



NAAC Accredited
'A' Grade 2014

KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ

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No. KU /Aca(S&T)/ JS-30/2022-23 / 1392

Date: 19 DEC 2022

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ PG Diploma, Advance Diploma, Diploma & Certificate Courseಗಳನ್ನು Credit ರೂಪ ಹಾಗೂ ಸೆಮಿಸ್ಟರ್ ಪದ್ಧತಿಗೆ ಸದರಿ ಎಲ್ಲ ಕೋರ್ಸುಗಳಲ್ಲಿ ಏಕ ರೂಪದ Creditಗಳನ್ನು ಅಳವಡಿಸುವ ಕುರಿತಾದ ಕರಡು ವಿನಿಯಮಾವಳಿ ಹಾಗೂ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂ. 09, ದಿನಾಂಕ: 07.12.2022
2. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 15/12/2022

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದಂತೆ, ದಿನಾಂಕ: 07.12.2022 ರಂದು ಜರುಗಿದ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯಲ್ಲಿ ನಿರ್ಣಯಿಸಿದಂತೆ, 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, PG Diploma / Advance Diploma / Diploma / Certificate Courseಗಳನ್ನು Credit ರೂಪ ಹಾಗೂ ಸೆಮಿಸ್ಟರ್ ಪದ್ಧತಿಯಂತೆ ಸದರಿ ಮೇಲಿನ ಎಲ್ಲ ಕೋರ್ಸುಗಳಲ್ಲಿ ಏಕ ರೂಪದ Creditಗಳನ್ನೊಳಗೊಂಡಂತೆ ಕರಡು ವಿನಿಯಮಾವಳಿಗಳಂತೆ ಈಗಾಗಲೇ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಪ್ರಕಟಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. www.kud.ac.in ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತಾ, ವಿದ್ಯಾರ್ಥಿಗಳು ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

(Signature)
15/12/22
ಕುಲಸಚಿವರು.

ಗೆ,

ಅಧ್ಯಕ್ಷರು / ಸಂಯೋಜಕರು, Dr. B.R.Ambedkar Studies / Basava Adhyana Peetha / KRI / Gandhian Studies / Jainology / Kanaka Studies / Kannada / Hindi / Sanskrit / Women's Studies / Yoga Studies / Psychology / Babu Jagajivan Ram Studies / Commerce / History & Arch. / Computer Science / Criminology & Forensic Sci. / Veman Studies / Management / Law / Foreign Language, BTM (KACD) ಅಧ್ಯಯನ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

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.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



Karnatak University Dharwad
Department of Journalism and Mass Communication

Syllabus for One year

P.G. Diploma in Journalism and Mass Communication

(Course Code : DP47)

With effective from
2022-23

KARNATAK UNIVERSITY DHARWAD
Regulations governing one-year P.G.
Diploma course in Journalism and Mass Communication

Preamble:

A diploma in journalism is an post dergraduate specialised professional course in journalism. Students enrolled in the course are provided with the training to become efficient to work in the news media house. They learn how to write news for newspapers, television, digital media and radio. Students also learn anchoring and reporting during the course. There are numerous career options for graduates of diploma in journalism such as news presenter, news producer, production executive, reporter, news editor, video journalist, content writer, and numerous others. There are high career prospects for a diploma in journalism. Students enrolled in the programme are provided with professional training to work in the mainstream media.

The University education system should be student-centric and must offer multiple avenues to develop knowledge and skills. The traditional PG Programmes provide discipline knowledge with little skill. The yawning gap between what is demanded by the society and industry and knowledge and skills imparted by traditional degrees is filled by PG Diploma the educational programme. These can be synchronized with the National Skill Qualification Framework (NSQF) for level -5 , level - 6, level -7 and level 8 respectively.

The Karnatak University, being a torch-bearer in higher education in North Karnataka in particular and in Karnataka State in general offers multiple P. G. Diploma for the benefit of students to enhance their skills or inculcate skills. These programmes should have common regulations relating to course structure, admission, examination and declaration of results. The present regulations aim to achieve these avowed objectives of ensuring uniformity and commonality and are developed to operationalize the running of these programme. The P. G. Diploma courses are regular programme and students will study these programmes along with their regular PG Programme to leverage their knowledge with skill. Hence the regulations for such P. G. Diploma courses operating simultaneously with regular PG programmes or even otherwise also.

Regulations for P.G. Diploma Courses at Karnatak University

Department Of Journalism and Mass Communication

(Framed under Section 44(1)(c) of the K. S.U. Act, 2000)

1.0 Title

These Regulations shall be called "Regulations Governing the various Post Graduate Diploma at Karnatak University".

2.0 Commencement

These Regulations shall come into effect from the date of assent by His Excellency, the Chancellor of the University.

