

B.A. [JOURNALISM]**FIRST SEMESTER**

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – I	4 + 2*	3	3	40	60
2	Part – II	English – I	4	3	3	40	60
3	Part – III	Core I - Basic Journalism	5	4	3	40	60
4	Part – III	Core II History of the Press in India	5	4	3	40	60
5	Part – III	Allied I Desktop Publishing	6	5	3	40	60
6	Part – IV	Non Major Elective / *Basic Tamil / Advanced Tamil	2	2	3	40	60
7	Part – IV	Skill Based Subject Soft Skills – I	2	3	3	40	60
	Total		30	24			

SECOND SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – II	4 + 2*	3	3	40	60
2	Part – II	English – II	4	3	3	40	60
3	Part – III	Core III Printing and Publishing Design	5	4	3	40	60
4	Part – III	Core IV Social Issues in India	5	4	3	40	60
5	Part – III	Allied II Webpage Design	6	5	3	40	60
6	Part – IV	Non Major Elective /	2	2	3	40	60

		*Basic Tamil / Advanced Tamil					
7	Part – IV	Skill Based Subject Soft Skills – II	2	3	3	40	60
	Total		30	24			

THIRD SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – III	6	3	3	40	60
2	Part – II	English – III	4	3	3	40	60
3	Part – III	Core V Reporting and Writing	6	4	3	40	60
4	Part – III	Core VI Political Issues in India	6	4	3	40	60
5	Part – III	Allied III Photo Journalism [Practical]	Lecture – 2 Lab- 4	5	-	*40	*60
6	Part – IV	Skill Based Subject Soft Skills – III	2	3	3	40	60
7	Part – IV	Enviromental Studies			Examination will held in Semester IV		
	Total		30	22			

* Record – 60 Marks

VIVA VOCE– 40 Marks

FOURTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – IV	6	3	3	40	60
2	Part – II	English – IV	4	3	3	40	60
3	Part – III	Core VII Indian Constitution & Legal System	5	4	3	40	60

4	Part – III	Core VIII Economic Issues in India	5	4	3	40	60
5	Part – III	Allied IV Broadcast Journalism	Lecture – 2 Lab- 4	5	3	40	60
6	Part – IV	Skill Based Subject Soft Skills – IV	2	3	3	40	60
7	Part – IV	Enviromental Studies	2	2	3	40	60
	Total		30	24			

FIFTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	Core IX Press Laws and Ethics	6	4	3	40	60
2	Part – III	Core X Contemporary History of India	5	4	3	40	60
3	Part – III	Core XI Current Affairs	6	4	3	40	60
4	Part – III	Core XII Advanced Journalism	6	4	3	40	60
5	Part – III	Project Work – I	6	5	-	-	-
8	Part – IV	Value Education	2	2	3	40	60
	Total		30	23			

SIXTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	Core XIII Mass Communication Theories	6	4	3	40	60

2	Part – III	Core XIV International Relations and Communication s	6	4	3	40	60
3	Part – III	Core XV Media Organizations	6	4	3	40	60
4	Part – III	Project Work – II	6	5	-	-	-
5	Part – III	Project Work – III	6	5	-	-	-
8	Part – V	Extension Activity		1			
	Total		30	23			

Semester	I
Subject	CORE I – BASIC JOURNALISM
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours
Exam Duration	3 Hours

Unit-I

What is Journalism? - Definition of News, Types of News, Formats, personal attributes of journalist, rights and responsibilities, organization of newsroom, Journalism as profession, Different Kinds of Journalism.

Unit-II

Purpose and meaning of news, Theories of news selection and news sources news values - news judgment and story selection.

Unit-III

Journalism in Action, Journalism as a Decision Making - Various Steps in Decision Making Process, Code of Ethics for Professional Journalists, news organization and structure, Various Positions in news organization, their role and responsibilities.

Unit-IV

Language of news, Styles of writing, Finding and Constructing News Stories, Working with words.

Unit-V

The Process of Newspaper and Magazine Production, New Technology and News media, Understanding News Audiences and Readers, Readership.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	I	
Subject	CORE II – HISTORY OF THE PRESS IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Unit- I:

Advent of printing press in India.

Unit-II:

Role of press in reform movement and social awakening.

Unit-III:

Press during independence struggle and nationalist movement.

Unit-IV:

Development of vernacular press.

Unit-V:

Growth of the press in post-independent India.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	I	
Subject	ALLIED I – DESKTOP PUBLISHING	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	5 Credits / 90 Hours	
Exam Duration	3 Hours	

DTP Basics--Workshop with Desk Top Publishing software, Hardware Orientation (Printers, Scanners, Digital Camera), Image Editing Software (Photoshop etc.)

