Shivagangotri, Davangere-577 007

#### Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Under graduate Programme for 2024-25

Department of Mass Communication & Journalism

#### **Vision Statement:**

2

To emerge as a center of excellence in developing responsible media professionals and academicians with universal values and contributing to new knowledge and techniques in the field of Media and Communication through extensive research and collaboration with other reputed institutions in India and Abroad.

#### **Mission Statements:**

- 1. To provide quality higher education in media and communication through Under-Graduate Programmes.
- 2. To develop the culture of research, strengthen and expand knowledge in the field of media and communication.
- 3. To collaborate with leading media institutions and organizations in India and abroad in order to achieve excellence in research and training of professional practices.
- 4. To make significant contributions by developing media and communication professionals with societal values and professional ethics.

Name of the Academic Program: BA in Mass Communication & Journalism Qualification Descriptors (QDs)

Demonstrate comprehensive knowledge in areas related to Print & Broadcast Journalism, Advertising & Public Relations, Media & Communication Research, Audio Visual Production, Media Laws & Ethics, Graphic Design, Communication for Development, Digital and New Media Technologies and other such emerging areas.

OD-2

Use systematic and extensive knowledge in the field of Media and Communication as a whole and its applications and link to interdisciplinary areas of study incorporating a critical understanding of the established theories, models and concepts, and several advanced and emerging issues in the field of Media and Communication.

OD-3

Demonstrate skills in identifying problems and issues pertaining to the field of media and communication and collect relevant quantitative and/or qualitative data and further evaluate using scientific methodologies as appropriate to the subject(s) for formulating evidence-based solutions, interpretations and arguments.

Develop technical, professional and communication skills with societal values and professional ethics in disseminating contemporary issues, ideas, problems & solutions pertaining to the field of Journalism and Mass Communication.

OD-5

Develop a critical understanding of the current developments, and an ability to use established techniques of analysis and enquiry within the area of Mass Communication & Journalism and apply one's disciplinary knowledge to seek solutions to real-life problems including those related to new frontiers of knowledge and also addressing one's own learning needs relating to current and emerging areas of study.

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OD-6

Apply knowledge and transferable skills in the fields of Print & Broadcast Journalism, Advertising & Public Relations, Audio Visual Production, Graphic Design, Communication for Development, Digital and New Media Technologies that are relevant in job trades and employment opportunities in Print & Electronic Media Houses, Advertising Agencies, Non-Governmental Organisations and develop entrepreneurship.

#### Program Learning Outcomes (PLOs)

After completion of B.A in Mass Communication & Journalism, the students will be able to:

- PLO-1 Demonstrate comprehensive knowledge and skills in Journalism and Mass
- Communication and related study areas.
- PLO-2 Apply the knowledge and skills related to print, electronic and digital media and analyse their impact.
- PLO-3 Demonstrate the competencies and skills to undertake professional jobs as per the demands and requirements of the media industry.
- PLO-4 Express thoughts and ideas effectively and communicate with others using appropriate media in a clear and concise manner to different groups.
- PLO 5 Demonstrate abilities to work effectively with diverse teams, facilitate cooperative or coordinated effort on the part of a group in the interests of a common cause.
- PLO 6 Demonstrate capabilities to formulate an inspiring vision, build a team who can help achieve the vision and inspire team members to engage with that vision, and use management skills to guide the team to the right destination.
- PLO 7 Demonstrate capabilities to use ICT in a variety of learning situations and ability to access, evaluate, and use a variety of relevant information sources and appropriate software and other tools for analysis
- PLO 8 Demonstrate professional ethics as media professionals and entrepreneurs adhering to gender-sensitivity, human and cultural values.
- PLO-9 Demonstrate the ability to identify and analyse critically societal problems and issues and seek solutions to real-life problems and also the ability to acquire new knowledge and skills by self-learning throughout life

PLO - 10 Demonstrate the competencies and skills to conduct independent research and investigations and bring out innovations in the field of Journalism and Mass Communication

