

PAPER DESCRIPTION

Sl.No	Semester	Paper	Title
1	I	Paper I-	Introduction to Mass Communication
2	II	Paper-II	Reporting
3	III	Paper- III	Feature Writing
4	IV	Paper-IV	Editing
5	V	Paper-V	Advertising
6	V	Paper-VI	Corporate Communication
7	VI	Paper-VII	Media Management & Laws
8	VI	Paper- VIII	Online Journalism

SCHEME OF EXAMINATION

Sl. No	Semester	Paper	Teaching hours per week	Credits	Marks		
					IA	Sem End	Total
1	I	Paper I-	06	03	30	120	150
2	II	Paper-II	06	03	30	120	150
3	III	Paper- III	06	03	30	120	150
4	IV	Paper-IV	06	03	30	120	150
5	V	Paper-V	05	03	30	120	150
6		Paper-VI	05	03	30	120	150
7	VI	Paper-VII	05	03	30	120	150
8		Paper-VIII	05	03	30	120	150
Total				24	240	960	1200

I SEMESTER - Paper I
INTRODUCTION TO MASS COMMUNICATION

Teaching Hours: 6hrs per week

Rationale /Learning Objectives:

- To create the awareness about mass media
- To educate the students about the system of media
- To motivate the students about media field
- To train the students about journalistic writing and media habits
- To give picture about origin, growth and development of media
- To create awareness about scope of media

Unit I :

Communication: Definition, Nature, Scope, Process and Elements of Communication, Types of Communications - Verbal, Non-Verbal, Intra Personal, Interpersonal, Group, Public-Mass Communication.

Unit-II :

Print Media Journalism: Definition, Nature and Scope, Qualifications of Journalist, Content Pattern and Characteristics of Dailies and Periodicals, Tabloids.

Unit-III :

Broadcast Media: Radio as a Medium of Communication, Radio Programmes, F.M Radio, Community Radio and Brief History of Radio. TV as a Medium of Communication, Brief History of TV and Satellite Communication.

Unit-IV :

Cinema as a Medium of Communication, Brief History of Cinema, Types of Cinema.

Unit-V :

Printing Technology, Origin and Development, Types of Printing, Folk Media, Internet, Online Journalism.

Student Activities:

Five minute talk on contemporary issues. Regularly motivates the students to read newspapers. Understanding the different programs of radio and television. Practical knowledge about writing reports. Encouraging the students to write letters to the editor for newspaper and magazines. Training about Internet and email. On a regular basis writing practical records.

Books for Reference:

1. Aggarwal, R. (2003). *Effective Communication Skills*. Jaipur: Subline Publications.
2. Bhattacharjee, S. (2005). *Media and Mass Communication An Introduction*. Delhi: Kanishka Publishers and Distributors.
3. Goel, S. K. (1999). *Communication Tomorrow*. Delhi: Common Wealth Publishers.
4. Hakemulder, J. R., Jonge, F. A., & Singh, S. (1998). *Mass Media*. New Delhi: Anmol Publications Pvt Ltd.
5. Hanson, R. E. (2010). *Mass Communication Living in a Media World*. Washington: CQ Press.
6. Hehta, D. S. (1992). *Mass Communication and Journalism in India*. New Delhi: Allied Publishers Limited.

7. Joseph, M. K. (2000). *Modern Media and Communication*. New Delhi: Anmol Publications.
8. Kamath, M. V. (1995). *The Journalist's Hand Book*. New Delhi: Vikas Publishing House.
9. Kumar, K. J. (2005). *Mass Communication in India*. Hyderabad: Jaico Publishing House.
10. Kundra, S. (2005). *Foundation of Journalism*. Delhi: Anmol Publication Pvt Ltd.

II SEMESTER - Paper II
REPORTING TECHNIQUES

Teaching Hours: 6hrs per week

Rationale /Learning Objectives:

- To create awareness about reporting concept in media
- To inform about various types of reporting
- To build up confidence among students about reporting
- To make alert among students about preparations to be made and techniques to be learnt for reporting
- To imbibe ethical and moral aspects in reporting

Unit-I :

News: Definition, Elements, Sources, Structure of a News Story, Lead, Body, Types of Leads.

Unit-II :

Reporting: Nature and Scope - Qualifications and Duties of a Reporter, Types of Reporting, Investigative, Development, Interpretative, Politics, Sports, Environment, Business, Development Journalism, Significance, Nature and Scope.

Unit-III :

Techniques of Reporting: Press Conferences, Interviews, Types and Techniques, Press Release, Agency Journalism.

Unit-IV:

Reporting for Print, Radio, Television and New Media, Challenges of Reporting.

Unit -V:

Mofussil Reporting, Freelancing, Columns, New Trends in Reporting, Citizen Journalism, Radio Jockey, TV Anchoring.

