



SYLLABUS FOR B.A JOURNALISM  
CHOICE BASED CREDIT SYSTEM  
(Semester Scheme)  
Batch 2019-2020 onwards

Department of Communication  
Bengaluru Central University  
Bengaluru

PROCEEDINGS OF BOARD OF STUDIES (UNDERGRADUATE STUDIES) IN  
JOURNALISM AND MASS COMMUNICATION, BENGALURU CENTRAL UNIVERSITY,  
BANGALORE. HELD ON 07.06.2019 AT 2.00PM

Members Present:

1. Prof. Narasimhamurthy N	Chairman
2. Dr. K G Halaswamy	Member 
3. Dr. Manjula	Member 
4. Mrs. Chaya Anil Kumar	Member  7/6/19
5. Sri. Bhaskar Hegde	Member 
6. Smt. Sushma Rao	Member 

Member Absent

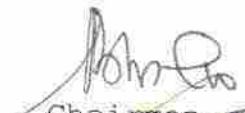
1. Fr. Saji Mathew
2. Sri. Raghavendra

At the outset the Chairman welcomed all the members for the BOS meeting. The agenda of syllabus review was taken-up.

The Committee unanimously resolved to approve the changes and modification of B A Journalism and Mass Communication syllabus.

The BOS unanimously approved to bring effect of the new syllabus from 2019-2020 academic year.

The BOS recommends to the University to arrange one orientation programme for Journalism teachers by inviting experts to explain the new syllabus and updates in the field.

  
Chairman  
Board of Studies in Communication  
Bengaluru Central University  
Bengaluru

## **About the Programme**

This course equips students with an understanding of the principles and practice of journalism: It encourage the students to think critically about reporting and writing, how to recognize good stories, gather facts through skillful interviewing, develop sources, craft welcoming leads and satisfying endings, and create news and feature articles that inform and engage readers. The programme outline is prepared to offer a perfect blend of theoretical knowledge and practical exposure to the students through subjects like reporting, editing, radio, television, film studies and creative writing, etc. Students also learn the public relations activities and writing advertising slogans. Throughout this programme, students are encouraged to undergo practical training for prepare portfolios, short films and media projects in the form of assignments and practical.

After completion of the programme, students can decide on continuing their academic education and opt for a master's degree programme in journalism and mass communication.

### **Eligibility**

The basic eligibility criterion for pursuing B.A Journalism degree is qualifying 10+2 or equivalent examination in any stream from recognized board of the Karnataka state.

### **Practical Examination**

Students should write practical record book based on topics of the syllabus. At the end of the semester the practical examination shall be conducted by external examiner.

### **Internal Assessment Marks**

Internal assessment marks shall be awarded based on the student's attendance, writing assignments and one internal test.

## Question Paper Pattern

70 Marks

### Part A

1. Write a short notes on any five of the following

2x5=10

- i.
- ii.
- iii.
- iv.
- v.
- vi.

### Part B

2. Answer any three of the following

3x10=30

- i.
- ii.
- iii.
- iv.

### Part C

3. Answer any two of the following

2x15=30

- i.
- ii.
- iii.

### Practical Examination

At the end of the semester practical examination will be conducted based on the student's record book and prescribed topics in the syllabus.

Sem/ Code	Paper Title	Teaching Hour	Duration of Examination	Exam Marks	IA Marks	Total	Credits
<b>I SEMESTER</b>							
CS:1.1	Introduction to Communication	4	3	70	30	100	4
CS:1.1A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>
<b>II SEMESTER</b>							
CS:2.1	Fundamentals of Journalism	4	3	70	30	100	4
CS:2.1A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>
<b>III SEMESTER</b>							
CS:3.1	Reporting	4	3	70	30	100	4
CS:3.1A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>
<b>IV SEMESTER</b>							
CS:4.1	Editing	4	3	70	30	100	4
CS:4.1A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>
<b>V SEMESTER</b>							
CS:5.1	Media Laws	4	3	70	30	100	4
CS:5.1A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>
CS:5.2	Introduction to Electronic Media	4	3	70	30	100	4
CS:5.2A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>
<b>VI SEMESTER</b>							
CS:6.1	Advertising & Public Relations	4	3	70	30	100	4
CS:6.1A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>
CS:6.2	Introduction to Digital Media	4	3	70	30	100	4
CS:6.2A	Practical	2	1	30	20	50	1
	<b>TOTAL</b>	<b>6</b>		<b>100</b>	<b>50</b>	<b>150</b>	<b>5</b>

