

Journalism and Mass Communication Syllabus

State Education Policy

I SEMESTER

Course Code	Course Name	Hrs/Week	Credits	SA	IA	Total
JMCP1-T	Introduction to Communication and Journalism	4	3	80	20	100
JMCP1-P	Communication Skills	4	2	40	10	50

JMCP1-T INTRODUCTION TO COMMUNICATION AND JOURNALISM

Unit One

Communication: Definition, process & functions and process of communication. characteristics of intrapersonal communication, interpersonal communication, group communication and mass communication, verbal and non-verbal. Barriers to communication.

Unit Two

Models of Communication: Aristotle, Shannon and Weaver, Harold Lasswell, David Berlo, and Schramm's Mass Communication model. Public speaking and presentation; Writing, reading, speaking, listening skills: Techniques of effective communication.

Unit Three

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, present trends in Journalism. Functions of journalism in democracy.

Unit Four

History of Journalism – A brief history of journalism in India –With special reference to J. A. Hickey – Raja Ram Mohan Roy – James silk Buckingham – Annie Besant – S. Sadananda – B. G. Hornieman - Mahathma Gandhi and Dr. B. R. Ambedkar. A brief history of Kannada press; Origin and Growth of Kannada Journalism in Karnataka – Major Newspapers in Karnataka – Recent Trends. Growth of the press after Independence

References

1. Krishna Mohan & Meera Banerjee., (2001). Developing Communication Skill. McMillan India Ltd.
2. B.V. Pathak., (2018). Communication Skill. Nirali Prakashan. Pune.
3. A. K Jain, A.M Sheik, Pravin S.R Bhatia., (2008). Professional Communication Skills. S Chand Publishing. New Delhi.
4. Patri, V.R.,(2004). Essentials of Effective Communication. Greenspan Publications. New Delhi.
5. Kumar S., (2015). Brilliant Communication Skills, Oxford University Press.
6. Joshi U., (2002). Textbook of Mass Communication and Media. Anmol Publications Pvt. Limited.
7. Aggarwal V. B., Gupta V. S., (2001). Handbook of Journalism and Mass Communication. Concept Publishing Company.
8. Kumar K. J., (2020). Mass Communication in India. Jaico Publishing House.
9. Mehta D.S., (1970). Mass Communication and journalism in India. Allied Publishers Private Limited.

Web References

1. Natarajan J., (2018). History of Indian Journalism. Internet Archive. Accessed from <https://dn790009.ca.archive.org/0/items/historyofindianj00nata/historyofindianj00nata.pdf>.
2. eGyanKosh. The Indian Press. Accessed from <https://egyankosh.ac.in/bitstream/123456789/7256/1/Unit-1.pdf>

JMCP1-P COMMUNICATION SKILLS

Unit One

Review of Newspapers and periodical contents: write review of any 4 newspapers along with supplements, 2 magazines, 2 news portals.

Unit Two

Public speaking exercises-present a public speech on a current issue, group discussion on current affairs, letter writing exercises-formal and informal letters, write email.

II SEMESTER - SEP

Course Code	Course Name	Hrs/Week	Credits	SA	IA	Total
JMCP2 -T	Basics of Audio – Visual Media	4	3	80	20	100
JMCP2-P	Audio – Visual Media	4	2	40	10	50

JMCP2-T BASICS OF AUDIO – VISUAL MEDIA

Unit One

Radio: Characteristics of radio, historical perspective of AIR; organizational setup; Commercial radio; Educational radio; Emerging trends; AM & FM; Community radio; Internet Radio, Status of radio in India, radio programme production techniques.

Unit Two

Audio Programme formats: Types of radio programmes; News, Drama, Talk, Interview, Group discussion, Rjing, Documentary, features, Special audience programme - Women and children, Farmers, Youth, labour, Sports, Phone-in programmes.

Unit Three

Television: TV as medium of mass communication, characteristics; history of Indian television, Organizational setup, Private television channels in India; Educational television, Status and trends in television broadcasting, television programme production techniques.

Unit Four

Visual Programme formats: News, panel discussion, interview, VJing, Soap operas, sitcoms, web series, reality shows, special audience programmes, Live and recorded programmes.

