



**MANGALORE UNIVERSITY**

**UG - JOURNALISM**

**SEP SYLLABUS : 2024-25**

**Approved by BOS in Journalism**

**COURSE PATTERN AND SCHEME OF EXAMINATION FOR BA**

**AS PER SEP (2024-25 AND ONWARDS)**

**SUBJECT: BA JOURNALISM AND MASS COMMUNICATION**

Sem	Paper Title	Couse code	Total Credits	Weekly Hours	C1 (IA)	C2 (IA)	Exam Duration	Exam Marks	Total Marks
1	2	3	4	6	7	8	9	10	11
1st	Int. to Mass.Comm (Theory)		3	4	10	10	3 hours	80	100
1st	Int. to Mass.Comm ( Practical)		2	4	05	05	2 hours	40	50
2nd	Media Practices (Theory)		3	4	10	10	3 hours	80	100
2nd	Media Practices ( Practical)		2	4	05	05	2 hours	40	50

**NOTE:**

1. 3 Credits for theory and 2 Credits for practical. Department must engage 4 hours theory and 4 hours of practical per week.
2. Students per batch = Ten (in case of students above 11, then make two batches).
3. IA means Internal Assessment.  
For Theory Paper - 20 Marks should be given as internal assessment. Conducting test for minimum 10 marks is a must. Rest of the 10 marks may be allotted based on assignment, Seminar, Class Room Presentation, Case studies, Industrial visits, Practical activities, Group Discussion, Quiz and Workshop etc.  
For Practical Paper – 10 marks for record book.
4. In theory paper 80 marks is for semester end university examination.
5. In practical paper 40 marks is for semester end university examination, out of which 10 marks for Viva and 30 marks for test.

### **Objectives:**

- Familiarising all aspects of the field of Journalism. So that students become more proficient in both theory and practical skills of the media in general.
- Preparing the students 'ready-to-be recruited by media, advertising & corporate houses. The content of the programme is designed to be dynamic and incorporated changes to meet requirements of the industry.
- To facilitate a deep understanding of the role and influence of the media in an individual's life.
- To hone the communication skills.
- To help identify media's communicative potential
- To think retrospectively of media use and its effects through live and vibrant examples from everyday experience.

### **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.

**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, and several others. The rapid growth in media industry demands highly skilled human resource.

**Skill Enhancement:** The new curriculum focuses more on hands on training, 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.

**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 practical.

**Utilisation 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 analysing. It further helps them in decision making and crisis management and also boostself-confidence.

## **I SEMESTER**

### **INTRODUCTION TO MASS COMMUNICATION**

**Credit- 3**

**Teaching Hours – 4 per week (48Hrs)**

**Max. Marks - 80**

**Exam Hours – 3 Hrs**

#### **UNIT 1**

Introduction to Communication: Definition – Nature and scope, Importance and elements of communication – Types of communication - Intrapersonal, Interpersonal, group and Mass communication – Basic Models – Aristotle Model, Shannon and Weaver Model, Lasswell Model of Communication

**12 Hrs**

#### **UNIT 2**

Introduction to Journalism – Nature and scope of Journalism – Types and characteristics of Media –Print, Electronic and new media (Digital Media & Social Media) – Need of Journalism in the society.

**12 Hrs**

#### **UNIT 3**

Journalist – Preparation for journalism, Basic qualities of a Journalist. Writing and presentation ability – Types of writing – News, articles, features. Journalism in the new era

**12 Hrs**

#### **UNIT 4**

History of Mass Media: Origin and development of Print, Radio, TV and Cinema in India. Development of Kannada Journalism – Coastal Journalism, Media opportunities and required skills

**12 Hrs**

#### **Books for reference**

1. Mass Communication in India – Keval J Kuimar
2. Indian Journalism – Nadig Krishnamurthy
3. Mass Communication: Principles And Concepts – Seema Hasan
4. Mass Communication and Journalism in India – D S Mehta
5. Handbook of Journalism and Mass Communication – Vir bala Agarwal
6. Beginners Guide to Journalism and Mass Communication – Barun Roy

**I SEMESTER – PRACTICAL PAPER  
INTRODUCTION TO MASS COMMUNICATION**

**Credit- 2**

**Max. Marks - 50**

**Internal – 10 (Record)**

**External – 40 (Test and Viva – 30+10)**

**Teaching Hours – 4 per week (48 Hrs)**

**Exam Hours – 2 Hrs**

1. Prepare minimum 10 news reports
2. List out Media terminologies
3. Article Writing – 4
4. Features – 4
5. Anchoring – 2
6. Letters to the Editor - 2

## **II SEMESTER**

### **MEDIA PRACTISES**

**Credit- 3**  
**Max. Marks - 80**

**Teaching Hours – 4 per week (48Hrs)**  
**Exam Hours – 3 Hrs**

#### **UNIT 1**

News Structure, Role of a reporter in Journalism, Reporting techniques, reporting for print, TV and websites. Social Media reporting. Ethical aspects in reporting. **12 Hrs**

#### **UNIT 2**

News judgement, types of reporting – Programme Reports, Speech Reports, Crime, Sports, Political, Rural, City and carnival reporting. Fake News and Fact Checking **12 Hrs**

#### **UNIT 3**

Entertainment Journalism – Non news channels and programmes – Film Journalism – Script writing – Types of scripts, Anchoring – qualities and techniques, Anchoring for non-news events/programmes – Radio Jockey **12 Hrs**

#### **UNIT 4**

Designing of the newspaper – Importance and techniques of designing, Supplements and special page designing – Adobe in design, Photoshop, Adobe premier **12 Hrs**

#### **Books for reference**

1. Beat reporting and Editing – Surabhi Dahiya & Shambhu Sahu
2. Journalism Reporting – Seema Sharma
3. Journalism : Editing and Reporting – Ajay Das
4. Reporting and Writing Journalism – R.K Parekh & C.S.Shrivathsa
5. The Handbook of Digital Media & Journalism: Practices and Perspectives – Dr.Neha Jingala & Dr.Devender Bhardwaj
6. Fundamentals of Digital Journalism – Dr.Yogesh Joshi & Dr.Makarand Pandit



## **II SEMESTER – PRACTICAL PAPER**

### **MEDIA PRACTISES**

**Credit- 2**

**Max. Marks - 50**

**Internal – 10 (Record)**

**External – 40 (Test and Viva – 30+10)**

**Teaching Hours – 4 per week (48 Hrs)**

**Exam Hours – 2 Hrs**

1. Design News Papers – A3 size – 2
2. TV news editing – 2
3. Script Writing for TV – 4 (2 News & 2 Non news)
4. Types of print media reporting – (Crime, Court, Sports, Art & Culture) 2 each
5. Social Media Content – 4
6. Radio news script with presentation - 2

## Question Paper Model

**Time : 3 Hrs**

**Max. Marks 80**

### Part – A

**I) Answer any five of the following**

**5X2=10**

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

### Part – B

**II) Answer any five of the following with minimum 150 words**

**5X4=20**

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

### Part – C

**III) Answer any five of the following with minimum 300 words**

**5X10=50**

- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.

**Chairman, BoS  
Dr. C. K. Puttaswamy**