

Appendix-A

KUVEMPU UNIVERSITY Department of Journalism and Mass Communication

Bachelor of Arts (B.A.) Semester Scheme with Three Majors

Curriculum Frame work from 2024-25 as suggested by KSHEC

(As per G.O.No.:ED166UNE2023, Bengaluru, dated: 08-05-2024)

Number of Courses and credits in all semesters for B.A. with Journalism and Mass Communication as a major subject

Semester	Major-1 Journalism and Mass communication	Major-2	Major-3	Elective/Optional	Language	Compulsory	Total Credits
1	Introduction to Journalism and Mass Communication (5)	Paper-1 (5)	Paper-1 (5)	-----	La1-(3) Lb1-(3)	Constitutional Values-1 (2) Environmental Studies (2)	25
2	Development of Print Media (5)	Paper-2 (5)	Paper-2 (5)	-----	La2-(3) Lb2(3)	Constitutional Values-2 (2)	23
3	Audio-visual and New Media (5)	Paper-3 (5)	Paper-3 (5)	Social Media (2)	La3-(3) Lb3-(3)		23
4	Media Laws and Management (5)	Paper-4 (5)	Paper-4 (5)	Film Appreciation (2)	La4-(3) Lb4-(3)	Practical Knowledge / Skill-1(2)	25
5	Paper-5 (5)	Paper-5 (5)	Paper-5 (5)	-----	-----	Practical Knowledge / Skill-2(2)	17
6	Paper-6 (5)	Paper-6 (5)	Paper-6(5)	-----	-----	Research Methodology with Survey Project(2)	17
Total	30	30	30	4	24	12	130

Note: Number in the parentheses denote credits of Papers. For core subjects there will be 5 credits and six teaching hours and for languages 3credits and four teaching hours per week.

SCHEME OF EXAMINATION

(Discipline Core [DC], Open Elective [OE])

Semester	Code No.	Paper	IA		Sem End Exam (C-3)	Total Marks	Duration of Exam	Credits
			Test (C-1)	Seminar/ Assignment (C-2)				
III	KUJMC DC-3	Audio-Visual and New Media	5+5	5+5	80	100	3hrs	5
	KUJMC OE-1	Social Media	5	5	40	50	90 minutes	2
IV	KUJMC DC-4	Media Laws and Management	5+5	5+5	80	100	3hrs	5
	KUJMC OE-2	Film Appreciation	5	5	40	50	90 minutes	2

Note:

Theory exam will be of 3 hours each for core papers and 90 minutes for electives.

Internal Assessment shall have two components: For Core papers: C-1 – Semester Test (10 Marks) and C-2- Seminars / Presentations / Activity Case Study/ Assignments/ Field work / Project (10 Marks) and for Electives: C-1 – Semester Test (5 Marks) and C-2-Seminars / Presentations / Activity Case Study/ Assignments/ Field work / Project (5 Marks). The assignments shall be given to each student according to the guidelines given with the syllabus for each of the papers. Students shall submit each assignment within a deadline set by the teacher. The record book or CD/DVD containing all assignments shall be submitted to the teacher 10 days before the last working day of the semester. It shall be clearly labelled with student register number and name of the college.

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Semester III: (Discipline Core) **AUDIO-VISUAL AND NEW MEDIA**

Course Title and Code	KUJMCDC-3: Audio-Visual and New Media			
Course Objectives	1.	To provide historical overview of audio-visual and new media.		
	2.	To introduce the fundamentals of audio-visual and new media.		
	3.	To introduce the basic techniques of audio-visual and new media production.		
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>			
	-	To understand the history of audio-visual and new media.		
	-	To familiarize with the fundamentals of audio-visual and new media.		
	-	To produce basic audio-visual programs and to write for new media		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours	5+1 (Practicals)

- UNIT I** Evolution of radio as a mass medium. AM and FM radio. Public service broadcasting and commercial broadcasting. All India Radio: Organizational set up. Vividh Bharathi & Private FM. Community radio. Types of radio programmes.
- UNIT II** Growth of television in India: Terrestrial, satellite and cable. Doordarshan: Organizational set up, national and regional programmes. Private television channels in India. Television channels in Karnataka.
- UNIT III** Evolution of cinema, development of cinema in India and Karnataka. Types of cinema: popular, new wave. Documentary films and short films.
- UNIT IV** Emergence of new media. Characteristics of new media. Mobile phones and technological convergence. Web journalism: Characteristics, importance, merits and demerits. Online newspapers, blogging and social networking.
- UNIT V** Broadcast journalism -basic principles. Techniques of broadcast journalism. Radio news, various formats, script writing for radio news. Podcasts, Television news. ENG, EFP, Writing script for television news. News reels. Writing for new media

