

**VIJAYANAGARA SRI KRISHNADEVARAYA
UNIVERSITY, BALLARI**

Department of Studies and Research in Journalism

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COURSES FOR B A IN JOURNALISM PROGRAM

As Per UGC Curriculum and VSK University UG CBCS Program

**With effect from
2016-17 Academic Year**

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Distribution of Papers

Code	Type of Subject	Title	Internal Marks	External Marks	Total	Hours per Week	Credits
Semester –I							
BAJMS 101	Soft Core	Basics of Communication	30	70	100	4	04
Semester –II							
BAJMS 201	Soft Core	Introduction to Journalism	30	70	100	4	04
BAJMO 202	Open Elective	Audio Visual Media	30	70	100	4	04
Semester -III							
BAJMS 301	Soft Core	Reporting for Media	30	70	100	4	04
BAJMO 302	Open Elective	Basic Journalism and writing skillsfor media	30	70	100	4	04
Semester -IV							
BAJMS 401	Soft Core	Editing and TranslationTechniques	30	70	100	4	04
BAJMO 402	Open Elective	Communication Skills	30	70	100	4	04
Semester -V							
BAJMH 501	Hard Core	Feature Writing and Freelancing	30	70	100	4	04
BAJMS 502	Soft Core	Audio-Visual and New Media	30	70	100	4	04
BAJMO 503	Open Elective	Aesthetics and Film Appreciation	30	70	100	4	04
Semester -VI							
BAJMH 601	Hard Core	Media Laws and Media Ethics	30	70	100	4	04
BAJMS 602	Soft Core	Advertising and Public Relations	30	70	100	4	04
PW607	Project Work*		30	70	100	4	04

Note= * for PW607, Student must opt any one hard core area for project among the three subjects falling under particular department.

COURSES FOR B A IN JOURNALISM PROGRAM (CBCS)

Semester Scheme - Regulations

Preamble:

Journalism is one of the undergraduate optional subjects offered by Vijayanagara Sri Krishnadevaraya University. Media, both print and electronic, being one of the most sought for career sectors in the contemporary scenario, the demand for this challenging subject is increasing year after year. The subject is a combination of theoretical background and practical experiences and aims to produce such journalists who look towards the world with a human angle.

Objectives of teaching the subject

Teaching of journalism is aimed at giving the students more than just an overview of the subject; it intends to make the students ready for a career in print journalism/broadcast journalism and related areas. There will be eight core papers, covering a broad spectrum of areas of journalism and mass communication.

The subject expects to utilize the knowledge and skill of the experts from various fields in order to provide the students the very best. Similarly, there should be concerted effort to tap the resources of experienced journalists, who shall bring in their knowledge and expertise. The journalism student will be expected to bring out wall papers.

Methodology of instruction

The teaching methodology will vary from paper to paper. In all, classroom lecture shall be supplemented with student presentation, discussion, and class assignments. In some of the papers, the students are encouraged to organize the programme and learn from the experience, like in case of Press conference, media visits etc. Working on lab journals or wall magazines will be the method through which they will get practical exposure in reporting, editing and page design.

Internal Assessment

- a) The maximum internal assessment marks for each paper will be 30.
- b) The internal assessment marks awarded to a student will be based on the assessment of the performance of the student in respect of the following.

No.	Criteria	Marks
1	Attendance & Periodical Test	20
2	Practical	10
	Total	30

- c) Practical exercises should be given utmost importance. Each student should maintain a record book and use it for all the practical exercises throughout the semester.
- d) The marks obtained in the internal assessment in the first attempt shall be carried over to the examination in the subsequent attempts.

Question Paper Pattern

The written examination is of 3 hours duration and carries 70 marks. Following should be the pattern:

1. Part A will have 12 questions of 2 marks each. Ten questions needs to be answered in not more than Four sentence

$$10 \times 2 = 20$$

2. Part B will have 4 questions of 10 marks each. The student has to answer only 2 questions in 250-300 words each.

$$2 \times 10 = 20$$

3. Part C will have 4 questions of 15 marks each. The student has to answer only 2 questions in about 400-500 words.

$$2 \times 15 = 30$$

Board of examiners and evaluation

There shall be a Board of Examination for scrutinizing and approving the question papers and scheme of evaluation.

The composition of Board of Examiners is as approved by the University.

The procedure and guidelines for Third Valuation, challenge valuation and provision of improvement is as per the guidelines laid down by the University from time to time.

Study tour/ Industry visit

The students should be provided an opportunity to get the first-hand experience of the media industry by organizing study tours or visits to newspaper offices/TV channels/Radio stations/Studios/Advertising Agencies.

