

ಡಾ. ಮನಮೋಹನ ಸಿಂಗ್
ಬೆಂಗಳೂರು ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



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No.MSBCU/BoS/Syllabus/Arts/ 107/2026-27

Date: 29.06.2026

NOTIFICATION

Sub: Syllabus for the V & VI Semester Under Graduate Courses in the Faculty of Arts -reg

- Ref: 1. Government Order No. ED 166 UNE 2023 Bengaluru dated. 08.05.2024
2. Recommendations of the Boards of Studies in the Faculty of Arts
3. Approval of the Academic Council in its meeting held on 08.06.2026
4. Orders of Vice-Chancellor dated.29.06.2026

The Syllabus prepared by the Boards of Studies for the different Subjects of V & VI semester Under Graduate Courses, in the faculty of Arts based on the Guidelines and Curriculum Structure issued by the Government under ref(1) have been approved by Academic Council meeting held on 08.06.2026.

Accordingly, the CBCS Syllabus for the V & VI Semester UG Courses of Arts Faculty in respect of following subjects are hereby notified for implementation from the academic year 2026-27.

Sl. No.	Subjects
1.	Kannada- V & VI
2.	English – V & VI
3.	BoS in Foreign Languages BA- French - III to VI
4.	Sociology- V & VI
5.	History – V & VI
6.	Political Science – V & VI
7.	Bachelor Social Work – V & VI
8.	Bachelor Visual Arts- V & VI
9.	Physical Education – V & VI
10.	Journalism and Mass Communication – V & VI
11.	Economics – V & VI
12.	Women Studies- V & VI
13.	Physical Education – V & VI

p.t.o

The detailed Syllabi for above subjects are notified in the University Website:
www.bcu.ac.in for information of the concerned.



REGISTRAR

Copy to;

1. The Registrar(Evaluation), Dr. Manmohan Singh Bengaluru City University
2. The Dean, Faculty of Science, MSBCU.
3. The Principals of the concerned affiliated Colleges of MSBCU- through email.
4. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), MSBCU.
5. Office copy / Guard file / University Website: www.bcu.ac.in



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BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM
[As per SEP]

Syllabus for B.A/ B.Sc.
Journalism

2026-27 onwards

Dr. Manmohan Singh Bangalore City University

Board of Studies – Journalism (UG)

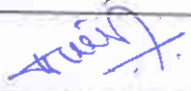
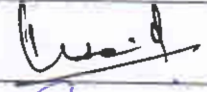
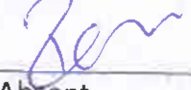
Proceedings of BoS Meeting

The Board of Studies in Journalism (UG) met at Board Room, School of Management Studies, Dr. Manmohan Singh Bangalore City University, on 04th May 2026, in order to draft and finalize the syllabus for V and VI semesters under the New Education Policy initiated by Government of Karnataka.

The Board discussed the agenda in detail and drafted the papers for the V and VI semesters. The members finalized the content of the Core and the Elective papers after thorough discussions, as per the course structure prescribed by the University.

The members emphasized that the syllabus should align with the latest trends in the media industry, and that its practical components must effectively enhance and upgrade students' media skills to the highest possible standard.

The members present:

Sl.No.	Name	Designation	Signature
1	Dr. Padmanabha K.V.	Chairman	
2	Prof. Shailashree B.	Member	
3	Sri Harsha Kumar H. S.	Member	
4	Sri Govindaiah C.	Member	
5	Dr. Parvathi S.Y.	Member	
6	Smt. Sushma R. Rao	Member	
7	Sri Koushik R.	Member	
8	Sri Ravinandan B.B.	Member	
9	Dr. Manjula K.	Member	Absent
10	Ms. Shilpa Kalyan	Member	Shifted to different institution

Date: 04-05-2026

Place: Bangalore


Chairman 04/05/26
Chairman
Board of Studies
Journalism - UG
Dr. Manmohan Singh
Bangalore City University.

