



Annexure 1

Syllabus for Journalism and Mass Communication (Elective subject at undergraduate level in Himachal Pradesh University)

Date: 18 March 2011

1st Year

Pedagogy of the course

80% of lectures

20% of assignments and practical exercises

Structure of examinations

Annual written examinations: 80marks

Internal Assessment: 20 marks

Instructions for paper setters for annual written examination:

The annual written examination will be of 80 marks. Time allowed will be 3 hours.

There shall be 9 questions in all.

The first question is compulsory comprising 15 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 10 questions. Each question shall be of 2 marks. (10X2 = 20 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

Instructions for continuous internal assessment:

The internal assessment will be based on assignments and practical exercises spread over the entire syllabus. Each assignment/practical exercise may not exceed 5 marks. The marks secured in the internal assessment after each assignment/practical assessment shall be communicated to the students within a week of such tests.

Syllabus

Unit I

Need and process of communication. Elements of Communication. Types: Intrapersonal, Interpersonal, Group and Mass Communication.

Barriers to Communication. Verbal and Non Verbal Communication. Feedback and noise.

Unit II

An introduction to news media. Types of news newspapers.

Organisation structure of a newspaper.

Qualities and responsibilities of reporters, subeditors, news editors and the editor.

Reporting for magazines and news agencies.

Unit III

Marketing Mix. Integrated marketing Communication.

Advertising: Concept, definition. Advertising media: Classification and characteristics.

Public Relations: Definition and functions. Tools and process of PR.

Unit IV

Role of Radio & TV in social change, education & entertainment.

Video production team.

Basics of TV script-writing.

Radio Production team.

Reading List

- Dennis McQuail, 2000: *Mass Communication Theory*, 4th ed. London, Sage
- Uma Narula, 2006: *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications
- Keval J. Kumar, 1995: *Mass Communications in India*. Jaico Publishing House
- A.K. Shukla, 2008: *Handbook of Journalism and Mass Communication*. Rajat Publications, New Delhi
- Carole Flemming and Emma Hemmingway: *An Introduction to journalism*. Vistaar Publications
- K.M. Shrivastava, 1989: *Radio and TV Journalism*. Sterling Publishers, New Delhi.
- Vir Bala Aggarwal, 2004: *Handbook of Journalism and Mass Communication*. Concept Publishing House, N.D.
- Vir Bala Aggarwal, 2006: *Essential of Practical Journalism*. Concept Publishing House, N.D.
- Sharda Kaushik, 2000: *Script to Screen: An Introduction to TV Journalism*. Macmillan, New Delhi
- Ajanta Chakravarty, 2003: *Advertising*. Rupa Co.
- Gupta OM, 2005: *Advertising in India*. Kalpaz publications
- D.S. Mehta: *Handbook of Public Relations in India*. Allied Publishers, New Delhi.
- Naval Prabhakar & Narendra Basu, 2007: *Public Relations: Principles & Functions*. Common Wealth. New Delhi.

2nd Year**Pedagogy of the course**

80% of lectures

20% of assignments and practical exercises

Structure of examinations

Annual written examinations: 80marks

Internal Assessment: 20 marks

Instructions for paper setters for annual written examination:

The annual written examination will be of 80 marks. Time allowed will be 3 hours.

There shall be 9 questions in all.

The first question is compulsory comprising 15 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 10 questions. Each question shall be of 2 marks. (10X2 = 20 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

Instructions for continuous internal assessment:

The internal assessment will be based on assignments and practical exercises spread over the entire syllabus. Each assignment/practical exercise may not exceed 5 marks. The marks secured in the internal assessment after each assignment/practical assessment shall be communicated to the students within a week of such tests.

Syllabus**Unit I**

Functions of Mass Communication. Models of communication: Berlo's Model; Lasswell's formula; Osgood and Schramm model. Theories of Communication: Bullet Theory, Two-step Flow Theory, Concentric Circle Theory. Role of Opinion leaders.

Unit II

News: Concept, News Values, Sources of News.

Structure of news report.

Types of leads and headlines.

News interviews, news features.

Unit III

Freedom of speech and expression: Constitutional guarantees and restraints viz. Article 19(1)(a) and Article 19(2). Press Council of India. Press Commissions.

Ethical issues: Yellow journalism, privacy and the public interest, market driven journalism, engendering stereotypes.

6

Unit IV

Components of Computer-mediated communication: audio-video conferencing, mobile telephony and World Wide Web.