Practical Work will contain DTP works - Newspaper, Newsletter, Magazine etc. using PageMaker and Photoshop.

NON- MAJOR ELCTIVES FOR SEMESTER - I

Non-Major Elective – 1: History of Journalism in Asia

Unit 1: Colonialism and the spread of printing technology in Asia

Unit 2: Early attempts in daily newspaper journalism in Asia

Unit 3: The rise of print culture and mass circulated newspapers in Asia during 20th century

Unit 4: History of press systems in the SAARC countries

Unit 5: History of press systems in south East Asia

Non-Major Elective – 2: History of Journalism in USA

Unit 1: The spread of printing technology in USA

Unit 2: Early attempts in daily newspaper journalism in USA

Unit 3: The rise of print culture and mass circulated newspapers in USA during the 19th 20th centuries

Unit 4: The rise of penny press

Unit 5: The role of USA press during the Cold War era

Non-Major Elective – 3: History of Journalism in Europe

Unit 1: The spread of printing technology in Europe

Unit 2: Early attempts in daily newspaper journalism in Europe

Unit 3: The rise of print culture and mass circulated newspapers in Europe during the 19th 20th centuries

Unit 4: Press systems in Eastern, Western and Scandinavian regions of Europe

Unit 5: The role of the different European press systems during the Cold War era.

Non-Major Elective – 4: History of Journalism in Tamil Nadu

Unit 1: The history of the early printing presses in Tamil Nadu

Unit 2: Early attempts in daily newspaper journalism in Tamil Nadu

Unit 3: The rise of print culture and mass circulated newspapers in Tamil Nadu during the 20th century

Unit 4: Role of Tamil newspapers during the struggle for Independence

Unit 5: Trends in contemporary Tamil journalism.

Semester	II	
Subject	CORE I – PRINTING AND PUBLICATION DESIGN	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Unit-I

History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.

Unit-II

Principles of printing. (relief, planography etc.) Type-setting methods: hot metal, photo composition and digital. Plate making process. Types of printing processes- Letter Press, Offset, Gravure, Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers, Image setters, Direct-to-plate printing etc.).

Unit-III

Elements of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc., Typography - typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

Unit-IV

Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous; Print order estimation, managing wastage.

Unit-V

New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over-view of printing and publishing industry in India. An over-view of electronic publishing.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	II	
Subject	CORE IV – SOCIAL ISSUES IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Unit – I:

Social problem in India - Social Transformation, Tradition and Modernity, Caste System and its Transformation, Demographic Trends in India - Population, Human Development.

Unit – II:

Communalism, Secularism, Uniform Civil Code, Linguistic division of State, Weaker Sections, Regionalism, Reservation Issues, Issues Related to Education.

Unit – III:

Family Issues, Women’s issues, Status, Empowerment, Widowhood, employment, Issues of Drug Addiction, Juvenile Delinquency, Child Labor, Students Unrest, Generation Gap, Consumer Rights and Interests, Social Exclusion and Inclusion, Disability-related issues.

Unit – IV:

Health Related issues in India - Common Health Issues, AIDS, Vaccination, Drugs.

Unit – V:

Environmental issues - Conservation, Pollution etc.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
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Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	II	
Subject	ALLIED II – WEB PAGE DESIGN	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	5 Credits / 90 Hours	
Exam Duration	3 Hours	

Web Design will include Orientation on Dream Weaver and Flash. Focus on News-based Web Page Design.

Syllabus for NON-MAJOR ELECTIVE - Semester II

History of Indian Art

Objective:

To introduce students to major milestones in the history of Indian art and architecture.

Contents:

Unit I: Introduction to Indian art and architecture: an overview – pre-historic period: the Harappa civilization.

Unit II: Buddhist and Jaina art and architecture: structural designs of Stambha, Stupa, Chaitya, and Vihara.

Unit III: Hindu art and architecture – structural designs of temples: Orissa (Lingaraja temple and Surya temple), Central India (Khajuraho), Rajasthan (Vimala Vasahi temple), and Gujarat (Surya temple).

Unit IV: Islamic art and architecture: general design of mosque – Mughal style (Tomb of Humayun, and Taj Mahal).

Unit V: Important paintings: Ajanta and Ellora, and miniatures (Rajasthani style).

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Agarvala, V S. *Indian Miniatures – An Album*. Department of Archaeology.

Coomaraswamy, A. *An Introduction to Indian Art*. Adyar Theosophical Publishing House.

