



ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE 570015
A COLLEGE OF EXCELLENCE (UGC)
SUBJECT: MASS COMMUNICATION AND JOURNALISM
SYLLABUS FOR B.A, COURSE UNDER SEMESTER SCHEME
DURATION OF THE COURSE – THREE YEARS SIX SEMESTERS
FROM THE ACADEMIC YEAR 2016-17 ONWARDS

The Scheme of Teaching & Examination

Semester	Title of the Paper	QP Code	Teaching Scheme Hours per Week			Duration in hours	Examination Scheme			
			Theory	Practical	No. of credits		Theory Max. Marks	Practical Max. Marks	I A Max Marks	Total Marks
I	Paper-I Fundamentals of Communication	16LA280	04	02	5	06	60	20	20	100
II	Paper – II Introduction to Journalism	16LB280	04	02	5	06	60	20	20	100
III	Paper- III Print and New Media	16LC280	04	02	5	06	60	20	20	100
IV	Paper - IV Fundamentals of photography	16LD280	04	02	5	06	80	20	20	100
V	Paper – V Reporting	16LE280	03	-	3	03	80	-	20	300
	Paper- VI Editing	16LE282	03	-	3	03	80	-	20	
	Practical -I (Reporting) Practical -II (Editing)	16LE284 16LE286		3	1.5	1.5	-	40 40	10 10	
VI	Paper- VIII Corporate Communication and Advertising	16LF280	03	-	3	03	80	-	20	300
	Paper- IX Introduction to Broadcast media	16LF282	03	-	3	03	80		20	
	Practical -I (Corp.Comm. & Advt.) Practical -II (Broadcast. Media)	16LF284 16LF286		3	1.5	1.5	-	40 40	10 10	

JOURNALISM SEMESTER – I
PAPER -1 FUNDAMENTALS OF COMMUNICATION
CLASS DURATION – 04 HOURS OF THEORY + 2 HOURS OF PRACTICAL PER WEEK
MARKS THEORY – 60 + INTERNAL ASSESSMENT -20 + PRACTICAL – 20 = 100
(Total 84 Hrs)

Objective:

To understand the concept, nature and scope of communication and to learn to effectively use communication in Journalism.

Unit I **15 Hrs**

Concept of Communication: Nature and scope of communication, functions and significance of communication, Types of communication – Intrapersonal, Interpersonal, group communication, organizational communication, Process of communication.

Unit II **12 Hrs**

Mass communication – Definition, nature, scope, functions. Mass Media—TV, Radio, Newspapers, magazines, and Internet, Mass media and society

Unit III **12 Hrs**

Communication Skills: Oral and written communication skills. Art of public speaking-- personal letters and business letters

Unit IV **13 Hrs**

Communication models: SMCR model, Lasswell model, Osgood model and Schramm model.

Unit V **12 Hrs**

Communication and culture: Role of communication in cultural promotion, social transformation and national development.

Practical: Presentation and mock interview, media visit, guest lecture. **20 hrs**

Portions for record: Drafting a business letter, personal letter, resume writing, Letter to the editor.

Books for Reference:

- | | |
|---|--------------------------|
| 1. Theories of Mass Communication | Daniel Learner |
| 2. Understanding Media | Marshall McLuhan |
| 3. Passing of the traditional Society | Danial Lerner |
| 4. Communication and Development | EveretM.Rogers |
| 5. Mass Media and National Development | Wilbur Schramm |
| 6. Mass Communication | Uma Nurulla |
| 7. Development Communication | Uma Nurulla |
| 8. SamoohaMadyamagalu | B.S.Chandrashekar |
| 9. Hand Book of Journalism and Mass Communication | VirBalaAggarwal /VSGupta |
| 10. Development Debate | Prof. Umapathy |
| 11. MC | Wilbur Schramm |
| 12. Comm.Models | Denis Mcquail |
| 13. Theories of MC | Melvin Defleur |
| 14. Grass roots development Comm. | Prof.M.P.M.Guru |
| 15. Comm. In third world countries | SrinivasMelkote |

JOURNALISM SEMESTER-2
PAPER – 2 INTRODUCTION TO JOURNALISM
CLASS DURATION – 06 HOURS + 2 HOURS OF PRACTICAL PER WEEK
MARKS THEORY – 60 + INTERNAL ASSESSMENT -20 + PRACTICAL – 20 = 100

(TOTAL 84 HOURS)

Objective:

To introduce the students to the field of Journalism, the scope and the job opportunities available for them in Journalism.

