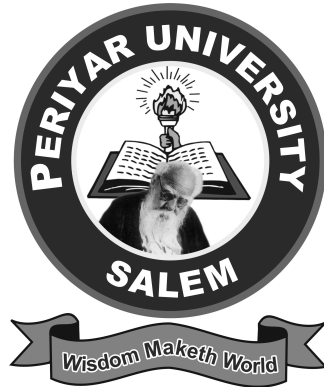


**PERIYAR UNIVERSITY**

**SALEM – 636 011.**



**PERIYAR INSTITUTE OF DISTANCE EDUCATION**

**[PRIDE]**

**B.A., JOURNALISM AND MASS COMMUNICATION**

**SYLLABUS & REGULATIONS**

**SEMESTER**

**[Candidates admitted from 2020 onwards]**

# Periyar University Salem-636011

(PRIDE)

## *Regulations –B.A Journalism and Mass Communication*

### **1. CONDITION FOR ADMISSION**

A candidate who has passed higher secondary examination under secondary board of examination, Tamilnadu or as per norms set by the Government of Tamilnadu or an examination accepted as Equivalent thereto by the Syndicate subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **B.A.**Degree examinations of this university after a course of study of THREE academic years.

### **2. DURATION OF THE COURSE**

The course of the degree of Bachelor of Arts shall consist of THREE academic years.

### **3. COURSE OF STUDY : B.A. DEGREE in Journalism and Mass Communication**

First year I semester		
Part	Title	credit
Part I	Tamil Paper - I	4
Part II	English Paper - I	4
Major paper 1	Introduction to Journalism	4
Allied paper 1	Sociology	4
Total		16 credits
First year II semester		
Part I	Tamil Paper – II	4
Part II	English Paper - II	4
Major paper 2	Reporting	4
Allied paper 2	History	4
Total		16 credits

<b>Second year III semester</b>		
Part I	Tamil Paper – III	4
Part II	English Paper - III	4
Major paper 3	News editing	4
Allied paper 3	Psychology	4
Total		16 credits
<b>Second year IV semester</b>		
Part I	Tamil Paper – IV	4
Part II	English Paper - IV	4
Major paper 4	Advertising	4
Allied paper 4	Economics	4
Total		16 credits
<b>Third year V semester</b>		
Major paper 5	Public Relations	5
Major paper 6	Writing for media	6
Major paper 7	Newspaper management	5
Total		16 credits
<b>Third year VI semester</b>		
Major paper 8	Advanced Reporting	4
Major paper 9	Media laws and Indian constitution	4
Major paper 10	Development communication	4
Major paper 11	Web journalism	4
Total		16 credits
<b>Grand total</b>		<b>96 credits</b>

4. **EXAMINATIONS:** The theory examination shall be three hours duration to each paper at the end of every semester.

## 5. SCHEME OF EXAMINATIONS

The scheme of examinations for different semester follows

**Time: 3 Hours**

**Maximum Marks: 75**

### **PART A**

**Answer all the question: Each in one or two sentences 10X2=20 Marks**

### **PART B**

**Answer any five of the following: Each not exceeding one page. 5X5=25 Marks**

### **PART C**

**Answer any three out of five (Essay Type Questions) 3X10=30 Marks**

6. **PASSING MINIMUM:** The candidate shall be declared to have passed the examination if the candidate secures not less than 40 marks in the university examination in each theory paper.

# Syllabus

## B.A JOURNALISM AND MASS COMMUNICATION

### First Year

Course Code	Title of the Course
	<b>Introduction to Journalism</b>

*Learning objectives:*

To enable the students to

- know the definition and characteristics of Journalism
- understand the various aspects and concepts related to Journalism
- understand the various terminologies associated with Journalism
- get imparted in specialization skills in various areas

### MAJOR PAPER I: INTRODUCTION TO JOURNALISM

#### Unit -I

Definition, Nature and Scope of Journalism - Qualifications, Duties and Responsibilities of Journalists - Journalism as a profession.

#### Unit -II

Media and Society. Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Folk Media.

#### Unit -III

Journalistic Terminologies - Four theories of press - professional organizations; ABC, INS, AFWF, AINEC, Tamil Nadu Media, Journalistic writing, characteristics and types - news, features, articles, editorials, columns, letters to the editors & review.