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# Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Under graduate Programme for 2024-25

### 3 Majors with a General degree in Mass Communication and Journalism for 6 Semesters

(Course Structure, Scheme of Teaching and Evaluation-2024-25)

Curriculum Frame work for UG Programme as suggested by KSHEC (As per G.O.No.;ED166UNE2023, Bengaluru, dated: 08-05-2024)

SI. No.	Subject Category	No. of Credits
1	Major Courses	90
2	Languages	24
3	Compulsory	10
4	Elective/Optional	04
	Total	128

Note: Total Credits required to award Degree as per KSHEC:128 (Minimum) and 150 (Maximum) for UG Degree

# Actual allocation of Credits in Davangere University for UG-Arts Programme

SI.No.	Subject Category	No. of Credits
1	Major Courses	108
2	Languages	24
3	Compulsory	12
4	Elective/Optional	0.4
	Total	148

# Semester-wise allocation of Credits in Davangere University for UG- Arts Programme

Year	Semester	Credits	<b>Total Credits</b>
	I	23	46
1.	II	23	. 40
	III	25	50
2	IV	25	30
	V	26	52
3	VI	26	52
r	<b>Fotal</b>	148	148

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#### Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Undergraduate Programme for 2024-25

## Case-1: 3 Majors with a General degree in all 6 Semesters

Number of Courses and credit course-wise in all semesters for B.A. in

Mass Communication and Journalism

	3.6 1 (3.6	Johnmunica					
Seme ster	communication and	Major-2	Maj or-3	Elective/ Optional	Langu age	Compulsory	Total Cred
	Journalism)						i ts
1	Introduction to Media (3)	Paper-1 (5)	Paper-1 (5)	******	Lai- (3) Lb1-	Environmental Studies (2)	23
	Practical (2)		\$ .	,	(3)		
2	Introduction to communication and theories (3)  Practical (2)	Paper-2 (5)	Paper-2 (5)	******	La2- (3) Lb2- (3)	Indian Constituti on (2)	23
3	News Reporting and Editing (3) Practical (2)	Paper-3 (5)	Paper-3 (5)	El-(2)	La3- (3) Lb3- (3)	Computer Skills(2)	25
4	Feature Writing and Translation (3) Practical (2)	Paper-4 (5)	Paper-4 (5)	El-(2)	La4- (3) Lb4- (3)	Personality Development (2)	25
5	Introduction to Audio- Visual Media Production (Radio, TV, Cinema) (3) practical (2) Media Law and Ethics (3)	Paper-5 (4) Paper-6 (4)	Paper-5 (4) Paper-6 (4)			Elementary Research Methodolo gy (2)	26
6	Introduction to Digital Media (3) Practical (2)	Paper-7 (4)	Paper-7 (4) Paper-8			Project(2)	26
	Advertising and Corporate Communication (3)	Paper-8 (4)	(4)				
Total	36 .	36	36	4	24	12	148

Note:Number intheparenthesesdeno tecredits of Papers.
Forlanguages,therewillbe3credits and four teaching hours perweek.

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# Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Undergraduate Programme for 2024-25 Department of Journalism and Mass Communication Case-1:3 Majors with a General degree in all 6 Semesters