Semester I
B.A. Journalism

BAJMS 101: BASICS OF COMMUNICATION

Sub Code: BAJMS 101
Total Credit =04

No. of Lecture Hours per week: 04
Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- *Introduces definition of Communication and Communication process*
- *Offers the knowledge of Communication models and its types*

Module I: Introduction to Communication	10 Hours
Communication: Meaning, Definitions, Nature and Scope – Functions of Communication – Indian perspective of Communication	
Module II: Types of communication	12 Hours
Process of Communication – Barriers to Communication – Kinds of Communication: Intra-personal, Interpersonal, Group and Mass Communication. Verbal and Non-verbal Communication.	
Module III: Models of Communication	12 Hours
Communication Models – Linear and Non-linear – Models of Aristotle, Schramm, Berlo, Shannon and Weaver, Laswell, Dance.	
Module IV: Mass Communication and Media	14 Hours
Media for Mass Communication: Characteristics and significance of Print media – Newspapers, Magazines. Electronic media – Radio, Television, Film, Internet. Folk media	
Module V: Glossary of Media	12 Hours
Glossary of media	

TEXT and REFERENCE BOOKS

- | | |
|---------------------------------|--|
| 1. David Berlo | The Process of Communication |
| 2. Emery and others | Introduction to Mass Communication |
| 3. Wilbur Schramm | Mass Communication |
| 4. Keval J Kumar | Mass Communication in India |
| 5. Rivers W L | Mass Media |
| 6. Subir Ghosh | Communication in India |
| 7. ನಿರಂಜನವಾನ್ | ಪರಿಣಾಮಕಾರಿ ಸಂವಹನಕಲೆ |
| 8. J ಜೈ . J ದ್ವಿ . ಅಶೋಕ್ ಕುಮಾರ್ | (ಸಂ.) ಮಾಧ್ಯಮಪದವಿ ವರಣ ಕೋಶ |
| 9. ಟಿ. ಸಿ . ಪೂರ್ಣಿಮ | ಆಧುನಿಕಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡದ ಅಭಿವೃದ್ಧಿ |
| 10. ಮಾಧ್ಯಮಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು | ಮಾಧ್ಯಮಪದಕೋಶ |
| 11. ಕನ್ನಡವಿ .ವಿ . ಹಂಪಿ | ಸಂವಹನ |
| 12. ಬಿ. ಎ ಸ್ . ಚಂದ್ರಶೇಖರ್ | ಸಮೂಹವಿ ಮಾಧ್ಯಮಗಳು |

Semester II
B.A. Journalism

BAJMS 201:INTRODUCTION TO JOURNALISM

Sub Code: BAJMS 201
Total Credit =04

No. of Lecture Hours per week: 04
Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- *Provides basic ideas about Journalism*
- *It also gives status of today's media*

Module I: Journalism and Press 10 Hours

Journalism: Meaning, Nature and Scope – Role of Press in Democracy, Fourth Estate, Principles of Journalism.

Module II: Press in India 12 Hours

Origin and Development of press in India – Role of press in Indian freedom struggle – Stalwarts of Indian Journalism with special reference to B G Horniman, Ram Mohan Roy, B G Tilak, M K Gandhi and S Sadanand. Journalism in the post-independent era.

Module III: Kannada Press 14Hours

Kannada Journalism: Origin and growth – Pioneers of Kannada Journalism – Stalwarts of Kannada Journalism with special reference to M Venkatakrishnaiah, DVG, Mohare Hanumantharaya, Thirumalamba and R Kalyanamma –Kannada Journalism after independence – Recent trends. Journalisin Hyderabad-Karnataka Region.

Module IV: Types of Journalism and its organizations 14 Hours

Branches in Journalism: Development Journalism, Community Journalism, Environmental Journalism, Tabloid Journalism, Photo Journalism, Citizen Journalism – News Agencies – Professional Press Organizations – ABC, KUWJ, Karnataka Media Academy.

Module V: Newspaper and Ownership patterns 10Hours

Starting of a newspaper – Newspaper ownership patterns – Problems and prospects of newspapers in India.

TEXT and REFERENCE BOOKS

- | | |
|-----------------------------|--|
| 1. Rivers | W L Mass Media |
| 2. Fraser Bond | Introduction to Journalism |
| 3. Mehta D S | Mass Communication and Journalism in India |
| 4. Nadig Krishnamurthy | Indian Journalism |
| 5. Parthasarathy R | Journalism in India |
| 6. Ahuja B N | The Theory and Practice of Journalism |
| 7. ಡಿ . ವಿ. ಗುಂಡಪ | ವೃತ್ತಪತ್ರಿಕೆಗಳು |
| 8. ಜಿ . ಎ ನ್. ರಂಗನಾಥರಾವ | ಪತ್ರಿಕೋದ್ಯಮ ಏ |
| 9. ಕರ್ನಾಟ ಕವ ಸಾಧವ್ಯಾಲಕಾಡೆಮಿ | ಕರ್ನಾಟ ಕಪತ್ರಿಕಾಲೋಕದಧೀವ ಏಂತರು |
| 10. ನಿರಂಜ ನವ ನಾಳ್ಳಿ | ಎ ರಡುದಡಗಳನಡುವ ಏ |

Semester II
B.A. Journalism

BAJMO 202:AUDIO VISUAL MEDIA

Sub Code: BAJMO202
Total Credit =04

No. of Lecture Hours per week: 04
Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- *The paper introduces origin and development of Audio visual media*
- *Provides present scenario and trends of various media*