References

1. Barzum J.,(2002). Simple & Direct. London Harpar and Row.
2. Ostnous J.,(2004).Better Paragraphs. London Harper and Row.
3. Keller, T., & Hawkins, S. A. (2009). Television news: A handbook for reporting, writing, shooting, editing & producing. Holcomb Hathaway Pubs.
4. Basket, Scissors And Brooks (Eds).(2002).Book Of Art Editing. London, Harper And Row.
5. Joseph.,(2002).Outlines of Editing. New Delhi. Amol Publication.
6. Simran Kohli.,(2005). The Radio Jockey Hand Book.Fusion Books.
7. McLeish R., Link J.,(2015). Radio Production. Routledge.
8. Neelamalar M.,(2018). Radio Programme Production. PHI Learning Pvt. Ltd.

Web References

1. eGyanKosh. Radio Broadcasting: An Introduction. Accessed from

<https://egyankosh.ac.in/handle/123456789/53556>

2. eGyanKosh. Broadcast Media: Radio and Television. Accessed from

<https://egyankosh.ac.in/bitstream/123456789/8890/1/Unit-13.pdf>

JMCP2-P AUDIO – VISUAL MEDIA

Unit One

Script writing and presentation for audio programmes; Radio talks, Interviews, Discussions, RJing.

Unit Two

Script writing and presentation for audio-visual programmes Television news reading, television interview, Television panel discussion.

III SEMESTER

Course Code	Course Name	Hrs/Week	Credits	SA	IA	Total
JMCP3 - T	Reporting and Editing	4	3	80	20	100
JMCP3 - P	Reporting and Editing	4	2	40	10	50

IV SEMESTER

Course Code	Course Name	Hrs/Week	Credits	SA	IA	Total
JMCP4 - T	Media Laws and Management	4	3	80	20	100
JMCP4 - P	Photography	4	2	40	10	50

V SEMESTER

Course Code	Course Name	Hrs/Week	Credits	SA	IA	Total
JMCP5 - T	Advertising and Public Relation	4	4	80	20	100
JMCP6 – TE 1	Mobile Journalism	4	4	80	20	100
JMCP6 – TE 2	Introduction to Cinema	4	4	80	20	100

VI SEMESTER

Course Code	Course Name	Hrs/Week	Credits	SA	IA	Total
JMCP7 - T	Feature Writing and Translation	4	4	80	20	100
JMCP8 – TE 1	Social Media Management	4	4	80	20	100
JMCP8 – TE 2	Digital Journalism	4	4	80	20	100

PROGRAM OUTCOMES

Program Outcomes:

By the end of the program, students will be able to:

PO1 :	Domain Knowledge	Describe and explain various psychological concepts, principles, processes, and phenomenon.
PO2 :	Application	Apply the knowledge to understand, explain, predict, maintain, modify, and enhance behavior and mental health.
PO3 :	Assessment Skills	Use appropriate tests/ assessments to assess and interpret psychological concepts, traits, abilities, and attitudes in people
PO4 :	Research Skills	Carry out simple research project by reviewing literature, collecting data, analyzing the findings using appropriate statistics
PO5 :	Scientific Skills	Conduct simple psychological experiments, report group data
PO6	Interpersonal Skills	Collaborate with others, work in teams, communicate effectively and show multicultural sensitivity
PO7	Intrapersonal Skills	Manifest self-awareness, self-direction, emotion regulation, and stress management
PO8 :	Employability Skills	Demonstrate the ability to solve problems, make decisions, plan, innovate, organize information, and network with professionals
PO9 :	Global Competencies	Exhibit leadership, initiative, persistence, and adaptability and use technology to gather, evaluate, and present information

PO10 :	Multidisciplinary settings	Transfer knowledge and skills learnt in one course to other courses, other contexts, across multiple settings and disciplines
PO11 :	Social Consciousness	Work with service-mindedness for the betterment and upliftment of society
PO12 :	Ethics	Practice ethics in all professional tasks

PSY – 101 COURSE DETAILS

Programme Name	B.A.	Semester	I
Major	Psychology		
Course Title	Basic Psychological Processes I		
Course Code	PSY-101	Number of Credits	3
Contact Hours	60 hours	Duration of SEA/ Exam	3 hours
Formative (Internal) Assessment Marks	20	Summative (External) Assessment Marks	80

PSY – 101 COURSE PREREQUISITS

Course Objectives:

The Basic Psychological Processes I course lays the foundation of psychology in the students. The purpose of the course is to enable students to

1. Understand basic concepts, principles and theories of psychology.
2. Understand the need and usefulness of psychology for the betterment of society.

