**Commissionrate of Collegiate Education, A. P**

**CBCS – Revision of UG Restructured Courses Syllabus**

**(To Be Implemented From 2020-21 Academic Year)**

**PROGRAMME: THREE-YEAR B.A**

**SRI KRISHNADEVARAYA UNIVERSITY:: ANANTAPURAMU**

**REVISED SYLLABUS OF JOURNALISM**

**UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

**(History, Political Science, Journalism and Mass Communication)**

**Domain Subject:Journalism and Mass Communication**

***(Syllabus with Outcomes, Co-curricular Activities, References& Model Q.P***

***For Five Courses of 1, 2, 3 & 4 Semesters)***

**Structure of Journalism and Mass CommunicationSyllabus under CBCS for 3-year B.A. Programme (with domain subject covered during the first 4 Semesters with 5 Courses)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sl.No** | **Courses** | **Title of the Course** | **Semester**  | **Hours** | **Credits** | **Marks** |
| **Internal** | **Semester-end exam**  |
| **1** | **1** | **History of Indian Journalism** | **I** | **5** | **4** | **25** | **75** |
| **2** | **2** | **Advertising** | **II** | **5** | **4** | **25** | **75** |
| **3** | **3** | **Reporting and writing for print media** | **III** | **5** | **4** | **25** | **75** |
| **4** | **4** | **Communication and Culture** | **IV** | **5** | **4** | **25** | **75** |
| **5** | **5** | **Public Relations and Media Laws** | **IV** | **5** | **4** | **25** | **75** |

**I. B.A.**

**Semester- I (Paper- I)**

**HISTORY OF INDIAN JOURNALISM**

**Learning Outcomes:**

On completion of the course students should be able to

* Have abroad understanding about History of Indian Journalism.
* Know the services of Social reformers and freedom fighters to Indian Press.
* Know the contribution of national and Telugu newspapers for the freedom movement.
* Learn the changing trends in Telugu Journalism

**Syllabus:**

|  |  |
| --- | --- |
| Unit – 1 | Early Journalism in India - Hick’s Gazette –Origin of Vernacular Press in India – Indian Press and Social Reforms – Contribution of Raja Ram Mohan Ray. |
| Unit – 2 | Indian Press and Freedom Movement - Contribution of Mahatma Gandhi, Bala Gangadhar Tilak, Anne Besent – Dr.B.R.Ambedkar |
| Unit – 3 | Contribution of national eminent newspapers - Amrit Bazaar Patrika, Hitvad, Times of India, The Statesman, The Hindu, Free Press Journal, Indian Express, Leader. |
| Unit – 4 | Telugu Press and Social Reforms – KandukuriVeeresalingam – Freedom Movement - KasinadhuniNageswaraRao, Konda VenkatappaiahPanthulu,Mutnuri Krishna Rao, PattabhiSeetharamaiah.  |
| Unit - 5 | The origin and growth of Telugu newspapers - Krishna Patrika, Andhra Patrika, Andhra Prabha - Telugu Press after 1970s - Changing trends in Telugu Journalism - Eenadu, Udayam, Andhra Jyothi, Visalandra, Prajasakhti – Vartha - Sakshi |

**Reference Books:**

1. RangaswamyParthasarathy, (Reprint 2011)Journalism in India, Sterling publishers

Private limited

1. S.C.Bhatt, (2010), Indian press since 1955, Publication division
2. J.Natarajan,(2000)History of Indian Journalism, Publication division
3. Bangore, (1973) Brownjabulu-Telugu Journalism Charitra, Bangoreprachurana.
4. PotturiVenkateswaraRao, Telugu Patrikalu :, Press academy

**Suggested Co-Curricular Activities:**

|  |
| --- |
| * Assignments.
 |
| * Student seminars.
 |
| * Quiz.
 |
| * Co-operative learning.
* Students may be asked to visit nearby newspaper printing centres and observe the functioning of the press.
 |
| * Students may be asked to visit old libraries for finding old news papers
* Collection of newspapers and maintaining a record of old newspapers
 |
| * Group Discussions on problems relating to topics covered by syllabus.
 |
| * Examinations (Scheduled and surprise tests).
 |
| * Preparation of Photo Album with freedom movement photos from newspapers
* Students’ Open Forum
 |
| * Watching TV discussions, recording individual observations and preparing summary points
 |
| * Attending Press Conferences
 |