Number of Courses and credit course-wise in all semesters

	CT	Courses and credit cour			7			
Seme	SI.	Title of the Paper	Teaching	1	Internal	Total	Credits	Duratio
ster	No		Hours/	End Exam	Assess	Marks		Of the
			week		ment			Exam
	1	Introduction to Journalism		80	20	100	3	3
	2	Practical	4	40	10	50	2	2
	3	DSC-1 Major-2	5	80	20	100	5	3
I	4	DSC-1 Major-3	5	80 .	20	100	5 .	3
	5	Language-A1	4	80	20	100		
	6	Language-B1	4	80			3	3
	7	Environmental Studies			20	100	3	3
	'	Environmental Studies	2	40	10	50	2	2
		Total	0.0					
		Total	28	480	120	600	23	****
·	1	Introduction to Communication and theories	4	80	20	100	3	3
	2	Practical		40				
II	3		4	40	10	50	2	2
		DSC-2 Major-2	5	80	20	100	5	3
	4	DSC-2 Major-3	5	80	20	100	5	3
į	5	Language-A2	4	80	20	100	3	3
	6	Language-B2	4	80	20	100	3	3
1	7	Indian Constitution	2	40	10			
	<u> </u>					50	2	2
	<del></del>	Total	28	480	120	600	23	*****
	1	News Reporting and	4	80	20	100	3	3
	2	Editing	<b>  </b>					
L		Practical	4	40	10	50	2	2
1	3	DSC-3 Major-2	5	80	20	100	5	3
ш	4	DSC-3 Major-3	5	80	20	100	5	3
. [	5	Language-A3	4	80	20	100	3	3
- 1	6	Language-B3	4	80	20	100		
1	7	Photo Journalism-OE-1	2	40			3	. 3
ŀ					10	50	2 ·	2
	8	Computer Skills	2	. 40	10	50	2	2
Γ		Total	30	520	130	650	25	
.	1	Feature Writing and Translation	4	80	20		25	
.		Toucure writing and Translation	7	80	20	100	3	3
	2	Practical	4	40	10	- 50		
-	3	DSC-4 Major-2	5		10	50	2	2
IV F	4			80	20	100	5	3
1 Y		DSC-4 Major-3	5	80	20	100	5	3
L	5	Language-A4	4	80	20	100	3	3
L	6	Language-B4	4	80	20	100	3	3
	7	Writing for Media-OE-2	2	40	10	50	2	2
Γ	8	Personality Development	2	40	10			
_		<u> </u>				50	2	2
<u> </u> _		Total	30	480	130	650	25	
	1	Introduction to Audio- Visual Media Production (Radio, TV, Cinema)	4	80	20	100	3	3
	2	Practical	4	40	10	- 50		
v	3	Media Law and Ethics	4		10	50	2	2
`  -	4			80	20	100	3	3
F		DSC-5 Major-2	4	80	20	100	4	3
	5	DSC-5 Major-2	4	80	20	100	4	3
L	6	DSC-5 Major-3	4	80	20	100	4	3
	7	DSC-5 Major-3	4	80	20	100	4 .	3
	8	Elementary Research Methodology	2	40	10	50	2	2
- F	1	Total	30	560	140	700	27	
	1	Advertising and Corporate	4	80	20	100		
		Communication	.	30	20	100	3	3
	2	Introduction to Digital Media	4	80	20	100	3	3
	3	Practical						
$VI \vdash$	4		4	40	10	50	. 2	2
<u> </u>		DSC-6 Major-2	4	80	20	100	4	3
L	5	DSC-6 Major-2	4	80	20	100	4	3
Γ	6	DSC-6 Major-3	4	80	20	100		
	7	DSC-6 Major-3	4	80			4	3
-	8				20	100	4	3
<u>_</u>	0	Project	2	40	10	50	2	2
		Total	30	560	140	700	27	******
- T.T.	.~							
o VI	Gra	and Total	176	3080	720	3900	148	

#### Number of Courses and credit course-wise in all semesters

#### SEMESTER- I

Course	Title of the Course	No of Teaching		Formative	Summative	Total
No		Credits	Hours/ Per	Assessment	assessment	marks
			week			
01	Introduction to	03	04	20	80	100
	Journalism- Theory					
02	Practical	02	04	10	40	50
Total		05	08	30	120	150

#### SEMESTER- II

Course No	Title of the Course	No of Credits	Teaching Hours/ Per week	Formative Assessment	Summative assessment	Total marks
01	Introduction to Mass Communication and Theory es - Theory	03	04	20	80	100
02	Practical	02	04	10	40	50
Total		05	08	30	120	150

