

JOURNALISM AND MASS COMMUNICATION
B.A. (Elective Paper)
SCHEME OF EXAMINATION w.e.f. 2017-18

		THEORY MARKS	INTERNAL ASSESSMENT/ PRACTICAL
First Semester 2017-18			
PAPER	Basics of Communication & Journalism	80	20 (Internal)
Second Semester 2017-18			
PAPER	Mass Media- History & Development	80	20 (Internal)
Third Semester 2018-19			
PAPER	Media Writing	80	20 (Practical)
Fourth Semester 2018-19			
PAPER	Reporting & Editing	80	20 (Practical)
Fifth Semester 2019-20			
PAPER	Public Relations & Advertising	80	20 (Practical)
Sixth Semester 2019-20			
PAPER	New Media- An Introduction	80	20 (Practical)

SEMESTER – I

Time:3hrs

Basics of Communication & Journalism

Max. Marks:80

Unit - I

- * Introduction to Communication.
- * Concept and definition of Communication.
- * Elements and process of Communication.
- * Functions of Communication.

Unit - II

- * Human Communication.
- * Barriers to Communication
- * Communication and Socialization, Communication and Culture.
- * Types of Communication- Verbal, Non-Verbal; Intra personal, Interpersonal, Group and Mass Communication.

Unit - III

- * Definition and Scope of Mass Communication.
- * Process and Features of Mass Communication.
- * Elements and Functions, Role of Mass Communication.
- * Tools of Mass Communication- Print (News papers/Magazines), Radio, T.V. Cinema, Folk Media.

Unit - IV

- * Journalism- Definition, Nature, Scope.
- * History of Journalism- Origin, Development Journey.
- * Journalist-Definition; Duties & Responsibilities of Journalist.
- * Role of Journalist in Society & Challenges, Current issues in Journalism.

SEMESTER – II

Time:3hrs

Mass Media – History & Development

Max. Marks:80

UNIT-I

- Origin of Indian Print Media, History & Growth.
- Characteristic features of Print Media.
- Role of Print Media in India Freedom Movement, Role of Print Media in Society.
- Important Indian Newspapers- National/Regional, News Agencies- PTI, UNI, VAARTA, BHASHA.

UNIT-II

- Radio as a Medium of Communication.
- Radio- Characteristic Features.
- History of Radio in India, A.I.R., Present status of Radio in India.
- Role of Radio in Society, Community Radio, Educational Role of Radio, FM Channels

UNIT-III

- Television as a Medium of Communication, Characteristic Features of Television.
- History of Television in India, Doordarshan.
- Various T.V. Channels- National/Regional.
- Popular T.V. Serials, T.V. Anchors, Recent Trends in Television.

UNIT-IV

- Cinema as a Medium of Mass Communication.
- Brief Introduction of Indian Cinema, History & Development Journey.
- Role & Impact of Cinema on Society.
- Popular films, actors - actresses, New trends of Indian cinema, Feature Films, Documentary Films.

SEMESTER – III

Time:3hrs

Media Writing

Max. Marks:80

UNIT-1

- ❖ Introduction to Writing – Purpose and Scope.
- ❖ Basic Elements of Writing
- ❖ Various genres/forms of writing – Prose, Poetry, Letters, Essays, News, Articles, etc.
- ❖ Essentials of Good Writing.

UNIT-2

- ❖ Creative Writing – Definition, Essentials, Types.
- ❖ Media Writing, Difference Between Creative & Media Writing.
- ❖ News Writing – Basics.
- ❖ Editorial & Feature, Writing.

UNIT-3

- ❖ Writing for Print Media, News, News- Stories.
- ❖ Techniques of Writing for Print Media.
- ❖ Headline Writing, Writing Hard News & Soft News.
- ❖ Writing News Analysis, Interview.

UNIT-4

- ❖ Writing for Radio- Basics, Essentials Elements.
- ❖ Writing Radio News, Radio Features, Radio Interview, Script writing.
- ❖ Writing for Public Relations, Press Release Writing, Writing advertisement Copies,
Writing for New Media.

SEMESTER – IV

Time:3hrs

Reporting & Editing

Max. Marks:80

UNIT- 1

- ❖ Reporting- Concept, Definition.
- ❖ News, Elements of News, News Value, News Sources.
- ❖ Tools of Reporting, News Gathering Process.
- ❖ Reporter- Definition, Qualities, Duties & Responsibilities.
- ❖ Reporting – Print, Electronic (Radio/TV).

UNIT- 2

- ❖ Structure- Reporting Desk in News Papers,
- ❖ Duties & Functions of Bureau Chief, Chief Reporter, Staff Reporter etc., Reporting Beat(s),
- ❖ Citizen Journalist, Role & Importance of Citizen Journalist.
- ❖ Types of Reporting- Political, Crime, Sports, Education, Development, etc.

UNIT-3

- ❖ Editing- Introduction, Definition.
- ❖ Principles and Elements of Editing.
- ❖ Editing-its significance in Journalism.
- ❖ Editing & Proof Reading-New Trends.

UNIT- 4

- ❖ Editorial Desk in News Papers- Structure & Functions.
- ❖ Role and Responsibilities of Editor, News Editor, Chief Sub- Editor, Sub-Editor.
- ❖ Editorial Page in News Papers- Contents and Importance.
- ❖ Headlines, Lead/Intro, Editing Symbols, Copy Editing, Preparing Copy for Press.

SEMESTER – V

Time:3hrs

Public Relations & Advertising

Max. Marks:80

UNIT- 1

- ❖ Public Relations- An Introduction, Definition.
- ❖ Concept of P.R., History of Public Relations, PR in India.
- ❖ Public Relations as Communication Function.
- ❖ Public Relations as Management Function.

UNIT- 2

- ❖ Public Relations- Publicity, Propaganda, Public Opinion
- ❖ Process of Public Relations, PR Publics- External & Internal
- ❖ Tools of Public Relations, Press Conference, Press Release, House Journal.
- ❖ PR Campaign, PR & Media Relations.
- ❖ P.R.O.- Duties & Responsibilities.

UNIT-3

- ❖ Advertising- Definition, Concept, Scope,
- ❖ History of Advertising.
- ❖ Role & Functions of Advertising.
- ❖ Types of Advertising.

UNIT- 4

- ❖ Advertising Agencies – Structure & Functioning.
- ❖ Important Advertising Agencies, Popular Advertisements.
- ❖ Advertising Campaign, Advertising & Media Planning.
- ❖ Advertising & Creativity, Process of Preparing advertisements.

SEMESTER – VI

Time:3hrs

New Media – An Introduction

Max. Marks:80

UNIT- 1

- ❖ New Media- Definition, Nature and Scope
- ❖ New Media as a Medium of Journalism
- ❖ Emerging trends in New Media including Social Media, Blogging, etc.

UNIT- 2

- ❖ Cyber Media- Basics
- ❖ Cyber space, Information Super Highway
- ❖ Cyber Journalism- Basics
- ❖ New Media- Comparison with Print, Radio, and T.V. medium

UNIT-3

- ❖ Writing for New Media- Basics
- ❖ Presentation, Layout of web newspapers/ magazines
- ❖ HTML- Basic structure, Scripts- head and body sections
- ❖ Web publishing- tools and applications

UNIT- 4

- ❖ Introduction- Important Indian news portals
- ❖ E-magazines, Web journals
- ❖ New Media (Social Media Network- Facebook, Twitter, YouTube, LinkedIn, etc.)
- ❖ Socio-cultural impact of New Media