

**KUVEMPU**  **UNIVERSITY**  
**Department of Journalism and Mass Communication**

**Syllabus for BA in Journalism and Mass Communication  
(Under NEP 2020)**

**Based on the Karnataka State Higher Education Council Model**

**5<sup>th</sup> and 6<sup>th</sup> Semester Syllabus**

**With effect from 2023-24**

## SCHEME OF EXAMINATION

(Discipline Core [DSC], Discipline Elective [DSE], Discipline Vocational [DSV], Skill Enhancement (SEC) courses)

Sem.	Code No.	Paper	Theory Exam Marks*	Internal			Total	Credits
				IA Test	Assignments	Practical		
V	KUJMC DSC-5	Introduction to Communication (Theory)	60	20	20	-	100	4
		Introduction to Communication (Practical)	-	-	-	50	50	2
	KUJMC DSC-6	Fundamentals of Radio and TV (Theory)	60	20	20	-	100	4
		Fundamentals of Radio and TV (Practical)	-	-	-	50	50	2
	KUJMC DSC-7	Media Laws and Ethics (Theory)- <b>NA (Not Applicable)</b>	60	20	20	-	100	4
	KUJMC DSE-1a	Web Journalism- <b>NA (Not Applicable)</b>	60	20	20	-	100	3
	KUJMC DSE-1b	Technical Content Writing- <b>NA (Not Applicable)</b>						
	KUJMC DSV-1a	Videography- <b>NA (Not Applicable)</b>	60	20	20	-	100	3
	KUJMC DSV-1b	News Reading- <b>NA (Not Applicable)</b>						
SEC-4	Cyber Security (2 Credit)/ General aptitude (3 Credits)	60	20	20	-	100	2/ 3	
VI	KUJMC DSC-8	Introduction to Digital Media (Theory)	60	20	20	-	100	4
		Introduction to Digital Media (Practical)	-	-	-	50	50	2
	KUJMC DSC-9	Advertising and Corporate Communication (Theory)	60	20	20	-	100	4
		Advertising and Corporate Communication (Practical)	-	-	-	50	50	2
	KUJMC DSC-10	Theories of Communication- <b>NA (Not Applicable)</b>	60	20	20	-	100	4
	KUJMC DSE-2a	DSE 2-1 Film Appreciation- <b>NA (Not Applicable)</b>	60	20	20	-	100	3
	KUJMC DSE-2b	Social media- <b>NA (Not Applicable)</b>						
	KUJMC DSE-2c	Fundamentals of Audio-video-lights- <b>NA (Not Applicable)</b>						
	KUJMC DSV-2a	Radio Jokey- <b>NA (Not Applicable)</b>	60	20	20	-	100	3
	KUJMC DSV-2b	Event Management- <b>NA (Not Applicable)</b>						
	SEC-5	Internship/Project Work/ Dissertation	-	-	-	50	50	2

## **SEMESTER – V**

**KUJMC DSC-5 (Theory): Introduction to Communication**

**KUJMC DSC-5 (Practical): Introduction to Communication**

**KUJMC DSC-6 (Theory): Fundamentals of Radio and TV**

**KUJMC DSC-6 (Practical): Fundamentals of Radio and TV**

**(DISCIPLINE SPECIFIC CORE COURSES (DSCC) for 12 Credits)**

**SEC-4: Cyber Security (2 Credits) or General Aptitude (3 Credits)**

## **SEMESTER – VI**

**KUJMC DSC-8 (Theory): Introduction to Digital Media**

**KUJMC DSC-8 (Practical): Introduction to Digital Media**

**KUJMC DSC-9 (Theory) Advertising and Corporate Communication**

**KUJMC DSC-9 (Practical): Advertising and Corporate Communication**

**(DISCIPLINE SPECIFIC CORE COURSES (DSCC) for 12 Credits)**

**SEC-5: Internship or Project Work/ Dissertation (2 Credits)**

**Effective from 2023-24 AS PER N E P – 2020-21**

## Bachelor of Arts in Journalism and Mass Communication

### 5<sup>th</sup> Semester

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>Introduction to Communication (Theory)</b>		
Course Code:	<b>KUJMC DSC-5</b>	No. of Credits	<b>4</b>
Contact hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>
<b>Course Pre-requisite(s):</b>			
<p><b>Course Outcomes (COs):</b> After the successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>➤ Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.</li> <li>➤ Understand the dynamics of media discourses in the shaping of culture and social attitudes.</li> <li>➤ Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media</li> <li>➤ Apply knowledge of the regulatory frameworks that affect media and cultural production and consumption.</li> </ul>			