**I. B.A.**

**Semester- II (Paper- II)**

**Advertising**

**Learning Outcomes:**

On successful completion of this course, students will be able to

* Understand the role of advertising in the financial sustenance of media
* Understand the types and phases of advertising.
* Know the latest trends in Advertising field
* Examine the scope for making advertising a future career
* Comprehend opportunities and challenges in Advertising sector

**Syllabus:**

|  |  |
| --- | --- |
| Unit – 1 | Advertising: Meaning and nature - Evolution of advertising – types of advertisements – Commercial advertisings – CSR Advertising – Public Service Advertising - Recent trends in Indian Advertising. |
| Unit – 2 | Various phases of advertising - Planning and campaigns – Media selection – newspapers – Magazines – Radio - Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins– advertising agency system  |
| Unit – 3 | Commercial advertisings – market research - - Advertising policy of print and Electronic Media- Advertising code - Legal and ethical aspects of advertising |
| Unit – 4 | Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Color – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness |
| Unit - 5 | Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media  |

**Practical:**

In the final exam, the candidates will be asked to appear for an exam where the external examiner will conduct the practical exam by giving a practice-oriented question. The answer paper will be evaluated by internal /external examiner.

**Reference Books:**

1. Chunawala S A (1999). Foundations of advertising: theory and practice. New Delhi. Himalaya publishing House
2. Dunn S. Watson (1961). Advertising: Its role in modern marketing. New York: Holt,
3. Rinehart and Winston Mohan, Manendra (1981). Advertising management: Concepts and Cases. New Delhi: McGraw Hill
4. Wilmshurst, John. (1985) Fundamentals of advertising. London: Heinemann.
5. Wright, John S. and Mertes, J. (1976). Advertising's role in society. St. Paul, Minn: West
6. Wells Burnett Moriarty (2003). Advertising: principles and practice. Singapore: Pearson
7. VanitaKohli (2006) The Indian media Business: New Delhi. Sage.

**Suggested Co-curricular Activities:**

|  |
| --- |
| * Collection and segmentation of advertisements
 |
| * Model creation of advertisements in compliance with legal rules
 |
| * Visit to local advertising agency
 |
| * Invited Lectures/skills training on local advertising basics and skills
 |
| * Assignments.
 |
| * Student seminars.
 |
| * Quiz
 |
| * Co-operative learning.
* Students may be asked to visit nearby advertising agency and observe its business.
 |
| * Group Discussions on current trend in advertisements
 |
| * Examinations (Scheduled and surprise tests).
 |
| * Preparation of Photo Album with different types of advertisements
 |
| * Watching TV and News Paper advertisements recording individual observations
 |

**II.B.A**

**Semester –III (Paper- 3)**

**Reporting and Writing for Print Media**

**Learning Outcomes:**

On successful completion of this course, students will be able to

* Develop basic writing skills for newspapers
* Have theoretical and practical knowledge about reporting.
* Write Features, Op-eds, Middles and Editorials for Print Media
* Demonstrate and apply skills in media platforms
* Use digital tools such as audio and video for documentation

**Syllabus:**

|  |  |
| --- | --- |
| Unit – 1 | News Definition- News Value- Source of News –Structure of News–5W and 1H - Inverted pyramid pattern - Different types of News |
| Unit – 2 | Features – News features – historical features - photo features –profiles – syndicate features. Reviews – definitions – scope –types of reviews – books –films – performing arts – contemporary trends in reviews. |
| Unit – 3 | Kinds of reporting: Press Conference, Interviewing techniques, Human interest stories. Reporting Special events: Disasters and accidents, crime, Sports, Public Speech Reporting, Investigative reporting, Mofussil reporting, Citizen Reporting, Advocacy Reporting. |
| Unit – 4 | Report writing skills for news stories, - Introduction to lead and Intro, super lead, Kinds of leads, |
| Unit - 5 | Editorial writing – Types of editorials –Column writing – writing creative middles – language as a tool of writing  |

 **Practical**

In the final exam, the candidates will be asked to appear for an exam where the internal/external examiner will conduct the practical exam by giving a practice-oriented question. The answer paper will be evaluated by internal /external examiner.

