



**BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM  
(As per SEP)**

**Syllabus for BA/B.Sc.  
Journalism & Mass Communication**

**2025-26**

## PROCEEDINGS OF THE BOARD OF STUDIES

These are the proceedings of the Board of Studies meeting held on **15/03/2025** in the School of Management Studies, Bengaluru City University.

The meeting of the BOS (Board of Studies) in Communication was held on March 15th, 2025, at 11:00 a.m. in the Department of School of Management Studies.

The Chairperson extended a warm welcome to the members at the start of the meeting. The Board then proceeded with the following agenda items:

### 1. Approval of III & IV Semester UG Syllabus.

**The Board unanimously approved the syllabus, and the meeting concluded with the Chairperson extending a vote of thanks to all members of the Board of Studies, who expressed appreciation for their active participation and contributions.**

#### SEMESTER- III

Sem/ Code	Paper Title	Credits	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total
DSC:3.1	Audio Visual Media	03	04	3hrs	20	80	100
DSCP:3.2	Audio Visual Media (Practical)	02	03	2hrs	10	40	50
Total		05	07		30	120	150

DSC Elective	Photo Journalism	02	02	1 ½ hrs	10	40	50
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#### SEMESTER- IV

Sem/ Code	Paper Title	Credits	Teaching Hours/ per Week	Duration of Examination	IA Marks	Exam Marks	Total
DSC:4.1	Media Laws	03	04	3hrs	20	80	100
DSCP:4.2	Media Laws (Practical)	02	03	2hrs	10	40	50
Total		05	07		30	120	150

DSC Elective	Media and Gender	02	02	1 ½ hrs	10	40	50
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## **Guidelines for Internal Assessment**

The internal assessment for each course is out of **20 marks**, distributed as follows:

### **1. Attendance (05 Marks)**

- 90-100%: 05 marks
- 80-89%: 04 marks
- 75-79%: 03 marks

### **2. Presentation/Assignment (05 Marks)**

- Content quality: 02 marks
- Organization: 01 mark
- Delivery/completion: 01 mark
- Adherence to guidelines/deadlines: 01mark

### **3. Class Test (10Marks)**

**Semester: 3**  
**JOURNALISM (UG) STATE EDUCATION POLICY Paper:**

**DSC 3.1 AUDIOVISUAL MEDIA**

<b>Program Name</b>	BA Journalism and Mass Communication		<b>Semester</b>	<b>III</b>
<b>Course Title</b>	Audio Visual Media - Theory			
<b>Course Code</b>	DSC:3.1		<b>No. of Credits</b>	03
<b>Contact hours</b>	60		<b>Duration of SEA/Exam</b>	03 Hours
<b>Formative Assessment Marks</b>	20		<b>Summative Assessment Marks</b>	80

**Theory: 4 Hours/week**

**Total Hours/semester: 60**

**Unit 1: Brief History of Radio & Television (15 hrs)**

Evolution and Growth of radio and television, AM & FM, community radio, digital radio, SITE, DTH, TRP. Trends and prospects.

**Unit 2: Radio Programming and Writing (15 hrs)**

Types of Radio Programs: News: Structure, presentation and delivery of radio news. Special Audience Programs: Yuvavani: Youth-oriented programs. Targeted content for specific groups (children, women, agriculture, etc.). Principles of Writing for Radio: Script writing Techniques: Clarity, brevity and engaging storytelling. Audio Production Skills: Use of sound effects, music and voice modulation.

**Unit 3: Development and Current Trends in Television (15 hrs)**

Types of Television Programs: Various formats. Reality shows and Infotainment: Popular genres and their appeal. Production Techniques: Pre-production: Planning, scripting and budgeting. Production: Camera work, lighting and sound. Post-production: Editing, special effects and finalising content. Recent Trends in Television Broadcasting: OTT Platforms: Impact of streaming services on traditional TV. Use of AI and Automation: Innovations in content creation and delivery.

## Unit 4: Introduction to Cinema

(15 hrs)

History of Cinema- World and Indian cinema. Classics: Bicycle Thieves and Sound of Music. Essential works of Indian filmmakers- Bimal Roy, Satyajit Ray, Guru Dutt, Puttana Kanagal, Mani Rathnam, Rajamouli, Yash Chopra, and Vishal Bharadwaj. Film censorship, film review and criticism.

