



Practical Subject

RANI CHANNAMMA UNIVERSITY, BELAGAVI

04 - Year B.A. (Hons.) Program

SYLLABUS

Subject: Journalism and Mass Communication

[Effective from 2021-22]

DISCIPLINE SPECIFIC CORE COURSE (DSCC) FOR SEM I & II,

OPEN ELECTIVE COURSE (OEC) FOR SEM I & II and

SKILL ENHANCEMENT COURSE (SEC) FOR SEM I

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RANI CHANNAMMA UNIVERSITY, BELAGAVI

Four Years Under Graduate Program in Journalism and Mass Communication for B.A.
(Hons.)

Effective from 2021-22

Sem	Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formati ve Assessment Marks	Summative Assessment Marks	Total Marks	Credits
I	DSCC 1	Theory	04hrs	56	02 hrs	40	60	100	04
		Practical	04 hrs	52	03 hrs	25	25	50	02
	OEC-1	Theory	03 hrs	42	02 hrs	40	60	100	03
	*SEC-1	Practical	03 hrs	30	02 hrs	25	25	50	02
II	DSCC2	Theory	04 hrs	56	02 hrs	40	60	100	04
		Practical	04 hrs	52	03 hrs	25	25	50	02
	OEC-2	Theory	03 hrs	42	02 hrs	40	60	100	03
Details of the other Semesters will be given later									

* Student can opt digital fluency as SEC or the SEC of his/ her any one DSCC selected

Name of Course (Subject):Journalism and Mass communication Programme Specific Outcome PSO):

On completion of the 03/ 04 years Degree in Journalism and Mass Communication. students will be able to:

PSO :1. Understand the basics of media. Four year Integrated Course in Journalism and Mass Communication will bring in an overall familiarity of the field to the students. They should be proficient in theory and practice of the media in general.

PSO :2. The programme should prepare the students as ‘ready to be recruited by the media houses’, where the programme will ensure jobs to all the students who undergo this programme.

PSO :3. The products of the programme are open for changes in the field, that happen time to time and cope up the new challenges.

PSO :4. The programme ensures responsible citizens to the society as a product.

PSO :5. The programme will facilitate job opportunities for all those who invest four years in attending this programme.

PSO :6. The programme ensures that the products of the programme are not only good in technology but

also respect the ethics of the field.





B.A. Semester – I

Subject: Introduction to Journalism
Discipline Specific Course (DSC)

The course Introduction to Journalism in I semester has two papers (Theory Paper –I for 04 credits & Practical Paper -II for 2 credits) for 06 credits: Both the papers are compulsory. Details of the courses are as under.

Course No.-1 (Theory)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-01	DSCC	Theory	04	04	56 hrs	2hrs	40	60	100

Course No.1 (Theory): Title of the Course (Theory): **Introduction to Journalism**

Course Outcome (CO):

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

After completion of course (No.1), students will be able to:

CO 1: Understand the concept, history, origin, scope and definitions of Journalism and Mass Communication and its relevance in the present scenario.

CO 2: Understand the interdisciplinary nature of Journalism and Mass Communication and the role of Journalist in the contemporary society.

CO 3: Describe the different branches of journalism and critically identify the contributions of Journalism and Mass Communication to the growth and development of the society.

CO 4: Explain the different concepts and practices of Journalism and Mass Communication.

CO 5: Understand the fundamentals of journalism and mass communication concepts, principles and processes underlying the academic field and practice in print media,

Syllabus- Course 1: (Theory): Title- Introduction to Journalism	Total Hrs: 56
Unit-I	14 hrs
Chapter No. 1 : Definition of Journalism – Nature and Scope of Journalism. Chapter No. 2 : Qualities, Duties, Responsibilities and ethics of Journalists. Career opportunities in Journalism . Journalism as a Profession. Chapter No. 3 : Influence of Journalism on society and development.	
Unit-II	14 hrs
Chapter No. 4. : History of Journalism – Development of Journalism in the world. Chapter No. 5. : A brief History of Journalism in India –A brief history of Kannada Press- Role of Journalism during freedom struggle and Growth of the Press after independence.	