<b>Contents</b>	<b>60 Hrs</b>
<p><b>UNIT-I</b> Definition of Communication- Need for Communication- Difference between human communication and machine communication- Process of Communication- the scope and limitations of Communication- How to improve your communication skills.</p>	15
<p><b>UNIT-II</b> Types of Communication- verbal and non-verbal Communications – Difference between verbal and non-verbal communication – Techniques of verbal communication- Essentials of good writing- Techniques of public speaking- Types of non-verbal communication- Sign language- object language- Body language- Para language- Touch- Space- Time and Silence as non-verbal communication.</p>	15
<p><b>UNIT-III</b> Levels of Communication- Intra-personal communication- Interpersonal communication- Group communication- Public communication and Mass communication-Essentials of Intrapersonal communication- Importance of Interpersonal communication- The process of Mass communication- Scope and limitations of Mass Communication.</p>	15
<p><b>UNIT-IV</b> Introduction to Mass media- Mass media and society - Types of mass media-Print-Electronic (Radio and Television)- Folk- Web media and Social media. Digital Status of Mass media. Convergence of media- Contemporary issues in mass media</p>	15

Course Title	<b>Introduction to Communication (Practical)</b>	Practical Credits	<b>2</b>
Course Code	<b>KUJMC DSC-5</b>	Contact Hours	<b>30 Hours</b>
Formative Assessment	<b>25 Marks</b>	Summative Assessment	<b>25 Marks</b>
<b>Practical Contents</b>			
<ol style="list-style-type: none"> <li>1. The art of writing letters – Minimum of 5 exercises in letter writing like letters to editor</li> <li>2. Practicing public speech – 02 exercises</li> <li>3. Communication Skill – Practicing Group Discussion- 02 exercises</li> <li>4. Writing editorials and articles. Minimum of 2 exercises each in editorial and article writing</li> <li>5. Interview- Practicing Job Interview (Mock Interview) – 02 exercises</li> </ol>			

### **Books for reference:**

- Baran, Stanley S and Davis, Dennis K. (2014). *Introduction to Mass communication theory*. NewDelhi: Cengage learning.
- Bell, Bernard, Brouwer, Jan, Das, Biswajit, Parthasarathy, Vibodh and Poitevin, Guy (2005). *Media and mediation: Communication process. (Vol. 10)*. New Delhi: Sage.
- DeFleur, Melvin, L. (2016). *Mass communication theories: Explaining origins, processes and effects*. New York: Routledge.
- Croucher, Stephen, M. (2016). *Understanding communication theory: A beginner's guide*. New York: Routledge.
- Herman, E S, and Chomsky, Noam (1994). *Manufacturing consent: The political economy of the mass media*. London: Vintage..
- McQuail, Dennis (2010). *McQuail's Mass communication theory*. New Delhi: Sage.
- Narula, Uma (2010). *Mass communication: Theory and practice*. New Delhi: Har-Anand Publications.
- Rosenberry, Jack and Vicker, Lauren, A. (2009). *Applied mass communication theory: A guide for media practitioners*. New York: Pearson Allyn & Bacon.
- Vilanilam, J V. (2005). *Mass communication in India*. New Delhi: Sage.
- Watson, James, D. (2008). *Media communication: An introduction to theory and process*. London: Palgrave Macmillan.

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>Fundamentals of Radio and TV (Theory)</b>		
Course Code:	<b>KUJMC D S C - 6</b>	No. of Credits	<b>4</b>
Contact hours	<b>60 hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>
<b>Course Pre-requisite(s):</b>			
<p><b>Course Outcomes (COs):</b> After the successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Introduce the concepts, technology and skills behind audio and video production</li> <li>• Highlight the techniques of programme production in Radio</li> <li>• Highlight the techniques of programme production in TV</li> <li>• Discuss the past and present status of these two media</li> </ul>			
<b>Contents</b>			<b>60 Hrs</b>
<p><b>UNIT-I: Characteristics of Audio-Visual Media:</b> Characteristics of Radio &amp; Television as media of mass communication. Effective communication skills for Radio and TV. Presentation techniques; Voice modulation, appearance, Facial expression, Body language, General knowledge etc.</p>			15
<p><b>UNIT-II: Introduction to Radio:</b> Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (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 &amp; Karnataka.</p>			15
<p><b>UNIT-III: Introduction to Television:</b> Nature and characteristics of television, Growth of television in India, Organizational structure of Dooradarshan, Satellite TV Channels. Regional channel, Major TV networks in India &amp; Karnataka. Recent trends in television field.</p>			15
<p><b>UNIT- IV: Script writing for Radio &amp;TV:</b> 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 etc.</p>			15

