

ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಸ್ನಾತಕ ಪತ್ರಿಕೋದ್ಯಮ ಅಧ್ಯಯನ ಮಂಡಳಿ

ಸಂಖ್ಯೆ:ತು.ವಿ:ಪ.ವಿ:2026-27/62

ದಿನಾಂಕ: 22.07.2026

ಅಧ್ಯಕ್ಷರು

ಸ್ನಾತಕ ಪತ್ರಿಕೋದ್ಯಮ ಅಧ್ಯಯನ ಮಂಡಳಿ

ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ತುಮಕೂರು

ಗೆ,

ಕುಲಸಚಿವರು

ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ತುಮಕೂರು

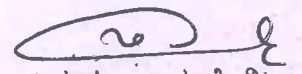
ಮಾನ್ಯರೇ,

ವಿಷಯ: 5 ಹಾಗೂ 6 ನೇ ಸೆಮಿಸ್ಟರ್ ಸ್ನಾತಕ ಪತ್ರಿಕೋದ್ಯಮ
ಪಠ್ಯಕ್ರಮವನ್ನು ಸಲ್ಲಿಸುವ ಬಗ್ಗೆ -

ಮೇಲ್ಕಂಡ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸ್ನಾತಕ ಪತ್ರಿಕೋದ್ಯಮ ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯನ್ನು ದಿನಾಂಕ: 21.07.2026 ರಂದು ನಡೆಸಲಾಗಿದ್ದು, ಸದರಿ ಸಭೆಯ ನಡಾವಳಿಗಳನ್ನು ಹಾಗೂ 2026-27ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿಗೆ ಅನ್ವಯವಾಗುವ 5ನೇ ಹಾಗೂ 6ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳ ಪಠ್ಯಕ್ರಮವನ್ನು ಈ ಪತ್ರದೊಂದಿಗೆ ಲಗತ್ತಿಸಿ ಮುಂದಿನ ಸೂಕ್ತ ಕ್ರಮಕ್ಕೆ ಸಲ್ಲಿಸಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ,

ತಮ್ಮ ವಿಶ್ವಾಸಿ,


(ಪದ್ಮನಾಭ ಕೆ.ವಿ) 22/7

Chairman

Board of Studies

Journalism - UG

Tumkur University, Tumkur - 572103

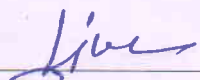
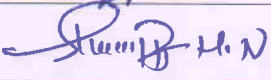
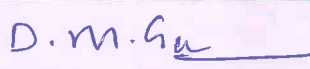
TUMKUR UNIVERSITY

PROCEEDINGS OF BOARD OF STUDIES (BOS) MEETING

The meeting of the Board of Studies (BoS) in Journalism-UG was held at Dept of Journalism, University College of Arts, Tumkur University, at 10-00am on 21st July 2026, in order to frame syllabus for Journalism (fifth and sixth semesters) – Undergraduate Degree.

- The members discussed the possibility of updating the syllabus with the latest trends in the media industry, in order to increase the employability of the students.
- The meeting drafted and finalized the papers to be taught during the fifth and sixth semesters, including practical papers.
- Suggestions were sought from the members to improve the results and to enhance the practical learning of the students.

The following members were present during the meeting.

Sl. No.	Name	Signature
1	Dr. Padmanabha K. V.	
2	Mr. Devaraju C.	
3	Mr. Shankarappa H. N.	
4	Dr. Rajeshwari R.	
5	Dr. Tahmeena Nigar Sultana	Absent
7	Sri D. M. Ghanashyam	

Date: 21-07-2026

Place: Tumkur


Chairperson
Chairman
Board of Studies
Journalism - UG
Tumkur University, Tumkur - 572103



TUMKUR UNIVERSITY

Board of Studies in Journalism (UG)

JOURNALISM SYLLABUS FOR

SEMESTER V & VI

FOR UNDERGRADUATE (BA) COURSE

Effective from Academic Year 2026-27

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 Techniques	T	III	4	80	20	100	3
6	Reporting and Current Affairs - Practical	P		4	40	10	50	2
7	Photography and Visual Journalism (DSE)	T		3	80	20	100	3
8	News Processing and Editing	T	IV	4	80	20	100	3
9	News Processing and Editing - Practical	P		4	40	10	50	2
10	Technical Writing (DSE)	T		3	80	20	100	3
11	Writing for Media and Translation	T	V	4	80	20	100	3
12	Writing for Media and Translation - Practical	P		4	40	10	50	2
13	Media Laws and Management	T		4	80	20	100	3
14	Photojournalism- Practical	P		4	40	10	50	2
15	Advertising and Corporate Communication	T	VI	4	80	20	100	3
16	Advertising and Corporate Communication - Practical	P		4	40	10	50	2
17	Introduction to Digital Media	T		4	80	20	100	3
18	Digital Media - Practical	P		4	40	10	50	2

SEMESTER - V

Programme Name	BA	Semester	V
Course Title	Writing for Media and Translation		
Course Code		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:

- Write effectively for print, broadcast and digital media.
- Apply journalistic writing conventions across media platforms.
- Translate media content accurately between English and a regional language.
- Edit and adapt translated content for diverse audiences.
- Use AI-assisted translation tools responsibly while maintaining linguistic accuracy and journalistic ethics.

