

KAKATIYA UNIVERSITY, WARANGAL  
(B.A) JOURNALISM '3YDC' (CBCS).

**FIRST YEAR – I – SEMESTER**

**PAPER-I: INTRODUCTION TO MASS COMMUNICATION & JOURNALISM**  
**Ist Year SYLLABUS**

**UNIT-I**

Definition, Nature and Scope of Journalism and Mass communication, Types of Communication

**UNIT-II**

History of journalism – a brief survey of the evolution of modern journalism. History of Indian press – preindependence and post-independence period.

**UNIT-III**

Basic concept of journalism – Principles of journalism, Journalism and Mass Communication in relation to State and Country.

**UNIT-IV**

Types of Mass Media-Press, Radio, TV, Films, Advertising and Web-publishing.

**UNIT- V**

Theories of Communication, International Communication-Globalization and Media-Global Village.

\*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