3.0 Definitions

In these Regulations, unless otherwise provided:

- A "Academic Council" means Academic Council of the University constituted according to the *Karnataka State Universities Act, 2000*.
- B "Board of Studies" means P.G. Board of Studies in respective subjects of Karnatak University, Dharwad.
- C "University" means Karnatak University, Dharwad.
- D "Course" means subject or papers having specified units which go to comprise a specified programme of study.
- E "Credit" means the standard methodology of calculating teaching hours of the course per week in the semester system.
- i. 1 hour lecture or 1 hour tutorial per week is equal to 1 credit and that of 2 hours practical is equal to 1 credit. However, the concerned BoS shall decide the necessity for any Course.
- ii. Courses with 3 to 4 credits shall be evaluated for 100 marks and courses with less than 3 credits, including practical, shall be evaluated for 50 marks.
- F "Candidate" means, a person seeking admission or appearing for examination to the P.G. Diploma, "Student" means a person admitted to, and pursuing, a specified credit-based course/programme of study in a higher education institution.

4.0 Minimum Eligibility for Admission to P.G. Diploma

A candidate, who has successfully completed Bachelor's Degree programme **in respective subjects or as decided by the BoS** of this University or of any other University recognized as equivalent thereto by this University, shall be eligible for admission to the P.G. Diplomas provided the candidate also satisfies the conditions like the minimum percentage of marks and other eligibility conditions as prescribed by the University from time to time. Admission shall be as per the Govt. of Karnataka Reservation Policy and directions issued in this direction from time to time.

Duration of the P.G. Diploma Programmes, Intake Limit and Age Limit:

- a. **Eligibility:** The duration of P.G. Diplomas shall be year duration comprising of two semesters of 90 working days each.
- b. **Intake Limit:** Minimum 10 Maximum 50 students.
- c. **Age Limit:** No upper Age Limit for admission to Programme.

6.0 Medium of Instruction and Evaluation for P.G. Diplomas.

The medium of instruction for P.G. Diploma in Journalism and Mass communication as decided by respective BoS. However, the students may write the examinations in Kannada if so provided by the Board of Studies in the respective BoS.

P.G. Diploma Programme Structure

The students of P.G. Diploma in various subjects/Courses shall study the courses as may be approved by the Board of Studies in various subjects/Courses, Faculty and the Academic Council of the University from time to time subject to minimum and maximum marks as outlined in these regulations.

The detailed programme structures for various subjects/Courses of P.G. Diploma shall be as stated in Annexure –I, II and III.

Attendance

Course shall be taken as a unit for the purpose of calculating the attendance.

Each student shall sign the attendance register maintained by the Department for each course for every hour/unit of teaching. The course teachers shall submit the monthly attendance report to the Chairperson/ Coordinator of the respective Department who shall notify the same on the notice board of the Department during the second week of the subsequent month.

Marks shall be awarded to the student for attendance as specified in the regulations concerning evaluation.

A student shall be considered to have satisfied the required attendance for each course if he/she has attended not less than 75 % of the total number of instructional hours during the semester. There is no provision for condoning shortage of attendance.

The students who do not satisfy the prescribed requirement of attendance shall not be eligible for the ensuing examination. Such candidates may seek admission afresh to the given semester.

Examination

There shall be an examination at the end of each semester conducted by the University.

There shall be semester-end examination of 2 hours duration for the courses carrying 60 marks in theory and 25 marks in Practical (wherever applicable).

Every student shall register for each semester-end examination as per the University Notification by submitting duly completed application form through the proper channel and shall also pay the fees prescribed.

The Office of the Registrar (Evaluation) / UUCMS shall allot the Register Number to the candidate at the 1st semester-end examination. That will be the Register Number of the candidate for subsequent appearances and semester-end examinations.

The Answer scripts shall be in the safe custody of the University for a period of six months from the date of announcement of results.

The programme is a fully carry-over system. A candidate reappearing for either the first or second semester examinations shall be permitted to take examinations as and when conducted.

Candidates who have failed, remained absent or opted for improvement in any course/ courses shall appear for such course/ courses in the two immediate successive examinations that are conducted. However, in the case of the candidates appearing for improvement of their marks, the marks secured in the previous examination shall be retained, if the same is higher.

Candidates who desire to challenge the marks awarded to them in the semester end examinations may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within **12** days from the announcement of results.

First semester

There shall be a Board of Examiners to set, scrutinize and approve the question papers.

The BOE shall scrutinize the question papers submitted in two sets by the paper setters and submit the same to the office of the Registrar (Evaluation).

The office of the Registrar Evaluation shall dispatch the question papers to the Department shall conduct the Examinations according to the schedule announced by the University.

The Chairperson / Coordinator of the Department of the P. G. Centre/ Principal of the College shall appoint one of their full time course teachers as Post Graduate Programme (PGP) Coordinator who shall conduct the examinations and arrange for evaluation of answer scripts for first semester.

Answer scripts shall be valued by the examiners appointed by the University. However, in those circumstances where an examiner for a particular course is not available, then the answer scripts of that course shall be dispatched to the office of the Registrar (Evaluation) who shall arrange for valuation of the same.

There shall be a single valuation for first semester. The examiner (Internal or External) shall value the answer scripts and shall indicate the marks awarded to each question on marks list.

The Marks List, a copy of the Examination Attendance Sheet and the sealed bundles of the answer scripts shall be dispatched by the PGP Coordinator to the Registrar

(Evaluation)'s Office at the conclusion of the valuation at the respective centres.
The Office of the Registrar Evaluation shall process and announce the results.

