REVISED SYLLABUS OF JOURNALISM UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: THREE-YEAR BA
(Journalism, History and Economics Disciplines)

(With Learning Outcomes, Unit-wise Syllabus, References, Co-curricular Activities & Model Q.P.)

For Fifteen Courses of 1, 2, 3 & 4 Semesters)
(To be Implemented from 2020-21 Academic Year)

CBCS – UG SYLLABUS SUBJECT REVIEW COMMITTEE
(To Be Implemented From 2020-21 Academic Year)

PROGRAMME: THREE-YEAR B.A (With Journalism, History and Economics Disciplines)

Domain Subject: Journalism
(Syllabus with Outcomes, Co-curricular Activities, References & Model Q.P for Five Courses of 1, 2, 3 & 4 Semesters)

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

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Code</th>
<th>Sem</th>
<th>Courses 1, II, III, IV &amp; V</th>
<th>Name of Course (Each Course consists 5 Units with each Unit having 12 hours of classwork)</th>
<th>Hours/Week</th>
<th>Credits</th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>I</td>
<td>I</td>
<td>History of Journalism and Mass Media</td>
<td></td>
<td>5</td>
<td>4</td>
<td>25 75</td>
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<td>2</td>
<td>II</td>
<td>II</td>
<td>Principles of Communication</td>
<td></td>
<td>5</td>
<td>4</td>
<td>25 75</td>
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<td>3</td>
<td>III</td>
<td>III</td>
<td>Radio and Television Journalism</td>
<td></td>
<td>5</td>
<td>4</td>
<td>25 75</td>
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<td>4</td>
<td>IV</td>
<td>IV</td>
<td>Journalism in India with Special Reference to Andhra Pradesh.</td>
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<td>5</td>
<td>IV</td>
<td>V</td>
<td>Origin of Telugu and Evolution of Telugu Press</td>
<td></td>
<td>5</td>
<td>4</td>
<td>25 75</td>
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</tbody>
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Total 20 125 375
PROGRAMME: THREE-YEAR B.A.
(With Journalism, History and Economics, Disciplines)

Course Code:

**Domain Subject: Journalism**

Semester-wise Syllabus
under CBCS I Year B. A. –
Semester – I

Course 1: Paper 1- History of Journalism and Mass Media

**Learning Outcomes:**

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

- Identify and define various kinds of newspapers and understand how newspapers are shaped
- Compare and contrast various stages of progress from Print Media to Electronic media analyze the mass media
- Increase the awareness and appreciation of Transition from Print Media to Electronic media
- Analyze the Growth of Press and Contribution of Eminent Personalities to Indian Journalism
- Evaluate the Contribution of Important News Papers in India.
- Critically examine the nature and evolution of Social Media

**Syllabus:**

**Unit I**

**Unit II**
Growth of Press and Indian Independence Movement; Role of Newspapers in Indian Freedom struggle; Contribution of Anglo-Indian and Nationalist Press to the field of Journalism in India; Role and responsibility of press in Modern India.
Unit III

Unit IV

Unit V

Reference Books

1. Nadig Krishna Murthy : Indian Journalism, Mysore University Press
2. S. Natarajan. Indian journalism
5. R. Anand Sekhar. Journalism charithra vyavastha
7. P.C. Chatterji: Broadcasting In India, New Delhi, Sage Publications
8. Dr. Balashouri Reddy: Telugu Patrikala Charithra
9. N. Venugopal: Narla Bata, Navatharniki Narla
10. H. R. Luthra: Indian Broadcasting

Mandatory Co-Curricular Activity:
Press Report should be a compulsory activity as it helps student to understand vividly and clearly than the text and should be made part of Internal Examination by allotting 10 marks out of 25 marks for this skill-based activity.