Module I: Origin and Growth of Radio	08Hours
Brief History of Radio: Evolution of Radio in India – Present status of Radio in India – Growth of FM	
Module II: Radio Program Composition	10Hours
Types of Radio programs – YuvaVahini – News – Farm News – Agricultural News – Special Audienceprograms – Principles of writing for Radio	
Module III: Television in India	14Hours
A Brief History of Television – Development of television in India – Private channels in India – DTH – SITE	
Module IV: Title of Module-IV	12Hours
Types of Television programs – Production Techniques –Recent trends in Television Broadcasting in India	
Module V: An overview on Cinema	16Hours
History & Development of Cinema - A brief history of Indian cinema – New Trends in Indian Cinema –Status of Kannada cinema – Film censorship in India	

TEXT and REFERENCE BOOKS

1. MehraMasani: 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. Barnou& Krishna Swamy: Indian Film
8. Garga B.D.: So Many Cinemas: The Motion Picture in India

Semester III
B.A. Journalism

BAJMS 301: REPORTING FOR MEDIA

Sub Code: BAJMS 301
Total Credit =04

No. of Lecture Hours per week: 04
Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- *Offers deep knowledge about Reporting.*
- *Provides the knowledge of techniques and skills that are helps in reporting*

Module I: Introduction to News Reporting **12Hours**

News: Definitions – Elements of News: 5 Ws & 1 H – News Values – Sources of News – Structure of New Writing – Inverted Pyramid Style and others– Leads: Types of Leads – Qualities of a Reporter

Module II: Types of News **16Hours**

Covering beats: Politics, Speech, Crime, Accident, Sports, Legislature, Education, Local Self Governments, Mofussil News – Press Release, Press Conference

Module III: Reporting Beats **12 Hours**

Specialized Reporting: Court, Science, Business, Agriculture, Fashion, Covering Wars, Foreign Correspondents.

Module IV: Analysis of Techniques in News Reporting **08Hours**

Descriptive, Interpretative, Investigative reporting

Module V: Introduction to Interview **12 Hours**

Art of Interview: Preparation, Types of Interview – Methods of Writing Interview Stories

TEXT and REFERENCE BOOKS

1. Kamath M V Hand Book of Journalism
2. Srivastava K M News Writing and Reporting
3. McDougal C D Interpretative Reporting
4. Kamath M V Professional Journalism
5. Sheehan P V Reportorial Writing
6. Sherwood H C Journalistic Writing
7. Carl Warren Modern News Reporting
8. Baba Prasad M Reporting

Semester III
B.A. Journalism

**BAJMO 302: BASIC JOURNALISM AND WRITING SKILLS FOR
MEDIA**

Sub Code: BAJMO 302
Total Credit =04

No. of Lecture Hours per week: 04
Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- ➔ *The paper offers basic understanding of the profession – Journalism*
- ➔ *It tries to enhance the Journalistic writing skill.*

- Module I: Defining News and its Organizations** **10 Hours**
News definition, types of news, determinants of news, news evaluation, newspaper organization structure, news room structure, news sources and agencies, target audience
- Module II: News Writing Techniques and Reporter** **12 Hours**
Role, qualities and responsibilities of a reporter, Structure of news, types of leads, lead writing, News peg, organizing and developing a news story, Quotations and Attributions
- Module III: News Gathering Techniques** **12 Hours**
Interviewing – kinds, purpose and technique, Interpretative reporting purpose and technique, Investigative reporting – purpose, source, style, techniques and Columns –development, reviews, feature writing, news analysis, travelogues, web writing
- Module IV: News Editing and Editor** **14 Hours**
Editing – meaning, purpose, Role, qualities and functions of the editor, sub-editor, lead, body and paragraphing, proof reading, style sheet, Editorial room structure, technique of re-writing reporters and agency copy.
Headlines and Photographs:types of headlines, layout, placement of photos, Photo cropping, caption writing, Info graphics.

Module V: Grammar of News Writing

12 Hours

Grammar – sentence construction, errors and how to avoid them, spelling errors, idioms, phrasal verbs, clichés, figurative language (metaphors, similes)

TEXT and REFERENCE BOOKS

1. Breen, M, 1998. Journalism, Theory and Practice. MacLearcy Press.
2. Dodds, Jack. Writing, Revising, Editing. London: Allyn and Bacon.
3. George, T J S, 1991. Editing. Indian Institute of Mass Communication
4. Mencher, M, 1991. News Reporting and Writing
5. Rangaswamy and Parthasarathy, 1989. Journalism in India. New Delhi

Semester IV
B.A. Journalism

BAJMS 401: EDITING AND TRANSLATION TECHNIQUES

Sub Code: BAJMS 401

No. of Lecture Hours per week: 04

Total Credit =04

Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- *Subject offers editing skills*
- *It offers the knowledge about Newsroom staff and their functions*