Second Semester:

There shall be a Board of Examiners to set, scrutinize and approve question papers.

As far as practicable, it will be ensured that 50% of the paper setters and examiners are from other Universities/ Research Institutes.

Each answer script of the semester-end examination (theory and project report) shall be assessed by two examiners (one internal and another external). The marks awarded to that answer script shall be the average of these two evaluations. If the difference in marks between two evaluations exceeds 20% of the maximum marks, such a script shall be assessed by a third examiner. The marks allotted by the third examiner shall be averaged with nearer award of the two evaluations.

Provided that in case the number of answer scripts to be referred to the third examiner in a course exceeds minimum of 5 or 20% of the total number of scripts, at the even semester-end examinations, such answer scripts shall be valued by the Board of Examiners on the date to be notified by the Chairperson of the Board of Examiners and the marks awarded by the Board shall be final.

Evaluation

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

The IA component in a theory course shall carry 40% and the Semester-end Examination shall carry 60%. Whereas IA component in Practical course shall carry 50% and the Semester-end Examination shall carry 60%. Courses having 40 % / 60 % marks as internal assessment shall have 3 marks allotted to attendance.

Marks for attendance shall be awarded to the students as stipulated below :

Attendance (in percentage)	Marks
Above 90	3
Above 80 and up to 90	2
Above 75 and up to 80	1
75	No marks

Internal Assessment (IA) shall be based on 02 written tests, seminars, assignments / any other instructional activity (10 marks each for theory).

The IA marks list shall be notified on the Department notice board as and when the individual IA components are completed and the consolidated list shall be submitted to the Office of the Registrar (Evaluation) before the commencement of semester-end examination.

The tests shall be written in a separately designated book supplied by the University which shall be open for inspection by the students after evaluation.

There is no provision for seeking improvement of Internal Assessment marks.

The IA records, pertaining to Semester-end Examination, shall be preserved by the department/Centres/Colleges for a period of one year from the date of semester examination. These records may be called by the University or a body constituted by the University as and when deemed necessary.

Maximum duration for completion of the Programme

A candidate admitted to any P.G. Diploma shall complete it within a period, which is double the duration of the programme from the date of admission.

Whenever the syllabi are revised, the candidate reappearing shall be allowed for the examinations only according to the new syllabi.

Declaration of Results

The minimum marks for a pass in each course shall be 40% of the total marks including both the IA and the semester-end examinations. Further, the candidate shall obtain at least 50% of the marks in the semester-end examination. There is no minimum for the IA marks.

Candidates shall secure a minimum of 50% in aggregate in all courses of the programme in each semester to successfully complete the programme.

11.4 For the purpose of announcing the results, the aggregate of the marks secured by a candidate in two semester examinations shall be taken into account. However, Ranks shall not be awarded in case the candidate has not successfully completed each of the semesters in first attempt or has not completed the programme in the stipulated time or had applied for improvement of results.

Percentage and Grading :

Result shall be declared in terms of SGPA and at the end of two semester as CGPA. The calculation of CGPA is as under.

a) If P is the percentage of marks secured (IA + semester end score) by the candidate in a course which is rounded off to the nearest integer, the grade point (GP) earned by the candidate in that course will be given as below:

Percentage (%)	Grade(GP)	Percentage (%)	Grade(GP)
40	4.0	71-75	7.5
41-45	4.5	76-80	8.0
46-50	5.0	81-85	8.5
51-55	5.5	86-90	9.0
56-60	6.0	91-95	9.5
61-65	6.5	96-100	10.0
66-70	7.0		

Grade point of less than 4 shall be considered as fail in the course, hence, GP=0 and for the absent candidate also GP=0.

b) A student's level of competence shall be categorized by grade point (GP), Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the programme.

c) **Semester Grade Point Average (SGPA):** The SGPA is a ratio of sum of the number of Credit Grade Points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied. (Credit Grade Points of each course = Credits x GP)

d) **Cumulative Grade Point Average (CGPA):** It is calculated as below for 2 semester programme.

$$(Credit1 \times SGPA1) + (Credit2 \times SGPA2)$$

$$CGPA = \frac{\quad}{\quad} \quad e$$

Total credits of programme (sum of credits of 2 semesters) l

Total credit grade points of all the courses(subjects) in the programme

Or $CGPA = \frac{\quad}{\quad} \quad h$
 Total credits of programme

CGPA of the programme(Degree)	Class obtained	Grade Letter
9.5 to 10.00	Outstanding	A++
7.00 to 9.49	Distinction	A+
6.00 to 6.99	First Class	A
5.50 to 5.99	Second class	B+
5.00 to 5.49		B
4.00 to 4.99	Pass	C
Less than 4.0	Fail/ Reappear	D

But, a minimum aggregate collectively in all the papers should be 5.00 in the given semester to declare the result pass in terms of CGPA.

Evaluation

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

The IA component in a theory course shall carry 40% and the Semester-end Examination shall carry 60%. Whereas IA component in Practical course shall carry 40% and the Semester-end Examination shall carry 60% Courses having 60 % / 40 % marks as internal assessment shall have 3 marks allotted to attendance.

