

TUMKUR UNIVERSITY

SYLLABUS FOR BA JOURNALISM & MASS COMMUNICATION (NEP SCHEME)

V SEMESTER

DSC- 5: INTRODUCTION TO COMMUNICATION

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSC 5 Introduction to Communication		
Course Code:	DSC 5	No. of Credits	4
Contact hours	60 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s):

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

Contents	60 Hrs
UNIT-I Communication: Definitions, functions, and principles. Process of communication. Understanding communication through models- Aristotle's model, Shannon & Weaver's model, Harold Lasswell's model, Wilbur Schramm's model and Newcomb's model.	15
UNIT-II Types of communication- verbal and non-verbal communication. Differences between verbal and non-verbal communication. Techniques of verbal communication. Essentials of effective writing. Techniques of public speaking. Types of non-verbal communication - Sign language, object language, body language, sensory communication.	15
UNIT-III Levels of communication- intrapersonal, interpersonal, group, and mass communication. Scope and limitations of intrapersonal, interpersonal, group, and mass communication.	15
UNIT-IV Introduction to mass media. Mass media and society. Types of mass media- print, electronic (radio and television), folk, and digital media. Media convergence. Mass media and national development.	15

List of reference books both for theory and practise of Introduction to communication

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mass Communication in India	Keval J Kumar	Jaico	5 th	2020
2	Mass Communication: Theory and Practice	Uma Narula	Har-Anand Publications Pvt Ltd.	2nd	2015
3	Introduction to Mass Communication	Stanley J. Baran	New York: McGraw Hill.	2 nd	2002
4	Communication	C.S. Rayadu	Himalaya Publishing House, Mumbai	9 th	2010
5	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
6	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 nd	1981
7	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
8	An Introduction to Communication	Lynn H. & Turner West	Cambridge University Press	1st	2019
9	The Dynamics of Mass Communication	Joseph R. Dominick	McGraw Hill	12th	2013

- PRACTICALS -

Course Title	DSC 6 Introduction to Communication (Practical)		Practical Credits	2
Course Code	DSC 6		Contact Hours	4 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks	
Practical Content				
<div>1. Characteristics of good writing. The art of writing letters – A minimum of 5 exercises in letter writinglike ‘Letters to the Editor’.</div> <div>2. Characteristics of good public speech. Practicing public speaking- A minimum of 2 exercises of public speaking.</div> <div>3. Writing editorials and middles. A minimum of 2 exercises each in editorial and middle writing.</div>				

V SEMESTER

DSC- 7: FUNDAMENTALS OF RADIO AND TV

Program Name	BA in Journalism and Mass Communication	Semester	5
Course Title	DSC 7 Fundamentals of Radio and TV		
Course Code:	DSC 7	No. of Credits	4
Contact hours	60 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s):

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- To introduce the concepts, technology and skills behind audio and video production
- To introduce the students TV as a medium
- To highlight the techniques of programme production in Radio
- To highlight the techniques of programme production in TV
- To discuss the past and present status of these two media

Contents	60 Hrs
UNIT-I: Audio-Visual Media: Characteristics of Radio & Television as medium of mass communication. Radio and TV presentation techniques - voice modulation, appearance, facial expression, body language, general knowledge.	15
UNIT-II: Introduction to Radio: Evolution of radio in India. Functions of radio. Types of radio broadcasting (AM/FM). Organizational structure of AIR and private radio. Community radio. Present status of radio in India. Impact and reach of radio. Major radio networks in India & Karnataka.	15
UNIT-III: Introduction to Television: Growth of television in India. Organizational structure of Doordarshan. Satellite TV Channels. Regional channels. Major TV networks in India & Karnataka. Recent trends in television broadcasting.	15
UNIT – IV: Script writing of Radio & TV: Writing skills for broadcast media. Importance of scripting. Various elements of script for radio and TV. Principles of script writing. Script formats. Style sheet. Grammar.	15

References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 st	2017
2	Audio Production Worktext: Concepts, Techniques, and Equipment	David Reese, Lynne Gross, Brian Gross	Focal Press	1st	2009
3	Television Production Handbook	Zettl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	Robert Hilliard	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Press	2 nd	2013