**Bengaluru Central University**  
**B A Journalism (CBCS)**

**I Semester**

**CS: 1.1: INTRODUCTION TO COMMUNICATION**

**Objectives:** Students will be exposed to important concepts and communicate thoughts, emotions, ideas and attitudes are a critical factor in the social environment. Students learn how to take positions in important debates, and explore emerging issues in the contemporary media landscape.

**UNIT I**

Communication-Definition, Nature, Scope, Process, Functions of communication

**UNIT II**

Kinds of Communication: Intrapersonal, interpersonal, Group, Mass, Verbal and Non verbal Communication

**UNIT III**

Models :Meaning and Concepts, Basic models of communication:SMCR Models, Aristotle's Model, Herald D Lasswell's Model, David Berlo's Model, Shannon and weaver's Model, Osgood's Model, Dance's Model, Westley and Mac Lean

**UNIT IV**

Theories of Media: Authoritarian Theory, Libertarian Theory, Soviet Communist Theory, Social Responsibility Theory

**UNIT V**

Glossary of Communication, Pioneers of Communication: :Herald Innis, Marshal McLuhan, George Gerbner, Wilbur Schramm, Evert. M Rogers

**Reference Books**

1. David Berlo: The Process of Communication – Holt, Rinehart & Winston, Newyork, 1960
2. Denis McQuail: McQuali's Mass Communication Theory (6 th Edition), SAGE publication Ltd., 2010
3. Keval. J. Kumar: Mass Communication in India- (4 th Revised Edition), Jaico Publishing house, Mumbai, 2014
4. Uma Narula: Mass Communication: theory & Practice- Haranand Publications Pvt. Ltd, New Delhi, 2008
5. John Fiske: 1982, Introduction to Communication Studies, Routledge.
6. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981.
7. Baran and Davis, Mass Communication Theory, Indian Edition.

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Semester I

Practical

CS: I.1A: INTRODUCTION TO COMMUNICATION

- *Presentation skills*
- *Group Discussion*
- *Public Speaking Skills*
- *Verbal Communication Skills*
- *Non Verbal Communication*

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**II Semester**

**CS: 2.1: FUNDAMENTALS OF JOURNALISM**

**UNIT I**

Journalism: Meaning, Definition. Nature, Scope, Principles and Significance. Functions of Journalism, Kinds of Journalism

**UNIT II**

History of Indian journalism : J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi , S Sadanand, B G Horniman, Tilak

**UNIT III**

History of Kannada Journalism: Herman Mogling, DVG, VenkataKrishnaiah, N Tirumalamba, H R Mohare, TT Sharma, KadriShamanna, TSR. Recent trends in Kannada Journalism

**UNIT IV**

Magazine Journalism: Scope, Trends and Challenges

**UNIT V**

News agencies and Professional Press Organisations: KNA, IFWJ, INS, KUWJ, ILNA, Editors Guild

**Books for Reference:**

1. Rivers W.L.: Mass Media
2. Fraser Bond: Introduction to Journalism
3. Mehta.D.S.: Mass Communication & Journalism in India
4. Nadig Krishna Murthy: Indian journalism
5. Parthasarathy. R.: Journalism in India
6. Chalpathy Rau. M: The Press
7. Ahuja B.N.: The theory & Practice of Journalism
8. Gundappa.D.V.: VruttaPatrikegalu



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Semester II

Practical

CS: 2.1A: FUNDAMENTALS OF JOURNALISM

- Photo Journalism/Photo feature
- Review of Newspapers/Periodicals content
- List of major Newspapers/TV channels
- Citizen Journalism
- Glossary of Journalism

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**III Semester**

**CS: 3.1: REPORTING**

**Objectives:** Upon completion of this course, students will demonstrate the following:  
The ability to report in depth, using a wide variety of sources to provide context, accuracy, and balance.  
The ability to produce stories that are clear and concise and engage the audience's attention.