### ***Books for Reference***

1. Mehra Masani: Broadcasting and the People
2. Srinivasa K.M.: Radio and TV Journalism
3. Bliss and Patterson: Writing News for Broadcast
4. Kaushik S.: Introduction to TV Journalism
5. Gerald Millerson: Techniques of Film Production
6. Mullick K.R.: Tangled Tapes
7. Barnouw & Krishna Swamy: Indian Film
8. Garga B.D.: So Many Cinemas: The Motion Picture in India
9. Jeffrey A. Smith: The Sound of Silence: Television and the Visual Arts
10. David K. Irving & Peter W. Rea: Producing and Directing the Short Film and Video
11. Renu Saran: History of Indian Cinema
12. Geoffrey Nowell Smith: The Oxford History of World Cinema

<b>Program Name</b>	BA Journalism and Mass Communication		<b>Semester</b>	<b>III</b>
<b>Course Title</b>	<b>Audio Visual Media -Practical</b>			
<b>Course Code:</b>	<b>DSCP:3.2</b>	<b>No. of Credits</b>		<b>02</b>
<b>Contact hours</b>	<b>45</b>	<b>Duration of SEA/Exam</b>		<b>02</b>
<b>Formative Assessment Marks</b>	<b>10</b>	<b>Summative Assessment Marks</b>		<b>40</b>

## Audio Visual Media Practical Components

Submit a practical record including the following components:

1. Produce radio programs in any three formats (PSA/radio Jingle/RJ script/interview/feature)
2. Write a film review on any two recent films.
3. Produce a 3-5minute documentary using interviews, archival footage, and music.
4. Produce a video on social issues using AI tools.

### **DSC Elective: PHOTO JOURNALISM**

<b>Program Name</b>	BA Journalism and Mass Communication		<b>Semester</b>	<b>I</b>
<b>Course Title</b>	<b>PHOTO JOURNALISM - Theory</b>			
<b>Course Code</b>	DSC Elective		<b>No. of Credits</b>	02
<b>Contact hours</b>	30		<b>Duration of SEA/Exam</b>	1 1/2 Hours
<b>Formative Assessment Marks</b>	10		<b>Summative Assessment Marks</b>	40

**Theory: 2 Hours/week**

**Total Hours/semester: 30**

**Course Outcomes:** After completing this course, students will be able to:

- To capture and submit photographs using different techniques, camera types, and lighting conditions.
- Edit photographs and write effective captions that contribute to visual storytelling.
- Articulate the responsibilities, ethical considerations, and evolving trends in photojournalism, including MoJo (Mobile Journalism).
- Produce photo essays or visual stories that reflect journalistic values and engage audiences.

#### **Unit 1: Photography (15 hrs)**

Evolution of photography, types of photography and trends in photography.  
Types of Cameras. Types of light.

#### **Unit 2: Photo Editing (15 hrs)**

Photo Editing, Visual Narrative, Caption Writing, MOJO.  
Photo Journalists: Role and responsibilities, Sources and trends.

#### **Assignment:**

- Students to Shoot and submit 5 different types of photographs
- Students to edit and caption 5 different photographs

***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* – Jürg Wittwer, Jessica Holom
- *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, Routledge
- *Understanding Photojournalism* – By Jennifer Good, Paul Lowe



**Semester: 4**  
**JOURNALISM (UG) STATE EDUCATION POLICY**

**DSC 4.1 MEDIA LAWS**

<b>Program Name</b>	BA Journalism and Mass Communication		<b>Semester</b>	<b>IV</b>
<b>Course Title</b>	<b>Media Laws - Theory</b>			
<b>Course Code</b>	DSC:4.1		<b>No. of Credits</b>	03
<b>Contact hours</b>	60		<b>Duration of SEA/Exam</b>	03 Hours
<b>Formative Assessment Marks</b>	20	<b>Summative Assessment Marks</b>	80	

**Theory: 4 Hours/week**

**Total Hours/semester: 60**

**Unit 1: Concept of Freedom of Press (15 hrs)**

Press as the Fourth Estate: Historical context and significance. Press during Emergency-1975: Role and impact in India. Press in Democracy. Press Freedom Index. Press Council of India 1978. First & Second Press Commissions. From IPC to BNS.

**Unit 2: Freedom of Speech and Expression (15 hrs)**

Article 19(1)(a) and Article 19(2): Constitutional provisions. Case Studies: Sakal Newspaper v/s Union of India, 1962 AIR 305, Ramesh Thapar v/s State of Madras, 1950 AIR 124, and Indian Express Newspaper v/s Union of India, 1986 AIR 515. Analysis of recent cases impacting media freedom. Fake news.

**Unit 3: Media Laws (15 hrs)**

Defamation, Seditious, Obscenity, Censorship, Contempt of Court, Cyber Law: Internet regulations affecting media, including IT Act 66(a), media trial, and deepfakes.

