



St Aloysius College (Autonomous)
Mangaluru

Re-accredited by NAAC “A” Grade
Course structure and syllabus of
B.A.
JOURNALISM

Under NEP Regulations, 2021



Re-accredited by NAAC with 'A' Grade with CGPA 3.62/4
Recognised by UGC as "College with Potential for Excellence"
Conferred "College with "STAR STATUS" by DBT, Government of India.
Centre for Research Capacity Building under UGC-STRIDE

Date: 21-02-2022

NOTIFICATION

Sub: Syllabus of **B.A. JOURNALISM** under NEP Regulations, 2021.
(As per Mangalore University guidelines)

Ref: 1. Decision of the Academic Council meeting held on 18-12-2021 vide
Agenda No: 6 (2021-22)
2. Office Notification dated 21-02-2022

Pursuant to the above, the Syllabus of **B.A. JOURNALISM** under NEP Regulations, 2021 which was approved by the Academic Council at its meeting held on 18-12-2021 is hereby notified for implementation with effect from the academic year **2021-22**.

S. S. S.

PRINCIPAL

MMS

REGISTRAR

To:

1. The Chairman/Dean/HOD
2. The Registrar Office
3. Library



A meeting of the Board of Study in Journalism (UG) was held on 18-11-2021

Following members were present for the meeting.

Internal Members :

Rev Fr Marchel Rodrigues SJ - Chairman

Bhavya Shetty

Shwetha Mangalath

Reyben Machado

External Members :

Dr Bhaskar Hegde - University Nominee

Dr Anisha - Subject Expert

Ms Geetha - Subject Expert

Ms Ashwini - Meritorius Student

| <u>Program Outcome and Program Specific Outcome</u> | |
|--|--|
| PO 1: | Develop Graduates with basic understanding on various media and communication practices and its importance in contemporary society |
| PO 2: | Enhancement of skills in various Media production techniques and to be industry ready |
| PO 3: | Develop and apply scientific approach to meet the needs of the society and to produce responsible and creative media professionals |
| PROGRAMME SPECIFIC OUTCOMES | |
| PSO 1: | Gain knowledge on various communication patterns |
| PSO 2: | Acquire skills of journalistic practices |
| PSO 3: | Recognizing Media as an important information and education tool |
| PSO 4: | Equipped with various media technologies |
| PSO 5: | Creation of innovative media content |
| PSO 6: | Ability to enquire and respond to various social issues and concerns through media practices |
| PSO 7: | Develop skills to analyze media content with a critical bent of mind |
| PSO 8: | Get hands on experience in media field through internships and media campaigns |
| PSO 9: | Create socially responsible media practitioners |

Journalism – Course Matrix
(NEP based model Curriculum)

| SEM | Title of the paper | Course Code | Teaching hours | Credits | Max marks | |
|-----|--|--------------|----------------|---------|-----------|----|
| | | | | | T | IA |
| I | Introduction to Journalism | G 105 DC1.1 | 4 | 4 | 60 | 40 |
| | Practical- Journalistic writing skills | G 105 DC2.1P | 2 | 2 | 25 | 25 |
| | Writing for Media | G 105 OE1.1 | 3 | 3 | 60 | 40 |
| II | Computer Application for Media | G 105 DC1.2 | 4 | 4 | 60 | 40 |
| | Practical –Multimedia skills | G 105 DC2.2P | 2 | 2 | 25 | 25 |
| | Photo Journalism | G 105 OE1.2 | 3 | 3 | 60 | 40 |

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-Viva-voce | 25 |
| | Total | 50marks |

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 |
| | | 40Marks | 25 Marks |

I SEMESTER
INTRODCUTION TO JOURNALISM

TOTAL HOURS: 52

HOURS/WEEK:4

MAX MARKSI: 100

CREDITS: 4

Course objectives

1. To introduce the concepts of media and mass communication in general and journalism in particular
2. To expose students to the fundamental of journalism, evolutionary process, basic concepts, practices and recent trends
3. To familiarise students with different facets of Journalism
4. To facilitate inquisitive and analytical outlook towards mass media

Learning Outcome

Students will be able to

1. Understand and appreciate various dimensions of mass communication
2. Develop an understanding of fundamental concept 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, Flipped Classroom.

