PERIYAR UNIVERSITY
SALEM – 636 011.

PERIYAR INSTITUTE OF DISTANCE EDUCATION

[PRIDE]

B.A., JOURNALISM AND MASS COMMUNICATION

SYLLABUS & REGULATIONS
NON - SEMESTER

[Candidates admitted from 2007-2008 onwards]
Periyar University Salem-636011  
(PRIDE) 

Regulations - B.A Journalism

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 JOURNALISM

FIRST YEAR
1. Part I-Tamil Paper - I
2. Part II-English Paper - I
3. Major Paper - I
4. Major Paper - I
5. Allied - I

SECOND YEAR
6. Part I-Tamil Paper - II
7. Part II-English Paper -II
8. Major Paper - III
9. Major Paper - IV
10. Allied - II

THIRD YEAR
11. Major Paper - V
12. Major Paper - VI
14. Major Paper - VIII
15. Major Paper - IX

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

5. SCHEME OF EXAMINATIONS
The scheme of examinations for different non semester follows:

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Paper</th>
<th>Title of the paper</th>
<th>Duration</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Part I</td>
<td>Tamil Paper - I</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Part II</td>
<td>English Paper - I</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Major I</td>
<td>Introduction to Journalism</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Major II</td>
<td>Reporting and Editing</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>Allied I</td>
<td>History or Economics or Sociology or Psychology</td>
<td>3</td>
<td>100</td>
</tr>
</tbody>
</table>

**FIRST YEAR**

**SECOND YEAR**

| 6     | Part I| Tamil Paper – II    | 3        | 100   |
| 7     | Part II| English Paper - II  | 3        | 100   |
| 8     | Major III| Advertising &Public Relations | 3       | 100   |
| 9     | Major IV| Writing for Media   | 3        | 100   |
| 10    | Allied II| History or Economics or Sociology or Psychology | 3 | 100 |

**THIRD YEAR**

| 11    | Major V| Advance Reporting   | 3        | 100   |
| 12    | Major VI| Media Laws & Indian Constitution | 3     | 100   |
| 13    | Major VII| Newspaper Management | 3     | 100   |
| 14    | Major VIII| Communication for Development | 3     | 100   |
| 15    | Major IX| New Media & Web Journalism(AOS) | 3  | 100 |

**TOTAL MARKS** 1500
6. **QUESTION PAPER PATTERN**
   List Enclosed

7. **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.

**ALLIED SUBJECTS FOR B.A JOURNALISM**

**I – year**
History or Economics or Sociology or Psychology

**II – year**
History or Economics or Sociology or Psychology

**APPLICATION ORIENTED SUBJECT**

**III – year**
Media and Web Journalism

**TOTAL NUMBER OF PAPERS**

<table>
<thead>
<tr>
<th>PAPER SUBJECT</th>
<th>NO. OF PAPERS</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Foundation</td>
<td>4</td>
<td>400</td>
</tr>
<tr>
<td>2. Major</td>
<td>8</td>
<td>800</td>
</tr>
<tr>
<td>3. Allied</td>
<td>2</td>
<td>200</td>
</tr>
<tr>
<td>4. Application oriented Subject</td>
<td>1</td>
<td>100</td>
</tr>
</tbody>
</table>

TOTAL MARKS 1500

Passing minimum and maximum marks for each paper

Maximum Marks: 100  Minimum Marks: 40
Duration of Exam Hours for each paper: 3 Hours

QUESTION PAPER PATTERN FOR JOURNALISM MAJOR

I, II& III year

Time: 3 Hours  Maximum Marks: 100

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. 5X4=20 Marks

PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

SCHEME OF VALUATION

PART -A

If the answer is fully correct 2 marks may be given

If the answer is partially correct one mark may be given

PART -B

If all the relevant points are written 3 marks may be given.

If the answer is extraordinarily good 4 marks may be given.

PART -C

 Essay Question

Answer should not exceed 8 pages with introduction, details and conclusion.

For relevant points 12 marks may be given

If the answer is excellent, 14 marks may be given.

It is better to fix 75 to 80 marks as the highest score.
Syllabus

B.A JOURNALISM AND MASS COMMUNICATION

First Year

Major I: Introduction to Journalism

Unit I
Definition, Nature and Scope of Journalism - Qualifications, Duties and Responsibilities of Journalists - Journalism as a profession –

Unit II

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, Online 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, page 3 journalism.

