

Davangere University

Shivangotri, Davangere-577 007

Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Under graduate Programme for 2026-27

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

(Course Structure, Scheme of Teaching and Evaluation-2026-27)

Curriculum Frame work for UG Programme as suggested by KSHEC
(As per G.O.No.:ED166UNE2023, Bengaluru, dated: 10-02-2026)

Sl. 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

Sl.No.	Subject Category	No. of Credits
1	Major Courses	108
2	Languages	24
3	Compulsory	12
4	Elective/Optional	04
	Total	148

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

Year	Semester	Credits	Total Credits
1	I	23	46
	II	23	
2	III	25	50
	IV	25	
3	V	26	52
	VI	26	
Total		148	148

M. A. U. P.

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Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Undergraduate Programme for 2026-27

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 Journalism and Mass Communication

Semester	Major-1 (Mass communication and Journalism)	Major-2	Major-3	Elective/Optional	Language	Compulsory	Total Credits
1	Introduction to Media (3) Practical (2)	Paper-1 (5)	Paper-1 (5)	-----	Lai-(3) Lb1-(3)	Environmental Studies (2)	23
2	Introduction to communication and theories (3) Practical (2)	Paper-2 (5)	Paper-2 (5)	-----	La2-(3) Lb2-(3)	Indian Constitution (2)	23
3	News Reporting and Editing (3) Practical (2)	Paper-3 (5)	Paper-3 (5)	EI-(2)	La3-(3) Lb3-(3)	Computer Skills(2)	25
4	Feature Writing and Translation (3) Practical (2)	Paper-4 (5)	Paper-4 (5)	EI-(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 Methodology (2)	26
6	Introduction to Digital Media (3) Practical (2) Advertising and Corporate Communication (3)	Paper-7 (4) Paper-8 (4)	Paper-7 (4) Paper-8 (4)	-----	-----	Project(2)	26
Total	36	36	36	4	24	12	148

*Note: Number in the parentheses denote credits of Papers.
For languages, there will be 3 credits and four teaching hours per week.*


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Bachelor of Arts (B.A.) Semester Scheme
Curriculum Structure for Undergraduate Programme for 2026-27

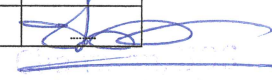
Department of Journalism and Mass Communication
Case-1:3 Majors with a General degree in all 6 Semesters Number of

