



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

(as per SEP 2024)

Syllabus for I & II Semester B.Sc. Journalism & Mass Communication

2024-25

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BENGALURU
CITY UNIVERSITY

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
PhNo.080-22131385, E-mail: registrar@bcu.ac.in

PROCEEDINGS OF THE MEETING

The meeting of the BoS – Journalism and Mass Communication met at Dept. of Mass Communication & Journalism on July 5th, 2024 to scrutinize, discuss and finalize the syllabus of UG for the coming academic year 2024-25

The following members were present during the BoS meeting:

| Sl.No | Names | Signatures |
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| 1. | <u>Mr. Mahesh D.</u> Assistant Professor, Department of journalism Government Arts College, Dr. Ambedkar Veedhi, Bangalore-560001. | <u>Mahesh</u> |
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| 2. | <u>Dr. Parvathi S Y</u> Associate Professor, Department of journalism St. Anne's First Grade College for Women, No. 2 Miller road, Vasanth Nagar B'lore-52 | <u>P. Y. Parvathi</u> |
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| 3. | Mrs. Premavathi.M Asst. Professor & Head, Dept. of Journalism & Mass Communication, Acharaya Institute of Graduate Studies, Achitnagar Post, Bengaluru- 560 107 | <u>Premavathi M</u> |
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| 4. | Ms. Sanchita Mukherjee Assistant Professor, Department of Mass Communication Acharaya Institute of Graduate Studies, Soladevanhalli | ABSENT |
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| 5. | Dr. Shilpa Kalyan Associate Professor, DLHS, Manipal Academy of Higher Education BSF Campus, Govindapura, Yelhanka-64 | <u>Shilpa Kalyan</u> |
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| 6. | Sr. Saly Joseph Assistant Professor, Department of journalism St. Joseph's Evening College (Autonomous) | |
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| 7. | <u>Dr. Sahana Das</u> Assoc. Professor Dept. of Mass Communication, MCC, Bengaluru | <u>Sahana Das</u> |
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Dr. Sapna M.S
Professor,
Chairperson, BOS in Mass Communication
& Journalism, BCU

Submitted to faculty of Science

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| Programme Name | B. Sc in Journalism and MassCommunication | Semester | 1 |
| Course Title | Introduction to Communication | | |
| Course Code | JMC 1 | No. of Credits | 3 |
| Contact Hours | 54 Hours | Duration of SEA/Exam | 3 Hours |
| Formative Assessment Marks | 20 | Summative Assessment Marks | 80 |

3 Hours Theory and 4 Hours Practical – 5 Credits

Course Pre-requisite(s): After completing this course, students will be able to:

- The students will be able to gather information and present it to the viewers to keep them informed about the daily happenings around the world.
- Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.
- Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.
- Ability to write and prepare news stories from their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

Course Outcomes:

After the successful completion of the course, the student will be able to:

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

| Contents | 54 Hrs |
|---|--------|
| <p>UNIT-I</p> <p>Definition, Nature and Scope of Communication: Process of Communication, Barriers of Communication, 7 C's of Communication, Understanding Communication Through Models - Reviewing Aristotle's Model, Shannon-Weaver Model, Harold Lasswell Model, Wilbur Schramm Model and New Comb's Model.</p> <p>UNIT-II</p> <p>Types of Communication: Verbal and Non-Verbal Communications, Difference Between Verbal and Non-Verbal Communication, Types of Non-Verbal Communication - Sign Language, Body Language - Para Language, Touch, Space, Time and Silence as Non-Verbal Communication, Oral and Written Communication - Essentials of Good Writing, Techniques of Public Speaking.</p> <p>UNIT-III</p> <p>Levels, Scope and Limitations of Communication: Intra-Personal Communication, Inter-Personal Communication, Group Communication, Mass Communication and Mass-line Communication, The Role of Mass Communication in National Development and Cultural Promotion.</p> <p>UNIT-IV</p> <p>Introduction to Mass Media: Mass Media and Society, Types of Mass Media – Print, Electronic (Radio and Television), Folk, New Media, Media Convergence, Contemporary Issues in Mass Media - Fake News, Artificial Intelligence and Media.</p> | |