Student Activities:

Five minute talk on contemporary issues. Regularly motivates the students to read newspapers. Understanding the contents of newspaper and magazine. Practical knowledge about writing reports. Encouraging the students to do personality interviews. Essential knowledge about radio jockey and TV anchoring. On a regular basis writing practical records. Field visit to Ratnamanasa and other places.

Books for Reference :

1. Ahuja, B., & Chhabra, S. (1990). *A concise course in Reporting* . Delhi: Surjeet Publications.
2. Chauhan, S., & Chandra, N. (1997). *Handbook of Journalism Style and Substance*. New Delhi: Kanishka Publishers.
3. Dholkia, C. P. (2004). *Nature of Investigate Reporting*. Jaipur: ABD Publishers.
4. Hough, G. A. (1994). *News writing*. Boston: Houghton Mifflin Company.
5. Joseph, A. (2005). *Making News Women in Journalism*. New Delhi: Penguin Books.
6. Shrivatsava, K. M. (1987). *News Reporting and Editing*. New Delhi: Sterling Publishers Pvt Ltd.

III SEMESTER - Paper III

FEATURE WRITING

Teaching Hours : 6hrs per week

Rationale /Learning Objectives:

- To create the awareness about journalistic writing
- To train the students about various types of writing
- To teach the techniques of Journalistic writing
- To build up confidence among students about impressive writing
- To prepare the students about the preparations and the studies to be made for writing
- To imbibe ethical value and moral aspects in writing

Unit-I :

Feature: Definitions, Characteristics, Techniques of Feature Writing, Types of Features.

Unit-II :

Difference between News and Features, Articles and Features, Editorials.

Unit-III :

Feature Syndicates, Writing Reviews and Criticism, Book Reviews, Film Reviews, Drama Reviews, Art Reviews, Profiles.

Unit-IV :

Technical Writing: Nature, Scope, Importance, Photography and Photo Journalism, Cartoons.

Unit-V :

Magazines Journalism: Specialized Publication, Types of Magazines, Writing for Women and Media.

Student Activities:

Five minute talk on contemporary issues. Regularly motivates the students to read newspapers and magazines. Identifying the different types of features in newspaper and magazine. Practical knowledge about writing various kinds of features. Encouraging the students to write features regularly. Essential knowledge about photography. On a regular basis writing practical records. Field visit to various places.

Books for Reference :

1. Hehta, D. S. (1992). *Mass Communication and Journalism in India*. New Delhi: Allied Publishers Limited.
2. Mencher, M. (1990). *Basic News Writing*. Mumbai: Universal Bookstall.
3. Roy, B. (2008). *Beginners Guide to Journalism and Mass Communication*. New Delhi: Pustak Mahal.
4. Sharma, D. (2002). *Mass Communication Theory and Practice in the 21st Century*. New Delhi: Deep and Deep Publications Pvt Ltd.
5. Vembuswami, N. (1984). *ABC of Mass Media*. Bombay: Blackie and Son Publishers Pvt Ltd.

IV SEMESTER - Paper IV

EDITING

Teaching Hours : 6hrs per week

Rationale /Learning Objectives:

- To create the awareness about editing concept
- To inform about techniques to be applied in editing
- To teach about various steps and process of editing
- To make proactive in applying the different symbols of editing
- To teach the importance of editing in media
- To discuss the case studies and practical difficulties in editing
- To inculcate ethical values among students in editing

Unit-I :

Editing: Nature, Process, Importance of News Room Setup, Role and Functions of Editor, News Editor, Sub-Editor.

Unit-II :

Headlines: Nature and Functions, Techniques of Writing Headlines, Types of Headlines.

Unit-III :

Newspaper Design: Techniques of Page Layout, Latest Trends in Page Layout, Dummy, Pagination, Style Sheets.

Unit-IV :

Editorial Page: Content, Op-ed Page, Rewriting, Translation Techniques.

Unit -V :

Photo Editing: Caption, Computerized Editing.

Student Activities:

Five minute talk on contemporary issues. Regularly motivates the students to find special headlines in newspapers and magazines. Identifying the different types of headlines in newspaper and magazine. Practical knowledge about photo editing. Encouraging the students to write features regularly. Essential knowledge about computer editing. On a regular basis writing practical records. Field visit to various places.

Books for Reference :

1. Ahuja, B. N., & Chabra, S. (1994). *Editing*. Surjeet Publications: Delhi.
2. Joseph, M. K. (2002). *Outline of Reporting*. New Delhi: Anmol Publications Pvt Ltd.
3. Kamath, M. V. (1983). *The Journalist's Handbook*. Delhi: Vikas Publishing House.
4. Prasad, H. Y., & Dayal, R. (1994). *Editors on Editing*. Delhi: National Book Trust India.
5. Roy, B. (2008). *Beginners Guide to Journalism and Mass Communication*. New Delhi: Pustak Mahal.
6. Shrivatsava, K. M. (1987). *News Reporting and Editing*. Delhi: Sterling Publishers Pvt Ltd.
7. Sharma, S. (2006). *Editing, Theory and Practice*. New Delhi: Anmol Publications Pvt Ltd.