Program Name	<b>BA Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>Fundamentals of Radio and TV (Practical)</b>		
Course Code:	<b>KUJMC D S C - 6</b>	No. of Credits	<b>02</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>

### Practical Contents

- A. Scripting for Radio announcements-02 exercises
- B. Scripting for Radio Jingles-02 exercises
- C. News reading for Radio - 2 (2 min) exercises
- D. Writing news item for TV - 2 (1min) exercises
- E. News reading script for TV – 2 (2 min) exercises
- F. Scripting for a programme in TV -2 (2 min) exercises

### Books for Reference:

- Baruah, U L (1983). *This is All India Radio: A handbook of radio broadcasting in India*. Govt. of India: Publications Division.
- Nanda, Vartika (2017). *Radio journalism in India*. New Delhi: Kanishka Publishers
- Neelamalar, M (2018). *Radio programme production*. New Delhi: Prentice Hall
- White, Ted (2005). *Broadcast news writing, reporting, and production*. New York: Focal Press, Elsevier.
- Zachariah, Aruna (2009). *Radio jockeying and news anchoring*. New Delhi: Kanishka Publishers
- Aiyer, Balakrishna (2008) *Digital television journalism*, New Delhi: Neha Publishers.
- Brown, Lucy & Duthie, Lyndsay (2016). *The TV Studio Production Handbook*, London: IB Tauris Publishers.
- Donald, Ralph and Thomas Spann (2000). *Fundamentals of television production*, Iowa: Iowa State University Press.
- Millerson, Gerald (2016). *Effective TV Production*, London: Focal Press.
- Robert L. Hilliard, L Robert (2007). *Writing for television, radio, and new media*, Connecticut: Wadsworth.

### SEC- 4 (Compulsory Course)

Course Title	<b>CYBER SECURITY</b>		
Course Code:	<b>SEC- 4</b>	No. of Credits	<b>2</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

## Not Applicable for 2023-24 batches

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>Media Laws and Ethics (Theory)</b>		
Course Code:	<b>KUJMC DSC-7</b>	No. of Credits	<b>4</b>
Contact hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>Web Journalism</b>		
Course Code:	<b>KUJMC DSE- 1a</b>	No. of Credits	<b>03</b>
Contact hours	<b>45 hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>Technical Content Writing</b>		
Course Code:	<b>KUJMC DSE- 1b</b>	No. of Credits	<b>03</b>
Contact hours	<b>45 hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>Videography</b>		
Course Code:	<b>KUJMC DSV-1a</b>	No. of Credits	<b>03 (2+1)</b>
Contact hours	<b>30 hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>
Course Title	<b>Videography (Practical)</b>	Practical Credits	<b>1</b>
Course Code	<b>KUJMC DSV-1a</b>	Contact Hours	<b>30 Hours</b>



Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>V</b>
Course Title	<b>News Reading</b>		
Course Code:	<b>KUJMC DSV-1b</b>	No. of Credits	<b>03 (2+1)</b>
Contact hours	<b>30 hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Course Title	<b>News Reading (Practical)</b>	Practical Credits	<b>1</b>
Course Code	<b>KUJMC DSV-1b</b>	Contact Hours	<b>30 Hours</b>

# Bachelor of Arts in Journalism and Mass Communication

## 6<sup>th</sup> Semester

Program Name	BA in Journalism and Mass Communication	Semester	VI
Course Title	Introduction to Digital Media (Theory)		
Course Code:	KUJMC DSC-8	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60
<b>Course Pre-requisite(s):</b>			
<p><b>Course Outcomes (COs):</b> After the successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the influence of target audience on digital media production with identifying deployment strategies for various types of digital media formats.</li> <li>• Describe the design methodology from concept to production with simple animations and other influencing digital formats.</li> <li>• Explore a variety of programs used to create digital media along with teamwork in digital media production.</li> <li>• Create a simple multimedia presentation.</li> </ul>			

Contents	60 Hrs
<b>UNIT-I: Introduction to the Digital Media:</b> Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. New trends in Digital Media.	15
<b>UNIT –II: Digital Media Platform:</b> Web Site, Blog, Face Book, <i>WhatsApp</i> , News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms.	15
<b>UNIT -III: Emerging trends in Digital media:</b> AI in news rooms, Augmented reality, Virtual Reality and Mixed Reality, Introduction to data driven journalism	15
<b>UNIT -IV: Digital media Literacy:</b> Creation of digital media content, Concept of Misinformation and disinformation, fact checking tools, Fact checking initiatives in India.	15