Marks for attendance shall be awarded to the students as stipulated below

Attendance (in percentage)	Marks
Above 90	3
Above 80 and up to 90	2
Above 75 and up to 80	1
75	No marks

Continues Assessment 40 (Written Tests, Activities/Assignment)	
Assessment Occasion/ type	Weightage in Marks
Written Test (2)	10+10
Assignment/Field Work	17
Attendance	03
Total	40

The IA marks list shall be notified on the Department notice board as and when the individual IA components are completed and the consolidated list shall be submitted to the Office of the Registrar (Evaluation) before the commencement of semester-end examination.

The tests shall be written in a separately designated book supplied by the University which shall be open for inspection by the students after evaluation. There is no provision for seeking improvement of Internal Assessment marks.

The IA records, pertaining to Semester-end Examination, shall be preserved by the department /Centres/Colleges for a period of one year from the date of semester examination. These records may be called by the University or a body constituted by the University as and when deemed necessary.

Maximum duration for completion of the Programme

A candidate admitted to any P.G. Diploma shall complete it within a period, which is double the duration of the programme from the date of admission. Whenever the syllabi are revised, the candidate reappearing shall be allowed for the examinations only according to the new syllabi.

Declaration of Results

The minimum marks for a pass in each course shall be 40% of the total marks including both the IA and the semester-end examinations. Further, the candidate shall obtain at least 50% of the marks in the semester-end examination. There is no minimum for the IA marks.

Candidates shall secure a minimum of 50% in aggregate in all courses of the programme in each semester to successfully complete the programme.

Maximum duration for completion of the Programme Whenever the syllabi are revised, the candidate reappearing shall be allowed for the examinations only according to the new syllabi.

11.4 For the purpose of announcing the results, the aggregate of the marks secured by a candidate in two semester examinations shall be taken into account. However, Ranks shall not be awarded in case the candidate has not successfully completed each of the semesters in first attempt or has not completed the programme in the stipulated time or had applied for improvement of results.

Percentage and Grading :

Result shall be declared in terms of SGPA and at the end of two semester as CGPA. The calculation of CGPA is as under.

If P is the percentage of marks secured (IA + semester end score) by the candidate in a course which is rounded off to the nearest integer, the grade point (GP) earned by the candidate in that course will be given as below:

Percentage (%)	Grade(GP)	Percentage (%)	Grade(GP)
40	4.0	71-75	7.5
41-45	4.5	76-80	8.0
46-50	5.0	81-85	8.5
51-55	5.5	86-90	9.0
56-60	6.0	91-95	9.5
61-65	6.5	96-100	10.0
66-70	7.0		

Grade point of less than 4 shall be considered as fail in the course, hence, GP=0 and for the absent candidate also GP=0.

a) A student's level of competence shall be categorized by grade point (GP), +-Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the programme.

b) Semester Grade Point Average (SGPA):

The SGPA is a ratio of sum of the number of Credit Grade Points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied. (Credit Grade Points of each course = Credits x GP)

c) Cumulative Grade Point Average (CGPA):

It is calculated as below for 2 semester programme.

$$(\text{Credit}_1 \times \text{SGPA}_1) + (\text{Credit}_2 \times \text{SGPA}_2)$$

a. $\text{CGPA} = \frac{\text{Total credit grade points of all the courses (subjects) in the programme}}{\text{Total credits of programme}}$

Or $\text{CGPA} = \frac{\text{Total credit grade points of all the courses (subjects) in the programme}}{\text{Total credits of programme}}$

CGPA of the programme (Degree)	Class obtained	Grade Letter
9.5 to 10.00	Outstanding	A++
7.00 to 9.49	Distinction	A+
6.00 to 6.99	First Class	A
5.50 to 5.99	Second class	B+
5.00 to 5.49		B
4.00 to 4.99	Pass	C
Less than 4.0	Fail/ Reappear	D

But, a minimum aggregate collectively in all the papers should be 5.00 in the given semester to declare the result pass in terms of CGPA.

13. REPEAL AND SAVINGS FOR UG PROGRAMMES

All the existing Regulations governing various P.G. Diploma in the disciplines of Social Sciences under semester schemes or any ordinances or regulations or guidelines issued or adopted earlier by the University in this matter for University P.G. Departments of Karnatak University are hereby repealed.

However, the above Regulations shall continue to be in force for the students who have been admitted to the P.G. Diplomas programmes concerned before the enforcement of these new regulations.

Provided that the said repeal shall not affect the previous operation/s of the said regulations / ordinances or anything duly done or suffered there under or affect any right, liability or obligation acquired, accrued, or incurred under the said regulations.

14. Removal of Difficulties:

If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may, by order, make such provisions not inconsistent with the Act, Statutes, Ordinances, or other Regulations, as appears to be necessary or expedient to remove the difficulty. Any Order made under this rule shall be ratified by the Appropriate University Authorities.

The Question Paper format shall be as follows:

Student should Answer any six questions including. No. 8 which is compulsory. Each questions carry 10 marks.