Guidelines for Seminar / Assignments (For 10 marks)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Bhatt, S C. (2007). *Broadcast journalism: Basic principles*. New Delhi: Har-Anand.
- Block, Bruce (2017). *The visual story-creating the visual structure of film, TV and digital media*, US:Focal Press.
- Chatterji, P C. (1991). *Broadcasting In India*, 2nd Edition. New Delhi: Sage Publications.
- Hjorth, Larissa & Sam Hinton (2019). *Understanding social media* (2nd Ed.). New Delhi: Sage Publications.
- Kumar, J Keval (2003). *Mass communication in India*. Delhi: Jaico Publishing House.
- Lievrouw, Leah A. & Brian D. Loader (2021). *Routledge handbook of digital media and communication*. Routledge.
- Lindgren, Simon (2017). *Digital media and society*. New Delhi: Sage Publications.
- Saran R (2012) *History of Indian cinema*. New Delhi: Diamond Pocket Books.
- Shrivastava, K M. (2005). *Broadcast journalism in the 21st century*. New Delhi: Sterling.
- Siapera, Eugenia (2018). *Understanding new media* (2nd Ed.). New Delhi: Sage Publications.

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Semester III: (Open Elective) **SOCIAL MEDIA**

Course Title and Code		KUJMCOE-1: Social Media				
Course Objectives	1.	To identify major social media platforms and their role.				
	2.	To understand the importance and the implications of social networks.				
	3.	To know application of social media in various social contexts.				
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>					
	-	To critically evaluate the use of social media.				
	-	To understand various types of social media and their evolution.				
	-	To use various applications professionally.				
Theory Exam Pattern	Theory 40 Marks		IA: Test 5 Marks		IA: Assignment/Seminar 5 Marks	Total 50 Marks
Credits	2		Teaching Hours		2	

- UNIT I** Social Media: Definition and unique characteristics. Merits and demerits. History of social media. History and growth of Facebook, X (Twitter), Instagram, Snapchat, YouTube, WhatsApp. Social media status and statistics.
- UNIT II** Social media and participatory culture. Writing blogs and publishing in news portals. Web journalism. News webcasting, democratization of information. Social media activism. Social media and politics. Positive and negative influences of social media.
- UNIT III** Social media impact on other media. Unethical use of social media. Fake news. Propaganda through social media. Restrictions over social media. Social media freedom. Social media and youth.

Guidelines for Seminar / Assignments (For 5 marks)

There shall be one assignment carrying 5 marks. The assignment shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Briggs, Asa and Peter Burke (2010). *A social history of the media: From Gutenberg to the internet*. UK: Polity Press
- Delfanti, Alessandro and Adam Arvidsson (2013). *Introduction to digital media*. Wiley Blackwell publications
- Dijck, Jose van (2013). *The culture of connectivity: A critical history of social media*. London: Oxford
- Fuchs, Christian (2016). *Social media: A critical introduction*. Thousand Oaks, CA: Sage.
- Humphries, A. (2016). *Social media: Enduring principles*. New York: Oxford.

- Lipschultz, Jeremy Harris (2020). *Social media communication: Concepts, practices, data, law and ethics*. London: Routledge.
- Nelson, Lisa S. (2018). *Social media and morality: Losing our self-control*. Cambridge University Press
- Noor Al-Deen, Hana S. & John Allen Hendricks (2011). *Social media: Usage and impact*. Rowman & Littlefield publications.
- Rodgers, Shaun (2017). *The social media effect*. Betterworld books
- Singh, Uma S. & Sanjaya Sinha Baghela (2015). *Social media and Indian youth*. Delhi: Apple Books
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Semester IV: (Discipline Core) **MEDIA LAWS AND MANAGEMENT**

Course Title and Code	KUJMCDC-4: Media Laws and Management			
Course Objectives	1.	To introduce laws related to media.		
	2.	To familiarize the students with application of different media laws.		
	3.	To educate the students about fundamentals of media management.		
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>			
	-	To identify the relevance of media laws.		
	-	To make use of legal provisions in media practice.		
	-	To learn the management and ownership patterns of mass media.		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours	5+1 (Practicals)

- UNIT I** Constitutional provisions regarding freedom of speech and expressions: Article 19(1) a. Reasonable restrictions, Article 19(2). Freedom of the Press. World Press Freedom Index. Right to Information Act, 2005. Article 19 of the Universal Declaration of Human Rights.
- UNIT II** Law of defamation, sedition, obscenity. Cinematograph Act 1952 and film certification. Official Secrets Act 1923, Copyright Act. Contempt of Court Act. Contempt of Legislature. Cyber laws: Information Technology Act 2000.
- UNIT III** Press and Registration of Books Act 1867. Working Journalists Act 1955, Major recommendations of First and Second press commissions, Press Council of India, ASCI, BCCC, NBDSA. Code of ethics for journalists
- UNIT IV** Management: definition and nature, Types of management, Problems of the media industry. Autonomy to All India Radio and Doordarshan, Prasar Bharati. Broadcast regulations.
- UNIT V** Media ownership and control, types of media ownership. Media regulation and censorship. Organizational structure of newspaper, radio and television. Production, distribution and exhibition of films.