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Introduction to Digital Media (Practical)</b>		
Course Code:	<b>KUJMC DSC-8</b>	No. of Credits	<b>2</b>
Contact hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>
<b>Practical Contents</b>			
<ul style="list-style-type: none"> <li>✓ Content writing for Blog and posting it. – 2 assignments</li> <li>✓ Create social media post on social cause and post it on your wall– 2 assignments</li> <li>✓ Create 2-3 min video for You tube channel-2 assignments</li> <li>✓ Creation of news reels-2 assignments</li> <li>✓ Design a layout of a website. – 2 assignments</li> </ul>			

### Books for reference

- Anton et.al. (1998). *Using Quark Xpress 4*. Indianapolis: Que Publ.
- Anton, Kelly Kordes & Tina DeJarld (2017). *Adobe InDesign CC classroom in a book*. Adobe Press Publications
- Bauer & Foster (2003). *Using Adobe Photoshop 7*. Indianapolis: Que Publ.
- Brugger, Niels & Ian Milligan (2018). *The Sage handbook of web history*. New Delhi: Sage Publications.
- Gane, Nicholas & David Beer (2008). *New media*. New York: Berg.
- Hill, Steve & Paul Lashmar (2013). *Online journalism: The essential guide*. New Delhi: Sage Publications
- Hjorth, Larissa & Sam Hinton (2019). *Understanding social media (2<sup>nd</sup> Ed.)*. New Delhi: Sage Publications.
- Siapera, Eugenia (2018). *Understanding new media (2<sup>nd</sup> Ed.)*. New Delhi: Sage Publications.
- Warf, Barney (2018). *The Sage encyclopedia of the internet*. New Delhi: Sage Publications.
- Witschge, Tamara; C. W. Anderson, David Domingo, & Alfred Hermida (2016). *The Sage handbook of digital journalism*. New Delhi: Sage Publications.

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Advertising and Corporate Communication (Theory)</b>		
Course Code:	<b>KUJMC DSC-9</b>	No. of Credits	<b>4</b>
Contact hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>
<b>Course Pre-requisite(s):</b>			
<p><b>Course Outcomes (COs):</b> After the successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Introduce the basic concept of advertising</li> <li>• Familiarize with the concept of copywriting as selling through writing</li> <li>• Learn the process of creating original, strategic, compelling copy for various media</li> <li>• Generate, develop and express ideas effectively in advertising</li> </ul>			

<b>Contents</b>	<b>60 Hrs</b>
<p><b>Unit 1: Understanding Advertising</b></p> <p>Definition, nature and scope of advertising, Role &amp; functions of advertising, Evolution of advertising in India &amp; World including the current trend, Advertising as a Tool of Communication, Comparison with Public Relations, advertising, publicity and propaganda.</p>	15
<p><b>Unit 2: Types of Advertising</b></p> <p>Types of Advertisements- Classifieds, Retail, Display, Corporate, Product and Public Service, Ad Agency - Functions, Types and Structure. Elements of Advertising copy - headlines, signature, slogans &amp; logos. Techniques of developing ad copy.</p>	15
<p><b>Unit 3 : Introduction to Corporate Communication</b></p> <p>Definition, nature and scope of Corporate Communications. Structure of corporate organization Core functions of corporate communications. Qualities of a Corporate Communication officer, crisis management, Corporate Social Responsibilities.</p>	15
<p><b>Unit 4: Corporate Communication Tools</b></p> <p>Print Media – House Journals, Newsletters, Brochures &amp; Handouts/Flyers, Electronic Media – Ads &amp; Corporate Films, Digital Media – Social Media, Blogs, Vlogs</p>	15

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Advertising and Corporate Communication (Practical)</b>		
Course Code:	<b>KUJMC DSC-9</b>	No. of Credits	<b>2</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>
<b>Practical Contents</b>			
Prepare Classified Advertisements – 05 assignments Preparing Brochures-02 assignment Ad Copy content writing-02 assignments Prepare Display Advertisements – 02 assignments Prepare media kit – 1 assignment			

### Books for Reference

- Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
- Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
- Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
- Mooij, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
- Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011
- Argenti, Paul A. (2008). Corporate communication. New York. McGraw-Hill Irwin
- Bhattacharya CB et. al. (2011). Leveraging corporate responsibility, London: Cambridge University Press.
- Cornellisen, J P. (2004). Corporate communication: theory and practice, New Delhi: Sage.
- Fernandez, Joseph (2004). *Corporate Communications*. Chennai: Sage.
- Jaithwaney, J. (2010). Corporate communication: principles and practice, New Delhi: Sage.