11. Declaration of results

The grading of successful candidate at the examination shall be as follows:

Percentage marks	Class
70.00 to 100.00 %	First class with Distinction
60.00 to 69.99 %	First Class
50.00 to 59.99 %	Second Class
Below 40% to 50%	Just Pass
Below 40%	Fail

KARNATAK UNIVERSITY, DHARWAD

**POST GRADUATE DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION
(PGJMC) TWO SEMESTER SCHEME, ONE YEAR COURSE**

PGDJMC (Scheme of Examination)

Code	Semester	Title of the paper	Max. Marks		Total Marks	Teaching Hrs/Week	Credit
			IA	Sem. End			
DP47T101		Introduction to Journalism and Mass Communication	40	60	100	04	04
DP47T102		Reporting	40	60	100	04	04
DP47T103		Editing	40	60	100	04	04
DP47T104		Media Law	40	60	100	04	04
DP47P105		Practice Journal	25	25	50	02	02
DP47P106		Reporting and Editing	25	25	50	02	02
Total Marks for 1st Semester			210	290	500	20	20

Code	Semester	Title of the paper	Max. Marks		Total Marks	Teaching Hrs/Week	Credit
			IA	Sem. End			
DP47T201	II	Television Program Production	40	60	100	04	04
DP47T202		Radio Program Production	40	60	100	04	04
DP47T203		New Media	40	60	100	04	04
DP47T204		Advertising and Public Relation	40	60	100	04	04
DP47P205		Visual Production	25	25	50	02	02
DP47P206		Sound Production	25	25	50	02	02
Total Marks for 2nd Semester			210	290	500	20	20
Grand Total (Semester I & II)			20	580	1000	40	40

Program Objectives

1. To provide students with a comprehensive understanding of the field of journalism and mass communication.
2. To develop skills in reporting, editing, media law, television program production, radio program production, new media, advertising, and public relations.
3. To enhance students' practical abilities in journalism and mass communication through practice journal, visual production, and sound production.
4. To foster critical thinking, research skills, and ethical practices in the field of mass communication and journalism.
5. To prepare students for professional careers in the media industry, equipping them with the necessary knowledge and skills for success.

Program Outcomes:

At the end of this program,

1. Graduates will have a comprehensive understanding of the theories, principles, and practices of journalism and mass communication.
2. Graduates will be proficient in various aspects of journalism, including reporting, editing, media law, television program production, radio program production, new media, advertising, and public relations.
3. Graduates will possess practical skills in journalism and mass communication, demonstrated through their ability to produce quality work in a practice journal, visual production, and sound production.
4. Graduates will be equipped with critical thinking and research skills, enabling them to analyze and evaluate media content and effectively communicate their ideas.
5. Graduates will demonstrate ethical awareness and professional conduct in the field of mass communication and journalism.
6. Graduates will be prepared for a range of career opportunities in the media industry, including journalism, broadcasting, advertising, public relations, and new media.
7. Graduates will continue to develop and adapt their skills and knowledge in response to evolving trends and technologies in the field of mass communication and journalism.
8. Graduates will contribute to the advancement of the media industry and society through responsible and effective communication practices.

Introduction to Journalism and Mass Communication

Subject Code : DP47T101

Contact Hours: 60

Evaluation: Continues Internal Assessment – 40
Semester End Examination - 60
Pedagogy – Lecture and Assignments

Course Objective:

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

1. Define journalism and its nature and scope.
2. Comprehend the fundamentals of communication
3. Analyze different models and theories of communication and apply them in real-life situations

- Unit – I Introduction to Journalism: Definition, Nature and Scope, Function of Journalism, Kinds of Journalism. Brief History of evolution of Journalism In India, Press During Freedom Struggle Kannada journalism.
- Unit – II Introduction to Communication: Definition, Types of Communication, Intra personal Communication Inter personal Communication Group Communication , Mass Communication. Verbal and Nonverbal Communication. Elements and barriers of communication
- Unit – III Models of Communication: Aristotle, Shanon and Weaver, Osgood, Schramm, David Berlo and Harold Lasswell, DeFleur.
- Unit – IV Normative Theory of Press, Agenda Setting, **Cultivation Analysis**, Uses and Gratification.

References:

- 1) Singhal Arvind and M. Rogers Everett. (2007) *India's Communication Revolution*- Sage Publication.
- 2) J. Kumar Keval. (2012) *Mass Communication in India*, Jaico publication. Mumbai.
- 3) Chatterjee P.C. (2018) *Broadcasting in India*, Sage Publication. New Delhi.
- 4) Hasan Seema. (2010) *Principles of Mass communication*, CBS Publishers & Distributors. New Delhi.
- 5) Gupgupta J.Ei. (2015) *Mass Communication - Theory, Practice and Research*, AU, New Delhi.

Reporting

Subject Code: DP 47T102

Contact Hours: 60

Evaluation: Continues Internal Assessment – 40
Semester End Examination - 60
Pedagogy – Lecture and Assignments

Course Objective:

1. Define news and understand its elements and principles of news writing
2. Apply the functions and principles of reporting to gather and present news effectively.
3. Apply creative thinking to feature writing by understanding its fundamentals and types.

