



JSS College for Women

(Autonomous)

Saraswathipuram, Mysore - 570 009

**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

**Revised BA UG (CBCS-New)
Syllabus 2018-21**

Academic year

2018-19

PREAMBLE

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters. The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or

grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades. The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM (CBCS)

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential

employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Open Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

3. **Soft Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

4. **Assignment/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called Assignment /project.

For the academic year 2018 to 2021

Regulations and Syllabus in Journalism and Mass Communication for B.A CBCS Semester Scheme

- 1 To be eligible to take Journalism and Communication as one of the optional subjects of UG level, a student must complete PUC or Equivalent course.

Scheme of Instructions

- 1 The subject '**JOURNALISM AND COMMUNICATION**' for this scheme has to be taught by a Master's degree holder in Journalism and Communication only.
- 2 Journalism and Communication at UG level consists of Six Semesters with One Core Paper including practical units, One Soft Paper & One Open Elective Paper.
- 3 In I to IV semesters. All Semesters are having Theory and Practical Papers.
- 4 In the V semester there will be One Core Theory Paper, One Soft Theory Paper and two practical.
- 5 In the VI semester there will be One Core Theory Paper, One Soft Theory Paper and two Practical.
- 6 Each theory and practical papers will have minimum of 2 hours of teaching in each semester.
- 7 Duration of each semester being 14 weeks excluding examination period.
- 8 Practical are to be conducted in batches. Each batch consists of 14 students with one teacher or between 20-40 students with two teachers. In case, if student number is below 14 is also considered as one batch with one teacher.
- 9 ATTENDANCE: In each semester 75% of the attendance is compulsory.
- 10 Internship is compulsory for III BA Students. Every student should submit the Internship certificate which carries marks.

Scheme of Examination

Semester	Name of the Course	No. of Hrs/week			Examination Marks			Duration of Exam		Total Marks
		L	T	P	Th	Pr	C1+C2+SDR+ Assignment + Seminar	Th	Pra	
I	Paper I (Core Paper)	4	-	2	50	20	30	2:30	2:00	100
II	Paper II (Core Paper)	4	-	2	50	20	30	2:30	2:00	100
III	Paper III (Core Paper)	4	-	2	50	20	30	2:30	2:00	100
IV	Paper IV (Core Paper)	4	-	2	50	20	30	2:30	2:00	100
V	Paper V (Core Paper) DSE-1A	4	-	2	50	20	30	2:30	2:00	100
	Paper V (Core Paper) DSE-2A	4	-	2	50	20	30	2:30	2:00	100
	Paper V (Core Paper) DSE-3A	5	1	-	70	-	30	3.00	-	100
	GE-1	2	-	-	40	-	10	2:00	-	50
VI	Paper V (Core Paper) DSE-1B	4	-	2	50	20	30	2:30	2:00	100
	Paper V (Core Paper) DSE-2B	4	-	2	50	20	30	2:30	2:00	100
	Paper V (Core Paper) DSE-3B	5	1	0	70	-	30	3.00	-	100
	GE-2	2	-	-	40	-	10	2:00	-	50

Note:

- *Internal Assessment will be consisting of 15 marks for each practical. Assessment will be made by faculty members, by conducting test / Viva / Project work / Seminar.*
- *Internal assessment will be based on two tests consisting of 15 marks each for theory from I to IV semester.*
- *Internal assessment for theory will be based on two test consisting of 10 marks each for V and VI semester*
- *Practical record will be valued by the internal and external examiner which consisting of 5 marks for I to IV semester and 10 marks for V and VI semester.*

CBCS Syllabus for BA in Journalism and Mass Communication

Programme: B.A.

Subject: Journalism & Mass Communication

Semester	Course Code	Course Title	Credits	L	T	P
I	DSC-1A Core	Introduction to Communication	6	4	0	2
II	DSC-1B Core	Applied Journalism	6	4	0	2
III	DSC-1C Core	Reporting	6	4	0	2
IV	DSC-1D Core	Editing	6	4	0	2
V	DSE-1A	Online Media OR	6	4	0	2
	DSE-2 A	Freelancing & Feature writing OR	6	4	0	2
	DSE-3 A	Media Law and Ethics	6	5	1	0
	GE- 1	Media and Society	2	2	0	0
VI	DSE-1B	Advertising and Public Relations OR	6	4	0	2
	DSE-2B	Introduction to Electronic Media OR	6	4	0	2
	DSE-3B	Media Management	6	5	1	0
	GE -2	Intercultural Communication	2	2	0	0

NEW SYLLABUS APPROVED BY THE BOS BOARD

I Semester

DSC-1A Core : INTRODUCTION TO COMMUNICATION

Objectives / Learning Outcome:

To understand the concept, nature and scope of communication and to learn to effectively use communication in Journalism.

