

**Department of Journalism & Mass Communication**

Andhra University

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**Prof D V R Murthy**

**Chairman,**

**Board of Studies**

To

The Dean- Academic affairs

Andhra University

Visakhapatnam

July 6,2020

Sir,

Sub: Furnishing of BA syllabus under choice based credit system-regd

With reference to the above, I am submitting the choice based credit system syllabus of BA degree for your record, and further needful.

(D V R Murthy)

**Government of Andhra Pradesh**

**Commissioner ate of Collegiate Education**

Submission of New Restructured Courses

To

Andhra Pradesh State Council of Higher Education

Course Title

**Journalism & Mass Communication**

**2020**

**BA Journalism and Mass Communication**

**(History, Political Science, Journalism and Mass Communication)**

**Restructured Course under CBCS**

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| --- | --- | --- | --- | --- | --- |
| Year | Semester | Paper | Title of the Course | Hours | Credits |
|  |
| Ist Year | I | 1 | History of mass media in India | 5 | 5 |
| II | 2 | Advertising | 5 | 5 |
|  |  |  |  |  |
| II nd  Year | III | 3 | Reporting and writing for print media | 5 | 5 |
| IV | 4 | Communication Theory | 5 | 5 |

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| **S. No** | **Topic** | **Paper code** |
| **1** | History of mass media in India | J&MC 1 |
| **2** | Advertising | J&MC 2 |
| **3** | Reporting and writing for print media | J&MC 3 |
| **4** | Communication Theory | J&MC 4 |
| **5** |  | J&MC 5 |

**I. B.A.**

**Semester- I (Paper- I)**

**Paper I: History of mass media**

**Unit 1**

Origin of the Press and news books: The origin of the Press- Role and functions of the Press

Evolution of printing and books: The evolution of printing- The early books printed with multiple printing machines

Early newspapers in India and *Hicky’s Gazette*- The evolution of early newspapers- The history of Bengal Gazette- James Augustus Hicky and his contributions as father of Indian journalism.

Growth of early newspapers in India: The growth of early newspapers in India

Early journalism in Madras: The early journalism and growth of newspapers in Madras Presidency

**Unit 2**

Early newspapers in Bombay presidency: The early newspapers in Bombay presidency

*Bengal Journal* and William Duane: The early journalism in Calcutta- Launching of *Bengal journal*- William Duane, one of the greatest editors of those times

Press in 19th century and growth of national Press: The growth of English as well as Vernacular newspapers in India- Contributions of James Silk Buckingham as editor

Growth of language journalism and Raja Ram Mohan Roy: The growth of language newspapers- The contributions of Raja Ram Mohan Roy

The role of press during the first war of independence: The role of newspapers during First war of Independence-The Gagging Act, Editors room, and the first Press Commissioner

**Unit 3**

Bal Gangadhar Tilak and the Indian Press: Bal Gangadhar Tilak as Editor and his contributions to language journalism and freedom movement- Indian National Congress and Swadeshi movement- The growth of Indian Press

Indian press in 20th century: The birth of the *Associated Press of India*- The Swadeshi Movement and the Press

Mahatma Gandhi and Indian journalism: Contributions of Mahatma Gandhi to Indian journalism

Role of press during freedom movement: Major newspapers during the freedom movement- The Press and the freedom movement

The All India Newspaper Editors’ Conference: The All India Newspaper Editors’ Conference- August revolution of 1942

Indian Press during Nehru era: The evolution of Press after independence

Press in the modern era

**Unit 4**

M. Chalapathi Rau and the *National Herald:* The contributions of M. Chalapathi Rau

Language journalism: The growth of vernacular press- Characteristics of the language Press

Origin and development of Telugu Press: The growth of the Telugu Press-New era in Telugu Press

**Unit 5**

History of radio in India-origin and growth- Commercial radio-growth of private radio station in radio

History of television in India- origin and growth-Doordarsan-different phases of growth-Emergence of cable TV in India