Portals, search engines, email, message boards, listservs etc.

Suggested Reading

- Dennis McQuail, 2000 (fourth Edition): *Mass Communication Theory*, London, Sage
- Wilbur Schramm, 1960: *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr
- Uma Narula, 2006: *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications
- Anderson, Kenneth, 1972: *Introduction to Communication: Theory and Practice*. Cummings Publishing Co., California
- A.K. Shukla, 2008: *Handbook of Journalism and Mass Communication*. Rajat Publications, New Delhi
- Vir Bala Aggarwal, 2004: *Handbook of Journalism and Mass Communication*. Concept Publishing House, N.D.
- Vir Bala Aggarwal, 2006: *Essential of Practical Journalism*. Concept Publishing House, N.D.
- Carole Flemming and Emma Hemmingway: *An Introduction to journalism*. Vistaar Publications
- Sunny Thomas, 1997: *Writing for the Media*. Vision Books Ltd. N.D.
- John Hohenberg, 1983: *The Professional Journalist*. Holt, Rinehart and Winston, London
- Manohar Prabhakar and Sanjeev Bhanawat, 1999: *Compendium of Codes of Conduct for Media Professionals*. University Book House, Jaipur.
- Padhy, K.S, (1984), *Indian Press: Role and Responsibility*, Ashish Publishing House, N.D
- V.S. Gupta and Rajeshwar Dayal (ed), 1998: *Media and Market Forces: Challenges and Opportunities*. Concept Publishing Co. N.D
- Andrew Dewdney and Peter Ride (2006). *The New Media Handbook*
- R. Mansell, 2002: *Inside the Communication Revolution: Evolving Patterns of Social and Technical Interaction*. Oxford University Press.

3rd Year

Pedagogy of the course

80% of lectures
20% of assignments and practical exercises

Structure of examinations

Annual written examinations: 80marks
Internal Assessment: 20 marks

Instructions for paper setters for annual written examination:

The annual written examination will be of 80 marks. Time allowed will be 3 hours.
There shall be 9 questions in all.

The first question is compulsory comprising 15 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 10 questions. Each question shall be of 2 marks. (10X2 = 20 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

Instructions for continuous internal assessment:

The internal assessment will be based on assignments and practical exercises spread over the entire syllabus. Each assignment/practical exercise may not exceed 5 marks. The marks secured in the internal assessment after each assignment/practical assessment shall be communicated to the students within a week of such tests.

Syllabus

Unit I

Editing different types of news copy; Headlines: significance and functions, typographical patterns of writing headlines.
Copy marking and editing symbols.

Unit II

Newspaper designing –Basic concepts.
Type faces – Structure, some popular type faces and their identification.

Unit III

Definition of Development. Development communication and Development Support Communication. Communication and National Development.

Unit IV

Social Media - RSS feeds, blogs, microblogs [twitter etc], podcasts, wikispaces, widgets, social networks [facebook, orkut, etc.], livecasting [skype etc], photo-audio-video sharing [Flickr, iTunes, YouTube etc].

Suggested Reading

- Dennis McQuail, 2000 (fourth Edition): *Mass Communication Theory*, London, Sage
- Wilbur Schramm, 1960: *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr
- Uma Narula, 2006: *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications
- Anderson, Kenneth, 1972: *Introduction to Communication: Theory and Practice*. Cummings Publishing Co., California
- George, T.J.S., (1980), *News Editing*, Indian Institute of Mass Communication, New Delhi.
- Vir Bala Aggarwal, 2004: *Handbook of Journalism and Mass Communication*. Concept Publishing House, N.D.
- Vir Bala Aggarwal, 2006: *Essential of Practical Journalism*. Concept Publishing House, N.D.
- Taylor, Ron & Teel, Leonard Ray, (1985), *Into the Newsroom*. Prentice Hall, New Jersey.
- S.R. Mehta (ed.), 1992: *Communication in Social Development*. Rawat Publications. Jaipur
- Srinivas Melkote and H. Laslie Steovs, *Cominunication for Development in the Third World*. Sage, ND.
- Uma Joshi, 2001: *Understanding Development Communication*. Dominant Publishers, N.D.
- Andrew Dewdney and Peter Ride (2006). *The New Media Handbook*
- R. Mansell, 2002: *Inside the Communication Revolution: Evolving Patterns of Social and Technical Interaction*. Oxford University Press