- Module I: News Organization Structure** **12Hours**
Organizational structure of a newspaper – Anatomy of a newsroom – Functions – Significance of editing –Principles of Editing for Print and Electronic Media
- Module II: Duties and Responsibilities of Newsmen** **12 Hours**
Duties and Responsibilities of Editor, News Editor, Chief Sub-editor, Sub-editor, Resident Editor/Chief of Bureau –Headlines: Functions and Types
- Module III: Editorial Techniques and Forms** **10Hours**
Editorial Page – Editorial: Significance and Types – Op-ed Page – Letters to the Editor – Middles – Columns
- Module IV: Designing of Newspaper Page** **12Hours**
Newspaper Layout: Types - Significance of Illustrations – Cartoons and Comic Strips – Concept of Readers’ Editor
- Module V: Translation and its Techniques** **14Hours**
Translation: Significance of Translation in media – Source Language and Target Language – Types of Translation -Principles and techniques of Translation – Language and Media

TEXT and REFERENCE BOOKS

1. Bruce Westley News Editing
2. Baskett & Scissors The Art of Editing
3. Harold Evans Newspaper Design
4. Wolseley & Campbell Newsmen At Work
5. George T J S Editing- A Handbook of Journalism
6. Hunt A Newspaper Design
7. Spencer L M Editorial Writing
8. McGriffert R C The Art of Editing News
9. ಪದ್ಮರಾಜ ದಂಡಾವ 'ತಿ ಪತ್ರಿಕಾಭಾಷೆ
10. ಪಧಾನಗುರುದತ್ ಬಾಷಾಂತರಕಲೆ
11. ನಿರಂಜ ನವಾನಳ್ಳಿ ನಿಯತಕಾಲಿ ಕಸ 'ಂಪಾದನೆ(ಹ 'ಂಪಿ ವಿ.ವಿ.)

Semester IV
B.A. Journalism

BAJMO 402: COMMUNICATION SKILLS

Sub Code: BAJMO 402

No. of Lecture Hours per week: 04

Total Credit =04

Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- ➡ *To make the students to aware of Communication Process, Patterns in the Changing situation*
- ➡ *To help the students to understand various dimensions of Journalism and Journalism Profession*

Module I: Communication Hours 10

Definition and importance; Elements and Process of Communication; Communication Models

Module II: Levels of Communication Hours 12

Intrapersonal–Interpersonal–Group and Mass communication–Functions of communication – Intercultural communication. Types of communication: Verbal and Non-verbal Communication –Body language

Module III: Art of public speaking Hours 16

Techniques of interpersonal relationships; Art of writing business and Personal letters; Art of journalistic writing: News, articles, features, editorial writing, humorous writing, interview technique; Group dynamics– Leadership styles.

Module IV: Good communication Hours 12

Importance of good communication in one’s life; Improving your Communication skills– Elements of technical writing-Preparing CVs.

Module V: Writing for media Hours 10

Newspaper – magazine –radio -T.V-New media

TEXT and REFERENCE BOOKS

1. Speech Communication – William D Brooks
2. Communication Skills – Chris Cole
3. Writing for TV and radio - Robert Hellard
4. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
5. Communication models for the study of Mass Communication – Denis Mc Quail and S. VenWindah, Longman, Singapore Publications, 1981
6. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi, 1991
7. Theories of Mass Communication – Uma Narula
8. Folk Media for Development – N Usha Rani
9. Mc Quali's Mass Communication Theory – Denis Mc Quail, Sage Publications
10. Personality Development: Every Manager's Desk, Reference Series Vol. I, Vol. II & Vol. III – Techmedia Publications.

Semester V
B.A. Journalism

BAJMH 501: FEATURE WRITING AND FREELANCING

Sub Code: BAJMH 501
Total Credit =04

No. of Lecture Hours per week: 04
Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- *Subject introduces forms of media content*
- *It offers extended knowledge about feature writing and also freelance writing to different media*

Module I: Forms of News	10 Hours
Features: Definitions, Characteristics – Differences between news, features and articles.	
Module II: Types and Techniques of Feature Writing	12 Hours
Types of features; Techniques of feature writing – structure, headlines and leads – Sources of features – Feature Syndicates	
Module III: Freelance Writing	12 Hours
Freelancing: Meaning, scope and significance; Qualities of a freelancer – Recent trends in freelancing	
Module IV: Freelance Writing for Different Media	14 Hours
Freelancing for Radio, Television, Cinema, Advertising and Translation. Content Writing. Status of Freelancing in India	
Module V: Reviewing	12 Hours
Reviews; Meaning and scope; Types of Reviews – Film – Drama – Book – Music – Visual and Performing Arts.	