Unit I **12 HRS**

Journalism: Definition, Nature, Scope, Functions and Significance. Journalistic terminologies,

Unit II **12 HRS**

Journalism and democracy, Theories of press

Unit III **12HRS**

Qualifications, Duties and Responsibilities of Journalists, Principles of Journalism.

Unit IV **12HRS**

Journalism as profession, Career opportunities, Professional Ethics.

Unit V **16 HRS**

Branches of Journalism: Brief Introduction to Community Journalism, Business Journalism, Magazine Journalism, Freelancing and Folk Media

Practicals and Record Keeping **20 HRS**

Practical: Visit to Press Club and Record keeping

Portions for Record:

1. Comparison and analysis of various magazines and newspapers
2. News Writing based on Press Release

Books for Reference:

- | | |
|--|--------------------|
| 1. Professional Journalism | M V Kamath |
| 2. Theory and Practice of Journalism | B N Ahuja |
| 3. Mass Communication & Journalism in India | Keval J Kumar |
| 4. Indian Journalism | Adarsh Kumar Verma |
| 5. VruthaPathrike | D V Gundappa |
| 6. Adhunik Bharathiya Parthrikodhyma | Shree L Bhandarkar |
| 7. Professional Journalist | John Hohenberg |
| 8. Mass Communication & Journalism in India | Mehta |
| 9. Eradu Dadagala Nadhuve | Niranjan Vanalli |
| 10. Freelance Patrikodyama | Niranjan Vanalli |
| 11. Pathrikodyama | Ranganath Rao |
| 12. 21 st Century Journalism in India | Nalini Rajan |
| 13. Mass Media & Rural Development | Joseph Jani |

JOURNALISM SEMESTER – III
PAPER -3 PRINT & NEW MEDIA
CLASS DURATION – 06 HOURS + 2 HOURS OF PRACTICAL PER WEEK
MARKS THEORY – 60 + INTERNAL ASSESSMENT -20 + PRACTICAL – 20 = 100

(84 Hrs)

Objective:

To orient the students about the history of journalism in India and also to introduce them to online journalism.

Unit I

16 Hrs

Early Press:

Newsletters, Contributions of William Bolts, James Augustus Hicky, Raja Ram Mohan Roy, B.G. Tilak & Mahatma Gandhi to Indian Journalism. Brief history of Kannada journalism—Stalwarts in Kannada journalism

Unit II

12Hrs

Profile of Newspapers: The Hindu, Indian Express, Times of India, Samyukta Karnataka and Prajavani.

Unit III

12Hrs

Press Commissions and Press Councils.

Unit IV

12 Hrs

Internet- growth and development, Blogging -The Public Sphere in the Internet Era-

Unit V

12Hrs

On line Journalism: Online Journalism, difference between online journalism and print journalism ---Citizen Journalism, New media, and multimedia.

Practical and Record Keeping

20 hrs

Practical: Model press conference, Visit to newspaper office.

Portions for record: Comparison of two e-newspapers

Books for Reference:

- | | |
|---|----------------------------|
| 1. History of Indian Journalism | S Natarajan |
| 2. Indian Journalism | Nadig Krishnamurthy |
| 3. Journalism in India | R.Parthasarathy |
| 4. New History of Indian Journalism | G N S Raghavan |
| 5. History of Press, Press Laws & Communication | B N Ahuja |
| 6. Freedom Movement & the press | M Gopal |
| 7. Role of the Press in the Freedom Movement | Bhargava |
| 8. Karnataka Pathrikalithihasa Vol 1,2,3 | Karnataka Pathrika Academy |
| 9. Indian Journalism | K M Srivastava |
| 10. Speech Comm. | William D'Brooks |
| 11. Personality Development | Tech media Publications |
| 12. Writing for multimedia | Timothy Garrand |
| 13. JSM & New Media | John V Pavlik |
| 14. Discovering computers 2007 | Gary B Shelly |
| 15. Producing for the web | Jason Whittikar |

JOURANLISM SEMESTER - IV
PAPER 4: FUNDAMENTALS OF PHOTOGRAPHY
CLASS DURATION – 06 HOURS + 2 HOURS OF PRACTICAL PER WEEK
MARKS THEORY – 60 + INTERNAL ASSESSMENT -20 + PRACTICAL – 20 = 100

(Total 84 hrs)

Objective:

This paper gives students practical knowledge about Photography and orients them on the opportunities available in Photography. Students get hands on experience and it is a strong tool of a journalist.