DR. MANMOHAN SINGH BANGALORE CITY UNIVERSITY

JOURNALISM (UG) SYLLABUS AS PER SEP

SEMESTER - V

Programme Name	BA	Semester	V
Course Title	Reporting and Editing		
Course Code	5.1	Credits	3
Contact Hours	60 (4 hrs/ week)	Duration of SEA/Exam	3 Hours
Formative Assessment (IA)	20	Summative Assessment Marks	80

Course Outcomes:

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

- Comprehend various types of news, headlines and leads
- Understand the sources of news and reporting principles and news gathering techniques
- Analyse the techniques of various types of reporting
- Learn about editorial desk, its functions, concept of editorial
- Understand copy editing and principles of page design
- Analyse the techniques of television and radio copy editing

Content	Hrs
UNIT-I News: Meaning and definitions, types of news, news values, news agencies and their functions, structure of news report. Role and functions of reporters. Qualities of a reporter. Chief reporter, reporter, stringers, special correspondents	15
UNIT-2 Headlines and leads: Types of leads. Importance of headlines, types of headlines. Sources of news, Types of reporting, Beat reporting, Interviewing: Types and techniques	15
UNIT -3 Editing: Meaning and importance of editing. Principles of editing. Functions of editorial desk, copy-editing, style sheet. Qualities and functions of the editor, news editor, chief sub-editor, sub-editor. Structure of newsroom. News flow, technique of re-writing reports and agency copies, proofreading. Importance and principles of translation. Editorials – importance and types.	15
UNIT-4 Page Design: Principles of layout and page design. Typography. Placement of photos, Photo editing, caption writing and infographics.	15

Concept of designing in online media. Broadcast editing: Copywriting and editing for television, radio, and web media. Media synchronization. E-papers. Visit to any media organization.	
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BOOKS FOR REFERENCE

1. Jerry Lanson & Mitchell Stephens, (2008). Writing and Reporting News. Oxford University Press.
2. K M Shrivastava, (2008). News Reporting and Editing. Sterling Publishers Pvt. Ltd., New Delhi.
3. Bruce, D I & Douglas A. Anderson, (2008). News Writing and Reporting for Today's Media. McGraw Hill.
4. Cappon, R. J. (2000). The Associated Press Guide to News Writing (3rd ed.). Thomson/Peterson's.
5. Brooks, B. S., Pinson, J. L., & Wilson, J. G. (2019). Working with Words: A Handbook for Media Writers and Editors (12th ed.). Bedford/St. Martin's.
6. Kamath, M. V. (2000). Professional Journalism. Vikas Publishing.
7. Narang Tinna, D. (2016). Introduction to Journalism. Himalaya Publishing House.
8. Kumar K. J., (2020). Mass Communication in India. Jaico Publishing House.
9. Rao, S. (Ed.). (2018). Indian Journalism in a New Era. Oxford University Press.
10. Ludwig, M. (2010). Modern News Editing (7th ed.). Wiley-Blackwell.
11. Hodgson, F. (2013). New Subediting (3rd ed.). Routledge.
12. Syed, M. H., & Khan, R. A. A. (Eds.). (2020). Encyclopaedia of Editing and Reporting (Vols. 1-4). Himalaya Publishing House.
13. Judd, K. (2002). Copyediting: A Practical Guide. Pfeiffer.
14. Shrivastava, K. M. (1987). News Reporting and Editing. Sterling Publishers.
15. Kamath, M. V. (2018). Professional Journalism. S. Chand Publishing.
16. Chanakya, C. N., Prashanth, V., & Supriya, M. (2023). News Reporting and Analysis. Himalaya Publishing House.
17. Kumar K. J., (2020). Mass Communication in India. Jaico Publishing House.
18. Mehta D.S., (1970). Mass Communication and Journalism in India. Allied Publishers Private Limited.
19. asr nÄgÄÁC (2020): „Äøí Šg° vÄeÄí vgønáøa. 9ff ¥Ä, lanBÄ, vÄe, sgÄ.
20. 9o& ¥, fß aÄvCÁgĩ (2018): vCÁz, vÄnB°: vgønáøa. vÄe, sgÄ 9±9zÁe®oCÄ.
21. 9±9±g' ¨¤ĩ (2010): ¥was9z, vÄ ¥®9. 9o&e ¥Ä, ¨a, ¨onBsgÄ.
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23. ¥zÁf' nÄgÄz'e (2007): ¨ÁµÁoeg ae. „¥ß ŠÄaĩ 9E, ¨onBsgÄ.
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PRACTICAL