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#### FIRST SEMESTER

Program Name		ournalism and Mass Communication		Semester	Ι		
Course Title	Course Title Introduction to Journalism- Theory						
Course Code:		JMC1		No. of Credits	03		
Contact hours		60	Ι	Ouration of SEA/Exam	3 Hours		
Formative Assessment Marks		20	Sum	mative Assessment Marks	80		

### **Course Outcomes (COs):**

- **CO-1:** To identify the distinct nature of journalism and its professional aspects, including career opportunities.
- CO-2: To recognize and use terms specific to media
- **CO-3:** To recognize the significance of changes in the practice of journalism

Contents	Hrs
Unit-1:	15 Hours
Definition of journalism – nature and scope of journalism; Significance of	
journalism in 21st century – qualities, duties, responsibilities and ethics of	
journalists; Influence of journalism on society and development	
Unit.2:	15 Hours
History of Journalism - Development of journalism in the world; A brief	
history of journalism in India -A brief history of Kannada press; Role of	
Indian and Kannada journalism during freedom struggle and growth of the	
press after Independence; Contribution of women journalist to Indian and	
Kannada journalism, Challenges faced by the present day journalism world	
over, with special reference to India.	1.5 YY
Unit-3:	15 Hours
Glossary of journalismBasic terms used in the press and media in general;	
Traditional and modern branches of journalism like magazine journalism,	
community journalism, investigative journalism, development journalism,	
business journalism, Radio and TV journalism and Digital Media.  Unit-4:	15 Hours
Theories of press and their relevance to the present day – journalism as a	15 110015
profession; Professional organizationsPress Council of India; Starting a	
newspaper; Career opportunities in journalism.	
Further Readings	
I with Reddings	
A Very Short Introduction to Journalism by Oxford Press	
Mass Communication in India Keval J Kumar	
Global JournalismAn introduction by Vera Slavtecheva, Michel	
Bromley	
Understanding Journalism by Barun Roy	
Mass Communication and Journalism in India by D S Mehta	

Course Articulation Matrix: Mapping of Course Outcomes (COs) with **Program Outcomes (POs1-15)** 

	Program Outcomes (POs)														
Course Outcomes (COs)/ Program Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
						_									
												,			

Pedagogy: Lecturing & tutorials, using ICT wherever necessary.

Formative Assessment for Theory							
Assessment Occasion/type	Marks						
Session test (Two Tests Should be conducted)	10						
Seminar/Group discussion	2						
Assignment/Field work/Minor project	3						
Attendance	5						
Total	20						

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#### Semester-I Practical

Program Name		ournalism and Mass Communication		Semester	I		
Course Title	Course Title Introduction to Journalism- Practical						
Course Code:		JMC1		No. of Credits	02		
Contact hours		60	Ι	Ouration of SEA/Exam	2 Hours		
Formative Assessment Marks		10	Sum	mative Assessment Marks	40		
	,						

#### **Course Outcomes (COs):**

- **CO-1:** To practice the distinct writing styles of news, feature and stories.
- CO-2: To Practice writing on different forms and write for media
- CO-3: To Write letters to editor, civic problems and other for making confidence of writing in the practice of journalism

	Contents	Hrs
•	Write a short essay on different subjects- 5	60Hours
•	Write news report on a current events- 5	
•	Collect different type of news writing, Feature, Articles, Editorial-10	
•	Reading newspaper and collect new words in the news- 50 words	

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#### **SECOND SEMESTER**

Program Name		ournalism and l		Ser	nester	II
Course Title Introd		uction to Con	nmunic	cation and Theories	s - Th	eory
Course Code:		JMC3	1	No. of Credits		03
Contact hours		60	Du	ration of SEA/Exam	3 H	lours
Formative Assessmen Marks		20	Su	mmative Assessment Marks		80

#### **Course Outcomes (COs):**

- **CO-1:** To identify the distinct nature of journalism and its professional aspects, including career
- opportunities
- CO-2: To recognize and use terms specific to media
- **CO-3:** To recognize the significance of changes in the practice of journalism

