



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

NAAC A GRADE • AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • 2(F) & 12 (B) RECOGNITION OF UGC • ISO 9001:2015 CERTIFIED

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## BA

[Journalism, Optional English, Psychology]

### JOURNALISM AND MASS COMMUNICATION [3 YEARS]

Syllabus and Scheme  
2024-2025 (Onwards)

**BOARD OF STUDIES**  
**[SOCIAL SCIENCES]**

**ST. FRANCIS DE SALES COLLEGE**

[AUTONOMOUS]

Electronics City P.O. Bengaluru 560100  
Karnataka, INDIA

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12.	Mr. Sarath B Assistant Professor, St. Francis de Sales College (Autonomous), Electronics City, Bengaluru.	Member
13.	Ms. Presilla Fernandez Assistant Professor, St. Francis de Sales College (Autonomous), Electronics City, Bengaluru.	Member

## PREFACE TO THE JOURNALISM & MASS COMMUNICATION 2024-2025 SYLLABUS

### ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ನಡಾವಳಿಗಳು

**ವಿಷಯ:** ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆಯ ವ್ಯಾಪ್ತಿಯಲ್ಲಿನ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು ಮತ್ತು ಕಾಲೇಜುಗಳಲ್ಲಿ 2024-25ನೇ ಸಾಲಿನಿಂದ ಪದವಿ ಕಾರ್ಯಕ್ರಮಗಳ ಅವಧಿ ಮತ್ತು ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸುವ ಬಗ್ಗೆ.

- ಓದಲಾಗಿದೆ:**
1. ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್‌ಇ 2019 (ಭಾಗ-1) ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 07.08.2021.
  2. ಸರ್ಕಾರಿ ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 166 ಯುಎನ್‌ಇ 2023, ಬೆಂಗಳೂರು ದಿನಾಂಕ: 11.10.2023
  3. ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗದ ಮಧ್ಯಂತರ ವರದಿ ದಿನಾಂಕ: 18.01.2024.
  4. ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಪರಿಷತ್ತಿನ ಟಿಪ್ಪಣಿ ದಿನಾಂಕ: 14.02.2024.
  5. ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗದ ವರದಿಗಳ ದಿನಾಂಕ: 19.01.2024 ಮತ್ತು 10.03.2024.
  6. ಸರ್ಕಾರದ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಯವರ ಕಛೇರಿಯ ಅನುಬಂಧಿತ ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ: CS/05/SCM/2024, dated: 02.04.2024.

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ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ (1) ರ ದಿನಾಂಕ: 07.08.2021ರ ಆದೇಶದಲ್ಲಿ ಭಾರತ ಸರ್ಕಾರವು ಪ್ರಕಟಿಸಿರುವ ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿಯನ್ನು ರಾಜ್ಯದ ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆಯಡಿ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು ಮತ್ತು ಸಂಯೋಜಿತ ಕಾಲೇಜುಗಳಲ್ಲಿ 2021-22ನೇ ಶೈಕ್ಷಣಿಕ ವರ್ಷದಿಂದ ಅಗತ್ಯ ಮಾರ್ಗಸೂಚಿಗಳನುಸಾರ ಅನುಷ್ಠಾನಗೊಳಿಸಲಾಗಿರುತ್ತದೆ.

ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ (2) ರ ದಿನಾಂಕ: 11.10.2023ರ ಆದೇಶದಲ್ಲಿ ಹೊಸ ಶಿಕ್ಷಣ ನೀತಿಯನ್ನು ರೂಪಿಸುವ ಉದ್ದೇಶದಿಂದ ಕರ್ನಾಟಕ ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿಯ ಕರಡನ್ನು ಸಿದ್ಧಪಡಿಸಲು ಶ್ರೀಷ್ಠ ಶಿಕ್ಷಣ ತಜ್ಞರಾದ Prof. Sukhdev Torat, ಇವರ ಅಧ್ಯಕ್ಷತೆಯಲ್ಲಿ ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗವನ್ನು ರಚಿಸಲಾಗಿರುತ್ತದೆ.

ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ (3) ರಲ್ಲಿ ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗವು ದಿನಾಂಕ: 18.01.2024ರಂದು ಸರ್ಕಾರಕ್ಕೆ ಮಧ್ಯಂತರ ವರದಿಯನ್ನು ಸಲ್ಲಿಸಿರುತ್ತದೆ.

ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ (4) ರಲ್ಲಿ ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಪರಿಷತ್ತು ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗವು ಸರ್ಕಾರಕ್ಕೆ ಸಲ್ಲಿಸಿರುವ ಮಧ್ಯಂತರ ವರದಿಯನ್ನು ಸಂಪೂರ್ಣವಾಗಿ ಒಪ್ಪಲು ಶಿಫಾರಸ್ಸು ಮಾಡಿರುತ್ತದೆ.

ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ (5) ರಲ್ಲಿ ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗವು ದಿನಾಂಕ: 19.01.2024ರಂದು REPORT PART-1 ಮತ್ತು ದಿನಾಂಕ: 10.03.2024ರಂದು ನ್ನು REPORT PART-1(a) ಮಧ್ಯಂತರ ವರದಿಗಳನ್ನು ಸರ್ಕಾರಕ್ಕೆ ಸಲ್ಲಿಸಿರುತ್ತದೆ.

ಮೇಲೆ ಓದಲಾದ ಕ್ರಮ ಸಂಖ್ಯೆ (6) ರಲ್ಲಿ ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗವು ಸರ್ಕಾರಕ್ಕೆ ಸಲ್ಲಿಸಿರುವ ಮಧ್ಯಂತರ ವರದಿಯಲ್ಲಿನ ಶಿಫಾರಸ್ಸುಗಳನ್ನು 2024-25 ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಪದವಿ ಕಾರ್ಯಕ್ರಮಗಳಿಗೆ ಅನುಷ್ಠಾನಗೊಳಿಸಲು ದಿನಾಂಕ: 02.04.2024ರಂದು ಬುನಾವಣಾ ಆಯೋಗದ ಅನುಮತಿಯನ್ನು ಪಡೆಯಲಾಗಿರುತ್ತದೆ.

ಮೇಲ್ಕಂಡ ಆಂಶಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ, ರಾಜ್ಯ ಶಿಕ್ಷಣ ನೀತಿ ಆಯೋಗವು ಸರ್ಕಾರಕ್ಕೆ ಸಲ್ಲಿಸಿರುವ ಮಧ್ಯಂತರ ವರದಿಗಳಲ್ಲಿನ ಶಿಫಾರಸ್ಸುಗಳನ್ನು 2024-25 ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಪದವಿ ಕಾರ್ಯಕ್ರಮಗಳಿಗೆ ಅನುಷ್ಠಾನಗೊಳಿಸಲು ಉದ್ದೇಶಿಸಿ, ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್‌ಇ 2019 (ಭಾಗ-1)

ಬೆಂಗಳೂರು, ದಿನಾಂಕ:07.08.2021ರ ಆದೇಶವನ್ನು ಪರಿಷ್ಕರಿಸಲು ಸರ್ಕಾರವು ನಿರ್ಧರಿಸಿ, ಅದರಂತೆ, ಈ ಕೆಳಕಂಡ ಆದೇಶ.

ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 166 ಯುಎನ್‌ಇ 2023, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 08.05.2024.