Course Title	News Processing and Editing - Practical		Credits	2
Course Code	5.1A		Contact Hours	3 hrs/week
Formative Assessment (IA)	10	Summative Assessment	40	
Practical Assignments				
1. Edit and rewrite 3 unedited copies. 2. Write 3 editorials on current issues. 3. Write and publish 3 ‘Letters to the Editor’. 4. Design a two-page newspaper with students’ content.				

Program Name	BA	Semester	V
Course Title	Advertising and Corporate Communication		
Course Code:	5.2	No. of Credits	3
Contact hours	60 hours	Duration of SEA/Exam	3 hours
Formative Assessment (IA)	20	Summative Assessment Marks	80
The objective is to gain an understanding of advertising and corporate communication concepts, as well as to identify and take advantage of the various opportunities available in the industry. Learning Outcome: 1. To introduce students to basic concept of advertising 2. To familiarize the students with the concept of copywriting as selling through writing 3. To learn the process of creating original, strategic, compelling copy for various mediums 4. To train students to generate, develop and express ideas effectively.			

Content	60 hrs
Unit I: Understanding Advertising: Definition, nature and scope of advertising. Role & functions of advertising. Evolution of advertising in India & world. Recent trends in advertising. Types of advertising.	15
Unit II: Producing Advertisements: Advertising copy - headlines, signature, slogans & logos. Copywriting. Ad agencies- Their functions, structure and types.	15

Unit III: Introduction to Corporate Communication: Definition, nature and scope of corporate communication. Structure of corporate communication department. Core functions of corporate communication. Difference between public relations & corporate communication. Comparing corporate communication, advertising, publicity and propaganda.

Unit IV: Corporate Communication Tools: Print media – House journals, newsletters, brochures & handouts/flyers. Electronic media – ads & corporate films. Digital media – social media, blogs, vlogs.

BOOKS FOR REFERENCE

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. Corporate Communication – Paul A. Argenti

Semester V - Compulsory Paper/Skill

Programme Name	BA	Semester	V
Course Title	Social Media Strategies		
Course Code	5.3	Credits	2
Contact Hours	30	Duration of the SEA/Exam	2
Formative Assessment (IA)	10	Summative Assessment Marks	40

Unit 1: Social Media Content Strategy

15 hrs

Planning editorial calendars; Platform-specific storytelling (Instagram Reels, X threads, YouTube Shorts, etc.); Community engagement and interaction; Use of hashtags, tagging, trending topics; Case studies of successful campaigns,

Unit 2 : Digital Campaigns

15 hrs

Rise of influencers and creator economy; Ethics and transparency in paid partnerships; Legal implications of digital endorsements; Handling backlash and online trolling; Planning and executing awareness/advocacy campaigns; Integrating traditional and social media; Measuring campaign success through analytics.

BOOKS FOR REFERENCE

- Tuten, T. L., & Solomon, M. R. (2023). *Social media marketing* (5th ed.). Sage Publications.
- Safko, L. (2020). *The social media bible: Tactics, tools, and strategies for business success* (4th ed.). Wiley.
- Kerpen, D. (2019). *Likeable social media: How to delight your customers, create an irresistible brand, and be generally amazing on social media* (3rd ed.). McGraw-Hill Education.
- Sterne, J. (2017). *Social media metrics: How to measure and optimize your marketing investment* (2nd ed.). Wiley.
- Brown, D., & Fiorella, S. (2013). *Influencer marketing: How to create, manage, and measure brand influencers in social media marketing*. Que Publishing.

