


BANGALORE UNIVERSITY
DEPARTMENT OF COMMUNICATION
JNANABHARATHI CAMPUS BANGALORE-560056

Submitted to Faculty of Arts

CHOICE BASED CREDIT SYSTEM

Approval Syllabus

BOS Approval Syllabus for

**Five-year Integrated Master's Programme
in Journalism and Mass Communication
(NEP 2021)**

Syllabus for V & VI Semester

(EFFECTIVE FROM ACADEMIC YEAR 2023-24)

AUGUST 2023

DSC 9 INTRODUCTION TO COMMUNICATION

Program Name	BA in Journalism and Mass Communication		5 th Semester
Course Title	DSC 9 Introduction to Communication		
Course Code:	JMC C 9	No. of Credits	04
Contact hours	60 Hours	Duration of SEA/Exam	2 ½ hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s):

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

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- 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.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

Contents	60 Hrs
<p>UNIT-I Definition of Communication- Need for Communication- Process of Communication- Understanding Communication through models- Reviewing Aristotle's model, Shannon- Weaver model, Harold Maxwell model, Wilbur Schramm model and New Comb's model- the scope and limitations of Communication.</p>	15
<p>UNIT-II Types of Communication- verbal and non-verbal Communications – Difference between verbal and non-verbal communication –Types of non-verbal communication- Sign language- object language- Body language- Para language- Touch- Space- Time and Silence as non-verbal communication.</p>	15
<p>UNIT-III Levels of Communication- Intra-personal communication- Interpersonal communication- Group communication- Public communication and Mass communication-The process of Mass communication- Scope and limitations of Mass Communication- The role of Mass Communication in national development.</p>	15
<p>UNIT-IV Introduction to Mass media- Types of mass media-Print-Electronic (Radio and Television)- Folk-Social media- Merging of media- Status of Mass media in India and the World-</p>	15

List of reference books both for theory and practise of Introduction to communication

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 McQuail	Sage Publication	6 th	2010
5	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 nd	1981
6	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
7	An Introduction to Communication	Lynn H. & Turner West	Cambridge University Press	1st	2019
8	The Dynamics of Mass Communication	Joseph R. Dominick	McGraw Hill,	12th	2013

DSC 10 INTRODUCTION TO COMMUNICATION (PRACTICAL)

Course Title	DSC 10 Introduction to Communication (Practical)		Practical Credits	02
Course Code	JMC 10		Contact Hours	30Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks	
Practical Content				
<ol style="list-style-type: none"> 1. Characteristics of good writing. The art of writing letters – Minimum of 5 exercises in letter writing like letters to editor 2. Characteristics of good public speech. Practicing public speaking- Minimum of 5 exercises of public speaking 3. Writing editorials and middles Minimum of 5 exercises each in editorial and middle writing 				

DSC 11 FUNDAMENTALS OF RADIO AND TV

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSC 11 Fundamentals of Radio and TV		
Course Code:	JMC 11	No. of Credits	04
Contact hours	60 hours	Duration of SEA/Exam	2 ½
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s):

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 programme production in Radio
- CO4. To highlight the techniques of programme production in TV
- CO5. To discuss the past and present status of these two media

Contents

**60
Hrs**

UNIT-I: Characteristics of Audio-Visual Media: Characteristics of Radio & Television as a medium of mass communication. Presentation techniques; Voice modulation, appearance, Facial expression, Body language, General knowledge

15

UNIT-II: Introduction to Radio: Evolution of radio in India, Types of radio stations (AM/FM), Organizational structure of AIR and Private radio, Community radio, Present status of radio in India, Impact and reach of radio. Formats of Radio Programme

15

UNIT-III: Introduction to Television: Growth of television in India, Organizational structure of Doordarshan, Satellite TV Channels. Regional channel, Major Tv networks in India & Karnataka. Recent trends of television field. Formats of TV programmes

15

UNIT – IV: Script writing of Radio & TV: writing skills for broadcast media. Importance of scripting. Various elements of script for radio and tv, principles of script writing,