- 20 2. To recognize the significance of changes in the practice of jot	111111111111
Contents	Hrs
Unit 1:	15 Hours
Foundations of Communication	
• Introduction to Communication: Definition, Importance, and Scope	
• Elements of Communication Process: Sender, Message, Channel,	
Receiver, Feedback	
<ul> <li>Models of Communication: Linear, Interactive, and Transactional</li> </ul>	
Models	
Barriers to Effective Communication: Physical, Psychological,	
Semantic	
Unit 2:	15 Hours
Interpersonal Communication	
<ul> <li>Nature and Importance of Interpersonal Communication</li> </ul>	
<ul> <li>Verbal and Non-Verbal Communication: Functions and Types</li> </ul>	
• Listening Skills: Active Listening, Barriers to Listening, Effective	
Listening Techniques	
<ul> <li>Interpersonal Relationships: Development, Maintenance, and</li> </ul>	
Deterioration	
Unit 3:	15 Hours
Group and Organizational Communication	
• Communication in Groups: Types of Groups, Group Development	
Stages, Group Roles	
<ul> <li>Decision Making and Problem-Solving in Groups</li> </ul>	
Organizational Communication: Structure, Flow, and Networks	
Leadership and Communication: Styles, Functions, and Impact	
Unit 4:	15 Hours
Mass Communication and Media	
<ul> <li>Introduction to Mass Communication: Definition, Functions, and</li> </ul>	
Characteristics	
Theories of Mass Communication: Hypodermic Needle, Uses and	
Gratifications, Agenda-Setting	
<ul> <li>Media Literacy: Understanding Media Messages, Critical</li> </ul>	

- Consumption of Media
- The Impact of Digital Media: Social Media, Online Communication, and Changing Media Landscapes

#### Further Readings

- Sunder, R., 2000. Computers Today Ed.2, John Wiley,
- Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press
- Chapman and Chapman, Digital Multimedia, Wiley Publication.
- James C. Foust, Online Journalism: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
- Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997
- Macintosh, Advanced Adobe Photoshop, Adobe publishers.
- Adler, R. B., & Rodman, G. (2017). *Understanding Human Communication* (13th ed.). Oxford University Press.
- Trenholm, S. (2017). *Thinking Through Communication: An Introduction to the Study of Human Communication* (8th ed.). Routledge.
- DeVito, J. A. (2019). *The Interpersonal Communication Book* (15th ed.). Pearson.

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs1-15)

	Program Outcomes (P									(P(	Os)				
Course Outcomes (COs)/ Program Outcomes (POs)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

**Pedagogy:** Lecturing & tutorials, using ICT wherever necessary.

Formative Assessment for Theory				
Assessment Occasion/type	Mark s			
Session test (Two tests should be conducted)	10			
Seminar/ Group discussion	2			
Assignment/Field work/Minor project	3			
Attendance	5			
Total	20			

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#### **Semester-II Practical**

Program Name		ournalism and N Communication	<b>Iass</b>	Semester	I
Course Title	Intro	duction to Co	mmı	inication and Theories	- Practical
Course Code:		JMC1		No. of Credits	02
Contact hours		60	Duration of SEA/Exam		2 Hours
Formative Assessment Marks		10	Sum	amative Assessment Marks	40

#### **Course Outcomes (COs):**

- **CO-1:** To practice verbal and non- verbal communication.
- **CO-2:** To Practice analysis of messages and their effects on public opinion.
- **CO-3:** Group discussions on strategies for maintaining healthy interpersonal relationships.

• **CO-4:** Practice of journalism

CO-4: I factice of Journalism					
Contents	Hrs				
• Role playing exercises to practice and identify verbal and non-verbal communication- 10	60 Hours				
• Identify and analyses of different leadership communication styles through real life examples-10					
• Group discussions on different topics and current affairs- 5					
Reading newspaper and collection of special stories- 10 articles.					

