

FACULTY OF SOCIAL SCIENCES

DEPT. OF JOURNALISM & MASS COMMUNICATION

MIDULI, NALGONDA

SEMESTER - I

DOC 10: Introductions to Communication & Journalism

Unit-I: Communication: Definition-Nature Scope and Functions. Process and elements of Communication, Communication and its role in society. 7Cs of communication. Types of Communication-Verbal, Non-verbal, Intra-personal, Interpersonal, Group Communication and Mass Communication. Mass communication characteristics functions and Mass Media: Print, Radio, Television and film.

Unit-II: Models of Communication - Laswell . Berlo's SMCR model, Shannon and Weaver, Osgood and Schramm. Dance Helical, NewComb ABX model.

Unit-III: Theories of Communication - Effects theories: Agenda setting theory, Uses and gratifications theory. Cognitive dissonance theory, cultivation theory. Normative media theories: Authoritarian theory Libertarian theory Social responsibility and Soviet Communist theory. 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. Propaganda Publicity, building public opinion- Journalism and social change.

Unit-V: Kinds of Journalism: Print. Broadcast. On-line (Cyber) Journalism, Sports, Science, Education. Development. Community. Paid Journalism and Yellow Journalism.

M. K. Sharma

N. K. Reddy

H. K. Sharma

SEMESTER- II

DSC -201 Mass Media in India

Unit-I: Press

History of the Press in India: Colonial Period – Printing in India - James Augustus Hicky - James Silk Buckingham- Raja Rammohun Roy - Major English newspapers- Early Indian Language Newspapers. Press Acts and regulations in British rule. Press and Social Reforms. Press and National Freedom Movement, Gandhi as Journalists. Post Independence Era, Post Emergency Era. Changing Readership. Recent Developments in Print Media.

Unit-II: Films-Evolution

Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, Shantaram, Bimal Roy Mehboob and Guru Dutt - 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

Historical perspective of television in India Development of television as a Medium of Mass Communication — 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.

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SEMESTER- III

DSC 301: Reporting & Editing for Print Media

Unit-I: Introduction to News - Definitions - Nature - Scope of News - News Values - Hard News and Soft News. Sources of News - News gathering and its importance. Qualities of a reporter - Fairness, balance, attribution.

Unit-II: News writing - Elements of news story- Inverted pyramid- Leads- types. Reporting - Politics, Crime, Finance, Science, Health and environment, beat reporting.

Unit-III: Newspaper organization structure - Organisation of Editorial Department and the News Bureau.- Hierarchy, Different roles Path of a News Copy from event to the reader-

Unit-IV: The Editing Process: Editing - News Selection - Qualities of a sub-editor Integrating Copy - Rewriting; Types of Copy- Agency, Bureau, Wire, Mofussil - Functions of Headlines - Headline Writing - Excerpts - Blurbs - Highlights - Infographics. Photo Essay - Caption writing

Unit-V: Media Ethics and Laws: Freedom of speech and expression, Article 19 (1) (a) , reasonable restrictions, Media Laws and Ethics -Defamation, Libel, slander, , Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957, Fairness - Public Interest and privacy, Press Council of India (PCI) - Recommendations and status - Code of Ethics for Journalists.

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HEAD

SEM - III

SEC - II

SPECIALIZED REPORTING (2020-2021)

Objectives: To define specialized reporting and identify the attributes of a typical specialized report • Distinguish between a specialist reporter and a generalist • identify and explain the special qualities of specialized reporter

Duration: 2 Hours per week

MODULE-I:

Introduction to Science Communication: Science communication- characteristics
.Media use for science communication, important science publications for popular reading-
Issues like GM crops, big dams and others. Media coverage of science- print- radio- television
and new media. Promotional campaigns of science communication

MODULE -II:

Environment and Media: Role of media in covering environmental issues,
Governmental and non-governmental organizations and environmental campaigns-
Chipko, Appiko, Narmada Bachao Andolan and others. Environmental policy initiatives:
national and international and issues Global warming, Kyoto Protocol, Rio Earth Summit,
Montreal Meet, Copenhagen, Paris declaration. Polavaram, Patancheru, Flourosis.