#### Unit -IV

Introduction to Specialization in Journalism - Business Journalism - Magazine Journalism - Film Journalism – Community Journalism - Tabloid Journalism, On-line Journalism.

#### Unit -V

Code of ethics for media - brief introduction to recent trends in mass media; Cultural imperialism, Infotainment, media activism, agenda setting, gate keeping.

### BOOKS FOR REFERENCE:

1. RANGASWAMI PARTHASARATHY, Journalism in India, Sterling Publishers, 1989,
2. BRIAN MC NAIR, News & Journalism in the UK, Routledge, London ,1999.
3. JEFFREY OLEN, Ethics in Journalism, library of congress cataloging in Publication Date, 1988.
4. FRANCOIS GAUTIER, A Western Journalist on India, Har-Anand Publications pvt Ltd, New Delhi 2001.
5. N.C. PANT, Modern Journalism, Kanishka Publishing New Delhi 2002.

Course Code	Title of the Course
	<b>Sociology</b>

*Learning objectives:*

To enable the students to

- know the basics of Sociology
- understand the various aspects and concepts related to Sociology
- understand the various terminologies associated with Sociology
- get imparted in specialization skills in various areas

### **ALLIED PAPER I: SOCIOLOGY**

**Unit – I:** Sociology: Definition, Its relationship with other Social sciences, Concept and meaning: Society, Community, Social group, Associations, and Institution.

**Unit – II:** Social Processes: Meaning, Types: Co-operation, Competition, Conflict, Accommodation, and Assimilation, Definition and concept of culture, civilization, customs, folkways and mores.

**Unit – III:** Social Institutions: Meaning, Types, and functions. Socialization – Definition and functions, Agencies of Socialization.

**Unit – IV:** Social Stratification: Concept, and Forms, Concept of Caste, Class, and Race, Caste system in India.

**Unit – V:** Social Control: Concept, Definition, Agents of Social Control. Social Change : Concept, Process, Factors acting as agents of Social Change.

### **BOOKS FOR REFERENCE:**

1. Kapadia (1965), Marriage and Family in India, London, Oxford University Press.
2. Mac Iver & page, (1959), Society, New Delhi, Macmilan & Co.
3. Srinivas (1962) Caste in Modern India, New Delhi, Asia Publishing House.
4. Tummin (1981), Social Stratification, New Jersey, Prentice Hall.

Course Code	Title of the Course
	<b>Reporting</b>

*Learning objectives:*

To enable the students to

- Understand the various aspects of reporting and editing
- understand the reporting techniques in reporting
- understand the nature and need for reporting
- understand the various functions and qualities of various hierarchies

## **MAJOR PAPER II: REPORTING**

### **UNIT- I**

Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom vs newspaper's policies and objectives. Trends in reporting: Interpretative and Investigative – Freelancing.

### **UNIT -II**

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews\_ types, techniques, preparation and writing interview story.

### **UNIT- III**

Reporting government and other agencies: Central, State and Local Governments, Rural reporting –Beats and Special Coverages. Covering essential services Communications, Transport, Education, and Health etc.

### **UNIT- IV**

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting: Source of news, procedure, reporting style.

### **UNIT- V**

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

## **BOOKS FOR REFERENCE:**

1. 'News Reporting and Writing'. Mencher, Melvin. MC Graw Hill, NY. 2003.
2. 'The Complete Reporter'.(4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
3. 'Interpretative Reporting'.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
4. 'Reporting for the Print media'. (2nd ed) ,Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
5. 'News Reporting and Writing'.(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.

Course Code	Title of the Course
	<b>History</b>

*Learning objectives:*

To enable the students to

- know the basics of History
- understand the various Historical aspects
- understand the various inventions and discoveries
- Gain useful knowledge about the culture and heritage of the country

## **ALLIED PAPER II: HISTORY**

### **UNIT –I**

Origin and Theories of Rajputs – Muhammad of Ghazni – Muhammad of Ghor Delhi Sultanate – sources – Slave dynasty – Qutb-ud-din Aibak – Iltumish – Wars – Sultana Raziya– Muhammad of Ghazni

### **UNIT -II**

The Khiljis – Ala-ud-Din Khilji – Conquests and administration - The Tughluqs - Muhammad Bin Tughluq – Reforms –Ibrahim Lodi - Art & architecture – downfall – Bhakti Movement - Origin of Vijayanagar Kingdom – Sources – Krishnadevaraya's Achievements –

### **UNIT -III**

The Mughal Empire – Sources – India on the eve of Babur's invasion – Babur conquests – administration – Humayun – wars – Sher Shah's conquests – Administration.

