

ba\_journalism\_1.pdf

Journalism\_IIsem\_2016-17AB.pdf

journalism and mass communication\_3.pdf

JMS\_IVSem\_2015-16AB.pdf

Journalism\_Vsem\_2016-16AB.pdf

JMS\_VIsem\_2015-16AB.pdf

# Journalism Syllabus

## Choice Based Credit System (CBCS)

### Title of Papers with Credits

Year	Semester	Title of the Paper		Credit Distribution		Total Credits
				Lecture	Practical	
1	I	Paper: 101 Compulsory	History of Journalism and Mass Media	4	--	4
	II	Paper: 102 Compulsory	Principles of Communication	4	--	4
2	III	Paper: 201 Compulsory	Journalism Writing Skills	3	1	4
	IV	Paper: 202 Compulsory	Reporting and Editing	3	1	4
3	V	Paper: 301 Compulsory	Radio & Television Journalism	4	--	4
	VI	Paper: 302 Compulsory	Media Laws and Ethics.	4	--	4
		Elective -303	Public Relations	3	1	4
		Elective - 304	Advertising	3	1	4

## Paper Titles & Syllabus

<b>Paper Title</b>	<b>Paper -101- History of Journalism and Mass Media</b>			
<b>Objective</b>	The paper aims to create understanding on the evolution of Journalism as an art and profession. It traces the evolution of Journalism with a special focus on its development in India. It gives information about the development of Print and electronic medium in India.			
<b>Credits</b>	<b>Theory</b>	<b>Practical</b>		<b>Total</b>
	4	-		4
<b>Teaching Hours</b>	<b>Lecture</b>	<b>Practical</b>	<b>Class Room Exercises / Seminars / Field Visits</b>	<b>Total</b>
	50	-	10	60
<b>Marks</b>	<b>Internal</b>	<b>Semester End Examination</b>		<b>Total</b>
	25	75		100

## Syllabus

Unit	Topic	Teaching Hours	
		Theory	Practical
1	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.	10	---
2	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.	10	---
3	Contribution of Eminent Personalities to Indian Journalism: Bala Gangadhara 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.	10	---
4	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.	10	---
5	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.	10	---
	<b>Total Lectures / Practical Classes</b>	<b>50</b>	<b>---</b>
	<b>Class Room Exercises, Assignments, Seminars</b>	<b>10</b>	
	<b>Total Teaching Hours</b>	<b>60</b>	

## 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

# ADIKAVI NANNAYA UNIVERSITY

## RAJAHMUNDRY

### CBCS/Semester System

(W.e.f. 2016-17 Admitted Batch)

### II Semester Syllabus

### B.A. JOURNALISM

<b>Paper Title</b>	<b>Paper -102- Principles of Communication</b>			
<b>Objective</b>	The paper aims to make the student understand the role and importance of communication in the society. The paper builds a theoretical background for understanding the basic principles and characteristics of communication.			
<b>Credits</b>	<b>Theory</b>	<b>Practical</b>		<b>Total</b>
	4	-		4
<b>Teaching Hours</b>	<b>Lecture</b>	<b>Practical</b>	<b>Class Room Exercises / Seminars / Field Visits</b>	<b>Total</b>
	50	-	10	60
<b>Marks</b>	<b>Internal</b>	<b>Semester End Examination</b>		<b>Total</b>
	25	75		100

### Syllabus

<b>Unit</b>	<b>Topic</b>	<b>Teaching Hours</b>	
		<b>Theory</b>	<b>Practical</b>
<b>1</b>	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.	<b>10</b>	---
<b>2</b>	Mass Communication: Role, Definition, Goals of Mass Communication; Characteristics of Print, Radio, Television, Film; Barriers to communication: Physical, language, cultural, emotional and perceptual barriers; Role of Mass communication in socialization.	<b>10</b>	---
<b>3</b>	Basic Models of Communication: Aristotle - Lasswel Formula - SMCR Model - Shannon & Weaver Mathematical Theory of Communication; Merits and demerits.	<b>10</b>	---
<b>4</b>	Communication Theories: Bullet Theory - Personal Influence	<b>10</b>	---

	Theory; Normative theories: Authoritarian –Libertarian - Social Responsibility - Democratic Participant media Theory.		
5	Principles, Characteristics of Verbal Communication - Oral Communication, Written Communication; Principles, Characteristics of Non Verbal Communication.	10	---
	<b>Total Lectures / Practical Classes</b>	<b>50</b>	---
	<b>Class Room Exercises, Assignments, Seminars</b>	<b>10</b>	
	<b>Total Teaching Hours</b>	<b>60</b>	