Course Outcomes (CO's):

By the end of the course, students will be able to:

CO1 :	Explain the basic concepts, theories and principles of psychology
CO2 :	Use the knowledge gained to describe, explain and predict behaviour in themselves and others
CO3	Work with peers and classmates to collaborate on presentations and discussions
CO4 :	Apply the concepts and theories to regulate their emotions, motivate themselves, improve their memory and learning skills.
CO5 :	Use technology to gather and present information about psychological concepts and processes

PSY – 101 COURSE CONTENT

Unit I: Introduction to Psychology

10 hours

- Definition and Goals of Psychology.
- Perspectives of Psychology: Psychodynamic, Behavioral, Humanistic, Cognitive, and Sociocultural perspectives.
- Scope of Psychology: Fields and Branches.
- Methods of Studying Psychology: Observation, Case study, Correlation, and Experimental Method.

Unit II: Learning

14 hours

- Meaning and Definition of Learning.
- Classical Conditioning: Pavlov's experiment, Stimulus Generalization and Discrimination, Extinction and Spontaneous recovery.
- Operant Conditioning: Skinner's approach to Operant Conditioning, Reinforcement: Schedules and Types of Reinforcement – primary, secondary, positive, and negative reinforcement); Punishment: Meaning and Types
- Cognitive learning: Insight Learning, Observational, Latent Learning, Transfer of Learning

Unit III: Memory

14 hours

- Meaning and Definition of Memory; Process of Memory – encoding, storage, and retrieval.
- Types of Memory: Sensory Memory, Short Term Memory, Long Term Memory.
- Forgetting: Meaning and Causes
- Techniques/ Methods for improving Memory.

Unit IV: Motivation and Emotion

16 Hours

Part A: Motivation

- Meaning and Definition of Motivation.
- Theories of Motivation: Instinct Theory, Arousal Theory, Drive Theory – motivational cycle, Cognitive Theory, Humanistic Theory
- Types of Motivation: Primary motivation – Hunger, Thirst, Sexual drive; Secondary Motivation – Achievement, Affiliation, Power

Part B: Emotion

- Meaning and Definition of Emotion.
- The Three Elements of Emotion: the physiology of emotion, the behaviour of emotion, the subjective experience of emotion.
- Theories of Emotion: James-Lange Theory, Cannon-Bard Theory; Schachter-Singer Theory; Lazarus Cognitive Theory

Course Articulation Matrix:

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1										
CO2	1	3										3
CO3						3						3

CO4	1						3					
CO5									2			

Teaching-Learning Pedagogy:

1. Interactive lectures, flipped classroom, inquiry-based learning, group presentations
2. Group discussions, collaborative learning, team teaching, activity-based learning

References:

1. Feldman, R. S. (1996). **Understanding Psychology** (4th ed.). Mc Graw-Hill Book Company.
2. Saundra K Ciccarelli and Glenn Meyer. **Psychology**. South Asian Edition.
3. Robert A. Baron and Girishwar Misra. **Psychology**. 5th Edition. Indian Subcontinent Edition. Copyright 2016 Pearson India Education Services Pvt. Ltd.
4. John W. Santrock. **Psychology Essentials 2**. II Edition (Updated) 2006, McGraw-Hill Publications.
5. Morgan and King. **Introduction to Psychology**. 7th Edition, 1986, McGraw-Hill Publications.
6. Sridhara .A. **Manovygnanika Sidhantagala Kaipidi**.(Kannada)
7. Girishwar Mishra, **Handbook of Psychology in India**, 2011 Oxford University Press.

Note: Latest editions of books may be used

PSY – 101P COURSE DETAILS

Program Name	B. A	Semester	I
Major	Psychology		

Course Title	Basic Psychological Processes I Practicals		
Course Code	PSY-101P	Number of Credits	2
Contact Hours	45 hours	Duration of SEA/ Exam	3 hours
Formative (Internal) Assessment Marks	10	Summative (External) Assessment Marks	40

PSY – 101P COURSE PREREQUISITS

Course Objectives:

The practicals paper accompanying the Basic Psychological Processes I course builds assessment and research skills in the students. The purpose of the course is to:

1. Train students to use tests/ assessments to measure various psychological traits related to learning, memory, motivation, and emotion.
2. Enable students to use graphing methods and descriptive statistics to present data.
3. Build research and team-work skills among students.

Course Outcomes:

By the end of the course, students will be able to:

CO1 :	Use standardized psychological tools to measure various psychological traits and abilities such as learning, memory, motivation, and emotion, interpret and report the results of same.
CO2 :	Organize and present data using graphical representations and measures of central tendency.
CO3 :	Work on a simple research project by carrying out literature review, designing the method of study, and collecting data.

