

**GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)**

**BEGUMPET, HYDERABAD-16**

**Affiliated To Osmania University, Re-Accredited With 'B+' Grade by NAAC**



**DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM**

**SYLLABUS (2016-17)**

**COURSE: B A MASS COMMUNICATION AND JOURNALISM**

**B.A. Mass Communication and Journalism Syllabus**

Course	Semester-I	No. of Credits
DSC-101	Introduction to Communication and Journalism	5
	<b>Semester-II</b>	
DSC-201	Mass Media in India	5
	<b>Semester-III</b>	
SEC III	Forms of Journalistic Writing	2
DSC-301	Reporting and Editing for Print Media	5
	<b>Semester-IV</b>	
SEC-IV	Public Relations and Event Management	2
DSC-401	Broadcast and Journalism	5
	<b>Semester-V</b>	
GE	TV News Anchoring	2
DSE-601	a) Media and Development Or b) Telugu Journalism	5
	<b>Semester-VI</b>	
GE	TV News presentation and Packaging	2
DSE-501	Media Literacy OR Advertising	5
	Project Freelance Journalism	4
Non- CGPA	NSS, NCC, Sports Summer Internship	6 4
DSE-701	Public Relation	5
DSE- 801	Business Communication	

## SEMESTER- I

Course code : JOUR101

### Course Outcomes (COs)

#### DSC-101 - Introduction to Communication and Journalism

CO1: The student will be able to understand the concepts of communication

CO2: The student will be familiarized with models of communication

CO3: The student will be familiarized with theories of communication

CO4: The student will be able to understand the basics of Journalism

CO5: The student will be explained about various kinds of journalism

**Unit-I:** Definition of communication, Communication and its role in society. Types of Communication-Verbal, Non-verbal, Intra-personal, Interpersonal, Group Communication, Mass Communication - Print, Radio, Television and film. Process of Mass Communication.

**Unit-II:** Models of Communication – Laswell – SMCR model, Shannon and Weaver – Osgood and Schramm. Dance Helical model of communication.

**Unit-III:** Theories of Communication – Effects theories – Agenda setting theory – Uses and gratifications theory, Normative media theories, propaganda. – publicity, Knowledge Gap Hypothesis, Information rich and Information poor.

**Unit-IV: Journalism-**Definition, scope and nature of Journalism; Role of journalism in a democracy/ society, creating awareness, building public opinion- Journalism and social change.

**Unit-V: Kinds of Journalism:** Print, Broadcast, On-line (Cyber) journalism, Sports, Science, Education, Development, Community, Cheque book and Yellow Journalism.

## SEMESTER- II

Course code : JOUR201

### Course Outcomes (COs)

#### DSC-201 - Mass Media in India

CO1: the student will be given historical understanding of media in India.

CO2: Explain the present status Radio in India.

CO3: Understand the Cinema and Films in Indian media.

CO4: Understand the Broadcast media

CO5: A brief history of New Media

#### **Unit-I: Press**

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement, National Freedom Movement, Post Independence Era, Post Emergency Era. Changing Readership, Language Press. Recent Developments in Print Media.

#### **Unit-II: Films-Evolution**

Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, Shantaram, Bimal Roy and other film makers - parallel cinema- commercial cinema-regional cinema.

#### **Unit – III: Radio**

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy, Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

#### **Unit – IV: Television**

Development of television as a Medium of Mass Communication – Historical perspective of television in India – Satellite and Cable Television in India and Development of networks and regional Channels.

#### **Unit – V: Origin, growth and Present status of New Media in India.**

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance. Online media , podcast, digital divide.

**Mass Media In India -Paper – II**  
**MODEL QUESTION PAPER FOR SEMESTER EXAMINATION**

**Time: 2 ½ Hrs**

**Max. Marks: 60**

**SECTION – A**

- a. Answer any 5 questions.  
b. Each question carries 4 marks

5×4=20 marks

1. Social Reforms and colonial period
2. Parallel cinema
3. Merits of Radio
4. SITE project.
5. E-gov in India.
6. Emergency era
7. Internet
8. Bengal Gazette

**SECTION – B**

Answer the following questions. Each question carries 8 marks.

5X8=40 marks

- 1) a. Write about history of Press in India.(or)  
b. Explain the role of newspapers in post-independence era.
2. a. Trace the origin of Films in India.(or)  
b. Write a note on 100 years of Indian Film Industry.
3. a. Discuss the origin and development of radio broadcasting in India.(or)  
b. Discuss the various services of AIR.
4. a. Analyse the role of TV in bringing a social change. (or)  
b. Cite reasons for growth of regional channels.
5. a. Write a note on history of internet. (or)  
b. What do you mean by digital divide.

