

## Appendix-A

### KUVEMPU UNIVERSITY Department of Journalism and Mass Communication

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

#### Curriculum Frame work for 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	Lang uage	Compulsory	Tota l Cred its
1	Introduction to Journalism and Mass Communication (5)	Paper-1(5)	Paper-1(5)	-----	La1-(3) Lb1-(3)	Constitutional Values-1 (2) Environmenta l Studies (2)	25
2	Development of Print Media (5)	Paper-2 (5)	Paper-2 (5)	-----	La2-(3) Lb2(3)	Constitutio nal Values-2 (2)	23
3	Paper-3 (5)	Paper-3 (5)	Paper-3 (5)	Elective-1 (2)	La3-(3) Lb3-(3)		23
4	Paper-4 (5)	Paper-4 (5)	Paper-4 (5)	Elective-1 (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 languages, there will be 3credits and four teaching hours per week.*

**Programme Objective:** The course is intended to introduce the students to basic concepts and skills required in the field of journalism and mass communication. Besides providing a theoretical understanding of media, it is also aimed at imparting skills of professional practice in journalism and allied fields.

**Programme Outcome:** Students equipped with a sound understanding of professional practices and skills will be able to work in different media and allied fields.

### **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 +Assign (C-1)	Test+ Seminar (C-2)				
I	KUJMC DC-1	Introduction to Journalism and Mass Communication	5+5	5+5	80	100	3hrs	5
II	KUJMC DC-2	Development of Print Media	5+5	5+5	80	100	3hrs	5

**Note:**

*Theory exam will be of 3 hours each for all papers.*

*Internal Assessment shall have two components: C-1 – Semester Test (10 Marks) and C-2-Seminars / Presentations / Activity Case Study/ Assignments/ Field work / Project (10 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 containing all assignments shall be submitted to the teacher 10 days before the last working day of the semester.*

*Practicals shall be submitted either in a record book or in a CD/DVD as specified in the syllabus of the paper concerned. They shall be clearly labelled with student register number and name of the college. This shall be submitted to Head of the Department before the last day of the semester classes.*

**XXX**

## Bachelor of Arts in Journalism and Mass Communication

### Semester I: (Discipline Core)

### **INTRODUCTION TO JOURNALISM & MASS COMMUNICATION**

Course Title and Code	<b>KUJMCDC-1: Introduction to Journalism and Mass Communication</b>			
Course Objectives	1.	To introduce the concepts of media and mass communication in general and journalism in particular		
	2.	To familiarize the students with different facets of journalism		
	3.	To educate the students about the role of journalism in society		
Learning Outcome	<i>At the end of the course, the students should be able . . .</i>			
	-	To identify the distinct nature of journalism and its professional aspects, including career opportunities.		
	-	To recognize and use terms specific to media		
	-	To recognize the significance of changes in the practice of journalism		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours	5

**UNIT I** Journalism: Definition, nature, scope and functions of journalism, Qualifications, duties and responsibilities of a journalist. Types of journalism: Print journalism, Broadcast journalism, Online journalism, Citizen journalism, Future Trends in Journalism.

**UNIT II** Communication: Definition, process & functions of communication. Definition and characteristics of intra personal communication, interpersonal communication, group communication and mass communication. Types of Communication: verbal and non-verbal. Barriers to communication

**UNIT III** Models of Communication: Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo, and Schramm's Mass Communication model. HUB model.

**UNIT IV** Communication Theories: Magic bullet, two-step flow, Herald Innis, Marshall McLuhan. Normative media theories: Authoritarian, Libertarian, Soviet media and Social responsibility theory. Democratic Participant theory and Developmental media theory.

**UNIT V** Mass media and society: Mass media and democracy, role of a journalist in a democracy. Characteristics of mass media: Folk, print, film, broadcast and new media. Role of mass media in national development

#### **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

- Hanson, Ralph E. (2017). *Mass Communication: Living in a media world*. New Delhi: Sage.
- Rao, Shakuntala & Mudgal, Vipul (2016). *Journalism, democracy, and civil society in India* (6<sup>th</sup> Edition). New Delhi: Routledge,
- Kumar, Keval J. (2004). *Mass communication in India*. New Delhi: Jaico.
- Croucher, Stephen, M. (2016). *Understanding communication theory: A beginner's guide*. New York: Routledge.
- Mcquail, Dennis (2010). *McQuail's Mass communication theory*. New Delhi: Sage.
- Melkote, Srinivas R and Rao, Sandhya (2001). *Critical issues in communication*. New Delhi: Sage
- Narula, Uma (2010). *Mass communication: Theory and practice*. New Delhi: Har-Anand Publications.
- Vilani, J V. (2005). *Mass communication in India*. New Delhi: Sage.
- Ziazi, R. G. (2003). *Mass Communication in India: A critical analysis*. New Delhi: Sage.
- gaur, f. J. (2006). *Mass Communication in India: A critical analysis*. New Delhi: Sage.

# Bachelor of Arts in Journalism and Mass Communication

## Semester II: (Discipline Core) **DSC 2: DEVELOPMENT OF PRINT MEDIA**

Course Title and Code	<b>KUJMCDC-2: Development of Print Media</b>			
Course Objectives	1.	To introduce the origin and development of print media.		
	2.	To provide a broad understanding of the social and political contexts of the growth of media in India.		
	3.	To familiarize with the significant contributions of eminent journalists and newspapers.		
Learning Outcome	<i>A the end of the course, the students should be able . . .</i>			
	-	To understand the history of newspapers and magazines.		
	-	To know the importance of print media.		
	-	To learn from the practices and values associated with prominent journals and journalists.		
Theory Exam Pattern	Theory 80 Marks	IA: Test 10 Marks	IA: Assignment/Seminar 10 Marks	Total 100 Marks
Credits	5		Teaching Hours	5

**UNIT I** Development of printing in India. Newspapers in India before independence: Contribution of James Augustus Hickey, James Silk Buckingham, Serampore missionaries. Birth of Indian language press. Raja Rammohan Roy. The first war of Indian independence and the Press.

**UNIT II** Freedom struggle and the Press: B G Tilak, Ghosh brothers, S. Sadanand, Mahatma Gandhi, Annie Besant, B G Horniman, Jawaharlal Nehru. Indian press after independence.

**UNIT III** Major Indian newspapers: The Amrita Bazar Patrika, The Times of India, The Hindustan Times, The Statesman, The Hindu, The Indian Express. Growth of online journalism in India. The present status of Indian Journalism.

**UNIT IV** Development of Kannada Journalism: Hermann Moegling, M Venkatakrishnaiah, T T Sharma, Mohare Hanumantha Rao, DV Gundappa. Role of Kannada journalism in freedom struggle and Unification of Karnataka. Growth of Kannada journalism after independence.

**UNIT V** Major Kannada Dailies: Samyukta Karnataka, Prajavani, Kannada Prabha, Udayavani, Vijaya Karnataka, Vijayavani. Growth of online Kannada journalism. The present status of Kannada Journalism.

### **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.



Appendix-B

**Proposed Question Paper Model**  
**(Effective from the academic year 2024-25)**  
**BA DEGREE EXAMINATION**  
**JOURNALISM AND MASS COMMUNICATION**

**Paper:**

*Time: 3 hours*

*Maximum Marks: 80*

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**Section-A**

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

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

**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. **Answer any EIGHT of the following.**

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

10.

11.

**Answer the following.**  
a. ~~MAC EAY AUA EGv Nj~~

**2X10=20**

**12. A**

**OR**

**12. B**

**13. A**

**OR**

**13. B**