Courses and credit course-wise in all semesters

Semester	Sl. No	Title of the Paper	Teaching Hours/ week	Semester End Exam	Internal Assessment	Total Marks	Credits	Duration Of the Exam
I	1	Introduction to Journalism	4	80	20	100	3	3
	2	Practical	4	40	10	50	2	2
	3	DSC-1 Major-2	6	80	20	100	5	3
	4	DSC-1 Major-3	6	80	20	100	5	3
	5	Language-A1	4	80	20	100	3	3
	6	Language-B1	4	80	20	100	3	3
	7	Environmental Studies	2	40	10	50	2	2
	Total		30	480	120	600	23	-----
II	1	Introduction to Communication and theories	4	80	20	100	3	3
	2	Practical	4	40	10	50	2	2
	3	DSC-2 Major-2	6	80	20	100	5	3
	4	DSC-2 Major-3	6	80	20	100	5	3
	5	Language-A2	4	80	20	100	3	3
	6	Language-B2	4	80	20	100	3	3
	7	Indian Constitution	2	40	10	50	2	2
	Total		30	480	120	600	23	-----
III	1	News Reporting and Editing	4	80	20	100	3	3
	2	Practical	4	40	10	50	2	2
	3	DSC-3 Major-2	6	80	20	100	5	3
	4	DSC-3 Major-3	6	80	20	100	5	3
	5	Language-A3	4	80	20	100	3	3
	6	Language-B3	4	80	20	100	3	3
	7	Photo Journalism-OE-1	2	40	10	50	2	2
	8	Computer Skills	2	40	10	50	2	2
	Total		32	520	130	650	25	-----
IV	1	Feature Writing and Translation	4	80	20	100	3	3
	2	Practical	4	40	10	50	2	2
	3	DSC-4 Major-2	6	80	20	100	5	3
	4	DSC-4 Major-3	6	80	20	100	5	3
	5	Language-A4	4	80	20	100	3	3
	6	Language-B4	4	80	20	100	3	3
	7	Writing for Media-OE-2	2	40	10	50	2	2
	8	Personality Development	2	40	10	50	2	2
	Total		32	520	130	650	25	-----
V	1	Introduction to Audio- Visual Media Production (Radio, TV, Cinema)	4	80	20	100	3	3
	2	Practical	4	40	10	50	2	2
	3	Media Law and Ethics	5	80	20	100	3	3
	4	DSC-5 Major-2	5	80	20	100	4	3
	5	DSC-5 Major-2	5	80	20	100	4	3
	6	DSC-5 Major-3	5	80	20	100	4	3
	7	DSC-5 Major-3	5	80	20	100	4	3
	8	Elementary Research Methodology	2	40	10	50	2	2
	Total		35	560	140	700	26	-----
VI	1	Introduction Digital Media	4	80	20	100	3	3
	2	Practical	4	40	10	50	2	2
	3	Advertising and Corporate Communication	5	80	20	100	3	3
	4	DSC-6 Major-2	5	80	20	100	4	3
	5	DSC-6 Major-2	5	80	20	100	4	3
	6	DSC-6 Major-3	5	80	20	100	4	3
	7	DSC-6 Major-3	5	80	20	100	4	3
	8	Project	2	40	10	50	2	2
	Total		35	560	140	700	26	-----
I to VI	26	Grand Total	194	3,120	780	3,900	148	-----


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Program Name	Undergraduate Degree (BAJMC)	Semester	V
Course Title	Introduction to Audio-Visual Media Production (Theory)		
Course Code		No. of Credits	4
Contact hours	60	Duration of SEA/Exam	3 HOURS
Formative Assessment Marks	20	Summative Assessment Marks	80

Course Overview

This course introduces students to key concepts, workflows, and practices in audio-visual media production across platforms: **radio, television, cinema, and OTT (over-the-top streaming services)**. Emphasis is on understanding production stages, technologies, storytelling techniques, and industry trends.

Learning Outcomes

Students completing this course should be able to:

- Understand production processes for different AV media.
- Identify roles, work flows, and technologies in Radio, TV, Cinema, and OTT production.
- Plan and script basic AV content.
- Critically analyse AV content in terms of aesthetics, technology, and audience.
- Gain foundational hands-on experience in production tools and techniques.

Unit-Wise Syllabus	60 Hrs
<p>Unit I — Introduction & Fundamentals of Audio-Visual Media</p> <ul style="list-style-type: none"> • Meaning and scope of audio-visual media • Evolution of Radio, Television, Cinema, and OTT • Communication theories relevant to AV media • Media convergence and digital disruption 	15
<p>Unit II — Radio & Television Production</p> <ul style="list-style-type: none"> • Basics of Radio production: formats, scripting, audio recording • Radio tools and studio workflow • TV production stages: pre-production, production, post-production • Camera basics, lighting fundamentals, sound for TV • Script formats for TV shows 	15
<p>Unit III — Cinema: Storytelling & Production Process</p> <ul style="list-style-type: none"> • History and forms of cinema (global & Indian context) • Narrative structure and visual storytelling • Pre-production planning: concept, script, storyboard 	15

- Production & post-production work flow
- Editing, sound design, colour grading basics

Unit IV — OTT Platforms & New Media Production

15

- OTT ecosystems and content trends
- Audience behaviour on digital platforms
- Formats for OTT: web series, short films, docu-series
- Multi-platform content creation strategies
- Legal, ethical, and copyright considerations

