

**B.A (Regular) JOURNALISM AND MASS COMMUNICATION**  
**Under Choice Based Credit System**  
**Total Credits: 120**

<b>Semester</b>	<b>Core</b>	<b>AECC</b>	<b>SEC</b>	<b>DSE</b>	<b>GE</b>
<b>I</b>	<b>Core A1-</b> Introduction to Media and Communication Core – B 1 English – 1	ENV. ST			
<b>II</b>	<b>Core A2 –</b> Print Media	Science & Technology			
<b>III</b>	<b>Core A3 –</b> Broadcast Media		<b>SEC 1 -</b> Computer Applications		
<b>IV</b>	<b>Core A4 –</b> Internet Journalism		<b>SEC 2 -</b> Office Management		
<b>V</b>			<b>SEC 3 -</b> Entrepreneurship	<b>DSE 1 –</b> Media Law & Ethics	
<b>VI</b>			<b>SEC 4 -</b> Soft Skill Development	<b>DSE 2 –</b> Advertising & Public Relations	

**Semester I**  
**C A1 Introduction to Media and Communication**

The course is designed for giving the students a framework to access, analyze, evaluate and participate with messages in various forms of communication. Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy. This understanding will enable students to realize media's dynamics in the context of their origin and evolution which would in turn allow newer insights towards exploring innovative angles for practicing the same.

Unit – I (L-15)

Communication: Definition, Nature, Scope and Purpose, Process of Communication, Functions of Communication.

Unit – II (L-15)

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types

Unit –III (L-15)

Mass Media: Meaning & Concept, Introduction to Indian Press, Brief account of the origin and development of newspaper and magazine in India, History of the development of electronic media in India: Radio & TV

Unit – IV (L-15)

Media, Market and Technology: Changing trends of Mass Communication under the process of globalization, Private and Public Media, Technology in the development of Media, Media and Market: Nature, Relation & Expansion.

Books for Reference:

1. Singhal, Arvind & Roger, Everett M. *India's Communication Revolution: From Bullock Carts to Cyber Marts.*
2. Kumar, Keval J. *Mass Communication in India.* Jaico Publishing House.
3. Agarwal, Virbala. *Handbook of Journalism and Mass Communication.*
4. Ghosh, Subir. *Mass Communication Today*
5. Rayudu, C.S. *Communication*
6. Vilanilam, J.V. *Mass Communication in India*

## **Semester II**

### **Core A2 Print Media**

#### Unit I

Agenda setting role of newspapers- Ownership, Revenue, Editorial policy. Citizen Journalism, Investigative journalism. Sting operations and Celebrity/ Page 3 journalism. Ethical debates in print journalism - Paid news, Advertorials

#### Unit II

Specialised Reporting: Business, Parliamentary, Agriculture /Rural, International Affairs, Entertainment

#### Unit III

Planning for print : size, anatomy, grid, design. Format, typography, copy, pictures, advertisements. Plotting text: headlines, editing pictures, captions. Page-making : Front page, Editorial page, Supplements

#### Unit IV

Technology and Page making techniques: layout, use of graphics and photographs. Printing Processes: Traditional vs modern. Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc.

Reading List:

1. Kamath, M.V. Professional Journalism, Vikas Publications
2. Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
5. Sarkar, N.N. Principles of Art and Production, Oxford University Press
6. Stuart Allan, Journalism: Critical Issues, Open University Press

## **Semester III**

### **Core A3- Broadcast Media**

#### Unit I

Public Service Broadcasting: Definitions and Mappings. Revenue Models. Global Overview of Public Service Broadcasting. Public Service Model in India: Policy and Laws

#### Unit II

State Initiatives and Interventions: All India Radio, Doordarshan, Films Division, The Prasar Bharti Bill

#### Unit III

Participatory Communication: Community Radio, Campus Radio, Community Video, Citizen Journalist, Digital Media and ICT

#### Unit IV

Case studies: Public Service Broadcasting Trust, (PSBT) India, British Broadcasting Corporation (BBC)

Reading List:

1. Chatterjee P.C, Broadcasting in India, New Delhi, Sage 1987.
2. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002.
3. Saxena ,Ambrish, Radio in New Avatar- AM to FM, Kanishka Publishers .