SEMESTER VI

Programme Name	BA	Semester	VI
Course Title	Artificial Intelligence (AI) and Media		
Course Code	6.1	Credits	3
Contact Hours	60 (4hrs / week)	Duration of the SEA/Exam	3
Formative Assessment (IA)	20	Summative Assessment Marks	80

Course Outcomes:

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

- Understand core AI concepts relevant to media/journalism
- Apply AI tools for content creation: text, audio, video, visuals
- Use AI for research, data analysis, fact-checking, and automation in newsrooms
- Evaluate ethics, bias, deepfakes, and legal issues of AI in media

Content	Hrs
Unit 1: Foundations of AI for Media Defining Artificial Intelligence, Machine Learning, Deep Learning, and Natural Language Processing (NLP) for journalists. Understanding Large Language Models (LLMs) and the mechanics of "predicting the next token". Algorithm, training data, prompt, diffusion models, API How AI learns: Basics of datasets, bias, hallucinations - why AI gets things wrong. AI in the Indian media landscape. Ethics: Deepfakes, copyright, consent, PIB fact-check guidelines.	15
Unit 2: AI for Text & Research AI writing assistants: Ideation, scripting, headline writing, translation, summarisation and Deep Research. Research with AI: interview question framing, transcript cleaning.	15
Unit 3: AI for Audio & Video Production AI video tools: Text-to-video, script-to-video, AI avatars, auto-captioning, B-roll generation, podcasts. YouTube production pipeline: AI for topic research, SEO titles/tags, script writing, thumbnail generation, analytics Short-form content: Reels/Shorts with AI cuts, subtitles, trending audio suggestions. Voice cloning ethics	15
Unit 4: AI for Data & Visual Storytelling Data journalism with AI: Cleaning datasets, finding trends, asking questions of data with AI. Preprocessing "messy" datasets using AI tools. Web Scraping for Non-Coders: Using LLMs to generate Python scripts for scraping news data from static and dynamic websites. Using AI to find stories in municipal budgets, police reports, or vehicle complaints.	15

AI visualisation: Text-to-chart, infographic generators, map tools. Limits of AI visuals: Image generation; prompting for news-safe images; editorial vs AI art; labelling norms.	
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REFERENCES

- Broussard, M. (2018). *Artificial unintelligence: How computers misunderstand the world*. MIT Press.
- Diakopoulos, N. (2019). *Automating the news: How algorithms are rewriting the media*. Harvard University Press.
- Russell, S., & Norvig, P. (2021). *Artificial intelligence: A modern approach* (4th ed.). Pearson.
- Pavlik, J. V. (2023). *Disruption and digital journalism: AI, innovation and the future of media*. Routledge.
- McQuail, D. (2019). *McQuail's media and mass communication theory* (7th ed.). Sage Publications.
- Newman, N. (2024). *Journalism, media, and technology trends and predictions 2024*. Reuters Institute for the Study of Journalism.
- Lewis, S. C., & Simon, F. M. (Eds.). (2023). *The rise of AI in journalism: Challenges, opportunities and implications*. Oxford University Press.
- Kelleher, J. D. (2019). *Deep learning*. MIT Press.
- Bradshaw, P. (2017). *The online journalism handbook: Skills to survive and thrive in the digital age* (2nd ed.). Routledge.
- Gray, J., Chambers, L., & Bounegru, L. (2012). *The data journalism handbook*. O'Reilly Media.

PRACTICAL

Course Title	Artificial Intelligence (AI) and Media - Practical		Credits	2
Course Code	6.1 A		Contact Hours	3 hrs/week
Formative Assessment (IA)	10	Summative Assessment	40	
Practical Assignments				
1. Compare the outputs of Chat GPT, Claude, Gemini, and Perplexity for the same news prompt. Spot bias/hallucinations 2. Use AI to draft a 300-word news report + translate to Kannada 3. Produce a 1-minute AI-assisted news explainer video. Voiceover + auto-captions + AI B-roll. Optimise for YouTube. 4. Take the government data from data.gov.in. Use AI to clean and visualise the data, then write a data story with 2 charts.				