Units

- I Concept of Communication:** Nature and scope of communication, functions and significance of communication, Process of communication, Types of communication - Intrapersonal, Interpersonal, Group communication, Organizational communication.
- II Mass communication:** Definition, nature, scope, functions. Mass Media – TV, Radio, Newspapers, magazines, and Internet, Mass media and society- Role of communication in cultural promotion, social transformation and national development.
- III Communication Skills:** Oral and written communication skills. Art of public speaking-- Personal letters and Business letters
- IV Communication models:** Aristotle Model, SMCR model, Lasswell model, Osgood model and Schramm model.

PRATICALS

Public Speaking, Debates, Discussions, Quiz.

Portion for Record: Drafting a business letter, Personal letter, Resume writing

Books for Reference:

- | | | |
|-----|------------------------------------------------|-----------------------------|
| 1. | Theories of Mass Communication | Daniel Learner |
| 2. | Understanding Media | Marshall McLuhan |
| 3. | Passing of the traditional Society | Daniel Lerner |
| 4. | Communication and Development | Everet M. Rogers |
| 5. | Mass Media and National Development | Wilbur Schramm |
| 6. | Mass Communication | Uma Nurulla |
| 7. | Development Communication | Uma Nurulla |
| 8. | Samoocha Madyamagalu | B.S. Chandrashekar |
| 9. | Hand Book of Journalism and Mass Communication | Vir Bala Aggarwal / VSGupta |
| 10. | Mass Communication | Wilbur Schramm |
| 11. | Communication Models | Denis Mcquail |
| 12. | Theories of MC | Melvin Defleur |

Suggested Readings:

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72 John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38
Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition) Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188
Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)
Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)
Shohini Ghosh, —Inner and Outer Worlds of Emergent Television Cultures,|| in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

II Semester

DSC-1B Core : APPLIED JOURNALISM

Objectives / Learning Outcome:

To understand the concept, nature and scope of Journalism. To orient the students about the history of Journalism in India. To Job opportunities available in the field of Journalism.

Units

- I **Journalism:** Definition, Nature, Scope and Role of Press in Democracy, Principles, Functions and Significance. Journalistic terminologies. Journalism as Profession, Career opportunities, Professional Ethics.
- II **History of Journalism in India** with special reference to James Augustus Hickey, Raja Rammohan Roy, Annie Besant, M. K.Gandhi; **Kannada Press** - Origin and growth, Stalwarts of Kannada Journalism - M. Venkatakrishnaiah, DVG, Mohare Hanumantha Rao, Post Independent India
- IV Qualifications, Duties and Responsibilities of Journalists, Principles of Journalism. Journalism and democracy. (Role of Media in Democracy)
- V **Branches of Journalism:** Brief Introduction to Community Journalism, Business Journalism, Magazine Journalism, Freelancing.

PRATICALS

Introduction to Computers (Basics and Fundamentals of Computers)

Record presentations: Freelancing, Letter Writing, Writing Letters to Editor.

Contemporary debates and issues relating to media

Books for Reference:

1. Professional Journalism M V Kamath
2. Theory and Practice of Journalism B N Ahuja
3. Mass Communication & Journalism in India Keval J Kumar
4. Adhunka Bharathiya Parthrikodhyma Shree L Bhandarkar
5. Professional Journalist John Hohenberg
6. Mass Communication & Journalism in India Mehta
7. Eradu Dadagala Nadhuve NiranjanaVanalli
8. Pathrikodyama RanganathRao
9. History of Indian Journalism S Natarajan
10. Indian Journalism Nadig Krishnamurthy
11. Journalism in India R.Parthasarathy
12. New History of Indian Journalism G N S Raghavan
13. History of Press, Press Laws & Communication B N Ahuja
14. Karnataka Pathrika Ithihasa Vol 1,2,3 - Karnataka Pathrika Academy
15. Indian Journalism - K M Srivastava