PSY – 101P COURSE CONTENT

Part A:

Asses

sment

s

Learn

ing

1. Habit Interference
2. Maze Learning
3. Bilateral Transfer

Memory

4. Cueing on Recall
5. Retroactive Inhibition
6. Proactive Inhibition
7. Chunking on Recall
8. Directed Observation

Motivation

9. Academic Achievement Motivation
10. Intrinsic Motivation Scale
11. Dimensions of Friendship Scale

Emotion

12. Emotional Intelligence
13. Emotional Regulation Scale
14. Oxford Happiness Scale
15. Emotional Maturity Scale
16. Fear Checklist

Note: A total of **FIVE** assessments/ tests need to be taught from the list with at least **ONE** from each of the **four sections** being chosen.

Part B: Statistics

1. Measures of Central Tendency: Mean, Median and Mode for Ungrouped and Grouped data with only Frequency (no class intervals)
2. Graphical representation- Line and Bar graph.

Part C: Project

Group Project or Individual Project: Any two assessments to be used to undertake the research project. (Introduction, Review of Literature, Methodology and Data collection to be part of semester 1; Data analysis using Descriptive Statistics, Discussion, References to be part of semester 2)

PSY – 201 COURSE DETAILS

Program Name	B. A	Semester	II
Major	Psychology		
Course Title	Basic Psychological Processes II		
Course Code	PSY-201	Number of Credits	3
Contact Hours	60 hours	Duration of SEA/ Exam	3 hours
Formative (Internal) Assessment Marks	20	Summative (External) Assessment Marks	80

PSY – 201 COURSE PREREQUISITS

Course Objectives:

The Basic Psychological Processes II continues to build the foundation of psychology in the students. The purpose of the course is to enable students to

1. Understand basic concepts, principles and theories of psychology.
2. Understand the need and usefulness of psychology for the betterment of society.

Course Outcomes (CO's):

By the end of the course, students will be able to:

CO1 :	Explain the basic concepts, theories and principles of psychology
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CO2 :	Use the knowledge gained to describe, explain and predict behaviour in themselves and others
CO3 :	Apply the concepts and theories to understand their own personality, intelligence, perceptions, thinking, decision making, and reasoning
CO4 :	Demonstrate the skills of concept formation, creativity, and problem solving
CO5 :	Integrate the knowledge from the different topics into a coherent framework

PSY – 201 COURSE CONTENT

Unit I: Personality

12 hours

- Meaning and Definitions of Personality; Factors Influencing the Development of Personality
- Theories of Personality: Psychoanalytic Theory – Freud & Jung; Socio-Cognitive Theory – (Bandura; Humanistic Theory – Carl Rogers; Trait Theories – Eysenck, Cattell, Big Five theory; Triguna Perspective of Personality.
- Assessment of Personality: Self Report – Questionnaires/Inventories, Projective Tests, Behavioural Assessments.

Unit II: Intelligence and Cognitive Processes

16 hours

Part A: Intelligence

- Meaning and Definition of Intelligence.
- Theories of Intelligence: Spearman's G Factor theory, Gardner's Theory of Multiple Intelligences, Sternberg's Triarchic Intelligence Theory, Thurston's Primary Mental Abilities, Cattell's Theory of Fluid and Crystallized Intelligence (Brief overview).
- Assessment of Intelligence: Classification of Intelligence Tests with Examples.

Part B: Cognitive Process

- Meaning and Definition of Cognition.
- Concept Formation: Processes.
- Reasoning and Decision Making (in brief)
- Problem solving: Steps in Problem Solving, Obstacles in Problem Solving:
- Thinking: Types – Convergent and Divergent thinking; Creativity – Process.

Unit III: Biology and Behavior

12 hours

- Neuron: Structure and Functions of the Neuron.
- Central Nervous System: Structure and Functions of the Brain (two hemispheres and four lobes) and the Spinal Cord.
- The Peripheral Nervous System: Structure and Functions (Somatic and Autonomic)
- Endocrine glands.
- Methods of Studying the Brain: Lesion Technique, Ablation, PET, CT, MRI and fMRI.

Unit IV: Sensation, Attention and Perception

14 hours

- Sensation: Meaning and Definition; Process of Sensation and Sensory Threshold.
- Attention: Meaning and Definition, Types of Attention, Factors influencing Attention.
- Perception: Meaning and Definition; Gestalt Principles; Depth Perception (Monocular and Binocular cues) Perceptual Constancies (Size, Shape and Brightness); Errors in Perceptions (Illusions and Hallucination); Extra Sensory Perception.