Origin of Indian cinema-Different phases of its growth

Telugu cinema and its growth

**Further reading**

* Nadig Krishna Murthy (1966). *Indian journalism.* Mysore: Mysore University
* Press
* S. Natarajan. *Indian journalism*
* R. Parthasarathi.(1991) *Modern journalism in India*. New Delhi: Sterling Publishers
* J V Seshagiri Rao*. Studies in the history of journalism*
* R. Anand Sekhar. *Journalism charithra vyavastha*
* S. C. Bhatt (1999): *Indian press since1955.* New Delhi, Publication Division
* Ramakrishna Challa (2002). *Historical perspective of press freedom in India*
* Visakhapatnam: Andhra University of Press and Publications
* Murthy DVR (2010). *Gandhian journalism*, New Delhi*,* Kanishka Publishers.
* Kevl J Kumar. Mass communication in India. New Delhi: Jaico publications

**Semester- II (Paper- II)**

**Advertising**

**Unit1**

Evolution of advertising – types of advertisements – Commercial advertisings – CSR Advertising – Public Service Advertising - Recent trends in Indian Advertising.

**Unit2**

Various phases of advertising - Planning and campaigns – Media selection – newspapers – Magazines – Radio - Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins– advertising agency system -market research.

**Unit3**

Outdoor advertising in India -Commercial advertisings over - All India Radio -Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

**Unit 4**

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Color – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness

**Unit 5**

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

**Reference Books:**

1. Chunawala S A (1999). Foundations of advertising: theory and practice. New Delhi. Himalaya publishing House
2. Dunn S. Watson (1961). Advertising: Its role in modern marketing. New York: Holt,
3. Rinehart and Winston Mohan, Manendra (1981). Advertising management: concepts and cases. New Delhi: McGraw Hill
4. Wilmshurst, John. (1985) Fundamentals of advertising. London: Heinemann.
5. Wright, John S. and Mertes, J. (1976). Advertising's role in society. St. Paul, Minn: West
6. Wells Burnett Moriarty (2003). Advertising: principles and practice. Singapore: Pearson

**II.B.A**

**Semester –III (Paper- 3)**

**Reporting and Writing for Print Media**

**UNIT 1:** News Definition- News Value- Source of News –Structure of News–5W and 1H - Inverted pyramid pattern - Different types of News

**Unit 2:** Report writing skills for news stories, - Introduction to lead and Intro, super lead, Kinds of leads,

**Unit 3:** Kinds of reporting: Press Conference, Interviewing techniques, Human interest stories.  Reporting Special events: Disasters and accidents, crime, Sports, Public Speech Reporting, Investigative reporting, Mofussil reporting, Citizen Reporting, Advocacy Reporting.

**Unit 4:** Features – News features – historical features - photo features –profiles – syndicate features. Reviews – definitions – scope –types of reviews – books –films – performing arts – contemporary trends in reviews.

**Unit 5:** Editorial writing – Types of editorials –Column writing – writing creative middles – language as a tool of writing

Reference Books

* Anna McKane (2006). *News Writing*: London, Sage.
* Curtis Macdougall (1953): *Interpretative reporting.* New York George Allen & Unwin Ltd.
* L. S. Burns (2002). *Understanding Journalism.* London. Sage
* Susan Pape and Sue Featherstone (2005). Newspaper Journalism: A Practical Introduction, London: Sage.
* Bonnie, M, Anderson (2004). News Flash Journalism: New York, Jossey-Bass.
* Ian Hargreaves (2005). *Journalism A very short introduction*: London, Sage.
* Barbie Zeliezer and Stuart Allan (2004). *Journalism after September 11*: London, Routledge.
* Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
* George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
* Frank Barton (1989): *The Newsroom: A manual of journalism.* New Delhi: Sterling Publishers
* Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
* L. S. Burns (2002). *Understanding Journalism.* London. Sage
* Anna McKane (2006). *News Writing*: London, Sage.
* Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.
* Bowles A. Dorothy and Borden L. Diane (2000). *Creative Editing*, Belmont: Wadsworth, Thomson Learning Inc.
* Ahuja, B. N. and Chhabra, S. S. (2004).*Editing*, Delhi: Surjeet Publications.
* Mencher, Melvin (2003). *News Reporting and Writing,* New York: McGraw- Hill
* Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling

Publishers Pvt. Ltd.