Unit-III	14 hrs
Chapter No. 6. :Challenges and Present status of Journalism, Professional Organizations	
Chapter No. 7 : Glossary of Journalism- Basic terms used in the Press and media in general.	
Unit-IV	14 hrs
Chapter No. 8. :Traditional and modern branches of Journalism like Magazine Journalism, Community Journalism – Investigative Journalism – Development Journalism.	
Chapter No. 9: Theories of Press-1. Authoritarian theory 2. Libertarian Theory. 3. Social Responsibility Theory. 4. Soviet Communist Theory	

Books recommended.

- 1) Mass Communication in India, Keval J Kumar Jaico Publication Phiroza Mehta road mumbai – 400001
- 2) Mass Communication in India, Valanilam Sage Publications, Mathur road New Delhi – 110044
- 3) ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ ನಾಡಿಗ ಕೃಷ್ಣಮೂರ್ತಿ, ಪ್ರಸಾರಾಂಗಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ ಮತ್ತು ಕನಾರ್ಟಿಕ ಮಾದ್ಯಮ ಅಕಾಡೆಮಿ ಡಾ.ಬಿ.ಆರ್.ಅಂಬೆಡ್ಕರ ರಸ್ತೆ – 560001
- 4) ಸಂವಹನ ಮಾದ್ಯಮಗಳು, ಬಿ.ಎಸ್.ಚಂದ್ರಶೇಖರ, ಪ್ರಸಾರಾಂಗ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ ಹಂಪಿ ವೃತ್ತಪತ್ರಿಕೆ ಡಿ.ಪಿ.ಜಿ ಕಾವ್ಯಲಯ ಪ್ರಕಾಶನ ಜಯನಗರ ಮೈಸೂರು 570014
- 5) ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ – ಒಂದು ಪರಿಚಯ, ಎನ್.ಎಸ್.ಸೀತಾರಾಮಶಾಸ್ತ್ರಿ ಕನಾರ್ಟಿಕ ಮಾದ್ಯಮ ಅಕಾಡೆಮಿ ಡಾ.ಬಿ.ಆರ್.ಅಂಬೆಡ್ಕರ ರಸ್ತೆ – 560001
- 6) ಸಿ. ಜಿ. ಮಂಗಳಾ, ಕನ್ನಡ ಪತ್ರಿಕಾಲೋಕ ಮಹಿಳೆ ಹೆಚ್ಚಿಗೆ ಗುರುತು. ಕನಾರ್ಟಿಕ ಮಾದ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- 7) ಕೆ. ಅರ್. ಮಂಗಳಾ, ಪತ್ರಿಕೋದ್ಯಮದ ಬಾಗಿಲು, ಕನಾರ್ಟಿಕ ಮಾದ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 8) ಡಾ. ಬಿ. ಕೆ. ರವಿ. ಕನ್ನಡ ಜನರ್ಲಿಸಂ & ಟಿ ಎಸ್ ಅರ್, ಕನಾರ್ಟಿಕ ಮಾದ್ಯಮ ಅಕಾಡೆಮಿ ಗೆಂಗಳೂರು.
- 9) ಡಾ. ಜೆ. ಎಂ. ಚಂದುನವರ, ಪತ್ರಕರ್ತರಾಗಿ ಮೊಹರೆ ಹಣಮಂತರಾಯ : ಒಂದು ಅಧ್ಯಯನ, ಮಧುರಾ ಪ್ರಕಾಶನ, ಧಾರವಾಡ
- 10) ಡಿ. ಎ. ಜಿ, ವೃತ್ತಪತ್ರಿಕೆ, ಕನಾರ್ಟಿಕ ಮಾದ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- 11) A very short introduction to Journalism by Oxford Press
- 12) Mass communication in India- Keval J Kumar
- 13) Global Journalism- An introduction by Vera Slavtcheva, Michel Bromley
- 14) Undertaking Journalism by Barun Roy
- 15) Mass Communication and Journalism in India by D S Mehta
- 16) Indian Journalism by Nadiga Krishnamurthy (Kannada & English Version)
- 17) Patrikodyam by G.N. Rangnath Rao
- 18) Vritti Patrikodyam by M. V. Kamath
- 19) Patrikodyam by Shivanand Joshi
- 20) Patrikodyamad Baagilu by K.R. Mangala
- 21) Kannada Journalism by B.K. Ravi
- 22) M.A. Journalism Nantra Mundenu? By Dr. A.S. Balasubramanya