List of Reference Books:

| Sl. No | Title of the Book | Authors |
|--------|--|------------------------------|
| 1 | Introduction to Mass Communication. | Keval J Kumar |
| 2 | Mass Communication: Principles and Concepts | Seema Hasan |
| 3 | Introduction to Mass Communication | Stanley J. Baran |
| 4 | Communication | C.S. Rayadu |
| 5 | Mass Communication Theory | Denis McQuail |
| 6 | Communication Models for the Study of Mass Communication | Denis McQuail & Sven Windahl |
| 7 | Mass Communication Theory | Denis McQuail |
| 8 | An Introduction to Communication | Lynn H. & Turner West |
| 9 | The Dynamics of Mass Communication | Joseph R. Dominick |

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|---|---|----------------------|-------------------|---------|
| Course Title | Introduction to Communication (Practical) | | Practical Credits | 2 |
| Course Code | JMCP1 | | Contact Hours | 4 Hours |
| Formative Assessment | 10 Marks | Summative Assessment | 40 Marks | |
| Practical Assignments | | | | |
| <div>1. Public Speaking – Student has to present a public speech on a current issue.</div> <div>2. Presentation Skills – Student can choose oral presentation on any one or all of the following using chats, still images, props and PPT slides.</div> <div>3. Write a content for a Blog (Life Style, Entertainment, Sports, Art, Culture or Travel).</div> <div>4. Organize a professional profile for self on any two social media platforms of your choice.</div> <div>5. Analyze through case studies the credibility of news accessible to public.</div> | | | | |

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| Programme Name | B. Sc in Journalism and MassCommunication | Semester | 2 |
| Course Title | Introduction to Journalism | | |
| Course Code | JMC 2 | No. of Credits | 3 |
| Contact Hours | 54 Hours | Duration of SEA/Exam | 3 Hours |
| Formative Assessment Marks | 20 | Summative Assessment Marks | 80 |

3 Hours Theory and 4 Hours Practical – 5 Credits

Course Pre-requisite(s): After completing this course, students will be able to:

- The students will be able to gather information and present it to the viewers to keep them informed about the daily happenings around the world.
- Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.
- Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.
- Ability to write and prepare news stories from their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

Course Outcomes:

After the successful completion of the course, the student will be able to:

- To identify the distinct nature of Journalism and its professional aspects including career opportunities
- To recognize and use the terms specific to media
- To recognize the significance of changes in the practice of journalism