16. "sÁgÀwÃAiÀÄ ¢ÀwæPÉÆËzÀâÀÄ - £ÁrUÀ PÀÈµÀÚÀÄÆwð.
17. PÀ£ÁðIPÀ ¢ÀwæPÉ Ew°Á,À (J Áè ,ÀA¢ÀÄIUÀ¼ÀÄ) - ««zsÀ - ÉÄRPÀgÀÄ
18. DzsÄÄPÀ ,ÀA°À°À£À ¢ÀiÁzsÀâÀÄUÀ¼ÀÄ ¢ÀÄvÄÄÛ PÀ£ÀßqÀ C©üÀÈçP - qÁ. £À. ¢ÀÆtÄðÀiÁ
19. °ÉÆ,ÀUÀ£ÀßqÀzÀ CgÄÄuÉÆËzÀAiÀÄ - qÁ. ¢æÄPÀÁ,À °ÁÀ£ÀÆgÄÄ
20. PÀ£ÁðIPÀ KQÄPÀgÀt Ew°Á,À - UÉÆÄ¢Á®gÁi JZi.J,i.
21. ,ÀA°À°À£À ¢ÀiÁzsÀâÀÄUÀ¼ÀÄ - ©.J,i. ZÀAzÀæ±ÉÄRgÀ

Suggested Readings:

- Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications,2006.
- Richard Keeble. The Newspaper's Handbook; Routledge Publication,2006.

III Semester

DSC-1C Core : REPORTING

Objectives / Learning Outcome:

To understand the concept of News, Reporting and Techniques, Media Conference, Press Release and different types of Reporting.

Units

- I Concept of News:** Concept of news, elements of news, sources of news, Structure of news, 5 Ws & 1H, presentation of a report, Lead and types of lead, Qualities of a Reporter.
- II Reporting :** Qualifications and responsibilities of a reporter, techniques of news gathering - interview, media conference, press release, field work and observation.
- III Writing Styles:** journalistic writing and Technical writing, Art of Interview- preparation, method, writing Interview stories; Reviews, Types of reviews - Film, Theatre, Book.
- IV Types of Reporting:** Covering Beats: Politics, Speech, Crime, Accident, sports, Legislative, Education, Local Self Governments, Moffusil News, investigative reporting, legislature reporting, interview stories.

PRATICALS

Model of Press Conference, Visit to Newspaper Office, Internship training.

Record presentations: Writing Press Note and Press Release, News Writing based on Press Release, Comparison and analysis of various newspapers and magazines.

Internal Assessment: Internal assessment may be based on covering the beats and writing reports etc.

Books for Reference

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|--------------------------------|--------------------------|
| 1. News Reporting | B N Ahuja & S S Chhabra |
| 2. News Reporting & Editing | K M Shrivastava |
| 3. News Writing and Reporting | M Neal & Suzanne S Brown |
| 4. Here is the news | Rangaswamy Parthasarathy |
| 5. Journalists Handbook | M V Kamath |
| 6. Professional Journalism | John Hohenberg |
| 7. Professional Journalism | M V Kamath |
| 8. Informing the People | C H Brown |
| 9. Suddiashte Alla | Niranjana Vanalli |
| 10. Headline Writing | Sunil Saxena |
| 11. News Writing and Reporting | Neal James |
| 12. Basic News Writing | Melvin |

- | | | |
|-----|--------------------------|-------------------------------------|
| 13. | Technical Report Writing | Pauley (Steve) & Richordan (Daniel) |
| 14. | Varadhigarike | Karnataka Pathrika Academy |
| 15. | Varadhigarike | K.J. Joseph |

Suggested Resources & Documentaries

News Bulletins in English and Hindi on National and Private channels (as teaching material)
Documentary - The future of Television News. Reporting

IV Semester

DSC-1D Core : EDITING

Objectives / Learning Outcome:

To teach fundamental of Editing. To understand the concept of Editing and Techniques, Rewriting, editorial writing and translation.

Units

- I Editing Techniques:** Concept of Editing, Organization structure of a newspaper, anatomy of news room, editorial staff members, Functions, Significance of editing; Principles of editing, rewriting, and editorial writing.
- II Editorial page:** Editorial: significance and types - op-ed page, Letters to the Editor, Resident editor / Chief of Bureau; Headlines- functions and types
- III Newspaper Design:** Concept of newspaper design, need for newspaper design, principles of designing, style sheet, designing software. Front page Design, sports page design, pagination, photo editing and caption writing.
- IV Translation:** Meaning, principles, techniques and types.

