

**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)**

Sl. No	Code	Sem	Courses 1, II, III, IV &V	Name of Course (Each Course consists 5 Units with each Unit having 12 hours of class-work)	Hou rs/ Wee k	Credits	Marks	
							Mid Sem	Sem End
1		I	I	History of Journalism and Mass Media	5	4	25	75
2		II	II	Principles of Communication	5	4	25	75
3		III	III	Radio and Television Journalism	5	4	25	75
4		IV	IV	Journalism in India with Special Reference to Andhra Pradesh.	5	4	25	75
5		IV	V	Origin of Telugu and Evolution of Telugu Press	5	4	25	75
<b>Total</b>						<b>20</b>	<b>125</b>	<b>375</b>

**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

**Course1: Paper I- 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**

The Origin of Press: Invention of Printing Press – Gutenberg Press – Role of Printing in evolution of modern newspapers; Growth of newspapers in India: Hickey's Gazette, Early journalism in Bengal, Bombay and Madras presidencies.

**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**

Contribution of Eminent Personalities to Indian Journalism: Bala Gangadhar Tilak – Gandhi – Jawaharlal Nehru – S. Sadanand; Contributions of Eminent personalities to Telugu Journalism: Kandukuri Veeresalingam Pantulu – Kasinadhuni Nageswara Rao – Kotagiri Rama Rao – Narla Venkateswara Rao.

### **Unit IV**

Contribution of Important News Papers: Amrit Baazar Patrika, The Times of India – The Hindu; Contemporary News Papers in Telugu – Eenadu, Saakshi, Andhra Jyothy, Andhra Bhoomi, Surya, Vaartha, Prajashakthi, Visalandhra.

### **Unit V**

History of Broadcasting in India: Origin and Growth of Radio and Television in India – Growth of Cable and Satellite Television in India; Growth of Internet based New Media: Online Journalism – E- paper – Social Networking.

### **Reference Books**

1. Nadig Krishna Murthy : Indian Journalism, Mysore University Press
2. S. Natarajan. Indian journalism
3. R. Parthasarathi: Modern Journalism in India. Sterling Publishers.
4. J. V. Seshagiri Rao. Studies in the history of /journalism
5. R. Anand Sekhar. Journalism charithra vyavastha
6. Rabindranath. M: History of Telugu Journalism, Print & Electronic Media
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**

Communication Theories: Bullet Theory - Personal Influence Theory; Normative  
theories: Authoritarian –Libertarian - Social Responsibility - Democratic Participant  
media Theory.

### **Unit V**

Principles, Characteristics of Verbal Communication - Oral Communication, Written  
Communication; Principles, Characteristics of Non Verbal Communication.

## **Reference Books**

1. Erik Karl Rosengren (2000).Communication: An Introduction, London: Sage Publications.
2. Keval. J Kumar (2007). Mass Communication in India (4thedn), Mumbai: Jaico Publishing House.
3. Stanley J Baran & Dennis K Davis (2002).Mass Communication Theory: Foundations (2ndedn), Ferment, and Future, Singapore: Thomason Asia Pvt. Ltd.
4. Denis McQuail (2005). McQuail's Mass Communication Theory, New Delhi: Vistaar Publications.
5. Vir Bala Aggarwal and VS Gupta (2002). Handbook of Journalism & Mass Communication, New Delhi: Concept Publication Company.
6. Uma Narula (2006).Hand book of Communication: Models, Perspectives and Strategies, Atlantic Publications.

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### **Suggested Co-Curricular Activities**

- # Press Club
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- # Student seminars

- # Collecting Information for News
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- # Script Writing
- # Photos for News items
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**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

**Course3: 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 :**

Duties and responsibilities of Television crew – Satellite Television Channels in India; Zee T.V – STAR T.V – SUN T.V. Network; E.T.V; Television News Channels.

#### **Unit V:**

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

#### **Reference Books :**

1. P.C. Chatteji : Broadcasting in India, New Delhi.
2. U.I. Barua : This is All India Radio.
3. Mehra Masani : Broadcasting and the People.
4. H.R. Luthra : Indian Broadcasting.
5. G.C. Awasthi : Broadcasting in India.
6. Keval Kumar : Mass Communication in-India.
7. R.N. Acharya : Television in India.

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

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**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 AndhraPradesh.**

**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**



History of Journalism in India – Origin and Development Journalism During British Period – Journalism During Post – Independence Period – Present Trends in Journalism in India.

#### **UNIT - II**

English Press in India – Origin and Development – Important English, News Papers – National and Regional – Importance – Contents of English News Papers – Classification of News Papers Appraisal.

#### **UNIT - III**

Press Regional Languages – News Papers in Hindi – Bengali – Tamil – Gujarati – Malayalam – Kannada – Contribution of Regional Language News Papers – Circulation Problems - Future.

#### **UNIT - IV**

Press in Telugu – Important Telugu News Papers and Magazines – Circulation – Contents – Presentation of Contents – Role of Press in Social, Political and Economic Development of the State.

#### **UNIT - V**

Journalism in Telugu – Origin and Development – Important Features – Role – Standards – Political Journalism – Emerging Trends. Some Important Personalities in Telugu Journalism – Narla Venkateswara Rao – M., Chalapati Rao, G. Malla Reddy – A.B.K. Prasad, T. Kutumba Rao.

#### **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.
- 2) M. Chalapathi Rao, The Press, National Book Trust, Delhi 1974.
- 3) Wolseley, Holand, E., Journalism in Modern India, Bombay : Asia Publishing House, 1954.
- 4) Ahuja, B.N. the History of press in India, New Delhi : Surjeet Publications, 1990.
- 5) Aggarwal, S.K., The Press at cross Roads, New Delhi, 1971.
- 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.
- 11) Journalism and Mass Communication in India – D.S. Mehta.
- 12) Communication and Development – Everett M. Rogers.
- 13) Communication Strategies for Rural Development – R.CRAWFORD & W.WASD.

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#### **Suggested Co-Curricular Activities**

# Press Club

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**Domain Subject: Journalism**

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

**Course5: 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 :**

News gathering process for Telugu News Papers, Organization and Structure of Telugu News Paper, Editorial Department, Organization and functions.

### **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 :**

Writing and Editing for Telugu Press : Writing Telugu Editorials, Eminent Telugu Journalism and News Paper. Editing copy in Telugu, Rewriting, Leads, Writing Headlines and Captions, Special pages. Periodical Press.

### **Reference Books :**

- 1) Studies in the History of Telugu Journalism – K.R. Seshagiri Rao
- 2) Journalism and the students – Richard, Frederick
- 3) Telugu Journalism – Durgam Ravindhar
- 4) News Writing – K. Ramachandra Murthy

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**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**  
**Department of Journalism**  
**KSN Government Degree College (Women)**  
**Ananthapuramu**

**Subject Vetted by**

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