

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(In the Jurisdiction of Krishna University, Machilipatnam)

SYLLABUS

Subject: Journalism

Semester: I

Course Title: Introduction to Communication Course Code: 25JLCCIC14

No. of Hours: 60

LTP: 400

Credits: 4

Objectives

- Discuss an overview on the process of communication, different models of communication and semiotics.
- Apply interpersonal skills and its various components.
- Understand media functions and different models of communication.

Course Outcomes

CO1: Understand the nature and process of communication.

CO2: Discuss the process and skills of interpersonal communication.

CO3: Analyse different models of communication and media functions.

CO4: Examine the role of communication in society, culture, and development.

CO5: Apply basic communication principles and ethics to real-life and media contexts.

UNIT-I

(10 Hrs.)

Foundations of Communication: Definition, Nature, Scope, Importance, Process, Functions of communication, Barriers of communication.

UNIT-II

(10 Hrs.)

Forms and Types of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Verbal and Non-verbal Communication.

UNIT-III

(10 Hrs.)

Models of Communication: Aristotle's Model, Lasswell's Model, Berlo's SMCR Model, Charles Osgood Model, Shannon-Weaver Model, Westley and MacLean's Model, Wilbur Schramm's Model, Dance's Model.

UNIT-IV

(10 Hrs.)

Normative Theories of Communication: Authoritarian theory, Libertarian Theory, Soviet Communist theory, Social Responsibility theory.

UNIT-V

(10 Hrs.)

Theories of Mass Communication: The Magic Bullet Theory, Two-Step Flow Theory, Multi-Step Flow Theory, Uses and Gratification Theory, and Cultivation theory.

Co-curricular Activities

(10 Hrs.)

1. Preparation of flow charts on the communication process
2. Group assignment: Apply one model to a real-life communication situation
3. Case studies on media influence (advertising, elections, cinema)
4. Classroom seminar on media ethics
5. Quiz on model components and theorists

Reference Books

1. McLuhan, Marshall and Quentin Flore. (2001). Medium is the Message, New York: Penguin Books.
2. Mc Quail, D.& Windahl, S. (2013). Communication Models for the Study of Mass Communications. New York: Routledge.
3. Kumar, J. K. (2020). Mass Communication in India, Jaico Publications.
4. Fiske, J. (1982). Introduction to Communication Studies, Routledge, London.
5. Rogers Everett: Communication Technology: The News Media in Society, Collier-Macmillan.

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

BLUE PRINT

Subject: Journalism

Semester: I

Course Title: Introduction to Communication Course Code: 25JLCCIC14

Time: 3 Hrs.

Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 4Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 2Q RBT2 – 2Q RBT3 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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MODEL QUESTION PAPER

Subject: Journalism

Semester: I

Course Title: Introduction to Communication Course Code: 25JLCCIC14

Time: 3 Hrs.

Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

1. Discuss the barriers of communication and suggest remedies.
2. Write a note on the role of body language in communication.
3. Explain Aristotle's model of communication.
4. Describe Shannon and Weaver's model.
5. What are the major functions of communication?
6. Compare Libertarian and Social Responsibility theories.
7. Explain Cultivation Theory with examples.
8. Describe Uses and Gratifications Theory.
9. Discuss the Two-Step Flow Theory.
10. Explain the Magic Bullet Theory.

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

11. (a) Explain the Authoritarian theory of the press.
(OR)
(b) Explain the process of communication with a diagram.
12. (a) Discuss Lasswell's model and its relevance.
(OR)
(b) Compare Schramm's and Osgood's models.
13. (a) Define mass communication and explain its characteristics.
(OR)
(b) Explain intrapersonal and interpersonal communication.
14. (a) Discuss the scope and importance of communication.
(OR)
(b) Explain Berlo's SMCR model.
15. (a) Explain verbal and non-verbal communication with examples.
(OR)
(b) Discuss group communication and its significance.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Subject: Journalism

Course Title: Introduction to Indian Journalism

No. of Hours: 60

LTP: 400

Semester: I

Course Code: 25JLCCIJ14

Credits: 4

Objectives

- Understand the concepts, functions and role of Journalism.
- List out various types of journalism and its uses.
- Explain the growth of journalism and media in India.

Course Outcomes

CO1: Understand the concepts and functions of Journalism.

CO2: Describe different types of Journalism.

CO3: Discuss the growth of journalism in India.

CO4: Examine the role of journalism in democracy, society, and national development.

CO5: Analyse contemporary issues and challenges of Indian journalism.

UNIT-I

(10 Hrs.)

Foundations of Journalism: Concept, Objectives and Functions, Role of Journalism in Society, Journalism and Democracy, Concept of Fourth Estate.

UNIT-II

(10 Hrs.)

Specialised Forms of Journalism: Watchdog Journalism, Investigative Journalism, Development Journalism, Citizen Journalism, Yellow Journalism.

UNIT-III

(10 Hrs.)

History of Indian Print Journalism: History of printing, Indian print media, Role of newspapers in freedom movement, Indian press after Independence, news agencies.

UNIT-IV

(10 Hrs.)

