

# Osmania University



## **B.A** **(Journalism and Mass Communication)**

**Course Structure, CBCS and Syllabus**

**2019-20**

**Department of Communication & Journalism**

University College of Arts & Social Sciences

Osmania University

Hyderabad-500007.

Tel.:91-40-2709 8422, 2768 2258

**B.A.**  
CBCS COURSE STRUCTURE  
w.e.f. 2019-'20

**SUBJECT: Journalism**

Sl.No. (1)	Code (2)	Course Title (3)	HPW (5)	Credits (6)	Exam Hrs (7)	Marks (8)
<b>SEMESTER - I</b>						
1.	ELS1	English (First Language)	4	4		
2.	SLS1	Second Language	4	4		
3.	AEC1	Environmental Science/ Basic Computer Skills	2	2		
4.	DSC101	Introduction to Communication and Journalism	5	5	3 hrs	80U+20I
5.	DSC102		5	5	3 hrs	80U+20I
6.	DSC103		5	5	3 hrs	80U+20I
		Total	25	25		
<b>SEMESTER - II</b>						
7.	ELS2	English (First Language)	4	4		
8.	SLS2	Second Language	4	4		
9.	AEC2	Basic Computer Skills/ Environmental Science	2	2		
10.	DSC201	Mass Media in India	5	5	3 hrs	80U+20I
11.	DSC202		5	5	3 hrs	80U+20I
12.	DSC203		5	5	3 hrs	80U+20I
		Total	25	25		
<b>SEMESTER - III</b>						
13.	ELS3	English (First Language)	3	3		
14.	SLS3	Second Language	3	3		
15.	SEC1	Forms of Journalistic Writing	2	2	1 ½ hrs	40U+10I
16.	SEC2		2	2	1 ½ hrs	40U+10I
17.	DSC301	Reporting and Editing for Print Media	5	5	3 hrs	80U+20I
18.	DSC302		5	5	3 hrs	80U+20I
19.	DSC303		5	5	3 hrs	80U+20I
		Total	25	25		
<b>SEMESTER - IV</b>						
20.	ELS4	English (First Language)	3	3		
21.	SLS4	Second Language	3	3		
22.	SEC3	Public Relations and Event Management	2	2	1 ½ hrs	40U+10I
23.	SEC4		2	2	1 ½ hrs	40U+10I
24.	DSC401	Broadcast and New Media Journalism	5	5	3 hrs	80U+20I
25.	DSC402		5	5	3 hrs	80U+20I

26.	DSC403		5	5	3 hrs	80U+20I
		Total	25	25		
		<b>SEMESTER – V</b>				
27.	ELS1	<b>English (First Language)</b>	3	3		
28.	SLS4	<b>Second Language</b>	3	3		
29.	GE	<b>Fundamentals of Academic Writing</b>	4	4	3 hrs	80U+20I
30.	DSE501 A B	<b>Media and Development or Telugu Journalism</b>	5	5	3 hrs	80U+20I
31.	DSE502 A B C		3T+4P/ 5	5	3 hrs	50T+35 P+ 15I/ 80U+20I
32.	DSE503 A B C		5	5	3 hrs	80U+20I
		Total	27/25	25		80U+20I
		<b>SEMESTER – VI</b>				
33.	ELS6	<b>English (First Language)</b>	3	3		
34.	SLS6	<b>Second Language</b>	3	3		
35.	PR	<b>Freelance Journalism</b>  or <b>Project Report</b>	4T 2T+4R	4 4	3 hrs 1 ½ hrs	80U+20I 40U+10I 35R+15VV
36.	DSE601 A B	<b>Media Literacy or Advertising</b>	5	5	3 hrs	80U+20I
37.	DSE602 A B C		3T+4P/ 5	5	3 hrs	50T+35 P+ 15I/ 80U+20I
38.	DSE603 ABC		5	5	3 hrs	80U+20I
		Total	29/27	25		
		<b>GRAND TOTAL</b>	156/ 152	150		

ELS: English Language Skill; SLS: Second Language Skill; AEC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam U: University Exam: PR: Project Report; VV: Viva-Voce Examination.