Unit – I News: Definitions, Elements, Principles of News Writing, News Value, Structure of a News Story, Inverted Pyramid Style, News Sources, News Leads, Types of Leads.

Unit – II News Reporting: Functions and Principles of Reporting, Qualifications of a Reporter, Objectives of reporting, and Ethics in Reporting.

Unit – III Types of Reporting: Reporting Speech, Crime, Sports, Politics, Judiciary, Legislature and Development, Science and Technology, foreign correspondence. Interview Techniques.

Unit – IV Feature Writing: Fundamentals of Feature writing and its types, Difference between feature and Article, Column, Freelancing, Citizen Journalism.

References:

- 1) Kamath M. V. (2018) - *Journalists Hand Book* – S Chand publication.
- 2) Kamath M. V. (2018) *Professional Journalism* – S Chand publication.
- 3) Mirchandani G. G. (1975) *Reporting India*. Abhinav Publications.
- 4) Srivastava. K. M. (2015) *News Reporting and Editing* – Sterling Publishers.
- 5) *Journalism and Mass Communication* - P. A. Vasudevan, New Age International.
- 6) *Journalism and Mass Communication* - R. Prasad, New Age International.
- 7) *Journalism and Mass Communication* - P. A. Vasudevan, New Age International.

Editing

Subject Code: DP 47T103

Contact Hours: 60

Evaluation: Continues Internal Assessment – 40

Semester End Examination - 60

Pedagogy – Lecture and Assignments

Course Objective:

1. Comprehend the structure and organization of an editorial department
2. Apply news editing techniques to enhance the quality and clarity of news content
3. Utilize the principles of page makeup and designing for effective visual presentation

Unit – I Editorial Department: Structure and Organization of Editorial Department, Role and Functions of Editors, News editors, Residential editors, Sub-editors and Journalists, Principles of Editing, Rewriting, Proofreading, Style sheet.

Unit – II Editing: News editing, Techniques of Headline writing, Types of headlines, new trends in Headline writing, Typography, writing editorials, News Photos, Letter to Editor.

Unit – III Designing: Principles of Page Makeup and Designing, Types of Page Makeup- Front and Inside page makeup, design Supplements, Recent trends.

Unit – IV Tools: Editing software's, Quark Express, Photoshop, Indesign, Recent Trends in Printing Technology. Designing e-papers.

References:

- 1) Joseph (2002) *Outlines Of Editing*, Amol Publication. New Delhi.
- 2) George (1998). *TJS, Editing, A Hand Book For Journalist*, New Delhi IIMC.
- 3) Quinn (1999). *Digital Sub Editing & Design*, New Delhi, Sage Publication.
- 4) F.K. Baskette and J.L.Sissors *The Art of Editing*.
- 5) Hides Michael: *The Sub Editors Communications*.
- 6) CSÅa CgÅtPÅa ÅAgÅ ÅCÝ dUzUÅP- aÅV@UÅP, PEÅØI PÅ aÅAZPÅ CPÅqÅÅ, ÅÅUMÅEGÅ.
- 7) PÅAZÅEGÅ GÅÅÅ±Å Åni, aÅÅFÅ« aÅVÅU aÅAZPÅ, PEÅØI PÅ aÅAZPÅ CPÅqÅÅ, ÅÅUMÅEGÅ.
- 8) ZÅ°Å gÅVÅEÅXÅ CAPÅt aÅÅiÅEÅUÅ PEÅØI PÅ aÅAZPÅ CPÅqÅÅ, ÅÅUMÅEGÅ.
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Media Law

Subject Code: DP47T102

Contact Hours: 60

Evaluation: Continues Internal Assessment – 40

Semester End Examination - 60

Pedagogy – Lecture and Assignments

Course Objective:

1. Explain the salient features of Indian Constitution with a special reference to Freedom of Speech and Expression
2. Examine the freedom of the press in India, including the rights, responsibilities, and challenges faced by the media
3. Demonstrate the knowledge of key press laws in India

- Unit – I Salient features of Indian Constitution, Directive principles of State Policy, Fundamental Rights and Duties.
- Unit – II Freedom of Speech and Freedom of Expression, Reasonable Restrictions, Freedom of Press in India, RTI-2005.
- Unit – III Law of Defamation, Sedition, Official Secrets Act 1923, Copy right Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature. IT Act-2000.
- Unit – IV Press and Registration of Book Act, Newspaper Registration Process, Press Council of India, Legal and Ethical Aspects of Broadcast Media, Cyber Laws.