ಪ್ರಸ್ತಾವನೆಯಲ್ಲಿ ವಿವರಿಸಿರುವ ಅಂಶಗಳನ್ವಯ ರಾಜ್ಯದಲ್ಲಿ ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆಯಡಿಯ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು ಮತ್ತು ಸಂಯೋಜಿತ ಕಾಲೇಜುಗಳಲ್ಲಿ ಪದವಿ ಕಾರ್ಯಕ್ರಮಗಳಿಗೆ 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ವರ್ಷದಿಂದ ಅನುಬಂಧ-1 ಮತ್ತು ಅನುಬಂಧ-2 ರ ಮಾರ್ಗಸೂಚಿಗಳಿಗನುಸಾರವಾಗಿ ಪದವಿ ಕಾರ್ಯಕ್ರಮಗಳ ಅವಧಿ ಮತ್ತು ಪಠ್ಯಕ್ರಮವನ್ನು ಪರಿಷ್ಕರಿಸಿ ಅನುಷ್ಠಾನಗೊಳಿಸಿ ಆದೇಶಿಸಲಾಗಿದೆ.

1. ಅನುಷ್ಠಾನದ ಮಾರ್ಗಸೂಚಿಗಳು - ಅನುಬಂಧ-1
2. ಪ್ರೋಗ್ರಾಮ್ ವಿನ್ಯಾಸ (Curriculum Structure) - ಅನುಬಂಧ-2

ಕರ್ನಾಟಕ ರಾಜ್ಯಪಾಲರ ಆಜ್ಞಾನುಸಾರ  
ಮತ್ತು ಲಪರ ಹೆಸರಿನಲ್ಲಿ

  
(ಸಿ.ಎಚ್.ಬಿ.ಬಾಬು)

ಸರ್ಕಾರದ ಉಪ ಕಾರ್ಯದರ್ಶಿ  
ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ (ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು)

ಇವರಿಗೆ,

1. ಸರ್ಕಾರದ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿರವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ಕರ್ನಾಟಕ ಸರ್ಕಾರ.
2. ಕುಲಪತಿಗಳು, ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆಯಡಿಯ ಸಾರ್ವಜನಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು, ಕರ್ನಾಟಕ.
3. ಸರ್ಕಾರದ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು, ಮಾನ್ಯ ಮುಖ್ಯ ಮಂತ್ರಿಗಳ ಕಛೇರಿ, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು.
4. ಸರ್ಕಾರದ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು ಮತ್ತು ಅಭಿವೃದ್ಧಿ ಆಯುಕ್ತರು, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು.
5. ಸರ್ಕಾರದ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು, ಆರ್ಥಿಕ ಇಲಾಖೆ, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು.
6. ಸರ್ಕಾರದ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು, ಸಿಸುಆಇ (ಇ-ಆಡಳಿತ ಇಲಾಖೆ), ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು.
7. ಸರ್ಕಾರದ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿ, ಶಾಲಾ ಶಿಕ್ಷಣ ಮತ್ತು ಸಾಕ್ಷರತಾ ಇಲಾಖೆ, ಬಹುಮಹಡಿ ಕಟ್ಟಡ, ಬೆಂಗಳೂರು.
8. ಆಯುಕ್ತರು, ಕಾಲೇಜು ಮತ್ತು ತಾಂತ್ರಿಕ ಶಿಕ್ಷಣ ಇಲಾಖೆ, ಶೇಷಾದ್ರಿ ರಸ್ತೆ, ಬೆಂಗಳೂರು-1.
9. ಉಪಾಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಪರಿಷತ್, ಬೆಂಗಳೂರು.
10. ಕಾರ್ಯ ನಿರ್ವಾಹಕ ನಿರ್ದೇಶಕರು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಪರಿಷತ್, ಬೆಂಗಳೂರು.
11. ಕುಲಸಚಿವರು (ಆಡಳಿತ) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆಯಡಿಯಲ್ಲಿನ ಸಾರ್ವಜನಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು, ಕರ್ನಾಟಕ.
12. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ), ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆಯಡಿಯಲ್ಲಿನ ಸಾರ್ವಜನಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು, ಕರ್ನಾಟಕ.
13. ಮಾನ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು.
14. ಮಾನ್ಯ ಶಾಲಾ ಶಿಕ್ಷಣ ಮತ್ತು ಸಾಕ್ಷರತಾ ಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು.
15. ಸರ್ಕಾರದ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿರವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ, ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ, ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು.
16. ಸರ್ಕಾರದ ಉಪ ಕಾರ್ಯದರ್ಶಿ (ವಿಶ್ವವಿದ್ಯಾಲಯಗಳು), ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ, ಬೆಂಗಳೂರು.
17. ಸರ್ಕಾರದ ಉಪ ಕಾರ್ಯದರ್ಶಿ (ಕಾಲೇಜು ಮತ್ತು ತಾಂತ್ರಿಕ ಶಿಕ್ಷಣ), ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ, ಬೆಂಗಳೂರು.