**UNIT I**

News: Meaning, Definition, Nature and Scope, Sources, News values, Types of News

**UNIT II**

Intro: Meaning and importance of Intro, types of Intro. Structure of News writing

**UNIT III**

Reporter: Qualifications and Qualities, Mofussil, Columnist, Freelance, Correspondent, Types of Correspondent

**UNIT IV**

Reporting: Meaning, Types of Reporting - Science, Sports, Business, Agriculture, Development, Political, Education, Film

**UNIT V**

Interview: Meaning and types, Technique, Preparation for an Interview. Feature writing: meaning, kinds of Features.

**Reference Book**

1. D.S. Mehata : Mass communication and Journalism in India Allied publisher
2. K.M. Srivastava: News Reporting and Editing Sterling Publisher
3. NaliniRajan: 21st Century Journalism in India Jaico publisher.
4. Keval J Kumar : Mass communication in India. Jaico publisher.
5. Bruce Itule and Douglas Anderson: News Writing and Reporting for Today's Media, McGraw Hill Publication
6. Mencher, Melvin: Reporting and Writing. McGraw Hill, NY. 2003
7. Fred Fedler and John R. Bender: Reporting for the Media, Oxford University Press. The Newspaper's Handbook, Richard Keeble, Routledge Publication.

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Semester III

Practical

CS: 3.1A: REPORTING

- Letters to the Editor
- Interview
- Feature Writing
- Report Writing
- Rewriting/Translation
- Copy Editing

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**IV Semester**

**CS: 4.1: EDITING**

**Objectives:** The course will introduce students to the basics of news editing and design. Students will learn how to edit stories and design pages on paper and computers while critically assessing the content of the news.

**UNIT I**

Structure of News paper Office, Organization, Functions of News room.

**UNIT II**

Editing: Meaning, Need and Purpose, Process of Editing, Editing copies. Translation and Rewriting

**UNIT III**

Headlines: Meaning, Importance, Kinds, Functions.

**UNIT IV**

Qualifications and Qualities of Sub editor, Chief Subeditor, News editor, Editor,

**UNIT V**

Typography and Page make up: Importance, Editing and Proofing symbol

**Reference Book**

1. Bruce Westley (1980). News Editing, IBH Publishing House, New Delhi.
2. Baskett & Scissor (1992). The Art of Editing, Mc Millian Publishing, New York.
3. Harold Evans (1976). Newspaper Design, Heinirann Publication, London
4. George T J S (1981). Editing- A handbook for Journalists, IIMC New Delhi.
5. Arnold, George T (2003). Guide to Common Writing and Editing Problems, Mc Graw Hill New York.
6. S.N. Chaturvedi: Dynamics of Journalism and Art of Editing, Cyber Tech Publications
7. F.W. Hodgson: Modern newspaper practice: A primer on the press, Focal Press.
8. MacDougall and Curtis Daniel: Principles of Editorial Writing, W.C. Brown Co. Publishers News

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Semester IV

Practical

CS: 4.1A: EDITING

- Copy Editing
- Headline writing
- Translation
- Caption writing
- One Page Newsletter

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**V Semester**

**CS: 5.1: MEDIA LAWS**

**Objectives:** The course will aim to introduce to the students an essential legal framework of their rights and responsibilities as journalists. Come prepared to think, discuss and participate. Further it explains current legal issues impacting journalists.