Guidelines for Seminar / Assignments (For 10 marks)

There shall be one assignment and one seminar carrying 5 marks each. The assignment and seminar shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Basu, Durga Das (2010). *Law of the press*. New Delhi: Prentice Hall of India.
- Manna, Bansi (2014). *Mass media laws and related laws in India*. New Delhi: Booksway.
- Neelamalar, M. (2009). *Media law and ethics*. Delhi: PHI
- Rao, Naresh & Suparna (2008). *Media laws: An Appraisal*. Bangalore: Premier.
- Rao, Someswar B. (2002). *Journalism: Ethics, codes, laws*. Bangalore: ACME.
- Rayudu, C.S. & Rao, Nageshwara S.B. (2014). *Mass media laws and regulations*. Delhi: Himalaya Publishing House.
- Kohli-Khandelkar Vanitha. (2006). *The Indian media business*. New Delhi: Sage
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- P. A. A. A. i. J. E. i. J. i. C. i. E. A. P. i. (2008). *Media Law and Ethics*. New Delhi: PHI
- P. A. A. A. i. J. M. A. i. i. (2018). *Media Law and Ethics*. New Delhi: PHI

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Semester IV: (Open Elective) **FILM APPRECIATION**

Course Title and Code	KUJMCOE-2: Film Appreciation				
Course Objectives	1.	To understand development of cinema.			
	2.	To familiarize with the basic elements of cinema.			
	3.	To appreciate film as an art form.			
Learning Outcome	At the end of the course, the students should be able . . .				
	-	To critically understand films.			
	-	To write film reviews and analyze films.			
	-	To appreciate film aesthetics.			
Theory Exam Pattern	Theory 40 Marks		IA: Test 5 Marks	IA: Assignment/Seminar 5 Marks	Total 50 Marks
Credits	2		Teaching Hours		2

- UNIT I** Cinema as a mass medium: Characteristics. Cinema and society. Cinema, culture and literature. Visual arts and theatre. Cinema and television. Popular cinema, new wave cinema, documentaries. Film Society Movement. Writing film review and criticism.
- UNIT II** Origin and growth of Indian cinema. Characteristics of early films. Indian cinema before independence: Dada Saheb Phalke, V. Shantaram, Bimal Roy, Mehboob Khan. Post-independence cinema: Guru Dutt, Raj Kapoor, Hrishikesh Mukherjee, Satyajit Ray, K. Balachander, Adoor Gopalakrishnan.
- UNIT III** Growth of Kannada cinema. Early Kannada filmmakers. New wave cinema in Kannada: B. V. Karanth, Girish Karnad, Puttanna Kanagal. Girish Kasaravalli, P. Sheshadri. The status of the Kannada film industry. New trends in Kannada cinema.

Guidelines for Seminar / Assignments (For 5 marks)

There shall be one assignment carrying 5 marks. The assignment shall be based on the topics covered in this syllabus.

BOOKS FOR REFERENCE

- Battaglia, Giulia (2018). *Documentary film in India: An anthropological history*. New York: Routledge.
- Bordwell, David., Thompson, Kristin., & Smith, Jeff (2016). *Film art: An introduction*. New York: McGraw-Hill Education.
- Majumda, Rodhona. (2021). *Art cinema and India's forgotten futures: Film and history in the postcolony*. New York: Columbia University Press.

- Popple, Simon. (2004). *Early cinema: From factory gate to dream factory*. New York: Columbia University Press.
- Puttaswamy, K. (2009). *Cinema yaana: Kannada Chitraranga 75: A flashback*. Bengaluru: Hasiru Prakashana.
- Raghavendra, M.K. (2013). *Director's Cut: 50 major filmmakers of the modern era*. New Delhi: HarperCollins.
- Rajadhyaksha, Ashish. (2016). *Indian cinema: A very short introduction*. Oxford: Oxford University Press.
- Srivastav, Manoj. (2016). *Wide angle: History of Indian cinema*. Chennai: Nation Press,
- Stam, Robert (2017). *Film theory: An introduction*. Oxford: Blackwell Publishing.
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Appendix-B

**Proposed Question Paper Model for Core Paper
BA DEGREE EXAMINATION
JOURNALISM AND MASS COMMUNICATION**

Paper:

Time: 3 hours

Maximum Marks: 80

Section-A

1. Answer any TEN of the following questions with one or two sentences.

1. What is the meaning of the word 'Journalism'?

10X2=20

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l

Section-B

Answer any EIGHT of the following.

8X5=40

2. What is the meaning of the word 'Mass Communication'?

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.

Answer the following.
a. **AAAC EA ¥10000 GVJ¹j .**

2X10=20

12. A

OR

12. B

13. A

OR

13. B

Proposed Question Paper Model for Elective BA DEGREE EXAMINATION JOURNALISM AND MASS COMMUNICATION

Paper:

Time: 90 minutes

Maximum Marks: 40

Section-A

1. Answer any FIVE of the following questions with one or two sentences.

1. Answer any FIVE of the following questions with one or two sentences.

5X2=10

- a.
- b.
- c.
- d.
- e.
- f.

Section-B

Answer any FOUR of the following.

4X5=20

1. Answer any FOUR of the following.

- 2.
- 3.
- 4.
- 5.
- 6.

Answer the following.

1X10=10

1. Answer the following.

7. A

OR

7. B