Based on the order received from the parent university (Bangalore University - given above), the Board of Studies (Social Sciences) of St. Francis de Sales College (Autonomous), has decided to adopt the grading scheme of the parent university for its Journalism & Mass Communication Syllabus from 2024-2025 onwards.

# **ST. FRANCIS DE SALES COLLEGE (AUTONOMOUS)**

## **ABOUT THE COLLEGE**

St. Francis de Sales College (Autonomous), popularly known as SFS College, is one of the leading Institutions of Higher Education in Bengaluru, Karnataka. Founded in 2004 with the vision of Excellence, Efficiency, and Transformation, and the Mission of Love of God and Service to Humanity, the College is run by the Missionaries of St. Francis de Sales (MSFS) of the South West India Province, also known as Fransalians. The College is accredited with “A” grade by NAAC, approved by AICTE, recognized under 2(f) & 12(b) by UGC, and certified under ISO 9001:2015. Permanently affiliated to Bangalore University, the College offers several degree programs at the Bachelors, Masters, and Doctoral levels under various disciplines. In 2024, St. Francis de Sales College received the Autonomous status, and it remains as a center for quality education, equipping the students with the skills, knowledge, and values needed to excel and make a meaningful impact in the world.

## **VISION AND MISSION**

### **VISION**

Excellence, Efficiency and Transformation.

### **MISSION**

Love of God and Service to Humanity.

## **DEPARTMENT OF BACHELOR OF ARTS**

Bachelor of Arts (BA) is a three year under graduate program under Bangalore University spanning over six semesters. It follows triple major system where in students study combinations of History, Economics, Political Science, Psychology, Sociology and Journalism. The three-year program paves way for taking up further postgraduate programs in these fields and to enter into the field of research or corporate and social contribution. This course completely focuses on areas of Humanities, Social Studies and Liberal Arts with a variety of specializations. The department of BA works with a vision to inculcate the interest of interdisciplinary learning in younger generation and mould them into lifelong learners and promote them as catalysts of transformation of the society.

### **VISION**

To create an inclusive intellectual community with emphasis on culture and values

### **MISSION**

To promote academic achievement through vibrant social interactions.

## **ELIGIBILITY CRITERIA**

Candidates who have completed two years Pre – University course of Karnataka State or its equivalent as notified by the Government from time to time are eligible to seek admission for this programme. The students of other states and foreign countries are eligible in accordance with state and central government guidelines from time to time.

## **PROGRAMME STRUCTURE AND DURATION**

The programme is for Three (03) years consisting of Six Semesters altogether. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. A student who successfully completes Three (03) years of the programme will be awarded Bachelor's Degree in Bachelor of Arts (B.A) by Bangalore University.

## **PROMOTION**

A candidate who has obtained a minimum of 40% marks in End Semester examination and an aggregate of 40% marks in each subject shall be eligible for a pass or exemption in that subject.