**UNIT I**

Press as fourth estate — Freedom of Speech and Expression - Article 19 (1)(a) – Article 19 (2) – Article 21. Press during Emergency

**UNIT II**

Media Laws – Defamation – Sedition – Obscenity – Contempt of Court – IT Act 2000 - Copyright Act – RTI and Sakala

**UNIT III**

Working Journalists Act 1955 – The Press and Registration of Books Act — PrasarBharati Act – Cyber Law

**UNIT IV**

Media Ethics – Canons of Journalism - Right to Privacy – Media trial – sting operations

**UNIT V**

Press Council of India – Press Commissions of India – Regulatory Bodies - NBA – BCCC – IBF - TRAI

**Books for Reference**

1. C.S.Rayudu: 1995 .Mass Media Laws and Regulation, Himalaya Publishing House, New Delhi.
2. D.D. Basu: 1986. Laws of Press , Prentice Press, 2<sup>nd</sup> Edition.
3. MukulSahay. 2011.Media Law & Ethics. Wisdom Press.
4. Justice Yatindra Singh: 2011.Cyber laws.Universal Law Publishing Co.
5. Thakurta, Paranjyoguha: Media Ethics, Oxford University Press, 2009.
6. Barrie Mc Donald and Michel Petheran: Media Ethics, Mansell, 1998.
7. VikramRaghvan: Communication Law in India, Lexis Nexis Publication, 2007.
8. IyerVekat: Mass Media Laws and Regulations in India-Published by AMIC, 2000.
9. Raminder Kaur and William Mazzarella: Censorship in South Asia: Cultural Regulation from Sedition to Seduction.
10. List of Websites: 1) [www.indiankanoon.org](http://www.indiankanoon.org) 2) [www.prasarbharathi.gov.in](http://www.prasarbharathi.gov.in) 3) [www.lawzonline.com](http://www.lawzonline.com) 4) [www.presscouncil.nic.in](http://www.presscouncil.nic.in) 5) [www.thehoot.org](http://www.thehoot.org)

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Semester V

Practical

CS: 5.1.A: MEDIA LAWS

- Case Studies – Sedition
- Case studies – Defamation
- Cyber law Case studies
- Filing the RTI Application
- Sakala Project

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**V Semester**

**CS: 5.2: INTRODUCTION TO ELECTRONIC MEDIA**

**Objective:** The course exposes the students to a brief theoretical background in order to facilitate radio and television programme production and film appreciation. The students are introduced to the techniques and stages of documentary and short filmmaking.

**UNIT I**

History and evolution of Radio & TV; characteristics of the medium, Broadcasting and Narrow casting.

**UNIT II**

Radio- Evolution of Radio in India -Community Radio – FM Radio - Podcasting – Internet Radio – Principles of Writing for Radio

**UNIT III**

Evolution of Television in India –DD and Private channels, DTH – Types of TV programmes , Recent trends in Television Broadcasting

**UNIT IV**

Writing for Television , Television Production techniques – Pre production – Production and Post Production.

**UNIT V**

Cinema: Evolution of Cinema: World, Indian Panorama , Growth of Kannada cinema, Recent Trends in Cinema.

**Books for Reference**

1. Paul Chantler: and Peter Stewart: Basic Radio Journalism — (Focal Press).
2. U. L. Baruah: This is All India Radio
3. Andrew Boyd: Broadcast Journalism, Techniques of Radio and Television News.
4. Esta De Fossard: Writing and Producing Radio Dramas. Sage Publications.
5. K. Tim Wulfemeyer: Beginning Radio — TV News Writing, 4th Edition. Surjeet Publications.
6. Nathan Abrams, Ian Bell and Jan Udris: Studying Film.
7. Frederick: Short Films 101, How to Make a Short Film and Launch Your Filmmaking Career
8. Amy Villarejo: Film Studies, the Basics.



