

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Semester: I

Course Title: Introduction to Communication & Journalism

Course Code: 20JLCCCJ14

No. of Hours: 75

LTP: 410

Credits:4 Objectives

- To introduce basic concepts of communication and its role in society.
- To develop the knowledge of skills of journalism.

Course Outcomes

CO1: Understand the principles of communication.

CO2: Explain the different models of communication.

CO3: Summarise the different theories of communication.

CO4: Assess the growth of the press in Indian society.

CO5: Evaluate the role of the press in social issues.

UNIT-I

(12 Hrs.)

Communication-Definition, Meaning, Nature, Elements, Process and Scope, Types of Communication-Verbal and Non-verbal Communication, Barriers to Communication, Functions of Communication.

UNIT-II

(12 Hrs.)

Introduction to Models of Communication: Aristotle's Model, Harold Lasswell's Model, Shannon and Weaver Model, Osgood's Model, Kurt Lewin's Gatekeeping Model.

UNIT-III

(12 Hrs.)

Introduction to Theories of communication: Dependency Theory and Cultivation Theory, Agenda Setting Theory, Use of Gratification Theory, Two Step Flow and Multi-Step Flow Theories, Hypodermic Needle Theory.

UNIT-IV

(12 Hrs.)

Early Origin of Newspapers in India, Issues of Political Freedom and Press Freedom in India, Birth of Indian Language Press-Contribution of Raja Ram Mohan Roy, Birth of Indian News Agencies, Mahatma Gandhi and Journalism, Historical Development of Important Newspapers and Magazines in English.

UNIT-V

(12 Hrs.)

Emergency and Press- Freedom of Speech and Expression- The Role of the Press in Social Issues.

Skill/Hands-on

(15 Hrs.)

- Students will develop interpersonal communication and interviewing skills.
- Stress will be laid on developing effective communication skills amongst students.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on topics covered.
3. PowerPoint presentations.
4. Quiz programmes.

Prescribed Textbooks

1. Dennis, M. Mass Communication Theory. New Delhi: Sage Publication.
2. Kumar, K. Mass Communication in India. Mumbai: Jaico.
3. Nadig Krishnamurthy. India Journalism (From Asoka to Nehru).University of Mysore.
4. Narayan Sunetra Sen. Globalization and Television. Delhi: OxfordUniversity Press.
5. Natarajan, J. History of Indian Journalism, New Delhi: Publication Division.
6. Rangaswamy, P. Journalism in India, New Delhi: Sterling Publication.
7. Schramm, W. &. The Process and Effects of Mass Communication. IL:Unioersity of Illinois Press.

References

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting fortoday's media McGraw Hill Publication 2000.
2. M.L.Stein, Susan Paterno R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing,2006.
3. Bhattacharjee, Arun.1972. The Indian Press: Profession toIndustry. Vikas Publications: Noida.
4. David Berlo (1960). The Process of Communication. New York:Holt.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Semester – II

Title: Introduction to Writing Skills and Reporting

Course Code: 20JLCCWS24

No. of Hours: 75

LTP: 410

Credits: 4

Objectives

- To introduce students to basics of reporting and writing for print media.
- To enable students to understand different forms of journalistic writing.

Course Outcomes

CO1: Demonstrate knowledge of types of news and techniques in gathering information for news writing.

CO2: Understand the concepts of news and news structure.

CO3: Apply the techniques of different types of reporting in different fields.

CO4: Understand the roles and responsibilities of an editor.

CO5: Use the appropriate style for feature and magazine writing.

UNIT-I

(12 Hrs.)

News: Definitions, elements, types of news, international, national and regional news, sources of news, news in digital era, fake news, fact-checking. Press briefing: Press conference, meet the press, news release, press note. Interview: importance, types of interviews, purpose, techniques, journalistic interview.

UNIT-II

(12 Hrs.)

Concepts of News -Truth, Objectivity, Diversity, Plurality. Elements of News Story, News Value, News story structure, News Gathering, Writing News for Various Media.

UNIT-III

(12 Hrs.)

Types of Journalism- Role of a Reporter- Difficulties in Reporting. - Qualities & Responsibilities of a Reporter, Role - News Editor, Sub- editors and Responsibilities and Duties - Role and responsibilities of shift head in news desks, role of bureau chief - Stringer – Correspondent.