V SEMESTER - Paper V

ADVERTISING

Teaching Hours : 5hrs per week

Rationale /Learning Objectives:

- To create awareness about advertising
- To teach the techniques of creating and writing ad copy
- To inform about the challenges in advt creations
- To provide information scope and job opportunities in advertising field
- To train the students in advt designing and application of creativity
- To imbibe ethical values in publishing advertisement

Unit-I

Advertising: Definition, Nature and Scope, Origin and Development of Advertising, Role of Advertising.

Unit-II

Types of Advertising: Classified, Display, Outdoor, Public Service Advertising.

Unit-III

Advertising Campaigns: Media Planning Strategy, Media Mix, Media Selection.

Unit-IV

Writing Advertisements: Copy Writing, Designing, Advertisement Layout, Illustrations.

Unit -V

Advertising Agencies: Function, Structure, Codes of Ethics in Media, ASCI (Advertising Standard Council of India), ABC (Audit Bureau of Circulation).

Student Activities:

Five minute talk on contemporary issues. Regularly motivates the students to find special advertisements in newspapers and magazines. Assigning to prepare social service advertisement. Practical knowledge about preparation of advertisement copy. Analysis of advertisement. On a regular basis writing practical records. Field visit to various places.

Books for Reference :

1. Ahuja, B., & Chabra , S. (1995). *Principles and Techniques of Journalism*. Delhi: Surjeet Publications.
2. Chunavala, S., Kumar, K., Sethiya, K., & Subramnyan, G. (1994). *Advertising Theory and Practices*. New De: Himalaya Publishing House.
3. Chunawalla, S., & Sethia, K. (1985). *Foundation of Advertising*. Mumbai: Himalaya Publishing House.
4. Kaptan, S., & Subramanian, V. (2001). *Women in Advertising*. Jaipur: Book Enclave.
5. Kumar, K. J. (1994). *Mass Communication in India*. Mumbai: Jaico Publishing House.
6. Kumar, N. V. (2003). *Newspaper Marketing in India*. New Delhi: Anmol Publication Pvt Ltd.

V SEMESTER - Paper VI
CORPORATE COMMUNICATION

Teaching Hours : 5hrs per week

Rationale /Learning Objectives:

- To familiarize the students with the basic principles underlying corporate communication
- Help the students understand the functions of public relations in the modern era
- Gain practical knowledge about media relation
- Develop a coherent framework to know the prominence of public relations in International context
- To study the professional opportunities in corporate sector

Unit-I

Public Relations: Definition, Nature and Scope, Origin and Development of Public Relations, Public Relation Practitioners, Role, Attributes.

Unit-II

Functions of Public Relations: Process of PR, Media Relations, House Journals, Press Release, Press Conference, Exhibitions, Community Relations.

Unit-III

Event Management: Concept, Process, Democracy and Public Relations, Propaganda, Publicity.

Unit-IV

Types of Public Relations: Government, Private, Public Sector.

Unit -V

Public Relations Code of Ethics: PRSI (Public Relation Society of India), IPRA (International Public Relations Association), PRCI (Public Relations Council of India).

Student Activities:

Five minute talk on corporate issues. Regularly motivates the students to find corporate news in newspapers and magazines. Preparation of press note. Mock press meet. Practical knowledge about preparation of house journal. Analysis of community relation activities of different corporate company. Field visit to various places.

Books for Reference

1. Balan, K. R. (1992). *Corporate Public Relations*. New Delhi: Sterling Publishers Private Limited.
2. Balan, K. R., & Rayudu, C. S. (1994). *Handbook of Public Relations & Communications*. New Delhi: Castle Books Private Limited.
3. Banik, G. C. (1990). *Public Relations and Journalism*. Bombay: Progressive Written Combine.
4. Black, S. (1989). *Practical Public Relations*. New Delhi: Universal Book Stall.
5. Clare, J. (2004). *The Hand Book for Media Handling*. New Delhi: Infinity Books.

6. Gupta, B. D. (1997). *Modern Journalism and Mass Communication*. Varanasi: Vishwa Vidhyalay Prakashan.

VI SEMESTER - Paper VII
MEDIA MANAGEMENT AND PRESS LAWS

Teaching Hours : 5hrs per week

Rationale /Learning Objectives:

- To create awareness about management issues of media
- To inform about the challenges and opportunities in media management
- To remind about techniques of management
- To teach about different types of media ownerships
- To inculcate ethical components in media management
- To inculcate the many laws associated to media
- To know the importance of the constitution in India

Unit-I

Newspaper Organization: Structure, Ownership Patterns of Print and Electronic Media, Various Departments of Newspaper: Editorial Department, Circulation, Promotion, Marketing Personnel.

