

TUMKUR UNIVERSITY
BOARD OF STUDIES (BoS) IN JOURNALISM

Syllabus for I & II Semesters of
BA Honors in Journalism and Mass Communication

As per the National Education Policy (NEP) – 2020

September 2021
TUMKUR UNIVERSITY
BOARD OF STUDIES (BoS) IN JOURNALISM

The Board of Studies in Journalism (UG), Tumkur University, met at the Department of Journalism, University College of Arts, on September 21, 2021 in order to finalize the syllabus for the first two semesters of the 4-year BA Honors in Journalism and Mass Communication, to be implemented by Tumkur University. The Board reviewed the syllabus framework given by the state-level expert committee and finalized the courses for the first and the second semesters.

The following members were present at the meeting:

1. Dr. Padmanabha K. V. Chairman
2. Sri Aradhya H. R. Member
3. Sri Devaraju C. Member

Chairman

SEMESTER I

JOUDSCo1: INTRODUCTION TO JOURNALISM

Theory: 4 hrs/week
credits

Total: 6

Practical: 4 hrs /week

Unit I:

Definition of journalism; nature and scope of journalism; Significance of journalism in 21st century; Qualities, duties, responsibilities and ethics of journalists; Influence of journalism on society and development

Unit II:

History of journalism – Development of journalism in the world; A brief history of journalism in India; A brief history of Kannada press; Origin and development of journalism in Tumkur district; Role of journalism during freedom struggle and growth of the press after Independence; Challenges faced by the present day journalism world over, with special reference to India.

Unit III

Glossary of journalism- Basic terms used in the press and media in general. Traditional and modern branches of journalism like magazine journalism, community journalism, investigative journalism, development journalism, business journalism, radio and TV journalism and multimedia journalism, etc; Rise of advocacy, professionalism, broadcast and new media journalism.

Unit IV:

Theories of press and their relevance to the present day; Journalism as a profession; Professional organizations--Press Council of India, Editors' Guild of India, Indian Newspaper Society, Karnataka Media Academy, Karnataka Union of Working Journalists; Career opportunities in journalism.

Practical:

- Developing journalistic skills in students by giving assignments to write on any topic of their choice (Minimum of 5 assignments should be written)
- Practicing different types of writings in newspapers like news, articles, features, editorials and middles
- Use of RTI to produce interesting and factual news reports (minimum of 5 assignments)
- Writing articles and features (Minimum of 5 assignments)
- Writing for social media (Minimum of 5 assignments)

Books for reference:

1. Journalism: A Very Short Introduction: Ian Hargreaves, Oxford University Press, 2015
2. Mass Communication in India: Keval J Kumar, Jaico Publishing House, 2020
3. Global Journalism: An Introduction: Vera Slavtcheva-Petkova and Michael Bromley, Red Globe Press; 2018
4. Understanding Journalism: Barun Roy, V&S Publishers, 2017

5. Mass Communication and Journalism in India: D S Mehta, Allied Publishers, 1992
6. ಸಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮ: ನಾಡಿಗ ಕೃಷ್ಣಮೂರ್ತಿ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು, 2006
7. ಪತ್ರಿಕೋದ್ಯಮ, ಜಿ. ಎನ್. ರಂಗನಾಥ ರಾವ್, ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2018

Open Elective-1: WRITING FOR MEDIA

Course Code: JOUOEC01

Theory: 2 hrs/week

Practical: 2 hrs/week

Total: 3 credits

Unit-I:

Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of journalistic writing--news reporting, column, article, 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:

- Letters to editor -02
- Press releases -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; Script design and different script formats.

Practical Exercises:

- Preparing script for a Radio Talk of 05 minutes -02.
- Ready script for radio jingle of 02 minutes-02
- Reading News for Radio of 05 minutes-02
- Podcast -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:

- Anchoring script for TV programme-2
- News reading script- 04 Minutes -2
- Entertainment programme script-02 Minutes

Unit-IV:

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging. Current trends in Web Journalism.

Practical Exercises:

- Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
- Analyze the contents of any five news portals.
- Create a Facebook page.