History of Western Art

Objective:

To introduce students to major milestones in the history of western art and architecture.

Contents:

Unit I: Introduction to western art and architecture: an overview – Egyptian (Pyramid of Khufu), Greek (Doric order and Ionic order, general structure of Acropolis and Theatre), and Roman (Colosseum).

Unit II: Byzantine art and architecture (Church of Hagia Sophia), Romanesque art (Church of Sant Ambrogio), and Gothic style (Cathedral of Chartres).

Unit III: Italian art and architecture: Early Renaissance (Church of San Francesco), High Renaissance (St Peter's Basilica).

Unit IV: English and other European art: Banqueting hall (White hall, London), Square court (Louvre, Paris), The Mystic Lamb (St Bavo cathedral. Ghent).

Unit V: Modern trends: Marshall Field Warehouse (Chicago), Guggenheim museum (New York), Notre Dame du Haut (Ronchamp).

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Hamlin, A.D.F. *A Textbook of the History of Architecture*.

Roose, Frank J. *An Illustrated Handbook of Art History*. Macmillan.

History of South Indian Art

Objective:

To introduce students to major milestones in the history of South Indian art and architecture.

Contents:

Unit I: Pallava period (Mamallapuram)

Unit II: Chola period (Brihadishwara temple, Thanjavur)

Unit III: Pandiya period (Great temple, Chidambaram)

Unit IV: Vijayanagar period (Hampi)

Unit V: Nayaka period (Ranganathaswami temple, Srirangam)

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Dubreuil, Jouveau. *Dravidian Architecture*. Bharat Bharati

Great Artists

Objective:

To introduce students to some of the world's best artists and their works.

Contents:

Students are expected to be familiar with the following:

- brief biography of each artist
- at least five major works of each artist
- unique contribution of each artist to the field of art

Artists to be studied:

- (1) Leonardo da Vinci, (2) Michelangelo, (3) Rembrandt, (4) Gustave [Doré](#),
- (5) [Vincent van](#) Gogh, (6) Paolo Picasso, (7) Raja Ravivarma, (8) D P Roy Chawdry,
- (9) K C S Panikar, (10) M F Hussein.

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
Raman, A.S. *The Southern Accent*. TN Ovia Nunkalai Kuzhu.

Semester	III	
Subject	CORE V – REPORTING AND WRITING	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

Unit I:

Role and Responsibilities of a Reporter, Sources of News - primary and secondary sources, Finding News, Gathering News, Establishing News Sources and Contacts, Evaluating News Sources

Unit II:

Structure of news reports, report writing - formats, structures, language, style and grammar for reporters, Writing and Technical Skills for Journalist, Basic grammar and common errors in writing news-stories - presentation construction, ensuring copy-flow, Feature writing, interviews and profiles, New-journalism writing style, writing reviews, and other special interest columns, managing news flow, freelancing, rewriting skills. Following style-book.

Unit III:

Basic Grammar for Journalist, Interviewing Skills - Preparation, Planning and Execution, Handling on, off and un-attributed comments, Mechanics and Styles of News Writing, Gathering Information for Features and Special interest Stories.

Unit IV:

Covering crime, courts, fire, press conferences, reporting speeches, reporting public opinion polls, accidents and disasters, Reporting politics, assembly and parliament, business, local government and show business, reporting human interest stories, Follow-ups and eye-witness reporting, Reporting and Writing (Practical) .

Unit V:

Fundamentals of Newspaper and magazine editing - balance, quality, leads grammar, spelling, punctuation, headlining, etc., role and responsibilities of sub-editors, Accuracy and fact checking, traditional editing skills (editors marks, proof reading etc.) page layout and design, news agency copy editing, working with picture editor, computer graphics-information graphics (creation and sizing), Headlines - Form-Types, Structure, Grammar.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	III
Subject	CORE VI – POLITICAL ISSUES IN INDIA
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours
Exam Duration	3 Hours

Unit – I:

Evolution of Political Thoughts in India, Nationalism, Nation and the Nation-state, Democracy and Indian Politics, State and the national Politics – conflicts.

Unit – II:

Democratic Process - Organization of political system in India, Party System, Elections Process, Reforms etc Issues of governance and Governability.

Unit – III:

Public Administrative System in India, People’s Participation in Administration, Local Bodies, Panchayat Raj, Public Distribution System.

Unit – IV:

Marketing Politics - themes and issues.