15

References: For both Theory and Practical in Radio and TV

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 Worktext: 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 Prss	2 nd	2013

DSC 12 FUNDAMENTALS OF RADIO AND TV (PRACTICAL)

Program Name	BA Journalism and Mass Communication	Semester	
Course Title	DSC 12 Fundamentals of Radio and TV (Practical)		
Course Code:	JMC 12	No. of Credits	02
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	25	Summative Assessment Marks	25

Course Pre-requisite(s):

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. Practise news reading for radio
- CO4. Practise news reading for TV
- CO5. Plan programmes for radio
- CO6. Plan programmes for TV

Contents

30 Hrs

- **Students are asked to write script for following each assignment and submitted in Record Format**

- A. Scripting of Radio announcements-05
- B. Scripting of Radio Jingles-05
- C. News reading for Radio - 5 (2 min)
- D. Writing news item for TV - 3 (1min)
- E. News reading script for TV – 3(2 min)
- F. Scripting of programme for TV -3 (2 min)

6th Semester

DSC 13 INTRODUCTION TO DIGITAL MEDIA

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 13 Introduction to Digital Media		
Course Code:	JMC C 13	No. of Credits	04
Contact hours	60 Hours	Duration of SEA/Exam	2 ½ hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s): After completing this course, students will be able to:

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will describe the design methodology from concept to production with simple animations and other influencing digital formats.
- The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Contents	60 Hrs
PAPER DSC 14: INTRODUCTION TO DIGITAL MEDIA	
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 of Digital Media.	15
UNIT-II: Digital Journalism: Mobile Journalism, Content Development, Interactive Narrative, Web Architecture, Web Journalism, Networked Journalism. OTT	15
UNIT –III: The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, YouTube, etc.) and its Impact on Society. Definition and Scope of Social Media Monitoring, Social Media for Consumer insight, The Role of Social Media in Research, Social Media Data Management, Primary Social Media Research, Tracking Brand mentions and search parameters,	15
UNIT – IV: Introduction to CMS-(content management system) Components and Features of CMS, How Does CMS Work, Types of CMS - Open source, & Commercial CMS Characteristics and Advantages of Open Source CMS, How to Build a Website with a CMS software,	15

BOOKS FOR REFERENCE

DSC 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 Intermedia and Global Perspective - Gabriele Balbi, Paolo Magaouda
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis

DSC 14 INTRODUCTION TO DIGITAL MEDIA PRACTICAL

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 14 Introduction to Digital Media Practical		
Course Code:	JMC C 14	No. of Credits	02
Contact hours	30 Hour	Duration of SEA/Exam	2 hours
Formative Assessment Marks	25	Summative Assessment Marks	25

Practical assignments should include

- ✓ Content Writing for Twitter, Face book and Blog etc. – 5 assignments each
- ✓ Analyses of a Blog on the basis of its formatting and structure. – 5 assignments each
- ✓ Analyse a website on the basis of its formatting and structure
- ✓ Create Design and present a layout of website through power point presentation. – 5 assignments each

DSC 15 ADVERTISING AND CORPORATE COMMUNICATION

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 15 Advertising and Corporate Communication		
Course Code:	JMC 15	No. of Credits	04
Contact hours	60 Hours- 4 hrs theory	Duration of SEA/Exam	2 ½ hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Objective of the Paper:

The objective is to gain an understanding of advertising and corporate communication concepts, as well as to identify and take advantage of the various opportunities available in the industry.

Learning Outcome:

1. To introduce students to basic concept of advertising
2. To familiarize the students with the concept of copywriting as selling through writing
3. To learn the process of creating original, strategic, compelling copy for various mediums
4. To train students to generate, develop and express ideas effectively.

Teaching Method: Lecturing & tutorials, using ICT wherever necessary.