References:

1. D.D.Basu, *Laws of Press in India* 1986 :Prentice-Hall of India
- 2.:Keval J. Kumar, *Media Laws and Regulations in India:2000* Jaico Publishing House
- 3.K.S.Pandy ,*Mass Media and Freedom of Press in India*
- 4.D.D.Basu, *Indian Constitution*
- 5.Venketeshwaran K S, *Media laws and Regulations in India*
6. zĀā Cdāōēī, JEī. ¥ŵBā PĀĒKEĒĀ, PEĀōī PĀ āĀZĪPĀ CPĀqĕĀ, ĀUĒKEĒĀ
7. gĀUEĀxġĀī, f.JEī. ¥ŵBEĀZĪPĀ, PĀāĀZĒĒĀ ¥DĀ±ĒĀ ĀUĒKEĒĀ.
8. qĀ. CĀrAēī ġŵĀ±ĀPĀāĀgĀ ĀġŵĀĀĀĀ āĀZĪPĀ PĀĒKEĒĀUĒĀ āĀVĀU ĀĀw ġĀ»vĒ ġĀōĀ
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Practice Journal

Subject Code: DP 47T105

Contact Hours: 02(04)

Evaluation: Continues Practice Journal – 25

Semester End Practical Examination - 25

Pedagogy – Lecture and Assignments

Practice journal

- Student shall design front page of practice journal (Compulsory A3 page)
- Student shall design master head of practice journal.
- Student shall prepare minimum two pages of practice journal
- Practice journal should contain News, Articles, Photos, headline and Photo captions.
- **Note:1)** Students should submit practice journal at semester end.

- 2) Practical examination will be conducted based mentioned above the practical syllabus.

Reporting and Editing

Subject Code : DP47T106

Contact Hours: 02(04)

Evaluation: Event Reporting Press Note writing – 25

Semester End Practical Examination - 25

News Collection

* Student should collect news from different sources.

* Student should report events happening in the college premises events like general functions,

Sports, cultural, and visits of personalities and committees to the college

Editing:

- News editing and giving head lines to the written news.
- Photo editing with appropriate software's
- Translation of Kannada news to English news and English news to Kannada
- Writing articles and features.

Note: All students should prepare and maintain a practice record book and submit the same at semester end.

- 2) Practical examination will be conducted based mentioned above the practical syllabus.

Television Program Production

Subject Code: DP47T201

Contact Hours: 60

Evaluation: Continues Internal Assessment – 40

Semester End Examination - 60

Pedagogy – Lecture and Assignments

Course Outcomes:

At the end of this course, students shall be able to

1. Explain the essentials of Television production techniques.
2. Produce various Television programmes .
3. Use modern technology and software's related to Television programme production

Unit –I	Characteristics of TV: As a medium of mass communication . TV studio set-up, single and multi-camera shooting, cues and commands, scripting for TV programmes.
Unit II	Fundamentals of TV reporting- writing and reporting for TV news. Principles of news writing. P to C, Voice over, News package, Sound bites, Anchoring live shows, Types of interviews.
Unit III	Different TV formats and their production: Stages of production-pre production, production phase, post production, live/studio production News Bulletins, Documentary, Serials, Talk Shows, Phone in Programme, News Interview.
Unit IV	Types of editing- linear and nonlinear editing, online and offline editing. Editing on different software, Commercial TV, Satellite TV, Cable TV, Process of visualization and its importance. Visual grammar and visual language.

Reference Books:

- 1) Herbert Zettl , July 2005 *Handbook of Television Production*: Wadsworth
- 2) Don Bagin, Donald R. Gallagher, Edward Hampton Moore, *Writing and Producing Television news*.2008 :Pearson/Allyn & Bacon
- 3) Ali Amjad – 2006, *Introducing News Media*, Essess publication.
- 4) Allen Robert C – 2003, *The Television Studies Reader*, Annette Hill
- 5) Creeber Glen, 2006 *TELE-VISIONS: An Introduction to Television Studies*. Palgrave Macmillan;
- 6) wolfe Ronald, 1996 *A guide to scripting for TV, Radio and Film* Robert Hale Ltd;
- 7) Bretz Rudy,1 953 *Techniques to TV Production*, (McGraw Hill) Prager, Understanding TV
- 8) Glyn Alkin, (Edt) 2006. *Sound Recording and Reproduction*, Singapore Focal Press.
- 9) Peter Ward (Edt) 2003. *T.V. Technical Operations*, Singapore Focal Press.
- 10) qA.©.n.ªAZA±A n.« ACY EAPA IY>YBA±EA vAªAPKEA

Radio Program Production

Subject Code : DP47T202

Contact Hours: 60

Evaluation: Continues Internal Assessment – 40

Semester End Examination - 60

Pedagogy – Lecture and Assignments

Course Outcomes:

At the end of this course, students shall be able to

1. Explain the essentials of radio production techniques.
2. Produce various radio programmes .
3. Use modern tools related to radio programme production

Unit – I Introduction to radio, Evolution of radio in India, Characteristics of radio, Types of radio stations (AM/FM), Community radio, Organizational structure of All India Radio.

Unit – II Structure of operational radio studio, Types of microphones, Sound Pic-up Patterns, Types of sound recording equipments, Voice Modulation, Pronunciation.

Unit – III Types of radio programmes, Formats of radio programmes, News production, Radio feature, Documentary, Music-based Programmes, Radio Jacky, Radio Talk, Interview, radio announcements.

Unit – IV Sound editing, Single track and multi track editing, Sound mixing, Sound effects, Perception of final output, Hearing sensitivity, frequency range, Wavelength, Audience research wing.

