

**COURSE STRUCTURE FOR COMMUNICATION AND
JOURNALISM AS AN OPTIONAL SUBJECT IN B.A. 3-YEAR
DEGREE COURSE (SEMESTER SYSTEM CBCS)**

YEAR	SEMESTER	PAPER	NO. OF TEACHING HOURS	NO. OF CREDITS	MARKS
First	I	Paper-I: Introduction to Communication & Journalism (Core)	40	6	100
	II	Paper-II: Mass media in India (Core)	40	6	100
Second	III	Paper-III: Reporting and Editing for Print Media (Core)	40	6	100
	IV	Paper-IV: Broadcast Journalism (Core)	40	6	100
Third	V	Paper V: Advertising (Core)	40	6	100
		Paper-VI: Elective (Any one from Paper VI (A) and Paper VI (B)) (GE)	40	6	100
		Paper-VI (A): Media and Development			
		Paper VI (B): Telugu Journalism			
	VI	Paper-VII: Public Relations (Core)	40	6	100
		Paper- VIII: General Elective from any of the following.	40	6	100
		Paper-VIII (A) Introduction to Online Journalism			
Paper-VIII (B): Specialized Reporting					
Total:			320	48	600

**SYLLABUS FOR COMMUNICATION AND JOURNALISM AS AN
OPTIONAL SUBJECT IN B.A. 3-YEAR DEGREE COURSE
(SEMESTER SYSTEM CBCS)**

FIRST YEAR

SEMESTER-I

Paper-I: Introduction to Communication & Journalism (Core)

Unit-I: Definition of communication, Communication and its role in society. Types of Communication -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.

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, Investigative, Development, Community, Cheque book and Yellow Journalism.

SEMESTER- II

Paper-II: Mass Media in India (Core)

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- 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.

SECOND YEAR

SEMESTER-III

Paper-III: Reporting & Editing for Print Media (Core)

Unit-I: Introduction to News - Definition – Nature – Scope of News – Sources of News – News Values – Qualities of a reporter. Fairness, balance, attribution. Elements of News story: Elements of a news story – Inverted pyramid style – Types of leads – Sources of Information.

Unit-II: Different forms of journalistic writing - Spot news, features, articles, editorial, creative middles. Different forms of Reporting- Political, Crime, Finance ,Science, Health and environment .

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 – 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, defamation, Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957,Code of ethics for Journalists Fairness – Public – Public Interest and privacy Press Council of India (PCI) – Recommendations and status – Code of Ethics

SEMESTER-IV

Paper-IV: Broadcast Journalism (Core)

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: Radio Programme Production: Types of radio programmes, formats, treatment, style. Conducting interviews for radio programmes, interviewing techniques. Writing for Radio, Radio Programme formats, Radio Script formats. Programme production for radio news magazine and current affairs, phone-ins, radio features. Radio equipment (microphones, dictaphone, DAT recorder etc).Functions of various departments and personnel in a radio station.

Unit-III: 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. Writing broadcast news, radio features and radio documentary.

Unit-IV: 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 (sting operation, breaking news, news flash, phone-ins).

Unit-V: Editing and Presentation: Sound design, concept and significance of a sound design. Principles of radio editing. Preparing a radio copy, Voice culture, pronunciation .General principles of radio anchoring. Process of organizing and presenting a television news bulletin. Linear and non-linear editing processes.

THIRD YEAR

SEMESTER-V

Paper V: Advertising (Core)

Unit-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.

Unit-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.

Unit-III: Structure of an advertising agency, various departments, functions. Types of agencies - Full-service agencies, Specialized agencies, in-house agencies, creative boutiques.

Unit-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.

Unit-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)

Paper-VI: Elective (Any one from Paper VI (A) and Paper VI (B))

Paper-VI (A) : Media and Development

Unit-I: Development: Concept, Definition, Process. Theories & Models of Development. Problems & Issues in Development.

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.

Paper-VI (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 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.

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.

SEMESTER-VI

Paper-VII: Public Relations (Core)

Unit-I: Definition, nature and scope of PR, its purpose and role in developing countries. Public relations, public opinion and propaganda. PR and Corporate Image.

Unit-II: Organisation and functions of a PR department, role and functions of a PRO. The PR Process: PR Planning.

Unit-III: Internal and external publics of an organization, and importance Media relations: press release, newsletter, brochures, house journals, advertising, exhibitions, annual reports, press kits, meet the press, media briefings audio news releases, video news releases and web sites.

Unit-IV: Community relations- definition and importance, tools to reach community, Corporate social responsibility; customer relations- definition and importance, effective customer relations programme, dealing with different types of customers; Dealer, supplier and Investor relations

Unit-V: Public relations in the government, public sector and private sector organisations. PIB, DIPR, DAVP and Directorate of Field Publicity.

Paper-VIII General Elective from any of the following.

Paper-VIII (A) Introduction to Online journalism

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

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

Unit-III: Origin and growth of e-newspapers, e journals. Writing for the screen vs. writing for print; Principles and do's and don'ts.

Unit-IV: Internet and freedom of expression. Cyber laws; Privacy Policies.

Unit-V: 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.

Paper-VIII(B): Specialized reporting

Unit-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

Unit-II: Communicating Science: Writing science for media- print, Radio, television, New media, News, features, columns, interviews, documentaries, Advertisements, slogans, jingles, short films.

Unit-III: 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.

Unit-IV: Health Communication: Major health issues in India-AIDS, cancer, family planning, polio, swine flu, News writing techniques of public health-related issues .Ethics of reporting health issues in the media. Health communication strategies,

Unit-V: Business & Economy: Introduction to business journalism – publications in the area – sources, characteristics and trends. Basics concepts of micro and macroeconomics. Stabilisation policies – fiscal, monetary and exchange rate. Sectoral policies – Agriculture, Manufacturing. Trade and others.