

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

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 III	Forms of Journalistic Writing	2
DSC-301	Reporting and Editing for Print Media	5
	<b>Semester-IV</b>	
SEC-IV	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
	Project OR Freelance Journalism Ne	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**

**Course Objectives:**

- *To introduce the concepts of communication to students.*
- *To familiarize the students to the models and theories of communication.*
- *To introduce basics of journalism to the students.*

**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.*
- *Have basic understanding of journalism.*

**DSC 101 Introduction to Communication & 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: Kinds of Journalism:** Print, Broadcast, On-line (Cyber) journalism, Sports, Science, Education, Development, Community, Cheque book and Yellow Journalism.

## **SEMESTER- II**

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

#### **Objectives:**

- *To provide a historical overview of press in India.*
- *To present brief 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:*

- *Have over all historical understanding of 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.

## **SECOND YEAR**

### **SEMESTER-III**

#### **SEC I Forms of Journalistic Writing**

##### **Objectives:**

- *To impart journalistic skills to the students.*
- *To enable and inspire the students to write for newspapers.*
- *To introduce different forms of writing.*

##### **Learning Outcomes:**

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

- *Identify different types and elements of the news.*
- *Understand subjectivity and objectivity in writing.*
- *Write in different forms..*

##### **Unit 1**

News – Soft and Hard news; News Writing – Spot news/Live news, in depth, investigative, interpretative. Structure/Format – Inverted, Hour glass, Stacked; Elements – Objectivity, Fairness, Balance, Attribution, Quotations, partial quotations, full quotations, direct and indirect quotes; basics of writing for news websites, portals.

##### **Unit 2**

Subjectivity in writing – features-types (interviews, profiles, historical features, travelogues, how to do features, middles), articles, edit page articles, editorials, reviews, criticism, columns, blogs.

## **DSC 301: Reporting & Editing for Print Media**

### **Objectives:**

- *To develop nose for news.*
- *To impart journalistic skills to the students.*
- *To enable the students to understand the organizational structure of newspapers.*
- *To introduce editing.*
- *To familiarize the students with media law.*

### **Learning Outcomes:**

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

- *Identify different dimensions of the news.*
- *Edit the news reports.*
- *Explain the laws relating to media.*

**Unit-I: Introduction to News** - Definition – Nature – Scope of News – Sources of News – News Values – Qualities of a reporter. Fairness, balance, attribution. News gathering.

**Unit-II:** News writing – Elements of news story- Inverted pyramid- Leads- types. Reporting – Politics, Crime, Finance, Science, Health and environment, beat reporting.

**Unit-III: Newspaper organization structure** - Organisation of Editorial Department and the News Bureau.- Hierarchy, Different roles Path of a News Copy from event to the reader-

**Unit-IV: The Editing Process:** Editing – News Selection – Qualities of a sub-editor Integrating Copy – Rewriting; Types of Copy- Agency, Bureau, Wire, Mofussil – Functions of Headlines – Headline Writing – Excerpts – Blurbs – Highlights – Infographics. Photo Essay – Caption writing

**Unit-V: Media Ethics and Laws:** Freedom of speech and expression, Article 19 (1) (a) , reasonable restrictions, Media Laws and Ethics --Defamation, Libel, slander, , Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957, Fairness – Public Interest and privacy, Press Council of India (PCI) – Recommendations and status – Code of Ethics for Journalists.

## **SEMESTER-IV**

### **SEC III Public Relations and Event Management**

#### **Objectives:**

- *To introduce public relations.*
- *To impart professional skills to be a PRO.*
- *To impart the skills of event management..*

#### **Learning Outcomes:**

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

- *Understand the profession of Public Relations.*
- *Function as a Public Relations Officer.*
- *Plan and organize the events.*

#### **Unit 1 Public Relations**

- **Unit-I:** Definition, nature and scope of PR. Public relations, public opinion and propaganda. PR and Corporate Image. Organisation and functions of a PR department, role and functions of a PRO. The PR Process: PR Planning. Internal and external publics of an organization, and importance. Media relations: press release, newsletter, brochures, house journals, advertising, exhibitions, press kits, meet the press, media briefings, audio news releases, video news releases and web sites. Definition and importance of Community relations. Customer relations, Dealer and supplier relations, Corporate social responsibility.

#### **Unit 2 Event Management**

Introduction to event management; Size and type of event; principles of event management; concept and designing; analysis of concept; logistics of concept. Event planning, flow. Special events – sports, rallies, wedding, corporate events. Fabrication, audio visual equipment's; sponsorships. Delegation of work, coordination. Account management; Budgeting of events; balance sheet; cash flow analysis; Professional associations; handling vendors. Laws – relevant legislations/acts, permissions; Licenses – liquor, trade, contracts, registrations.