**II.B.A**

**Semester- IV (Paper- IV)**

**Communication theory**

**Unit 1**

Communication: concepts -Why communication is relevant?-Definitions of communication

Communication process-The process of communication

Characteristics of communication-The seven Cs of communication-Functions of communication

Types of communication-Different types of communication-Characteristics of mass communication-Characteristics of mass media

Basic models of communication-Basic communication models- Lasswell model,

**Unit 2**

Shannon & Weaver of model of communication

Two step & multi-step flow of communication-Two-step flow of communication-Opinion leaders-Multi-step flow of communication

Gate keeping models-Gate keeping-Selective gate keeping-Galtung and Ruge’s list of news values

Verbal and non-verbal communication-Verbal communication: advantages and disadvantages-Non-verbal communication: characteristics

**Unit 3**

Marketing communication-Concepts of marketing communication-Promotion mix-Reinforcement-Sleeper effect

Organizational communication-Employee/organizational communication-Communication networks-Principles of successful internal communication-

Theories of balance and dissonance-Newcomb’s balance theory-Three-way communication-Cognitive dissonance theory

Social judgment theory-Development of social judgment theory-Judgment process and attitudes-Latitudes of rejection, acceptance, and non-commitment

**Unit 4**

Mass society and magic bullet theory-Mass society theory-Magic bullet theory-Latitudes of rejection, acceptance, and non-commitment

Theories of selectivity-Selective attention-Selective perception-Selective recall-Selective action

Normative theories of media-Authoritarian theory-Libertarian theory-Social responsibility - Communist media theory-Development media theory- democratic participant theories-Principles of development media theory-Principles of democratic-participant theory

**Unit 5**

Cultivation theory-Cultivation theory and mainstreaming-Criticism of cultivation theory-

Agenda setting theory-Agenda-Processes in agenda setting-Significance of agenda setting

Dependency theory-Dependency theory: assumptions-Conceptual model

Uses and gratification theory-Cognition-Diversion-Withdrawal-

Theories of media effects-Functionalist and critical approach-Theories of media -effects

Mass media and democratic society-Role of media in the society-Media and society in the Indian context-Sunshine journalism

**Reference Books**

* David Berlo (1960). *The Process of communication.* New York: Holt,
  + Rhinehart and Winston
* Uma Narula (1976). *Mass Communication Theory and Practice*. New Delhi:
  + Har Anand.
* Denis McQuail (1987). *Mass communication theory: An introduction (2nd ed.).* Thousand Oaks, CA, US: Sage Publications
* Denis Mcquail and Windhal (1993). *Communication Models for the study of* 
  + *Mass Communications:* Longman
* John Fiske (2002) *Introduction to Communication Studies* London:
  + Routledge
* Denis Mcquail (1993) *Media performance.* London: Sage
* Denis Mcquail (2005) *Mass Communication Theory*. New Delhi: Sage.
* Defluer and Ball Rockech (1993): *Theory of Mass Communication:* May
  + Field
* Stanley J. Baran, Dennis K. Davis (2009). *Mass Communication Theory: Foundations, Ferment, and Future.* USA: Wadsworth

**Paper V**

**Public Relations and Corporate Communication**

**Unit-1**

Definitions – nature – scope- Evolution of PR in India – publicity – propaganda - Dynamic role of PR in public affairs – PR management– structure – PR policy – Four steps of PR - Methods of PR – Press relations – House journals- Periodicals – Books and other publications

**Unit- 2**

PR for central government –State government – Local bodies – Private Organizations – Employees relations Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – techniques – evaluation – recent trends.

**Unit 3**

Corporate Communication-Types - Marketing communications-Organizational communications- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams- Communication planning system-The communication agenda to build reputation.

**Unit 4**

Communication to Reputation- Brand, image, - The value of a good reputation- The influence of psychology, economics, strategic management, sociology, organizational science - Linking corporate communication to reputation- Defining identity- Corporate Identity

**Unit 5**

Communicating with the corporate Brand-The drivers of corporate branding-Strategy drivers-Organizational drivers- Employee drivers- Value drivers-Generating value from the corporate brand-Organizational associations-Typologies of corporate brands.

**Reference books:**

1. Cutllip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. JV Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. J V Vilanilanm. (2005). Mass Communication in India. New Delhi; Sage.
5. Cees B.M. van Riel and Charles J Fombrun . Essentials of Corporate Communication: Implementing practicals for effective reputation management. Routledge. 2007
6. J Jaiswany (2011). Corporate Communication, New Delhi: Oxford University.