UNIT-IV

(12 Hrs.)

Human Interest Stories Vs Hard Stories, Reporting: Types of reporting, Crime Reporting, Political Reporting, Business Reporting, Lifestyle Reporting, Civic Reporting, Legislative Reporting (Parliament, Assembly, and Local Bodies) Rural Reporting, and Beat Reporting.

UNIT-V

(12 Hrs.)

Writing Style, Types of Feature Writing, Columns, News Writing and Analysis, Freelance Writing, Writing for the Web- Multimedia writing-World Wide Web, Writing- Blogging, Cyber Journalism-Code of Ethics in Web Media.

Skill/Hands-on**(15 Hrs.)**

1. Writing any five news reports for print media.
2. Covering an interview of their choice.
3. Reporting on types of news stories.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on topics covered.
3. PowerPoint presentations.
4. Google Forms.
5. Quiz programmes.

Prescribed Textbooks

1. George, A.H. (1990), News writing, Kanishka Publications.
2. M.L. Stein and Susan F Paterno 'The News Writer's Hand book' Surjeet Publication.
3. News Writing and Reporting for Today's media, Bruce Itule and Douglas Anderson, McGraw Hill Publication.

Reference Books

1. Reporting Methods, S.Kundra, Anmol Publications Pvt Ltd.
2. Outline of Editing, M.K.Joseph.
3. Editing Techniques, S.Kundra.
4. News Reporting and Editing Jan.R.Hakemulder, Fay AC de Jonge, P.P.Sing.

**MARIS STELLA COLLEGE (AUTONOMOUS),
VIJAYAWADA-8**
(Affiliated to Krishna University, Machilipatnam)
SYLLABUS

Subject: Journalism

Semester: III

Course Title: Print, Electronic Media & Editing

Course Code: 20JLCCPE34

No. of Hours: 75

LTP: 410

Credits: 4

Objectives

- To introduce the students to various aspects of Print and Electronic Media.
- To provide an understanding of the basic principles of editing.

Course Outcomes

CO1: Understand the basics of editing.

CO2: Analyse the organisational setup of a newspaper.

CO3: Apply writing skills for print and electronic media.

CO4: Comprehend the significance of editing and demonstrate editing skills.

CO5: Develop a stylesheet for writing news reports.

UNIT-I **(12 Hrs.)**

Newspapers: Role of Newspapers, Criteria of a Good Newspaper, periodical Newspapers, Tabloids, Magazines and their types, Differences between Newspapers and Magazines, Types of features, Editorials – Letters to the Editor.

UNIT-II **(12 Hrs.)**

Structure & Functions of a Newspaper Organisation, Editorial Department, Advertising Department, Circulation Department, Printing Department and Administrative Department.

UNIT-III **(12 Hrs.)**

Brief History of Broadcasting, Objectives and Policies of AIR, Committees on Broad casting: Chanda Committee, Varghese Committee, Prasar Bharti Act, Radio Programme Formats and Writing Process.

UNIT-IV **(12 Hrs.)**

Brief History & Characteristics of T.V. Broadcasting in India and the World, P.C. Joshi Committee, SITE Experiment, Programme Pattern of Different D.D. Channels & Private News Channels.

UNIT-V **(12 Hrs.)**

Introduction to Editing, Editing and its Significance in Journalism, Principles of Editing, Symbols, Page Layout, Page Make-up, Editing for Newspaper, Radio, TV.

Skill/Hands-on**(15 Hrs.)**

1. Writing features and articles for magazines and newspapers.
2. Editing news reports.
3. Layout: Preparing the layout of the front, back and other pages of a newspaper and a magazine.
4. Copy editing assignment.
5. Writing headlines for different types of news.
6. Writing and editing of news reports.
7. Preparing the storyboards.

Co-curricular Activities

1. Group discussions on topics covered.
2. PowerPoint presentations.
3. Google Forms.
4. Quiz programmes.

Prescribed Textbooks

1. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
2. Press Commission Report- Publication Division, Govt. of India

Reference Books

1. Keval.J.Kumar, Mass Communication in India.
2. K.M. Shrivastava – News Reporting and Editing. - Sterling Publishers Pvt Ltd.
3. P. C. Chaterjee, Broadcasting in India.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8

(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Semester: IV/1

Course Title: Advertising & Public Relations

Course Code: 20JLCCAP44

No. of Hours: 75

LTP: 410

Credits: 4

Objectives

- To explore the concepts and practices of Advertising.
- To provide knowledge about the definitions and concepts of Advertising and Public Relations.

