

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
FIRST YEAR – I - SEMESTER

PAPER-I: INTRODUCTION TO MASS COMMUNICATION & JOURNALISM

Ist Year	SYLLABUS	No of Lectures
UNIT-I	Definition, Nature and Scope of Journalism and Mass communication, Types of Communication	08
UNIT-II	History of journalism – a brief survey of the evolution of modern journalism. History of Indian press – pre-independence and post-independence period.	08
UNIT-III	Basic concept of journalism – Principles of journalism, Journalism and Mass Communication in relation to State and Country.	08
UNIT-IV	Types of Mass Media-Press, Radio, TV, Films, Advertising and Web-publishing.	08
UNIT- V	Theories of Communication, International Communication-Globalization and Media-Global Village.	08

*Note: The curriculum includes periodical assignments and theme paper.

Reference Books:

1. B.N.Ahuja : Theory and practice of journalism
2. John A.Binter : Mass communication An introduction
3. D.McQuail : Mass communication Theory
4. R.Parthasarathi : Journalism in India
5. Keval J. Jumar : Mass communication in India

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),

FIRST YEAR – II- SEMESTER

PAPER-II: REPORTING AND EDITING FOR PRINT MEDIA

1 st Year	SYLLABUS	No of Lectures
UNIT-I	REPORTING: Role, Duties and qualities of a Reporter - Techniques of Reporting-Collecting news- problems of news gathering-Reporting public affairs – Meeting-cultural, Social, sports and other events.	08
UNIT-II	Reporting special events, disasters and accidents crime, budget, legislature reporting, speech reporting, investigative reporting, science reporting, rural reporting	08
UNIT-III	Column writing, writing creative middles, language as a tool of writing, art of translation, practical exercises, beats	08
UNIT-IV	EDITING: Editing- Types of Editorials-Editorial comments-column writing. Letters to the Editor- Leads- Headings and Types of Headings	08
UNIT-V	Reporting Fashion, Travel and Tourism, Book Reviews, Pack Journalism, Film Reviews, Song and Drama Reviews	08

Reference Books:

1. John Rothenberg : The Professional Journalist
2. Emery, Adult & Ages : Reporting and writing the News
3. Ralph S. Izard : Reporting the citizens news
4. M.V. Kamath : Professional Journalism
5. Curtis MacDougall (1953) : Interpretative reporting. New York, George Allen & Unwind Ltd.
6. Pataniali Sethi : Professional Journalism
7. Tom Wolfe : the New Journalism

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
SECOND YEAR – III- SEMESTER
PAPER-III: Development Communication

IInd Year	SYLLABUS	No of Lectures
UNIT-I	Development-Reasons for under development-Theories of development, economic theory, Walt Rostow, Sociological theory, Modernization theory, Dependency theory, Millennium development goals, diffusion of innovations, An over view.	08
UNIT-II	Development Journalism, Origin, growth, concepts, case studies, development news, Different concepts, Development reporting, problems, Indian Press and Development journalism	08
UNIT-III	Development communication, definitions, nature, scope, merits and demerits, case studies of SITE and Jabua development communication project, Communicating and Human development, Literacy population control, Sanitation, Gram panchayat, AIDS	08
UNIT-IV	Participatory development, Participation and development/community development, social capital, and theories, participatory communication research, case studies	08
UNIT-V	Multimedia approach to development issues, Dominant paradigm, New paradigm of development, Sustainable development, Development dilemmas,	08

Reference Books:

- 1 Avik Ghosh (2006) : Communication technology and Human development : New Delhi : Sage publications
- 2 DVR Murthy (2006) : Development Journalism: What Next New Delhi: Kanishka Publications
- 3 Srinivas Melkote (2001) : Communication for development in the third world: New Delhi: Sage publications
- 4 N. Jayaweera and S. Ammugave (1989) Rethinking development communication: Singapore: AMIC
- 5 Jean Servet et al (1996) : Participatory communication for social changes New Delhi: Sage Publication
- 6 Richard Peet (2005) : Theories of development Jaipur : Rawat publications

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
SECOND YEAR – IV - SEMESTER