Program Name	BA	Semester	VI
Course Title	Research Methodology		
Course Code:	6.2	No. of Credits	3
Contact hours	60 hours	Duration of SEA/Exam	3 hours
Formative Assessment	20	Summative Assessment Marks	80

Course Outcomes:

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

- Explain the basic concepts, types, and significance of research in media and communication studies.
- Identify research problems, formulate research questions and hypotheses, and prepare a basic research proposal.
- Apply appropriate sampling techniques and data collection methods using both conventional and online research tools.
- Analyze and interpret quantitative and qualitative data using basic statistical techniques, data visualization methods, and ethical research practices.

Content	Hrs
Unit 1: Basics of Research Meaning and objectives of research; Types of research: Basic, applied, qualitative, quantitative; Research in media and communication; Identifying research problems and formulating questions; Hypothesis: Definition, types, formulation.	15
Unit 2: Research Design and Planning Components of a research proposal; Sampling techniques: probability and non-probability; Methods of data collection: surveys, interviews, observation; Use of online tools for surveys (Google Forms, Typed form); Pilot studies and pre-testing tools.	15
Unit 3: Data Analysis, Interpretation and Ethics Quantitative vs. qualitative data; Basic statistical tools: mean, median, mode, percentages; Coding qualitative responses; Data visualization: tables, graphs, pie charts. Ethical issues: plagiarism, consent, privacy; Writing citations and references.	15
Unit 4: Writing the Research Report Structure of a research paper: abstract, intro, method, results, discussion; Referencing styles: APA, MLA; Appendices and bibliography; Presentation of findings; Preparing for viva or presentation of project.	15

Books for Reference

1. Berger, Arthur Asa. (2014). *Media and Communication Research Methods- An Introduction to Qualitative and Quantitative Approaches*. New Delhi: Sage
2. Hansen, Anders. (2009). *Mass Communication Research Methods*. London: Macmillan.
3. Jensesn, Klaus Bruhan. (2012). *A handbook of Media and Communication Research: Qualitative and quantitative methodologies*. New York: Routledge.
4. Kerlinger, Fred N. (1995). *Foundations of Behavioural Research*. Bangalore: Prism
5. Lindlof, Thomas, R. and Taylor, Bryan, C. (2011). *Qualitative communication research methods*. New Delhi: Sage.
6. Nafiger, Ralph O and White, David M. (1999). *Introduction to Mass Communication Research*. Louisiana: Louisiana State University Press.
7. Oliver, Paul. (2008). *Writing your thesis*. New Delhi: Sage.
8. Somekh, Bridget. (2012). *Theory and methods in social research*. New Delhi: Sage.
9. Treadwill, Donald. (2014). *Introducing communication research: Paths of inquiry*. New Delhi: Sage.
10. Wimmer, Roger D and Dominick, Joseph R. (2013). *Mass Media Research- An Introduction*. Singapore: Thompson Wadsworth.

Semester VI - Compulsory Paper/Skill

Programme Name	BA	Semester	VI
Course Title	Internship		
Course Code	6.3	Credits	2
Contact Hours	30	Duration of the SEA/Exam	-
Formative Assessment (IA)	10	Summative Assessment Marks	40

- Each student should undergo an internship of not less than 30 hours in a media organization.
- The media organization can be print, electronic, digital, advertising, entertainment or any other related firm.
- However, the internship in the organization should be pre-approved by the Head of the Department of the particular college.
- A teacher should supervise the internship and keep a track of the student's progress.
- Each student should submit a report to the HoD at the end of the internship, and the summative assessment (40 marks) shall be done based on the basis of this report. The IA marks can be allotted based on their regularity/punctuality.