

# Journalism and Mass Communication

(Elective Paper) ~~BA. Journalism~~

SCHEME OF EXAMINATION w.e.f. 2018-19

First Semester 2018-19		THEORY MARK	INTERNAL ASSESSMENT/PRACTICAL
PAPER	Basic of Communication & Journalism	80	20 (I)
Second Semester 2018-19			
PAPER	Mass Media History & Development	80	20 (I)
Third Semester 2019-20			
PAPER	Basic of Communication & Journalism	80	20 (I)
Fourth Semester 2019-20			
PAPER	Reporting & Editing	80	20 (P)
Fifth Semester 2020-21			
PAPER	Public Relations & Advertising	80	20 (P)
Sixth Semester 2020-21			
PAPER	New Media- An Introduction	80	20 (P)

*Dr. Shamani*  
5/7/17

*AN*  
5/7/17  
Kavinder

*Dr. Shamani*

*Dr. Shamani*

*Dr. Shamani*  
20/4/2022

1

*1/2*

SEMESTER -I

Time- 3 hrs.

Basic of Communication & Journalism

Max. Marks:80

Unit-I

- Introduction to Communication
- Concept and definition of Communication.
- Elements and process of Communication.
- Functions of Communication.

Unit-II

- Human Communication.
- Barriers to Communication.
- Communication and Socialization, Communication and Culture.
- Types of Communication-Verbal, Non-Verbal; Intra personal, Interpersonal, Group and Mass Communication.

Unit-III

- Definition and Scope of Mass Communication
- Process and Features of Mass Communication.
- Elements and Functions Role of Mass Communication
- Tools of Mass Communication-Print (News papers/Magazines), Radio, T.V., Cinema, Folk Media.

Unit-IV

- Journalism-Definition, Nature, Scope.
- History of Journalism-Origin, Development Journey.
- Journalist-Definition; Duties & Responsibilities of Journalist.
- Role of Journalist in Society & Challenges, Current issues in journalism.

*Chawal*  
*harinder*

*[Signature]*

*Deep Shuman*  
*20/5/17*

*AKH*  
*5/1/17*

*1201*

*2*

SEMESTER -II

Time- 3 hrs.

Mass Media-History & Development

Max. Marks:80

Unit-I

- Origin of Indian Print Media, History & Growth.
- Characteristic features of Print Media.
- Role of Print Media, in India Freedom Movement, Role of Print Media in Society.
- Important Indian Newspapers-National/Regional, News Agencies-PTI, UNI,VAARTA, BHASHA.

Unit-II

- Radio as a Medium of Communication.
- Radio-Characteristic Features.
- History of Radio in India, A.I.R., Present status of Radio in India.
- Role of Radio in Society, Community Radio, Educational Role of Radio, FM Channels.

Unit-III

- Television as a Medium of Communication, Characteristic Features of Television.
- History of Television in India, Doordarshan.
- Various T.V. Channels- national/Regional.
- Popular T.V. Serials, T.V. Anchors, Recent Trends in Television.

Unit-IV

- Cinema as medium of mass Communication .
- Brief Introduction of Indian Cinema, History & Development Journey.
- Role & Impact of Cinema on Society.
- Popular films, actors actresses, new trends of Indian cinema, Feature Films, Documentary Films.

*Chetop*  
hainder

*Dr. P. Sharan*  
July 9<sup>th</sup>, 2012

*AH*  
5/7/12

*HP*

SEMESTER -III

Time- 3 hrs.

Media Writing

Max. Marks:80

Unit-1

- Introduction to Writing-Purpose and Scope.
- Basic Elements of Writing
- Various genres/forms of writing-prose, poetry, letters, Essays, News, Articles, etc.
- Essentials of Good Writing.

Unit-2

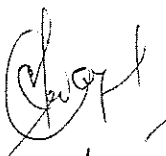
- Creative Writing- Definitional Essentials, Types.
- Media Writing, Difference Between Creative, Media Writing.
- News Writing-Basics.
- Editorial & Feature, Writing.

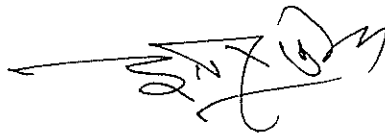
Unit-3

- Writing for Print Media, News, News-Stories.
- Techniques of Writing for Print Media.
- Headline Writing, Writing Hard News & Soft News.
- Writing News Analysis, Interview.

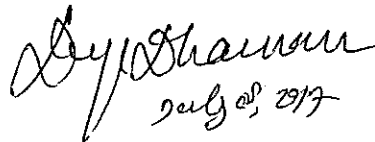
Unit-4

- Writing for Radio- Basics, Essentials Elements.
- Writing Radio News, Radio Features, Radio Interview, Script Writing.
- Writing for Public Relations, Press Release Writing, Writing advertisement Copies,  
Writing for News Media.