**Elective Papers:** One Elective paper is offered in 3<sup>rd</sup> and 4<sup>th</sup> semester for which student can make the choice from the departments other than the major subjects. The choice should be within the Arts stream. At least one or two papers from each major subject (H.E.P) have to be offered. Student will have option to choose from the given list.

**Project Allocation:** The students of sixth semester can choose project work in any of the three major subjects opted in B.A. course. However for even distribution of work, the students may be equally distributed to three major subjects.

Selection of the Topic: Topics for project under Arts discipline can be listed by the teachers of the department according to the relevance of their subject area. The teachers can allot the topic from the list and ask the student to work on it. However, if any student wishes to undertake the project work of their interest relevant to the particular subject, such projects can be encouraged. The project work will have 2 credits. Based on the number of students for project and the availability of teachers in the subject, the students can be allotted to the teachers for which the teacher can claim exemption of 2 teaching hours for guiding students with a maximum limit of 60.

#### **Assessment/Evaluation Policy:**

Examination Pattern is 80:20 for all papers in major subjects and languages. 80 Marks for semester end Exam and 20 marks for Internal Assessment.

For Elective and compulsory papers, Examination pattern is 40:10, 40 Marks for semester end exam and 10 Marks for Internal Assessment. The break-up of Internal Assessment Marks is shown below.

For Project in the sixth semester, Examination Pattern is **40:10**, **40 Marks** for Dissertation Evaluation and **10 Marks** for viva (internal).

#### Distribution of marks for Internal Assessment

Internal Assessment for 20 marks comprises of performance in the tests, Assignment or seminar with submission of the document and attendance.

- 1. Two Tests for 5 marks each with proper record for assessment- 10 Marks
- 2. Assignment cum seminar Marks

-5 Marks

3. Attendance Marks

-5 Marks

Total- 20 Marks

#### Distribution of Marks for Attendance:

SI.No.	% of Attendance	Marks
1	75-80	1
2	80-85	2
3	85-90	3
4	90-95	4
5	95-100	5

Internal Assessment for 10 marks comprises of performance in the test, Assignment and attendance.

1. Two Tests for 2 marks each with proper record for assessment -4 Marks

2. Assignment Submission

-3 Marks

3. Attendance Marks

-3 Marks

**Total-10 Marks** 

#### Distribution of Marks for Attendance:

SI. No.	% of Attendance	Marks
1	75-80	1
2	80-90	2
3	90-100	5

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#### **Question Paper Pattern**

#### a) For Major Papers and Languages

First semester B.	A. Degree Examination, 2	2024
	Subject	
Paper:		
Time:3Hours	(Max.)	Marks-80)
	Section A	
1. Answer all questions. Each q	uestion carries TWO marks.	(10x2=20)
a)		
b)		
c)		
d)		
e)		
f)		
g)		
h)		
i)		
j)		
	Section B	
Answer any six of the following	Fach question carries	(0. 7. 00)
FIVE marks.	Each question carries	(6x5=30)
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
<b>5.</b>	CtiC	
	Section C	
Answer any three of the follow TEN marks.	wing. Each question carries	(3x10-30)
10.		
11.		
12.		
13.		
<b>Note:</b> While setting the question	n paper, care should be taken	to select <i>at least</i>

two questions from each unit for section A, exactly two questions from each unit for section B and one question from each unit for section C to maintain uniform distribution of questions.

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#### b) For Elective and Compulsory Papers

	A. Degree Examination, 2024 Subject
Paper: Time: 2 Hours	(Max.Marks-40)
	Section A
Answer all questions. Each qu	uestion carries TWO marks. (Sx2=10)
1. 2. 	
	Section B
Answer any six of the followin	g. Each question carries FIVE marks. (6x5=30)
6. 7. 8. 9. 10.	
12.	

**Note:** While setting the question paper for elective paper and compulsory papers, care should be taken to select *atleast one* question from each unit for section A and *exactly two* questions from each unit for section B to maintain uniform distribution of questions.

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