## **DSC 401: Broadcast and New Media Journalism**

### **Objectives:**

- *To introduce broadcast media.*
- *To impart professional skills in radio and television journalism.*
- *To familiarize with web journalism.*

### **Learning Outcomes:**

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

- *Understand the nature and importance of broadcast media.*
- *Learn radio production.*
- *Understand radio and television journalism.*
- *Get involved in new media journalism.*

**Unit-I: Introduction to Broadcast Media:** Broadcasting- Radio Transmission Process, Television Transmission Process, Impact and role of Broadcast media in society, Concept of Public Broadcasting, Contribution of AIR and Doordarshan to development, community Radio.

**Unit-II: Introduction to Radio Journalism:** Basic features of radio news .Sources of radio news, qualities and responsibilities of a radio reporter, criteria for selection of radio news .Radio news bulletin structure. News room set-up in a radio station. Different radio programme formats

**Unit-III: Television Journalism:** Basic characteristics and elements of television news, elements of a TV news bulletin .Writing style for television news. Duties, responsibilities and qualities of a TV reporter. Writing for Television, Television Programme formats, Television Script formats Interview: types and techniques of TV interview. New trends in television news reporting.

**Unit IV:** Television news based programmes, Television News Process from the event to the Screen. Hierarchy in television news channel. Ethical issues in television news.

**Unit-V: New Media Journalism:** Web-based newspapers, web-journalism. Unique features of Web Journalism, language, Internet newspaper editions, updates, Internet News Groups, e-mail, blogs. Internet as a tool for data gathering, Social Media Journalism, issues of veracity and credibility.

## **THIRD YEAR**

### **SEMESTER-V**

#### **GE – Fundamentals of Academic Writing**

GENERAL Elective- Fundamentals of Academic writing

#### **Objectives:**

- *To introduce academic writing to the students.*
- *To impart skills in academic writing.*
- *To familiarize with different genres of academic writing.*

#### **Learning Outcomes:**

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

- *Understand the process of academic writing.*
- *Develop critical thinking.*
- *Write in different genres.*

#### **Unit 1**

Reading is essential to express in writing (Pre-writing); Identifying main ideas after reading, distinguish between fact and opinion (Pre-writing); Purpose of writing; write to learn; Demonstration of basic essay structure including introduction, body and conclusion; Inquiry based writing – problem posed and problem solving; Genres of writing – essay, summary, report; Modes of writing – Rough, Draft, Revision, Final copy; Significance of reading, spelling and re-reading; Composing and writing essay exposition (500 words or more) including introductory, developmental and concluding paragraphs; what is Writers block, how to overcome.

#### **Unit 2**

Reader/Audience oriented writing; Critic your own writing; Demonstrate critical thinking and reading skills by writing expositions and essays; introduction of terms – Proposal, Abstract, Manuscript, Thesis, Report, Summary, Synopsis etc.

#### **Unit 3**

Compose paragraph writing using sources, rhetorical modes supporting topic sentences and statements; use of dictionary; Attention to paragraph unity and coherence; development of topic sentences and statements; interlinking/transitioning paragraphs of introduction, body and conclusion; Reading Wikipedia to see how examples of writing for online websites, blogs etc.

#### **Unit 4**

Standard academic conventions of incorporating source material APA, MLA, Chicago/Turabian; Citing source texts; Introduction to References and Citation styles – APA, MLA, Chicago/Turabian; Plagiarism and related software's; Effective paragraph development using evidences, sources, quotations, citations, and paraphrase.

**DSE 501 A. Media and Development (or)**

**B. Telugu Journalism**

**A) : Media and Development**

**Objectives:**

- *To introduce the concepts of development.*
- *To explain the importance of media in development.*
- *To impart the skills to write development stories.*

**Learning Outcomes:**

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

- *Understand the various concepts and approaches of development.*
- *Analyze the importance of media in development communication.*
- *Write development stories for media.*

**Unit-I:** Development: Concept, Definition, Process. Millennium Development Goals, Concept of Sustainable Development and Sustainable Development Goals.

**Unit-II:** Role of Media in Development Communication. Strategies in Development, Communication, Social, Cultural & Economic Barriers to Development Communication.

**Unit-III:** Agricultural Communication, Rural Development: Approaches, Rural Development: Extension.

**Unit-IV:** Development Support Communication: Population, Family Welfare & Health, Education & Environment, Problems faced in Development Support Communication.

**Unit-V:** Writing Development Stories for Media: Print, Radio and TV, Issues of AIDS, Trafficking, Human Rights, Dalit & Tribal Movements.

## **(B): Telugu Journalism**

### **Objectives:**

- *To present a historical overview of Telugu press.*
- *To explain the trends in contemporary Telugu press.*
- *To introduce Telugu broadcast media.*

### **Learning Outcomes:**

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

- *Have a historical understanding of Telugu press.*
- *Analyze the current trends in Telugu press.*
- *Write for radio and television in Telugu.*

**Unit-I:** History of Telugu Press - Major Phases in the evolution of Telugu Journalism. Telugu Press in Social Reform movement and freedom struggle, pioneers in the history of Telugu Press. Kandukuri Veeresha Lingam Pantulu, Kashinathuni Nageshwar Rao Pantulu, Mutnuri Krishna Rao, Suravaram Pratapa Reddy. Origin and growth of Press in Telangana, prominent publications and journalists. Role of the Press in Telangana movement.