Internal Assessment (20 Marks)

Component	Marks
Attendance & Participation	05
Assignments/Quizzes	05
Practical/Production Tasks	05
Presentation/Portfolio Submission	05

List of reference books both for theory and practice 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

Program Name	BA in Journalism and Mass Communication	Semester	V
Course Title	Introduction to Audio –Visual Media Production (Practical)		
Course Code:		No. of Credits	2
Contact hours	48 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	10	Summative Assessment Marks	40

Practical Content

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 middle Minimum of 5 exercises each in editorial and middle writing


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Program Name	Undergraduate Degree (BAJMC)	Semester	V
Course Title	Elementary Research Methodology (Theory)		
Course Code;		No. of Credits	02
Contact hours	60 hours	Duration of SEA/Exam	2 HOURS
Formative Assessment Marks	10	Summative Assessment Marks	40

Course Overview

This course introduces students to the basic concepts, principles, processes, and tools of research. It equips them with foundational skills to understand, conduct, and present simple academic research.

Learning Outcomes

By the end of this course, students will be able to:

1. Understand the meaning and scope of research.
2. Distinguish between types of research and data.
3. Apply basic research methods and tools.
4. Prepare a simple research proposal

Unit-Wise Syllabus	60 Hrs
Unit I — Introduction to Research <ul style="list-style-type: none"> • Meaning and purpose of research • Characteristics of good research • Types of research (basic, applied, exploratory, descriptive) • Scientific approach in research 	15
Unit II — Research Design & Problem Formulation <ul style="list-style-type: none"> • Research problem: identification & formulation • Research questions and objectives • Variables: independent, dependent, intervening • Research design: exploratory, descriptive, experimental 	15
Unit III — Data Collection & Sampling <ul style="list-style-type: none"> • Primary vs secondary data • Methods of data collection: survey, interview, observation • Tools: questionnaires, schedules 	15

<ul style="list-style-type: none"> Basics of sampling: sampling frame and sampling techniques <p>Unit IV — Introduction to Data Analysis & Reporting</p> <p>Organization and presentation of data</p> <ul style="list-style-type: none"> Simple descriptive statistics (mean, median, mode) Interpretation of data Structure of a research report: title, abstract, introduction, findings, conclusion, references <p>Internal Assessment — 10 Marks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">Component</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Attendance & Participation</td> <td style="text-align: center;">03</td> </tr> <tr> <td>Assignment / Quiz</td> <td style="text-align: center;">03</td> </tr> <tr> <td>Research Proposal / Practical Task</td> <td style="text-align: center;">04</td> </tr> </tbody> </table>	Component	Marks	Attendance & Participation	03	Assignment / Quiz	03	Research Proposal / Practical Task	04	15
Component	Marks								
Attendance & Participation	03								
Assignment / Quiz	03								
Research Proposal / Practical Task	04								

Books for reference

- Bergar, A. A. (2014). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. New Delhi: Sage
- Bors, D. (2018). *Data analysis for the social sciences: Integrating theory and practice*. New Delhi: Sage.
- Creswell, J.W., & Creswell, J.D. (2017). *Research Design: Qualitative, quantitative, and mixed methods approaches*. New Delhi: Sage.
- Daymon, C. & Holloway, I. (2011) *Qualitative research methods in public relations and marketing communications* (2nd Ed). New York. Routledge.
- Hansen, A., & Machin, D. (2019). *Media and communication research methods*. London: Red Globe Press.
- Krippendorff, K. (2004). *Content Analysis: An introduction to its methodology*. New Delhi: Sage.
- Merrigan, G. & Huston, C.L. (2019). *Communication research methods*. Oxford. Oxford University Press.
- Ott, B.L., & Mack, R.L. (2014). *Critical media studies: An introduction*. Oxford. Wiley-Blacwell.
- Ruddock, A. (2017). *Exploring media research: Theories, practice and purpose*. New Delhi: Sage.
- Wimmer, E.D. & Dominick, J.R. (2013). *Mass media research: An introduction*. New Delhi: Cengage Learning