B.A. Semester – I

Subject: Introduction to Journalism Discipline Specific Course (DSC)

Course No.-1 (Practical)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-01	DSCC	Practical	02	04	52 hrs	3hrs	25	25	50

Course No.1 (Practical): Title of the Course (Practical) Introduction to Journalism

Course Outcome (CO):

CO 1: To identify the distinct nature of Journalism and its professional aspects including career Opportunities

CO 2: To recognize and use the terms specific to media

CO 3: To recognize the significance of changes in the practice of journalism

CO 4: To educate the students about the role of journalism in society and development.

After completion of course (Practical), students will be able to:

CO 1. Understand and appreciate various dimensions of mass communication

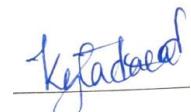
CO2. Develop an understanding of the fundamental concepts in journalism

CO3. Analyze the scope and dimensions in journalism

CO4. Discuss the recent trends in mass media 5. Analyze and review different newspapers

List of the Experiments for 52 hrs / Semesters

1. Developing a habit of writing, among the students by giving assignments to write any topics of their choice (Minimum of 5 assignments should be written)
2. Studying various types of writings in newspapers like news, articles, features, editorials and middles
3. Writing articles and features (Minimum of 5 assignments should be written)
4. Writing for social media (Minimum of 5 assignments should be written)
5. Content analysis of a news paper (of their choice)
6. Find out the investigative reports appeared in news papers.
7. List out the professional originations of media
8. List out glossary of journalistic terms (20)
9. Find out the development stories appeared in dailies
10. Reading of newspapers in the class particularly the front page and the local news pages.



General instructions:

1. Student should understand the prime objective of the subject.
2. To keep the students updating with changing technology

Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination.

Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. Reading of newspapers in the class particularly the front page and the local news pages: **04 Marks**
2. List our the professional originations of media : **04Marks**
3. Find out the development stories appeared in dailies : **04Marks**
4. Viva: **03Marks**
5. Journal: **10Marks**

Total 25 marks

Note: Same Scheme may be used for IA(Formative Assessment) examination

Books recommended.

- 1) A very short introduction to Journalism by Oxford Press
- 2) Mass communication in India- Keval J Kumar
- 3) Global Journalism- An introduction by Vera Slavtecheva, Michel Bromley
- 4) Undertaking Journalism by Barun Roy
- 5) Mass Communication and Journalism in India by D S Mehta
- 6) ಸಂಪನ ಮಾರ್ಡುಮಗಳು, ಬಿ.ಎಸ್.ಜಂಡ್ರೆಲೀವಿರ, ಪ್ರಸಾರಾಂಗ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ ಹಂಪಿ ವೃತ್ತಪತ್ರಿಕೆ ಡಿ.ಪಿ.ಜಿ ಕಾವ್ಯಾಲಯ ಪ್ರಕಾಶನ ಜಯನಗರ ಮೈಸೂರು 570014
- 7) ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ - ಒಂದು ಪರಿಚಯ, ಎನ್.ಎಸ್.ಸಿತಾರಾಮಶ್ರೀ ಕನಾಂಟಿಕ ಮಾರ್ಡುಮ ಅಕಾಡೆಮಿ ಡಾ.ಬಿ.ಆರ್.ಅಂಬೆಡ್ಕರ ರಸ್ತೆ - 560001
- 8) ಸಿ. ಜೆ. ಮಂಗಳಾ, ಕನ್ನಡ ಪತ್ರಿಕಾಲೋಕ ಮಹಿಳೆ ಹೆಚ್ಚೆ ಗುರುತು. ಕನಾಂಟಿಕ ಮಾರ್ಡುಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
- 9) ಕೆ. ಅರ್. ಮಂಗಳಾ, ಪತ್ರಿಕೋದ್ಯಮದ ಬಾಗಿಲು, ಕನಾಂಟಿಕ ಮಾರ್ಡುಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 10) ಡಾ. ಬಿ. ಕೆ. ರವಿ. ಕನ್ನಡ ಜರ್ನಲಿಸಂ & ಟಿ ಎಸ್ ಅರ್, ಕನಾಂಟಿಕ ಮಾರ್ಡುಮ ಅಕಾಡೆಮಿ ಗೆಂಗಳೂರು.
- 11) ಡಾ. ಜೆ. ಎಂ. ಚಂದುನವರ, ಪತ್ರಕರ್ತರಾಗಿ ಮೊಹರೆ ಹಣಮಂತರಾಯ : ಒಂದು ಅಧ್ಯಯನ, ಮಧುರಾ ಪ್ರಕಾಶನ, ಧಾರವಾಡ