SEMESTER-IV

DSC 401: Broadcast and New Media Journalism

Unit-I: Introduction to Broadcast Media: Broadcasting- Radio Transmission Process, Television Transmission Process, Impact and role of Broadcast media in society, Concept of Public Broadcasting: Contribution of AIR and Doordarshan towards development, community Radio.

Unit-II: Introduction to Radio Journalism: Basic features of radio news .Sources of radio news, qualities and responsibilities of a radio reporter, criteria for selection of radio news .Radio news bulletin structure. News room set-up in a radio station. Different radio programme formats

Unit-III: Television Journalism: Basic characteristics and elements of television news, elements of a TV news bulletin .Writing style for television news. Duties, responsibilities and qualities of a TV reporter. Writing for Television, Television Programme formats, Television Script formats Interview: types and techniques of TV interview. New trends in television news reporting – Youtube/ social media as a source of news.

Unit IV: Television news based programmes, Television News Process from the event to the Screen. Hierarchy in television news channel. Ethical issues in television news.

Unit-V: New Media Journalism: Web-based newspapers, web-journalism Media Convergence. Unique features of Web Journalism, language, Internet newspaper editions, updates, Internet News Groups, e-mail, blogs. Internet as a tool for data gathering, Social Media Journalism, issues of veracity and credibility – Fake news.

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N. S. Malhotra

THIRD YEAR

DSE 501 A. Media and Development (or)

B. Telugu Journalism

Media and Development

Unit-I: Development: Concept, Definition, Process. Millennium Development Goals, Concept of Sustainable Development and Sustainable Development Goals.

Unit-II: Role of Media in Development Communication - Strategies in Development, Communication, Social, Cultural & Economic Barriers to Development Communication.

Unit-III: Agricultural Communication, Rural Development: Approaches, Rural Development: Extension.

Unit-IV: Development Support Communication: Population, Family Welfare & Health, Education & Environment, Problems faced in Development Support Communication.

Unit-V: Writing Development Stories for Media: Print, Radio and TV, Issues of AIDS, Trafficking, Human Rights, Dalit & Tribal Movements.

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N. Jagadeesh

Stevenson

HEAD

(B): Telugu Journalism

Unit-I: History of Telugu Press - Major Phases in the evolution of Telugu Journalism. Telugu Press in Social Reform movement and freedom struggle, pioneers in the history of Telugu Press. Kandukuri Veeresha Lingam Pantulu, Kashinathuni Nageshwar Rao Pantulu, Mutnuri Krishna Rao, Suravaram Pratapa Reddy. Origin and growth of Press in Telangana, prominent publications and journalists. Role of the Press in Telangana movement.

Unit-II: Contemporary Telugu Press, its growth and contribution. Current trends in Telugu Journalism. Study of Telugu newspapers—news reporting, investigative reporting, columns, columnists, special pages and special supplements. Objectivity and editorial policies.

Unit-III: Language in Telugu Newspapers, use and misuse of English words, dialects. Problems of translation, coining of new words. Writing of News Reports and exercises in translation.

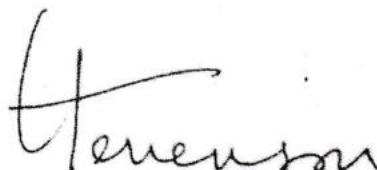
Unit-IV: Telugu Newspapers-Study of news reports, features and articles. Language and style. Writing articles and features, differences in writing articles and features.

Unit-V: News and news-based programmes in the electronic media. Writing news for radio and television. Differences in writing for Print and Electronic media.


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GOVT DEGREE COLEGE FOR WOMEN, (A) BEGUMPET, HYDERABAD

DEPARTMENT OF JOURNALISM B.A. III YEAR
GE- TV NEWS ANCHORING AND SCRIPT WRITING
SEMESTER-V

SYLLABUS (2021-2022)

Objectives: To develop understanding of Television, its Newsroom, Organizational structure and Reporting process. Also to enable students to write news scripts for TV. The course offers basics of news reading, presentation and voice over.