Unit – V:

Media and politics, Public Opinion, Theories of Politics and Media.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	III
Subject	ALLIED III – PHOTO JOURNALISM
Maximum Marks	ESE-100 Marks
Credits/ Instruction Hours	5 Credits / 90 Hours
Exam Duration	Practical – Record – 80 Marks VIVA VOCE – 20 Marks

Unit-I:

Human Eye and Camera. Basics of Camera.(aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception. Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc.

Unit-II:

Understanding lighting - indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit-III:

Types of Film -Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and colour photography - negatives, colour materials, processing and printing.

Unit-IV:

Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques - motion pictures etc., manipulation of image, framing and trimming.

Unit-V:

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo -essays, Writing captions, Visual story telling. Photography for advertising - Consumer and industrial. Planning a shoot-studio, location, set props and casting.

Photograph

Photography record should contain at least 15 black and white and 15 colour photographs. In addition to this each student is expected to work on a Photo-feature (Theme, Details, Captions etc. should be included) on at least THREE different themes. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test the students' knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

Semester	IV	
Subject	CORE VI – INDIAN CONSTITUTION AND LEGAL SYSTEM	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Unit – I :

Nature and Scope of Indian constitution - Historical Evolution. Scope and limitations. Specific Provisions of Indian Constitution relating to mass media.

Unit – II :

Fundamental Rights: Citizenship, Functions of Executive, Judiciary, Legislature, Directive Principles.

Unit – III :

Various Constitutional Amendments.

Unit – IV:

Legal System in India - Judicial Process and Structure, Procedures.

Unit – V :

Issues - Judicial Activism, Issues: Reforming constitution - Is there a need?.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	IV	
Subject	CORE VIII – ECONOMIC ISSUES IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Unit I:

Development of Indian Economy, Population Problem, Poverty in India, Economic Inequalities, Regional disparities, Poverty Reduction Programs.

Unit II:

Problem of unemployment, Human Resource Development in India, Energy Crisis.

Unit III:

Agriculture related Problems, Modernization, Green Revolution and its consequences, Agriculture and Growth.

Unit IV:

Industrial Policy, Public Sector Enterprises, Price Control, Capital Scarcity, Low Productivity, Community Development Program.

UNIT V:

Economic Reform, Liberalization, Globalization and its Consequences.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	IV	
Subject	ALLIED IV – BROADCAST JOURNALISM	
Maximum Marks	CIA- 40 Marks Marks	ESE-100
Credits/ Instruction Hours	5 Credits / 90 Hours	
Exam Duration	3 Hours	

Unit – I:

Understanding the broadcast media - unique features of TV and Radio as news media vis-a-vis print media.

Unit – II:

TV journalism - functions of a TV reporter - writing for TV news - editing TV news.

Unit – III:

Presenting / reporting TV news from the field – live reporting - legal and ethical issues to be considered in live reporting.

Unit – IV:

Radio journalism – writing for radio news – difference between radio and TV news – reporting from the field.

Unit – V:

Webcasting – citizen journalism – future trends in broadcast journalism.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	V	
Subject	CORE IX – PRESS LAWS AND ETHICS	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Unit I:

Historical Evolution of Laws relating to Press in India - Important Acts relating to mass media: Indian Penal Code, PRB Act, Official, Secret Act Copyright, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act. Defamation.

Unit II:

Press and the New Media - The need for cyber-laws, nature and scope of cyber laws, Approaches to Cyber-laws cyber crimes, obscenity, digital signature, IPR, piracy, privacy Domain Name Registration Issues, Role and Responsibilities of ICANN, etc.

Unit III:

Ethics-an Introduction Ethics-Definition, Media Ethics-Social responsibility of media, law and ethics, Need for media ethics, Professionalism, Code of ethics, institutional code, Press council, economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom.

Unit IV:

Ethical Issues in Media, Objectivity, Bias, Privacy and Public Interest, truth and honesty-truth in journalism, Public Relations, Advertising; Conflicts of interest, media and anti-social behavior, Morally offensive content-pornography, shocking visuals, offensive speech. Media and children, stereotypes in media.

Unit – V:

Laws and Constitutional Provisions Pertaining to Human Rights in India - Right to Information.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	V	
Subject	CORE X – CONTEMPORARY HISTORY OF INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Unit – I:

Pre-1947, Colonial History - Brief overview, Key Events: 1947-60, Major Policies, elections, Foreign Policy, Development Policy, Social and Political Events.

Unit – II:

Key Events:1960-1970 Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events.

Unit – III:

Key Events:1970-1980 Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events.

Unit – IV:

Key Events:1980-1990 Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events.