Practicals : Internal assessment may be based on editing copies, writing headlines, writing Editorial, Letters to editor, structuring a dummy editorial page, etc. Discussions on current affairs, debates and tests may be held regularly.

Books for Reference:

- | | |
|----------------------------------------|-----------------------------|
| 1. The Art of Editing | P.K.Baskette and JizSissors |
| 2. News Editing | Bruce Westley |
| 3. News Headlines | Harold Evans |
| 4. Newspaper Design | Harold Evans |
| 5. The Sub Editor's companion | Michael Hides |
| 6. News reporting & Editing | K M Srivastava |
| 7. Elements of newspaper design | Ames |
| 8. Simple Sub's Book | Lealie Sellers |
| 9. Newspaper Design | Harold Evans |
| 10. Editing - A Handbook of Journalism | TJS George |
| 11. Patrika Bhashe | Padmaraja Dandavathe |
| 12. Bhashanthara Kale | Pradhan Gurudutt |
| 13. Niyata Kalika Sampadane | Niranjana Vanalli |
| 14. Suddi Sampadane | Dr.K.J.Joseph |

V Semester

DSE-1A Core : ONLINE MEDIA

Objectives / Learning Outcome:

To teach basics and fundamental of Computers, To Learn and understand the concept of Application in Media, Designing and Pagination.

DSE-1A Online Media

- I. Introduction to Computers - Hardware and Operations - Computer and Newspaper Production - Reporting, Editing, Pagination and Printing
- II. Software for Newspaper Production, Internet DTP –PageMaker/Indesign/Quark Express, Nudi/Baraha
- III. Software for Designing and Photo-Editing : CorelDraw, Photoshop. Presentation of Posters, PPT and Display Advertisements.
- IV. Web Journalism - Nature, Scope, Techniques of Web Writing, Illustrations and Presentation and Multimedia. Web Glossary.
- V. Online Journalism - Writing for the web- Blogging - Blogging software and Technique - The Public Sphere in the Internet Era- Citizen Journalism and Mobile Journalism - Cyber Laws of India- Laws and Ethics related to Cyber Medium.

PRATICALS

1. Create a Individual Lab Journal in PageMaker/Indesign/Quark Express
2. Create a blog account and contribute
3. Create a social media account and voice your opinion
4. Poster Presentation and Wall Magazine Presentation
5. Dummy Individual Lab Journal both in Kan/Eng.

Books for Reference:

1. Producing for the Web (Media Skills) - Jason Whittaker, 2000.
2. Writing for Multimedia and the Web - A practical guide to content development for interactive media - Timothy Garrand.
3. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics - Stephen Pite.
4. Absolute beginner's guide to computer basics- Michael Miller.
5. Discovering Computers 2007: A Gateway to Information, Complete - Gary B.Shelly, Thomas J.Cashman and Misty E.Vermaat.

6. Clear Blogging: How People blogging are changing the world and how you can join them – Bob Walsh.
7. Hands on guide to video blogging and podcasting – Damien Stolarz.
8. Journalism and New Media – John V.Pavlik.
9. 21st century journalism – a practical guide – Andras Nyiro and others..
10. The Idea of Public Journalism – Theodore L.Glasser

OR

DSE-2 A Freelancing & Feature writing

Objectives / Learning Outcome:

To understand the concept of Feature, Techniques of Feature Writing, types of Feature, Freelancing and Feature Syndicate.

- I. **Feature:** Definition and Characteristics– Structure of a Feature – Types of Feature. Difference between News and Feature.
- II. **Writing Feature** – Techniques of Feature Writing; Sources of Ideas – Collection of materials; Presentations; Market for features.
- III. **Freelancing – Illustrations** : Meaning, Scope and Significance of Freelancing. Illustrating the write-ups with photographs, drawings, maps, caricatures. Channels of News Pictures – viz., Wire, Satellite, Agency, Stock, Picture Library, Paid News.
- IV. **Feature Syndicates; Columns:** Characteristics, Techniques of Writing Columns, Types of Column, Columnists. Impact of Globalization on Media.

PRATICALS

1. Personality Feature
2. Heritage or Historical Feature.
3. Environmental Story
4. Human Rights issue
5. One feature with Five Feature Photographs.

