



St Aloysius College (Autonomous)
Mangaluru

Re-accredited by NAAC “A” Grade

Course structure and syllabus of
B.A.

JOURNALISM

CHOICE BASED CREDIT SYSTEM

(2021 & 2022 BATCH)

(UNDER MANGALORE UNIVERSITY)

ಸಂತ ಅಲೋಶಿಯಸ್ ಕಾಲೇಜು
(ಸ್ವಾಯತ್ತ)
ಮಂಗಳೂರು- 575 003



ST ALOYSIUS COLLEGE
(Autonomous)
P.B.No.720
MANGALURU- 575 003, INDIA
Phone:+91-0824 2449700,2449701
Fax: 0824-2449705
Email: principal_sac@yahoo.com
principal@stalloysius.edu.in
Website: www.stalloysius.edu.in

Re-accredited by NAAC with 'A' Grade - CGPA 3.62
Recognised by UGC as "College with Potential for Excellence"
College with 'STAR STATUS' conferred by DBT, Government of India
3rd Rank in "Swacch Campus" Scheme, by MHRD, Govt of India

Date: 25-06-2020

NOTIFICATION

Sub: Syllabus of **B.A. Journalism** under Choice Based Credit System.

Ref: 1. Decision of the Academic Council meeting held on 09-06-2020 vide
Agenda No: 16(2020-21)
2. Office Notification dated 25-06-2020

Pursuant to the above, the Syllabus of **B.A. Journalism** under Choice Based Credit System which was approved by the Academic Council at its meeting held on 09-06-2020 is hereby notified for implementation with effect from the academic year **2020-21**.

PRINCIPAL

REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar Office
3. Library

OBJECTIVES

- To keep pace with changing technologies, techniques of communication and changing modes of dissemination of information
- More practical, hands on approach for students
- To make student more competent, Employable and industry ready

Scope of the syllabus

The syllabus has been structured in a manner to suit and challenge the students' academic and creative ability. It is outlined in a way that students learn film making, newspaper making, radio programs, television bulletins in which help them learn allied subjects like writing for media, media management, communication etc. in a better way. The subjects like Public relations, advertisements, film studies will motivate the students to go for higher studies in Journalism.

B.A Journalism

Code	Title	Instruction Hours per Week	Duration of Examination	Marks			Credits
				IA	End Semester Exam	Total	
I SEMESTER							
G105.1	INTRODUCTION TO COMMUNICATION AND REPORTING	6	3	50	100	150	3
G105.1E	DIGITAL LITERACY	2	2	10	40	100	1
II SEMESTER							
G105.2	PRINT AND ONLINE JOURNALISM	6	3	50	100	150	3
G105.2E	BLOGGING AS MEDIA PRACTICE	2	2	10	40	100	1
III SEMESTER							
G105.3	BROADCAST JOURNALISM	6	3	50	100	150	3
G105.3E	FOLK MEDIA COMMUNICATION	2	2	10	40	100	1
IV SEMESTER							
G105.4	EDTING PRACTICE	6	3	50	100	150	3
G105.4E	MEDIA AND GENDER ISSUES	2	2	10	40	100	1
V SEMESTER							
G105.5(a)	FILM STUDIES	5	3	50	100	150	3
G105.5(b)	ADVERTISING AND PUBLIC RELATIONS	5	3	50	100	150	3
VI SEMESTER							
G105.6(a)	MEDIA LAWS AND ETHICS	5	3	50	100	150	3
G105.6(b)	MEDIA MANAGEMENT	5	3	50	100	150	3

INTERNAL ASSESSMENT

The internal assessment shall consist of three components

- Two internal examinations
- Media related assignments
- Attendance

Model Question Paper Pattern

Time: 3 hours

Max Marks: 100

The proposed question paper consists of three section: Part **A,B,C**

Part A:

Answer any Five of the Eight questions $4 \times 5 = 20$

Part B:

Answer any FOUR of the Seven questions $5 \times 4 = 20$

Part C:

Answer any FOUR of the Seven questions $15 \times 4 = 60$

<u>Program Outcome and Program Specific Outcome</u>	
PO 1:	Develop Graduates with basic understanding on various media and communication practices and its importance in contemporary society
PO 2:	Enhancement of skills in various Media production techniques and to be industry ready
PO 3:	Develop and apply scientific approach to meet the needs of the society and to produce responsible and creative media professionals
PROGRAMME SPECIFIC OUTCOMES	
PSO 1:	Gain knowledge on various communication patterns
PSO 2:	Acquire skills of journalistic practices
PSO 3:	Recognizing Media as a important information and education tool
PSO 4:	Equipped with various media technologies
PSO 5:	Creation of innovative media content
PSO 6:	Ability to enquire and respond to various social issues and concerns through media practices
PSO 7:	Develop skills to analyze media content with a critical bent of mind
PSO 8:	Get hands on experience in media field through internships and media campaigns
PSO 9:	Create socially responsible media practitioners
COURSE OUTCOMES:	
CO 1:	Understand basic concepts of communication and journalism, and their role in society
CO 2:	Familiarize students with various processes and models of communication
CO 3:	Acquire knowledge on different types of reporting, their importance and evaluate media content
CO 4:	Develop skills on sourcing, reporting and writing for media.