TEXT and REFERENCE BOOKS

1. Louis Alexander Beyond the Facts
2. Christene Hall How to be a Freelance Journalist
3. R K Murthy Freelancing
4. Jogn Hohenberg Professional Journalist
5. ನಿರಂಜ ನವಾನ್‌ಳ್ಳಿ ಪಿಲ್ಲಾನ್ಸ್‌ಪತ್ರಿಕೋದ್ಯಮ
6. ನಿರಂಜ ನವಾನ್‌ಳ್ಳಿ ನುಡಿ ಚಿತ್ರಗಳು
7. ನಿರಂಜ ನವಾನ್‌ಳ್ಳಿ ಬರೆವಣಿಗೆಯ ಮಹತ್ವ

Semester V
B.A. Journalism

BAJMS 502: AUDIO-VISUAL AND NEW MEDIA

Sub Code: BAJMS 502
Total Credit =04

No. of Lecture Hours per week: 04
Internal Marks: 30 and Exam Marks: 70 = 100

Objectives:

- *Subject offers knowledge about electronic media*
- *It provides a special concentration to introduce new media and its nature*

Module I: Origin and Broadcasting of Radio **12Hours**
Brief History of Radio – Evolution and development of Radio in India – AM and FM Radio – Educational Radio – Farm Radio – Commercial Radio Broadcasting in India

Module II: Types of Radio Programs **10Hours**
Role of radio in society – Radio news, programs for youth, children, women, laborers, and special audience – Principles of Writing for Radio

Module III: Introduction to Television in India **14Hours**
Brief History of Television – Development of Television in India – Advent of Private Channels, Cable and Satellite TV, Television as an Educational Medium – TV program formats – Basic production techniques – Script writing for TV

Module IV: Origin and Growth of Cinema **12Hours**
Brief History of Indian Cinema – Kannada Cinema – Recent Trends – CBFC – Film Certification Process – NFDC – Film Awards

Module V: Introduction to New Media **12 Hours**
New media: Internet, E-mail, Search Engines, Websites, Blogs, concept of online newspapers and e-papers, Social Networking Sites

TEXT and REFERENCE BOOKS

1. Mehra Masani Broadcasting and the People
2. Srivastava K M Radio and Television Journalism
3. Bliss and Patterson Writing News for Broadcasts
4. Kaushik S Introduction to TV Journalism
5. Gerald Miller Son Techniques of Television Production
6. Mullick K R Tangled Tapes
7. Barnou&Krishnaswamy Indian Film

Semester V
B.A. Journalism

BAJMO 503: AESTHETICS AND FILM APPRECIATION

Sub Code: BAJMO503
Total Credit =04

No. of Lecture Hours per week : 04
Internal Marks: 30 and Exam Marks : 70 = 100

Objectives:

- *To help the students to understand the nuances of the cultural heritage of India*
- *Provides techniques of Travel Journalism writing and its scope.*

Module I: Cinema as an Art **10 Hours**
What is art? Art and aesthetics, Philosophy and aesthetics, aesthetics and various form, Cinema as an art

Module II: Expression and Movements of Films **12Hours**
A short history of world cinema, Elements of Film – story, Plot, Narrative, Narration in Classical Hollywood Cinema – representation of space and time, Psychological motivation, German Expressionism, French new Wave, Neo-realism of Italian Films, alternative Films

Module III: Indian cinema **12 Hours**
Indian Cinema – Bollywood and regional Films, Major Characteristics of Indian Popular Cinema – the surrogate context, the immutable and its consequence, causality and simultaneity, Romance as narrative closure, Moral discourse and problem of evil, The aesthetics of identity, The passive mode, The conglomerate narrative, The ways of the pioneers, The legitimacy of a popular form

Module IV: Mechanics in Film Production **14 Hours**
Analyzing the moving image – Image language, technical elements – camera shots, camera angle, shot, editing, special effects, framing, symbolic elements – colour, sounds, mise-en-scene, setting

Module V: Reviewing of Film **12Hours**
Film Review and criticism, Psychoanalysis and Feminist analysis of cinema, Uses and gratification of media with special reference to cinema

TEXT and REFERENCE BOOKS

1. Gokulsing Moti and Disanyake Vimal – Indian Cinema. Orient Longman (1998)
2. Hayward Susan – Key Concept in Cinema studies. 11th edition – Foundation Books
3. Monaco James – How to read a film. 3rd edition (2000) 32
4. Adorno - Aesthetics
5. Barnow and Krishnaswamy – Indian Film – 11th edition (Oxford) (1963)
6. Bordwell. David and Thompon Kristin – Film Art – An Introduction 7th editions:
McGraw Hill

Semester VI
B.A. Journalism

BAJMH 601: MEDIA LAWS AND MEDIA ETHICS

Sub Code: BAJMH 601
Total Credit =04

No. of Lecture Hours per week : 04
Internal Marks: 30 and Exam Marks : 70 = 100

Objectives:

- ➔ *Subject introduces the laws related to press*
- ➔ *Also, it offers the knowledge of self-regulation of media*

Module I: Press Freedom	14 Hours
Concept of Freedom of the Press. Restrictions on the Press in the Pre-Independent Era. Press Freedom in Indian Constitution – Article 19 (1) (a), Article 19 (2). Press during Emergency of 1975. Case studies	
Module II: Laws related to Press	12 Hours
Defamation: Libel and Slander, Contempt of Court: Civil and Criminal, Censorship, Sedition, Obscenity, Breach of Parliamentary Privileges. Case studies	
Module III: Laws related to Journalists	14Hours
The Official Secrets Act 1923, the Working Journalists Act 1955, the Press and Registration of Books Act 1867, the Copyright Act 1957, the Drugs and Magic Remedies (Objectionable Advertisements) Act 1954	
Module IV: Press Council and Commissions	10Hours
Recommendations of First and Second Press Commissions. Press Council of India – Functions and status	
Module V: Ethics in Information Utilization	10Hours
Code of Conduct for Journalists. Right to Information (RTI). Intellectual Property Rights (IPR).	