Suggested Co-Curricular Activities

# Assignments
# Student seminars
# Collecting Information for News
# Recording News in Electronic Media Tools
# Photos for News items
# Students should be asked to collect Press clips
PROGRAMME: THREE-YEAR B.A.
(With Journalism, History and Economics, Disciplines)

Course Code:

Domain Subject: Journalism

Semester-wise Syllabus
under CBCS I Year B. A. –
Semester – II

Course2: Paper II- Principles of Communication

Learning Outcomes:

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

➢ Identify and define various kinds of communication

➢ Compare and contrast various Verbal Communication and Non Verbal Communication

➢ Increase the awareness and appreciation of Transition from Territorial States to Emergence of Empires

➢ Analyze the emergence of the Mass Communication

➢ Evaluate the Goals of Mass Communication.

➢ Critically examine the Basic Models of Communication and Communication Theories

Syllabus:

Unit I
Concept and definitions of communication; Scope; Functions of communication; Elements and process of communication: Source, Message, Channel, Receiver, Feedback; Types of communication: Intrapersonal, Interpersonal, Group and Mass communication; Verbal and Non verbal communication.

Unit II
Mass Communication: Role, Definition, Goals of Mass Communication; Characteristics of Print, Radio, Television, Film; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers;

**Unit III**  
Basic Models of Communication: Aristotle - Lasswel Formula - SMCR Model - Shannon & Weaver Mathematical Theory of Communication; Merits and demerits.

**Unit IV**  

**Unit V**  

**Reference Books**


**Mandatory Co-Curricular Activity:**  
Press Report should be a compulsory activity as it helps student to understand vividly and clearly than the text and should be made part of Internal Examination by allotting 10 marks out of 25 marks for this skill-based activity.

**Suggested Co-Curricular Activities**

- Press Club
- Assignments
- Student seminars
# Collecting Information for News
# Recording News in Electronic Media Tools
# Script Writing
# Photos for News items
# Students should be asked to collect press clips

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

(With Journalism, History and Economics, Disciplines)

**Course Code:**

**Domain Subject: Journalism**

Semester-wise Syllabus under CBCS II Year B. A.  
– Semester – III

**Course 3: Paper III- Radio and Television Journalism**

**Learning Outcomes:**

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

- Identify and define various kinds of Television Channels in India
- Compare and contrast various Radio FM Channels and Television Channels in India
- Increase the awareness and appreciation of Transition from Radio FM Channels to Satellite Television Channels
- Analyze the Duties and Responsibilities of Radio Staff
- Evaluate the Duties and responsibilities of Television Channels Staff.
- Critically examine the work of Prasara Bharathi Corporation

**Syllabus:**

Unit I:
Invention and Development of Radio; Characteristics of Radio as a medium of communication; A.M. and F.M. Broadcasting; Community Radio; Concept and Development; Radio programming formats and programs.

**Unit II:**

Duties and Responsibilities of Radio Staff; Station Director – Asst. Station Director – Programme Executive – Transmission Executives – Announcer – Other crew;

**Unit III:**

Invention and Development of Television; Characteristics of TV as Medium of Communication – Broadcasting Technology; Terrestrial Broadcasting – Satellite Broadcasting – DTH; Television Programming Formats and programmes.

**Unit IV:**


**Unit V:**

All India Radio and Doordarshan; Autonomy – Prasara Bharathi Corporation.

**Reference Books:**

2. U.I. Barua : This is All India Radio.
5. G.C. Awasthi : Broadcasting in India.
7. R.N. Acharya : Television in India.

**Mandatory Co-Curricular Activity:**

Press Report should be a compulsory activity as it helps student to understand vividly and clearly than the text and **should be made part of Internal Examination by allotting 10 marks out of 25 marks for this skill-based activity.**

**Suggested Co-Curricular Activities**

- Press Club
- Assignments
- Student seminars
- Collecting Information for News
- Recording News in Electronic Media Tools
- Script Writing
- Photos for News items
Students should be asked to collect press clips

**PROGRAMME: THREE-YEAR B.A.**
(With Journalism, History and Economics, Disciplines)

**Course Code:**

**Domain Subject: Journalism**

Semester-wise Syllabus
under CBCS II Year B. A.
– Semester – IV

**Course4: Paper IV- Journalism in India with Special Reference to Andhra Pradesh.**

**Learning Outcomes:**

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

- Identify various types of English News Papers Regional Languages News Papers
- Compare and contrast various English News Papers Regional Languages News Papers.
- Increase the awareness and appreciation of Transition from old Trends to New Trends in Journalism in India.
- Analyze the emergence of the Telugu Journalism in Andhra Pradesh.
- Evaluate the Contribution of Important Personalities to Telugu Journalism.
- Critically examine the Role of Press in Social, Political and Economic Development of the State.