## PROGRAMME OUTCOME

PO1	<b>Disciplinary knowledge</b>	Acquire domain specific knowledge in Journalism, Psychology and Optional English
PO2	<b>Application</b>	Apply the domain specific theoretical knowledge to understand, explain, predict, maintain, modify, and evaluate real world challenges.
PO3	<b>Assessment skills</b>	Use appropriate assessments and solutions to analyse, articulate and generate multiple interpretations to changing professional and societal needs.
PO4	<b>Research skills</b>	Carry out simple research project by reviewing literature, collecting data, analysing the findings using appropriate statistics
PO5	<b>Critical thinking</b>	Demonstrate problem solving and critical thinking to address multifaceted problems and offer innovative solutions in academic, professional, and societal contexts.
PO6	<b>Interpersonal skills</b>	To exhibit strong communication skills allowing them to convey complex concepts in an accessible manner in multicultural spaces.
PO7	<b>Intrapersonal skills</b>	Integrate intrapersonal skills to enhance their professional effectiveness, personal development, and ability to navigate the complexities in academic and real-world contexts.
PO8	<b>Employability skills</b>	Students will develop skills required for employment and demonstrate the ability to solve problems, make decisions, plan, innovate, organize information, and network with professionals in the industry.
PO9	<b>Global competencies</b>	Exhibit leadership, initiative, persistence, and adaptability and use technology to gather, evaluate, and present information.
PO10	<b>Multidisciplinary settings</b>	Transfer knowledge and skills learnt in one course to other courses, other contexts, across multiple settings and disciplines.
PO11	<b>Social consciousness</b>	Work with service-mindedness for the betterment and upliftment of society.
PO12	<b>Ethics</b>	Practice ethics in all academic and professional tasks.

## CONTINUOUS INTERNAL ASSESSMENT

Sl. No	ASSESSMENT	MARKS
1	Continuous Internal Assessment (C1 & C2)	20 marks
2	End Semester Examination	80 marks

S.NO	ASSESSMENTS	COMPONENTS	MARKS & ATTENDANCE	IA MARKS
1	Unit Test I (25% of Syllabus)	C1	25	2.5
2	<b>Skill-Based Activities:</b> Case Study / Seminar / Assignment / Quiz	C2	10	5
3	Mid Semester Examination (50% of Syllabus)	C2	80	5
4	Unit Test II (25% of Syllabus covered after the MSE)	C1	25	2.5
5	<b>Attendance</b> <ul style="list-style-type: none"> <li>• 75.00%-79.99% - 1 Mark</li> <li>• 80.00%-84.99% - 2 Marks</li> <li>• 85.00%-89.99% - 3 Marks</li> <li>• 90.00%-94.99% - 4 Marks</li> <li>• 95.00%-100.00% - 5 Marks</li> </ul>	C1	Minimum of 75%	5
<b>Total</b>				<b>20 marks</b>
<b>SEC &amp; PRACTICAL SUBJECTS</b>				
1	<b>Attendance</b> <ul style="list-style-type: none"> <li>• 75.00%-79.99% - 1 Mark</li> <li>• 80.00%-84.99% - 2 Marks</li> <li>• 85.00%-89.99% - 3 Marks</li> <li>• 90.00%-94.99% - 4 Marks</li> <li>• 95.00%-100.00% - 5 Marks</li> </ul>	C1	Minimum of 75%	5
2	Mid Semester Examination / Model Practical Examination	C2	40	5
<b>Total</b>				<b>10 marks</b>

## EXTERNAL EVALUATION

### THEORY COURSE

There shall be a written semester examination at the end of each semester for all theory courses of duration of 3 hours with maximum 80 marks. A question paper may contain short answer type and long essay type questions. The question paper pattern is as follows.

SECTIONS	TYPE OF QUESTIONS	MARKS	NUMBER OF QUESTIONS TO BE ANSWERED
A	CONCEPTUAL	5	06 OUT OF 08
B	ANALYTICAL / PROBLEM SOLVING	10	05 OUT OF 07
TOTAL 80 MARKS			

### PRACTICAL COURSE

There shall be a practical semester examination at the end of each semester for all practical courses of duration of 3 hours with maximum 40 marks. The question paper pattern is as follows.

