



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tele: 0836-2215224
e-mail: academic.st@kud.ac.in
Pavate Nagar, Dharwad-580003
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/JS/MGJ(Gen)/2023-24/ 59

Date: 04/09/2023

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ 5 ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್
NEP-2020 ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 104 ಯುಎನ್‌ಇ 2023, ದಿ: 20.07.2023.
2. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 2 ರಿಂದ 7, ದಿ: 31.08.2023.
3. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 04/09/2023

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2023-24ನೇ
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music) /BVA / BTTM / BSW/ B.Sc./B.Sc. Pulp &
Paper Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS) / BBA & BA ILRD ಸ್ನಾತಕ ಪದವಿಗಳ 5
ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗೆ NEP-2020ರ ಮುಂದುವರೆದ ಭಾಗವಾಗಿ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ
ಕೋರ್ಸಿನ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ www.kud.ac.in ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ.
ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ
ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ
ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ


ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಭಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



PRACTICAL

KARNATAK UNIVERSITY, DHARWAD

Four - Year B.A. (Hons.) Program

SYLLABUS FOR V & VI SEMESTER 2023-2024

Course: JOURNALISM AND MASS COMMUNICATION

DISCIPLINE SPECIFIC CORE COURSES (DSCC)

SEMESTER – V

DSCC Paper-9 Theory Code: 015JMC011: Introduction to Communication
DSCC -10: Practical Code: 015JMC012: Introduction to Communication
DSCC Paper-11: Theory Code: 015JMC013 Fundamentals of Radio and TV
DSCC -12: Practical Code: 015JMC014: Fundamentals of Radio and TV
SEC-3: Practical Code: 015JMC061: Creative writing

DISCIPLINE SPECIFIC CORE COURSES (DSCC)

SEMESTER – VI

DSCC Paper-13 Theory Code: 015JMC015: DSC 15 Introduction to Digital Media
DSCC -14: Practical Code: 015JMC016: DSC 16 Introduction to Digital Media
DSCC Paper-15: Theory Code: 015JMC017 : DSC 17 Advertising and Corporate Communication
DSCC -16: Practical Code: 015JMC018: DSC 16 Advertising and Corporate Communication
Effective from 2022-23

Internship- 1: 016JMC091 Internship/ Field report/Project report

AS PER N E P - 2020

Karnatak University, Dharwad
B.A. in JOURNALISM AND MASS COMMUNICATION
 Effective from 2023-24

Sem.	Type of Course	Theory/ Practical	Course Code	Course Title	Instruction hour/ week	Total hours/sem	Duration of Exam	Marks			Credits
								Formative	Summative	Total	
V	DSCC-9	Theory	015JMC011	Introduction to Communication	04hrs	56	02 hrs	40	60	100	04
	DSCC-10	Practical	015JMC012	Introduction to Communication	04 hrs	56	03 hrs	25	25	50	02
	DSCC-11	Theory	015JMC013	Fundamentals of Radio and TV	04hrs	56	02 hrs	40	60	100	04
	DSCC-12	Practical	015JMC014	Fundamentals of Radio and TV	04 hrs	56	03 hrs	25	25	50	02
	Other subject										04
	Other subject										04
	Other subject										04
	SEC-3	Practical	015JMC061		04hrs	56	03 hrs	25	25	50	02
	Total							275	375	650	24
VI	DSCC-13	Theory	016JMC015	Introduction to Digital Media	04hrs	56	02 hrs	40	60	100	04
	DSCC-4	Practical	016JMC016	Introduction to Digital Media	04 hrs	56	03 hrs	25	25	50	02
	DSCC-15	Theory	016JMC017	Advertising and Corporate Communication	04hrs	56	02 hrs	40	60	100	04
	DSCC-16	Practical	016JMC018	Advertising and Corporate Communication	04 hrs	56	03 hrs	25	25	50	02
	Other subject										04
	Other subject										04
	Other subject										04
	Internship-1		016JMC091					50	0	50	02
	Total										26

B.A. Semester – V
Discipline Specific Course (DSC)-9

Course Title: Introduction to Communication

Course Code: 015JMC011

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-9	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
 - 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.
 - Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
 - Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
- Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

Unit	Title:	56.hrs/sem
Unit I	UNIT-I Definition of Communication- Need for Communication- Difference between human communication and machine communication- Process of Communication- Understanding Communication through models- Aristotle’s model, Shannon-Weaver model, Harold Lasswell model, Wilbur Schramm model- scope and functions of Communication- How to improve your communication skills.	14
Unit II	UNIT-II Types of Communication- verbal and non-verbal Communications –Essentials of good writing- Techniques of public speaking- Types of non-verbal communication- Sign language- object language- Body language- Touch- Space-Time and Silence as non-verbal communication.	14