B.A. Semester – I

Subject: Writing for Media
Open Elective Course (OEC-1)
(OEC for other students)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
OEC-1	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

OEC-1: Title of the Course: Writing for Media

Course Outcome (CO):

- To give a glimpse of writing for media and develop an interest in writing
- Introduce the students to Media Writing.
- Equip the students with new trends in Media Writing.

After completion of course, students will be able to:

CO 1: The student will be ready to work as amateur reporter

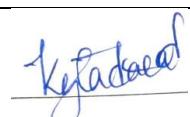
CO 2 : He/she will be through with the techniques of reporting

CO 3 :: He/she is able to understand the mistakes committed by the reporters

CO 4: Understand the writing skills for various mass media.

Syllabus- OEC: Title- Writing for Media		Total Hrs: 42
Unit-I		14 hrs
Chapter No.1: Print Media: Introduction to writing for print media. Media Ethics Chapter No.2: Forms of Journalistic writing: (News writing, column, article, feature, editorial, letter to the editor, preparing press release etc). Chapter No.3: News Sources. Importance of Re-writing		
Unit-II		14 hrs
Chapter No.4. : Radio: Introduction to writing for radio, principles and elements of scripting, News scripting. Chapter No.5. : Television: Basic principles and Techniques of TV writing, elements of TV scripting, language and grammar, TV Script formats; Writing News script. Chapter No.6: New Media: Introduction to Writing for online Media. Introduction to Blogging, Web Journalism.		
Unit-III		14 hrs
Chapter No.7: Introduction to writing for films. Chapter No.8: Process and Creativity in scripting. Chapter No.9 : Definition of Film Review and criticism.		



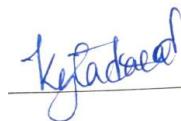


References:

- 1) C.A Sheenfield- Effective Feature Writing.
- 2) Nelson R.P – Article Writing.
- 3) D K choler; Broadcast Journalism.
- 4) KM Shreevastava; Radio and TV journalism
- 5) Mehara Massani_; Broadcasting and people
- 6) PC Chattarje _ ;Broadcasting in India.
- 7) EE Wills; Writing Television and Radio programme
- 8) Paul G Sneyak _ Broadcast News Writing.
- 9) ಸಿ.ಯು.ಬೆಳ್ಳಕ್ಕಿ, ರೇಡಿಯೋ ಲೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ,ಹುಬ್ಬಳ್ಳಿ
- 10) ಬಿ ಎನ್ ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಜನ್ ಭಾಷಾ ಸಂವಹನ, ಕನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 11) ಬಿ.ಕೆ.ರವಿ,ಬಾನುಲಿ ಬರಹಗಳು, ಜೈತ್ರ ಕಮ್ಯೂನಿಕೇಷನ್,ಬೆಂಗಳೂರು
- 12) Paul Sureya _ Broadcast News Writing: Radio ,The fifth Estate.
- 13) Berkeley, California UV: What is cinema?