Unit I: 14hrs

Evolution of Photography: History and development, Types of Photography, Types of Cameras—Single Lens Reflex (SLR), Twin Lens Reflex (TLR), Range finder cameras, View cameras, Polaroid cameras, Super wide angle camera, Panaromic camera, aerial camera and Digital Photography.

Unit II: 12hrs

Components of a Camera: DSLR controls, Lenses—Focal length, focus and magnification; Zoom, macro lenses, lenses and composition; Aperture settings, Shutter speed and Depth of Field.

Unit III: 12hrs

Types of Photography: News photograph, Documentary photography, Macro photography, Microphotography, Glamour, Ariel, Portrait, Wildlife, Travel, and Action photography; Opportunities in Photography.

Unit IV: 12hrs

Types of lenses: Types of films, types of filters- Importance of light and lighting equipments- camera accessories—picture appreciation

Unit V: 10hrs

Editing Photographs: Transferring photographs to a personal computer; Photo selection, cropping, scaling, and toning; Photo editing software

Practical and Record Keeping 20 hrs

Practical:

Visit to Photo Studio, Interaction with Photographers

Portions for Record:

1. Two wildlife photography
2. Nature Photography
3. Two news photographs with caption
4. Two Human interest photographs
5. Two profiles/Moods of people
6. One black and white photo
7. Night Photography

JOURNALISM SEMESTER - V

PAPER 5 - REPORTING

CLASS DURATION – 03 HOURS PER WEEK

MARKS THEORY – 80 + INTERNAL ASSESSMENT -20 = 100
(42 Hrs)

Objective:

To teach the fundamentals of Reporting and writing and to provide hands on experience in News Reporting and writing.

Unit I

08Hrs

Concept of News: Concept of news, elements of news, sources of news, Structure of news, 5 Ws & 1H, presentation of a report, Lead and types of lead.

Unit II

08Hrs

Qualifications of a Reporter: Qualifications and responsibilities of a reporter, techniques of news gathering – interview, media conference, press release, field work and observation.

Unit III

08Hrs

Writing Styles: Features and types of features, creative writing, journalistic writing and Technical writing

Unit IV

08Hrs

Types of Reporting: Crime reporting, sports reporting, investigative reporting, legislature reporting, interview stories and speech reporting.

Unit V

10Hrs

Media Laws: Freedom of Speech and Expression, Defamation, Right to Privacy, Right to Information Act, Copyright Act.

Books for Reference

- | | |
|--------------------------------|---------------------------------------|
| 1. News Reporting | B N Ahuja & S S Chhabra |
| 2. News Reporting & Editing | K M Shrivastava |
| 3. News Writing and Reporting | M Neal & Suzanne S Brown |
| 4. Here is the news | Rangaswamy Parthasarathy |
| 5. Interpretative Reporting | D D McDougal |
| 6. Journalists Handbook | M V Kamath |
| 7. Professional Journalism | John Hohenberg |
| 8. Professional Journalism | M V Kamath |
| 9. Informing the People | C H Brown |
| 10. Suddiashte Alla | Niranjana Vanalli |
| 11. Headline Writing | - Sunil Saxena |
| 12. News Writing and Reporting | - Neal James |
| 13. Basic News Writing | - Melvin |
| 14. Technical Report Writing | - Pauley (Steve) & Richordan (Daniel) |

JOURNALISM SEMESTER - V

PAPER – 6 EDITING

CLASS DURATION – 03 HOURS PER WEEK

MARKS THEORY – 80 + INTERNAL ASSESSMENT -20 = 100

(42 Hrs)

Objective:

To learn the art of editing, rewriting and newspaper design.

Unit I

10Hrs

Editing Techniques: Concept of Editing, Organization structure of the editorial department, editorial staff members, Principles of editing, rewriting, and editorial writing.

Unit II

8 hrs

Headline Writing: Concept of Headline, functions of headline, types of headline, techniques of headline writing.

Unit III

8 hrs

Newspaper Design: Concept of newspaper design, need for newspaper design, principles of designing, stylesheet, designing softwares.

Unit IV

8 hrs

Front page Design, sports page design, pagination, photo editing and caption writing.