Evolution of Radio Broadcasting in India: Origin and development of radio: All India Radio, national, regional and external services, FM radio and community radio.

UNIT-V

(10 Hrs.)

Growth of Television Broadcasting in India: History of Television - Television in India, Doordarshan, Cable TV, Commercial Private TV, Prasar Bharati.

Co-curricular Activities**(10 Hrs.)**

1. Group discussion on “Journalism as the Fourth Estate”.
2. Analysis of investigative reports from leading newspapers.
3. Assignment on citizen journalism using mobile reporting.
4. Timeline preparation of milestones in Indian journalism.
5. A visit to FM stations.
6. Group activity: prepare a radio programme script.

Reference Books

1. M.V. Kamath: Professional Journalism, Vikas Publishing, New Delhi.
2. Vir Bala Agarwal: Handbook of Journalism, Concept Publishing, New Delhi.
3. D.S. Mehta: Mass Communication and Journalism in India, Allied Publishers, Mumbai.
4. Kumar, J. K. (2020). Mass Communication in India, Jaico Publications.
5. Kovvuri G. Reddy: Handbook of Journalism and Media, Vikas Publishing, New Delhi.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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BLUE PRINT

Subject: Journalism
Course Title: Introduction to Indian Journalism
Time: 3 Hrs.

Semester: I
Course Code: 25JLCCIJ14
Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 4Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 2Q RBT2 – 2Q RBT3 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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MODEL QUESTION PAPER

Subject: Journalism
Course Title: Introduction to Indian Journalism
Time: 3 Hrs.

Semester: I
Course Code: 25JLCCIJ14
Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

1. Discuss the role of journalism in a democratic society.
2. Write a note on the social responsibilities of journalists.
3. Explain the concept of the Fourth Estate.
4. Explain watchdog journalism with suitable examples.
5. Discuss investigative journalism and its significance.
6. Critically examine yellow journalism.
7. Explain citizen journalism and its impact.
8. Write an essay on development journalism.
9. Discuss the role of Indian newspapers in the freedom movement.
10. Trace the history of printing in India.

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

11. (a) Assess the contribution of early Indian journalists.
(OR)
(b) Write about the evolution of news agencies in India.
12. (a) Explain the structure and services of All India Radio.
(OR)
(b) Discuss the role of FM radio in India.
13. (a) Explain the importance of community radio.
(OR)
(b) Examine radio as a tool for development communication.
14. (a) Examine the growth of Indian print media after Independence.
(OR)
(b) Discuss the role of Doordarshan in nation building.
15. (a) Examine the growth of cable and satellite television.
(OR)
(b) Explain the role and objectives of Prasar Bharati.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Subject: Journalism

Semester: II

Course Title: Editing for Print Media

Course Code: 25JLCCEP24

No. of Hours: 60

LTP: 400

Credits: 4

Objectives

- To develop foundational skills in news reporting, including diverse reporting techniques and writing styles.
- To demonstrate proficiency in beat reporting such as crime, sports, court, etc.
- To explain about specialised reports for magazines and supplements.

Course Outcomes

CO1: Develop basic skills in news reporting techniques.

CO2: Understand various beat reporting forms.

CO3: Develop knowledge about specialised reporting.

CO4: Apply principles and techniques of copy editing.

CO5: Evaluate news copy for ethical, legal, and professional standards.

UNIT-I

(10 Hrs.)

Fundamentals of news: Definition, meaning, nature and scope of news, types of news, differences in reporting for newspapers/news agencies, TV, radio, websites.

UNIT-II

(10 Hrs.)

Newsroom structure and reporting personnel: Reporting department in newspapers, magazines, agencies; role, functions and qualities of a reporter, chief reporter and bureau chief.

UNIT-III

(10 Hrs.)

News sources, values and ethics: Role and importance of news sources, attribution, ethical aspect of sourcing news and reporting, news values.

UNIT-IV

(10 Hrs.)

Beats and field reporting: Covering press releases and press conferences, covering beats - crime, courts, city reporting, health, education, sports – Interviewing.

UNIT-V

(10 Hrs.)

Specialised and advanced reporting: Politics, parliamentary, legislative, conflict and war, science & technology, investigative reporting.

Co-Curricular Activities**(10 Hrs.)**

1. Comparative analysis of the same news event in print, TV, radio and digital media
2. Guest lecture by a working journalist
3. Mock newsroom activity assigning roles: reporter, chief reporter, bureau chief
4. Mock press conference and press release coverage
5. Interview practise with peers and faculty

Reference Books

1. Garrison, B. (2000). Advanced Reporting, LEA.
2. George, A. H. (1990). News Writing, Kanishka Publications.
3. Stein, P. & Burnett (2000). News Writer's Handbook: An Introduction to Journalism, Prentice Hall.
4. Trujillo, T. (2017). Writing and Reporting News You Can Use, Routledge.
5. Nalini Rajan, 21st Century Journalism in India, Jaico Publishers, New Delhi.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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BLUEPRINT

Subject: Journalism
Course Title: Editing for Print Media
Time: 3 Hrs.