SECTIONS	TYPE OF QUESTIONS	MARKS	NUMBER OF QUESTIONS TO BE ANSWERED
1	WRITTEN EXAMINATION	20	4 OUT OF 4
2	VIVA	10	NIL
3	RECORD	10	NIL
TOTAL 40 MARKS			

## GRADING SYSTEM

**Table of Conversion of % Marks to grade point:**

<b>% Marks</b>	<b>Grade Point</b>
96-100	10
91-95	9.5
86-90	9.0
81-85	8.5
76-80	8.0
71-75	7.5
66-70	7.0
61-65	6.5
56-60	6.0
51-55	5.5
46-50	5.0
41-45	4.5
40	4

**Final Result/Grade Description:**

<b>Semester/ Programme % of Marks</b>	<b>Semester GPA/ Programme/ CGPA</b>	<b>Grade Alpha Sign</b>	<b>Result/Class Description</b>
90.1-100	9.01-10.00	O	Outstanding
80.1-90.00	8.01-9.01	A+	First Class Exemplary
70.1-80.0	7.01-8.00	A	First Class Distinction
60.1-70.0	6.01-7.00	B+	First Class
55.1-60.0	5.51-6.00	B	High Second Class
50.1-55.0	5.01-5.50	C	Second Class
40.0-50.0	4.00-5.00	P	Pass Class
Below 40	Below 4.0	F	Re-Appear

**JOURNALISM & MASS COMMUNICATION**  
**COURSE MATRIX AS PER SEP 2024**

**SEMESTER I**

Subject	Paper/Subject Code	Total Teaching Hours	Duration of Exam (hrs.)	Marks			Credits
				IA	Uni. Exam	Total	
Introduction to Communication and Media	24UBA13B	60	3	20	80	100	04
Introduction to Communication and Media (Practical)	24UBA16BP	60	3	10	40	50	02
<b>Total Credits</b>							<b>06</b>

**SEMESTER II**

Subject	Paper/Subject Code	Total Teaching Hours	Duration of Exam (hrs.)	Marks			Credits
				IA	Uni. Exam	Total	
Print Media	24UBA23B	60	03	20	80	100	04
Print Media (Practical)	24UBA26BP	60	03	10	40	50	02
<b>Total Credits</b>							<b>06</b>

## SEMESTER I

### 24UBA13B: INTRODUCTION TO COMMUNICATION AND MEDIA

<b>Course Code</b>	24UBA13B	<b>Course Title</b>	INTRODUCTION TO COMMUNICATION AND MEDIA
<b>Course Type</b>	DSC	<b>Total Hours</b>	60 Hours
<b>Credit</b>	4	<b>Domain</b>	BA
<b>Syllabus</b>			
UNIT-I	<b>Fundamentals of Communication:</b>  Glossary of Communication; Communication: Meaning, Definition, Nature, Scope; Elements of Communication; Process of Communication; Functions of Communication; Emerging Trends in Communication: Digital transformation, social media impact, global communication trends		
UNIT-II	<b>Types and Levels of Communication:</b>  Kinds of Communication: Oral & Written, Verbal and Non-Verbal; Levels of Communication: Intrapersonal, Interpersonal, Group, Mass Communication; Differences between Levels of Communication; Communication Skills: Public speaking, effective writing, listening skills, interpersonal skills.		
UNIT-III	<b>Audience &amp; Communication Models:</b>  Meaning, Definition, Nature of Audience; Types of media audiences: mass, niche, active, passive. Basic Models of Communication: Aristotle's Model, Harold Lasswell's Model, David Berlo's Model, Shannon & Weaver's Model, Osgood's Model; Differences between Linear and Non- Linear Models; Contemporary Models.		
UNIT-IV	<b>Media and Mass Communication:</b>  Characteristics of Media: Traditional and Folk Media, Print Media, Electronics Media, New Media, Types of Media (Print Broadcast& Online Media), Characteristics, Strength & Weakness of Mass Media. Media Theories and Effects: Agenda-setting, cultivation theory, uses and gratifications, media convergence; Ethics in Media: Ethical issues in journalism, media law, and regulations.		