Reference Books:

1. Jan R Hakemulder PP Singh, Fay AC DE Jonge –2014, *Radio and TV Journalism*.
; Taylor & Francis
2. Stanley R. Alten 2012 -*Audio in media*. in publisher: "Wadsworth Publishing Company"
- 1) Robert McLeish 2005-*Radio production*. : Focal Press
- 4) Shreevastava K M – "*Radio and TV journalism*" Sterling Publishers Private Limited
- 2) 1. A. I. A. (1990), *Radio and TV Journalism*. New Delhi: S. Chand
- 3) © J. E. U. A. (1990), *Radio and TV Journalism*. New Delhi: S. Chand
- 4) © P. G. K. (1990), *Radio and TV Journalism*. New Delhi: S. Chand

New Media

Subject Code: DP47T203

Contact Hours: 60

Evaluation: Continues Internal Assessment – 40

Semester End Examination - 60

Pedagogy – Lecture and Assignments

Course Objective:

At the end of this course, students shall be able to

1. *Explain various New Media and their characteristics*
2. *Use various New Media to develop media content*
3. *Use web development tools to produce digital content*

- Unit – I Introduction to New Media, Characteristics of New Media, Evolution of information society, E-Governance and digital divide.
- Unit – II Media Convergence, Online Publications, Content Development, Reporting for online media, Online resources for Journalists, Mobile Journalism.
- Unit – III Social Media: Facebook, Twitter, Instagram, YouTube, Whatsapp, Blogs and Vlogs, Citizen Journalism.
- Unit – IV Web development tools, web designing and supporting softwares.

References :

1. Jason Whittaker, (2013) *Producing for the Web (Media Skills)*- Taylor & Francis
2. Timothy Garrand (2020) *Writing for Multimedia and the Web* –.Publisher: CRC Press.
3. *The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics* – Stephen Pite.
4. Gary B. Shelly, Thomas J. Cashman and Misty E. Vermaat (2007) *Discovering Computers: A Gateway to Information, Complete*.
5. *Clear Blogging: How People blogging are changing the world and how you can join them* – Bob Walsh.
9. John V. Pavlik -2001 “*Journalism and New Media*” COLUMBIA UNIVERSITY PRESS

Advertising & Public Relations

Subject Code : DP47T204

Contact Hours: 60

Evaluation : Continues Internal Assessment – 40

Semester End Examination - 60

Pedagogy – Lecture and Assignments

Course Objective:

At the end of this course, students shall be able to:

1. Identify the functions of advertising and its role in the media environment.
2. Learn the process of creating effective ad copy, visualization, and layout.
3. Explore the various types of PR

- Unit – I Evolution of Advertising, Functions of Advertising, Types of Advertising, Socio-Economic Aspects of Advertising.
- Unit – II Ad agency system, Ad Copy, Visualization, Layout, Radio and TV Commercials, Planning advertising campaigns, Media Selection, Brand positioning, FMCG and other consumer merchandise services.
- Unit – III Public Relations (PR), Definition, Nature and Scope, Publicity, Propaganda and Sales promotions, PR Process.
- Unit – IV Types of PR, Internal and External publics, tools of PR, Press Conference, Corporate Communications, Open house, Exhibitions, House Journals, PR Consultancy, PR Professional organizations, Ethics in PR.

References :

- 1) Balan K.R (2015) '*Principles of Public Relations*', Himalaya pub. House-New Delhi; 2011th edition.
- 2) Mehata D.S.(2011), '*Hand Book of Public Relations in India*', Allied Publishers Pvt. Ltd
- 3) Kaul J.M. ,Public Relations in India
- 4) Seti and Chunnawala,Advertising Theory and Practice
- 5) Frank Jefkins,Advertising made Simple
- 6) Agarwal C.D : Media and Advertising, Mohit publication.
- 7) Ulmar S.S : Effective Crisis Communication, Sage publication.
- 8) Batra Rajiv : Advertising Management, Prentice publication
- 9) Paul A Argenti : Corporate Communication, Irwin Publication.

Visual Communication

Subject Code : DP 47T205

Contact Hours: 02(04)

Evaluation: Scripting and Recording– 25

Semester End Practical Examination – 25

- * Student should write different types of television program - scripts news bulletin scripts , documentary script, and other scripts,
- * Learn create and blend text in different shapes and colors.
- * Learn work with Photoshop, Coral Draw and illustration software's.
- * Gain practical knowledge about color manipulation techniques.
- * Learn and understand VFX techniques.

Note: 1) All students should prepare and maintain a practice record book and submit the same at semester end.

2) Practical examination will be conducted based mentioned above the practical syllabus.

Sound Production:

Subject Code : DP47P206

Contact Hours: 02(04)

Evaluation: Scripting and Recording– 25

Semester End Practical Examination - 25

- Student should prepare news script for radio.
- Student should read and record the news their own.
- Student should produce special program on their own choice.
- Student should prepare one public service advertisement and a jingle adding background music.
- Student should edit and finalize the radio programs on their own.

Note: 1) All students should prepare and maintain a practice record book and Submit the same at semester end.

2) Practical examination will be conducted based mentioned above the practical syllabus.

Chairman BOS