Unit III	UNIT-III Levels of Communication- Intra-personal communication- Interpersonal communication- Group communication- Mass communication-Essentials of Intra-personal communication- Importance of Inter personal communication- The process of Mass communication- Scope and Functions of Mass Communication- The role of Mass Communication in national development.	14
Unit IV	UNIT-IV Introduction to Mass media- Mass media and society - Types of mass media-Print-Electronic- Status of Mass media in India	14

References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Introduction to Mass communication.	Keval J Kumar	Jaico	4 th	1994
2	Communication	C.S. Rayadu	Himalaya Publishing House, Mumbai	9 th	2010
3	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
4	Communication Models for the Study of Mass Communication	Denis McQuail & Sven Windahl	Singapore: Longman Publications	2 nd	1981
5	Mass Communication Theory	Denis McQuail	Sage Publication	6 th	2010
6	The Dynamics of Mass Communication	Joseph R. Dominick	McGraw Hill,	12 th	2013
7					
8					

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.A. Semester – V

Discipline Specific Course (DSC)-12

Course Title: Introduction to Communication

Course Code: 015JMC012

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-10	Practical	02	04	56 hrs.	3hrs.	25	25	50

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
- 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.
- Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
- Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media

Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption

Expt. No,	Title:	56.hrs/ sem
1	Characteristics of good writing. The art of writing letters – Minimum of 5 exercises in letter writing like letters to editor	
2	Article writing Minimum 5 exercises .	
3	Characteristics of good public speech. Practicing public speaking- Minimum of 5 exercises of public speaking	
4	Writing editorials and middle Minimum of 5 exercises each in editorial and middle writing	
5	Communication Skill – Practicing Group Discussion- 02 exercises	
6	Interview- Practicing Job Interview (Mock Interview) - 02 exercises	
7	Practicing Editorial writing minimum 02 exercises.	

8	Review the Communication Model of Wilbur schramm	
9	Film Appreciation - 02 exercises	
10	Class Seminar any 02.	

Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment(IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All prepare students should and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
Total	25 Marks
Formative assessment as per guidelines	

The same shall be used for semester end examination

B.A. Semester – V

Discipline Specific Course (DSC)-13

Course Title: Fundamentals of Radio and TV

Course Code: 015JMC013

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-13	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1.To introduce the concepts, technology and skills behind audio and video production

CO2.To introduce the students TV as a medium

CO3.To highlight the techniques of program production in Radio

CO4.To highlight the techniques of program production in TV

CO5.To discuss the past and present status of these two media

Unit	Title:	56.hrs/ sem.
Unit I	UNIT-I: Characteristics of Audio-Visual Media: Characteristics of Radio & Television as a medium of mass communication. Effective communication skills for Radio and TV, Presentation techniques; Voice modulation, appearance, Facial expression, Body language, General knowledge	14
Unit II	UNIT-II: Introduction to Radio: Nature and characteristics of radio, Evolution of radio in India, Types of radio stations (AM/FM), Organizational structure of AIR, Community radio, Impact and reach of radio, Prasar Bharati, Vivid Bharati, Program pattern of AIR.	14
Unit III	UNIT-III: Introduction to Television: Nature and characteristics of television, Growth of television in India, Organizational structure of Dooradarshan, Program Pattern of D.D, Recent trends of television field.	14
Unit IV	UNIT – IV: Script writing of Radio &TV: 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.	14

References:

Sl. No	Title of the book	Authors	Publisher	Edition	Year of Publication
1	Mastering Digital Audio Production	Cliff Truesdell	Wiley Publishing, Inc.	1 st	2017
2	Audio Production Work text: Concepts, Techniques, and Equipment	David Reese, Lynne Gross, Brian Gross	Focal Press	1st	2009
3	Television Production Handbook	Zetl	Wadsworth Pub Co	12th	2012
4	Writing for Television, Radio, and New Media	Robert Hilliard	Taxmann Publications Private Limited	11th	2013
5	Video Production	Vasuki Belavadi	Oxford University Press	2 nd	2013
6					
7					

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.A. Semester – V
Discipline Specific Course (DSC)-14

Course Title: Fundamentals of Radio and TV

Course Code: 015JMC014

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-14	Practical	02	04	56 hrs.	3hrs.	25	25	50