**Semester IV**  
**Core A4 - Internet Journalism**

On completion of the course students should be able to explain the uses of cyber media for journalistic purpose. They can understand the applications of the uses of online tools for communication.

**Unit-I**

Meaning and definition. Characteristics of Online Communication

**Unit-II**

Characteristics of Internet. Brief Idea about ISP and browsers. Websites & its types. Email: Need & Importance. Web tools: Blogs, Social Media & Search Engine

**Unit-IV**

Brief History of the E-newspaper in English & Hindi. Reasons for the growing popularity of e-newspaper. Present & Future of E-newspaper. Limitations of online newspapers

**Unit-IV**

Traditional vs Web Journalism. Elements of a Web newspapers. Reporting Writing, Editing for Web Journalism. Web Journalism & Law: Information & Technology Act 2000 & Copy Right Act.

**Suggested Readings :**

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
3. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295
4. Suresh Kumar Internet Patrakarita, Takshila Publication, Delhi

**Semester IV**  
**DSE1- Media Ethics & Law**

On completion of the course students should be able to understanding basic laws relating to media. They can get an overview of recent amendments in media laws. The course will help them become a responsible media person.

Unit -I

Constitution and freedom of speech and expression. Contempt of court. Official secrets act 1923. Right to information. Right to privacy.

Unit-II

Civil and criminal law of defamation. Indian penal Code 1860 (Section -124A,153AB, 292,293). Criminal procedure Code 1973 (Section-93,95,96, 108, 144, 196,327). Intellectual property rights. Copy Right Act 1957. Prasar Bharti Act 1990. Cable TV network regulation Act 1995. Information technology Act 2000.

#### UNIT-III

Press commissions. Media council/ Press Council. Working Journalist Act. Autonomy of public broadcasting

#### Unit -IV

Ethics: Meaning & definition. Advertising Council of India. Parliamentary privileges: article 105, 193 and 361A of constitution. Guidelines for parliamentary coverage. AIR code for election coverage. Doordarshan commercial code

Suggested Readings:

1. Universal Publishers Criminal Law Manual (relevant Sections of IPC)
2. Universal Publishers Law Dictionary [Constitution of India (Article 19 (1) and 19 (2) 105, 194)]
3. D D Basu Law of the Press, Wadhwa & Company, Nagpur
4. Vidisha Barua Press and Media Law Manual, Universal Law Publishing Co. Pvt. ltd. New Delhi
5. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi

### Semester VI

#### **DSE2 - ADVERTISING & PUBLIC RELATIONS**

##### Unit I

Evolution and growth of advertising: Definitions and socio-economic effects of advertising, various media for advertising, changing advertising scenario. Theories of Advertising

##### Unit- II

Advertising campaign, product analysis, media planning, copywriting, various stages of creative process, advertising appeals, language of advertising. Brand management and brand positioning.

Ethical and legal aspects of advertising, Apex bodies in advertising-AAAI, ASCI etc. Social Marketing.

##### Unit III

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations. Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

##### Unit IV

Public in Public Relations; Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign.

PR in government and corporate sectors, Corporate Social Responsibility, PR ethics and codes. PRSI.

## **BOOKS FOR REFERENCE**

1. Dr Varma and Agarwal. *Advertising Management*
2. Vilanilam, J.V. and A.K.Verghese. *Advertising Basics*
3. Chunnawala and Sethia. *Foundation of Advertising*
4. Chauhan. *Essentials of Advertising*
5. Mohan, Mahendra. *Advertising Management*
6. Jethwaney, Jaishri & Jain, Shruti\_(2012). *Advertising Management*. OUP.
7. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.
8. Jethwaney, Jaishri N. & N.N. Sarkar. *Public Relations*. New Delhi: Sterling Publishers Pvt. Ltd.
9. Black, Sam. *Practical Public Relations*.
10. Sahai, Baldeo. *PR: A Scientific Approach*
11. Sardana, C.K. *The Challenge of P.R*
12. Kanl, J.M. *Public Relations in India*
13. Mehta, D.S. *Handbook of PR in India*