No:BCU/BoS/Mass Commn-UG/୨୧೭ /2021-22   Date: 11.11.2021.

NOTIFICATION

Sub: Syllabus for BA Journalism 1ˢᵗ and 2ⁿᵈ Semester of
Bengaluru City University.

Ref: 1. Letter dated 30.10.2021 of Dr.N. Narasimhamurthy,
Chairman, BoS in Journalism & Mass Commn(UG).
2. Resolution of the Academic Council at its meeting
held on 12.10.2021.
3. Orders of the Vice-Chancellor dated 10.11.2021.

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In pursuance to the resolution of the Academic Council and the orders of the Vice-Chancellor cited at reference (2) & (3) above, the Syllabus for BA Journalism 1ˢᵗ and 2ⁿᵈ Semester of Bengaluru City University recommended by the Chairperson of the Board of Studies in Journalism and Mass Communication(UG) are hereby notified for implementation from the academic year 2021-22.

The copy of the above Syllabus are notified in the University Website: www.bcu.ac.in for information of the concerned.

REGISTRAR

To,

1. The Dean, Faculty of Arts , BCU.
2. The Chairman & Members of BoS in Journalism and Mass Communication (UG) , BCU.
3. The Principals of the concerned affiliated Colleges of BCU – through email.
4. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
5. Office copy / Guard file/University Website www.bcu.ac.in
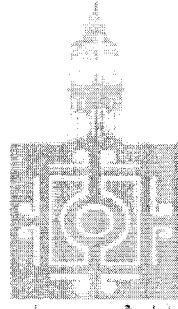
BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

(Semester Scheme with Multiple Entry and Exit Options for

Under Graduate Course)

Syllabus for Journalism
(I & II Semester)

2021-22 onwards

JOURNALISM – COURSE MATRIX

(NEP based Model Curriculum)

I Semester

SEM		TITLE OF THE PAPER	TEACHING HOURS	CREDITS	MAX MARKS	
					IA	T
I	1	Introduction to Journalism Concepts and Practices	4	4	40	60
		Practical –Journalistic writing skills	2	2	25	25
	2	Writing for Media (Open Electives)	3	3	40	60

II Semester

SEM		TITLE OF THE PAPER	TEACHING HOURS	CREDITS	MAX MARKS	
					IA	T
II	1	Computer Applications for Media	4	4	40	60
		Practical – Multimedia Skills	2	2	25	25
	2	Photo Journalism (Open Elective)	3	3	40	60

PATTERN OF PRACTICAL EVALUATION

Section-A	Record Book/Lab Journal/Project Report	15
Section–B	Internal Assessment/Presentations/Classroom participation, Quiz, etc.	10
Section–C	End Term Examination	25
Total Marks		50

INTERNAL ASSESSMENT

		THEORY	PRACTICALS
Component 1	CIA 1	10	-
Component 2	CIA 2	10	-
Component 3	Seminar/Presentation/Activity	10	10
Component 4	Case study /Assignment / Field work / Project work etc	10	15
Total Marks		40	25

I SEMESTER

INTRODUCTION TO JOURNALISM
CONCEPTS AND PRACTICES

Total Hours: 52   **Hours/Week: 4**
Max Marks: 100

                                                                      Credits: 4

Course Objectives

1. To introduce concepts of mass communication in general and journalism in particular
2. To impart fundamentals of journalism, evolutionary process, basic concepts, practices and recent trends
3. To expose students to different facets of journalism
4. To train students to develop inquisitive and analytical skills to be successful in media

Learning Outcome

Students will be able to
1. Understand and appreciate various dimensions of mass communication
2. Develop an understanding of the fundamental concepts in journalism
3. Analyze the scope/various dimensions in journalism
4. Discuss the recent trends in mass media
5. Analyze and review different newspapers

Pedagogy
Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, experiential learning, blended learning

Unit I: **10 Hours**

Journalism: Meaning, Definition. Nature, Scope, Functions: Truth, Objectivity, Verification, Independent Monitor, Forum for criticism and comment, Watchdog, Role of Press in Democracy, Principles of Journalism, Types of Journalism: Print, Broadcast, and Online.

Unit II: **8 Hours**

Mass media and development – Early Journalism in the world, India and Karnataka. Global Context: Rise of Advocacy Journalism, Professionalism, Modern Journalism and Mobile Journalism. Community Journalism, Rural Journalism, Yellow journalism, Penny press, Tabloid press, and Citizen Journalism.