Course Outcomes (COs): At the end of the course, students will be able to:

will be able to: CO1. Write the scripts for radio announcements

CO2. Write the scripts for radio Jingles

CO3. Practice news reading for radio

CO4. Practice news reading for TV

CO5. Plan programs for radio

CO6. Plan programs for TV

Expt. No,	Title:	56.hrs/ sem
1	Scripting for Radio announcements-05	
2	Scripting for Radio Jingles-02	
3	News reading for Radio - 2 (2 min)	
4	Writing news item for TV - 5 (1min)	
5	News reading script for TV – 2 (2 min)	
6	Scripting of program for TV -2 (2 min)	
7	Writing news item for Radio - 5 (1min)	
8	Practicing Radio announcement	
9	Peace to camera (P. TO. C)	
10	Practicing voice over	

Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All prepare students should and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
Total	25 Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

B.A. Semester – V
Skill Enhancement Course: SEC-3

Course Title: Creative writings

Course Code: 015JMC061

Type of Course	Theory / Practical	Credits	Instruction hour/ week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC-3	Practical	02	04	56 hrs.	3hrs.	25	25	50

Course Outcomes (COs): At the end of the course students will be able to:

- CO-1** Understand the elements of script and principles of script writing.
- CO-2** Understand the various types of scripts for different media.
- CO-3** Understand scripts writing for electronic media.
- CO-4** Understand script writing skills
- CO-5** Understand various structures of audio-visual scripts in a professional way.

Expt. No	Title: Creative writing	56.hrs/ sem
1	Feature article writing-02	
2	Prepare news bulletin scripts- 02	
3	Documentary script-01	
4	Content writing - 01	
5	Short story writing- 02	
6	Travel article - 02	
7	News story- 02	
8	Analytical writing-02	
9	Short film script writing-01	
10	Column writing on current topic-01	

Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All prepare students should and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
Total	25 Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

**B.A. in Journalism and Mass
communication**

VI Semester

W. e. f.: 2023-24

B.A. Semester – VI

Discipline Specific Course (DSC)-15

Course Title: Introduction to Digital Media

Course Code: 015JMC015

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-13	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Pre-requisite(s): After completing this course, students will be able to:

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will be able to know about the basics of photography and videography. The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Unit	Title: Introduction to Digital Media	56.hrs/sem
Unit I	UNIT-I: Introduction to the Digital Media: 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. Trends of Digital Media.	14
Unit II	UNIT-II: Photography- History of photography, Types of camera. Techniques of camera handling Types of photography- portrait, candid, news, photo feature, landscape, nature, wild life and sports.	14
Unit III	UNIT –III: Digital Media Platform: Web Site, Blog, Face Book, <i>Whats App</i> , News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.	14
Unit IV	UNIT – IV: Videography- Nature and scope- professional videography- documentary, short movie, film, vlog, news videography, TV serials	14

References

1. Digital Media: Concepts and Applications - Tena B. Crews, Karen Bean May
2. Introduction to Digital Media - Alessandro Delfanti, Adam Arvidsson
3. Routledge Handbook of Digital Media and Communication - Leah A. Lievrouw, Brian D. Loader
4. Digital Media and Society: An Introduction - Adrian Athique
5. An Introduction to Digital Media - Tony Feldman
6. A History of Digital Media: An Inter media and Global Perspective - Gabriele Balbi, Paolo Magaudda
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.A. Semester – VI

Discipline Specific Course (DSC)-16

Course Title: Introduction to Digital Media

Course Code: 015JMC016

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-16	Practical	02	04	56 hrs.	3hrs.	25	25	50

Course Outcomes (COs): At the end of the course, students will be able to:

DSC 15 Introduction to Digital Media –Practical Credits as per 2 hours Theory and 2 hours practical

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will be able to know about the basics of photography and videography.
- The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Expt. No,	Title: Introduction to Digital Media	56.hrs/ sem
1	Photo feature – 2 assignments	
	Social media writing– 5 assignments	
3	Documentary-duration 3 to 5 minutes – 1 assignment	
4	Candid photo shoot of their own choice- 2 photos	
5	Conceptual photography- one concept – 5 photos	
6	Digital media news writing-02	
7	Content writing- 02	
8	Inshort news writing-05	
9	Blog writings-01	
10	Caption writing-05	

Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment(IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
Total	25 Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

B.A. Semester – VI

Discipline Specific Course (DSC)-17

Course Title: Advertising and Corporate Communication

Course Code: 015JMC017

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-17	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs)/ Learning Outcome:(LOs):At the end of the course, students will be able to:

Learning Outcome:

1. To introduce students to basic concept of advertising
2. To familiarize the students with the concept of copywriting as selling through writing
3. To learn the process of creating original, strategic, compelling copy for various mediums
4. To train students to generate, develop and express ideas effectively.
5. Understand the basics of advertising and script writing.