### **UNIT –IV**

Akbar the Great – conquests – Rajput policy – Religious policy – Din-i-Ilahi – Jahangir – Nourjahan – Shah Jahan – Golden age of Mughals – Wars of Succession.

### **UNIT –V**

Aurangzeb – conquests – Deccan policy – Religious policy – downfall of the Mughals – Mughal administration - social, economic and cultural conditions under the Mughals - Marathas – Shivaji – Achievements – Administration of Shivaji – Peshwas – Panipat III.

### **BOOKS FOR REFERENCE:**

1. J.L.Mehta, Advanced Study in the History of Medieval India, Sterling Publishers, New Delhi, 1980.
2. Meerasingh, Medieval History of India, Vikas Publishing Home, New Delhi, 1978.
3. Satish Chandra, History of Medieval India, Orient Blackswan, New Delhi, 2009.
4. V.D.Mahajan, History of India (from Beginning to 1526 A.D.), S.Chand and Co., New Delhi, 1976.
5. R. Sathianathaiar, A Political and Cultural History of India, Vol.II, Viswanathan Private Limited, Chennai, 1976.
6. Bakshi, S. R., Advanced History of Medieval India, Anmol Publication, New Delhi, 2002.



Course Code	Title of the Course
	<b>News Editing</b>

*Learning objectives:*

To enable the students to

- Understand the various aspects of news editing
- understand the techniques in news editing
- understand the nature of news reading
- understand the various functions and qualities of various hierarchies

### **MAJOR PAPER III: NEWS EDITING**

#### **UNIT –I**

Newsroom: Organization of a traditional newspaper, structure of an editorial department, hierarchy and division of work, edition planning, split editions, shifts and coordination, relation of editorial department with other departments; Gate keeping function.

#### **UNIT -II**

Sub-editor: Need for editing and role of the news-desk, functions of a sub-editor, basic editing tools, editing and proof-reading symbols, spell-check, Sorting and selection of news, editing and translating agency copy, slug; press releases, telephone message.

#### **UNIT -III**

Copy and schedule: Meeting timelines, checking facts for accuracy, correcting language sentence structure, paraphrasing, avoiding repetition; Rewriting leads- copy, value addition, rearranging sequence; Consistency of style, art of condensing copy, continuation, integration of a developing story; Writing headlines, types.

#### **UNIT -IV**

Newspaper design: Functions of design: Identity of a newspaper; broadsheet, tabloid and Berliner size, integration of content and presentation, principles of newspaper design, page organization; Basic elements: typography, use of color, column and grid structure, white space, contrast, style palette.

#### **UNIT -V**

Photojournalism: Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical), photo size, resolution and correction; Photo as a News: Text vs. photo; use of photos in a newspaper; Photo editing: coordination between photographer, reporter and sub-editor.

#### **BOOKS FOR REFERENCE:**

1. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
2. ParthsarthyRangaswami. Basic Journalism. McMillan India Ltd.
3. Saxena Sunil. Headlines Writing.Sage publication.
4. T.J.S. George: Editing – A Handbook for Journalists.
5. William Strunk & E. B. White – Elements of Style.
6. Kamath, M.V. The Journalist's Handbook.
8. Various style guides and handbooks (in print and online): UNI and PTI; Statesman (Calcutta); The Economist, Reuters, The Times, Guardian (London); Associated Press, UPI (New York).

Course Code	Title of the Course
	<b>Psychology</b>

*Learning objectives:*

To enable the students to

- know the basics of Psychology
- understand the various aspects associated with psychology
- understand the various inventions and discoveries
- Gain useful knowledge about psychology and its scope

### **ALLIED PAPER III: PSYCHOLOGY**

#### **UNIT -I**

Learning : Meaning and nature, Type of Learning (Verbal, Motor, Serial, Paired Association).  
Theories of Learning: Classical – Operant Conditioning, Cognitive learning, Transfer of Learning

#### **UNIT -II**

Memory and Forgetting : Memory: Meaning – Types – Improving Memory. Forgetting: Types, Theories of Forgetting, Amnesia

#### **UNIT -III**

Thinking and Language : The thinking process – Concepts – Concept Formation – Problem solving – Decision making – Creative thinking – stages. Language: Units and process