Books for Reference:

1. How to Criticize books- O Hinkle and J Henry
2. Effective Feature Writing – C A Sheenfeld
3. Modern Feature Writing – H F Harrington and Elme Scott Watson
4. Writing Feature Articles – A Practical Guide to methods and Markets – hennessy
5. Before My Eyes: Film Criticism and Comment – Kauffmann
6. Beyond the Facts – A Guide to the Art of Feature Writing

7. Freelancing - R K Murthy
8. Suddiyashte Alla - Niranjana Vanalli

OR

DSE-3A Media Law and Ethics

Objectives / Learning Outcome:

To understand the concept of Freedom of Press, Code and Ethics of Journalists, RtoI, Defamation and learning Articles and Civil and Criminal Procedure Codes.

- I. **Concept of Freedom of Speech**, Press during Emergency of 1975, Press freedom in Indian Constitution - Article 19 (1)(a), Article 19 (2). Case studies
- II. **Defamation** : Libel and Slander, Contempt of Court - Civil and Criminal; Censorship, Seditious, Obscenity, Law of Parliamentary Privileges. Case studies
- III. **Right to Information**, The Official Secrets Act 1923, The Copyright Act, Working Journalist Act, Cyber Laws -case studies, Rules of Newspaper Registration. Press Commission Reports - I and II Press Commission, Press Council - Structure, Functions and Significance.
- IV. **Code of Ethics** - Reporting, Editing, Broadcasting, case studies

Essential Readings :

1. Laws of the press in India - Durga Das Basu
2. Media and Ethics - S K Aggarwal
3. Mass Media Laws and Regulations in India - K S Venkataramaiah
4. Press and the Law - AN Grover
5. Freedom of the Press - Some Recent Incidents - K S Venkataramaiah

Suggested Books :

6. Mass Media and Freedom of Press in India - K S Padhy
7. The Press Council - T N Trekhya
8. Journalism: Ethics, codes and the Law - Someshwara Rao B.
9. Reports of First and Second Press Commission
10. Lakshamana Rekha - N.S.Ashok Kumar
11. Patrika Kanunu - Arjun Deva
12. Madhyama Nirvahane Mattu Madhyama Kanunu - K.J. Joseph

GE- 1 Media and Society

Objectives / Learning Outcome:

To understand the concept of Freedom of Press, Learning Articles and Civil and Criminal Procedure Codes. Role of Media in Democracy. News Coverage/Reporting etc.

- I. Role the media in democracy and the effect of political, economic, cultural, and technological factors on the operation of the media.
- II. Censorship and government control, media and conflict
- III. Media diversity and pluralism, , issues of social class, poverty, development, and public health, advertising, and trends such as celebrity journalism and “infotainment”.
- IV. The effect of news coverage on the public, and the ways in which governments exercise power and communicate through the media.

Books for references:

1. Media and culture an introduction to mass communication – Richard Campbell.
 2. Mass media issues analysis and debate – Jeorge Oddman.
 3. Media and Democracy in Asia – An AMIC compilation, 2000.
 4. Dynamics of mass communication: Media in Transition – Joseph Dominick
 5. Conflict sensitive journalism – Ross Howard
 6. Media power in politics - Graber, Doris. 1980.
 7. Media and Society – Arthur Asa Berger
 8. Media and Society: challenges and opportunities – Edited by Vir Bala Aggarwal
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DSE-1B Advertising and Public Relations

Objectives / Learning Outcome:

To teach basics and fundamental of Advertising, Advertising Agencies. To Learn and understand the concept of PRO. Designing of Advertisements.

- I **Advertising:** Meaning, nature, scope – origin and development of advertising – types of advertising – Role of advertising in society – Advertisement and Ethics
- II **Advertising agencies** – structure and functions – copy writing – visualization
- III **Public Relations:** Meaning, Nature and Scope – qualifications of a Public Relations Officer – Role and responsibilities in an organization – difference between Publicity, Public opinion, Propaganda and Public Relations;
- IV **Public Relations Tools** – House Journals; Content and Types – Corporate Communication – Professional Bodies of PR

PRATICALS

1. Create a Mad Ad.
2. Create a Brochure
3. Display Ad (Product or Service)
4. Create Invitation and Pamphlet and Advertisement and Classifieds
5. House Journal

Books for references:

1. Advertising, principles and practice - William Wells.
2. Advertising Procedure – Otto Kleppner
3. Ogilvy in Advertising – David Ogilvy
4. Advertising media planning – Sisson Z.Jack and Lincoln Bumba
5. Brand positioning: strategies for corporate advantage – Subroto Sengupta, Tata Mc Graw Hill.
6. Advertising principles and practice – Chunawala and Sethia
7. Public Relations – Edward L. Bernays
8. Strategic Planning for Public Relations – Ronald D.Smith
9. Mr.Lee’s Publicity Book: A Citizen’s Guide to Public Relations – Ivy Lee

OR

DSE-2B Introduction to Electronic Media

OR

DSE-3B Media Management

Objectives / Learning Outcome:

To understand the concept of Press and Media. Organization Setup/Infrastructure of different kinds of Media. Role and Responsibilities of Media in Society.

