

KAKATIYA UNIVERSITY

JOURNALISM FIRST YEAR – I SEMESTER

PAPER -I :INTRODUCTION TO MASS COMMUNICATION & JOURNALISM

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 THE INDIAN PRESS -PRE-INDEPENDENCE 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.

SEMESTER -II

Mass Media in India

Unit-I:

Print media 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 Press Developments in Print Media.

Unit-II:

Films-Evolution Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, 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. Reference Books 1. Keval J Kumar : Mass Communication in india.

SEMESTER-III

Development Communication.

Unit-I

Development – Different concepts – causes for under development – theories of development – economic theory – walt rostow – sociological theory – modernization theory Dependency theory Dominant Paradigm– new paradigm of development – Sustainable development – Development dilemmas – Millennium development goals – diffusionofinnovations – An over view.

Unit-II

Development journalism – origin – growth – developmental journalism – concepts – case studies – development news – development concepts – Development reporting – problems – Indian press and Development journalism.

Unit-III

Development communication – definitions – nature – scope – merits and de merits – case studies of SITE and jabua development communication project – development support communication – an over view – communication and Human development – literacy – population control – Sanitation – Gram panchayat – AIDS

Unit-VI

Participatory development – communication – participation and development/community development – social capital – and theories – participatory communication research – case studies.

Unit-V

Multi media approach to development issues – Interpersonal communication – traditional communication – Mass communication – Radio – Video – films – case studies.

SEMESTER-VI

Broad cast Journalism, New Media

UNIT-I

Brief history of the broadcasting in India. Concept of public broadcasting. Contributing Of AIR and Door-Darshan to development. Community broadcasting.

UNIT-II

Emergence of commercial broadcasting. FM radio, Cable/Satellite television and their growth. Satellite TV channels- Ownership and contentnews, entertainment and infotainment. Impact of television on society.

UNIT-III

Different formats of Radio and T.V News, features, soaps, sitcoms, serials, jingles, talk shows, reality shows, game shows, and documentaries.

UNIT-IV

Basic production techniques. Production technologies, types of production. Script writing techniques for radio and television. Script formats.

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.

SEMESTER-V

MEDIA LAWS AND ETHICS

UNIT-I

Indian constitution, salient features, fundamental rights, article 19(1)(A), freedom of the press

UNIT-II

Official secrets act, 1923, book and registration of newspapers, act, 1956, working journalists act, 1955 press and publication (parliamentary proceedings) act, 1976

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 newspaper vs union of india, Bennett Coleman and Co vs union of india

UNIT-IV

Censorship law and internet, emerging trends, laws relating to cable and satellite TV, cyber law, cyber crime, cyber ethics, convergence bill, communication commission of india (CCI) Intellectual property rights, right to privacy and internet

UNIT-V

Journalism ethics, accuracy, fairness, completeness code of ethics, journalism and objectivities, the influence of news values, objectivity in practice, redefining objectivity, as a perspective, use of language

SEMESTER-VI

PUBLIC RELATIONS AND ADVERTISING

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 function of a PR department role and functions of a PRS. The PR Process; PR Planning

UNIT-II

Internal and external publics of an organization, and importance of media relations: 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.

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.

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, tv, film, video, hoardings, billboards, internet etc, their relative merits and demerits.

UNIT-V

Structure of an advertising agency, various departments, functions, types of agencies, full-service agencies, specialized agencies, in-house agencies, creative boutiques.

SEMESTER-III (NC-1)

PROJECT PLANING AND REPORT WRITING

UNIT-I

Project meaning-design typology-project life cycle- project woekplan-timefrone- budgeting,source of date- method and tools of date collection

Date classification and analysis- drawing inferences.project monitoring and appralsal evaluation.

UNIT-II

Report writing :purpose, audience,format and deadline: selecting and organization moterial- classifying writing notes, information sequence-ordering-heading toues and styles- review and peer review- plagiarism-project publishing-checklists are appendices

SEMESTER-VI

FORMS OF JOURNALISTIC WRITING

UNIT-I

News-soft and hard news;news writing- spot news live new,in depth,investigative, interpretative. Structure and format- inverted, hour glass ,stacked: element- objectivity, fairness, balance,attribution,quotations, partial quotations,full quotation, direct and indirect quotes: basics of writing for news website, portals

UNIT-II

Subjectivity in writing- features -types (interview, profiles, historical features, travelogues, how to do features, middles),article ,edit page articles, editorial ,reviews, criticism, columns, blogs.