Books for References:
1. RANGASWAMI PARTHASARATHY, *Journalism in India*, Sterling Publishers, 1989,
Major II: Reporting and Editing

Unit I
Principles of reporting, functions and responsibilities, writing news - lead - types of leads; body - techniques of re-writing - news agency copy.

Unit II
Reporting techniques - qualities of a reporter - news - elements, sources - types - pitfalls and problems in reporting - attribution - off - the - record - embargo - pool reporting; follow - up.

Unit III
Crime, courts, health, civil administration, civic, culture, politics, education beats.

Unit IV

Unit V
Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Headlining - principles, types and techniques

BOOKS FOR REFERENCE:

3. SANGEETHA SAXENA, **Defence Journalism in India**, Manas Publications, 1997
4. RAJENDRA K. SHARMA, **Journalism as a profession in India**, Media Publishers, 1990
7. INDITH BUTCHER, **Copy Editing**, Cambridge, 1992,
8. H.Y. SHARADA PRASAD ET.AL, **Editors on Editing**, National Book Trust, 1993
SECOND YEAR
Major III: Advertising and Public Relations

UNIT I

UNIT II
Copy of Advertisements of Various Mediums and their Differences. Advertisements copy Terminology and Principles, Title, Logo Appeal, Layout etc.

UNIT III
Advertising Campaign: Importance and Concept. Selection of Medium and Advertising Budget. Advertising Agency: Types, Qualities, Organization: DAVP, ABC, AAA, MRUC

UNIT IV

UNIT V

BOOKS FOR REFERENCE:

Major IV: 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 page
script

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
5. BLISS PATTERSON- Writing News for Broadcast- Columbia University Press
7. HILLARD ROBERT- Writing for TV and Radio
8. ELBOW PETER - Writing with power, Techniques for mastering the writing
process.
THIRD YEAR

Major V: Advance Reporting

UNIT-I

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

UNIT-IV

UNIT-V

BOOKS FOR REFERENCE:
1. SANGEETHA SAXENA, *Defence Journalism in India*, Manas Publications, New Delhi, 1997
4. RANGASWAMI PARTHASARATHY, *Journalism in India*, Sterling Publishing,
UNIT I

UNIT II

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

UNIT IV

UNIT V

BOOKS FOR REFERENCES:
Major VII: Newspaper Management

UNIT – I

UNIT – II
Management Process, Organizing, Directing, Leadership etc, Controlling & Co-Ordination

UNIT – III

UNIT – IV

UNIT – V

BOOKS FOR REFERENCES:

1. GULAB KOTHARI News Paper Management in India, , Intercultural Open University.
Major VIII: Communication for Development

UNIT – I

UNIT – II

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

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

BOOKS FOR REFERENCES:

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,
5. WILBER SCHRAMM, Stanford Caliy, Orthia.Mass Media and National Development,
8. UMA JOSHI Understanding Development Communication, , Dominant Publishers

Major IX: New Media and Web Journalism
UNIT I
New Media Use of New Communication Medium (Internet, Mobile).
Advantages, Limitation and Risk factor involve in it. Use of SMS, MMS, VOIP, Video Conferencing, Email in the context of Time, Cost and Quality. Required technical & other understanding and preparation for media personal.

UNIT II
Understand WebPages Introduction to FrontPages. Tools, Menus and Interface of FrontPage. Basic tags of HTML/DHTML. Understand Script Languages (VB Script, JavaScript), BLOG, Static Pages And Dynamic Pages.

UNIT III

UNIT IV
Animation Introduction to Animation and popular graphics applications. Introduction to Flash. Tools, Menus and Interface of Flash. Develop simple Animation using Flash.

UNIT V

Reference Books:
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 JOHV. New Media Technology:
PART A

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

1. Broadsheet
2. Circulation
3. Authoritarian theory
4. Fourth estate
5. Soft news
6. ABC
7. Reuters
8. Correspondent
9. Objectivity
10. News

PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. List out the duties and responsibilities of a reporter.
12. Explain the characteristics of radio medium.
13. Write about tabloid journalism.
14. Differentiate between features and articles.
15. A journalist must be a jack of all trade. Comment.
17. Describe the salient points in reviewing a film.
18. Write about infotainment.

PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. “Mass Communication has in several respects become less massive and less centralized”. Prove or disprove.
20. “Interactivity is a measure of our responses to availability of choices and functionalities media provide”. Comment.
21. “Gate keeping refers to the power to give or withhold access to different voices in society and is often a locus of conflict”. Elucidate.
22. Trace the present status of public and private media ownership systems in Tamil Nadu.
MODEL QUESTIONS
Reporting and Editing
Time: 3 hours
Maximum Marks: 100

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

1. Master Head
2. Cropping
3. Wire Copy
4. Dead line
5. Stringer
6. Kicker
7. Style book
8. Dummy
9. Interviewee
10. By-line

PART B
Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. What are the types of leads?
12. Define the ingredients for a news story.
13. Discuss different types of news.
14. ‘News is what the Newsman writes’. – Comment.
15. What the sub editor should do to enhance the readability of a news story?
16. What is the structure of a good headline?
17. What is style sheet? Why it is needed for a newspaper desk?
18. Illustrate the qualities of a news reporter.

PART C
Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Explain the functions of the editorial desk.
20. Describe the principle of reporting news for a daily newspaper.
21. Reporters have to work under stress of deadlines and competition. Comment.
22. The sub editor is the unsung hero in the news room. Comment.
MODEL QUESTIONS

Advertising and Public Relations

Time: 3 hours  Maximum Marks: 100

PART A
Answer all the question: Each in one or two sentences 10X2=20 Marks
1. AAAA
2. USP
3. Opinion Leader
4. Tactics
5. Display ads
6. Schedule
7. Jingles
8. Media Sponsor
9. TRP
10. Target Audience

PART B
Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Describe the significance of audience analysis.
12. Discuss the elements of public relation.
13. Creative thinking and media strategy must be done simultaneously. Discuss.
14. Explain the types of advertising agency.
15. “House Journal is an effective tool for PR” – Elaborate.
16. List the criteria for the media selection.
17. Examine the benefits of outdoor advertising.
18. What are the qualities of a good PRO?

PART C
Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. What is advertising campaign? Explain its importance.
20. Illustrate the various steps involved in creating a advertising campaign for fast moving consumer goods.
21. “Great advertisements have a strong, original, creative concept that is strategically sound and has exactly the right execution for the message and audience”. Elaborate.
22. Socio-political contexts play a major role in planning a campaign. Comment.
MODEL QUESTIONS

Writing for Media

Time: 3 hours Maximum Marks: 100

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

1. Soft News
2. Personal Lines
3. Maxim
4. Creative Writing
5. Cover Story
6. Art review
7. Script
8. Shooting Script
9. Editing Script
10. Banner

PART B
Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Differentiate between written and spoken language.
12. What are the changing trends in media language?
13. List the elements of good writing.
14. What are the different stages of scripting?
15. Describe the process of writing for the radio medium.
16. Explain the writing elements for fictional and non-fictional programmes.
17. Explain the shooting script.
18. Explain the features of web writing.

PART C
Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Describe the different types of script.
20. Explain the techniques of web writing.
21. A journalist writing on a scientific subject must understand the characteristics of his readership properly. Justify.
22. Effective use of persuasive words forms the core of technical writing. Exemplify.
MODEL QUESTIONS

Advance Reporting

Time: 3 hours

Maximum Marks: 100

PART A

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

1. Scoop
2. Interpretative journalism
3. Beats
4. Embargo
5. Nose for news
6. Cub
7. Syndicated columnist.
8. Ghost Writer
9. Log book
10. Morgue

PART B

Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. What are the responsibilities of a journalist while reporting on a scoop story?
12. What are the ethics to be followed by the investigative reporter?
13. What are the skills needed for a reporter for legislative reporting?
14. Comment on the clarity of expression in art reporting.
15. What are the tactics to be followed for cultural reporting?
16. Examine the significance of financial reporting.
17. Explain the roles and responsibilities of a political reporter.
18. Describe the challenges in sports journalism.