- I. Organization Setup of a Newspaper/ Radio / Television. Managing electronic media – Organizational structure of private radio and TV channels, Akashvani and Doordarshan.
- II. Newspaper Registration, Types of Ownership Patterns and Operation, Merits and Demerits – Small Newspaper – Problems and Prospects.
- III. Factors Affecting Newspaper Production – Newspaper Economics: Finance, Revenue, Expenditure, Raw Materials, Purchase of Machinery.
- IV. Circulation, Management, Promotion and Problems of Circulation;

Books for Reference:

1. Newspaper Management in the New Multi-Media Age – Mehre
 2. Managing Electronic Media – Czech Beckerman
 3. Newspaper Organization and Management – Herbert Lee Williams
 4. Electronic Media Management – Mocavatt and Pringle
 5. Media and Communication Management – C R Rayudu
 6. Management Principles and Practice – S B Banerjee
 7. Management: An Integrated Approach – Edited by R S Dwivedi, Nahal Publishing House
 8. Management Principles and Practice – Dalton E Mac Forland
 9. Communication and Management – Nataraja Kumar, Gyan Publishing House
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GE -2 Intercultural Communication

Objectives / Learning Outcome:

To understand the concept of Society and Culture. Convergence and Impact of Media on Culture.

- I. **Culture:** Definition, Culture as a Social Institution - Value Systems; Primary & Secondary, Eastern & Western perspectives.
- II. **Inter-Cultural Communication** - Definition, Process, Philosophical & Functional Dimensions - Cultural Symbols in Verbal & Non-Verbal Communication.
- III. Modern Mass Media as Vehicles of Inter-Cultural Communication
- IV. **Impact of New** - Technologies on Culture

Book for Reference:

1. Culture & Communication - A World View - K S Sitaram
 2. Hand of Inter-Cultural Communication - Asante
 3. An Outlines of Indian Philosophy - Hiriyanna
 4. Culture, Communication & Social Change - P Joshi
 5. The Effects of Mass Communication - Joseph Klapper
 6. Mass Culture, Language & Arts in India - M L Apte
 7. Media, Culture & Communication - S Banerjee
 8. Media, Culture & Society - A Critical Reader - R Collins
 9. Folk Music & Mass Media - Shayam Parmer
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Syllabus for Practicals

DSC-1A Introduction to Communication

1. Public Speaking
2. Drafting a business letter
3. Drafting a Personal letter
4. Drafting a Resume writing

DSC-1B Applied Journalism

1. Introduction to Computers (Basics of Computers)
2. Record presentations: Freelancing, Letter Writing, Writing Letters to Editor.
3. Contemporary debates and issues relating to media
4. Contemporary debates

DSC-1C Reporting

1. Rural Reporting; Crime Reporting
2. Human Interest Story;
3. Writing Press Note/Press Release
4. One Interview
5. One Published Article with byline.

DSC-1D Editing

1. One editorial write-up.
2. One letter to the editor published in any newspaper.
3. One translation
4. Headlines and Select or shoot a photograph and caption it.
5. Internship Training in any recognized newspaper industry.

DSE-1A Online Media

1. Create a Individual Lab Journal in PageMaker.
2. Create a blog account and contribute
3. Create a social media account and voice your opinion
4. Poster Presentation and Wall Magazine Presentation
5. Dummy Individual Lab Journal both in Kan/Eng.

DSE-2A Freelancing & Feature writing

1. Personality Feature
2. Heritage or Historical Feature.
3. Environmental Story
4. Human Rights issue
5. One feature with Five Feature Photographs.