#### **UNIT -IV**

Intelligence : Definition – Theories of intelligence – Assessment of intelligence. Aptitude – Ability – Achievement

#### **UNIT –V**

Personality : Meaning and Definition -Theories of Personality: Type, Trait, dynamic, Psychoanalytical, Learning and Behavioral, and Humanistic Theories - Personality Assessment

### **BOOKS FOR REFERENCE:**

1. Mangal. S. K., General Psychology, Sterling Publishers Private Limited, New Delhi, 2009.
2. Wayne Weiten, Margaret A. Lloyd. (2003), Psychology Applied to Modern Life, Bangalore, Thompson Wordsworth.
3. Robert S. Feldman. (2005), Understanding Psychology, New Delhi: Tata McGraw-Hill Publishing Company Limited.
4. Clifford T. Morgan. (2001), Introduction to Psychology. Tata McGraw Hill, New Delhi.
5. Wayne weiten, Psychology (2007) Themes and Variations, Brooks/Cole Publishing Company, California

Course Code	Title of the Course
	<b>Advertising</b>

*Learning objectives:*

To enable the students to

- Understand the various aspects of advertising
- understand the advertising techniques in corporate houses
- understand the nature and need for advertising
- understand the various functions of advertising

## **MAJOR PAPER IV: ADVERTISING**

### **UNIT -I**

Advertising as Communication , Marketing Mix , Status of Advertising industry in India , Socio economic effects of Advertising , Advertising in Global marketing context; Leading advertisers (national and international); Advertising theories: Hierarchy of needs , Stimulus-Response Theory.

### **UNIT- II**

Types of Advertising: Consumer, industrial, Corporate, Cooperative, Retail, Farm, Comparative, Public service, Life-style and Trade. Strategies, merits and demerits; Critical analysis of ads.

### **UNIT- III**

Advertising Agency: Structure and functions, Types of Agencies , Agency selection , Advertiser- Agency –Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

### **UNIT -IV**

Advertising forms; Ad. production: Copy: copy platform , copy format , elements, appeals , visuals and other creative elements. Techniques of print ads and production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media planning strategy and methods. Case study of print ads and commercials.

### **UNIT -V**

Research: Measuring advertising effectiveness- Pre and post test , Research methods and techniques , Media and Market research. Cross-cultural and Lifestyle research. Trends in Advertising research in India. Professional Bodies: Advertising Agencies Association, Advertising Standards Council of India, Press Council.

## **BOOKS FOR REFERENCE:**

1. MONLE LEE & CARLA JOHNSON, *Principles of advertising A global perspective*, viva books private limited, New Delhi 2003.
2. Y.P. SINGH, *Effective advertising management*, Anmol publication new Delhi 2002.
3. MEENALASHI R. CHANHAN, *Advertising the social act challenge*, Anmol publication, New Delhi, 1995
4. SAM BLANCE, *Practical public Relations*, Pitman publishing, London, 1970.
5. JOHN PHILIP JONES, *International Advertising*, Sage Publication, New Delhi 2000.

Course Code	Title of the Course
	<b>Economics</b>

*Learning objectives:*

To enable the students to

- know the basics of Economics
- understand the various aspects associated with economics
- understand the various concepts in economics
- Gain useful knowledge about complex terminologies in economics

### **ALLIED PAPER IV: ECONOMICS**

#### **UNIT- I**

Introduction to Micro Economics Definition – Nature and Scope of Micro Economics – Methodology in Economics: Positive and Normative Economics – Static and Dynamic analysis – Deductive and Inductive methods – Choice as an economic problem.

#### **UNIT- II**

Consumption Law of demand – Elasticity of demand - Utility – Cardinal and Ordinal approaches – Law of Diminishing Marginal Utility – Law of Equi-marginal utility – Indifference curve analysis – Income, Substitution and Price effects.

#### **UNIT- III**

Theory of Production Production: Meaning and features – Production function – Production decisions – Law of Variable Proportions - Iso-quants- Producer's equilibrium- Factors substitution – Returns to scale and Economies of scale.

#### **UNIT- IV**

Cost and Revenue Analysis Cost concepts – Opportunity cost- Money Cost- Real Cost- Social Cost- Cost Function- Short- run and Long- run costs- Theories of costs – Total, fixed, variable and marginal costs.