**Reference Books:**

1. Anna McKane (2006). *News Writing*: London, Sage.

2. Curtis MacDougall (1953): *Interpretative reporting.* New York George Allen & Unwin Ltd.

3. L. S. Burns (2002). *Understanding Journalism.* London. Sage

4. Susan Pape and Sue Featherstone (2005). Newspaper Journalism: A Practical Introduction, London: Sage.

5. Bonnie, M, Anderson (2004). News Flash Journalism: New York, Jossey-Bass.

6. Ian Hargreaves (2005). *Journalism A very short introduction*: London, Sage.

7. Barbie Zeliezer and Stuart Allan (2004). *Journalism after September 11*: London, Routledge.

8. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.

9. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi

10. Frank Barton (1989): *The Newsroom: A manual of journalism.* New Delhi: Sterling Publishers

11. Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.

12. L. S. Burns (2002). *Understanding Journalism.* London. Sage

13. Anna McKane (2006). *News Writing*: London, Sage.

14. Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.

15. Bowles A. Dorothy and Borden L. Diane (2000). *Creative Editing*, Belmont: Wadsworth, Thomson Learning Inc.

16. Ahuja, B. N. and Chhabra, S. S. (2004).*Editing*, Delhi: Surjeet Publications.

17. Mencher, Melvin (2003). *News Reporting and Writing,* New York: McGraw- Hill

18. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling

Publishers Pvt. Ltd.

**Co-Curricular Activities:**

|  |
| --- |
| * Assignments.
 |
| * Student seminars.
 |
| * Quiz.
 |
| * Co-operative learning.
 |
| * News reports covering different beats
 |
| * Group Discussions on problems relating to topics covered by syllabus.
 |
| * Examinations (Scheduled and surprise tests).
 |
| * Interview on current affairs
 |
| * Observation of TV reporting / News Paper reporting and preparing summary points
 |
| * Write articles on Contemporary issues
 |
| * Interaction with eminent Reporters
 |
| * Visit to local Press office
 |

 **II.B.A**

**Semester- IV (Paper- IV)**

**Communication and Culture**

**Learning Outcomes:**

On successful completion of this course, students will be able to

* Understand the process and functions of Communication
* Have knowledge about types and models of communication
* Understand the cultural rules of the societies
* Understand the importance of culture in Communication
* Apply theoretical and conceptual foundations of communication in the career
* Identify the complex interactions of media, society and culture.

|  |  |
| --- | --- |
| Unit – 1 | Communication: Meaning-Definition and scope-Process and functions of Communication- barriers of communication. |
| Unit – 2 | Types of Communication: Intra- personal, interpersonal, group communication and Mass Communication; Verbal and Non- verbal communication, Flow of communication. |
| Unit – 3 | Basic Models of Communication: Shannon Weaver Model, Harold Lass well Model- Advance Models of Communication: Two step flow of Communication – Rogers and Shoemakers Model – Gate keeping Models. |
| Unit – 4 | Corporate Communication-Types- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams- Communication planning system-The communication agenda to build reputation - Brand image, |
| Unit - 5 | Cultural rules and relationships- assertiveness v/s. Peace keeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements |

**Reference books**

1. Holt, Rinehart and Winston Stanley J Baran and Dennis K Davis. (2006):

Mass Communication Theory: Foundations,

1. Uma Narula. (1976). Mass Communication: Theory and Practice, New Delhi: Har Anan
2. Denis Mcquail and Windhal. (1986). Communication Models, London: Longman.
3. John Fiske (2002). Introduction to communication studies. London:Routledge
4. Peter Hartley (1999). Interpersonal Communication. London: sage.
5. Denis Mcquail (2005). Mass communication theory, New Delhi:sage.
6. Defluer and Ball Rockeach. (1989) Theories of Mass Communication, New York:
7. Larry A Samovar and Richard E Porter (2003). Intercultural communication. London : Wadsworth Company
8. Linda Beamer and iris Varner (2009). Intercultural communication in the global work place. London: Tata McGraw Hill
9. Joann Keyton (2006). Communication and organization culture. London; Sage
10. [www.comminit.com](http://www.comminit.com)
11. [www.oneworld.org](http://www.oneworld.org)
12. [www.onthecommons.org](http://www.onthecommons.org)
13. [www.infochangeindia.com](http://www.infochangeindia.com)