- PRACTICALS -

Program Name	BA Journalism and Mass Communication		Semester	5
Course Title	DSC 8: Fundamentals of Radio and TV (Practical)			
Course Code:	DSC 8		No. of Credits	02
Contact hours	30 hours		Contact hours	4 hours
Formative Assessment Marks	25		Summative Assessment Marks	25
PRACTICAL CONTENTS				
<ul style="list-style-type: none">Students are asked to write script for following each assignment and submitted in Record Format				
<ul style="list-style-type: none">A. Scripting of Radio announcements-02B. Scripting of Radio Jingles-02C. News reading for Radio - 3 (2 min)D. Writing news item for TV - 2 (1min)E. News reading script for TV – 2 (2 min)F. VJying -2 (2 min)				

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VI SEMESTER

DSC- 9: INTRODUCTION TO DIGITAL MEDIA

Program Name	BA in Journalism and Mass Communication	Semester	6
Course Title	DSC 9 Introduction to Digital Media		
Course Code:	DSC 9	No. of Credits	4
Contact hours	60 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s): After completing this course-

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will describe the design methodology from concept to production with simple animations and other influencing digital formats.
- The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Contents	60 Hrs
UNIT-I: Introduction to the Digital Media: Concept and definitions of digital media. Evolution and development. Nature and scope of digital media. Advantages and disadvantages of digital media. Trends in digital media.	15
UNIT-II: Digital Media Storage Components: Hardware/software components of digital media. Digital storage media- disc drive, USB drive, hard disc drive, cloud storage, memory chip and cards.	15
UNIT – III: Digital Media Content Design and Marketing: Tools for digital media design. Digital media content creation: Planning, writing, designing and editing. Digital marketing- Principles of digital marketing. Planning and management. Trends in digital marketing.	15
UNIT – IV: Digital Technology for Present and Future: Basics of audio and video production, video games, artificial intelligence (AI), virtual reality (VR), augmented reality (AR), web 3.0, metaverse. Skills required for emerging media.	15

BOOKS FOR REFERENCE

Sl.No.	Title of the book	Author	Publisher	Edition	Year
1	Digital Media: Concepts and Applications	Tena B. Crews, Karen Bean May	Cengage Learning	4 th	2016
2	Introduction to Media Technology	Sibanthi Padmanabha K V and Shreesh M Punacha	Ankur Media Publications	1 st	2022

3	Introduction to Digital Media	Alessandro Delfanti, Adam Arvidsson	Wiley-Blackwell	1 st	2019
4	Routledge Handbook of Digital Media and Communication	Leah A. Lievrouw, Brian D. Loader	Routledge	1 st	2020
5	A History of Digital Media: An Intermedia and Global Perspective	Gabriele Balbi, Paolo Magaudda	Routledge	1 st	2018
6	Affective Politics of Digital Media: Propaganda by Other Means	Megan Boler, Elizabeth Davis	Routledge	1 st	2021

- PRACTICALS -

Program Name	BA in Journalism and Mass Communication		Semester	6
Course Title	DSC 10 Introduction to Digital Media (Practical)			
Course Code:	DSC 10		No. of Credits	2
Contact hours	30 hours		Contact hours/week	4 hours
Formative Assessment Marks	25		Summative Assessment Marks	25
Practical content				
<ul style="list-style-type: none">➤ Content writing for social media platforms – 5 assignments➤ Analyses of a blog on the basis of its formatting and structure – 2 assignments➤ Create design and present a layout of website through power point presentation – 2 assignments				

VI SEMESTER
DSC- 11: ADVERTISING AND CORPORATE COMMUNICATION

Program Name	BA in Journalism and Mass Communication	Semester	6
Course Title	DSC 11 Advertising and Corporate Communication		
Course Code:	DSC 11	No. of Credits	4
Contact hours	60 hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

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.

Contents	60 Hrs
Unit I: Understanding Advertising: Definition, nature and scope of advertising. Role & functions of advertising. Evolution of advertisement 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.	15
Unit IV: Corporate Communication Tools: Print media – House journals, newsletters, brochures & handouts/flyers. Electronic media – ads & corporate films. Digital media – social media, blogs, vlogs.	15

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, Marieke 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

- PRACTICALS -

Program Name	BA in Journalism and Mass Communication		Semester	6
Course Title	DSC 12 Advertising and Corporate Communication Practical			
Course Code:	DSC 12	No. of Credits	2	
Contact hours	30 hours	Duration of SEA/Exam	2 hours	
Formative Assessment Marks	25	Summative Assessment Marks	25	
Practical content				
<ul style="list-style-type: none">○ Prepare an ad copy for a product of your choice.○ Prepare public service advertisement.○ Make a case study of an advertising campaign.○ Prepare a brochure for your institution.○ Prepare a poster for an educational course.○ Use any social media platform for promoting your college.				


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