#### **UNIT -V**

Welfare Economics Welfare Economics: Meaning and features – Classical Welfare Economics – Concept of Value judgement – Pigou's Double criterion – Problems in measuring welfare - Concept of Social Welfare function – Pareto's Optimality conditions.

### **BOOKS FOR REFERENCE:**

1. Mansfield, E (1997), "Microeconomics", W.W. Norton and Company New York.
2. Lipsey, R.G, and K.A. Chrystal (1999), "Principles of Economics", Oxford University Press, Oxford.
3. Samuelson, P.A. and W.D. Nordhaus (1998), "Economics", Tata McGraw Hill, New Delhi.
4. Varian, H.R. (2000), "Intermediate Microeconomics: A Modern Approach", East West Press, New Delhi.
5. Geoffrey A. Jehle and Philip J. Reny (2001), "Advanced Microeconomic Theory", Dorling Kindersley (India) Pvt. Ltd., Noida.

Course Code	Title of the Course
	<b>Public Relations</b>

To enable the students to

- understand the concepts in public relations
- understand the nuances of public relations
- master the art of dealing with conflicts
- understand the transparency mantra of public relations

## **MAJOR PAPER V: PUBLIC RELATIONS**

### **UNIT-I**

Public-Crowd-Mob-Audience-Mass. Relations-Behavioral Science-Organizational Behavior. Public Relations: Introduction, Background, Definitions, concept, scope, Public Relations-Propaganda, Advertisement, Publicity, Public Opinion, Marketing, Laisioning, Lobbying, Campaign, Promotion.

### **UNIT-II**

P.R, Model of PR change process. Common misconceptions about PR, Ten components of systematic approach to PR problem solving, Checklist of PR, SWOT analysis of PR in the present changing scenario. Corporate PR.

### **UNIT-III**

Understanding self, Self Esteem, Effective Listening, Patience, Conquest of anger, Negotiation power for win, Behavioral adjustment, Motivation Capability, Leadership quality, Body language, Positive thinking in any circumstances, Team spirit, Dealing with conflict, Structure of Public Relations Department. Budgeting of PR. PR Agencies.

### **UNIT-IV**

PR publications: Newsletter, House Journal, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters. Writing for PR: Press Release, Press note, Handout, Feature, Articles, Speech writing, special speech, PR tools and techniques. PR and Media Relations.

### **UNIT-V**

Corporate Governance: The Transparency Mantra of PR. HRD and public relations: Complementary role. Feedback: The art of giving. PR consultancy: Pros and Cons. Discussion on opinion survey of PR in Public and Private enterprises. PR- Research, Evaluation, Counseling. Marketing PR (MPR).

### **BOOKS FOR REFERENCE:**

1. Edward Bernays Public Relations 1945
2. Dennis L. Wilcox Public Realtions: Strategies and Tactics 1986
3. Allen H. Center Effective Public Relations 1952
4. Maria Bartiromo The AMA Handbook of Public Relations 2010
5. Alex Singleton The PR Masterclass 2013

Course Code	Title of the Course
	<b>Writing for Media</b>

*Learning objectives:*

To enable the students to

- Understand the various differences between the written and spoken language
- understand the reporting and writing skills
- understand the radio and television scripting techniques
- understand the writing techniques when using websites and internet

## **MAJOR PAPER VI: WRITING FOR MEDIA**

### **UNIT- I**

Language and Communication, Meaning and definition of language, perception Audio language symbols, signs, symbols, icons etc, Difference between written and spoken language, Instant script preparation, changing trends in media language.

### **UNIT -II**

Writing skill and process, Classical concept of writing, Structure- Introduction – body – conclusion, Elements of good writing, Process of writing.

### **UNIT -III**

Radio scripting and language, Concept of spoken language, Element of radio script, Stages of scripting and editing, Writing for different program genre : Talk, news, Newsreel, documentary, drama music and news formats.

### **UNIT- IV**

Television Scripting and Language, Writing for visuals and visual Communication, Writing for fictional and non fictional programmes, Types of script – Treatment, screen play, shooting script, break down script, Full page and split pagescript.

### **UNIT -V**

Writing for Web, Web writing and its growth, Features of web writing, Techniques of web writing.

