

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 Communication Syllabus 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
2. S.C.Bhatt, (2010), Indian press since 1955, Publication division
3. J.Natarajan,(2000)History of Indian Journalism, Publication division
4. Bangore, (1973) Brownjabulu-Telugu Journalism Charitra, Bangoreprachurana.
5. 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
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- 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,
2. Uma Narula. (1976). Mass Communication: Theory and Practice, New Delhi: Har Anan
3. Denis Mcquail and Windhal. (1986). Communication Models, London: Longman.
4. John Fiske (2002). Introduction to communication studies. London:Routledge
5. Peter Hartley (1999). Interpersonal Communication. London: sage.
6. Denis Mcquail (2005). Mass communication theory, New Delhi:sage.
7. Defluer and Ball Rockeach. (1989) Theories of Mass Communication, New York:
8. Larry A Samovar and Richard E Porter (2003). Intercultural communication. London : Wadsworth Company
9. Linda Beamer and iris Varner (2009). Intercultural communication in the global work place. London: Tata McGraw Hill
10. Joann Keyton (2006). Communication and organization culture. London; Sage
11. www.comminit.com
12. www.oneworld.org
13. www.onthecommons.org
14. 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. Cutlip& 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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