Note: i) A student should opt for either a or b of DSE Groups in V and VI Semesters.  
ii) Project work should be done by a group of 4 students.

**SUMMARY OF CREDITS**

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	6	4/3	20
2	Modern Language	6	4/3	20
3	AEC	2	2	4
4	SEC	4	2	8
5	GE	1	4	4
6	Project Report	1	4	4
7	DSC	12	5	60
8	DSE	6	5	30
	<b>TOTAL</b>	<b>38</b>		<b>150</b>

**Faculty of Social Sciences**  
**Department of Journalism and Mass Communication**  
**Osmania University, Hyderabad**  
**B.A.Syllabus**

Course	Semester-I	No. of Credits
DSC-101	Introduction to Communication and Journalism	5
	<b>Semester-II</b>	
DSC-201	Mass Media in India	5
	<b>Semester-III</b>	
SEC- I	Forms of Journalistic Writing	2
DSC-301	Reporting and Editing for Print Media	5
	<b>Semester-IV</b>	
SEC-II	Public Relations and Event Management	2
DSC-401	Broadcast and New Media Journalism	5
	<b>Semester-V</b>	
GE	Fundamentals of Academic Writing	4
DSE-501	a)Media and Development Or b) Telugu Journalism	5
	<b>Semester-VI</b>	
DSE-601	Media Literacy OR Advertising	5
	Freelance Journalism Or Project	4
Non-CGPA	NSS, NCC, Sports Summer Internship	6 4

**SYLLABUS FOR JOURNALISM AND MASS COMMUNICATION AS AN  
OPTIONAL SUBJECT IN B.A. 3-YEAR DEGREE COURSE  
(SEMESTER SYSTEM CBCS)**

**FIRST YEAR**

**SEMESTER-I**

**DSC 101 Introduction to Communication & Journalism**

***Course Objectives:***

- To introduce the concepts of communication
- To provide insights into the models and theories of communication.
- To introduce the types of journalism

***Learning Outcomes:***

After completion of the course, the student will be able to:

- Understand the concepts and process of communication.
- Explain some basic models and theories of communication.
- Gain basic understanding of journalism.

**Unit-I:** Definition of communication, Communication and its role in society. Types of Communication-Verbal, Non-verbal, Intra-personal, Interpersonal, Group Communication, Mass Communication - Print, Radio, Television and film. Process of Mass Communication.

**Unit-II:** Models of Communication – Laswell – SMCR model, Shannon and Weaver – Osgood and Schramm. Dance Helical model of communication.

**Unit-III:** Theories of Communication – Effects theories – Agenda setting theory – Uses and gratifications theory, Normative media theories, propaganda. – publicity, Knowledge Gap Hypothesis, Information rich and Information poor.

**Unit-IV: Journalism-**Definition, scope and nature of Journalism; Role of journalism in a democracy/ society, creating awareness, building public opinion- Journalism and social change.

**Unit-V: Types of Journalism:** Print, Broadcast, On-line (Cyber) journalism, Sports, Science, Education, Development, Community, Paid and Yellow Journalism.

**Reference Books**

1. Larry L.Barker : Communication
2. Mcquail, Denis : Mass Communication Theory
3. Mcquail and Windahl : Communication Models
4. Keval J Kumar : Mass Communication in India
5. Vir Bala Agarwal : Essentials of Practical Journalism
6. K.M.Srivasthava : Reporting and Editing
7. Lynette Sheridan Burns : Understanding Journalism

## **SEMESTER- II**

### **DSC -201 Mass Media in India**

#### **Objectives:**

- To provide a historical overview of press in India.
- To trace the history of electronic media in India.
- To describe the present status of media in India.

