

**JSS COLLEGE OF ARTS, COMMERCE &
SCIENCE
(AUTONOMOUS)
B.N. ROAD, MYSURU-570025**



**DEPARTMENT OF JOURNALISM
SYLLABUS**

**Revised Syllabus for Undergraduate Journalism
with CBCS scheme effective from 2017-18**

Scheme of study for BA Journalism, English under CBCS

Paper No	Sem	Paper Code	Course	Teaching Hours Per week	L: T :P	Credit	IA Marks	Theory Exam
1	I	DLA27015	Introduction to Journalism	5	5:1:0	6	30	70
2	II	DLB27015	Reporting and Editing for Print	5	5:1:0	6	30	70
3	III	DLC27015	Advertising and Public Relations	5	5:1:0	6	30	70
4	IV	DLD27015	Media Ethics and the Law	5	5:1:0	6	30	70
5	V	DLF27215	Development Journalism	5	5:1:0	6	30	70
6	V	DLE27415	Photo Journalism	5	5:1:0	6	30	70
7	VI	DLF27415	Film Appreciation	5	5:1:0	6	30	70
8	VI	DLE27815	Dissertation	5	5:1:0	6	30	70
9	VI	DLE27215	Introduction to new Media	5	5:1:0	6	30	70
11	V	DLE27615	Media Gender and Human Rights	4	3-1-0	4	30	70
12	VI	DLE27015	Introduction to TV and Radio	4	3-1-0	4	30	70

Generic Electives

**For students opting Economics as Generic Elective, the students shall
Choose Generic Elective from other Departments**

Semester	Course Code	Course Title	Remarks
V	SEC - 1 DLE27615	Media Gender and Human Rights	Other students will elect the Journalism paper as their general Elective paper

Scheme of Assessment for BA Journalism, English under CBCS

Year	Sem	Course Code	Title of the Paper	Continuous Assessment		Max. Marks			Durat ion of Exam
				C1		C3	TH	IA	TH
				TH	TH				
I	I	DLA27015	Introduction to Journalism	15	15	70	70	30	3h
	II	DLB27015	Reporting and Editing for Print	15	15	70	70	30	3h
II	III	DLC27015	Advertising and Public Relations	15	15	70	70	30	3h
	IV	DLD27015	Media Ethics and the Law	15	15	70	70	30	3h
III	V	DLE27015	Introduction to TV and Radio	15	15	70	70	30	3h
		DLE27415	Photo Journalism	15	15	70	70	30	
	VI	DLF27415	Film Appreciation	15	15	70	70	30	3h
		DLE27215	Introduction to new Media	15	15	70	70	30	

Core and Discipline Specific Elective (DSE)

Semester	Course Code	Course Title
Semester I	DLA27015 :	Introduction to Journalism
Semester II	DLB27015	Reporting and Editing for Print
Semester III	DLC27015	Advertising and Public Relations
Semester IV	DLD27015	Media Ethics and the Law
Semester V	DLE27015	Introduction to TV and Radio
Semester V	DLE27415	Photo Journalism
Semester VI	DLF27415	Film Appreciation
Semester VI	DLE27215	Introduction to new Media
Semester V	DLE27615	OE: Media Gender and Human Rights
Semester VI	DLF27215	OE: Development Journalism

TEMPLATE SYLLABUS IN JOURNALISM

Sem	Core			DSE			SEC	
	No. of Courses	Credits	Total Hours	No. of Courses	Credits	Total Hours	No. of Courses	Credits
I	1	6	75+15	-	-	-	-	-
II	1	6	75+15	-	-	-	-	-
III	1	6	75+15	-	-	-	-	-
IV	1	6	75+15	-	-	-	-	-
V	-	-	-	1	6	75+15	1	4
VI	-	-	-	1	6	75+15	1	4

Programme Outcomes for Bachelor of Arts in Journalism, English

After completing the graduation the students are able to:

- PO1. Acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
- PO2. Create and design emerging audio media products
- PO3. Conceptualize, create, design, and strategies high-quality media content for various digital platforms .
- PO4. Appreciate and demonstrate the ability to produce reliable outcome.
- PO5. Demonstrate critical reading, writing, and thinking skills.
- PO6. Locate, evaluate, organize and incorporate information effectively
- PO7. Develop and carry out research projects
- PO8. Demonstrate competence in Standard English Language and usage in documentation

Programme Specific Outcomes for Bachelor of Arts in Journalism, English

On completion of this programme students are able to

- PSO1: Gather, analyze and create journalism on contemporary issues for print, broadcast and other digital media.
- PSO2: Produce work incorporating diverse groups and perspectives on local, national and international issues.
- PSO3: Demonstrate an awareness of journalism as an ethical practice
- PSO4: Write and edit clear, graceful, grammatically correct prose
- PSO5: Analyze numerical data and utilize databases for multi-layered storytelling
- PSO6: Demonstrate preparation for an entry-level position in the profession through a portfolio exhibiting their work.
- PSO7: Report day to day activities effectively in written and oral pattern
- PSO8: Draft reports and other written matter effectively

Semester: 1
Code: DLA27015
Introduction to Journalism

CO1	Specify the characteristics of Different forms of journalism	On completion of the course, students are able to:
CO2	Specify the details of language of news	
CO3	Learn the classification and characteristics of print-electronic-online-citizen journalism	
CO4	Understand the details of Ethics of Journalism	
CO5	Deliberate the details of Role of Media in Democracy	
CO6	Learn in depth uses of archives and internet.	

