



**TUMKUR UNIVERSITY**

**Board of Studies in  
Journalism and Mass Communication**

**Curriculum Framework and Syllabus for  
JOURNALISM AND MASS COMMUNICATION  
at Undergraduate Level (BA)**

**To be effective from academic year 2024-25**

### COURSE STRUCTURE

Sl. No.	Course title	T / P	Sem	Hours/ Week	Max Marks			Credits
					Semester End Exam	IA	Total	
1	Introduction to Communication & Journalism	T	I	4	80	20	100	3
2	Communication Skills - Practical	P		4	40	10	50	2
3	Basics of Audio-Visual Media	T	II	4	80	20	100	3
4	Radio and Television Skills - Practical	P		4	40	10	50	2
5	Reporting and Current Affairs	T	III	4	80	20	100	3
6	Reporting and Current Affairs - Practical	P		4	40	10	50	2
7	News Processing and Editing	T	IV	4	80	20	100	3
8	News Processing and Editing - Practical	P		4	40	10	50	2
9	Writing for Media and Translation	T	V	4	80	20	100	3
10	Writing for Media and Translation - Practical	P		4	40	10	50	2
11	Media Laws and Management	T		4	80	20	100	3
12	Photojournalism- Practical	P		4	40	10	50	2
13	Advertising and Corporate Communication	T	VI	4	80	20	100	3
14	Advertising and Corporate Communication - Practical	P		4	40	10	50	2
15	Introduction to Digital Media	T		4	80	20	100	3
16	Digital Media - Practical	P		4	40	10	50	2

Programme Name	BA	Semester	I
Course Title	<b>Introduction to Communication and Journalism</b>		
Course Code	JMC-1	Credits	3
Contact Hours	60 (4 hrs/ week)	Duration of SEA/Exam	3 Hours
Formative Assessment Marks (IA)	20	Summative Assessment Marks	80

### Course Outcomes:

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

- To identify the distinct nature and scope of the discipline of Communication and Journalism and their professional aspects including career opportunities.
- To recognize and use the technical terms related to the media
- To gain a historical perspective of Indian Journalism.
- To recognize the significance of changes in the practice of journalism and the necessary skills required.

Content	Hrs
<b>UNIT-I</b> Communication: Meaning, Definition, Nature, Scope. Process of Communication. Functions of Communication. Kinds of Communication: Oral and Written, Verbal and Non-Verbal. Essentials of Effective Writing. Techniques of Public Speaking.	15
<b>UNIT-2</b> Levels of Communication: Intrapersonal, Interpersonal, Group, Mass Communication. Models of Communication: Aristotle, Herald Lasswell, David Berlo, Shannon & Weaver; Osgood & Schramm, Newcomb, Dance.	15
<b>UNIT -3</b> Journalism: Definitions, Nature, Scope, Functions. Principles of Journalism. Kinds of Journalism: Magazine Journalism, Development Journalism, Tabloid Journalism, Business Journalism, Investigative Journalism. Glossary of Journalism.	15
<b>UNIT-4</b> History of Journalism in India. The Role of Press during Freedom Struggle. Growth and Development of Kannada Journalism. Recent Trends in Journalism. Characteristics of Print Media, Electronic Media, Folk Media, and New Media. Professional Press Organizations.	15

## REFERENCES

1. David Berlo: The Process of Communication, Holt, Rinehart, & Winston, New York, 1960.
2. Denis McQuail: McQuail's Mass Communication Theory (6th Edition), SAGE Publications Ltd, 2010
3. Keval J Kumar: Mass Communication in India (4th Revised Edition), Jaico Publishing House, Mumbai, 2014.
4. Uma Narula: Mass Communication: Theory and Practice, Haranand Publications Pvt Ltd, New Delhi, 2008.
5. Chandrakant P Singh: Dictionary of Media and Journalism, IK International Pvt. Ltd, Delhi, 2004.
6. Seema Hasan: Mass Communication: Principles and Concepts, CBS Publishers, 2020.
7. ನಿರಂಜನ ವಾಣಳ್ಳಿ: ಎಲ್ಲರಿಗೂ ಬೇಕು ಸಂವಹನ ಕೌಶಲ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ, ಮೈಸೂರು, 2012
8. ಎ. ಎಸ್. ಬಾಲಸುಬ್ರಹ್ಮಣ್ಯ: ಸಮೂಹ ಮಾಧ್ಯಮ ಪದವಿವರಣೆ ಕೋಶ, ಕನ್ನಡ ಅಭಿವೃದ್ಧಿ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು.
9. ಸಿಬಂತ್ ಪದ್ಮನಾಭ ಕೆ. ವಿ.: ಪತ್ರಿಕೋದ್ಯಮ ಪ್ರವೇಶ, ವಸಂತ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2021.
10. ಟಿ. ಸಿ. ಪೂರ್ಣಿಮ: ಆಧುನಿಕ ಸಂವಹನ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಕನ್ನಡದ ಅಭಿವೃದ್ಧಿ, ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ
11. ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಹಂಪಿ, 2003
12. ಮಾಧ್ಯಮ ಪದಕೋಶ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು
13. ಬಿ. ಎಸ್. ಚಂದ್ರಶೇಖರ್: ಸಮೂಹ ಸಂಪರ್ಕ ಮಾಧ್ಯಮಗಳು, ಪ್ರಸಾರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು, 1987.