Unit V

8 hrs

Translation: Meaning, principles, techniques and types.

Books for Reference:

- | | |
|---------------------------------|-----------------------------|
| 1. The Art of Editing | P.K.Baskette and JizSissors |
| 2. News Editing | Bruce Westley |
| 3. News Headlines | Harold Evans |
| 4. Newspaper Design | Harold Evans |
| 5. The Sub Editor's companion | Michael Hides |
| 6. News reporting & Editing | K M Srivastava |
| 7. Elements of newspaper design | Ames |
| 8. Simple Sub's Book | Lealie Sellers |

JOURNALISM SEMESTER – V
PAPER-7 PRACTICAL
3 hours/Week
Practical-I (For Theory Papers 5 and 6)

End Semester Practical examination is for 80 marks+ 20 IA marks=100

Practical-I Reporting:

Duration of Examination -02 hours. Practical Proper=40 + IA=10 =50

40 Marks includes 20 marks for Record Keeping and 20 for Practical exam

1. Writing press release, news reporting, interviewing, human interest story or feature writing.
2. Preparation of Record.

Syllabus for Record

- a) News Report writing – Two Reports:

2 Hrs

Students shall personally attend the event and collect news and prepare a news report on their own. Newspaper clippings are not acceptable for evaluation. The news reports shall be the original work of the students.

- b) Interview based Report – One Report

2 Hrs

Students shall personally and individually interview a news worthy personality and prepare a report in the question and answer format along with a photograph of the interviewee.

- c) Feature story – One story

2 Hrs

Students are required to write a feature story or a human interest story not exceeding 500 words on any news worthy topic of their choice. It shall be the original work of the student.

- d) Human Interest Story – one story

1 Hr

- e) Published article with a byline

Practical-II Editing:

Duration of Examination -02 hours, Practical Proper=40 + IA=10 =50

40 Marks includes 20 marks for Record Keeping and 20 for Practical exam

1. Letters to the editor, caption writing, headline writing, Editorial writing
2. Preparation of Record

Syllabus for Record:

- a) Design a sports page or front page

1Hr

Students are required to design a front page or sports page of a newsletter and publish it.

- b) Editorial writing – One Editorial

3 Hrs

Students are required to write one editorial on any important and current news worthy topic. It shall be the original work of the students.

- c) Five Headline writing exercise

3 Hrs

Students are required to write Five Headlines for reports given by the subject teacher. It shall be the original work of the students.

- d) Five Caption writing exercise

2 Hrs

Students are required to write Five captions for photographs given by the subject teacher. It shall be the original work of the students

Note:

- a) The practical examination shall be conducted for 20 marks each for Reporting and Editing. The exams are conducted separately in each of these two papers. The question paper for the practical shall be prepared by the BOE based on the practical syllabus.
- b) The records shall carry 20 marks each for Reporting and Editing. It shall contain the work of the student done during the course work of the semester.
- c) The records shall be valued on the day of practical examination in the respective subject.
- d) Students are required to submit only the original record to the Department and all allowed to keep a copy of the work submitted for their future needs. The record will not be returned to the students and becomes the property of the Department.

JOURNALISM SEMESTER –VI
PAPER-8 CORPORATE COMMUNICATION AND ADVERTISING
CLASS DURATION – 03 HOURS PER WEEK
MARKS THEORY – 80 + INTERNAL ASSESSMENT -20 = 100

(42 Hrs)

Objective:

To understand the concept of Advertising and Corporate Communication and the opportunities available in the industry.

Unit I **10hrs**

Advertising: Concepts of advertising, evolution of advertising in the world and India, nature and scope of advertising, functions and significance of advertising.

Unit II **8Hrs**

Types of Advertisements: Types of advertisements, Ad copy elements, Copy writing, Ad agencies and functions.

Unit III **8Hrs**

Corporate Communication: Concept of corporate communication, nature and scope of corporate communication, evolution of corporate communication, functions of corporate communication. Qualifications and responsibilities of a Public Relations Officer.