Unit: 1 - Different forms of journalism-Yellow press, penny press, language of news, principles of clear writing

Unit: 2- Basic differences between the print-electronic-online-citizen journalism

Unit: 3- Role of Media in Democracy-Ethics of Journalism

Unit: 4- news, meaning, definition, nature and process of news. Types of news- Hard and soft news, components of news- skills of news writing.

Unit: 5- Structure of news-5ws and 1H, inverted pyramid, news worthiness, sources of news, values of news, uses of archives and internet.

Contemporary debates and issues to media

References:

1. Bruce D and Douglas Anderson- News writing and reporting for today's media
2. L. Stein, Susan Paterno and R Christopher Burnet- News writer's Handbook: An Introduction to Journalism.
3. George Rodman- Mass Media in a Changing World.
4. Carole Fleming and Emma Hemingway- An Introduction to Journalism
5. Richard Keeble- The news paper's Hand book.

Semester: 2
Code: DLB27015
Reporting and Editing for Print

On completion of the course, students are able to:

CO1	Deliberate the details of Role of Reporter, functions and qualities of reporter.
CO2	Learn in details with examples News agencies
CO3	Specify in depth types of reporting
CO4	Identify the details of press conferences
CO5	Write down the details of Types of leads,
CO6	Write down the characteristics of interviews, article writing, types of features
CO7	Learn in details with examples set up of a news room,
CO8	Identify the classification and characteristics of Trends in sectional news-supplements-columns and columnists
CO9	Identify in depth Paid news-agenda setting-gate keepers-pressures in news room

Unit: 1- Role of Reporter, functions and qualities of reporter. News agencies- types of reporting- press conferences

Unit: 2- Types of leads, interviews, article writing, types of features

Unit:3-Organisational pattern of a news paper-set up of a news room, editorial department, editing-principles of editing, style sheet, jargons, importance of picture, selection of picture, headlines-functions and types o headlines. Design of editorial page, letters to the editors, contents of editorial page.

Unit: 4- Trends in sectional news-supplements-columns and columnists

Unit: 5- Paid news-agenda setting-gate keepers-pressures in news room.

Practical:

1. Internal Assessment
2. Exercise of Record books
3. Discussions on contemporary issues.

References:

1. Baskette and Scissors- The Art of Editing
2. S.N. Chaturvedi- Dynamics of Journalism an Art of Editing
3. Bruce Itule and Dougals Andrson- News Writing and Reporting for Today's Media
4. F.W. Hodson- Modern News paper Practices
5. Fedler Fred- Reporting for Print Media

Semester: 3
Code: DLC27015
Practices of Advertising and Public Relations

On completion of the course, students are able to:

CO1	Learn the details of Introduction to Advertising
CO2	Write down the details of functions of Advertising
CO3	Identify the details of Theories of Advertising
CO4	Deliberate in details with examples models of Advertising
CO5	Understand the details of Apex bodies Like-AAAI and ASCI
CO6	Identify in depth Types of Advertising
CO7	Learn in depth ethics and tools for advertising
CO8	Understand in details with examples types of media for advertising
CO9	Identify in depth functions, principles of PR
CO10	Write down the details of tools of PR

Unit: 1- Introduction to Advertising, meaning, history and functions of Advertising-Theories, models-Apex bodies Like-AAAI and ASCI

Unit: 2- Types of Advertising and new trends, ethics and tools for advertising, types of media for advertising, Advertising department and Ad agency structure.

Unit: 3- Introduction to PR, Definition, growth of PR, functions, principles and tools of PR, structure of PR department

Unit: 4- Types of PR, corporate communication, apex bodies like-IPRA, PRSI, PSPF and their codes.