**Unit-II:** Contemporary Telugu Press, its growth and contribution. Current trends in Telugu Journalism. Study of Telugu newspapers—news reporting, investigative reporting, columns, columnists, special pages and special supplements. Objectivity and editorial policies.

**Unit-III:** Language in Telugu Newspapers, use and misuse of English words, dialects. Problems of translation, coining of new words. Writing of News Reports and exercises in translation.

**Unit-IV:** Telugu Newspapers-Study of news reports, features and articles. Language and style. Writing articles and features, differences in writing articles and features.

**Unit-V:** News and news-based programmes in the electronic media. Writing news for radio and television. Differences in writing for Print and Electronic media.

## **SEMESTER-VI**

### **DSE 601 Media Literacy**

#### **Objectives:**

- *To introduce the key concepts of media literacy.*
- *To develop critical thinking about media content.*
- *To create deeper understanding about media and society.*

#### **Learning Outcomes:**

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

- *Be familiar with various concepts of media literacy.*
- *Critically analyze the media content.*
- *Produce the media content.*

#### **Unit**

**1**

Media and society. Introduction to Media Literacy. Understanding media. Media and audience. Types of media literacy. Media and audience. Language in media.

#### **Unit 2**

The Five Key Concepts to Media Literacy –producers of media content- techniques used to attract the attention of audience. Individual differences in understanding the messages. The lifestyles, values or points of view included or omitted from, the message. Applying Bloom’s Taxonomy to Media Analysis - the 6 different levels of Bloom’s Taxonomy .

#### **Unit 3**

Content ; Understanding Media Content and Its Uses-Understanding the News, Media and Information Ethics; Representation in Media.

#### **Unit 4**

Creating Media Commercials. Elements of a commercial. Camera Shots and Angles Conveying Meaning. Digital Editing and Computer Retouching.

#### **Unit 5**

Critical understanding of the media. Media and economics . Media and hegemony. Media and psycho analysis. Content analysis. Film criticism. Semiotics.

## (B) Advertising

### **Objectives:**

- *To explain the nature and importance of Advertising.*
- *To introduce different types advertizing.*
- *To familiarize the Acts relating to advertisements.*

### **Learning Outcomes:**

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

- *Be familiar with the nature and importance of advertising.*
- *Understand the structure of an advertising agency.*
- *Understand the laws relating to advertising.*

Unit I: Advertising - Definition, nature and scope of advertising, social relevance of advertising and its role in communication and marketing. The function of advertising in society in India and the developing countries, effects of advertising on different sections of the society.

Unit-II: Types of advertising; Classification of different types of advertisements- Newspapers, magazines, radio, T.V., film, video, hoardings, billboards, internet etc., their relative merits and demerits. Trends in Advertising – surrogate advertising, in-film advertising.

Unit III: Structure of an advertising agency, various departments, functions. Types of agencies - Full-service agencies, Specialized agencies, in-house agencies, creative boutiques.

Unit IV: Objectives and basic principles of advertising campaign, Process of creating an advertisement: from rough sketch to final release, visualising and copy writing - Elements of an advertisement.

Unit V: Laws related to advertising - The Indecent Representation of Women's Act, 1986; The Drugs and Magic Remedies (Objection and Advertisement) Act, 1954, The Prevention of Food Adulteration Act, 1954. Unethical practices in advertising - ASCI - (Advertising Standards Council of India)

**Project:** Every student has to produce a study paper/dissertation.

**Or**

Freelance Journalism

**Objectives:**

- *To introduce freelance journalism to the students.*
- *To impart skills to write for newspapers.*
- *To motivate to write for magazines.*

**Learning Outcomes:**

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

- *Be a freelance journalist.*
- *Understand different forms of writing.*
- *Develop content for newspapers and magazines.*

**Unit-I:** Writing Process: Looking for story ideas, Planning, generating material, organizing material, selecting appropriate format, draft and edit-language elements etc. Different genres of media writing. Forms of Journalistic writing: News writing, column writing, article writing, feature writing, humour writing, editorial writing.

**Unit-III:** Freelancing/content development: Freelance writing – Choosing a topic, Identifying sources, gathering information, importance of rewriting, Slanting, Studying the requirements of magazines/newspapers, Marketing features, Content development for newspapers, E-Journals, On-line magazines. Blogging, Avenues for freelance marketing, and Basics of page make-up

Writing for specialized audiences / magazines: General interest, and specialized magazines in niche areas – women, children, leisure, business, science and technology, fashion, travel etc., subjectivity in magazine writing. Reviewing art and culture. Writing on science and technology.

**Unit-IV:** Use of visuals in magazines, planning the editorial mix of a magazine – article, news stories, features etc., Trends in magazine publishing.