Course Outcomes

- **CO1:** Evaluate the role of Advertising and Public Relations.
- **CO2:** Understand basic concepts of Advertising and its development.
- **CO3:** Analyse planning and designing advertisements.
- **CO4:** Apply the knowledge on ethics and laws of Public Relations.

UNIT-I

(12 Hrs.)

Advertising: Definition – Functions- Nature – Scope, Origin and growth of modern advertising, evolution of Indian advertising, Importance and Role of Advertising in Media

UNIT-II

(12 Hrs.)

Types of Advertising, Kinds of Ad Copy, Visualization, Logo, Slogan, Headlines - Design and Layout, Media Selection Planning and Scheduling.

UNIT-III

(12 Hrs.)

Structure and Functions of Ad agency, Ethics of Advertising. Role of AAI, ASCI and their codes, Advertising research methods - Pre-Test, Post-Test.

UNIT-IV

(12 Hrs.)

Introduction to Public Relations, Growth – Role – Scope - Function and development of PR, Principles of PR, Advertising Vs PR.

UNIT-V

(12 Hrs.)

Tools of PR, PR Campaign – planning, executing, evaluating, ethics of PR, Role of PR in Crisis management – Case Study.

Skill/Hands-on**(15 Hrs.)**

1. Advertisement Designing.
2. Preparing advertising copy and posters.
3. Preparing advertisement and logo preparation.
4. Testing advertising copy.
5. Visiting advertising agencies.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on problems relating to topics covered by syllabus.
3. PowerPoint presentations.
4. Google Forms.
5. Quiz programmes.

Prescribed Textbooks

1. Cohen: Advertising.
2. Dunn: Advertising its role in modern society.
3. Hepner: Advertising psychology and research.

Reference Books

1. Warneretal: Advertising.
2. Managing Public Relations" By E. Grunig James and Hunt Todd. NewYork: Rinehart and Winston.
3. "Public Relations Management" By Jaishri Jethwaney and N New Delhi: Sterling Publishers Private Limited

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Course Title: Radio & Television Scripting

No. of Hours: 75

LTP: 410

Semester: IV/2

Course Code: 20JLCCRT44

Credits: 4

Objectives

- To introduce the students to writing for Radio and TV and make them acquainted with various types and formats of script writing.
- To make them understand the terminology of script writing and to make them write different scripts for various programs in both Radio and TV production.

Course Outcomes

CO1 : Create electronic media content using mobile phones and video cameras.

CO2 : Apply knowledge of scriptwriting and photography skills.

CO3 : Evaluate writing structure of television and radio news stories.

CO5 : Understand how special stories and live reporting are done.

UNIT-I

(12 Hrs.)

Role of the script writer and storyboard - concept of scripting, elements of script writing, sources of idea for writing script, concept – research for developing script.

UNIT-II

(12 Hrs.)

Writing for Radio – Rules for writing a radio script – Pre-production – Production - Post-production – Final Mastering. Writing for radio commercials, voice over and narration.

UNIT-III

(12 Hrs.)

Writing for Television / Films/ Documentaries - Television news writing and writing for anchoring - structure of a news story, shooting script - video editing - types of editing- linear and non-linear editing.

UNIT-IV

(12 Hrs.)

Digital camera, how a digital camera works, image capture, storage, camera - features - camera controls and operations - camera grammar (shots, movements, angles)

UNIT-V

(12 Hrs.)

Camera lenses, fixed focal length lens, zoom lens, zoom types, aperture, ISO and shutter speed – lighting Instruments - lighting techniques

Skill/Hands-on**(15 Hrs.)**

1. Writing the scripts for Radio and TV Production, preparing news.
2. Bulletins, preparing the storyboards.
3. Writing the script for advertisement for five different products for radio.
4. Preparing a radio jingle for an FM channel.
5. Practical experience on camera
6. Photo coverage of news events in the campus or outside
7. Reporting TV news stories for any five events of your city

Co-Curricular Activities

1. Surprise tests
2. Group discussions on problems relating to topics covered by syllabus
3. PowerPoint presentations
4. Google Forms
5. Quiz programmes

Prescribed Textbooks

1. Raman, Usha, Writing for the Media, Oxford University Press, India, (2009).
2. Bhargava, K.M. News Reporting and Editing, Motilal Role of Press. New Delhi.

