

TARA GOVERNMENT COLLEGE, SANGAREDDY (A)

DEPARTEMTN OF MASS COMMUNICATION AND JOURNALISM
UNDER GRADUATION

UG COURSE HAVING FOCUS ON
EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT

The following Courses having focus on Employability/Entrepreneurship/Skill Development:

1. Introduction to Communication & Journalism
2. Mass Media in India
3. Reporting & Editing for Print Media
4. Specialized Reporting (SEC in SEM III)
5. Broadcast and New Media Journalism
6. SEC- Online Journalism
7. GE- TV News Anchoring
8. Media and Development
9. Telugu Journalism
- 10.\GE- Presentation and Script Writing
- 11.Media Literacy
- 12.Advertising

GOVERNMENT COLLEGE, SANGAREDDY (AUTONOMOUS)
DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
UG. I YEAR, CHOICE BASED CREDIT SYSTEM SYLLABUS (2019-2020)
SEMESTER-I, JOURNALISM – I, Discipline Specific Course – Paper – I
Course Title: Introduction to Communication & Journalism

Nature of Course: Core

Total Hours: 90

Number of Credits: 5

Module I: Introduction

22 Hrs

Definition of communication, Communication and its role in society. Types of Communication – Verbal communication, non-verbal communication, Intra-personal, Interpersonal, Group Communication, Mass Communication – Print, Radio, Television and film. Process of Mass Communication.

Module II: Models of Communication

10 Hrs

Laswell – SMCR model, Shannon, and Weaver – Osgood and Schramm- Dance Helical Model of communication

Module III: Theories of Communication

20 Hrs

Effects theories – Agenda setting theory – Uses and gratifications theory, Normative media theories, propaganda. – publicity, Knowledge Gap Hypothesis, Information rich and Information poor.

Module IV: Journalism

18 Hrs

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

Module V: Kinds of Journalism

20 Hrs

Print, Broadcast, On-line (Cyber) journalism, Sports, Science, Development, Community and Yellow Journalism.

DEPARTMENT OF MC AND JOURNALISM B.A. I YEAR, CBCS (2021-2022)

SEMESTER-II: Journalism DSC – Paper – II

Course Title: **Mass Media in India**

Nature of Course: Core

Total Hours: 90

Number of Credits: 5

Module-I: Press

21Hrs

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.

Module-II: Films - Employment

17 Hrs

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

Module-III: Radio

17Hrs

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; Demand for Autonomy Formation of PrasarBharati.FM: Radio Privatization. Community radio, satellite and web radio

Module-IV: Television

18Hrs

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.

Module-V: New Media in India

17Hrs

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

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DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
UG. II YEAR, CHOICE BASED CREDIT SYSTEM SYLLABUS (2021-2022)
SEMESTER-III, Discipline Specific Course – Paper – III
Course Title: Reporting & Editing for Print Media

Nature of Course: Core

Total Hours: 90

Number of Credits: 05

Module-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.

Module II: News writing

Elements of news story- Inverted pyramid- Leads- types. Reporting Politics, Crime, Finance, Science, Health and environment, beat reporting.

Module 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-

Module-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

Module-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.

**TARA GOVERNMENT COLLEGE, SANGAREDDY (A)
DEPARTMENT OF MASS COMMUNICATION & JOURNALISM**

B.A. II YEAR JOURNALISM

Skill Enhancement Course

SPECIALIZED REPORTING

SEMESTER-III - SEC-PAPER II

SYLLABUS (2021-2022)

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, Fluorosis.

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DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
UG. II YEAR, CHOICE BASED CREDIT SYSTEM SYLLABUS (2021-2022)
SEMESTER-IV, Discipline Specific Course – Paper – IV
Course Title: Broadcast and New Media Journalism

Nature of Course: Core

Total Hours: 90

Number of Credits: 05

Module-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 Door darshan towards development, community Radio.

Module 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. Newsroom set-up in a radio station. Different radio programme formats.

Module-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 – YouTube/ social media as a source of news.

Module IV: Television news-based programmes:

Television News Process from the event to the Screen. Hierarchy in television news channel. Ethical issues in television news.

Module-V: New Media Journalism:

Web-based newspapers, web-journalism Media Convergence. 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 – Fake news.

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DEPARTMENT OF MASS COMMUNICATION & JOURNALISM**

B.A. II YEAR JOURNALISM

SEM – IV SEC- III

Skill Enhancement Course

Title: ONLINE JOURNALISM

SYLLABUS (2021-2022)

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.

Duration: 2 Hours per week

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 dos 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. Book's 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. Author's press, New Delhi, 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.

Resolved to accept the above following pattern of examination.