Contents	60 Hrs
<p>Unit 1: Understanding Advertising</p> <p>Definition, nature and scope of advertising, Role & functions of advertising, Evolution of advertisement in India & World. Advertising as a Tool of Communication</p>	15
<p>Unit 2: Types of Advertising</p> <p>Types of Advertisements, Ad Agency - Functions, Types, Structure, Advertising copy - headlines, signature, slogans & logos, Copywriting</p>	15
<p>Unit 3 : Introduction to Corporate Communication</p> <p>Definition, nature and scope of Corporate Communications, Definition, nature and scope of PR Roles and responsibilities of PR. Tools for public relations and corporate communications. Comparison with Public Relations, advertising, publicity and propaganda</p>	15
<p>Unit 4: Corporate Communication Tools</p> <p>Print Media – House Journals, Newsletters, Brochures & Handouts/Flyers. Electronic Media – Ads & Corporate Films. Digital Media – Social Media, Blogs, Vlogs</p>	15

Readings: For DSC 16

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

DSC 16 ADVERTISING AND CORPORATE COMMUNICATION PRACTICAL

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 16 Advertising and Corporate Communication Practical		
Course Code:	JMC 16	No. of Credits	02
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	25	Summative Assessment Marks	25

Contents	60 Hrs
<p>Unit 1 Display Advertising Create a social media ad using free online software. Create a print Ad.</p>	15
<p>Unit 2: Preparing Brochures Posters/flyers Create a blog</p>	15

DSC 17- Advertising and Corporate Communication Theory and Practical

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

B.A. Semester – VI

Skill Enhancement Course: SEC-3

Course Title: Content writing

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

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	Content writing		
Course Code:	<i>Skill Enhancement Course: SEC-3</i>	No. of Credits	02
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	25	Summative Assessment Marks	25

- CO-1 The basic concepts of Content Writing
- CO-2 The knowledge of various styles and techniques of writing and editing.
- CO-3 A nourishment of their creative skills
- CO-4 An enhancement of their employability
- CO-5 A creation of an industry-academia interface through institutional support

Objectives:

1. To introduce learners to the basic concepts of Content Writing
2. To sensitize them to the various styles and techniques of writing and editing
3. To nourish their creative faculty
4. To increase employability of the learners
5. To create industry-academia interface through institutional support

Unit I: Basics of Content writing: The Concept of Content Writing and its relevance, Role and Functions of Content Writers, Print and Web Content Writing, Scope and Types of Content Writing, Principles and processes of content writing

Unit II: Tools of the trade : Social Media : Understanding the basics of social media, Understanding social media content writing , Understanding PR
Plagiarism laws in Content Writing: What is plagiarism, rules on plagiarism and How to write plagiarism-free copies

Unit III: Visual Content-. Info graphics- Importance and relevance , Images, Screenshots, Videos, Memes, GIFs, 30 degree videos
Product Demonstrations _ Interactive Content, Quizzes, . Polls, . Interactive white paper

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
Seminars, Assignments/ Any other Practical Activity	12
Attendance	03
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
Total	25 Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

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

Paper Code:		Paper Title:		
Duration of Exam	2 1/2Hours		Max Marks	60
Instruction:	Answer all the sections			

Section-A

Answer any five (2x5 marks)	10Marks

Section-B

Answer any 4 (5x4=20 marks)	20Marks

Section-C

Answer any 2 (15x2=30)	30 Marks

Internship for graduate Programme (As Per UGC & AICTE)

Course title	Internship Discipline specific
No of contact hours	90
No credits	2
Method of evaluation	Presentations/Report submission/Activity etc.,

- ❖ Internship shall be Discipline Specific of 90 hours (2 credits) with a duration 4-6 weeks.
- ❖ Internship may be full-time/part-time (full-time during semester holidays and part-time in the academic session)
- ❖ Internship mentor/supervisor shall avail work allotment during 6th semester for a maximum of 20 hours.
- ❖ The student should submit the final internship report (90 hours of Internship) to the mentor for completion of the internship.
- ❖ The detailed guidelines and formats shall be formulated by the universities separately as prescribed in accordance to UGC and AICTE guidelines.