  
Kainuol





  
July 28, 2017

101 -

4

SEMESTER –IV

Time- 3 hrs.

Reporting & Editing

\* Max. Marks:80

Unit-1

- Reporting-Concept, Definition.
- News, Elements of News, News Value, News Sources.
- Tools of Reporting, News Gathering Process
- Reporter- Definition, Qualities, Duties & Responsibilities.
- Reporting- Print, Electronic (Radio/T.V.)

Unit-2

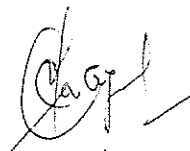
- Structure-Reporting Desk in News Papers.
- Duties & Functions of Bureau Chief, Chief Reporter, Staff Reporter etc., Reporting Beat(s).
- Citizen Journalist, Role & Importance of Citizen Journalist.
- Types of Reporting-Political, Crime, Sports, Education, Development, etc.

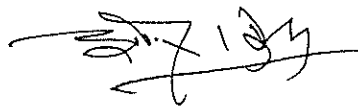
Unit-3

- Editing-Introduction, Definition.
- Principles and Elements of Editing.
- Editing-its significance in journalism.
- Editing & Proof Reading- News Trends.

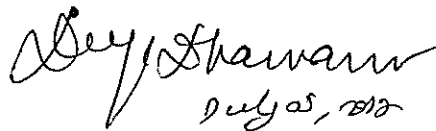
Unit-4

- Editorial Desk in News Papers-Structure & Functions.
- Role and Responsibilities of Editor News Editor, Chief Sub-Editor, Sub-Editor.
- Editorial Page in News Papers-Contents and Importance.
- Headlines, Lead/Intro, Editing Symbols, Copy Editing, Preparing Copy for Press.

  
Chag  
harinder





  
Vijay Shankar  
July 05, 2012

122

5

SEMESTER -V

Time- 3 hrs.

Public Relations & Advertising

Max. Marks:80

Unit-1

- Public Relations-An Introduction, Definition.
- Concept of P.R., History of Public Relations, PR in India.
- Public Relations as Communication Function.
- Public Relations as management Function.

Unit-2

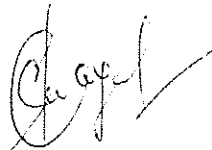
- Public Relations-Publicity, Propaganda, Public Opinion
- Process of Public Relations, PR Publics-External & Internal.
- Tools of Public Relations, Press Conference, Press Release, House Journal.
- PR Campaign, PR & Media Relations.
- P.R.O.- Duties & Responsibilities.

Unit-3

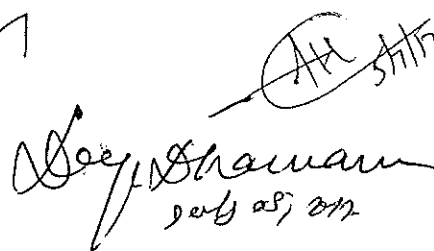
- Advertising-Definition, Concept, Scope.
- History of Advertising.
- Role & Functions of Advertising.
- Types of Advertising.

Unit-4

- Advertising Agencies-Structure & Functioning.
- Important Advertising Agencies, Popular Advertisements.
- Advertising Campaign, Advertising & Media Planning.
- Advertising & Creativity, Process of preparing advertisements.

  
Kainder



  
Deep Shrivastava  
2015/16

1/28

SEMESTER -VI

Time- 3 hrs.

New Media- An Introduction

Max. Marks:80

Unit-1

- New Media- Definition, Nature and Scope
- New Media as a Medium of journalism
- Emerging trends in New Media including Social Media, Blogging, etc.

Unit-2

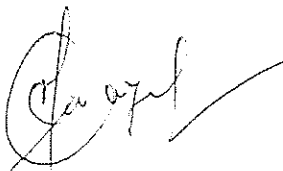
- Cyber Media-Basics
- Cyber space, Information Super Highway
- Cyber Journalism-Basics
- New Media-Comparison with Print, Radio and T.V.' Medium.

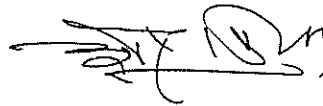
Unit-3

- Writing for New Media-Basics
- Presentation, Layout of web newspapers/magazines.
- IITMI- Basic Structure, Scripts-head and body sections
- Web publishing-tools and applications.

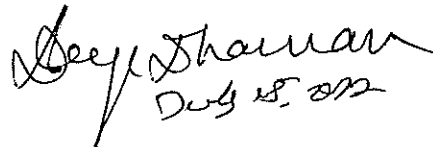
Unit-4

- Introduction – Important Indian news portals
- E-magazines, Web journals
- New Media (Social Media Network-Facebook, twitter, YouTube, LinkedIn, etc.)
- Socio-cultural impact of New Media

  
Kavinder





  
Deep Shuman  
20/11/22