**REFERENCE BOOKS:**

1. David Berlo: The Process of Communication – Holt, Rinehart & Winston, New York, 1960
2. Wilbur Schramm: Mass Communication – University of Illinois Press, Urbana, IL, 1960
3. Denis McQuail: McQuail's Mass Communication Theory (6th Edition), SAGE Publications Ltd., 2010
4. Keval J. Kumar: Mass Communication in India- (4th Revised Edition), Jaico Publishing House, Mumbai, 2014
5. Uma Narula: Mass Communication: Theory & Practice - Haranand Publications Pvt. Ltd, New Delhi, 2008
6. Chandrakant P. Singh: Dictionary of Media & Journalism – IK International Pvt. Ltd., Delhi, 2004
7. Subhir Ghose: Mass Communication: An Indian Perspective - Shishu Sahitya Samsad, 2009
8. Rao Naresh – Introduction Mass Communication.

**COURSE OBJECTIVES:**

The course aims to equip students with core reporting, writing, and investigative skills; provide a comprehensive understanding of media ethics, law, and the role of journalism in society; enhance proficiency in digital and audio-visual journalism; foster critical thinking and media literacy; and prepare students for diverse careers in the evolving media landscape.

<b>COURSE OUTCOME</b>	
<b>CO CODE</b>	<b>COURSE DESCRIPTION</b>
<b>CO1</b>	Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication
<b>CO2</b>	Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
<b>CO3</b>	Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes
<b>CO4</b>	Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
<b>CO5</b>	Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

## **TEACHING PEDOGOGY**

The course shall be taught through the Bridge Courses, Lecture, Tutorial, Interactive Sessions, Self-guided Learning Materials, Open Educational Recourses (OER) as reference materials, Field visit/Practical Exercises, Assignments, Seminars, Group Discussions and Week-end Counseling Classes.

## **SKILL DEVELOPMENT**

- Google workspace.
- Define Verbal & Non-Verbal Communication.
- Define Mass Media.
- Elucidate Agenda Setting Theory.
- 21<sup>st</sup> Century Employability Skills – SWAYAM Plus course.



**24UBA16BP: INTRODUCTION TO COMMUNICATION AND MEDIA (PRACTICAL)**

<b>Course Code</b>	24UBA16BP	<b>Course Title</b>	INTRODUCTION TO COMMUNICATION AND MEDIA (PRACTICAL)
<b>Course Type</b>	DSC	<b>Total Hours</b>	60 Hours
<b>Credit</b>	2	<b>Domain</b>	BA
<b>Syllabus</b>			
	<ol style="list-style-type: none"><li>1. Introduction to New Media and Public Speaking</li><li>2. Produce two Podcasts with reference to Public Service Announcement or Campus News.</li><li>3. Developing journalistic skills in students by giving assignments to write on any topic of their choice (Minimum of 5 assignments should be written)</li><li>4. Content Creation for Different Media Platforms (Social media platforms, digital storytelling, mobile Journalism)</li><li>5. Public Speaking: Techniques for effective public speaking, voice modulation, and audience engagement with reference to social issues.</li></ol>		