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Semester V

Practical

CS: 5.2A: INTRODUCTION TO ELECTRONIC MEDIA

- Short Film/Documentary
- Podcast
- RJ Script
- Film Review
- Interview

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**VI Semester**

**CS: 6.1: ADVERTISING AND PUBLIC RELATIONS**

**Objective:** This course is to provide students with a fundamental understanding of advertising and its place in business, branding, and society.  
Explain public relations as an ethical practice, a planned process, a managerial concept and a behavioural science.

**UNIT I**

Advertising: Meaning, Definition, Nature and scope, functions, and kinds.

**UNIT II**

Advertising Agencies: Meaning, Structure, Types, Functions. Copywriting Techniques

**UNIT III**

Public Relations: Definition, Nature, Scope, Qualifications and Qualities of Public Relations officer

**UNIT IV**

Organization Structure of PR Department and Functions

**UNIT V**

Corporate communication: Meaning and Functions, Tools for PR: House Journals, Press Conference, Press Release, Exhibitions and Web tools

**Books for Reference**

1. Dorothy, Cohen: Advertising, USA: Scott. Forsmon and Co. 1988.
2. Elliott Richard: Strategic Advertising Management, NTC Business Book, USA, 2009.
3. Ghosal, Subhash: Making of Advertising, McMillan 2002.
4. Haridas M P: Advertising and Brand Strategy, Adhyayan Publishers & Distributors, New Delhi, 2011
5. Argenli Paul: The power of corporate communication, NY McGraw Hill, 2002.
6. Bland Micheal: Effective Media Relations: How to Get Results
7. Bland, Micheal: Effective Media Relations: How to get results, 3 editions, New Delhi: Kogan Page India, 2008.
8. Brown Barbara Diggs: The PR Style Guide, Thomson Wadsworth 2000
9. Cutlip Scott Et Al: Effective Public Relations London, 1995

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**B.A Journalism (CBCS)**

Semester VI

Practical

CS: 6.1A: ADVERTISING & PUBLIC RELATIONS

- Press Release
- Making an Ad film
- Slogan Writing
- Ad Copy – Print
- Radio Jingle

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**B.A Journalism (CBCS)**

**VI Semester**

**CS:6.2: INTRODUCTION TO DIGITAL MEDIA**

**Objectives:** Digital Media is an exciting course that gives students the opportunity to express themselves creatively using technology.

The students will explore how to produce high-quality multimedia such as digital images and videos.

**UNIT I**

Introduction to Digital Platforms, Scope Characteristics.

**UNIT II**

Writing Techniques for different digital platforms: Blogging, Twitter, Facebook, Tumblr  
Online Newspapers, Mobile Journalism

**UNIT III**

Production techniques for Digital Media : Creating a Vlog, Instagram

**UNIT IV**

Trends in Digital Media, Advantages and Disadvantages

**UNIT V**

Plagiarism ,Cyber Crime (Case studies)

**Books for Reference:**

1. Lev Manovich: The Language of New Media, Cambridge: MIT Press, 2001.
2. Steven Johnson: Interface Culture: How New Technology Transforms the Way We Create & Communicate, New York: Basic Books, 1997.
3. Clay Shirky: Here Comes Everybody: The Power of Organizing without Organizations, New York: Penguin, 2008.
4. Ronald R. Kline, The Cybernetics Moment: Or Why We Call Our Age the Information Age, Baltimore: Johns Hopkins University Press, 2015.
5. James Gleick, The Information: A History, A Theory, A Flood, Vintage Books, 2012.
6. John Durham Peters, "Understanding Media," The Marvelous Clouds: Toward a Philosophy of Elemental Media, University of Chicago Press, 2016.
7. Wendy Hui Kyong Chun, "Somebody Said New Media," New Media / Old Media: A History and Theory Reader, 2nd ed. Routledge, 2016.

**Bengaluru Central University**  
**B.A Journalism (CBCS)**

Semester VI

Practical

CS: 6.2A: INTRODUCTION TO DIGITAL MEDIA

- Blogging/Web blogging
- Writing for Social Media
- Cyber Law – Case Study
- Digital Media Production
- Creating a Photo Essay