### SEC- 5 Internship or Project Work/ Dissertation (Mandatory)

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Internship/ Project Work/ Dissertation</b>		
Course Code:	<b>SEC- 5</b>	No. of Credits	<b>2</b>
Formative Assessment Marks	<b>25</b>	Summative Assessment Marks	<b>25</b>

## Internship

All the students of Sixth semester shall go for an internship at any of the recognized media houses – print and electronic in both public and private enterprises/advertising agencies/corporate houses, NGOs approved by the Department Council, for a period of four weeks (one month), after the examination of the Sixth semester. The students must mandatorily submit a letter of internship, which shall be evaluated by the Department Council based on the nature, quality and quantity of work undertaken. Failure to complete the internship and submit the internship letter will render the candidate ineligible for the award of the degree.

### Marks allotment:

Byline news/articles/feature writing during the internship period - **5** marks each (maximum **25** marks)

Successful completion of internship- **25** marks.

## Project Work/Dissertation

Students shall carry out a Project Work / Dissertation Work in the Sixth semester under the guidance of a faculty member. Project Work / Dissertation work is compulsory for all the students. The topics shall be approved by the department council. All the faculty members shall guide the students. Dissertation Work Evaluation right from the stage of defining the problem, the candidate has to submit the progress report periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide.

### Components of evaluation:

Component – I (C1): Periodic progress and progress reports -**10** marks.

Component – II (C2): Results of work and draft report -**15** marks

Component – III (C3): Final viva-voce and evaluation- **25** marks [The report evaluation is for **15** marks and the viva-voce examination is **10** marks]

For Component-III (C3), evaluation and viva-voce examination shall be made by both internal and external examiners like practical examination.

## Not Applicable for 2023-24 batches

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Theories of Communication</b>		
Course Code:	<b>KUJMC DSC-10</b>	No. of Credits	<b>4</b>
Contact hours	<b>60 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Film Appreciation</b>		
Course Code:	<b>KUJMC DSE- 2a</b>	No. of Credits	<b>3 (2+1)</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Course Title	<b>Film Appreciation (Practical)</b>	Practical Credits	<b>1</b>
Course Code	<b>KUJMC DSE- 2a</b>	Contact Hours	<b>30 Hours</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Social Media</b>		
Course Code:	<b>KUJMC DSE- 2b</b>	No. of Credits	<b>3 (2+1)</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Course Title	<b>Social Media (Practical)</b>	Practical Credits	<b>1</b>
Course Code	<b>KUJMC DSE- 2b</b>	Contact Hours	<b>30 Hours</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Fundamentals of Audio-video-lights</b>		
Course Code:	<b>KUJMC DSE- 2c</b>	No. of Credits	<b>3 (2+1)</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Course Title	<b>Fundamentals of Audio-video-lights (Practical)</b>	Practical Credits	<b>1</b>
Course Code	<b>KUJMC DSE- 2c</b>	Contact Hours	<b>30 Hours</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>Radio Jokey</b>		
Course Code:	<b>KUJMC DSV-2a</b>	No. of Credits	<b>3 (2+1)</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Course Title	<b>Radio Jokey (Practical)</b>	Practical Credits	<b>1</b>
Course Code	<b>KUJMC DSV-2a</b>	Contact Hours	<b>30 Hours</b>

Program Name	<b>BA in Journalism and Mass Communication</b>	Semester	<b>VI</b>
Course Title	<b>EVENT MANAGEMENT</b>		
Course Code:	<b>KUJMC DSV-2b</b>	No. of Credits	<b>3 (2+1)</b>
Contact hours	<b>30 Hours</b>	Duration of SEA/Exam	<b>2 hours</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

Course Title	<b>EVENT MANAGEMENT (Practical)</b>	Practical Credits	<b>1</b>
Course Code	<b>KUJMC DSV-2b</b>	Contact Hours	<b>30 Hours</b>



**CBCS Question Paper Pattern for UG Semester Examination**

**DSC, DSE & OEC Papers**

Paper Code:		Paper Title:	
Duration of Exam	<b>2 Hours</b>		Max Marks <b>60</b>
Instruction:	<b>Answer all the sections</b>		

**Section-A**

<b>Answer any five (2x5 marks)</b>	<b>10Marks</b>

**Section-B**

<b>Answer any 4 (5x4=20 marks)</b>	<b>20Marks</b>

**Section-C**

<b>Answer any 2 (15x2=30)</b>	<b>30 Marks</b>