## SEMESTER II

### 24UBA23B: PRINT MEDIA

<b>Course Code:</b>	24UBA23B	<b>Course Title</b>	Print Media
<b>Course Type</b>	DSC	<b>Total Hours</b>	60 Hours
<b>Credit</b>	4	<b>Domain</b>	BA
<b>Syllabus</b>			
UNIT-I	<b>Introduction to Printing and Digital Publishing:</b>  Development of Printing: Historical evolution of printing technology.; Types of Printing: Overview of various printing techniques (letterpress, offset, digital printing).; Typography: Basics of typography, font types, and their impact on readability and aesthetics.; Digital Publishing: Introduction to e-publishing, digital magazines, and only; e-newspapers. Terminology of Print Journalism (Mast Head, Sidebar, Kicker...)		
UNIT-II	<b>Definition and Scope of Journalism:</b>  Definition, Nature & Scope of Journalism: Exploring the role and importance of journalism in society. Functions of Journalism: Information dissemination, interpretation, public opinion formation, watchdog role, entertainment. Kinds of Journalism: Investigative, interpretative, broadcast, digital, citizen journalism, specialized fields (sports, science, health, etc.). Mobile Journalism and Photojournalism - Techniques, ethics, and the role of photojournalists in storytelling. Beats, Citizen Journalism.		
UNIT-III	<b>History and Evolution of Indian Journalism:</b>  Brief History of Indian Journalism: Key milestones and development phases. Pioneers of Indian Journalism: J.A. Hickey: Founder of India's first newspaper. Raja Ram Mohan Roy: Social reformer and journalist. James Silk Buckingham: Contributions to press freedom. Annie Besant: Role in Indian independence through journalism. S. Sadananda: Establishment of important newspapers. B.G. Horniman: Advocacy for Indian nationalism. Journalism in Pre and Post Independence Era		
UNIT-IV	<b>Kannada Journalism:</b>  Origin and Growth: Early developments in Kannada journalism. Major Newspapers in Karnataka: Overview of leading publications and their influence. Recent Trends: Digital transformation, challenges, and opportunities in regional journalism.		

**REFERENCE BOOKS:**

- 1) Rivers W.L: Mass Media
- 2) Fraser Bond: Introduction to Journalism
- 3) Mehta D.S: Mass Communication & Journalism in India
- 4) Nadig Krishna Murthy: Indian Journalism
- 5) Parthasarathy R: Journalism in India
- 6) Chalapathy Rau M: The Press
- 7) Ahuja B.N: The Theory & Practice of Journalism
- 8) Gundappa D.V: Vrutta Patrikegalu
- 9) David Randall: The Universal Journalist
- 10) Bill Kovach & Tom Rosenstiel: The Elements of Journalism

**COURSE OBJECTIVES:**

This course aims at providing a comprehensive understanding of the historical evolution of printing and digital publishing, including various printing techniques and typography basics. It focuses on exploring the definition, scope, and functions of journalism, highlighting its role in society. The course delves into different types of journalism, including mobile and photojournalism, emphasizing ethics and specialized fields.

**COURSE OUTCOME**

CO CODE	COURSE DESCRIPTION
CO1	Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication
CO2	Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
CO3	Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes
CO4	Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
CO5	Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption

## **TEACHING PEDOGOGY**

The course shall be taught through the Bridge Courses, Lecture, Tutorial, Interactive Sessions, Self-guided Learning Materials, Open Educational Recourses (OER) as reference materials, Field visit/Practical Exercises, Assignments, Seminars, Group Discussions and Week-end Counseling Classes.

## **SKILL DEVELOPMENT**

- SWAYAM Course – Online Communication in the Digital age
- Art of Resume Draft
- Define Verbal & Non-Verbal Communication
- Define Mass Media
- Elucidate Agenda Setting Theory

**24UBA26BP: PRINT MEDIA (PRACTICAL)**

<b>Course Code</b>	24UBA26BP	<b>Course Title</b>	Print Media (Practical)
<b>Course Type</b>	DSC (P)	<b>Total Hours</b>	60 Hours
<b>Credit</b>	2	<b>Domain</b>	BA
<b>Syllabus</b>			
	<p><b>01. Introduction to Software's: In Design and Adobe Photoshop.</b></p> <p><b>02. Review of Newspapers and Periodical Contents:</b> Critical analysis of content, editorial policies, and news coverage.</p> <p><b>03. Photojournalism:</b> Submit a photo essay on historical, street, plays, campus, human interest.</p> <p><b>04. Design a campus newsletter with four pages.</b></p> <p>1. Page -1 Campus News</p> <p>2. Page -2 Editorial Page</p> <p>3. Page -3 Reviews &amp; Page3</p> <p>4. Page -4 Sports</p>		