PART C

Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. What are the things to be kept in mind while writing a budget story to a newspaper?
20. ‘News is what the newsman writes’. Comment.
21. “Newspaper sentence structure and vocabulary must be chosen in such a way as to convey as much meaning as possible to the casual reader of marginal linguistic skill and at the same time to suit the needs of readers of culture and education”. Elaborate the meaning of this statement with few examples.
22. Serious news is no news in modern journalism. Comment.
MODEL QUESTIONS

Media Laws and Indian Constitution

Time: 3 hours  Maximum Marks: 100

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

1. Slander
2. Defamation
3. Sedition
4. James Augustus Hickey
5. First Amendment
6. Cr.Pc.
7. Press and Registration of Books Act
8. Copyright
9. Linus Torwald
10. WIPO

PART B
Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Explain the differences between libel and slander.
13. Explain the role of CBFC.
14. Describe the objectives behind setting up of the Press Council of India.
15. Examine the freedom of the press as guaranteed in the Indian Constitution.
16. Expose journalism is a threat to the right to individual privacy. Comment.
17. Examine the positive implications of IT Act 2005 in a country like India.

PART C
Answer any three out of four (Essay Type Question) 3X20=60 Marks

19. Discuss the merits of guidelines framed by the Press Council of India for journalists.
20. “Right to Information Act 2005 is fast emerging as a mirage of hopes”. Comment.
21. Examine the restrictions imposed on Article 19 (1) (a) of the Indian Constitutions.
22. With freedom of the press go obligations and responsibilities. Discuss with examples.
MODEL QUESTIONS

Newspaper Management

Time: 3 hours  Maximum Marks: 100

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

1. Planning
2. Management
3. ABC
4. Newsprint
5. PRB Act
6. Co-ordination
7. Quality Management
8. NRS
9. Target Markets
10. Buyers Behavior

PART B
Answer any five of the following: Each not exceeding one page. 5X4=20 Marks

11. Write short notes on leadership, motivation and team work.
12. What are the leadership qualities and management skills required for a management higher authority?
13. Comment on decision making process.
14. Explain the technologies and process of newspaper media.
15. Explain the concept of marketing
16. Write the merits and demerits of Industrial Dispute Act.
17. Write short notes on Company Act.
18. Explain the role of IRS.

PART C
Answer any three out of four (Essay Type Question) 3X20=60 Marks

20. Explain the management process in Newspaper organization.
21. Illustrate the organizational structure and functions of newspaper management.
22. Explain the expected problems in the newspaper production.
PART A
Answer all the question: Each in one or two sentences 10X2=20 Marks
1. Everett Rogers
2. Edutainment
3. Wilbur Schramm
4. Third world
5. Poverty journalism
6. Development
7. Eklavya
8. SITE
9. Silver Screen and Development
10. Change

PART B
Answer any five of the following: Each not exceeding one page. 5X4=20 Marks
11. Explain the model of Daniel Lerner.
12. Explain the necessity and significance of communication for social change.
13. Describe the role of ICTs for Development.
14. What are the indicators of development and social changes?
15. What would be the challenges of a tradition bound society towards development?
16. Explain the nature of development.
17. Explain the role of NGOs in the development of a society.
18. Comment on the coverage of health and family planning programmes in the television medium.

PART C
Answer any three out of four (Essay Type Question) 3X20=60 Marks
19. The urbanites and other elite sources controlled the modern media in most Third World nations and the quality and content of messages were not well suited for rural audiences. Elucidate.
20. The major problem in developing countries was not a shortage of natural resources but the underdevelopment of human resources. Prove or disprove.
21. According to Sainath, “Journalists ought to place poor people and their needs at the centre of their stories”. Comment
22. Explain the role of a communicator in the process of social change.
MODEL QUESTIONS
New Media and Web Journalism

Time: 3 hours
Maximum Marks: 100

PART A
Answer all the question: Each in one or two sentences 10X2=20 Marks
1. MMS
2. Blog
3. DHTML
4. Text
5. Static Pages
6. Editing
7. Animation
8. Graphics
9. Multimedia
10. www

PART B
Answer any five of the following: Each not exceeding one page. 5X4=20 Marks
11. Comment on the scope of new communication media in a developing country like India.
12. Discuss the elements of multimedia.
13. Explain the principles of web journalism.
14. Explain the principles of flash journalism.
15. Examine the significances of front pages in web journalism.
16. How would you prepare and present the web content?
17. List the advantages of mobile medium.
18. What are the limitations of internet medium?

PART C
Answer any three out of four (Essay Type Question) 3X20=60 Marks
19. Critically examine the merits and demerits of flash animation.
20. “Hypertext is not only a text with links…. Discuss.
21. “The phenomenon of blogging will provide the next big challenge to redefine print journalism”. Comment
22. Explain the basic principles of writing for web.