#### **Learning Outcomes:**

After completion of the course, the student will be able to:

- Gain an over all understanding of the history of the press and electronic media in India.
- Explain the present status of media in India.
- Understand the recent trends in Indian media.

#### **Unit-I: Press**

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement, National Freedom Movement, Post Independence Era, Post Emergency Era. Changing Readership, Language Press. Recent Developments in Print Media.

#### **Unit-II: Films-Evolution**

Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, Shantaram, Bimal Roy and other film makers - parallel cinema- commercial cinema-regional cinema.

#### **Unit – III: Radio**

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy, Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

#### **Unit – IV: Television**

Development of television as a Medium of Mass Communication – Historical perspective of television in India – Satellite and Cable Television in India and Development of networks and regional Channels.

#### **Unit – V: Origin, growth and Present status of New Media in India.**

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance. Online media , podcast, digital divide.

#### **Reference Books**

1. Keval J Kumar : Mass Communication in India
2. Rogers and Singhal : India's Communication Revolution
3. Emery, Ault & Agee : Introduction to Mass Communication
4. Rangaswamy Partha Sarathi : History of Indian Journalism.
5. Suman Kumar Kasthuri : Social Media:Connecting the World 24x7  
P.Bobby Vardhan
6. P.C. Chatterji : Broadcasting in India
7. H.R.Luthra : Indian Broadcasting

## Model Question Paper

**FACULTY OF SOCIAL SCIENCES**  
**B.A. I Year –I Semester Examination, Month, Year**  
**Subject: Journalism**  
**Paper-101**

**Introduction to Communication and Journalism**

**Time: 3 Hours**

**Max. Marks:80**

**Note: Answer five questions from Part-A and all questions from Part-B**

**PART-A(5x4=20 Marks)**  
**(Short Answer Type)**

1. Group Communication
2. Lasswell model
3. Knowledge Gap Hypothesis
4. Fourth Estate
5. Propaganda
6. On-line journalism
7. Agenda setting
8. Development journalism

**PART-B(5x12=60 Marks)**  
**(Long Answer Type)**

9a) What is communication? Describe the various types of communication.

Or

b) Describe the role of communication in society.

10 a) What is a communication model? Explain the Shannon and Weaver model of Communication.

Or

b) Explain SMCR model of communication.

11 a) Explain Uses and Gratifications theory.

Or

b) Explain any two Normative media theories.

12a) Discuss the importance and role of journalism in democracy.

Or

b) Discuss the contribution of journalism to social change in India.

13a) What is investigative journalism? Discuss the cautions to be taken by the investigative journalists.

Or

b) Discuss the present trends in television journalism.

**Model Question Paper**  
**FACULTY OF SOCIAL SCIENCES**  
**B.A. I Year –II Semester Examination, Month, Year**  
**Subject: Journalism**  
**Paper-201**  
**Mass media in India**

**Time: 3 Hours**

**Max. Marks:80**

**Note: Answer five questions from Part-A and all questions from Part-B**

**PART-A(5x4=20 Marks)**  
**(Short Answer Type)**

1. Bengal Gazette
2. Satyajit Ray
3. Prasar Bharati
4. Cable Television
5. Cyber Crimes
6. On-line journalism
7. Language press
8. Digital divide

**PART-B(5x12=60 Marks)**  
**(Long Answer Type)**

9a) Write about the early newspapers in India.

Or

b) Describe the role of press in the Indian freedom movement.

10 a) Discuss the contribution of Dada Saheb Phalke to Indian cinema.

Or

b) Compare the parallel cinema to commercial cinema.

11 a) Trace the history of All India Radio..

Or

b) Explain the role and objectives of Prasar Bharati.

12a) Outline the history of television in India.

Or

b) Discuss the present status of Indian television.

13 a) Explain the advantages and disadvantages of social media.

Or

b) Discuss the present status of cyber law in India.