## PRACTICAL

Course Title	Communication Skills - Practical		Credits	2
Course Code	JMCP-1		Contact Hours	4 hrs/week
Formative Assessment (IA)	25	Summative Assessment	25	
Practical Assignments				
<div>1. Analyze the contents of two newspapers and two magazines.</div> <div>2. Review any two web portals.</div> <div>3. Write and publish two ‘Letters to the Editor’.</div> <div>4. Write and publish one article in a newspaper.</div> <div>5. Each student to present one speech on a topic assigned.</div>				



Programme Name	BA	Semester	II
Course Title	<b>Basics of Audio-Visual Media</b>		
Course Code	JMC-2	Credits	3
Contact Hours	60 (4 hrs/ week)	Duration of SEA/Exam	3 Hours
Formative Assessment Marks (IA)	20	Summative Assessment Marks	80

### Course Outcomes:

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

- Understand the historical perspectives of radio and television.
- Analyze different programme formats in radio and television.
- Evaluate the merits and demerits of private and govt.-owned radio and television channels.
- Appreciate presentation skills for radio and television.
- Understand the basics of cinema as a mass medium.

Content	Hrs
<b>UNIT-I</b> Brief History of Radio. Evolution of Radio in India. FM, Community Radio, Educational Radio, Farm Radio. AIR v/s Private FM Stations.	15
<b>UNIT-2</b> Impact of Radio on Society. Radio Programme Formats. Special Audience Programmes. Principles of Writing for Radio. Radio Presentation Skills.	15
<b>UNIT -3</b> A Brief History of Television. Development of Television in India. Television as an Educational Medium. Television Programme Formats. Principles of Writing for Television. Television Presentation Skills.	15
<b>UNIT-4</b> A Brief History of Indian Cinema. Recent Trends in Indian Cinema. Status of Kannada Cinema. Censorship in India. Elements of a Cinema Script. Glossary of Audio-Visual Media.	15

## REFERENCES

1. B N Ahuja: Audio Visual Journalism, Surjeet Publications, Delhi, 2009
2. Mehra Masani: Broadcasting and the People, National Book Trust, 1976
3. Shrivastava K M: Broadcast Journalism in the 21st Century, Sterling Publishers, New Delhi, 2009
4. Bliss and Patterson: Writing News for Broadcast, Columbia University Press, 1978
5. Kaushik Sharda: Script to Screen - Introduction to TV Journalism, Macmillan India, 2010
6. Gerald Millerson: Technique of Television Production, Focal Press, 1999
7. Mullick K R: Tangled Tapes-The Inside Story of Indian Broadcasting, Sterling Publications, 1974
8. Erik Barnouw & S. Krishnaswamy: Indian Film, Oxford University Press, USA, 1980
9. Garga B D: So Many Cinemas: The Motion Picture in India, Eminence Designs, 1996
10. ಗಂಗಾಧರ ಮೊದಲಿಯಾರ್: ಕನ್ನಡ ಸಿನೆಮಾ-ಇತಿಹಾಸದ ಪುಟಗಳಲ್ಲಿ, ಕನ್ನಡ ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು, 1998

## PRACTICAL

Course Title	Radio and Television Skills - Practical		Credits	2
Course Code	JMCP-2		Contact Hours	4 hrs/week
Formative Assessment (IA)	25	Summative Assessment	25	
Practical Assignments				
<div>1. Prepare a radio news script and present it; record and submit.</div> <div>2. Practice RJing; make a presentation on a topic of student's choice.</div> <div>3. Prepare a television news script and present it in classroom.</div> <div>4. Visit to local radio and TV station and submit a report.</div> <div>5. Watch a movie and write its review.</div>				