Books recommended.

1. Jason Whittaker ; - 2000 Producing for the Web.(Media Skills)
2. Timothy Garrand ; - Writing For Multimedia and The Web - A Practical guide to content development for interactive Media.
3. Stepen Pite - The digital Designer, 101 Graphics Design Project for Print,The web , Multimedia, Motion graphics.
4. J.G Stonell- Writing for MassMedia .



B.A. Semester - I

Subject: Skill Enhancement Course SKILL ENHANCEMENT COURSE (SEC)-I Title of Paper: Skill Enhancement Course

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Mode of Examination	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
SEC-I	Theory + Practical	02	03hrs	30	Practical	2hr	25	25	50

Course Outcome (CO):

1. To make them familiar with writing for media and develop interest in writing.
2. Equip the students with new trends in media writing.

After completion of Skill Enhancement course, students will be able to:

- CO 1 Understand the importance of specific writing skills.
- CO 2 To give a glimpse of writing for media and develop an interest in writing
- CO 3 Equip the students with new trends in Media Writing.
- CO 4 Encourage to develop the necessary writing skills.

Syllabus- SEC-1: Title- Writing Skills (SEC)		Total Hrs: 30
Unit-I:Writing for TV Print Media and Radio		10 hrs
Chapter 1: Print Media- News writing methods, Editorial, letter to the editor writing short stories, Chapter 2: Travel article writing.		
Unit-II Writing for T.V, Film and New Media		10 hrs
Chapter 3: Writing for Radio – News writing, Radio programme scripts writing techniques.		
Chapter-4: News writing methods, scripts writing Documentary scripting		
Unit-III		10 hrs
Chapter 5: Film – Definition of film Review Techniques of film script writing scene and dialogue writing.		
Chapter 6: New Media: Blog and content writing		

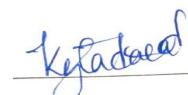
Books recommended.

- 1) PC Chattarje _ ;Broadcasting in India.
- 2) EE Wills; Writing Television and Radio programme
- 3) Paul G Sneyak _ Broadcast News Writing.
- 4) సి.యు.బెల్కి, రేడియో లోక, సాహిత్య ప్రకాశన, హుబ్లు
- 5) బి ఎన్ గురుమూర్తి, రేడియో టెలివిజన్ భాషా సంవహన, కనాటక మాధ్యమ అకాడెమి బెంగళూరు.
- 6) బి.కె.రవి,బానులి బరహగణ, చ్యూత్ కమ్యూనికేషన్స్,బెంగళూరు
- 7) Paul Sureya _ Broadcast News Writing: Radio ,The fifth Estate.

List of the Experiments for 52 hrs / Semesters

1. Writing Articles and Feature stories – (2 stories)
2. Writing for Social Media – Long-form and Short-form content – 5 assignments
3. Photography – shoot and submit Nature, Human interest, and Portraits photographs – 5 each
4. Caption writing for Photographs
5. Letters to the Editor (2 letters) 8. Review of content of Newspapers/Magazines.
6. All students of the course shall create a Blog
7. Create a you tube channel and upload 2 video clips of your own choice
8. Preparing script for a radio Talk of 3 mints - 2
9. Picture caption writing - 5
10. Letter to editor - 2





General instructions:

1. Equip the students with new trends in media writing
2. To make them familiar with writing for media and develop interest in writing.

Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. Writing Articles Marks: 03
2. Picture caption writing – 5: Marks:03
3. Preparing script for a radio Talk of 3 mints - 5
4. Viva –Marks:04
5. Journal – Marks:10

Total 25 marks

Note: Same Scheme may be used for IA(Formative Assessment) examination

Books recommended.