TEXT and REFERENCE BOOKS

1. Durga Das Basu Laws of the Press in India
2. Rayudu C S Mass Media Laws and Regulations
3. PII The Law and the Press
4. Durga Das Basu Indian Constitution
5. Someshwara Rao B Journalism: Ethics, Codes and the Law
6. Ahuja B N History of Press Laws & Communications
7. ಎನ್. ಎಸ್. ಅಶೋಕ್‌ಕುಮಾರ್ ಲಕ್ಷ್ಮಣರೇಖೆ
8. ಅರ್ಜುನದೇವ ಪತ್ರಿಕಾ ಕಾನೂನು (ಕರ್ನಾಟಕ ಮಾಧ್ಯಮಅಕಾಡೆಮಿ)
9. ನಿರಂಜನ ವಾನಳ್ಳಿ ಪತ್ರಿಕಾ ಮಂಡಳಿ: ಏನು? ಎತ್ತ?
10. Reports First Press Commission Report, Second Press Commission Report, Press Council Act

Semester VI
B.A. Journalism

BAJMS 602: ADVERTISING AND PUBLIC RELATIONS

Sub Code: BAJMS 602
Total Credit =04

No. of Lecture Hours per week : 04
Internal Marks: 30 and Exam Marks : 70 = 100

Objectives:

- *The subject introduces Advertising and PR with the perspective of media*
- *It offers the knowledge about skills and techniques needed in those fields*

Module I: Introduction to Advertising **12Hours**
Advertising: Meaning and Definitions, Nature, Scope – Origin and development of advertising – Types of advertisements – Role of advertising in society – Advertisements and ethics

Module II: Ad Writing Techniques **10Hours**
Advertising agencies – Structure and functions – Copy Writing – Slogans – Visualization

Module III: Definition and Functions of PR **14Hours**
Public Relations: Meaning and Definitions, Nature and Scope – Qualifications of a Public Relations Officer – Role and responsibilities in an organization – Difference between Publicity, Public Opinion, Propaganda and Public Relations

Module IV: PR Tools **12Hours**
Public Relations Tools - House Journals: Contents and Types – Corporate Communication – Professional bodies of PR

Module V: Strategies of PR **12 Hours**
Corporate Social Responsibility. Event Management. Case Studies in Crisis Management.

TEXT and REFERENCE BOOKS

1. Keval J Kumar Advertising in India
2. Sandage and Others Advertising – Theory and Practice
3. Sethia & Chunawala Advertising – Principles and Practice
4. Otto Kleppner Advertising Procedure
5. Cutlip & Center Effective Public Relations
6. Ravindran Handbook of Public Relations
7. Ahuja & Chandra Public Relations
8. Sam Black Practical Public Relations

Semester VI
BA in Journalism

PW607: Project Work

Sub Code:PW607
Maximum Marks: 100

No. of Lecture Hours per week : 04
Internal Marks : 30 and Report Evaluation: 70

Guide lines for Project Work

Objectives:

1. To provide an opportunity for students to apply theoretical concepts in real life situations at the workplace;
2. To enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks;
3. To enable students discover their professional strengths and weaknesses and align them with the changing economic and business environment.
4. To sharpen domain knowledge and provide cross functional skills.
5. To learn apply multidisciplinary concepts, tools and techniques to solve organizational problems.

General Guidelines:

- A. Nature of project work:** The student will have to identify a project work in Political Science or business enterprise that matches the student's area of specialization. Project work is a combination of In-plant study and a research project. Students are expected to study the functioning of an organization, identify a problem area and provide suggestions to overcome the problems. No two students of the Department/College shall work on the same topic in the same organization. Students can take field based research in different sectors of the Journalism.
- B.** No two students of the department/college shall work on the same problem in the same organization.
- C. Duration of project work:** The project works shall be for a period of ONE SEMESTER. Students are expected to take up the preliminary work such as

identifying the organization, finalization of topic and review of literature during the previous semester itself and start the Internship/ project work.

D. Guide: guide of the project work is a faculty member working in Political Science department of the VSKU/affiliated colleges where **Bachelor of Arts in Journalism** program offered.