DSE-1B Advertising and Public Relations

1. Create a Mad Ad.
-

2. Create a Brochure
3. Display Ad (Product or Service)
4. Create Invitation and Pamphlet and Advertisement and Classifieds
5. House Journal

DSE-2B Introduction to Electronic Media

1. Review writing for Electronic Media : Radio and TV Programme.
 2. Create a social media account and voice your opinion
 3. Analyze any one online Newspaper if your choice
 4. Citizen Reporting via online app.
 5. Analysis of any Social Media.s
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Pattern of Examination – Distribution of Marks

Semester	Course Code	Course Title	Total Marks	Theory	Practical	IA
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I	DSC-1A CORE	Introduction to Communication	100	50	20	30
II	DSC-1B CORE	Applied Journalism	100	50	20	30
III	DSC-1C CORE	Reporting	100	50	20	30
IV	DSC-1D CORE	Editing	100	50	20	30
V	DSE-1A	Online Media OR	100	50	20	30
	DSE-2 A	Freelancing & Feature writing OR	100	50	20	30
	DSE-3 A	Media Law and Ethics	100	70	-	30
	GE- 1	Media and Society	50	40	-	10
VI	DSE-1B	Advertising and Public Relations OR	100	50	20	30
	DSE-2B	Introduction to Electronic Media OR	100	50	20	30
	DSE-3B	Media Management	100	70	-	30
	GE -2	Intercultural Communication	50	40	-	10

Format of Examination Paper

Theory Papers - Total Marks - 70

Part A

Answer any FOUR Questions (Five Marks) = $4 \times 5 = 20$

Part B

Answer any TWO Questions (Ten Marks) = $2 \times 10 = 20$

Part C

Answer any TWO Questions (Fifteen Marks) = $2 \times 15 = 30$

Theory Papers - Total Marks - 50

Part A

5 Questions of 2 Marks Each = $5 \times 2 = 10$

Part B

4 Questions of 5 Marks Each = $4 \times 5 = 20$

Part C

2 Questions of 10 Marks Each = $2 \times 10 = 20$

GE 1 & 2 : Total Marks - 40

Part A

5 Questions of 2 Marks Each = $5 \times 2 = 10$

Part B

4 Questions of 5 Marks Each = $4 \times 5 = 20$

Part C

1 Question of 10 Marks Each = $1 \times 10 = 10$

IA Marks Allotment - Total Marks = 30

C1 :	IA Test	= 5	C2 :	IA Test	= 5
	Assignment	= 5		Assignment	= 5
	Seminar	= 5		Seminar	= 5
	Total	= 15		Total	= 15

Practical Paper - Total Marks - 20 (1 Hour)

Test = 15

Skill Development Record = 05

According to Assignments allotted by the Dept. as per Practical Syllabi.

Guidelines

1. Colleges must show practical and tutorial classes in the timetable.
 2. In practical /tutorial class make batches of 20 students each.
 3. In papers having credits for practical's, End Semester Examination in Practical's like Theory is mandatory.
 4. C1 / C2 / Skill Development Record / Seminar are mandatory.
 5. BoE has to set papers for practical examination based on practical syllabus.
 6. Establishment of computer lab and AV Studio with Journalism related software in the college is mandatory.
-

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
MODEL QUESTION PAPER
B.A (PJE)**

Time : 2 Hours

Max. Marks : 40

Part-A

I. Answer any FIVE of the following.

5 x 2 = 10

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

Part-B

II. Answer any FOUR of the following.

4 x 5 = 20

- 1).....
- 2).....
- 3).....
- 4).....

III. Answer any TWO of the following.

2 x 15 = 30

- 1).....
- 2).....
- 3).....
- 4).....

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
MODEL QUESTION PAPER
B.A (PJE)**

Time : 2½ Hours

Max. Marks : 50

Part-A

I. Answer any FIVE of the following.

5 x 2 = 10

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

Part-B

II. Answer any FOUR of the following.

4 x 5 = 20

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

Part -C

III. Answer any TWO of the following.

2 x 10 = 20

- 1).....
- 2).....
- 3).....
- 4).....

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
MODEL QUESTION PAPER
B.A (PJE)**

Time : 2 Hours

Max. Marks : 40

Part-A

I. Answer any FIVE of the following.

5 x 2 = 10

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

Part-B

II. Answer any FOUR of the following.

4 x 5 = 20

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

Part -C

III. Answer any ONE of the following.

1 x 10 = 10

- 1).....
- 2).....

a. PANEL OF EXAMINERS

- 1) **L. Ravi**
Chairman and Professor
Dept. of Journalism and Communication
JSS College for Women, Mysuru.