**Booklist and references:**

- |                        |   |   |
|------------------------|---|---|
| 1. Larry L.Barker      | : | Communication                             |
| 2. Mcquail, Denis      | : | <b>Mass Communication Theory</b>          |
| 3. Mcquail and Windahl | : | Communication Models                      |
| 4. Keval J Kumar       | : | Mass Communication in India               |
| 5. Vir Bala Agarwal    | : | <i>Essentials of Practical Journalism</i> |
| 6. K.M.Srivasthava     | : | <i>Reporting and Editing</i>              |

## SEMESTER- III

Course code : JOUR301

### Course Outcomes (COs)

#### DSC-301 - Reporting and Editing for Print Media

CO1: The student will be able to Identify different dimensions of the news.

CO2: Will understand types of reporting

CO3: will study organizational set up

CO4: Edit the news reports.

CO5: Explain the laws relating to media

**Unit-I: Introduction to News** - Definition – Nature – Scope of News – Sources of News – News Values – Qualities of a reporter. Fairness, balance, attribution. News gathering.

**Unit-II:** News writing – Elements of news story- Inverted pyramid- Leads- types. Reporting – Politics, Crime, Finance, Science, Health and environment, beat reporting.

**Unit-III: Newspaper organization structure** - Organisation of Editorial Department and the News Bureau.- Hierarchy, Different roles Path of a News Copy from event to the reader-

**Unit-IV: The Editing Process:** Editing – News Selection – Qualities of a sub-editor Integrating Copy – Rewriting; Types of Copy- Agency, Bureau, Wire, Mofussil – Functions of Headlines – Headline Writing – Excerpts – Blurbs – Highlights – Infographics. Photo Essay – Caption writing

**Unit-V: Media Ethics and Laws:** Freedom of speech and expression, Article 19 (1) (a) , reasonable restrictions, Media Laws and Ethics --Defamation, Libel, slander, , Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957, Fairness – Public Interest and privacy, Press Council of India (PCI) – Recommendations and status – Code of Ethics for Journalists.

## SEMESTER- IV

Course code : JOUR401

### Course Outcomes (COs)

#### DSC-401 - Broadcast and Journalism

CO1: The student will be able to understand broadcast media.

CO2: Learn radio production.

CO3: Understand radio

CO4: Understand television journalism

CO5: Get involved in new media journalism.

#### DSC 401: Broadcast and New Media Journalism

**Unit-I: Introduction to Broadcast Media:** Broadcasting- Radio Transmission Process, Television Transmission Process, Impact and role of Broadcast media in society, Concept of Public Broadcasting, Contribution of AIR and Doordarshan to development, community Radio.

**Unit-II: Introduction to Radio Journalism:** Basic features of radio news .Sources of radio news, qualities and responsibilities of a radio reporter, criteria for selection of radio news .Radio news bulletin structure. News room set-up in a radio station. Different radio programme formats

**Unit-III: Television Journalism:** Basic characteristics and elements of television news, elements of a TV news bulletin .Writing style for television news. Duties, responsibilities and qualities of a TV reporter. Writing for Television, Television Programme formats, Television Script formats Interview: types and techniques of TV interview. New trends in television news reporting.

**Unit IV:** Television news based programmes, Television News Process from the event to the Screen. Hierarchy in television news channel. Ethical issues in television news.

**Unit-V: New Media Journalism:** Web-based newspapers, web-journalism. Unique features of Web Journalism, language, Internet newspaper editions, updates, Internet News Groups, e-mail, blogs. Internet as a tool for data gathering, Social Media Journalism, issues of veracity and credibility.

#### Booklist

1. VirBalaAgarwal : Essentials of Practical Journalism
2. K.M.Srivasthava : Reporting and Editing
3. TJS George : Editing
4. Maloney & Rubenstein : Writing for Media
5. .Burack : The Writers Handbook

6. A.G. Noorani : India's Constitution & Politics
7. Durga Das Basu : Constitution of India
8. Durga Das Basu : Law of the Press
9. Millerson, Gerald : Effective TV Production
10. Hilliard : Writing for Television and Radio
11. Zeltl, Herbert : Television Production.
12. B.N.Ahuja : Audio-Visual Journalism
13. Welsch : Handbook for Scriptwriters

Module III – Reporting and Editing for Print Media



**Paper – III/ Sem –III**  
**MODEL QUESTION PAPER**

Time: 2 ½ Hrs

Total Marks: 60

SECTION – A

Answer any 5 questions.

Each question carries 4 marks.  $5 \times 4 = 20$ marks

1. Qualities of a Reporter.
2. Sources of news
3. Inverted Pyramid style.
4. Crime reporting
5. News Hierarchy
6. Sub-editor
7. Translation
8. PCI

SECTION – B

II. Answer all questions with Internal Choice.

Each question carries 8 marks  $5 \times 8 = 40$ marks

- 1..a.Explain the Concept of News with suitable examples (or)  
b. What are newsvalues?. Explain.
2. a. What are the different forms of news writing? Explain. (or)  
b. Write about Investigative Journalism.
3. a. What is the role of News bureau in a news dailiy ? (or)  
b. Write the Editorial setup of a newspaper organisation.
4. a. What are the qualities of a Sub-editor? (or)  
b. What are the functions of Headlines.
5. a. What do you mean by Defamation and Slander ? (or)  
b. Write a note on Ethics in Media.