E. Schedule to be followed before commencement of Internship [During V semester of the Bachelor of Arts]

Activity	Time-line	Remarks
Problem Identification	First two weeks	Student individually identifies an organization and identifies problem for his/her study, according to his/her interest
Problem Statement	3 rd week	His/her interests discussed with guide.
Research design	4 th week	Discussion with internal guide to decide on suitable design for the research

Activity	Time-line	Remarks
Synopsis preparation	5 th and 6 th week	Preparation of synopsis* incorporating the Objectives
Presentation of synopsis	7 th and 8 th week	The student will present Synopsis with the detailed execution plan to the internship committee** who will review and may a) approve, b) approve with modification or c) Reject for fresh synopsis.
Approval status	9 th and 10 th week	The approval status is submitted to Chairman, UG Department of Journalism who will officially give concurrence for execution of the internship/Project work.

Structure of Synopsis

Synopsis is a 3-5 pages hard copy document and to be submitted to the Chairman with the signatures of Internal Guide and the Student.

Page	Content
Page1	<ol style="list-style-type: none">1. Title2. Contact addresses of student -with details of internal Guide
Page2	<ol style="list-style-type: none">1. Introduction with objectives,2. Review of articles/literature about the topic with source of information Expected results (300 words).
Page3	<ol style="list-style-type: none">1. Time-Activity Chart
<p>**Composition of the Internship Committee in the department</p> <ol style="list-style-type: none">1.Chairman of UG department2.DomainExpert3.Guide	

Schedule to be followed during Project Work [In VI semester]

Activity	Time-line	Remarks
Understanding structure, culture and functioning of the organization.	20Days	Student should understand products /services and problems of the organization.
Preparation of research instrument for data collection	30Days	Discussion with the guide for finalization of research instrument in his/her domain and submit the same to the guide. (First presentation to Internship Committee)
Data collection and processing	30Days	Data collected to be edited, coded, tabulated and present for analysis with the guide's suggestions. (Second presentation to Internship Committee)
Analysis and finalization of report	25Days	Students must use appropriate and latest statistical tools and techniques for analyzing the data (It is mandatory to use latest statistical packages whose results should be shown in the report) (Third presentation to Internship Committee)
Submission of report	15Days	Final report should be submitted to the university before two week of the commencement of theory examination.

F. Format of the Internship report:

- a. **The report shall be prepared using a MS Word** processor with Times New Roman font sized 12, on a page layout of A4 size with 1” margin on all three sides and left with 1.5”, double line spacing and only front side print, [no back-to-back print]. The report may not exceed 85 pages.

G. Submission of report:

- a) Students should submit two copies of report in Hard bound 'Navy Blue' color with Golden embossing or Screen printing.
- b) Students should also submit the report in electronic form [CD].
- c) Only, in PDF file to the department and colleges where **Bachelor of Arts in Journalism** program offered. Colleges in turn shall submit ONE copy of the report and CD of their students along with a consolidated master list with university registration number, Name of the student, and Title of the report to the Examination Section, VSKUB before the commencement of the theory examinations

H. Publication of research findings:

Students expected to present their research findings in seminars/conferences/technical events/fests or publish their research work in journals in association with their internal guide of the department with VSKU Bellary affiliation as a tag. Appropriate weightage should be given to this in the internal evaluation of the project report.

I. Evaluation:

- a) The project report of a candidate shall be assessed for maximum of 100 marks consisting of 70 marks for report evaluation by the university and 30 marks for viva-voce examination.
- b) **Evaluation:** An Examiner appointed by the BOE, shall do evaluation for maximum of SEVENTY (70) marks.
- c) **Viva-voce/Presentation:** A viva-voce examination will be conducted for thirty [30] marks at the College, by the examiners appointed by the University. Each student is expected to give a presentation of his/her work.

The Candidate who fails to attend and/or fulfill the requirements of the course shall not be eligible and he/she shall re-register for the course when offered.

A. Marks allocation for Project report:

Evaluation by an Examiner appointed by University for 70 Marks		
Sl. No	Aspects	Marks
1	Introduction and Methodology	15
2	Industry and Company profile/ Profile of the study area	10
3	Theoretical Background of the Study	15
4	Data Analysis and interpretation	15
5	Summary of Findings, suggestions and Conclusion	15
Total		70

Viva-voce by Examiner appointed by University for 30 Marks		
Sl. No	Aspects	Marks
1	Presentation Skills	05
2	Communication Skills	05
3	Subject Knowledge	05
4	Objective of the study/Methodology	05
5	Analysis using Statistical tools and Statistical Packages	05
6	Findings and appropriate suggestions	05
Total		30

Project Report on

(Title of the Report in Capital Letters with inverted commas)

BY (Student

Name) (USN)



Submitted to

VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY, BELLARY

*In partial fulfilment of the requirements for the award of the degree of **Bachelor of Arts in Journalism***

Under the guidance of

INTERNAL GUIDE

(Name)

(Designation)

**Under-Graduate Department of Journalism,
Vijayanagara Sri Krishnadevaraya University,
Jnana Sagara Campus, Vinayaka Nagar, Cantonment, Bellary-583 104**

Year

DECLARATION

D E C L A R A T I O N

I, the undersigned, hereby declare that the Project Report titled “-----
-----” written and submitted by me to Vijayanagara Sri Krishnadevaraya University,
Bellary in partial fulfilment of requirements for the Award of Degree of Bachelor of Arts in
Journalism under the guidance of _____ is my original work and the
conclusions drawn therein are based on the material collected by myself.