- 1) PC Chattarje _ ;Broadcasting in India.
- 2)
- 3) EE Wills; Writing Television and Radio programme
- 4) Paul G Sneyak _ Broadcast News Writing.
- 5) ಸಿ.ಯು.ಬೆಳ್ಳಕೆ, ರೇಡಿಯೋ ಟೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ,ಹುಬ್ಳಿ
- 6) ಬಿ ಎನ್ ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಜನ್ ಭಾಷಾ ಸಂಪರ್ಕ, ಕನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
- 7) ಬಿ.ಕೆ.ರವಿ,ಬಾನುಲಿ ಬರಹಗಳು, ಜ್ಯೇಶ್ ಕಮ್ಮೋನಿಕೇಷನ್,ಬೆಂಗಳೂರು
- 8) Paul Sureya _ Broadcast News Writing: Radio ,The fifth Estate.

Details of Formative assessment (IA) for DSAC theory/OEC: 40% weight age for total marks

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 th Week
Written test-2	10%	1 hr	12 th Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		





Faculty of Social Science
04 - Year UG Honors programme:2021-22
GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

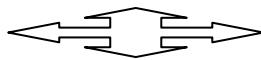
Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.



B.A. Semester – II

Subject: Computer Applications for Media
Discipline Specific Course (DSC)

The course Computer Applications for Media in I semester has two papers (Theory Paper –I for 04 credits & Practical paper-II for 2 credits) for 06 credits: Both the papers are compulsory. Details of the courses are as under.

Course No.-2 (Theory)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-02	DSCC	Theory	04	04	56 hrs	2hrs	40	60	100

Course No.2 (Theory): Title of the Course (Theory): Computer Applications for Media

Course Outcome (CO):

- Understand the computer applications for print, electronic and new media. Software skills applicable to page design, photo editing, graphic design, video editing, audio editing and animation.

After completion of course (No.3), students will be able to:

CO 1 To Introduces students the basics of computers

CO 2 To Familiarizes the applications of computers in Print and Electronic Journalism

CO 3 To Facilitates the students to practically learn the applications of computers at different levels in media

CO 4 Understand the basics of media related computer applications.

Syllabus- Course 3: Title- Computer Application for Media		Total Hrs: 42
Unit-I		14 hrs
Chapter No. 1: Computer: Evolution of computers, Generation of computers. Introduction to input and output devices, hardware and software (MS Word and MS Publisher).		
Chapter No. 2: Various applications of computers in media: Media software's and application.		
Chapter No. 3 : Media websites, digital paper and blogs and podcasts. In design, CorelDraw, DTP.		
Unit – 2 :		14 hrs
Chapter No. 4. : Nudi, Role of Computers in Media industry		
Chapter No. 5. : Internet concept, significance, elements, functions of Internet.		
Chapter No. 6. : Basics of e-mail, web browsers, search engines, basics of computer network.		
Unit – 3:		14 hrs
Chapter No. 7 : Fundamentals of Multimedia: Definition, concepts and elements of multimedia.		
Chapter No.8: Fundamentals of visual communication, Video conferencing,		
Chapter No.9 : graphics and animation Social media and their applications.		

Books recommended.

1. Sunder, R., 2000. Computers Today Ed.2, John Wiley.
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
3. Chapman and Chapman, Digital Multimedia, Wiley Publication.
4. James C. Foust, Online Journalism:
5. Principles and Practices of News for the Web, Scottsdale, AZ: Holcomb Hathaway.
6. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997.
7. Macintosh, Advanced Adobe photoshop, Adobe publishers.
8. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
9. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.
10. Digital Media by T.K. Ganesh

B.A. Semester – II

Subject: Computer Applications for Media
Discipline Specific Course (DSC)

Course No.-2 (Practical)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-02	DSCC	Practical	02	04	52 hrs	3hrs	25	25	50

Course No.2 (Practical): Title of the Course (Practical): Computer Applications for Media

Course Outcome (CO):

1. To enable the students to develop an intuitive sense of working with computers for academic and professional work more efficient

After completion of course (No.4), students will be able to:

CO 1 : To understand basics of computer.
CO 2 : To understand the operating systems software and different applications software

List of the Experiments for 52 hrs / Semesters

1. Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
2. Create a Facebook page.
3. Blog/Vlog
4. Creating Power Point Presentation using Multimedia tools
5. Creating a blog with a content of your choice
6. DTP
7. Students shall prepare his/her boi data using micro soft ward
8. Working with Nudi/ Barah and other application software for practice
9. Work with Photo Shop and edit the photos.
10. File Management (Practice)

General instructions:

1. To enable the students to develop an intuitive sense of working with computer for academic and professional work.

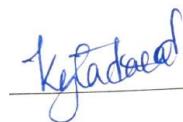
Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. DTP - Marks :05
2. Students shall prepare his/her boi data using micro soft ward - Marks:04
3. Work with Photo Shop and edit the photos – Marks:04
4. Viva - Marks:04
5. Journal- Marks:08

Note: Same Scheme may be used for IA(Formative Assessment) examination

Books recommended.

1. Sunder, R., 2000. Computers Today Ed.2, John Wiley.
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
3. Chapman and Chapman, Digital Multimedia, Wiley Publication.
4. James C. Foust, Online Journalism:
5. Principles and Practices of News for the Web, Scottsdale, AZ: Holcomb Hathaway.
6. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997.
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9. Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.
10. Digital Media by T.K. Ganesh



B.A. Semester – II

Subject: Photo Journalism
Open Elective Course (OEC-2)
(OEC for other students)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
OEC-2	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

OEC-2: Title of the Course: Photo Journalism

Course Outcome (CO):

1. To train the students to understand the nature of photography , digital photography .
2. To practice the journalistic photography (news photography)

After completion of course, students will be able to:

CO 1 : To understand the nature of photography

CO 2 To the recent trends in photography.

CO 3 To make the students aware about the Nature photography.

CO 4 To understand the digital photography.

Syllabus- OEC: Title- Photo Journalism	Total Hrs: 42
Unit –I	14 hrs
Chapter No. 1: Concept of Photography- Evolution of Photography.	
Chapter No. 2 Different types of cameras Manual, Digital and phone cameras	
Chapter No. 3 : Types of Photography- Light and light equipments -Latest trends in Photograph.	
Unit – 2 :	14 hrs
Chapter No. 4. :Concept of Photo Journalism- Nature and Scope of Photo Journalism Role and Responsibilities of Photo Journalists	
Chapter No. 5. : Sources of news photography, Techniques of Photo editing- Caption writing- Photo editing software's.	
Chapter No. 6. : Uploading news photos /videos on Digital platforms.	
Unit – 3 .	14 hrs
Chapter No. 7 : Importance of Mobile Journalism	
Chapter No.8: Mobile Photography Using smart phones for taking effective pictures and shooting videos.	
Chapter No.8 : Editing photos and videos taken on smart phones	

Books recommended.

1. N. Manjunath- Chayachitra Patrikodyama
2. Cyernhem G.R – History of Photography
3. Milten Feinberg – Techniques of Photo Journalism
4. Newspaper Photography – a Professional view of Photo Journalism Today
5. Tom Ang Digital Photography Masterclass : Advanced Photographic and Image manipulation techniques for creating perfect pictures.

6. Michael Langford, Anna Fox, Richard Sawdon Smith Langford's Basic Photography : The Guide for Serious Photographers
7. Milten Feinberg- Techniques of Photo Journalism
8. Michel Long ford- Basic Photography
9. Tom Ang- Digital Photography- Mster classes
10. N manjunath- Chayachitra Patrikodyama
11. Cyernshem G R- History of Photography
12. Chaya chitra Patrikodyam by Astromohan
13. Chitra Jagattu by R.V. Kattimani

Details of Formative assessment (IA) for DSCC theory/OEC: 40% weight age for total marks

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 th Week
Written test-2	10%	1 hr	12 th Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

**Faculty of Social Science
04 - Year UG Honors programme:2021-22**

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)**

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks
(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.