### **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.

**ADIKAVI NANNAYA UNIVERSITY**  
**RAJAMAHENDRAVARAM**

**CBCS / Semester System**

**(From 2015-16 Admitted Batch)**

**B.A. Journalism and Mass Communication**

**III Semester Syllabus**

<b>Paper Title</b>	<b>Paper – 201 - Journalism Writing Skills</b>			
<b>Objective</b>	The paper aims to introduce the field of journalism, basic structure and elements in a news story. It introduces the various methods of writing the news stories, features in the Print Media. It also introduces the writing fundamentals necessary for Radio and Television Medium.			
<b>Credits</b>	<b>Theory</b>	<b>Practical</b>		<b>Total</b>
	3	1		4
<b>Teaching Hours</b>	<b>Lecture</b>	<b>Practical</b>	<b>Class Room Exercises / Seminars / Field Visits</b>	<b>Total</b>
	40	10	10	60
<b>Marks</b>	<b>Internal</b>	<b>Semester End Examination</b>		<b>Total</b>
	25	75		100

**Syllabus**

<b>Unit</b>	<b>Topic</b>	<b>Teaching Hours</b>	
		<b>Theory</b>	<b>Practical</b>
<b>1</b>	Journalism: Definition - Evolution – Concept. Components of News story- Headline, Subheading, Dateline, Lead, Body ; Structure of News Story - Inverted Pyramid Style of writing; 5 Ws, H.	<b>08</b>	<b>02</b>
<b>2</b>	Head Line: Importance and functions of headlines - Rules for writing headlines; Headlines patterns: Deck - Strap line - Reverse kicker - Flush left, Flush right, Banner.	<b>08</b>	<b>02</b>
<b>3</b>	Lead: Importance and Functions of Leads; Types of Leads: Summarizing lead - Informal lead - Quotation leads Question lead.	<b>08</b>	<b>02</b>

4	Body of the story: Basic rules to be followed - Choosing the Right Words - Sentence and Paragraph Structure; Grammar, Spelling and Punctuation; Elements of Good Writing: Accuracy - brevity - clarity, simple sentences, transition, numbers.	08	02
5	Writing Special features – Photo features - Scientific features - Human interest features – Profiles - Column writing; Writing for Radio: Writing for Ear - Conversational Style. Writing for T.V: Writing for Hearing and Seeing.	08	02
	<b>Total Lectures / Practical Classes</b>	<b>40</b>	<b>10</b>
	<b>Class Room Exercises, Assignments, Seminars</b>	<b>10</b>	
	<b>Total Teaching Hours</b>	<b>60</b>	

### Reference Books

1. M. Lyle Spencer (1917). News writing: The gathering, handling and writing of news stories, Boston, New York, Chicago:
2. Vir Bala Aggarwal (2006). Essentials of practical journalism, New Delhi: Concept Publishing Company.
3. Anna Mc Kane (2006). News Writing, New Delhi: Sage Publications.
4. Rich (2010). Writing and reporting news: A coaching method (6th edn). Boston: Wadsworth, Cengage Learning.
5. Richard Keeble (2006). The Newspapers Handbook (4th edn), London and New York: Routledge.
6. Susan Pape and Sue Featherstone (2005). Newspaper journalism: A practical introduction, London Thousand Oaks New Delhi: Sage Publications.



ADIKAVI NANNAYA UNIVERSITY  
CBCS/SEMESTER SYSTEM  
IV SEMESTER: BA JOURNALISM AND MASS COMMUNICATION  
W.E.FROM 2015-16 ADMITTED BATCH

<b>Paper Title</b>	<b>Paper - 202 - Reporting and Editing</b>			
<b>Objective</b>	The paper introduces the basic role, responsibilities and skills required for a Reporter and Editor. It gives fundamental information about the reporting and editing hierarchy. It also gives basic insight into the technicalities of reporting and editing.			
<b>Credits</b>	<b>Theory</b>	<b>Practical</b>		<b>Total</b>
	3	1		4
<b>Teaching Hours</b>	<b>Lecture</b>	<b>Practical</b>	<b>Class Room Exercises / Seminars / Field Visits</b>	<b>Total</b>
	40	10	10	60
<b>Marks</b>	<b>Internal</b>	<b>Semester End Examination</b>		<b>Total</b>
	25	75		100