Unit – V:

Key Events:1990 to Present Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	V	
Subject	CORE XI – CURRENT AFFAIRS	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Issues Covered in the News Media during January—October of the current year will be included for the Examination.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	V	
Subject	CORE XII – ADVANCED JOURNALISM	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

Unit – I:

Nature and Scope of development journalism, Covering development Issues.

Unit – II:

Human rights reporting, Environmental Issues Reporting, Science Reporting, Sports Reporting.

Unit – III:

Fundamentals of investigative reporting. Film Appreciation, Criticism and Reviews, Entertainment Features.

Unit – IV:

Global journalism, covering International, foreign affairs and Diplomacy Stories, defense journalism, covering international conflicts.

Unit – V:

Computer Assisted Reporting, Precision Journalism, Business and Economic Journalism, On-line Journalism.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	VI	
Subject	CORE XIII – MASS COMMUNICATION THEORIES	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

Unit-I:

Why study theory? Nature and Scope of Mass Communication Theories, Media-Society Relationships, Power of the Media, Evolution of mass media theories (different phases).

Unit-II:

Approaches to media--Mass Society, Propaganda Model, Functionalist Approach, Technological Determinism (McLuhan et al) - Political Economy Approach (Marxist incl.), Powerful Media Thesis and Limited Effects Tradition and Their evolution.

Unit-III :

Process of Selection, Cognitive Dissonance, Personal-Influence Models, Dependency Model (Ball-Rokeach), Uses and Gratification and, Knowledge Gap Hypothesis.

Unit-IV:

Theories of News flow, sources, and News diffusion White's Gate Keeping Model, Selective Gate keeping News flow and news values. McNelly's Model. Mass Communicator-Public Relationship. Determinants of News and content. Agenda Setting Model, Spiral of Silence, Social meaning of news. Definition and Theories of Public Opinion.

Unit-V:

Critical Themes and Issues - Free Market Model and Public Sphere, Normative Theories of the Press, Media and Democracy, New World Information and Communications Order (NWICO) Debate.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	VI	
Subject	CORE XIV – INTERNATIONAL RELATIONS AND COMMUNICATIONS	
Maximum Marks	CIA- 40 Marks 100 Marks	ESE-
Credits/ Instruction Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

Unit I:

Foundations of International Relations. Theories of International Relations, Historical Overview of India's Involvement in International issues/Conflicts, Colonial History,

Unit II:

World War II, De-colonization, United Nations, Cold War, Non-Aligned Movement, New World Information and Communication Order

Unit III:

Foreign Policy in India since Independence, Diplomacy, Military and the Defense, Strategic Issues

Unit IV:

Terrorism, Insurgency—Media and Terrorism

Unit V:

Globalization and the Nation-State, Emerging World Order

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	V	
Subject	CORE XV – MEDIA ORGANISATION	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

Unit I:

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution, Greiner's Development Model of a company.

Unit II:

Behavior in media Organization and Organizational Behavior. Nature and Structure of different News Media Organizations - employment opportunities in Indian News Media Industry, Group Behavior, Innovation and Creativity, Culture of organization.

Unit III:

Economics of Media - Relationship between supplier and buyer, Readership-Advertisement Factors, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

Unit IV:

Departments in Newspaper, Circulation Management, Editorial Management - Work flow in News Media, Advertisement Management.

Unit – V:

Printing and Publishing (Technologies and Processes), Organizational Structures and Functions, Newspaper Economics, Financial management, Editorial Management, Human Resources Management etc. Emerging Trends. Using Readership Survey. Magazine Publishing. Selling Space.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	V & VI
Subject	ELECTIVE III – PROJECT WORK & VIVA VOCE
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/ Instruction Hours	15 Credits (Phase I, II & III)
Exam Duration	-

Given the special nature of the Journalism course, Project is compulsory. The Project is meant to provide a platform for students to practice and sharpen their journalistic and writing skills. It also provides an opportunity for students to fine-tune their design and technical skills in the production and packaging of news.

Project will be done in three phase.

Phase-1: BROADSHEET. Production of a complete, professional real-time broadsheet for print and on-line publications. This Phase is to be completed during Semester V.

Phase -2: Internship / industry experience, and submitting the internship report. This Phase is to be completed before the commencement of the next Phase.

Phase -3: TABLOID. Production of a complete, professional real-time tabloid for print and on-line publications. This will be done during Semester VI. A Viva will be conducted at the end of Semester VI.

Each Phase will be assessed as per the following scheme:

Phase -1 – 20 marks,

Phase -2 – 20 marks,

Phase -3 – 40 marks, and

Viva – 20 marks.

The decision of the Head of the Department shall be final and binding on the student with respect to the project work.

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