Reference Books

1. Keith, Michael C & Krause, Joseph M. (1989) — The Radio Station published by Focal Press, Boston, London.
2. Chatterji, P.C. (1993) — Indian Broadcasting.
3. Television Journalism and Broadcasting-Bhatt.

**MARIS STELLA COLLEGE (AUTONOMOUS),
VIJAYAWADA-8**

(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Semester: V

Course Title: Media Laws & Human Rights

Course Code:

20JLSEC11MH4 No. of Hours: 75

LTP: 401 Credits: 4

Objectives

- To understand the importance of media-related laws and the correlation between Indian Constitution and media.
- To acquaint students with the origin and growth of Human Rights and throw light on the present status of human rights institutions.

Course Outcomes

CO1: Understand the privileges under the Right to Freedom of Speech and reasonable restrictions imposed on it.

CO2: Analyse different laws related to Indian media with case studies.

CO3: Practice reporting with an understanding of do's and don'ts as per the law and ethics.

CO4: Describe the origin and growth of Human Rights Journalism in India and the world.

CO5: Critique various human rights case studies in India.

UNIT-I (12 Hrs.)

Scope and significance of media laws, Preamble of Indian Constitution, evolution of media laws in post-independent era, role of media laws, media ethics.

UNIT-II (12 Hrs.)

Elements of Indian Penal code- Freedom of Speech and Expression – Freedom of Press (Article 19 (1) (A) – Freedom of Press Limitation (Article 19 (1) (2) , Working Journalists Act, Press and Registration of Books Act, Parliamentary Proceedings, Protection of Publication Act-1956.

UNIT-III (12 Hrs.)

Indecent Representation of Women Act - Disha Act, Drugs and Magic Remedies Act, Official Secrets Act-1923, Law of Defamation, Contempt of Courts Act-1971, Cinematography Act, Censorship, Copyright Act, RTI Act 2005.

UNIT-IV (12 Hrs.)

Evolution of Human Rights, definitions, Universal Declaration of Human Rights -Human Rights and Media - Human Rights and Women.

UNIT-V

(12 Hrs.)

Human Rights institutions – Amnesty International –United Nations Human Rights Council-Human Rights Watch- National Commission on Human Rights - State Commission for Human Rights.

Skill/Hands-on

(15 Hrs.)

1. Why journalists in India are under attack - India ranked 142nd in the World Press. Freedom Index, compiled annually by Reporters Without Borders.
2. Russia-Ukraine war - How human rights are being violated (A case study).
3. Human Rights Watch accuses India of targeting minorities. (Newspaper reports)
4. Caste-based violence in India (Documenting violence against Dalits).

Co-curricular Activities

1. Group discussions and debates
2. PPT presentations
3. An online quiz on the topics covered

Prescribed Textbooks

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
2. Baxi, Upendra. "Two Notions of Human Rights: 'Modern and Contemporary' in the future of Human Rights, New Delhi: OUP, 2002. 24-27.

Reference Books

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009.
2. Barrie Mc Donald and Michel Petheran, Media Ethics, Mansell, 1998.
3. Austin Sarat: Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011.
4. Vikram Raghvan, Communication Law in India, LexisNexis Publication, 2007.
5. Gopala Bhargava (2001). Human Rights Concern of the Future, New Delhi: Gyan books.
6. H.O Agarwal (2000) International Law & Human Rights, Allahabad: Central Law Publications.
7. NJ Wheeler and Timothy Dunne (1999), Human Rights in Global Politics, London: Oxford University Press.

**MARIS STELLA COLLEGE (AUTONOMOUS),
VIJAYAWADA-8**
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Course Title: New Media & Technology
20JLSEC12NT4 No. of Hours: 75

Semester: V

Course Code:
LTP: 401 Credits: 4

Objectives

- To acquire an understanding of the historical context, current trends and future projections of digital communication methods.
- To develop an awareness of unintended consequences of new technology.