## **BOOKS FOR REFERENCE:**

1. *JUNE A VALLADARES-The Craft of Copy Writing by Response book*
2. *EVGENE VALE -Screen and Television Writing*
3. *EDWARD FRIEND LANDER JOHN LEE HARPEE - Feature Writing for Newspaper and Magazine*
4. *MEL & WILLIAM -News Writing from Lead to 30*

Course Code	Title of the Course
	<b>Newspaper Management</b>

*Learning objectives:*

To enable the students to

- understand the nature, functions and planning process of newspapers
- understand about the newspaper industry and the laws associated with it
- understand the newspaper production process and problems, edition planning etc.
- understand the distribution and marketing management of newspapers

## **MAJOR PAPER VII: NEWSPAPER MANAGEMENT**

### **UNIT – I**

General Introduction to Management, Concept, Significance, Definition and Function of Management. Planning Meaning, Nature of Planning, Planning Process and Management.

### **UNIT – II**

Management Process, Organizing, Directing, Leadership etc, Controlling & Co-Ordination.

### **UNIT – III**

Newspaper as an Industry, Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management. Ownership Patterns. PRB Act, Company Act, Industrial Dispute Act, Working Journalists and other Newspaper Employees. Organizational, Role of ABC, IRS, NRS.

### **UNIT – IV**

Newspaper Production Process and Problems. Communication System, Edition Planning, Printing Schedules, Time Management. Different Type of Problem like Labour etc. Human Resource Development.

### **UNIT – V**

Distribution and Marketing Management of Newspaper, Introduction of Marketing, Concept of Marketing, Marketing Process. Consumer Behavior: Factors Influencing Buyers Behavior.

### **BOOKS FOR REFERENCES:**

1. GULAB KOTHARI News Paper Management in India,, Intercultural Open University.
2. BISWAJEET GUHA Media Development & Management: New Horizons, Kanishka Publishers.
3. K.P. YADAVA Media Management, Adhyayan Publishers.

Course Code	Title of the Course
	<b>Advance Reporting</b>

*Learning objectives:*

To enable the students to

- understand the concepts of advanced reporting and scoop
- understand the various reporting techniques for various beats
- have critical understanding of various aspects and concepts
- to understand the pros and cons of crime and investigative reporting

**MAJOR PAPER VIII: ADVANCE REPORTING**

**UNIT-I**

Concept of Advanced Reporting, Regular Reporting and Exclusive Reporting.

What is Scoop? How to Hunt a Scoop? Scoop for Advance Reporting.

**UNIT-II**

Political and Legislative Reporting, Understanding of Political Trends and Political Parties, Conducting Political Interview, Legislative Reporting (Parliament, Assembly and Local Bodies). Reporting of Rural, Other Autonomous Bodies, Bodies – Panchayat.

**UNIT-III**

Financial Reporting, Critical Understanding of Economic Forces and Corporate World, How to Write a Budget Story? How to Analyse Company Reports and Balance sheets? Critical Understanding of Linkages between Political and Economic Reporting.

**UNIT-IV**

General Understanding of Art Cultural and Sport Reporting. How to Report Cultural Events (Drama, Music, Dance etc). Review Articles, Film Coverage, General Introduction of Sports Journalism.

**UNIT-V**

Crime Reporting, Basics of Investigative Reporting, How to Cover a Crime Incident. Analytical Coverage of Crime, Court Reporting.

**BOOKS FOR REFERENCE:**

1. SANGEETHA SAXENA, *Defence Journalism in India*, Manas Publications, New Delhi, 1997
2. RAJENDRA K. SHARMA, *Journalism as a profession in India*, Media Promoters & Publishers, Bombay 1990
3. C.P. DHOLKIA, *Nature of Investigative Reporting*, ABD Publishers, 2004.
4. RANGASWAMI PARTHASARATHY, *Journalism in India*, Sterling Publishing



Course Code	Title of the Course
	<b>Media Laws and Indian Constitution</b>

*Learning objectives:*

To enable the students to

- understand the concept of freedom of press and label as fourth estate
- understand the various nuances of the Indian constitution
- understand the various media laws and acts
- understand the various functions and roles of the Press Council of India

## **MAJOR PAPER IX: MEDIA LAWS AND INDIAN CONSTITUTION**

### **UNIT- I**

Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency. Public and Private media. Comparative freedom for media in- USA, India and Non aligned countries.

### **UNIT- II**

Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties. Directive Principles of State Policy. Freedom of Speech and Expression: Article 19(1) (a) and Article 19 (2).