**Syllabus**

<b>Unit</b>	<b>Topic</b>	<b>Teaching Hours</b>	
		<b>Theory</b>	<b>Practical</b>
<b>1</b>	Reporting: Definitions - Sources - Stringer - Reporter - Correspondent - Special Correspondent; Hierarchy in Reporting; Qualifications & Responsibilities of a Reporter, Bureau Chief, Correspondent; Difficulties in Reporting.	<b>08</b>	<b>02</b>
<b>2</b>	Types of News: Political News - Crime News- Agricultural News - Business News - Sports News - Entertainment News; News Gathering: Beats - Monitoring - Follow up; Sources of News: Press Conference - Meet the Press - Press Meet -Press Releases.	<b>08</b>	<b>02</b>
<b>3</b>	Editing-Definition-Functions - Aims - Objectives - Principles - Need for Editing Hierarchy in Editing - Editorial Desk - Structure - Different Desks: General - Business - Sports - Political; Duties and responsibilities of Editor - News Editor - Sub-Editor;	<b>08</b>	<b>02</b>
<b>4</b>	Editing Process: Symbols - Re-writing - Integrating - Updating - Writing Caption - Editorials - Letters to the Editor; Translation; Proof Reading; Planning and Pages: Special Pages, Special Supplements -	<b>08</b>	<b>02</b>
<b>5</b>	Use of Computers in Reporting and Editing: Desk Top	<b>08</b>	<b>02</b>

	Publishing – Page Makeup – Layout and Designing; New Technology in Printing.		
	<b>Total Lectures / Practical Classes</b>	<b>40</b>	<b>10</b>
	<b>Class Room Exercises, Assignments, Seminars</b>	<b>10</b>	
	<b>Total Teaching Hours</b>	<b>60</b>	

**Reference books:**

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg: The Professional Journalist
3. Ralph. S. Izzard: Reporting the citizen's news
- 4 .M.V. Kamath: Professional Journalism
5. Patanjali Sethi: Professional journalism
6. Writing for Media: Dr.C. V.Narasimha Reddy (Dr.B.R.Ambedkar Open University)
- 8.Bruce Westley: News Editing. New Delhi: IBH Publishers.
9. Frank Barton (1989): The newsroom: A Manual of journalism. New Delhi: Sterling Publishers.
10. R. ParthaSarathy: Basic Journalism. New Delhi: McMillan

**CBCS SEMESTER SYSTEM**  
**BA JOURNALISM AND MASS COMMUNICATION**  
**Semester -V (Paper-5)**  
**Public Relations and Corporate Communication**

**Unit-1**

Definitions – nature – scope- Evolution of PR 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**

Corporate Communication-Types - Marketing communications-Organizational communications- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams- Communication planning system-The communication agenda to build reputation.

**Unit 4**

Communication to Reputation- Brand, image, - The value of a good reputation- The influence of psychology, economics, strategic management, sociology, organizational science - Linking corporate communication to reputation- Defining identity- Corporate Identity

**Unit 5**

Communicating with the corporate Brand-The drivers of corporate branding-Strategy drivers-Organizational drivers- Employee drivers- Value drivers-Generating value from the corporate brand-Organizational associations-Typologies of corporate brands.

**Reference books:**

1. Cutlip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. J V Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. J V Vilanilam. (2005). Mass Communication in India. New Delhi; Sage.
5. Cees B.M. van Riel and Charles J Fombrun . Essentials of Corporate Communication: Implementing practicals for effective reputation management. Routledge. 2007
6. J Jaiswamy (2011). Corporate Communication, New Delhi: Oxford University.

**CBCS SEMESTER SYSTEM**  
**BA JOURNALISM AND MASS COMMUNICATION**  
**Semester -V (Paper-6)**  
**Media Laws and Ethics**

**Unit 1**

Indian Constitution : The significance of the constitution and Preamble - Fundamental Rights and Directive Principle of State Policy- Nature of Judiciary.

**Unit 2**

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 3**

Press Commissions: First press commission- Second press commission - Indian Working Journalist Movement and Wage Boards - Press council:History of Press Council of India- Composition of Press Council- Functions of Press Council.