Course Outcomes

CO1: Explain basic concepts and theory of new media.

CO2: Assess pros and cons of technology for various communication messages and solutions.

CO3: Develop writing skills for online media and cyber media.

CO4: Understand linear and non-linear writing skills.

CO5: Study the evolution of new media and digitisation.

UNIT-I **(12 Hrs.)**

Definition, origin and growth of new media, terminologies and their meanings, WW-II communication systems, information society and new media, computer –mediated communication (CMC), networked society.

UNIT-II **(12 Hrs.)**

Computer applications and media - softwares - online news making - tiles, layering styles, hyperlink, RSS feed, E-mail.

UNIT-III **(12 Hrs.)**

Writing for online media - new trends in reporting for new media, introduction to online searches- E-publishing- E-paper - restraints in new media - cyber media laws - Intellectual Property Rights.

UNIT-IV **(12 Hrs.)**

Writing for Web -, linear and non-linear writing, contextualised journalism, writing techniques, multimedia, storytelling structures.

UNIT-V **(12 Hrs.)**

Visual and content designing - Logo, font, colour combinations, introduction to website planning and visual design, content strategy and audience analysis, introduction to blogs, brief history of blogging, types of blogs, creating and promoting a blog, social media - FB, Twitter, etc.

Skill/Hands-on**(15 Hrs.)**

1. Digital media in India sees a boom (Prepare a report)
2. How social media drives citizen journalism (A case study)
3. Create captivating content for your blogs (A practical class on how to create blogs and post your content)

Co-curricular Activities

1. Group discussions and debates
2. PPT presentations
3. An online quiz on topics covered

Prescribed Textbooks

1. Introduction to Online Journalism, Publishing News and Information (2001), Allyn and Bacon.
2. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age - Paul Bradshaw and Lisa Rohumaa, (2001), Longman, Paperback.
3. A Textbook of Internet & Web Page Design, Srivastav Raj Kumar, Dominant Publishers and Distributors, 2001, New Delhi.

Reference Books

1. Vincent Miller, Understanding Digital Culture, Sage Publications, 2011.
2. Siapera, Eugenia, Understanding New Media, Sage, 2011.
3. Designing Interactive Websites, Mohler Jam.
4. Professional Web Design - Theory and Technique On The Cutting Edge, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi.
5. The Internet Book, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, ev Delhi.
6. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi.
7. Webmasters Handbook, Galgotia, Prima Publishing, New Delhi.
8. The Complete Reference Web Design, Powell Thomas.A., Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8

(Affiliated to Krishna University)

SYLLABUS

Course Title: Journalistic Reporting

Course Code: 20SDCJR

No. of Hours: 30

LTP: 200

Credits: 2

Objectives

- To understand the basic and technological advancements in journalistic reporting.
- To understand and apply effective writing in reporting.
- To equip the learners with different dimensions of journalistic skills.

Course Outcomes

CO1: Understand the evolution of journalism with a focus on its development in India.

CO2: Evaluate the ethical aspects of journalism in India.

CO3: Develop basic writing skills for newspapers, radio and television.

UNIT-I

(5 Hrs.)

Introduction to Journalism in India - Nature, Growth and Development in Post-Independence era - Print Media, Mass Media and Electronic Media, Press as a Fourth Estate - Role of Press in Democracy.

UNIT-II

(5 Hrs.)

Concept of News - News Values- Sources of News - Newsgathering ways: Press Conferences, Press Releases, Press Meets. Interviewing -Types of Interviews and Interviewing Techniques - Methods of News Writing: Leads, News Stories and Body Development.

UNIT-III

(5 Hrs.)

Reporting- Kinds of Reporting - Objectives of Reporting, Writing Different Types of Special Features, Writing for Radio and Television, Values and Ethics of Journalism.

Skill/Hands-on

(15 Hrs.)

1. Study of writing style in various English and Telugu newspapers.
2. Guest lectures by industry experts.
3. Assignments, Group Discussions, Quiz programmes etc.
4. Writing reports on various social issues.

Reference Books

1. Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press.
2. Mazumdar Aurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
3. Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.
4. Kamath M.V, Professional Journalism, 1983, Vikas Publishers, New Delhi.
5. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford, 2006, SAGE Publications India Pvt. Ltd, New Delhi.