Unit I

Communication -Definition, nature, scope, process and elements of communication; Types of communications; Basic models of communication; normative theories.

Unit II

Journalism : Meaning , Definition, Nature, scope , functions : Truth , objectivity , Loyalty, verification, Independent monitor , forum for criticism and comment , Watch dog, Role of Press in democracy , principles of Journalism , types of Journalism: Print , Broadcast, and online.

Unit III

Mass media and development –Early Journalism – Hickey, Buckingham, Raja ram Mohan roy, Gandhi ,Mangalurusamachara

Unit IV:

Journalism as profession, Rise of advocacy, Tabloid press, yellow Journalism, Citizen Journalism, Mobile Journalism ; Photo Journalism – caption writing, photo feature, grammar , Visual composition ; case studies(4-5 specific photo journalist needs to be specified)

Exercises Assignments

1. Reading of newspapers in the class
2. Writing reports on civic problems incorporating information from civil organization based on interview.
3. Prepare questions for a specific interview.
4. Filing report on the basis of mock press conferences
5. Filing report after attending one press conference after going to the field.

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- (51h 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

PRACTICAL SYLLABUS

Total Hour:20

Hours/Week:4

Max Marks: 50

Credits:2

1. Reporting Hard news stories –specialised stories (human interest /politics/entertainment/agriculture/science)(Any2 specialised report)
2. Citizen journalism (1story)
3. Writing Articles and feature stories (2stories)
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
6. Caption writing for photographs
7. Letters to the Editor (2 letters)
8. Review of content of Newspapers/Magazines

Open Elective
SEMESTER I
WRITING FOR MEDIA

Total Hour: 45

Hour/week: 3

Max Marks: 100

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

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, articles, 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:

Letter to editors -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; scripting design and different scripts formats.

Practical Exercises:

Preparing script for a Radio talk of 05 minute 02

Preparing script for radio Jingle of 02 minute 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 -02Minute

Unit IV:

New media: Introduction to writing for Online media; writing techniques for new media. Content writing for social media (Face book, twitter, LinkedIn ,Instagram) Introduction to blogging and current trends in Web Journalism .

Practical Exercises:

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

Reference Books

- Ravindra R.K (1999). Handbook of Reporting and Editing, Anmol Publications, New Delhi
- Roy Barun (200+). Beginners Guide to Journalism, PusthakMahal, Delhi
- Ellen Sandler The TV writer's Book- A creative Approach to TV scripts, Delta Publications (2007) Edition
- Berger, ArtherAsa (2009)Scripts: writing for radio and TV, SAGE Publications
- ShrivastavaKM(2015). News Reporting and Editing , Sterling Publishers, New Delhi
- Gupta and JasraAS(2007). Information Technology on Journalism, Kanishka Publishers, New Delhi
- Craig Richard (2004)Online journalism Writing and Editing for New Media, Belmont Thomson , Wadsworth Publishing company, USA
- Lyndra Felder (2011). Writing for the Web Creating Compelling Web Content Using Words, pictures and Sound , New Riders , Denmark

II SEMESTER

2.1: COMPUTER APPLICATIONS FOR MEDIA

Total Hours: 50

Hours/ Week: 4

Max Marks: 100

Credits: 4

Course Objectives/Course Description

- To introduce students to the basics of computer
- To familiarize students to the application of Computers in print and electronic journalism
- To facilitate the students to learn the practical applications of computers at different levels in media
- To expose the students to the world of Internet and its extensive use of interactivity
- To familiarize the students with web-based broadcasting

Learning Outcomes

Students will be able to

- Understand the basic concepts of computers
- Develop and understanding of the applications of computers in print and electronic journalism
- Apply Information Technology skills in print and Broadcast projects.
- Demonstrate web-based broadcasting skills

Unit 1

(8hrs)

Understanding the internet, Types of networks, LAN, MAN, WAN. Search Engines, Browsers, Search engine Optimization. Static and dynamic websites and portals. Convergence of technologies- Convergence and contemporary media. Social Media and their applications.