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Program Name	Undergraduate Degree (BAJMC)	Semester	V
Course Title	Media Law and Ethics (Theory)		
Course Code;		No. of Credits	04
Contact hours	60	Duration of SEA/Exam	3 HOURS
Formative Assessment Marks	20	Summative Assessment Marks	80

Course Overview

This course introduces students to the legal frameworks and ethical principles governing media practice in print, broadcast, and digital platforms. It familiarises learners with key media laws, regulatory bodies, ethical dilemmas, and professional responsibility in contemporary media environments.

Learning Outcomes

By the end of this course, students will be able to:

1. Understand fundamental media laws and constitutional provisions related to media.
2. Analyse ethical challenges and professional standards in media practice.
3. Apply legal and ethical principles to media content production and dissemination.
4. Evaluate contemporary case studies involving media law and ethics.

Unit-Wise Syllabus	60 Hrs
Unit I — Introduction to Media Law and Constitution <ul style="list-style-type: none"> • Nature, scope, and significance of media law • Freedom of speech and expression: Constitutional provisions • Reasonable restrictions and limitations on media • Legal accountability and media responsibility 	15
Unit II — Major Media Laws and Regulations <ul style="list-style-type: none"> • Press and Registration of Books Act • Copyright Act and Intellectual Property Rights • Information Technology Act and digital content regulation • Defamation, obscenity, privacy laws 	15
Unit III — Media Ethics and Professional Codes <ul style="list-style-type: none"> • Meaning and importance of ethics in media • Ethical frameworks and decision-making • Codes of ethics for journalists, broadcasters, and digital creators • Regulatory bodies and self-regulation (Press Council, NBSA, BCCSA, etc.) 	15
Unit IV — Contemporary Issues in Media Law and Ethics	15

- Media accountability and social responsibility
- Fake news, misinformation, and deep fakes
- Privacy, data protection, and surveillance
- Case studies: landmark media law cases and ethical dilemmas

Internal Assessment — 20 Marks

Component	Marks
Attendance & Class Participation	05
Assignment / Quiz	05
Case Study Analysis / Mini-Project	05
Presentation / Viva on Media Law	05

References

1. Alia, V. (2004). Media Ethics and Social Change. New York: Routledge.
2. Dodd, M. and Hanna, M. (2014). McNae's Essential law for Journalists. Oxford: Oxford University Press
3. Jacquette, D. (2007). Journalism Ethics: Moral Responsibility in the Media. Pearson Education.
4. Klein, N. (2009). No Logo. Picador.
5. Meyers, C. (Ed.). (2010). Journalism Ethics: A philosophical approach. Oxford University Press.
6. Pavlik, J. (2008). Media in the digital age. New York: Columbia University Press.
7. Plaisance, P.L. (2009). Media Ethics: Key principles for responsible practice, New Delhi: Sage.
8. Price, M.E., Verhulst, S.G. and Morgan, L. (Ed.) (2013). Routledge handbook of media law. New York: Routledge.
9. Rosenstiel, T. and Mitchell, A. (Eds.) (2003). Thinking clearly: Cases in Journalistic Decision Making. New York: Columbia University Press.
10. Sanders, K. (2003). Ethics and Journalism. New Delhi: Sage.



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Course: ELEMENTARY RESEARCH METHODOLOGY BA/BSW/BVA Programs as per SEP-2024

Course Credit	No. of Hours Per Week	Total No. of Teaching Hours
2 Credits	2 Hrs	32 Hrs

Course Objectives

1. To gain understanding of nature and relevance of social science research and its application in the study of social phenomena
2. To learn steps and process of formulation of research design and carry out the same
3. To develop familiarity with qualitative and quantitative research methods
4. To learn how to prepare tools for collection of data
5. To learn process of data collection, organization, presentation, analysis and report writing

Learning Outcomes

1. Able to conduct research, and to do this with an understanding of the application of different methods and tools
2. Able to develop skills of data collection, organization, presentation, analysis and report writing

Unit I: Introduction to Research:

Chapter-1: Research: Concepts, Meaning, Definitions, Objectives, Characteristics, and Scope.

