

**COURSE STRUCTURE FOR COMMUNICATION AND
JOURNALISM AS AN OPTIONAL SUBJECT IN B.A. 3-YEAR
DEGREE COURSE (SEMESTER SYSTEM CBCS)**

YEAR	SEMESTER	PAPER	NO. OF TEACHING HOURS	NO. OF CREDITS	MARKS
First	I	Paper-I: Introduction to Communication & Journalism (Core)	40	6	100
	II	Paper-II: Mass media in India (Core)	40	6	100
Second	III	Paper-III: Reporting and Editing for Print Media (Core)	40	6	100
	IV	Paper-IV: Broadcast Journalism (Core)	40	6	100
Third	V	Paper V: Advertising (Core)	40	6	100
		Paper-VI: Elective (Any one from Paper VI (A) and Paper VI (B)) (GE)	40	6	100
		Paper-VI (A): Media and Development			
		Paper VI (B): Telugu Journalism			
	VI	Paper-VII: Public Relations (Core)	40	6	100
		Paper- VIII: General Elective from any of the following.	40	6	100
		Paper-VIII (A) Introduction to Online Journalism			
Paper-VIII (B): Specialized Reporting					
Total:			320	48	600

SYLLABUS FOR COMMUNICATION AND JOURNALISM AS AN
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FIRST YEAR

SEMESTER-I

Paper-I: Introduction to Communication & Journalism (Core)

Unit-I: Definition of communication, Communication and its role in society. Types of Communication -Intra-personal, Interpersonal, Group Communication, Mass Communication - Print, Radio, Television and film. Process of Mass Communication.

Unit-II: Models of Communication – Laswell – SMCR model, Shannon and Weaver – Osgood and Schramm.

Unit-III: Theories of Communication – Effects theories – Agenda setting theory – Uses and gratifications theory, Normative media theories, propaganda. – publicity, Knowledge Gap Hypothesis, Information rich and Information poor.

Unit-IV: Journalism-Definition, scope and nature of Journalism; Role of journalism in a democracy/ society, creating awareness, building public opinion- Journalism and social change.

Unit-V: Kinds of Journalism: Print, Broadcast, On-line (Cyber) journalism, Sports, Science, Investigative, Development, Community, Cheque book and Yellow Journalism.

SEMESTER- II

Paper-II: Mass Media in India (Core)

Unit-I: Press

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement, National Freedom Movement, Post Independence Era, Post Emergency Era. Changing Readership, Language Press. Recent Developments in Print Media.

Unit-II: Films-Evolution

Early films- Pioneers of Indian Cinema- shantaram, Bimal Roy and other film makers - parallel cinema- commercial cinema-regional cinema.

Unit – III: Radio

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

Unit – IV: Television

Development of television as a Medium of Mass Communication – Historical perspective of television in India – Satellite and Cable Television in India and Development of networks and regional Channels.

Unit – V: Origin, growth and Present status of New Media in India.

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance. Online media , podcast, digital divide