Unit 2

(15Hrs)

Fundamentals of visual communication. Various applications of computers in media: Text, Graphics, Drawings; Animation; Media Software and application (Audio and video software. Designing software). E- news papers and blogs, Vlogs and podcasts.

Unit 3**(12hrs)**

Developing and editing content and stories on Internet. File transfer protocols and uploading images and texts. Creating graphics and Animation, inserting images, supporting file formats (JPEG, TIFF, PNG, GIFF). Video and Audio file formats.

Unit 4**(15hrs)**

Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Applications of Multimedia for print, electronic and Cyber media. Virtual reality, augmented reality. Concepts of Internet Television and Internet Radio. OTT platforms. Online research tools.

Projects for internal assessment

- Image editing and page designing
- Blogs/Vlogs

Reference Books

- Sunder, B-,2000- *Computers Today* Ed, John Wiley.
- Benedict, M. *Cyberspace- First steps*, ed. Cambridge, MA, MIT Press
- Chapman and Chapman.,*Digital Multumedia*, Wiley Publication.
- Cyber Space, New York: Free Press. 1997.
- Macintosh,*Advanced Adobe Photoshop*, Adobe Publishers.
- Satyanarayana, R.*Information Technology and its Facets*, Delhi, Manak2005.
- Smith, Gene. *Tagging; People powered Metadatafor the Social Web*, Indiapolis, Indiana: New Rider;s Press, 2008.
- James c. Foust. *online Journalism: Principles and Practices for the Web 3.*, HolocombHathaway

PRACTICAL SYLLABUS**BASIC MULTIMEDIA SKILLS****Total Hrs- 40****Max marks- 50****Hours/week- 4****Credits- 2**

1. Creating Power Point Presentation using Multimedia tools
2. Designing an e-paper page using QuarkXPress/InDesign
3. Creating Infographics
4. Record content of your choice using audio-recording software
5. CreatingMultimedia Content-News stories and Feature stories
6. Podcast

Open Elective

Semester II

PHOTOJOURNALISM

BA/B Com/BBA/BCA

Total Hours 45

Hours/Week: 3

Max Marks: 100

Credits: 3

Course Objective

- To attract students toward Photojournalism
- To familiarize the students to techniques of photography and photojournalism
- To give a practical knowledge in the field of Photography

Unit 1

History of Photography, Concept of Photography; Different types of Cameras—Manual, Digital and phone cameras; Shot compositions, Concept of lighting. Techniques and types of photography and latest trends in Photography.

Unit II

Concept of Photojournalism- Nature and Scope of Photojournalism; Qualifications, Role and Responsibilities of Photojournalists; Source of news for photojournalists. Ethics of Photojournalism.

Unit III

Techniques of photo editing- Caption writing; Photo editing software; Leading press Photographers and Photorealists 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 on digital platforms.

Practical

Shoot and submit Nature photos, News photos, Portraits, and Human-interest photos.

Edit at least 5 photographs

Caption writing practical (at least 10 photographs)

Books for reference

- Ang, T. (2013). Digital Photography Masterclass. Dorling Kindersley Ltd.
- Feinberg, M. (1970). Techniques of Photojournalism: Available lights and the 35mm camera (Vol 5)
- Roshtein A. (1980). Photojournalism. Amphoto Books, New York.
- Kenneth, Kobre. (2008). Photojournalism; The professional approach, Focal Press, Massachu Sets.
- Ericson B and Roman0 (1990). Professional digital photography. Hall International. London.
- JonaiWabwire (2014). Photojournalism distinguished from other branches of Photography, Lam Lambert Academic Publishing Germany.
- Brenda Tharp (2010). Creative Nature and Outdoor Photography, Amphok Books, New York.

PATTERN OF QUESTION PAPER- THEORY EXAM

Duration of the examination -2 hours

Max marks: 60marks

Question Paper pattern for both Core and Open Elective

I. Answer any 5 question out of 9 questions. Question 9 (case study /application /analytical question) is compulsory

1. 5X10=50

2.

3.

4.

5.

6.

7.

8.

9.

Write short notes

4X2.5=10

1.

2.

3.

4.