Unit	Title:	56.hrs/ sem
Unit I	Unit 1: Understanding Advertising Definition, nature and scope of advertising Role & functions of advertising Evolution of advertisement in India, current trends Advertising as a Tool of Communication	14
Unit II	Unit 2: Types of Advertising Types of Advertisements Ad Agency - Functions, Types, Structure Advertising copy - headlines, signature, slogans & logos Copywriting	14
Unit III	Unit 3 : Introduction to Corporate Communication Definition, nature and scope of Corporate Communications Core functions of corporate communications Public Relations- Nature and Scope, Public Opinion, publicity and propaganda, PRO	14
Unit IV	Unit 4: Corporate Communication Tools Print Media – House Journals, Newsletters, Brochures & Handouts/Flyers Electronic Media – Ads & Corporate Films Digital Media – Social Media, Blogs, Vlogs	14

References:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
5. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.A. Semester – VI
Discipline Specific Course (DSC)-18

Course Title: Advertising and Corporate Communication

Course Code: 015JMC018

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-18	Practical	02	04	56 hrs.	3hrs.	25	25	50

Course Outcomes (COs): At the end of the course, students will be able to:

1. To introduce students to basic concept of advertising
2. To familiarize the students with the concept of copywriting as selling through writing
3. To learn the process of creating original, strategic, compelling copy for various mediums
4. To train students to generate, develop and express ideas effectively.
5. Understand the basics of advertising and script writing.

Expt. No.	Title:	56.hrs/ sem
1	Prepare Classified Advertisements - 05	
2	Preparing Brochures-03	
3	Create a blog	
4	Copy writing-05	
5	Prepare Display Advertisements - 02	
6	Create a Brand Add-01	
7	Group Discussion	
8	Create your curriculum vita	
9	Newsletters-02	
10	Preparing Press Releases-02	

Instruction to the Examiners

Each Course shall have two evaluation components – Formative (Internal-25 Marks) Assessment (IA) and the Summative (Semester End 25 Marks) Exams.

The IA component and the Semester-end Examination shall carry 25 Marks.

Whereas IA component in Practical course shall carry 25 Marks.

Internal Assessment (IA) shall be based on 01 written tests, seminars, assignments /any other practical activity and Attendance

All students should prepare and maintain a practical journal and submit the same on the day of practical examination

Formative Assessment for Practical	
Assessment	Distribution of Marks
Test	10
seminars, assignments /any other practical activity	12
Viva	03
	25 Marks
Summative Assessment for Practical	
Semester End practical Exam	12
Practical Journal and Lab Records Record	08
Viva Voce Exam	05
Total	25 Marks
Formative assessment as per guidelines	
The same shall be used for semester end examination	

B.A. Semester – VI

INTERNSHIP

Course Title: INTERNSHIP/ PROJECT

Course Code: 016JMC091

Type of Course	Theory / Practical	Credits	Instruction hour/ week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
Internshi/ Project work	Practical	02				50	0	50

Internship:

A course requiring students to participate in a professional activity or work experience or media education activity with an entity external to the education institution, normally under the supervision of an expert of the given external entity. A key aspect of the internship is induction into actual work situations for 2 credits. Internships involve working with local media industry, local governments (such as panchayats, municipalities) or private media organizations, Ad agency and similar entities to provide opportunities for students to actively engage in experiential media learning.

Note;

1. 1 credit internship is equal to 30hrs on field experience.
2. Internship shall be Discipline Specific of 45-60 hours (2 credits) with duration 1-2 weeks.
3. Internship may be full-time/part-time (full-time during last 1-2 weeks before closure of the semester or weekly 4 hrs in the academic session for 13-14 weeks). College shall decide the suitable method for program wise but not subject wise.
4. Internship mentor/supervisor shall avail work allotment during 6th semester for a maximum of 20 hours.
5. The student should submit the final internship report (45-60 hours of Internship) to the mentor for completion of the internship.
6. Method of evaluation: Presentations/Report submission/Activity etc.

Wherever internship is not feasible, the students can to choose project work

Project Work:

News writing training in media industries/short term work in the department related to media and Government organizations /other:

The project work may include in educational institutions/media organizations/public relation offices/ varta ilakhe /review of literature/ jilla panchayat/taluk panchayat.

In case of the students who would work outside the campus, the supervising staff member may visit.

Formative Assessment for Practical	
Assessment	Distribution of Marks
Field work/ project work / Presentation / Viva / Report	50
Total	50Marks
<i>Formative Assessment as per guidelines.</i>	

UG program: 2023-24

GENERAL PATTERN OF THEORY QUESTION COURSE FOR DSCC

(60 marks for semester end Examination with 2 hrs duration)

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10 marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours Prescribed