**Unit 4**

Advertising policy of print media - Contempt of Court – Defamation - The Official Secrets Act, 1923- Books and Registration of Newspaper Act, 1956 Working Journalists Act, 1955

**Unit - 5**

Media and Ethics - Media Issues in India - accuracy-fairness-completeness- Journalism and objectivity- the influence of news values- objectivity in practice- redefining objectivity - use of language – Code of Conduct in Various Media – Ethical issues in Media – Social Responsibility of the Media Person.

**Reference Books:**

1. Reports of **Information** and Broadcasting Ministry: First press commission Report, Vol I & II.
2. Second press Commission Report Vol I & II.
3. VanitaKohli (2006) The Indian media Business: New Delhi. Sage.
4. B.N. Pandey, Indian Constitution: Central Law Publications
5. D. D. Basu, Introduction to Indian Constitution
6. D. D, Basu, (1996) Law of the Press Third Edition, Prentice Hall of India Private Limited, New Delhi

## Structure and Syllabus under CBCS of Subject:

**JOURNALISM & MASS COMMUNICATION**

	Sem	Paper	Title of the Course	Hours	Credits	Marks	
						Internal	External
III Year	VI	7	Elective * A: Science communication  B: Human rights and media	5	4	25	75
	VI	8	<b>Cluster Electives **</b>				
			A 1 : Radio Journalism	5	4	25	75
			2 : TV Journalism	5	4	25	75
			3 : Media issues	5	4	25	75
			B 1 : Photo Journalism	5	4	25	75
2 : Magazine Journalism			5	4	25	75	
3:Editing and newspaper production	5	4	25	75			
C 1 : Globalization and ICT s	5	4	25	75			
2: Internet and Social Media	5	4	25	75			
3: Web journalism	5	4	25	75			

\*Candidate has to choose only one paper

\*\* Candidates are advised to choose Cluster (A) if they have chosen VII (A) and Choose Cluster (B) if they have chosen VII(B) etc. However, a candidate may choose any cluster irrespective of what they have chosen in paper VII

**III.B.A**  
**Elective Paper**

**Semester -V (Paper-7)**  
**Science Communication**

**Unit 1**

Science communication – Definition – Nature – Scope and need – History of science communication – Key elements

**Unit 2**

Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story.

**Unit 3**

Science communication and development – Science and technology in the ancient world- In ancient and medieval India – Diffusion of science and technology in British India – Progress in science and technology in post 1947 India communication and communication in modern India

**Unit 4**

Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story

**Unit 5**

Health Communication-Overview- Issues and Trends- Opportunities and Disparities Health Communication- Sources-Barriers -Attributes -Community Outreach- Developing Effective Television Ads- Contemporary Approaches- Emerging Communication Techniques- Tele health and Telemedicine.

**Reference Books**

1. J V Vilanilam (1993): Science Communication and Development. Sage Publications, New Delhi
2. D.W.Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Texas, USA
3. Richard K Thomas (2006): Health Communication. Springer. USA
4. Brian Brown, Paul Crawford and Ronal carter (2006). Evidence-based health communication McGraw Hill. London

**Elective Paper  
Semester -V (Paper-7)**

**Human Rights and Media**

**Unit I:** Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights – UN high commissioner for human rights – International coverants on human rights

**Unit II:** Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration

**Unit III :**International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel , inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty

**Unit IV:** Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India – NHRC – SHRC – Human rights courts in districts

**Unit V:** Human rights and media – Newspapers – TV and Films – Agenda setting – Framing of issues – Newsworthiness - Assessment of reports – Reporting and writing of human rights report

**Suggested Reading**

- 1.GopalaBhargava (2001). *Human rights concern of the Future*. New Delhi: Gyan books.
- 2.H.OAggarwal (2000) *International Law & Human rights*. Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999).*Human Rights in Global politics*. London: Oxford University Press.

**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.

**Paper 8**  
**CLUSTER ELECTIVE**  
**A 1 : Radio Journalism**

**Unit I:** Radio as a medium- Radio as a medium of mass communication in today's context - Characteristics of radio - Limitations of radio

**Unit II:** Different modes of transmission & stations - Three Modes of transmission: AM, SW and FM - Different types of radio stations

**Unit III:** Radio journalism- Meaning & Definition -Qualities of an anchor/presenter - Importance of pronunciation & voice modulation

**Unit IV:** Radio Formats - Meaning & Importance- Radio news - Radio talks - Radio features

**Unit V:** Practical training in radio production- Preparation of audio brief - Write news for radio - Write a feature for radio -Write questions for a radio talk- Research and drafting of questions for interview.