**Syllabus:**

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

Reference Books:
1) K. Krishna Murthi, Indian Journalism – Origin, Growth and Development of Indian Journalism – From Asoka to Nehru, University of Mysore Press, Mysore 1966.
3) Wolseley, Holand, E., Journalism in Modern India, Bombay : Asia Publishing House, 1954.
6) J. Natarajan, History of Indian Journalism.
7) R. Parthasaradhi, Journalism in India.
8) R.C.S. Sarkar, Press in India.
9) D.D. Basu, Laws of the Press in India.
10) Introduction to Communication Theory – John Fiska.

Mandatory Co-Curricular Activity:
Press Report should be a compulsory activity as it helps student to understand vividly and clearly than the text and should be made part of Internal Examination by allotting 10 marks out of 25 marks for this skill-based activity.

Suggested Co-Curricular Activities

# Press Club
# Assignments
# Student seminars
# Collecting Information for News
# Recording News in Electronic Media Tools
# Script Writing
# Photos for News items
# Students should be asked to collect press clips

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

(With Journalism, History and Economics, Disciplines)

**Course Code:**

**Domain Subject: Journalism**

Semester-wise Syllabus
under CBCS II Year B. A.
–Semester – IV

**Course 5: Paper V - Origin of Telugu and Evolution of Telugu Press**

**Learning Outcomes:**
After successful completion of this course, the student will be able to:

- Identify various types of Telugu News Papers and define their Organization and Structure.
- Compare and contrast different types of story, writing features and articles in Telugu.
- Increase the awareness and appreciation of Transition from Evolution of the Telugu Press.
- Analyze the emergence of the Modern Telugu.
- Evaluate the key facets of Reporting for Telugu News Papers.
- Critically examine the News gathering process for Telugu News Papers.
Syllabus:

Unit I:
The origin of Telugu Language and the influence of Journalism in shaping the modern Telugu Language.

Unit II:
Evolution of the Telugu Press before and after Independence growth of Telugu Journalism after the formation of Linguistic states.

Unit III:

Unit IV:
Reporting for Telugu News Papers, different types of leads and body of the story, writing features and articles in Telugu. Types of features characteristics difference between articles and features, Ideas of features, human-interest stories, middles, travelogues, human writing, columns syndicated columns.

Unit V:

Reference Books:
2) Journalism and the students – Richard, Frederick
3) Telugu Journalism – Durgam Ravindhar
4) News Writing – K. Ramachandra Murthy

Mandatory Co-Curricular Activity:
Press Report should be a compulsory activity as it helps student to understand vividly and clearly than the text and **should be made part of Internal Examination by allotting 10 marks out of 25 marks for this skill-based activity.**

Suggested Co-Curricular Activities

# Press Club
# Assignments
# Student seminars
# Collecting Information for News
# Recording News in Electronic Media Tools
# Script Writing
# Photos for News items
# Students should be asked to collect press clips
PROGRAMME: B. A. JOURNALISM (CBCS) MODEL QUESTION PAPER PATTERN

Max. Marks: 75                         Time: 3 hrs

SECTION A                               (Total: 5x5=25 Marks)
Answer any five questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  

SECTION B                               (Total: 5x10 = 50 Marks)
Answer any five questions. Each answer carries 10 marks
(Internal Choice questions should be given from each Unit)

1.a  
OR
1.b  

2.a  
OR
2.b  

3.a  
OR
3.b  

4.a  
OR
4.b  

5.a  
OR
5.b  

Subject Experts

B. Sunitha  
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Ananthapuramu

Subject Vetted by

Dr. D. Sahadevudu  
Department of History  
Chairman Board of Studies - Journalism  
Government Degree College  
Uravakonda  
Ananthapuramu District