**Co-Curricular Activities:**

|  |
| --- |
| * Assignments.
 |
| * Student seminars.
* Quiz.
 |
| * Co-operative learning.
 |
| * News reports covering different beats
 |
| * Group Discussions on problems relating to topics covered by syllabus.
 |
| * Examinations (Scheduled and surprise tests).
 |
| * Interview on current affairs
 |
| * Observation of TV / News Paper and preparing summary points on communication process
 |
| * Write articles on Contemporary issues
 |
|  |

**II.B.A**

**Semester –IV (Paper-5)**

**Public Relations and Media Laws**

**Learning Outcomes:**

On successful completion of this course, students will be able to

* Understand the various aspects of Public Relations in India.
* Have the idea on symbolic relationship between media and Public Relations
* Comprehend tools of Public Relations in order to develop the required skills.
* Know the significance and application of Article 19 of the Indian Constitution
* Identify the trends and dynamics that drive the media industry
* Realize the ethical aspects of Journalism.

|  |  |
| --- | --- |
| Unit – 1 | Public Relations Definitions – nature – scope - PR Evolution in India – publicity – propaganda - Dynamic role of PR in public affairs – PR management– structure – PR policy – Four steps of PR - Methods of PR – Press relations – House journals- Periodicals – Books and other publications  |
| Unit – 2 | PR for central government –State government – Local bodies – Private Organizations – Employees relations Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – techniques – evaluation – recent trends. |
| Unit – 3 | Article 19 (1) (A): Meaning, scope and importance of Article 19 (1) (A)- New Dimensions of Freedom of Speech and Expression - Important cases on Freedom of Speech and Expression-- Judgments of landmark cases - Freedom of Press and Right to Information. |
| Unit – 4 | Press Commissions - Indian Working Journalist Movement - Press council of India: Its History, Composition and Functions  |
| Unit - 5 | Media and Ethics - Journalism and objectivity – Code of Conduct in Various Media – Ethical issues in Media – Social Responsibility of the Media Person. |

**Reference books:**

1. Cutllip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. JV Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. D. D. Basu, Introduction to Indian Constitution

5. Reports of **Information** and Broadcasting Ministry: First press commission Reports

6. Second press Commission Report Vol I & II.

7. VanitaKohli (2006) The Indian media Business: New Delhi. Sage.

8. B.N. Pandey, Indian Constitution: Central Law Publications

**Co-Curricular Activities:**

|  |
| --- |
| * Assignments.
 |
| * Student seminars.
* Quiz.
 |
| * Co-operative learning.
 |
| * News reports covering different beats
 |
| * Group Discussions on problems relating to topics covered by syllabus.
 |
| * Examinations (Scheduled and surprise tests).
 |
| * Interview on current affairs
 |
| * Observation of TV / News Paper and preparing summary points on PR
 |
| * Write articles on Contemporary issues
 |
| * Invited lecture by local field expert/eminent personality
 |

**PROGRAM: B. A. Journalism and Mass Communication (CBCS)**

**MODEL QUESTION PAPER &PATTERN**

**Max. Marks: 75 Time: 3 hrs**

**SECTION A (Total: 5x5=25 Marks)**

**Answer any five questions. Each question carries 5 marks**

**(2 questions should be given from each Unit)**

|  |  |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |
| 7 |  |
| 8 |  |
| 9 |  |
| 10 |  |

 **SECTION B (Total: 5x10 = 50 Marks)**

 **Answer all questions. Each question carries 10 marks**

**(Two questions should be given with internal choice from each Unit)**

|  |  |
| --- | --- |
| 11A |  |
|  | (OR) |
| B |  |
| 12A |  |
|  | (OR) |
| B |  |
| 13 A |  |
|  | (OR) |
| B |  |
| 14 A |  |
|  | (OR) |
| B |  |
| 15 A |  |
|  | (OR) |
| B |  |

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