

## **DSC 10: Introductions to Communication & Journalism**

**Unit-I:** Communication: Definition-Nature Scope and Functions. Process and elements of Communication, Communication and its role in society. 7Cs of communication. Types of Communication-Verbal, Non-verbal, Intra-personal, Interpersonal, Group Communication and Mass Communication. Mass communication characteristics functions and Mass Media: Print, Radio, Television and film.

**Unit-II:** Models of Communication – Laswell , Berlo's SMCR model, Shannon and Weaver, Osgood and Schramm. Dance Helical, NewComb ABX model.

**Unit-III:** Theories of Communication – Effects theories: Agenda setting theory, Uses and gratifications theory, Cognitive dissonance theory, cultivation theory. Normative media theories: Authoritarian theory Libertarian theory Social responsibility and Soviet Communist theory. 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, Propaganda Publicity, building public opinion- Journalism and social change.

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

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### SEMESTER- III

#### DSC 301: Reporting & Editing for Print Media

**Unit-I: Introduction to News** - Definitions – Nature – Scope of News – News Values – Hard News and Soft News. Sources of News – News gathering and its importance. Qualities of a reporter - Fairness, balance, attribution.

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

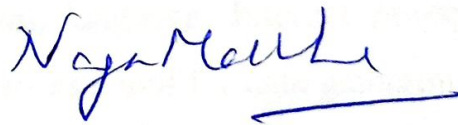
**Unit-III: Newspaper organization structure** - Organisation of Editorial Department and the News Bureau.- Hierarchy, Different roles Path of a News Copy from event to the reader-

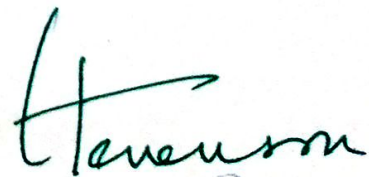
**Unit-IV: The Editing Process:** Editing – News Selection – Qualities of a sub-editor Integrating Copy – Rewriting; Types of Copy- Agency, Bureau, Wire, Mofussil – Functions of Headlines – Headline Writing – Excerpts – Blurbs – Highlights – Infographics. Photo Essay – Caption writing

**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.

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**SEM – III****SEC – II****SPECIALIZED REPORTING (2020-2021)**

**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

**Duration:** 2 Hours per week

**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.

**THIRD YEAR**

**DSE 501 A. Media and Development (or)**

**B. Telugu Journalism**

**Media and Development**

**Unit-I:** Development: Concept, Definition, Process. Millennium Development Goals, Concept of Sustainable Development and Sustainable Development Goals.

**Unit-II:** Role of Media in Development Communication - Strategies in Development, Communication, Social, Cultural & Economic Barriers to Development Communication.

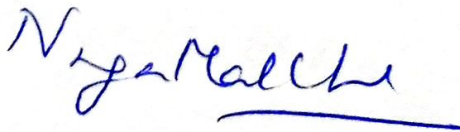
**Unit-III:** Agricultural Communication, Rural Development: Approaches, Rural Development: Extension.

**Unit-IV:** Development Support Communication: Population, Family Welfare & Health, Education & Environment, Problems faced in Development Support Communication.

**Unit-V:** Writing Development Stories for Media: Print, Radio and TV, Issues of AIDS, Trafficking, Human Rights, Dalit & Tribal Movements.

  
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N. Jagannath



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**(B): Telugu Journalism**

**Unit-I:** History of Telugu Press - Major Phases in the evolution of Telugu Journalism. Telugu Press in Social Reform movement and freedom struggle, pioneers in the history of Telugu Press. Kandukuri Veeresha Lingam Pantulu, Kashinathuni Nageshwar Rao Pantulu, Mutnuri Krishna Rao, Suravaram Pratapa Reddy. Origin and growth of Press in Telangana, prominent publications and journalists. Role of the Press in Telangana movement.

**Unit-II:** Contemporary Telugu Press, its growth and contribution. Current trends in Telugu Journalism. Study of Telugu newspapers—news reporting, investigative reporting, columns, columnists, special pages and special supplements. Objectivity and editorial policies.


**Unit-III:** Language in Telugu Newspapers, use and misuse of English words, dialects. Problems of translation, coining of new words. Writing of News Reports and exercises in translation.

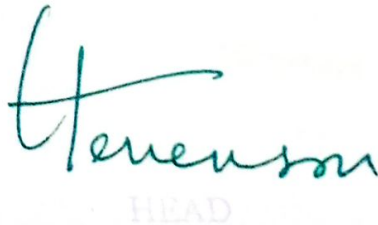
**Unit-IV:** Telugu Newspapers-Study of news reports, features and articles. Language and style. Writing articles and features, differences in writing articles and features.

**Unit-V:** News and news-based programmes in the electronic media. Writing news for radio and television. Differences in writing for Print and Electronic media.

  
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