

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

**BEGUMPET, HYDERABAD**

Re-Accredited with 'B' Grade by NAAC



**BOARD OF STUDIES IN MASS COMMUNICATION AND JOURNALISM**

**For**

**UNDER GRADUATE PROGRAMME**

**B A MASS COMMUNICATION AND JOURNALISM**

**IN**

**CHOICE BASED CREDIT SYSTEM**

**(w.e.f. 2020-2120 Onwards)**

**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 New Media Journalism	5
	<b>Semester-V</b>	
GE	TV News Anchoring	2
DSE-501	a)Media and Development Or b) Telugu Journalism	5
	<b>Semester-VI</b>	
GE	TV News presentation and Packaging	2
DSE-601	Media Literacy OR Advertising	5
	Project Freelance Journalism	4
Non-CGPA	NSS, NCC, Sports	6
	Summer Internship	4

**DSC-401 - Broadcast and New Media 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.

## SEMESTER- I

### 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 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. BengalGazette

**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** : **Mass Communication Theory**
3. Mcquail and Windahl : Communication Models
4. Keval J Kumar : Mass Communication in India
5. Vir Bala Agarwal : *Essentials of Practical Journalism*
6. K.M.Srivasthava : *Reporting and Editing*

## SEMESTER- III

### 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 Outcomes (COs)

#### DSC-401 - Broadcast and New Media 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 daily ? (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.

### **SKILL ENHANCEMENT COURSE**

Title: Specialized Reporting

SEC - I Sem – III

Duration: 2 Hours per week

Objectives: To define specialized reporting and identify the attributes of a typical specialized report • Distinguish between a specialist reporter and a generalist • identify and explain the special qualities of specialized reporter

MODULE-I:

Introduction to Science Communication: Science communication- characteristics ,Media use for science communication, important science publications for popular reading- Issues like GM crops, big dams and others. Media coverage of science- print- radio- television and new media. Promotional campaigns of science communication

MODULE -II:

Environment and Media: Role of media in covering environmental issues, Governmental and non-governmental organizations and environmental campaigns-Chipko, Appiko, Narmada Bachao Andolan and others. .Environmental policy initiatives: national and international and issues Global warming, Kyoto Protocol, Rio Earth Summit, Montreal Meet, Copenhagen, Paris declaration. Polavaram, Patancheru, Flourosis.

### **Title: ONLINE JOURNALISM**

**SEM - III - SEC - II**

Duration: 2 Hours per week

Objectives: To introduce and develop understanding of New Media, its evolution, theoretical underpinnings and growth and expansion • To enable students to write, produce and distribute for the digital platforms

MODULE-I: Evolution of ICT's - its impact on journalism – Information revolution and concept of information society. Digital divide. Evolution of new media and Social media. World Wide

Web and internet; URL's, HTML, Hyperlinks, Search engines, emails. Blogs- nature and purpose of blogs; How to create and manage blogs.

MODULE-II: Origin and growth of e-newspapers - e journals. Writing for the screen vs writing for print; Principles and do's and don'ts. Internet and freedom of expression. Cyber laws; Privacy Policies. Evolution of online news portals – Scroll .in, Thewire.in, thehoot.org , The Guardian, Limitations and current trends of online journalism; Future of the online journalism.

Books list

1. Dynamic Web Publishing Unleashed – Shelley Powers, Techmedia 1998
2. Assessing the State of Web Journalism.-Nath, Shyam- Authors Press, New Delhi, 2002
3. Net, Media and the Mass Communication. - Chakravarthy, Jagdish. Authors press, NewDelhi, 2004
4. Mass Media and Information Revolution. - Bhargava, Gopal. - Isha Books, New Delhi,2004
5. The Communication Revolution.- Menon, Narayana. - National Book Trust.
6. Media in the Digital Age. - Pavlik J.V. -Columbia University Press.

### Title: MEDIA LAW AND ETHICS

SEM - IV - SEC - III

Duration: 2 Hours per week

Objectives: The course will help students to understand on how to publish information without violating defamation and invasion of privacy and follow ethical and professional practices.