**Suggested Reading**

- P. C. Chatterji (1987). *Broadcasting in India*. New Delhi: Sage Publications
- U. L. Barua (1983) *This is All India Radio- a handbook of radio broadcasting in India*. New Delhi: Publications Division
- Mehra Masani (1976) *Broadcasting and the people*. New Delhi: National Book Trust
- H. R. Luthra (1986). *Indian Broadcasting*. Publications Division, Ministry of Information and Broadcasting, Govt. of India
- G. C. Awasthi (1965). *Broadcasting in India*. New Delhi: Allied Publishers
- [Vanita Kohli-Khandekar](#) (2010). *The Indian media business*. New Delhi: Sage Publications
- Sharafat Yar Khan (1993) *Fundamentals of broadcasting- A Broadcaster's Companion*. New Delhi: Ideal Impressions (P) Ltd.
- Vyas R.V. (2002). Educational radio in India, *Turkish online journal of education July 2002 Vol. 3 Number 3*
- Singh M. (1999). Role of radio is more vital today, *Communicator: July- September 1999 pg 53-56*
- <http://www.allindiaradio.org>



**Paper 8**  
**CLUSTER ELECTIVE**  
**A2: Television Journalism**

**UNIT I:** Television as medium of mass communication – Video revolution Origin and growth – Characteristics -- Doordarsan origin and Growth in India – SITE - of Stages in TV programme production – Audience

**UNIT II:** Types of TV Programmes - TV News – Principle Code - News telecast technique – Programmes for special audience – Women – Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics

**UNIT III:** Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization – DTH TV – HD TV

**UNIT IV:** Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays. **UNIT V:** Studio operations: Sound and acoustics – Microphones – Lighting – Floor

planning – Duties of the TV crew - Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmes – Role of producer and News presenter -- Tapes and recording – different formats – dubbing - Cameras – Lenses – Basic shots – Movements – Video editing

**Suggested Reading**

Vasuki Belavadi. (2008). *Video Production*, New Delhi: Oxford University Press.

Stuart Hyde (1998). *Radio and Television Announcing*, New Delhi: Kanishka Publishers.

Chatterji P. C. (1991). *Broadcasting in India*, New Delhi: Sage Publications.

Saksena Gopal (2000). *Television in India: Changes and Challenges*, New Delhi: Visas Publications.

Chapman, Jane and Marie Kinsey (eds.) (2009). *Broadcast Journalism: A Critical Introduction*, London New York: Routledge.

**Paper 8**  
**CLUSTER ELECTIVE**  
**A3: Media Issues**

**Unit I:** Indian Press- Types of ownership pattern – Advantages and disadvantages- Newspaper registration process– Registrar of Newspapers of India- Structure and duties- newspaper circulation– Readerships surveys – Audit bureau of circulation-Advertising policy of Government of India- Indian newspaper society- origin and present status.

**Unit II:** Press commissions – Recommendations first press commission - second press commission-recommendations- Wage policy - Wage boards-Indian working journalists' movement- Indian press-expansion of newspapers-circulation strategies- import of newsprint-

Foreign direct investment in print media.

**Unit III:** Autonomy of radio and television in India-Committees of Information and Broadcasting ministry-Chanda-Verghese- Varadhan committees- PrasarBharthi-Liberalization of airways.

**Unit IV:** Privatization of radio-FM radio in India-growth of FM radio-business trends-content in FM radio-broadcasting news and issues in FM radio- Community radio in India-guidelines –content-present status of community radio/campus radio-the future of community radio.

**Unit V:** Television – Private TV – Uplinking and down linking policy of government of India.-Cable TV- DTH- Internet protocol television (IPTV)-TV ads. Regulations- Digital television-TRP ratings-Television regulatory authority of India.

**Suggested Reading**

Herbert Lee: *Newspaper Organization and Management*. New Delhi: Surjeet publications

P.C.Chatterji (1988).*Broadcasting in India*. New Delhi. Sage Publications

MehraMasani (1986); *Broadcasting and the people*. New Delhi. National Book Trust.