Content	Hrs
Unit I: Fundamentals of Writing for Media: Nature and characteristics of writing for media; Principles of effective writing: accuracy, clarity, brevity, simplicity and readability; Language of mass media; Writing for different audiences; Common errors in writing for media	15
Unit II: Writing for Print, Broadcast and Digital Media Print Media: News reports, Feature articles, Editorials and opinion writing, Interviews and profiles; Broadcast Media: Writing for radio, Writing television news scripts, Voice-over and anchor scripts; Digital Media: Writing for websites, Social media writing, Blogs, SEO-friendly writing basics	15
Unit III: Translation – Theory and Principles Meaning, nature and importance of translation; Translation in journalism and mass communication; Types of translation: Literal, Free, Semantic, Communicative, Adaptation. Qualities of a good translator; Translation process; Problems in translation: Idioms, Proverbs, Technical terms, Cultural expressions. Translation ethics	15

Unit IV: Translation for Media News translation; Translation for television and radio; Translation for digital media; Subtitling and dubbing basics; Localization and transcreation; AI-assisted translation: Opportunities and limitations; Machine translation tools (Google Translate, DeepL, ChatGPT and other AI tools)	15
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2. Bassnett, S. (2023). Translation studies (5th ed.). Routledge.
3. Bielsa, E., & Bassnett, S. (2009). Translation in global news. Routledge.
4. Carroll, B. (2010). Writing for digital media. Routledge.
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6. Kuehn, S. A., & Lingwall, A. (2018). The basics of media writing: A strategic approach. SAGE Publications.
7. Newmark, P. (1988). A textbook of translation. Prentice Hall.
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9. Nida, E. A., & Taber, C. R. (1969). The theory and practice of translation. E. J. Brill.
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12. ಡಾ. ಬಿ. ಜನಾರ್ದನ ಭಟ್ (2022): ಭಾಷಾಂತರ ಅಧ್ಯಯನ- ಒಂದು ಪ್ರವೇಶಿಕೆ. ಕುವೆಂಪು ಭಾಷಾ ಭಾರತಿ ಪ್ರಾಧಿಕಾರ, ಬೆಂಗಳೂರು.

SEMESTER – V PRACTICAL

Course Title	Writing for Media and Translation - Practical		Credits	2
Course Code			Contact Hours	4 hrs/week
Formative Assessment (IA)	10	Summative Assessment (Practical Exam)	40	
Practical Assignments				
1. Preparing news reports, practicing different types of leads and headlines 2. Preparing radio news bulletin 3. Preparing TV news script 4. Translation of news stories and press releases 5. Writing articles for digital media * Students should keep a record book for the above exercises and the same to be evaluated by the teachers regularly.				

SEMESTER - V

Programme Name	BA	Semester	V
Course Title	Media Laws and Management		
Course Code		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:

- Explain the constitutional and legal framework governing Indian media.
- Apply media laws while producing journalistic content.
- Understand the regulatory mechanisms governing print, broadcast and digital media.
- Analyze media ownership, management and business models.
- Develop entrepreneurial skills for establishing media enterprises in the digital era.

Content	Hrs
Unit I: Constitutional Foundations and Media Laws in India Freedom of Speech and Expression: Article 19(1)(a); Reasonable Restrictions under Article 19(2); Right to Information Act, 2005; Contempt of Courts Act, 1971; Law of Defamation; Official Secrets Act, 1923; Parliamentary Privileges and Legislative Reporting	15
Unit II: Laws Governing Print, Broadcast and Digital Media Press and Registration of Periodicals Act, 2023; Press Council of India: Objectives, functions and limitations; Copyright Act, 1957. Cable Television Networks (Regulation) Act, 1995; Programme Code and Advertising Code. Information Technology Act, 2000 & 2021.	15
Unit III: Media Ethics and Professional Regulation Codes of ethics for journalists; Privacy and public interest; Trial by media; Hate speech and fake news; Media accountability; Self-regulation in print, television and digital media; Fact-checking and verification; AI-generated content and ethical challenges.	15

Unit IV: Media Management and Entrepreneurship Ownership patterns in Indian media; Organizational structure of newspaper, television, radio and digital media organizations. Media Economics: Revenue models; Advertising and subscription; Audience measurement (TRP, readership, digital analytics). Starting a media venture; Digital media startups; News portals and independent journalism. Future of Indian media industry.	15
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REFERENCES

1. Basu, D. D. (2023). Introduction to the Constitution of India (27th ed.). LexisNexis.
2. Duggal, P. (2023). Cyber law: The Indian perspective. Saakshar Law Publications.
3. Jethwaney, J. (2022). Media ethics: Truth, fairness and objectivity. Oxford University Press.
4. Kumar, K. J. (2020). Mass communication in India (6th ed.). Jaico Publishing House.
5. Narasimhan, V. (2022). Media law and ethics. PHI Learning.
6. Parthasarathi, V. (Ed.). (2018). The Indian media economy. Oxford University Press.
7. Prasad, K. (2021). Media law and ethics in India. Kanishka Publishers.
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10. Albarran, A. B. (2017). Management of electronic and digital media (6th ed.). Cengage Learning.