- 2) **Dr. C. K. Puttaswamy**
Professor and Member, BoS
DoS in Journalism and Mass Communication
Manasagangothri, Mysuru
- 3) **Dr. Prameela B. Kunnuru**
Professor and Head, Member, BoS
Dept. of Journalism and Mass Communication
Maharaja's College, Mysuru
- 4) **Dr. Sukanya**
Assistant Professor & Head
Dept. of Journalism and Mass Communication
St.Philomena's College, Mysuru
- 5) **Dr. S. G. Raghavendra**
Professor and Head, Member, BoS
Dept. of Journalism and Mass Communication
Maharani's College, Mysuru
- 6) **Dr. Bhargavi Hemmige**
Professor and Head, Member, BoS
Dept. of Journalism and Mass Communication
Mahajana's College, Mysuru
- 7) **Smt. Hemalatha**
Assistant Professor
Dept. of Journalism and Mass Communication
KSOU, Muktha Gangothri, Mysuru

b. CHANGE OF NOMENCLATURE:

UGC instructed to all the university colleges to change the Nomenclature Dept. of Journalism to Journalism and Mass Communication.

It is hereby that BOS approved and obey the UGC Norms and Regulations by changing Nomenclature of Dept. of Communication and Journalism to Department of Journalism and Mass Communication. It is hereby requested to Principal, Dean and Controller of Examinations to follow and change the Nomenclature.



JSS Mahavidyapeetha

JSS College for Women (*Autonomous*)

(Affiliated to University of Mysore : Reaccredited by NAAC with 'A+' Grade (CGPA 5.21))

DEPARTMENT OF COMMUNICATION AND JOURNALISM

Date : 28-03-2018

Proceedings of BOS MEETING

Proceedings of BOS MEETING in Journalism and Communication (UG) held on **March 28th, March 2018, Saturday at 11.00 am** in the Department of Journalism and Communication, JSS College for Women, Saraswathipuram, Mysuru - 570 009.

The following members were present:

Members Present

Signature

- 1. Shri L. Ravi**
Chairman and Professor
Dept. of Journalism and Communication
JSS College for Women, Mysuru. _____
- 2. Prof. N. Usharani**
Chairman and Professor
DoS in Journalism and Mass Communication
Manasagangotri, Mysuru _____
- 3. Dr. C. K. Puttaswamy**
Professor and Member, BoS
DoS in Journalism and Mass Communication
Manasagangotri, Mysuru _____

4. **Dr. Prameela B. Kunnuru**
Professor and Head, Member, BoS
Dept. of Journalism and Mass Communication
Maharaja's College, Mysuru _____
5. **Dr. Sukanya**
Assistant Professor & Head
Dept. of Journalism and Mass Communication
St.Philomena's College, Mysuru _____
6. **Shri. T. R. Sathish Kumar**
Bureau Chief "Deccan Herald"
Sri Hari Complex
Seetha Vilas Road, Mysuru- 570024 _____
7. **Dr. Raghavendra**
Assistant Professor and Member, BoS
Journalism and Mass Communication
Maharani's Arts College, Mysuru _____



JSS Mahavidyapeetha
JSS College for Women (*Autonomous*)

DEPARTMENT OF COMMUNICATION AND JOURNALISM

Date : 26-03-2018

RESOLUTION BOS MEETING HELD ON 28th MARCH 2018

Members of the Board of Studies are unanimously agreed and approved the following Resolutions:

AGENDA - 1

1. The Board also discussed the CBCS Norms and Regulations for future Introduction and implementation of Syllabus-2018.
2. The Board met and revised the Syllabus for 2018-21 of BA Semester CBCS Scheme – Theory and Practical's and also recommended the books and suggested readings.

AGENDA - 2

3. It is suggested by the Members of BOS to rename the Department as Journalism and Mass Communication. Nomenclature as per UGC Norms and Regulations as directed by University of Mysore's Regulations.
4. Board of Examiners - 2018-19.

AGENDA - 3

5. Discussed about the COP Course in Photo-Journalism.

AGENDA - 4

6. It also suggested for the appointment of One more Faculty for Journalism.and Mass Communication

AGENDA - 5

7. Miscellaneous subjects were also discussed by the board.

**Shri. L. Ravi
HOD & Asst. Professor
Chairman- BoS
Dept. of Journalism and Communication**