*Reports of Information and Broadcasting Ministry.*

*First press commission Report , Vol I & II.*

*Second press Commission Report Vol I & II.*

VanitaKohli (2010) *The Indian media Business*: New Delhi: Sage

Ravidra Kumar (2014). *Three scores and fifteen*. New Delhi: Indian Newspaper Society  
Publication

**Paper 8**  
**CLUSTER ELECTIVE B**

**1. Photo Journalism**

**Unit I:** Photo Journalism - History of photojournalism- Photographer vs Photojournalist. Understanding visuals- Human interest visuals- Photography for different media- Newspaper, magazine, internet-Importance of visuals in journalism- Timeliness, unbiased and narrating the story.

**Unit II:** Techniques of Photojournalism- Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras- Different types of lenses- tripod, flash- Aesthetics of photojournalism- Composition- Camera angles-Types of image formats- Raw, JPEG, TIFF. Understanding Lights- Mobile phone for photo journalism.

**Unit III:** Types of Photojournalism- Sports photojournalism- Travel photojournalism- Food, Still Life- Science- Medical- spot news-War photojournalism - Wildlife photojournalism.

**Unit IV:** Photo feature and Editing- The online photo editors- Manipulating the images- Applying effects- Technical skills for photo journalism.

**Unit V:** Ethical and Legal Issues- Staging versus truthfulness- Treating subjects with respect- Privacy, Stereotyping- Public interest visuals- Photography and digital technology- Photojournalism as a profession and business- Photo Agencies- Their role in media- Photo freelancing as a profession-Photojournalist as a writer.

**Suggested Reading**

1. Parrish, Fred S., (2001). Photojournalism: An Introduction, Wadsworth Publishing.
2. Brill, Betsy. (2001). Photo Journalism: The Professionals' Approach, Focal Press.
3. Hoy, Frank P., (1993) Photojournalism: The Visual Approach, Prentice Hall Books.
4. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press
5. Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing.

**Paper-8**

**CLUSTER ELECTIVE B**

**2. Magazine Journalism**

**Unit I:** Definition and types of magazines – News- Special interest- General, lifestyle, glamour, gossip.

**Unit II:** Brief history of the magazine-International Magazines- Magazines in India- Their boom- Glorious years of the new magazine.

**Unit III:** Magazine formats and their difference from other media- magazine formats within a genre -Unique features of magazines.

**Unit IV :** Overview of English and Telugu language magazines today- Vernacular magazines- specialized magazines such as literary, interior, fashion, food, travel magazines

**Unit V:** Editing for a magazine - Niche' journalism- Financial, Cultural, Women, Sports, health, Entertainment, Travel, Developmental magazines

**Suggested Reading**

- Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
- Baird, Click; Magazine and Production; 4th edition
- Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson-Hall
- Melkote, Srinivas; Communication for development in the third world; (1991); Sage
- Ed. Glasser, Theodore; The idea of Public, Journalism;(1999); Guilford Press
- Bathla, Sonia; Women, Democracy and the Media; (1998); Sage Publication
- Joseph, Ammu and Abraham; Whose News
- Venkateswaran, R.J; How to Excel in Business Journalism; (1994); Sterling

**Paper-8**  
**CLUSTER ELECTIVE B**  
**3. Editing and Newspaper production**

**Unit I:** Editing – definition – principles– Hierarchy of editing department – Qualities – Duties and responsibilities of news editor/copy editor/sub editor – news flow management – leader writers – editorial board

**Unit II:** Using correct grammar and punctuation – Consistent style and correct words, numerals, abbreviations, capitalization, time, dateline, checking facts, reliability of different source, editing stories

**Unit III:** Leads and Headlines arrangement – Types of headlines – Purpose – Characteristics – Guidelines – Placement – alignment – Typography – Type size – Width – Style – Weights

**Unit IV:** Design and layout – Design principles – Contrast – Proportion – Unity – Design element – Body type – Borders – Open space – Art – Color – Layout style - newspaper layout – Basic guidelines – Inside pages – Pagination layout.

**Unit V:** Editing pictures – Photo shop – Selecting pictures – Selecting the best shot – Preparing images for publication – Scanning – Selecting a file format – Cropping and scaling photographs – Editing information graphic – Types – Guidelines – Evolution Printing Technology.

