	40	50

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1: Write the scripts for radio announcements.

CO2: Write the scripts for radio Jingles.

CO3: Practice news reading for radio.

CO4: Practice news reading for TV.

CO5: Plan programs for radio.

CO6: Plan programs for TV.

Activity No.	Title:	60 Hrs
1	Scripting for Radio announcements and recording-03	
2	Scripting for Radio Jingles- 02	
3	News reading for Radio-2 (2 min)	
4	Writing news for TV and recording -3 (1 min)	
5	Scripting of program for TV-2 (2 min)	
6	Peace to camera (P. TO. C)	

Instruction to the Examiners

- ✚ Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative (Semester End 25 Marks) Exams.
- ✚ The IA component and the Semester-end Examination shall carry 25 Marks.
- ✚ Whereas IA component in Practical course shall carry 25 Marks.
- ✚ Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments/any other practical activity and Attendance
- ✚ All prepare students should and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
Record Book	15
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	25 Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

SEC- 4 (Compulsory Course)

COURSE TITLE: CYBER SECURITY

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
SEC- 4	Theory	02	02	30hrs.	02 hrs.	30	20	50

B.A. Semester–VI

Discipline Specific Course (DSCC A-14)

INTRODUCTION TO DIGITAL MEDIA - BASJRCN 601

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No .of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-14	Theory	04	04	60hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.

CO 2: The student will be able to know about the basics of photography and videography
The student Will explore a variety of programs used to create digital media along with team teamwork in digital media production.

CO 3: The student will create a simple multimedia presentation.

Unit	Title: Introduction to Digital Media	60.hrs/sem
Unit I	UNIT-I: Introduction to the Digital Media: Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. Trends in Digital Media.	15
Unit II	UNIT –II: Digital Media Platform: Website, Face Book, <i>WhatsApp</i> , You Tube, Instagram, LinkedIn, X (Twitter), News Portals, e-Papers, Wikis and Blogs	15
Unit III	Unit -III: Emerging trends in Digital media: AI in news rooms, Augmented reality, Virtual Reality and Mixed Reality, Introduction to data driven journalism	15
Unit IV	Unit -IV: Digital media Literacy: Creation of digital media content, Concept of Misinformation and disinformation, fact checking tools, Fact checking initiatives in	15

	India.	
--	--------	--

References:

DSCCA-14 and 15 -Fundamentals of Digital Media (Theory and Practice)

1. Digital Media: Concepts and Applications - Tena B. Crews, Karen Bean May
2. Introduction to Digital Media - Alessandro Delfanti, Adam Arvidsson
3. Routledge Handbook of Digital Media and Communication - Leah A. Lievrouw, Brian D. Loader
4. Digital Media and Society: An Introduction - Adrian Athique
5. An Introduction to Digital Media - Tony Feldman
6. A History of Digital Media: An Inter media and Global Perspective - Gabriele Balbi, Paolo Magaudda
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	40Marks
<i>Formative Assessment as per guidelines.</i>	

Discipline Specific Course (DSCC A15)

Practical: Introduction to Digital Media- BASJRPN 602

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC A-15	Practical	02	04	60hrs.	2hrs.	25	25	50

DSCC A- 15 Introduction to Digital Media –Practical

Course Outcomes (COs): At the end of the course, students will be able to:

CO 1: The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.

CO 2: The student will be able to know about the basics of photography and videography.

CO 3: The student will explore a variety of programs used to create digital media along with Team work in digital media production.

CO 4: The student will create a simple multimedia presentation.

Activity No	Title: Introduction to Digital Media	60hrs/ sem
1	Write blog and post it – 4 assignments	
2	Create Social media post on social cause and post it on your wall– 5 assignments	
3	Create 2-3 min video for You tube channel-3 assignments	
4	Short news writing for TV-05 assignments	
5	Creation of news reels-3 assignments	

Instruction to the Examiners

- # Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative(Semester End 25 Marks)Exams.
- # The IA component and the Semester-end Examination shall carry 25 Marks.
- # Whereas IA component in Practical course shall carry25 Marks.
- # InternalAssessment(IA)shallbebasedon01 writtentests,seminars,assignments/anyotherpractical activity and Attendance
- # All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
Practical Record	15
	25
	Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	25
	Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

Discipline Specific Course (DSCC A-16)

ADVERTISING AND CORPORATE COMMUNICATION- BASJRCN 603

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC A-16	Theory	04	04	60hrs.	2 hrs	40	60	100

Course Outcomes (COs)/ Learning Outcome :(LOs): At the end of the course, students will be able to:

CO 1: To introduce students to basic concept of advertising

CO 2: To familiarize the students with the concept of copywriting as selling through writing

CO 3: To learn the process of create in original, strategic, compelling copy for various media

CO 4: To train students to generate, develop and express ideas effectively.

CO 5: Understand the basics of advertising and script writing.