Semester: II
Course Code: 25JLCCEP24
Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 4Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 2Q RBT2 – 2Q RBT3 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

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MODEL QUESTION PAPER

Subject: Journalism

Semester: II

Course Title: Editing for Print Media

Course Code: 25JLCCEP24

Time: 3 Hrs.

Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

1. Explain differences in reporting for newspapers and news agencies.
2. Compare TV news reporting and radio news reporting.
3. Discuss the characteristics of online news reporting.
4. Explain the structure of the reporting department in a newspaper.
5. Discuss the role and functions of a reporter.
6. Explain the role of a bureau chief.
7. Explain attribution and its significance in reporting.
8. Examine the ethical issues in sourcing news.
9. Discuss the role and importance of news sources.
10. Explain how press releases are covered.

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

11. (a) Write an essay on crime reporting.
(OR)
(b) Explain court reporting and its limitations.
12. (a) Discuss the techniques of interviewing in journalism.
(OR)
(b) Explain the nature and scope of political reporting.
13. (a) Examine the challenges of conflict and war reporting.
(OR)
(b) Write about science and technology reporting.
14. (a) Explain investigative reporting and its importance in democracy.
(OR)
(b) Discuss parliamentary and legislative reporting.
15. (a) Explain court reporting and its limitations.
(OR)
(b) Discuss the concept of news values.

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SYLLABUS

Subject: Journalism

Course Title: Reporting for Print Media

No. of Hours: 60

LTP: 400

Semester: II

Course Code: 25JLCCRP24

Credits: 4

Course Objectives:

- To demonstrate foundational skills in news editing, including diverse editing techniques.
- To develop proficiency in various writing forms such as feature articles.
- To explain about specialised reports for magazines and supplements.

Course Outcomes:

CO1: Develop basic skills in news editing techniques.

CO2: Understand the structure of the editorial department and responsibilities of the editorial staff.

CO3: Develop knowledge about writing leads, headlines and column writing.

CO4: Apply news values and reporting techniques to gather, verify, and write news stories.

CO5: Analyse ethical, legal, and professional issues in print reporting.

UNIT-I

(10 Hrs.)

Fundamentals of news editing: Concepts and significance, levels of editing, editing principles, stylebook.

UNIT-II

(10 Hrs.)

Editorial department and news desk operations: News organisations, news bureau, news desk; roles of editors - chief editor, managing editor, news editor, sub-editor; news desk management: news and feature syndicates.

UNIT-III

(10 Hrs.)

Editing process and lead writing: Selection of news, checking facts, correction of language, rewriting; lead writing, types of leads.

UNIT-IV

(10 Hrs.)

Headline and caption writing: Headline types and principles, Writing photo captions and cut lines.

UNIT-V

(10 Hrs.)

Advanced writing and editorial ethics: Column writing, writing features – opinion pieces, editorials – language as a tool of writing - ethical aspects of editing, fact checking, gatekeeping.

Co-Curricular Activities

(10 Hrs.)

- 1) Editing exercises using raw news copy.
- 2) A visit to a newspaper office.
- 3) Chart preparation on editorial hierarchy.
- 4) Group discussion on language clarity and accuracy.
- 5) Case study on gatekeeping and misinformation.

Reference Textbooks

- 1) Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
- 2) Rogers, G. (1993). Editing for Print, McDonald Book.
- 3) George, T.J.S. (1989). Editing: A Handbook for Journalists. IIMC.
- 4) Sarkar, N.N. (2013). Art and Print Production. Oxford University Press.
- 5) Keeble, Richard. (2014). The Newspaper's Handbook. Routledge Publication.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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BLUE PRINT

Subject: Journalism

Semester: II

Course Title: Reporting for Print Media

Course Code: 25JLCCRP24

Time: 3 Hrs.

Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 4Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 2Q RBT2 – 2Q RBT3 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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MODEL QUESTION PAPER

Subject: Journalism

Semester: II

Course Title: Reporting for Print Media

Course Code: 25JLCCRP24

Time: 3 Hrs.

Max. Marks: 100 M

SECTION - A

Answer any FIVE questions:

5 x 8 = 40 M

1. Define editing and explain its significance in journalism.
2. Explain the basic principles of editing.
3. What is a stylebook? Discuss its importance.
4. Examine the role of editing in maintaining credibility.
5. Explain the structure of an editorial department.
6. Describe the duties of a sub-editor.
7. Write about news and feature syndicates.
8. Discuss the importance of fact checking.
9. Explain rewriting and correction of language.
10. What is a lead? Explain different types of leads.

SECTION - B

Answer ALL questions:

5 x 12 = 60 M

11. (a) Explain the role of headlines in news presentation.
(OR)
(b) Discuss the importance of visual elements in editing.
12. (a) What are photo captions and cut lines?
(OR)
(b) Explain column writing and its characteristics.
13. (a) Discuss feature writing with suitable examples.
(OR)
(b) Explain editorial and opinion writing.
14. (a) Examine the ethical responsibilities of an editor.
(OR)
(b) Discuss gatekeeping and fact-checking in journalism.
15. (a) Discuss different types of headlines.
(OR)
(b) Explain the process of editing a news story.