Unit III

Journalism as Profession, Responsibilities and Criticism, Reader and his interests, Understanding the public taste, Press as a tool in social service, Relationship between press and other mass media.

Unit III: **12 Hours**

Normative Theories of Press and their relevance to the present day; Wire Services – Indian and International News Agencies

Unit IV: **10 Hours**

Photojournalism –Caption Writing, Photo feature, Visual composition; Case Studies –Danish Sidique, Jimmy Nelson, Margaret Bourke-White, Philip Jones Griffiths, Rathika Ramasamy, Raghu Rai.

Exercises/Assignments

1. Analysis of Daily News paper in Class room
2. Practice of writing news stories on various topics
3. Writing reports on civic problems incorporating information from civil organization based on interviews.
4. Prepare questions for a specific interview.
5. Rewriting news stories from newspapers for magazine.
6. Filing report of mock press conferences.
7. Filing report of an actual press conference.
8. Practice of writing to wall Journal (Twice in a week)

PRACTICAL SYLLABUS
Journalistic writing skills

Total Hours: 20   **Hours/Week: 2**

Max Marks: 50   **Credits: 2**

1. Reporting In-depth stories - Specialised Stories (Human interest/Political/Entertainment/Agriculture/Science) (Any 2 Specialised Report)
2. Citizen Journalism (1 story)
3. Writing Articles and Feature stories – (2 stories)
4. Writing for Social Media – Long-form and Short-form content – 5 assignments
5. Photography – shoot and submit Nature, Human interest, and Portraits photographs – 5 each
6. Caption writing for Photographs
7. Letters to the Editor (2 letters)
8. Review of content of Newspapers/Magazines/Trending (viral) topics in social media.
9. Writing Editorials

Reference Books

- Berlo, D. K. (1960). The process of communication: An introduction to theory and practice. Holt, Rinehart and Winston.
- Schramm, W. L. (Ed.). (1960). Mass Communications: a book of readings selected and ed. for the Institute of communications research in the Univ. of Illinois. University of Illinois Press.
- McQuail, D. (2010). McQuail's mass communication theory. Sage publications.
- Uma. N. (2011). Mass Communication Theory and Practice. New Delhi, Har-Anad publication Pvt Ltd.
- Kumar, Keval J. (2020) Mass Communication in India- (5th Revised Edition). Jaico Publishing house, Mumbai.
- Singh, C. P. (Ed.). (2004). Dictionary of Media and Journalism: TV. Radio, Print and Internet. IK International Pvt..
- Jeffery, R. (2000) India's Newspaper Revolution. Oxford University Press, New Delhi.
- Mehta, D.S. (2014) Mass Communication and Journalism in India. Allied Publications, New Delhi.
- Natarajan.J (2000) History Of Indian Journalism: Part II Of The Report Of The Press Commission. Publications Division.
- Krishnamurthy, N. (1969) Indian Journalism, Mysore University Press.

II SEMESTER

2.1: COMPUTER APPLICATIONS FOR MEDIA

Total Hours: 50   **Hours/Week: 4**

Max Marks: 100

Credits: 4

Course Objectives/Course Description

1. To introduce students to the basics of computer
2. To familiarize the students to the applications of computers in print and electronic journalism
3. To facilitate the students to learn the practical applications of computers at different levels in media
4. To expose the students to the world of internet and its extensive use for interactivity
5. To familiarize the students with web based broadcasting

Learning Outcomes

Students will be able to

1. Understand the basic concepts of computer
2. Develop an understanding of the applications of computers in print and electronic journalism
3. Get acquainted with internet applications
4. Apply information technology skills in print and broadcast projects.
5. Demonstrate web based broadcasting skills

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, Flipped Classroom

Unit-I   **08 Hours**

Understanding the internet, its applications in media, Types of network, LAN, MAN, WAN, Static and dynamic websites and portals, Convergence of technologies, Convergence and contemporary media, Social Media and their applications.

UNIT-II   **15 Hours**

Fundamentals of visual communication, Various applications of computers in media: Text, Graphics, Drawings; Animation; Audio and Video software--Adobe audition and Premier Pro;

Designing software, Photshop—Media Software and application, media websites, digital paper and blogs, Vlogs and podcasts.