Chapter-2: Basic Elements and types of Research: Concepts, Constructs, Variables, Hypothesis. Types of Research: Pure (basic, fundamental) and applied research, qualitative and quantitative.

Chapter-3: Research Process: Identification and Formulating a Research Problem, Research objectives, Review of literature, Research designs, Sampling, Data Collection, Analysis & Interpretation

Unit II: Research Design and Sampling:

Chapter-4: Research Design: Concept and its importance in research, Features of a good research design. Types of Research Design – Exploratory, Explanatory, Descriptive, Experimental and Case study method

Chapter-5: Sampling Framework – Universe, Population, Sample, and Sampling Techniques

Chapter-6: Types of Sampling: Probability and Non-Probability Sampling

Unit III: Sources of data and Data Collection:

Chapter-7: Sources of Data: Primary and Secondary

(P.T.O)

Chapter-8: Tools and Techniques of Data Collection: Quantitative: Survey, Interview Schedule, Interview Guide and Questionnaire

Chapter-9: Qualitative: Observation, In-depth Interview and Focus Group Discussion, and Case Study

Unit IV: Data Processing and Report Writing:

Chapter-10: Processing and Presentation of Data (Analysis and Interpretations)

Chapter-11: Statistics: Meaning, Definition, Scope, Functions and Limitations, Application of Basic statistics in research

Chapter-12: Research Report: Significance of Research report, abstract and keywords, structure and contents.

REFERENCES:

An Introduction to Research Methodology: Authored by B.L. Garg, R. Karadia, F. Agarwal, and U.K. Agarwal (2002),

Black, J. and Champion, D. (1976). Methods and Issues in Social Research. New York, N.Y.: Wiley.

Bryman, Alan (2016), Social Research Methods. 5th Edition. London: Oxford University Press.

Cook, Thomas D Cook and Reichardt, eds (1979). Qualitative and Quantitative Methods in Evaluation Research. CA: Sage

Creswell, JW (1994). Research Design: Qualitative and Quantitative Approaches. CA: Sage Publications.

Denzin, N.K. and Lincoln, Y.S. Eds (2017). The Sage Handbook of Qualitative Research. Sage

Gupta, S.C., (2012), Fundamentals of Statistics, 7th revised ed., Himalaya Publishing House, New Delhi.

Kerlinger, F. (1986). Foundations of Behavioral Research. New York: Holt, Rinehart and Winston.

Kothari, C.R., (2004), Research Methodology – Methods and Techniques, 2nd ed.,

Kumar, R., (2006), Research Methodology, 2nd ed., Pearson Education, New Delhi.

Laldas, D. K., (2000), Practice of Social Research, Rawat Publication, New


Age International (P) Ltd., New Delhi.

Neuman, W. L. (2014). Social Research Methods- Qualitative and

Quantitative Approach. 7th Edition. New Delhi: Pearson Education India.

Note; Elementary Research Methodology course shall be allotted by the Principal, considering the workload of the faculty members of different streams and within the faculty.


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30/5/2026

Program Name	Undergraduate Degree (BAJMC)	Semester	VI
Course Title	Advertising and Corporate Communication		
Course Code;		No. of Credits	04
Contact hours	60 hours	Duration of SEA/Exam	3 HOURS
Formative Assessment Marks	20	Summative Assessment Marks	80

Course Overview

This course introduces students to the principles, strategies, and practices of **advertising and corporate communication**. It covers advertising theory, media planning, creative development, corporate messaging, reputation management, and contemporary trends including digital and social media advertising.