Unit IV **8Hrs**

Tools of Corporate Communication: Print-- House journals, newsletters, brochures and handouts. Electronic—Ads and films, New media—Social media and blogs

Unit V:

Difference between PR, Publicity, propaganda and lobbying **8 Hrs**

Books for Reference

- | | |
|--|------------------------|
| 1. Essentials of Advertising | Chandan Singh & Malhan |
| 2. Advertising Procedure | OftlKleppner |
| 3. Ogilvy on Advertising | David Ogilvy |
| 4. Advertising Principles and Practice | Sethia&Chunavalia |
| 5. Advertising | Ahuja&Chhabra |
| 6. Advertising, Agencies, Global & Indian Perspectives | R S Shiva |
| 7. Press Advertising | N.Mathur |
| 8. The Practice of PR | Cutlip& Centre |
| 9. P R in India | J M Kaul |
| 10. The Challenges of PR | C K Sardana |
| 11. Handbook of PR in India | D S Mehta |
| 12. Advertising and Public Relations | Ahuja&Chhabra |
| 13. Public Relations | Ahuja&Chhabra |
| 14. The Challenge of PR | C K Sardana |
| 15. Media and Advertisement Management | SabyasachiChatterji |
| 16. Advertising that Works | Fearon Robert |

PAPER-9 INTRODUCTION TO BROADCAST MEDIA
CLASS DURATION – 03 HOURS PER WEEK
MARKS THEORY – 80 + INTERNAL ASSESSMENT -20 = 100

(42 Hrs)

8 Hrs.

Radio as medium of communication: Brief History of Radio broadcasting, characteristics of radio, radio programmes, radio commercials, Radio Jockey.

Unit II

8 Hrs.

TV as a medium of communication: Brief History of TV telecasting in the world and India, characteristics of TV, Television news gathering and reporting techniques..

Unit III

10Hrs

TV News Presentation: Bites, Piece to camera, Interview, Discussions, Role of Anchor, VJ, News Presenter. Mechanics of presentation—voice modulation, body language, eye contact, facing camera.

Unit IV

8 Hrs

Writing for Radio and TV: Script writing for radio and TV—techniques.

8 Hrs

Elements of TV production: Microphone—types, Camera—types, parts and movements, basics of audio and video editing.

Books for Reference

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|---|--------------------|
| 1. Audio Visual Journalism | B N Ahuja |
| 2. Indian Broadcasting | H.R.Luthra |
| 3. Mass Communication | Keval J Kumar |
| 4. Mass Communication | R K Chatterjee |
| 5. Broadcast News writing | G Paul Smeyak |
| 6. BanuliBaravanige | H S Krishnaswamy |
| 7. Broadcasting in India | P C Chatterjee |
| 8. Radio and TV Journalism | K M Srivastava |
| 9. Education TV in India – Challenges and Issues | N Usha Rani |
| 10. Writing for Multimedia and the Web – A practical guide to Content development for interactive media | Timothy Garrand |
| 11. Journalism and New Media | John V Pavlik |
| 12. The Idea of Public Journalism | Theodore L Glasser |
| 13. Radio & TV Journalism | Hake Mulder Jan |
| 14. Instructional Media and the New Tech | Hemich Robert |
| 15. Broadcast Journalism – Basic Principles | Bhatt SC |

JOURNALISM SEMESTER VI
PAPER-10 PRACTICALS
3 hours/Week
Practical-I (For Theory Papers 8 and 9)

End Semester Practical examination is for 80 marks+ 20 IA marks=100

Practical-1 Theory Paper 8 . Corporate Communication & Advertising

Duration of Examination -02 hours. Practical Proper=40 + IA=10 =50

40 Marks includes 20 marks for Record Keeping and 20 for Practical exam

1. Writing classified advertisements, Display advertisements, preparing brochures, posters.
2. Preparation of record

Syllabus for record:

1. Classified Advertisements	4	2 Hrs
2. Display	2	3 Hrs
3. Brochures	2	2 Hrs
4. Posters	2	2 Hrs

Practical-II Theory Paper -9, Introduction to Broadcast Media

Duration of Examination -02 hours. Practical Proper=40 + IA=10 =50

40 Marks includes 20 marks for Record Keeping and 20 for Practical exam

1. Radio Script writing, Review of radio programmes and stations, writing for TV, review of TV programmes and channels, review of films and lab journal./ e Journal.
2. Preparation of record.

Syllabus for record

1. Review of one radio programme and one radio station	2 Hrs
2. Review of one TV programme and one TV channel	2 hrs
3. Produce a Public Service Advertisement for Radio	2 hrs
4. Produce a Piece to Camera for 2 mins on any current topic	3 hrs