**Suggested Reading**

1. Bruce Westley: News Editing. New Delhi: IBH Publishers.
2. Frank Barton (1989): The newsroom: A manual of journalism. New Delhi: Sterling Publishers.
3. R. Parthasarathy: Basic Journalism. New Delhi: McMillan

**Paper-8**  
**CLUSTER ELECTIVE C**

**1.Globalization and ICTs**

**Unit I :** Globalization- Definition, Context and Challenge- Globalization and International Politics- Globalization and International Institutions- UN, World Bank, IMF, GATT and WTO, NGOs, MNCs

**Unit II:** Globalization networks and their impact- Globalization, ICT and Development- Technical Origin, Innovations and Productivity, Socio-economic impacts, Political impacts, ICT and E-commerce

**Unit III:** Diffusion of ICT- the Digital Divide- Indian Economy, Employment and ICT- ICT markets and labor markets- Software and Hardware industries- Indian IT industry

**Unit IV:** State, ICT and Development- ICT and Good Governance- Governance Virtual to real- Bridging the Digital Divide- ICT Options for India- Policy issues- ICT in rural India- the Kerala Experience

**Unit V:** ICT enabled partnerships in rural India, E-Governance through partnerships, ICT and service delivery- E seva- Case studies, Cyber laws and its implications

**Suggested Reading**

1. Sumit Roy. (2005). *Globalization, ICT and Developing Nation*, New Delhi: Sage.
2. R. K. Bagga, et al. (2005). *The State, IT and Development*, New Delhi: Sage.
3. James N. Rosenau and JP Singh. 2006). *Information Technologies and Global Politics*, New York: State University of New York Press.
4. David Held et al. (2005). *Debating Globalization*, New York: Polity Press.
5. Peter N. Stearns. (2010). *Globalization in World History*, London: Routledge.

**Paper-8**

**CLUSTER ELECTIVE C**

**2. Internet and Social Media**

**Unit I:** Humanity in the Age of the Internet- The Internet before the Internet- “Pulling” the Internet into Existence- Human Nature and the Internet

**Unit II:** What the internet did – Privacy- Fidelity- Volume- Velocity- Range- Persistence- Searchability

**Unit III:** Introduction to Networks – the Internet –Working on Internet –Addressing Skills-Domains and Sub Domains- Main features of Internet-WWW-e-mail-Tools for Web Search.

**Unit IV:** Websites-Blogs-Micro Blogs-social Networks-YouTube-Twitter-linked in-Pod Casting- Photo sharing – Social Book Markings-Online communities.

**Unit V:** Digitalization-Web Design –Electronic publication –e-News Papers-Screen- Typography Navigation-printer friendly web pages – Advertising on Internet-Viral Marketing-Law relating to Cyber Media.

**Suggested Reading**

1. Marshall. T.Poe. (2012). A history of communications: Cambridge University Press
2. Deborah Chambers (2012). Social media and personal relationships,Palgrave MacMillan

ANUR

**Paper-8**  
**CLUSTER ELECTIVE C**  
**3. Web journalism**

**Unit I:** Web journalism-characteristics- Audience demands- History of web journalism – Need for web journalism- Growth of web journalism- Web journalism in India- Origin and growth

**Unit II:** Web writing- Characteristics- Forms of writing- Lateral writing- Web journalism vs print journalism- Objectivity vs subjectivity- Code of ethics in web journalism

**Unit III:** On-line journalism- Gate keeping- Accuracy and verification- source transparency as a new ethic- Bloggers vs journalists- Watchdogs in web journalism

**Unit IV:** User-generated content-citizens initiatives- Polling and the web- Interactive dialogue through emails- case studies

**Unit V:** Citizen Journalism and the public sphere- Freedom of expression-Ethical issues and case studies

**Suggested Reading**

1. Arun Sandhu. (2000). *Internet Journalism: Yesterday, Today and Tomorrow*, Pune: Pune University.
2. Cecilla Friend and Jane B Singer. (2009). *Online Journalism Ethics*, New Delhi: PHI.
3. NaliniRajan. (ed) (2008). *Practicing Journalism*, New Delhi: Sage Publications.
4. J G Stovall. (2006). *Writing for the Mass Media*, New Delhi: Pearson.
5. David Berry. (2009). *Journalism, Ethics and Society*, London: Ashgate.

**Practical**

1. **Production.** The student shall submit an assignment (newspaper/ small magazine/ news photo album/ radio capsule/ TV capsule/ create an e-paper) that is given by the examiner in respective clusters.
2. **Internship.** The student may be sent for an internship of minimum of 6 weeks to a media organization for hands-on-experience, and submit a report on return from internship to the department for evaluation by an examiner.
3. **Viva voce:** The student needs to attend to a Viva voce exam to be conducted by internal/external examiner after the end of third year.