References:

1. Advertising made simple- Frank Jefkins

2. Advertising Theory and Practices- Chunawalla
3. Public Relations Techniques- Jefkins Frank Butterworth
4. Hand book of Public Relations- Heath Robert
5. Effective Public Relations- Cutlip S.M. and Center A.H.
6. Public Relations in India- Kaul J.M. and Noya Prakash

Semester: 4
Code: DLD27015
Media Ethics and the Law

	CO1	Understand the details of Press commissions
CO2	Learn in depth Press Council of India	
CO3	Deliberate the characteristics of Freedom of expression-Article 19(1)A	
CO4	Write down in depth Case study of Romesh Thaper	
CO5	Identify the details of Ethics for live telecasting	
CO6	Deliberate the classification and characteristics of Media violence and laws	
CO7	Understand in details with application, if applicable, Broadcasting Bill	
CO8	Understand in depth Broadcasting Bill	
CO9	Understand the characteristics of Copy right act	
CO10	Understand in details with examples Cyber laws	

Unit:1-Press commissions- PCI- media ethics- Freedom of expression-Article 19(1)A and 19(1)2, Case study of Romesh Thaper

Unit: 2- Ethics for live telecasting and sting operations-ethical issues in social media-media violence and laws

Unit: 3-Broadcasting Bill-NBA guidelines-Media and culture-pornography and women prohibition act-1986

Unit:4- Official Secrecy act-law of defamation-copy right act-RTI-2005, IT act, Intellectual property rights-cyber laws-contempt of court

References:

1. Mass Media laws and regulations- Venkat Iyer
2. Freedom of the Press- M.K. Joseph
3. Law of Press in India-D.D.Basu
4. Press and the law-A.W.Grover
5. Legal limits to journalism-A.G.Noorani

Semester:5
Code: DLE27015

Paper:1 Introduction to TV and Radio

CO1	Identify in depth Origin and growth of radio
CO2	Understand the details of Characteristics of Radio and structure of AIR
CO3	Deliberate the characteristics of FM and Community stations
CO4	Learn the classification and characteristics of TV-studio set up
CO5	Specify in details with examples Types of camera
CO6	Understand in depth uses of archives and internet.

Unit: 1- Origin and growth of radio-characteristics of radio, structure of AIR, FM and community stations-broadcast format-stages of radio productions

Unit: 2- Writing for radio-broadcast formats-use of voice-sound effects-PCR-studio-recording and mixing-sound editing

Unit: 3- Origin and growth of TV-characteristics of tv media, types of tv programmes-scripts for TV-studio set up

Unit: 4- Types of camera-uses of different lenses-uses of archives-editing skills-mixing and dubbing

References:

1. Mass Communication-Keval J. Kumar
2. Radio and TV journalism- K.M.Srivastava
3. Broadcast journalism-its basic principles-S.C. Bhatt

4. Audio-Visual journalism-B.N.Ahuja

5. TV media and Radio Voice-Dr.Nagendra

Semester: 5

Code: DLE27415

Pape: 2 Photo Journalism

CO1	Understand the details of birth of camera
CO2	Identify in details with examples modernisation of Photography
CO3	Understand the details of digital photography
CO4	Understand in depth Equipments of photography camera
CO5	Learn in depth types of lighting
CO6	Specify in details with examples Types of photography
CO7	Understand in depth basics of photojournalism
CO8	Learn in depth Editing photo

Unit:1-History,and definition of Photojournalism.-birth of camera, modernization of Photography, uses in media, digital photography.

Unit:2- Equipments of photography camera- lenses- tripods- monopods-camera bags- digital storage.

Unit:3- Lighting-types of lighting-Recommended equipments for outdoor -introduction to indoor lighting and photographing

Unit:4- Types of photography- news photography- sports photography- the basics of photojournalism- importance of context in photo journalism-

Unit:1- Editing photo- editing softwares-correcting imperfect images-

References:

1. The photography Book by Editors of Phaidon press.
2. All about photography by Ashok Dilwali
3. Practical Photography by O.P. Sharma
4. The photographers Guide to Light by Freeman John Collins and Brown
5. Lonely Planet's Best Ever Photography Tips by Richard I' Anson

Semester: 6

Code: DLF27415

Paper: 1 Film Appreciation

CO1	Learn in depth Introduction to Cinema Language
CO2	Identify the details of nature of scenes
CO3	Understand the details of types of shots
CO4	Identify the characteristics of montage language
CO5	Specify the characteristics of types of sounds
CO6	Understand the details of use of colors
CO7	Specify in depth development of classical Hollywood cinema
CO8	Learn the details of cinema and the nation
CO9	Deliberate the details of globalization and Indian cinema

Unit:1- Cinema Language-visual language-types of shots- nature of scene-continuity editing- montage language- types of sounds- use of colors- stylistic elements- differences between story-plot-screen play

Unit:2- Film form- style of German expression- Film Noir- Italian Neo realism-French new wave genre- the development of classical Hollywood cinema

Unit:3- Visions of 3rd cinema-nonfiction cinema- feminist cinema theory- auteur-film authorship-a special focus on ray/Kurusawa

Unit:4- Hindi cinema1950- cinema and the nation-the Indian new wave-globalization and Indian cinema- the multiplex Era-film culture

References:

1. Andre Bazin-The Ontology of the Photographic Image
2. Sergei Eisenstein- A Dialectic Approach to Film Form
3. Tom Gunning- Non Continuity, Continuity,Dis Continuity: A theory of Genre in early Films.
4. David Bordwell- Classical Hollywood Cinema: Narrational Principles and Procedure
5. Paul Schraeder- Notes on Film Noir
6. Robert Stam- The cult of the Auteur
7. Richard Dyer- Heavens Bodies: Film Stars and Society.
8. Mahadev Prasad- Idealogy of Hindi Film

Semester:6

Code: DLE27215

Paper: 2 Introduction to new Media

CO1	Identify the details of Definition of new media
CO2	Understand in details with examples information society and new media
CO3	Write down in details with examples digital journalism-online communities
CO4	Deliberate the details of cyber security and privacy
CO5	Learn the classification and characteristics of website planning and visual design
CO6	Understand the characteristics of Original and growth of blogging
CO7	Specify in details with examples digital art scripting and screening

Unit: 1- Definition of new media, Basics- information society and new media-virtual culture and digital journalism-online communities

Unit:2- cyber security-privacy, new media ethics- web writing-linear and non-writing- visual and content design-website planning and visual design

Unit:3- Original and growth of blogging, creating a blog, video blog, photo blog, and micro blog, video, podcast

Unit:4- User general content and web 2.0-digital art scripting and screening-cyber security

References:

1. Understanding digital culture- Vincent Miller
2. What is new media?-Lev Manovich
3. Understanding new media- Siapera Eugenia
4. Who Controls the Internet- Goldsmith Jack and Tim Wu
5. New media and new technologies- Lister Dovey and Griddings Grant

Generic Elective Paper

Code: DLE27615

Paper: 1- Media Gender and Human Rights

CO1	Learn the classification and characteristics of Media and the Social world
CO2	Deliberate in depth - media impact on society
CO3	Understand the classification and characteristics of democratic policy and mass media
CO4	Identify the characteristics of media and cultural change
CO5	Learn in details with examples grass roots media
CO6	Understand the characteristics of media and gender
CO7	Specify the classification and characteristics of media and social differences
CO8	Deliberate the details of Media and Human Rights

Unit:1- Media and the Social world- media impact on society- democratic policy and mass media- media and cultural change- grass roots media

Unit:2- Gender conceptual framework- feminist theory- media and gender- media and masculinity-media power- media and social differences- genres- romances- television-soap opera- sports

Unit:3- Media and Human Rights- Theoretical perspectives- universal declaration of human rights-case studies.

References:

1. Street John- Mass media, politics and democracy
2. Balnaves Mark, StephanieDonald and Bria Shoe Smith- Media Theories and Approaches: A global Perspective
3. The media Reader: Continuity, and transformation
4. Mc Quill Denis- Mass Communication theory
5. Berger Arthur Asia- Media and Society: A critical Perspective
6. Nicholas Joe and Price John- Advanced Studies in Media
7. Rajagopal Arvind- The Indian Public Sphere: Readings in Media History
8. Bannerjee Menon and Priyameds- Human Rights Gender and Environmner

Open Elective Paper

Code: DLF27215:

Paper: 2- Development Journalism

CO1	Identify in depth Concept, meaning of development
CO2	Write down the details of models of development
CO3	Deliberate in depth evolution of development journalism
CO4	Specify the classification and characteristics of Communication for social change
CO5	Identify the characteristics of Development news and features
CO6	Learn in depth community radio for development
CO7	Understand in depth Development communication agencies and web sites
CO8	Understand in details with examples Mass media as a tool for development

Unit:1- Concept, meaning of development, models of development, evolution of development journalism-communication for social change

Unit:2- Development news and features, writing headline and captions, innovative leads, research and planning- print and broad cast development journalism

Unit:3- Visual and documentation-folk media, community radio for development, niche newspapers and magazines, Development communication agencies and web sites

Unit:4- Mass media as a tool for development, role of development agencies, and NGO, using new media technologies for development-devcom.-SITE, Krishi Darshan, KHeda, cyber media and e-governance

References:

1. Manual of Development Journalism- Alan Chalkley
2. Development Communication and media Debate- Mridala Menon
3. Television and Social change in rural India-Kirk Johnson
4. Everybody loves a good drought- P. Sainath

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DEPARTMENT OF JOURNALISM

MODEL QUESTION PAPER
B.A.JOURNALISM
I, II, III, IV, V&VI Semester
(CBCS Scheme)

Time: 3 Hours

Max. Marks – 70

Q: I- Write any five questions. Each question carries two marks. $2 \times 5 = 10$

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

Q: II - Write any four questions. Each question carries five marks. $5 \times 4 = 20$

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

Q: III - Write any four questions. Each question carries ten marks. $10 \times 4 = 40$

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