**Unit 4: Media Acts (15 hrs)**

Official Secrets Act 1923. Working Journalists Act of 1955. Parliamentary Proceedings and Privileges Act. The Press and Registration of Book Act 1867, Registrar of Newspapers for India, Copyright Act, Intellectual Property Rights, Prasar Bharati Act 1990, RTI (Right to Information)

Act 2005, Digital Personal Data Protection Act 2023.

***Books for Reference:***

1. Durgadas Basu: Laws of the Press in India
2. Rayudu C.S.: Communication Laws
3. Umrigar D.M.: Journalist and the Law
4. PIL: The Law and the Press
5. Durgadas Basu: Indian Constitution
6. Someswara Rao: Journalism: Ethics, Codes and the Law
7. Radhakrishnamurthy B: Indian Press Laws
8. Reports:
  - First Press Commission
  - Second Press Commission
  - Press Council Act

<b>Program Name</b>	BA Journalism and Mass Communication		<b>Semester</b>	<b>IV</b>
<b>Course Title</b>	<b>Media Laws - Practical</b>			
<b>Course Code</b>	DSC:4.2	<b>No. of Credits</b>		02
<b>Contact hours</b>	45	<b>Duration of SEA/Exam</b>		02 Hours
<b>Formative Assessment Marks</b>	10	<b>Summative Assessment Marks</b>		40

## Media Laws Practical Components

Submit a practical record including the following components:

### 1) Freedom of Speech and Expression

Analyse recent cases and prepare a report.

### 2) RTI-Based Report

File an RTI on a public interest topic, analyse the findings and present.

### 3) Copyright Act Review

Identify case studies and prepare a report.

### 4) Fact-checking using available tools

### **DSC Elective: MEDIA AND GENDER**

<b>Program Name</b>	BA Journalism and Mass Communication	<b>Semester</b>	<b>II</b>
<b>Course Title</b>	<b>MEDIA AND GENDER - Theory</b>		
<b>Course Code</b>	DSC Elective	<b>No. of Credits</b>	02
<b>Contact hours</b>	30	<b>Duration of SEA/Exam</b>	1 1/2 Hours
<b>Formative Assessment Marks</b>	10	<b>Summative Assessment Marks</b>	40

**Theory: 2 Hours/week**

**Total Hours/semester: 30**

**Course Outcomes:** After completing this course, students will be able to:

- Critically Analyse Gender Constructs in Media
- Evaluate Media Representation and Gender Bias
- Interpret Gendered Narratives Across Genres
- Explore Digital Gender Dynamics and Activism

#### **Unit 1: INTRODUCTION TO GENDER (15 hrs)**

Introduction to Gender: Sex v/s Gender, Gender Identity, Feminism, Queer Theory, Masculinity Studies, Patriarchy, Male gaze.

Understanding Media Representation: Stereotypes, Symbolic Annihilation, the Politics of Visibility, Commodification of Gender, Representation v/s Reality, Media Framing and Gender Bias

#### **Unit 2: GENDER AND GENRE (15 hrs)**

Gender and Genre: Representation in cinema, television, and advertising.

Social media and Gender: Influencers, Digital Identity and Gender Performance, Digital Feminism, Hashtag Activism, online misogyny, Intersectionality, Emerging Trends

#### **Assignment:**

- Relevant case studies to be discussed

***Books for refence:***

- Chanter, T. (2006). *Gender: Key Concepts in Philosophy*. Bloomsbury Publishing.
- Kilbourne, J. (1979). *Killing Us Softly: Advertising's Image of Women*. (Video lecture).
- Kilbourne, J. (1994). *Still Killing Us Softly: Advertising and the Obsession with Thinness*
- Mulvey, L. (2013). *Visual Pleasure and Narrative Cinema*, in *Feminism and Film Theory*. Routledge.
- Schulze, B. (2002). *The Cinematic 'Discovery of India': Mehboob's Re-Invention of the Nation in Mother India*. Social Scientist.
- **Sen, Sharmistha.** (2014). *Gendered Realities, Mediated Lives: New Perspectives on Gender and Media*. SAGE Publications India.
- **Ghosh, Sahana Udupa.** (2019). *Digital Desires: Language, Identity and New Media*. Routledge India.

**DSC Theory**  
**Question Paper Pattern**

I. Write short notes on any 4 of the following: (4X5=20)

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

II. Answer any 3 of the following: (3X10=30)

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

III. Answer any 2 of the following: (2X15=30)

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

**DSC ELECTIVE**  
**Question Paper Pattern**

I. Write short notes on any 4 of the following: (4X5=20)

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

II. Answer any 2 of the following: (2X10=20)

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