Unit-II

Indian Constitution: Freedom of The Press, Reasonable Restrictions and Case Studies, Fundamental Rights and Duties Article 19 (1)(A) Clause (2), Freedom of The Press.

Unit-III

Press Laws: Copyright, Defamation, Right to Information Act, Cable Act, Film Censorship, Contempt of Court and Legislation Privileges, IPR (Intellectual Property Rights), Working Journalist Act, Press Registration (RNI).

Unit-IV

Press Commissions: Recommendations, Press Council of India, Code of Conduct for Journalists, Right to Privacy.

Unit -V

Media and Globalization, Prasara Bharati Act, FDI (Foreign Direct Investment).

Student Activities:

Five minute talk on media law and management issues. Regularly motivates the students to find the case study for discussion. Project work on newspaper organization. Class quiz related to media sector. Group discussion about legal issues based on news report articles. Newspaper cutting related to subject. Practical knowledge about media management. Field visit to various places.

Books for Reference

1. Basu, D. D. (1986). *Law of the Press*. New Delhi: Prentice Hall of India Pvt Ltd.
2. Bhattacharjee, S. (2005). *Media and Mass Communication An Introduction*. Delhi: Kanishka Publishers and Distributors.
3. Hakemulder, J. R. (1998). *Mass Media*. Mumbai: Anord Publication Pvt Ltd.
4. Hanson, R. E. (2010). *Mass Communication Living in a Media World*. Washington: CQ Press.
5. Kumar, K. J. (2005). *Mass Communication in India*. Hyderabad: Jaico Publishing House.

6. Nigam, N. (2004). *Mass Media and Political Participation*. Jaipur: Mangal Deep Publication.
7. Powe, L. A. (1992). *Fourth Estate Constitution Freedom of the Press in America*. New Delhi: Affiliated East West Press Pvt Ltd.
8. Rayudu, C. S., & Rao, N. S. (1995). *Mass Media Laws and Regulation*. New Delhi: Himayala Publishing House.

VI SEMESTER - Paper VIII

ONLINE JOURNALISM

Teaching Hours : 5hrs per week

Rationale /Learning Objectives:

- To familiarize the students with the basic principles underlying online and web Journalism
- Help the students to understand the work and nature of online media in the modern era
- Gain practical knowledge about web journalism
- Develop a coherent framework to know the prominence of newsportal in International context
- To study the professional opportunities in web journalism

Unit-I

A Brief History of Internet: Evolution of Online Journalism, Importance, Online Journalist, Search Engine.

Unit-II

Characteristics of Online Journalism, Hypertext, HTTP, HTML, Interactivity, Multimedia, Archive, Immediacy, Difference Between Print & Online Journalism.

Unit-III

Elements of a Digital Story Telling: e-Paper, Podcasting, Web Designing, Blogs, Cyber Laws and Ethics, Case Studies, IPR.

Unit-IV

Social Media Literacy: Overview of Current Social Media, Merits and Demerits of Social Media, Writing for Social Media.

Unit -V

Software Applications: PageMaker, QuarkXPress, Photoshop, Flash, Jobs in The Multimedia Market.

Student Activities:

Five minute talk on contemporary issues. Regularly motivates the students to glance online news portals and websites of media houses. Practical class on Internet. Practical knowledge about interactivity. Analysis of different news websites and news portal. Field visit to various places.

Books for Reference :

1. Bhargava, G. (2004). *Mass Media and Public Issues*. Delhi: Isha Books.
2. Gupta, O., & Jasra, A. S. (2002). *Information Technology in Journalism*. New Delhi: Kanishka Publishers.
3. Kumar, K. J. (2011). *Mass Communication in India*. Hyderabad: Jaico Publishing House.
4. Meenadevi. (2006). *Fundamentals of Mass Media and Communication*. New Delhi: Alfa Publications.
5. Nath, S. (2002). *Assessing the State of Web Journalism*. Delhi: Authors Press.
6. Rajan, N. (2011). *21st Century Journalism in India*. London: SAGE Publications.
7. Ray, T. (2006). *Online Journalism*. New Delhi: Foundation Books Pvt Ltd.
8. Roy, B. (2008). *Beginners Guide to Journalism and Mass Communication*. New Delhi: Pustak Mahal.

9. Sharma, D. (2004). *Mass Communication Theory and Practice in the 21st Century*. New Delhi: Deep and Deep Publications Pvt Ltd.