SEMESTER – V PRACTICAL

Course Title	Photojournalism- Practical			Credits	2
Course Code				Contact Hours	4 hrs/week
Formative Assessment (IA)	10		Summative Assessment (Practical Exam)	40	
Practical Assignments					
1. Learning camera handling and photography techniques 2. Understanding composition, framing, focus, lighting, and depth of field 3. News photography and photo features 4. Sports photography, portraits, and event photography 5. Photo editing and caption writing * Students should keep a record book for the above exercises and the same to be evaluated by the teachers regularly.					

SEMESTER - VI

Programme Name	BA	Semester	VI
Course Title	Advertising and Corporate Communication		
Course Code		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 successful completion of the course, students will be able to:

- Understand the concepts, principles, functions, and evolution of advertising and corporate communication.
- Develop creative and persuasive advertising content for print, broadcast, digital, and social media platforms.
- Explain the role, structure, and strategic functions of corporate communication in contemporary organizations.
- Apply communication tools and digital technologies for branding, reputation management, stakeholder engagement, and corporate communication campaigns.

Content	Hrs
Unit I: Fundamentals of Advertising Definition, nature, scope and objectives of advertising; Role and functions of advertising; Evolution of advertising in India and the world; Advertising as a marketing communication tool; Types of advertising; Advertising ethics and regulations in India.	15
Unit II: Advertising Creativity and Campaign Management Advertising copywriting: principles and process; Headlines, body copy, slogans, taglines, and logos; Creative strategy and appeal; Visualization and storyboard preparation; Advertising agencies—structure, functions and types; Media planning and media selection; Advertising campaign planning, budgeting and evaluation.	15
Unit III: Fundamentals of Corporate Communication Definition, nature, scope and objectives of corporate communication; Evolution and significance of corporate communication; Organizational	

structure of a corporate communication department; Roles and responsibilities of corporate communication professionals; Corporate communication versus public relations, advertising, publicity, propaganda and marketing communication; Corporate Social Responsibility.	15
Unit IV: Corporate Communication Tools and Digital Strategies Corporate communication tools: Annual reports, newsletters, house journals, brochures, press releases, speeches and presentations; Corporate films and audio-visual communication; Websites, blogs, podcasts and digital newsletters; Social media communication; Crisis communication.	15

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3. Clow, K. E., & Baack, D. (2022). Integrated advertising, promotion, and marketing communications (9th ed.). Pearson.
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SEMESTER – VI PRACTICAL

Course Title	Advertising and Corporate Communication - Practical			Credits	2
Course Code				Contact Hours	4 hrs/week
Formative Assessment (IA)	10		Summative Assessment (Practical Exam)	40	
Practical Assignments					
1. Prepare an ad copy for a product of your choice. 2. Prepare public service advertisement. 3. Make a case study of an advertising campaign. 4. Prepare a brochure for your institution. 5. Use any social media platform for promoting your college. * Students should keep a record book for the above exercises and the same to be evaluated by the teachers regularly.					

SEMESTER - VI

Programme Name	BA	Semester	VI
Course Title	Introduction to Digital Media		
Course Code		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 successful completion of the course, students will be able to:

- Understand the concepts, evolution, characteristics, and applications of digital media.
- Explain the technologies, platforms, and storage systems used in digital media production and distribution.
- Create and manage digital media content using appropriate design principles and digital marketing strategies.
- Evaluate emerging digital technologies and their impact on journalism, communication, and society.

Content	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, memorychip 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

REFERENCES

1. Balbi, G., & Magauidda, P. (2018). A history of digital media: An intermedia and global perspective. Routledge.
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SEMESTER – VI PRACTICAL

Course Title	Digital Media- Practical			Credits	2
Course Code				Contact Hours	4 hrs/week
Formative Assessment (IA)	10		Summative Assessment (Practical Exam)	40	
Practical Assignments					
1. Content writing for social media platforms – 5 assignments					
2. Analyses of a blog on the basis of its formatting and structure – 2 assignments					
3. Create design and present a layout of website through power point presentation – 2 assignments					
* Students should keep a record book for the above exercises and the same to be evaluated by the teachers regularly.					