Unit-III   **12 Hours**

Developing and editing contents and stories on internet, File transfer protocols and uploading images and text, Creating graphics and animation, Editing software for various media, inserting images, supporting file formats,JPEG, TIFF, PNG, GIF.

UNIT-IV   **15 Hours**

Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and cyber media, Concepts of web based TV and radio transmission, Concepts of IPTV and satellite based broadcast, Satellite transmission, Online research tools

Project for Internal Assessment

- **Project on Media literacy - Image and Video verification using online tools**

- **Blogs/Vlogs**

PRACTICAL SYLLABUS
BASIC MULTIMEDIA SKILLS

Total Hours: 20   **Hours/Week: 2**

Max Marks: 50   **Credits: 2**

1. Creating Power Point Presentation using Multimedia tools
2. Designing an e-paper page using QuarkXPress/In-Design
3. Creating a blog with a content of your choice
4. Record content of your choice using audio and video-recording software
5. Creating Multimedia Content – News stories and Feature stories
6. Podcast
7. Poster design
8. Create for social media content
9. Logo Designing

Reference Books

- 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.
- Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
- Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.

Total Hours: 45   **Hours/Week: 3**
Max Marks: 100 (T 70+ IA 30)   **Credits: 3**

Course Objectives.

- To make them familiar with writing for media and develop interest in writing
- Introduce the students to cultivating of sources.
- Equip   the   students   with   new   trends   in   media   writing.

Pedagogy
Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, blended learning

Unit-I:

Print Media: Introduction to writing for print media. Media Literacy, rules and ethics of writing for media. Forms of journalistic writing--news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc.,). Content development: choosing a topic, identifying sources, gathering information and importance of rewriting

Practical Exercises:

- Letters to editor -02
- Writing headlines -05
- Picture captions writing -05

Unit-II:

Radio: Introduction to writing for radio; Principles and elements of scripting: Aesthetics of language and grammar for radio scripting; Script design and different scripts formats.

Practical Exercises:

- Preparing script for a Radio Talk of 05 minutes -02.
- Readying script for radio jingle of 02 minutes-02
- Podcast -02

Unit-III:

Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Writing a script for entertainment programme and news.

Practical Exercises:

- Entertainment programme script-02 Minutes

Unit-IV:

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism.

Assignments

- Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
- Create a Facebook page.
- Blog/Vlog
- Multimedia Content

Open Elective
SEMESTER II

PHOTO JOURNALISM

BA/B.Com/BBA/BCA

Total Hours: 45   **Hours/Week: 3**
Max Marks: 100 (T 70+ IA 30)   **Credits: 3**
Course Objectives.

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Pedagogy
- Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, blended learning

Unit-I
Concept of Photography- Evolution of Photography; Different types of cameras--Manual, Digital and phone cameras; Types of Photography--light and light equipment; Latest trends in photography

Unit-II
Concept of Photo Journalism—Nature and Scope of Photojournalism; Qualifications, role and responsibilities of Photojournalists; Sources of news for Photojournalists.

Unit-III
Techniques of photo editing--Caption writing; Photo editing software; Leading press
Photographers and Photojournalists in India.

Unit-IV
Mobile Journalism: Using smart phones for taking effective pictures and shooting videos; Editing photos and videos taken on smart phones; Uploading news photos / videos ondigital platforms

Assignments

- Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
- Students to edit at least 10 photographs
- Caption Writing- practical (10 captions)

Books for reference:

- Ang, T. (2013). Digital Photography Masterclass. Dorling Kindersley Ltd.
- Feinberg, M. (1970). Techniques of Photojournalism: Available Light and the 35mm Camera (Vol. 15). Wiley.
- Talking through Pictures A Beginner's Guide to Photojournalism <u>Jürg Wittwer, Jessica Holom</u>
- Digital Photojournalism 1st Edition by Susan Zavoina (Author), John Davidson (Author)
- Associated Press Guide to Photojournalism McGraw-Hill Education – Europe
- Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age By Daniel Reimold Roultedge
- Understanding Photojournalism by Jennifer Good Paul Lowe

PATTERN OF QUESTION PAPER – THEORY EXAM

Duration of the examination – 2 hours
Max Marks: 60 marks

Question Paper Pattern
For both Core and Open Elective

1. Answer any six questions. Question no.9 is compulsory

5x10=50

1.
2.
3.
4.
5.
6.
7.
8.
9. Write short notes   4x2.5=10
   a.
   b.
   c.
   d