PAPER-IV: Broad cast Journalism, New Media

IIInd Year	SYLLABUS	No of Lectures
UNIT-I	Brief history of the broadcasting in India. Concept of public broadcasting. Contributing Of AIR and Door-Darshan to development. Community broadcasting.	08
UNIT-II	Emergence of commercial broadcasting. FM radio, Cable/Satellite television and their growth. Satellite TV channels- Ownership and content- news, entertainment and infotainment. Impact of television on society.	08
UNIT-III	Different formats of Radio and T.V News, features, soaps, sitcoms, serials, jingles, talk shows, reality shows, game shows, and documentaries.	08
UNIT-IV	Basic production techniques. Production technologies, types of production. Script writing techniques for radio and television. Script formats.	08
UNIT-V	Introduction to new media – Internet and www, search engines. Concept of convergence. Linkages to conventional media – online journalism, blogs, v-logs, chats and social networking. Pod casting, mobile cast, IPTV, internet radio, satellite radio .Ethical issues in new media.	08

Reference Books:

- 1) Broadcasting in India, PC chaterji.
- 2) Handbook of broadcasting: How to broadcast effectively, Waldo Abbot.
- 3) Radio Programming: A basic training manual, Ralph Milton.
- 4) Television Journalism (Telugu), Thota Bhavanarayana.
- 5) Radio and TV journalism, Jan R Hakemulader and PP Singh.
- 6) Broadcast Journalism, SC Bhat.
- 7) Writing and Reporting television news Eric K.Gromly

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
THIRD YEAR – V - SEMESTER
 PAPER- V REPORTING AND EDITING FOR ELECTRONIC MEDIA

IIIrd Year	SYLLABUS	No of Lectures
UNIT-I	Writing for Radio-News, Current Affairs, Interview-News Writing Script and Sound Bytes- Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Radio.	08
UNIT-II	Writing for Television-News, Current Affairs, and interviews-News writing Script, Visual Treatment and Sound Bytes. Qualifications, Functions and Principles of News reporting by Reporters and Correspondents of Television.	08
UNIT-III	Reporting Political News, Sports News and Business News for Radio and Television -Budget for Radio and Television-Scripting, Principles, Types and Techniques, Writing Weather News Bulletins for Radio and Television.	08
UNIT-IV	News reading for Radio: Techniques principles, Speech Modulation, Pronunciation, News Presentation for Television. Anchoring Visual Appearance Speech Delivery, Teleprompter	08
UNIT-V	Writing for Radio and Television Documentary-Writing for Radio and Television, Commercials-Writing for special audience programmes of Radio and Television.	08

Reference Books:

1. Techniques of TV Production – Rudy Bretz (Mc Graw Hill)
2. Video Production handbook – Miller (Focal Press)
3. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal.
4. The techniques of Television Production – Millerson Gerald Focal Press).
5. Multimedia – Tata McGraw Hill
6. Adobe Premiere and Adobe after Effects: Tata McGraw Hill
7. Visual Studio, Tata MCGraw Hill.

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
THIRD YEAR – V - SEMESTER
 PAPER VI (A) MEDIA AND DEVELOPMENT

IIIrd Year	SYLLABUS	No of Lectures
UNIT-I	Understanding economic development and human development, education, health, nutrition, population, environment, gender issuers, problems of dalits and tribals.	08
UNIT-II	Coverage of Development issues in print and electronic media. Folk and traditional media and their role in development communication.	08
UNIT-III	Development of Telangana, Agriculture, irrigation, industrial development, employment, social sector, education, health, population etc.	08
UNIT-IV	Development, employment and welfare programmes of central and state governments. Use of different media in promoting development programmes. Effectiveness of demonstrations, group discussions, meetings and field visits. Introduction to extension. Government agencies in development	08
UNIT-V	Writing on developmental issues, reports, interviews, articles and features. Development related features and special pages in newspapers, development related magazines and development related programmes on radio and television	08

Reference Books:

1. P.C Chatterji (1988), Broadcasting in India, New Delhi. Sage Publication
2. ULBarua; This is All India Radio.
3. Mehra Masani (1986), Broadcasting and he people New Delhi, National Book Trust
4. HRLuthra; Indian Broadcasting.
5. Reports of Information and Broadcasting Ministry.
6. Vanita Kohli (2006) The Indian Media Business; New Delhi. Sage.