Learning Outcomes

By the end of this course, students will be able to:

1. Understand core concepts and functions of advertising and corporate communication.
2. Analyse advertising campaigns and corporate communication strategies.
3. Apply creative techniques for message development.
4. Recognise ethical and legal considerations in advertising and corporate communication.

Unit-Wise Syllabus	60 Hrs
Unit I — Introduction to Advertising <ul style="list-style-type: none"> • Meaning, nature and scope of advertising • Role of advertising in marketing and society • Types of advertising (product, service, institutional, public service) • Functions and impact of advertising 	15
Unit II — Advertising Process and Creative Strategy <ul style="list-style-type: none"> • Advertising research and target audience analysis • Message strategy and creative brief • Elements of advertising copy and visuals • Creative execution: AIDA, USP, storytelling 	15
Unit III — Media Planning and Advertising Execution <ul style="list-style-type: none"> • Media types and characteristics (print, TV, radio, digital) • Media planning and budgeting • Digital advertising: social media, search, programmatic, influencers 	15

<ul style="list-style-type: none"> • Advertising evaluation and effectiveness metrics <p>Unit IV — Corporate Communication and Brand Messaging</p> <ul style="list-style-type: none"> • Introduction to corporate communication • Corporate identity, image and reputation management • Internal communication and employee engagement • Issues and crisis communication • Ethics in advertising and corporate communication 	15										
<p>Internal Assessment — 20 Marks</p> <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Component</th> <th style="text-align: left;">Marks</th> </tr> </thead> <tbody> <tr> <td>Attendance & Participation</td> <td>05</td> </tr> <tr> <td>Assignments / Quizzes</td> <td>05</td> </tr> <tr> <td>Ad Campaign Proposal / Practical Task</td> <td>05</td> </tr> <tr> <td>Presentation on Corporate Communication</td> <td>05</td> </tr> </tbody> </table> <p style="text-align: center;">**</p>		Component	Marks	Attendance & Participation	05	Assignments / Quizzes	05	Ad Campaign Proposal / Practical Task	05	Presentation on Corporate Communication	05
Component	Marks										
Attendance & Participation	05										
Assignments / Quizzes	05										
Ad Campaign Proposal / Practical Task	05										
Presentation on Corporate Communication	05										



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Reference Book

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
6. Foundations of the Theory and Practice of Advertising - S.A. Chunawalla and F.C. Scythia
7. Advertising as Communication - Dyer Gillian
8. Advertising - Dunn S. Watson
9. Advertising: A critical Approach - Keval J. Kumar
10. Advertising Procedure - Kleppner Otto
11. Practical Public Relations - Anil Basu
 - Organizational Communication – Gary Kreps
 - Inside Organizational Communication – Gary L Kreps
 - Corporate Communications – Argenti
 - Corporate Communication – Paul A. Argenti


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Program Name	Undergraduate Degree (BAJMC)	Semester	VI
Course Title	Introduction to Digital Media (Theory)		
Course Code;		No. of Credits	04
Contact hours	60 hours	Duration of SEA/Exam	2 HOURS
Formative Assessment Marks	20	Summative Assessment Marks	80

Course Overview

This course introduces students to the core concepts, platforms, tools, and impacts of digital media. It covers digital communication ecosystems, content creation, social media, analytics, ethics, and emerging trends in online media.

Learning Outcomes

By the end of the course, students will be able to:

1. Understand the foundations and evolution of digital media.
2. Identify key digital platforms, technologies, and content formats.
3. Apply digital tools for creating and managing digital content.
4. Evaluate digital media campaigns and ethical considerations.