Unit	Title:	60 hrs/sem
Unit I	Unit- I: Understanding Advertising: Definition, nature and scope of advertising, Role of advertising, Evolution of advertisement in India, current trends, Advertising as a Tool of Communication.	15
Unit II	Unit-II: Basics of Advertising: Types of Advertisements- Classifieds, Retail, Display, Corporate, Product and Public Service, Ad Agency- Functions, Structure, Advertising copy-elements of ad copy, techniques of developing ad copy	15
Unit III	Unit-III : Introduction to Corporate Communication: Definition, nature and scope, and functions of corporate communications, Qualities of a Corporate Communication officer, crisis management, Corporate Social Responsibilities	15
Unit IV	Unit-IV: Corporate Communication Tools: Internal and external communication tools, Print–House Journals, Newsletters, and Brochures & Handouts/Flyers. Electronic - Ads& Corporate Films, Digital platform–Social Media, Blogs, Vlogs.	15

References:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
5. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/Assignment/Small Project	10
Seminar	10
Total	40Marks
<i>Formative Assessment as per guidelines.</i>	

Discipline Specific Course (DSCC A-17)

PRACTICAL: ADVERTISING AND CORPORATE COMMUNICATION- BASJRPN 604

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC A-17	Practical	02	04	60hrs.	2 hrs.	25	25	50

Course Outcomes (COs): At the end of the course, students will be able to:

CO 1: To introduce students to basic concept of advertising

CO 2: To familiarize the students with the concept of copywriting as selling through writing

CO 3: To learn the process of creating original, strategic, compelling copy for Various mediums

CO 4: To train students to generate, develop and express ideas effectively.

CO 5: Understand the basics of advertising and script writing.

Activity No.	Title:	60 hrs/sem
1	Prepare Classified Advertisements – 05 assignments	
2	Preparing Brochures-01 assignment	
3	Ad Copy content writing-05 assignments	
4	Prepare Display Advertisements – 02 assignments	
5	Prepare media kit – 1 assignment	

References:

1. Foundations of the Theory and Practice of Advertising - S.A. Chunawalla and F.C. Scythia
2. Advertising as Communication - Dyer Gillian
3. Advertising - Dunn S. Watson
4. Advertising: A critical Approach - Keval J. Kumar
5. Advertising Procedure - Kleppner Otto
6. Practical Public Relations - Anil Basu
7. Organizational Communication – Gary Kreps
8. Inside Organizational Communication – Gary L Kreps
9. Corporate Communications – Argenti
10. Corporate Communication – Paul A. Argenti

Instruction to the Examiners

- ✚ Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative (Semester End 25 Marks) Exams.
- ✚ The IA component and the Semester-end Examination shall carry 25 Marks.
- ✚ Whereas IA component in Practical course shall carry 25 Marks.
- ✚ Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments/any other practical activity and Attendance
- ✚ All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
Practical Record	15
	25Marks
Summative Assessment for Practical	
Semester End practical Exam	20
Viva Voce Exam	05
Total	25Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

SEC 5 INTERNSHIP (Mandatory)

Course Title: INTERNSHIP

Type of Course	Theory /Practical	Credits	Formative Assessment Marks	Summative assessment Marks	Total Marks
Internship/ Project work/Dissert ation		02	50	0	50

Internship

All the students, after their Fifth semester examination should go for an internship at any of the recognized mediahouses – print and electronic in both public and private enterprises/advertising agencies/corporate houses, NGOs approved by the Department Council, for a period of four weeks (one month).

The foreign national students shall also mandatorily do their internship within India only, failing which their course will thereby remain incomplete and become ineligible to secure the degree.

The students must mandatorily submit a letter of internship, which shall be evaluated by the Department Council based on the nature, quality and quantity of work undertaken. Failure to complete the internship and submit the internship letter will render the candidate ineligible for the award of the degree.

Marks allotment:

Byline news/articles/feature writing during the internship period - 5 marks each (maximum 25 marks)

Successful completion of internship- 25 marks

OR

Project Work / Dissertation

Students shall carry out a Project Work / Dissertation Work after their Fifth semester examination under the guidance of a faculty member. Project Work / Dissertation work is compulsory for all the students. The topics shall be approved by the department council. All the faculty members shall guide the students.

Dissertation Work Evaluation

Right from the stage of defining the problem, the candidate has to submit the progress report periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide.

Components of evaluation are as follows:

Component – I (C1): Periodic progress and progress reports (10 marks)
Component – II (C2): Results of work and draft report (10 marks)

Component – III (C3): Final viva-voce and evaluation [The report evaluation is for 20 marks and the viva-voce examination is 10 marks]

The (C3) (Component-III) for both Dissertation works shall be evaluated by the departmental council consisting of the guide and other members of teaching faculty.

**Question Paper Pattern for UG Semester
DSC, DSEC & OEC**

Paper Code:
Duration of Exam: 2 Hours
Instruction: Answer all the section

Paper Title:
Max Marks 60

Section-A

Paper Code:		Paper Title:	
Duration of Exam	2 Hours	Max Marks	60
Instruction:	Answer all the sections		

Section-A

Answer any five of the following (5x2=10)	(5x2=10)
1) 2) 3) 4) 5) 6) 7)	

Section-B

Answer any Four of the following (4x5=20)	(4x5=20)
8 9 10 11 12 13	

Section-C

Answer any TWO of the following (2x15 =30)	30 Marks
14 15 16	