### **UNIT -III**

Media Laws: Defamation-Slander, libel, Sedition, Obscenity, Censorship and Contempt of Court.

### **UNIT- IV**

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

### **UNIT- V**

Press Council of India, Press Commissions of India. Right to Information, Information Technology Act, Prasar Bharti Act.

## **BOOKS FOR REFERENCES:**

1. *LOUIS A. DAY, Ethics in media communications; cases and controversies, Wadsworth Publishing Company, 1990.*
2. *K.L. BHATIA, Dr. B.R.Ambedkar social Justice and The Indian Constitution. Deep and Deep Publications, 1994.*
3. *CLIFFORD G. CHRISTMAS ET.AL, Media ethics cases and moral Reasoning, Pearson Education, 2005.*
4. *DR. (JUSTICE) DURGA DAS BASU, Constitutional Law of India Six Edition. Prentice, Hall of India Private Limited, 1991.*

Course Code	Title of the Course
	<b>Development Communication</b>

*Learning objectives:*

To enable the students to

- understand the concept of development and sustainable development
- understand the various aspects of mass media and development
- understand the concepts of science and technology communication
- understand the various functions and qualities of an NGO

## **MAJOR PAPER X: DEVELOPMENT COMMUNICATION**

### **UNIT – I**

Development and Society. Concept of Development and Sustainable Development: Nature and Scope. Indicators of Development and Social Changes. Development and Social Changes. Development and Five Year Plans of India.

### **UNIT – II**

Development Communication: Its Concept and Process, Development Journalism and Development Support Communication. Models of Development. Participatory Model of Development Communication. New Information and Communication Technology and Development.

### **UNIT – III**

Role of Akashwani and Doordarshan in Development. Mass Media and Development: Various Programmes. Traditional and Other Alternative Media of Development. Health and Family Planning Programmes and Mass Media.

### **UNIT – IV**

Science and Technology Communication. Science Technology and Development in Historical Perspective. Agricultural Development and Journalism. Environment and Journalism.

### **UNIT – V**

Media & NGOs. How to Cover NGOs? Comparative Study of Media Covering of NGOs. Role of NGOs in Development of Society. Study of Prominent NGOs (GPF, Oxfam, AWARD, Ekalavya, Priya, ACTION – AID, etc.)

## **BOOKS FOR REFERENCES:**

1. KAMLESH MAHAJAN Communication and Society, Clasical Publishing Company, New Delhi.
2. K.B. MATHUR Communication for Development & Social change, Allied Publishers Ltd.
3. BALDEV RAJ GUPTA Mass Communication and Development
4. SHRINIVAS, R. MELKOTE Communication for Development in the Third World: Theory and Practice

Course Code	Title of the Course
	<b>Web Journalism</b>

*Learning objectives:*

To enable the students to

- understand the various aspects of new media
- understand the basics of web pages
- understand the various concepts in multimedia and animation
- understand the pros and cons as well as the other aspects in content planning

## **MAJOR PAPER XI: WEB JOURNALISM**

**UNIT -I** Online Journalism: Definition and Concept, Internet as a medium of communication Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution

**UNIT -II** Distinctive Features of Online Media, Online Journalism V/s Other News Mediums, New roles of Journalists in the Internet age, Trends in online Journalism, Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism

**UNIT -III** Digital Divide- Writing for the screen vs. writing for print, Linear vs. nonlinear form Styles of web writing: The art of lateral thinking and layering, Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts

**UNIT- IV** Web page development, inserting, linking; editing and publishing, On-line editions of newspapers- Content management and economics, Conducting online searches and research, online searching techniques, Citing Internet sources, Archiving, Photo Essays

**UNIT- V** Comparative Analysis of E editions v/s print editions of national dailies, Analysis of News websites, Create a weblog and update regularly. How to start an online magazine (basics).

### **BOOKS FOR REFERENCE:**

1. CASANOVA JOHN VILLAMIL Multimedia: an introduction
2. SINGH VISHNU PRIYA SINGH MEENAKSHI Multimedia: illustrated , Asian publishers, Delhi
3. DANIEL GRAY Web design fundamentals Handbook, Dreamtech, Delhi
4. REINHARDT ROBERT LOTT JOEY, Wiley Flash mx action script programming bible, dreamtech India P Ltd., Delhi.
5. PAVLIK JOHN V. New Media Technology