Books for reference:

1. Professional feature writing: Garrison Bruce, New Jersey: Lawrence Erlbaum Associates. Inc. Publishers, 2004

2. Power prose: Writing skills for the media age. Victoria: Carolyne Lee, Hardic Grant Books, 2004.
3. Media writing: Print, broadcast, and public relations: Richard Whitaker, New York: Routledge, 2012.
4. ಬರೆವಣಿಗೆ ಒಂದು ಕಲೆ: ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ, ಮೈಸೂರು, 2012

Skill Enhancement Course
JOUSECo1: TV Anchoring Skills

Hours: 2 hrs/week
(1 hour theory + 1 hour practical)

Total: 2 credits

Unit-I:

Television news: Gathering news, responsibilities of reporter and camera person, essentials of television language, preparing script, news editing, news presentation, voice modulation, body language, qualities and responsibilities of an anchor

Unit-II:

Interviewing skills: Art of interviewing, preparing for an interview, various types of interviews, interview-based shows, interactive and panel discussion, talk shows, phone-in-programs

Unit-III:

Mastering TV techniques: Voice over, PTC, live reporting, news packages, using teleprompter, MoJo- Mobile Journalism, producing news bulletins, understanding technical terms/ glossary of TV news

Practical exercises:

- Preparing news script
- News anchoring
- PTC
- Voice Over
- Producing bulletins

Books for reference:

1. Fundamentals of Television Production: Ralph Donald and Thomas Spann, Surjeet Publications, New Delhi.
2. Handbook of Television Production: Herbert Zettl, Wadsworth
3. Broadcast Journalism: Boyd Andrew, Focal Press, 2001
4. Art of Interviewing for Television: Iry Broughton, 1981
5. Presenting on TV and Radio: Janet Trevin, Focal Press, 2003

SEMESTER II

JOUDESCo2: COMPUTER APPLICATIONS FOR MEDIA

Theory: 4 hrs/week
credits

Total: 6

Practical: 4 hrs /week

Unit-I

Computer: Evolution of computers, generation of computers, introduction to input and output devices--hardware and software (MS office and MS Publisher), Files and folders management.

UNIT-II

Various applications of computers in media: Text, Graphics, Drawings; Animation; Audio and Video software--Adobe audition and Premier Pro; Designing software--Media Software and application, media websites, digital paper and blogs and podcasts.

Unit-III

Internet: Evolution, concept, significance, elements, functions of Internet. Basics of e-mail, web browsers, search engines, basics of computer network--LAN, WAN. IP, Social Media and their applications.

UNIT-IV

Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and cyber media. Fundamentals of visual communication, Video conferencing, graphics and animation.

Practical

- Creating Power Point Presentation using Multimedia tools
- Designing an e-paper page
- Creating a blog with a content of your choice
- Record content of your choice using audio-recording software
- Designing an e-magazine
- Create a video public service Ad on 30 seconds

Books for Reference

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: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
5. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
6. ಕಂಪ್ಯೂಟರ್ ಪ್ರಪಂಚ: ಟಿ. ಜಿ. ಶ್ರೀನಿಧಿ, ನವಕರ್ನಾಟಕ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು, 2013

Open Elective-2: PHOTO JOURNALISM

Course Code: JOUOEC02

Theory: 2 hrs/week

Practical: 2 hrs/week

Total: 3 credits

Unit-I

Concept of Photography- Evolution of Photography; Different types of cameras--Manual, Digital and phone cameras; Types of Photography--light and light equipment; Latest trends in photography

Unit-II

Concept of photo journalism--nature and scope of photo journalism; Qualifications, role and responsibilities of photo journalists; Sources of news for photo journalists.

Unit-III

Techniques of photo editing--Caption writing; Photo editing software; Leading press photographers and photo journalists 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

- Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
- Students to edit at least 10 photographs
- Students to edit video of 3 minutes and upload on Digital platforms
- Caption Writing- practical (10 captions)

Books for reference:

1. Techniques of Photojournalism: Milton Feinberg, John Wiley & Sons, 1970
2. Basic Photography: Michel Langford, Focal Press, 1997
3. Techniques for Creating Perfect Pictures: Tom Ang, DK, 2013
4. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad: Ivo Burum and Stephen Quinn, Routledge, 2015