Place: Bellary

Signature

Date:

(Name Research Student)

CERTIFICATE

This is to certify that the Project Report titled “-----
-----” which is being submitted herewith for the award of the degree of Bachelor of Arts in
Journalism ----- of Vijayanagara Sri Krishnadevaraya University, Bellary is the
result of the original research work completed by Mr. _____ bearing URN
(xxxx), under my supervision and guidance and to the best of my knowledge and belief the work
embodied in this Project Report has not formed earlier the basis for the award of any degree or
similar title of this or any other University or examining body.

Signature of Research Guide

Signature of the HOD in Case of affiliated College

Place:

Date:

Signature of the Chairman/Principal

Place: Bellary

Date:

COMPANY CERTIFICATE:

This certificate is to be obtained on original letterhead of the company by the project student where he/she carried out project work. For example

CERTIFICATE or TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr/Miss/Mrs.....** has worked in the ----- department from 7th May 2017 to 7th July 2017 in our organization. During this period, he successfully completed the work assigned to him. He has been sincere, hardworking and punctual in his work. I wish good and prospers carrier for his future.

Signature

[Name of the Person}

Designation with Office Seal

Note: The above-cited content certificate is to be obtained on original letterhead of the company by the project student where he/ she carried out project work.

F. CONTENTPAGE

CONTENTS

Items	Page No.
ACKNOWLEDGEMENT	Roman No
LIST OF TABLES	Roman No
LIST OF FIGURES	Roman No
CHAPTER I: Introduction	Arabic No
CHAPTER II: Profile of the Organization	Arabic No
CHAPTER III: Research Design and Methodology	Arabic No
CHAPTER IV: Data Presentation, Analysis and Interpretation	Arabic No
CHAPTER V: Findings and suggestions	Arabic No
BIBLIOGRAPHY	Arabic No
ANNEXURE	Arabic No

G. ACKNOWLEDGMENT

A page for Acknowledgment

Here the students can acknowledge for the people who are concern to the work and project. For example:

ACKNOWLEDGMENT

I take this opportunity as privilege to express my deep sense of gratitude to my research guide Dr./Shri _____, [Designation], **Department of Journalism, Vijayanagara Sri Krishnadevaraya University, Bellary** for his continuous encouragement, invaluable guidance and help for completing the present research work.

I am deeply indebted to Dr. _____, Chairman/HOD/Principal, **Department of Journalism, Vijayanagara Sri Krishnadevaraya University, Bellary or College** for being a source of inspiration to me and I am indebted to him for initiating me in the field of research.

I am deeply grateful to all authorities of the **Vijayanagara Sri Krishnadevaraya University, Bellary** without their help completion of the project was highly impossible.

I take this opportunity as privilege to articulate my deep sense of gratefulness to the Managing Director, and the staff of the ----- of Company for their timely help, positive encouragement and without their help completion of the project was highly impossible.

I wish to express a special thanks to all teaching and non-teaching staff members, the **Vijayanagara Sri Krishnadevaraya University, Bellary** for their forever support. Their encouragement and valuable guidance are gratefully acknowledged. I would like to acknowledge my all my family members, relatives and friends for their help and encouragement.

Place: Ballari

Date:

Name of the Student

H. LIST OF TABLES

A PAGE FOR LIST OF TABLES

LIST OF TABLES		
Table No.	Title of the Table	Page No
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Table No. 1.2		
Table No. 2.1		
Table No. 2.2		
Table No. 3.1		
Table No. 3.2		
Table No. 4.1		
Table No. 4.2		
Table No. 5.1		
Table No. 5.2		

Tables may be more or less depending upon the tables in the each chapter

I. LIST OFFIGURES

A PAGEFOR LIST OF FIGURES

LIST OFFIGURES		
Figure No	Title of the Figure	Page No.
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Figure No. 4.2		
Figure No. 5.1		
Figure No. 5.2		
Figure No. 5.3		
Figure No. 5.4		

Figures may be more or less depending upon the figure in the each chapter

LIST OF ABBREVIATIONS

All the abbreviations used in the research project should be listed alphabetically here.

EXECUTIVE SUMMARY OF THE PROJECT

This page should consist of the executive summary of research project carried out by the project student/researcher.

Question Paper Pattern for BA Semester (CBCS) Degree Examinations

Paper Code:

Paper Title:

Time: 3 Hours

Max. Marks: 70

Instruction: Answer all Sections

SECTION-A

Answer any **Ten** of the following

(10X2=20)

Q1. English version followed by next line Kannada

Q2.

Q3.

Q4.

Q5.

Q6.

Q7.

Q8.

Q9.

Q10.

Q11.

Q12.

SECTION-B

Answer any **TWO** of the following

(2X10=20)

Q13. – Q16 English version followed by next line Kannada

SECTION-C

Answer any **TWO** of the following

(2X15=30)

Q17- Q20.English version followed by next line Kannada