TARA GOVERNMENT COLLEGE, SANGAREDDY (A)
DEPARTMENT OF MASS COMMUNICATION & JOURNALISM B.A. II YEAR

GENERAL ELECTIVE (GE)

TV NEWS ANCHORING SEMESTER-V
SYLLABUS (2021-2022)

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 Program, 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

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DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
UG. III YEAR, CHOICE BASED CREDIT SYSTEM SYLLABUS (2021-2022)
SEMESTER-V, Discipline Specific Course – Paper – V
Course Title: A) Media and Development

Nature of Course: Core

Total Hours: 90

Number of Credits: 05

A) : **Media and Development**

Objectives:

- *To introduce the concepts of development.*
- *To explain the importance of media in development.*
- *To impart the skills to write development stories.*

Learning Outcomes:

After completion of the course, the student will be able to:

- *Understand the various concepts and approaches of development.*
- *Analyze the importance of media in development communication.*
- *Write development stories for media.*

Media and Development

Module-I: Development: Concept:

Definition, Process. Millennium Development Goals, Concept of Sustainable Development and Sustainable Development Goals.

Module–II: Role of Media in Development Communication:

Strategies in Development, Communication, Social, Cultural & Economic Barriers to Development Communication.

Module-III: Agricultural Communication, Rural Development:

Approaches, Rural Development: Extension.

Module-IV: Development Support Communication:

Population, Family Welfare & Health, Education & Environment, Problems faced in Development Support Communication.

Module–V: Writing Development Stories for Media:

Print, Radio and TV, Issues of AIDS, Trafficking, Human Rights, Dalit & Tribal Movements

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SEMESTER-V, Discipline Specific Course – Paper – V
Course Title: (B). Telugu Journalism

Nature of Course: Core

Total Hours: 90

Number of Credits: 05

Objectives:

- *To present a historical overview of Telugu press.*
- *To explain the trends in contemporary Telugu press.*
- *To introduce Telugu broadcast media.*

Learning Outcomes:

After completion of the course, the student will be able to:

- *Have a historical understanding of Telugu press.*
- *Analyze the current trends in Telugu press.*
- *Write for radio and television in Telugu.*

Module-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 Veerasha 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.

Module-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.

Module-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.

Module-IV: Telugu Newspapers:

Study of news reports, features and articles. Language and style. Writing articles and features, differences in writing articles and features.

Module-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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DEPARTMENT OF MASS COMMUNICATION & JOURNALISM B.A. III YEAR
GE- PRESENTATION AND SCRIPT WRITING
SEMESTER-VI - GE - PAPER III
SYLLABUS (2021-2022)

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.

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

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UG. III YEAR, CHOICE BASED CREDIT SYSTEM SYLLABUS (2021-2022)
SEMESTER-VI, Discipline Specific Course
Course Title: A): Media Literacy

Objectives:

- *To introduce the key concepts of media literacy.*
- *To develop critical thinking about media content.*
- *To create deeper understanding about media and society.*

Learning Outcomes:

After completion of the course, the student will be able to:

- *Be familiar with various concepts of media literacy.*
- *Critically analyze the media content.*
- *Produce the media content.*

Module-I: Media and society:

Introduction to Media Literacy. Understanding media. Media and audience. Types of media literacy. Language in media.

Module II: The Five Key Concepts to Media Literacy:

producers of media content- techniques used to attract the attention of audience. Individual differences in understanding the messages. The lifestyles, values or points of view included or omitted from, the message. Applying Bloom's Taxonomy to Media Analysis -the 6 different levels of Bloom's Taxonomy.

Module III: Social Constructions of Media and Their Implications:

Situating the Socio-cultural Context of Media Content; Understanding Media Content and Its Uses-Understanding the News, Media and Information Ethics; Representation in Media and Information.

Module IV: Creating Media Commercials:

Elements of a commercial. Camera Shots and Angles Conveying Meaning. Digital Editing and Computer Retouching.

Module V: Critical understanding of the media:

Media and economics. Media and hegemony. Media and psycho analysis. Content analysis. Film criticism. Semiotics.

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SEMESTER-VI, Discipline Specific Course
Course Title: (B) Advertising

Objectives:

- *To explain the nature and importance of Advertising.*
- *To introduce different types advertising.*
- *To familiarize the Acts relating to advertisements.*

Learning Outcomes:

After completion of the course, the student will be able to:

- *Be familiar with the nature and importance of advertising.*
- *Understand the structure of an advertising agency.*
- *Understand the laws relating to advertising.*

Module-I: Advertising – Definition:

Nature and scope of advertising, social relevance of advertising and its role in communication and marketing. The function of advertising in society in India and the developing countries, effects of advertising on different sections of the society.

Module-II: Types of advertising.

Classification of different types of advertisements- Newspapers, magazines, radio, T.V., film, video, hoardings, billboards, internet etc., their relative merits and demerits. Trends in Advertising – surrogate advertising, in-film advertising.

Module III: Structure of an advertising agency:

various departments, functions. Types of agencies - Full-service agencies, Specialized agencies, in-house agencies, creative boutiques.

Module IV: Objectives and basic principles of advertising campaign:

Process of creating an advertisement: from rough sketch to final release, visualising and copy writing - Elements of an advertisement.

Module V: Laws related to advertising:

The Indecent Representation of Women’s Act, 1986; The Drugs and Magic Remedies (Objection and Advertisement) Act, 1954, The Prevention of Food Adulteration Act, 1954. Unethical practices in advertising - ASCI - (Advertising Standards Council of India)