Unit-Wise Syllabus

	60 Hours
Unit I — Foundations of Digital Media	15
Meaning, nature and scope of digital media	
<ul style="list-style-type: none"> • Evolution from traditional to digital media • Internet, Web 2.0 & Web 3.0 concepts • Digital media ecosystem: platforms and audiences 	
Unit II — Digital Platforms & Content Formats	15
Websites, blogs, micro-blogs	
<ul style="list-style-type: none"> • Social media platforms (Facebook, Instagram, Twitter/X, LinkedIn, YouTube) • Content types: text, image, audio, video, live streaming • Mobile media and apps 	

Unit III — Digital Content Creation & Tools

15

Topics

- Principles of online content creation
- Basics of writing for web and social platforms
- Visual content tools (Canva, basic image/video editing)
- Introduction to SEO and hashtags

Unit IV — Digital Media Strategy, Analytics & Ethics

Planning digital campaigns and objectives

15

- Social media metrics and analytics basics
- Digital media measurement tools
- Ethical issues: privacy, copyright, fake news, netiquette

Internal Assessment – 20 Marks

Component	Marks
Attendance & Active Participation	05
Assignments / Quizzes	05
Digital Content Creation Activity	05
Presentation / Case Analysis	05

References

- *Digital Media Essentials* (textbook covering digital media foundations)
- *Social Media & Society* (relevant introductory textbook)
- *Digital Media: Concepts and Applications* - Tena B. Crews, Karen Bean May
- *Introduction to Digital Media* - Alessandro Delfanti, Adam Arvidsson
- *Routledge Handbook of Digital Media and Communication* - Leah A. Lievrouw, Brian D. Loader
- *Digital Media and Society: An Introduction* - Adrian Athique
- *An Introduction to Digital Media* - Tony Feldman
- *A History of Digital Media: An Intermedia and Global Perspective* - Gabriele Balbi, Paolo Magaudda
- *Affective Politics of Digital Media: Propaganda by Other Means* - Megan Boler, Elizabeth Davis

Program Name	BA in Journalism and Mass Communication	Semester	VI
Course Title	Introduction to Digital Media (Practical)		
Course Code:		No. of Credits	2
Contact hours	48 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	10	Summative Assessment Marks	40

Introduction to Digital Media –Practical

2 hours practical

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
- ✓ Create Design and present a layout of website through power point presentation.
– 5 assignmentseach


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Program Name	BA in Journalism and Mass Communication	Semester	VI
Course Title	DISSERTATION		
Course Code:		No. of Credits	2
Contact hours	48	Duration of SEA/Exam	Semester
Formative Assessment Marks	10	Summative Assessment Marks	40

1. Students Shall Work on Project in VI Semester
2. It is Compulsory for all the Students
3. The topics shall be approved by The Department Council.
4. All the Faculty Members Shall the Students

Minor/Major Project Evaluation:

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide. Components of evaluation are as follows.

Component- I: Periodic progress and progress reports(25%)

Component – II: Results of work and draft report (25%)

Component – III: Final viva-Voce and evaluation (50%) The report evaluation is for 40% and the viva-voce examination is 10%

The (Component –III) for major project works shall be evaluated by a panel of two members consisting of the guide and an external examiner.



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Question Paper Pattern

a) For Major Papers and Languages

V&VI Semester B.A. Degree Examination, 2026

Subejct

Paper:.....

Time:3 Hours

(Max.Marks-80)

Section –A

1. Answer all Questions.Each Question carries Two Marks

(10x2=20)

- a)
- b)
- c)
- d)
- e)
- f)
- g)
- h)
- i)
- j)

Section B

Answer any six of the following. Each Question carries Five Marks

(6x5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

Section C

Answer any three of the following. Each question carries TEN marks

(30x10=30)

- 10.
- 11.
- 12.
- 13.


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b) For Elective and Compulsory Paper

V&VI Semester B.A. Degree Examination, 2026

Paper..... Subject

Time:2 Hours

(Max.Marks-40)

Section A

Answer all question. Each question carries Two Marks

(5x2=10)


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

Section B

Answer any six of the following. Each question carries Five Marks (6x5=30)

- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.


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