| Contents | Hrs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>UNIT-I</p> <p>Journalism: Definition, Nature, Scope, Role of Press in Democracy, Principles, Functions and Significance. Journalistic terminologies, Qualifications, Duties and Responsibilities of Journalists, Four Theories of press. Role of Press During Freedom Struggle, Growth of the Press – Post Independence; Present Day Challenges in Journalism World Over with Special Reference to India.</p> <p>UNIT-II</p> <p>History of Journalism – Development of Journalism in the World – A Brief History of Journalism in India: James Augustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Dr. B.R. Ambedkar, Bal Gangadhar Tilak, Annie Besant, The Hindu, Amrit Bazar Patrika, The Statesman, The Tribune; A Brief History of Kannada Press: Hermann Moegling, M. Venkatakrishnaiah, D.V. Gundappa, Mohare Hanumantha Rao, Patil Puttappa, P.R. Ramaiah, H.K. Veeranna Gowda, Nanjanagudu Tirumalamba, Kalyanamma, Prajavani, Kannada Prabha.</p> <p>UNIT-III</p> <p>Branches of Journalism: Citizen Journalism, Investigative Journalism, Sports Journalism, Photo Journalism, Agriculture Journalism, Environmental Journalism, Wildlife Journalism, Developmental Journalism, Radio Journalism, TV Journalism.</p> <p>UNIT-IV</p> <p>Web Journalism: Techniques of Web Writing, Online newspapers, Web portals, New Media Origin and growth, nature and scope, Types of New Media – Websites, Blogs, Vlogs, e-mail, Social Media Networks and OTT platforms – Advantages and Disadvantages, Fake News, Merits and Demerits of Artificial Intelligence in Media.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p style="text-align: center;">Books for Reference:</p> <table border="0"> <tbody> <tr> <td>1. Professional Journalism</td><td>M V Kamath</td></tr> <tr> <td>2. Theory and Practice of Journalism</td><td>B N Ahuja</td></tr> <tr> <td>3. Mass Communication & Journalism in India</td><td>Keval J Kumar</td></tr> <tr> <td>4. Adhunka Bharathiya Parthrikodhyma</td><td>Shree L Bhandarkar</td></tr> <tr> <td>5. Professional Journalist</td><td>John Hohenberg</td></tr> <tr> <td>6. Mass Communication & Journalism in India</td><td>Mehta</td></tr> <tr> <td>7. Eradu Dadagala Nadhuve</td><td>Niranjana Vanalli</td></tr> <tr> <td>8. Pathrikodyama</td><td>Ranganath Rao</td></tr> <tr> <td>9. History of Indian Journalism</td><td>S Natarajan</td></tr> <tr> <td>10. Indian Journalism</td><td>Nadig Krishnamurthy</td></tr> <tr> <td>11. Journalism in India</td><td>R.Parthasarathy</td></tr> <tr> <td>12. New History of Indian Journalism</td><td>G N S Raghavan</td></tr> <tr> <td>13. History of Press, Press Laws & Communication</td><td>B N Ahuja</td></tr> <tr> <td>14. Karnataka Pathrika Ithihasa Vol1,2,3 Academy</td><td>Karnataka Pathrika</td></tr> <tr> <td>15. Indian Journalism</td><td>K M Srivastava</td></tr> </tbody> </table> | 1. Professional Journalism | M V Kamath | 2. Theory and Practice of Journalism | B N Ahuja | 3. Mass Communication & Journalism in India | Keval J Kumar | 4. Adhunka Bharathiya Parthrikodhyma | Shree L Bhandarkar | 5. Professional Journalist | John Hohenberg | 6. Mass Communication & Journalism in India | Mehta | 7. Eradu Dadagala Nadhuve | Niranjana Vanalli | 8. Pathrikodyama | Ranganath Rao | 9. History of Indian Journalism | S Natarajan | 10. Indian Journalism | Nadig Krishnamurthy | 11. Journalism in India | R.Parthasarathy | 12. New History of Indian Journalism | G N S Raghavan | 13. History of Press, Press Laws & Communication | B N Ahuja | 14. Karnataka Pathrika Ithihasa Vol1,2,3 Academy | Karnataka Pathrika | 15. Indian Journalism | K M Srivastava | |
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| 2. Theory and Practice of Journalism | B N Ahuja | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3. Mass Communication & Journalism in India | Keval J Kumar | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. Adhunka Bharathiya Parthrikodhyma | Shree L Bhandarkar | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 6. Mass Communication & Journalism in India | Mehta | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7. Eradu Dadagala Nadhuve | Niranjana Vanalli | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Course Title | Introduction to Journalism (Practical) | | Practical Credits | 2 |
| Course Code | JMCP2 | | Contact Hours | 4 Hours |
| Formative Assessment | 10 Marks | Summative Assessment | 40 Marks | |
| Practical Assignments | | | | |
| <div>1. Compare and analyze two different newspapers</div> <div>2. Submit 3 photographs with caption - Sports, Agriculture, Environment</div> <div>3. As a citizen journalist, prepare a news story on any local issue</div> <div>4. Create your own blog/vlog and post minimum 2 stories</div> <div>5. Compare and analyze two web portals of your choice.</div> | | | | |