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
THIRD YEAR – V - SEMESTER

PAPER VI (B) MEDIA LAWS AND ETHICS

IIIrd Year	SYLLABUS	No of Lectures
UNIT-I	Indian constitution, Salient Features, Fundamental rights, Article 19(1)(A), Freedom of the press	08
UNIT-II	Official secrets Act, 1923, Books and Registration of newspapers, Act, 1956, Working Journalists Act, 1955 Press and Publication (Parliamentary Proceedings) Act, 1976	08
UNIT-III	Press Council of India Act, 1978 Indian Cinematography Act, 1950, Laws of defamation, contempt of court, Freedom of the press, Ramesh Tapur vs state of Madras, Brij Bhushan vs state of Delhi, Sakal Newspapers vs Union of India, Benett Coleman and Co vs Union of India.	08
UNIT-IV	Censorship Law and internet, emerging trends, Laws relating to cable and satellite TV, Cyber Law, Cyber Crime, Cyber Ethics, Convergence Bill, Communications commission of India(CCI), Intellectual Property Rights, Right to Privacy and Internet	08
UNIT-V	Journalism ethics, accuracy, fairness, completeness, code of ethics, Journalism and objectivity, the influence of news values, objectivity in practice, redefining objectivity, objectivity as a perspective, use of language.	08

Reference Books:

1. B.N.Pandey : Indian constitution, Central Law Publication.
2. D.D Basu : Introduction to Indian constitutions.
3. D.D. Basu : Press laws

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
THIRD YEAR – VI - SEMESTER

PAPER-VII: PUBLIC RELATIONS & ADVERTISING

IIIrd Year	SYLLABUS	No of Lectures
UNIT-I	Definition, nature and scope of PR, its purpose and role in developing countries. Public relations, public opinion and propaganda. PR and Corporate Image. Organization and functions of a PR department role and functions of a PRO. The Pr Process; PR Planning.	08
UNIT-II	Internal and external publics of an organization, and importance Media relation: Press release, newsletter, brochures, house journals, advertising, exhibitions, annual reports, press kits, meet the press, media briefings audio news releases, video news releases and web sites.	08
UNIT-III	Community relations- definition and importance, tools to reach community, Corporate social responsibility; customer relations-dealing with different types of customers; Dealer, supplier and Investor relations. Public relations in the government, public sector and private sector organizations. PIB, DIPR, DAVP and Directorate of Field Publicity	08
UNIT-IV	Advertising, Definition, nature scope of advertising. Effects of advertising on different sections of the society. Types of advertising, Classification of different types of advertisements, Newspapers, magazines, radio, T.V., film, video, hoardings, billboards, internet etc, their relative merits and demerits.	08
UNIT-V	Structure of an advertising agency, various departments, functions., Types of agencies, Full-service agencies, Specialized agencies, in-house agencies, creative boutiques.	08

Reference Books:

1. Cohen; Advertising.
2. Dunn; Advertising its role in modern society
3. P.C Chatterji (1988). Broad casting in India, New Delhi, Sage Publications
4. ULBarua: This is All India Radio.

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
THIRD YEAR – VI – SEMESTER

PAPER VIII (A) SPECIALISED REPORTING FOR PRINT MEDIA

FIELD WORK

KAKATIYA UNIVERSITY BA JOURNALISM '3YDC' (CBCS),
THIRD YEAR – VI – SEMESTER

PAPER VIII (B) SPECIALISED REPORTING FOR ELECTRONIC MEDIA

FIELD WORK

KAKATIYA UNIVERSITY
B.A. (3Years) JOURNALISM COURSE, (STRUCTURE & SYLLABUS)
Under choice Based Credit System (CBCS) Academic Year 2016-17

Course Year	Semester	Paper Title	No of Teaching Periods	No of Credits	Internal Marks	Theory Marks	Total Marks
First	I	Introduction to Mass Communication & Journalism (Core)	40	5	20	80	100
	II	Reporting and Editing for Print Media(Core)	40	5	20	80	100
Second	III	Development Communication (Core)	40	5	20	80	100
	IV	Broadcast Journalism New Media (Core)	40	5	20	80	100
Third	V	Paper-V: Reporting and Editing for Electronic Media	40	4	20	80	100
		Paper-VI: Elective (Any one from paper VI(A) and any Paper VI(B)(GE)	40	4	20	80	100
		Paper-VI (A) Media and Development					
		Paper-VI (B) Media Laws and Ethics					
	VI	Paper-VII Public Relations & Advertising (Core)	40	4	20	80	100
		Paper-VIII: General Elective from any of the following	40	4	20	80	100
		Paper-VIII(A): Specialized Reporting for Print Media (Field Work)					
Paper-VIII(B): Specialized Reporting for Electronic Media(Field Work)							
Total			320	36	160	640	800