MODULE - I: Indian Constitution—Salient features, Fundamental Rights, Directive Principles, Freedom of Speech and Expression, its limitations. Press and Registration of Books Act, Working Journalists Act, Contempt of Court Act, contempt of court Defamation. Official Secrets Act, Right to privacy Right to Information Act, 2005. Cyber Laws, Intellectual Property Rights, Copyright Act.

MODULE – II :Introduction to Media Ethics. Yellow Journalism, codes relating to Communal writing, Right to reply, Press Council of India Act—structure and codes, Role, functioning and impact of Press Council, Media and Human Rights and Civil Rights, SHRC, NHRC.

Booklist

1. A.G. Noorani : India's Constitution & Politics
2. Durga Das Basu : Constitution of India
3. Durga Das Basu : Law of the Press

4. B.N. Ahuja : History of Press and Press Laws
5. Press Institute of India : Press and the Law
6. Sita Bhatia : Freedom of the Press
7. PCI Reviews and Annual Reports.

**Title: Forms of Journalistic Writing**

**SEM - IV - SEC - IV Duration: 2 Hours per week**

**Objectives: To impart journalistic skills to the students. and enable and inspire the students to write for newspapers. To introduce different forms of writing.**

#### Unit 1

News – Soft and Hard news; News Writing – Spot news/Live news, in depth, investigative, interpretative. Structure/Format – Inverted, Hour glass, Stacked; Elements – Objectivity, Fairness, Balance, Attribution, Quotations, partial quotations, full quotations, direct and indirect quotes; basics of writing for news websites, portals.

#### Unit 2

Subjectivity in writing – features-types (interviews, profiles, historical features, travelogues, how to do features, middles), articles, edit page articles, editorials, reviews, criticism, columns, blogs.

### GENERAL ELECTIVE - I

**Title: REPORTING AND SCRIPT WRITING**

**GE – I SEM – V**

**Duration: 2 Hours per week**

**Objectives: To develop understanding of Television, its Newsroom, Organizational structure and Reporting process. Also to enable students to write news scripts for TV** MODULE- I: TV Journalism - Understanding the medium. Advantages of television journalism . The process of television journalism. Live news reports. Reporting Programme format of reporting- Suggestions for style and treatment - The story - the process - Sources - Research - News values and principles - Journalistic beats.

MODULE – II Writing for Visuals: Principles of writing for visuals - steps for producing the perfect news story - Visual language - Script format for television scripts – Reporting – Documentaries – Interviews. Piece to Camera - Principles of delivering an effective PTC. Programme Production - Packaging for a channel - Significance and elements of packaging for news channels.

## GENERAL ELECTIVE – II

### SYLLABUS (2020-2021)

Title: TV NEWS ANCHORING

GE – II SEM – VI Duration: 2 Hours per week

Objectives: The course offers basics of news reading, presentation and voice over.

MODULE-I: Basics of Television News Anchor Basic Principles of Television News Presentation, The TV News Anchor- Qualities, roles, skills and responsibilities, professional ethics, dress sense, performance, dealing with contingencies. Camera facing techniques- Grooming for camera, on camera movement, holding props, scripts, peripheral vision, cue cards and makeup etc. Tele-prompter and its functioning, Voice analysis-pitch, volume, pronunciation and vitality.

MODULE -II Programming techniques, Basic Difference between News and Non-News Programe, Non- news show anchoring, Anchoring different Journalistic genres- documentary, Interview-Based Shows, Interactive and Panel Discussion Reporting techniques Piece to camera ( PTC ), Vox pop, Live Reporting-working with an OB Unit, Essentials of Field Reporting and Basic of giving a Live Phone-in.

#### Booklist

1. P.C. Chatterji :Broadcasting in India
2. Herbert Zettle: Television Production
3. Campbell, Meath& Johnson:A Guide to Radio, TV Writing
4. Pane Sureyat: Broadcast News Writing
5. S.P.Jain: The Art of Broadcasting
6. H.R.Luthra:Indian Broadcasting
- 7.The Abc of News Anchoring - Richa Jain
8. Anchoring America - Jeff Alan, James M Lane