MODULE- I: Basics of Television News Anchor Basic Principles of Television News Presentation, The TV News Anchor- Qualities, roles, skills and responsibilities, professional ethics, dress sense, performance, dealing with contingencies. Camera facing techniques- Grooming for camera, on camera movement, holding props, scripts, peripheral vision, cue cards and makeup etc. Tele-prompter and its functioning, Voice analysis-pitch, volume, pronunciation and vitality.

MODULE -II Programming techniques, Basic Difference between News and Non-News Programme, Non- news show anchoring, Anchoring different Journalistic genres- documentary, Interview-Based Shows, Interactive and Panel Discussion Reporting techniques Piece to camera (PTC), Vox pop, Live Reporting-working with an OB Unit, Essentials of Field Reporting and Basic of giving a Live Phone-in.

MODULE -III TV Journalism - Understanding the medium. Advantages of television journalism. The process of television journalism. Live news reports. Reporting Programme format of reporting- Suggestions for style and treatment - The story - the process - Sources - Research - News values and principles - Journalistic beats.

MODULE - IV Writing for Visuals: Principles of writing for visuals - steps for producing the perfect news story - Visual language - Script format for television scripts - Reporting - Documentaries - Interviews. Piece to Camera - Principles of delivering an effective PTC. Programme Production - Packaging for a channel - Significance and elements of packaging for news channels.

Booklist

1. P.C. Chatterji : *Broadcasting in India*
2. Herbert Zettle: *Television Production*
3. Campbell, Meath & Johnson: *A Guide to Radio, TV Writing*
4. Pane Sureyat: *Broadcast News Writing*

Shantamur *Nyama*
Shantamur

5. S.P.Jain: *The Art of Broadcasting*
6. H.R.Luthra: *Indian Broadcasting*
7. The Abc of News Anchoring - Richa Jain
8. Anchoring America - Jeff Alan, James M Lane

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SEMESTER-VI

DSE 601 Media Literacy

- Unit 1:** Media and society. Introduction to Media Literacy. Understanding media. Media and audience. Types of media literacy. Language in media.
- Unit 2:** The Five Key Concepts to Media Literacy - producers of media content- techniques used to attract the attention of audience. Individual differences in understanding the messages. The lifestyles, values or points of view included or omitted from, the message. Applying Bloom's Taxonomy to Media Analysis -the 6 different levels of Bloom's Taxonomy .
- Unit 3:** Social Constructions of Media and Their Implications: Situating the Socio-cultural Context of Media Content ; Understanding Media Content and Its Uses-Understanding the News, Media and Information Ethics; Representation in Media and Information.
- Unit 4:** Creating Media Commercials. Elements of a commercial. Camera Shots and Angles Conveying Meaning. Digital Editing and Computer Retouching.
- Unit 5:** Critical understanding of the media. Media and economics . Media and hegemony. Media and psycho analysis. Content analysis. Film criticism. Semiotics.

(B) Advertising

- Unit I:** Advertising - Definition, nature and scope of advertising, social relevance of advertising and its role in communication and marketing. The function of advertising in society in India and the developing countries, effects of advertising on different sections of the society.
- Unit-II:** Types of advertising; Classification of different types of advertisements- Newspaper magazines, radio, T.V., film, video, hoardings, billboards, internet etc., their relative merits and demerits. Trends in Advertising - surrogate advertising, in-film advertising.
- Unit III:** Structure of an advertising agency, various departments, functions. Types of agencies Full-service agencies, Specialized agencies, in-house agencies, creative boutiques.
- Unit IV:** Objectives and basic principles of advertising campaign, Process of creating an advertisement: from rough sketch to final release, visualising and copy writing - Elements of an advertisement.
- Unit V:** Laws related to advertising - The Indecent Representation of Women's Act, 1986; The Drugs and Magic Remedies (Objection and Advertisement) Act, 1954, The Prevention of Food Adulteration Act, 1954. Unethical practices in advertising - ASCI - (Advertising Standards Council of India)

University Name

Members

N. J. M. K.