

**Course: M.A. (Journalism & Mass  
Communication)**

**Duration: Two years**

**Intake (Campus): 30 + 10 (self-finance) +  
Supernumerary**

**Syllabus for Ist semester – 2022 onwards**

**Semester I**

Paper Code	Paper	Teaching Hours per week	Credits	Marks		
				Internals * 20+10	Semester	Total
101	Communication, Media and Society	5	5	30	70	100
102	Writing for Media-Reporting/Editing	5	5	30	70	100
103	Basics of Electronic Media	5	5	30	70	100
104	Digital Journalism	5	5	30	70	100
				-	-	
Total		20	20	120	280	400

- Internal Assessment: 30 marks
  - 5 short answers, 2 long answers- 20 marks
  - Assignments- 10 marks

## **DETAILED SYLLABUS**

### **Semester I**

#### **Paper 101: Communication, Media & Society (Core)**

Unit I: Introduction to Communication, Nature, process and elements of communication, Functions of and barriers to communication, 7 Cs and principles for effective communication. Typology of communication– intrapersonal, interpersonal, group, mass, interactive communication. Mass communication characteristics, concept of gate keeping, propaganda, Two-step flow hypothesis, multi-step flow of communication, knowledge gap hypothesis.

Unit II: Communication models- Lasswell formula, S M C R model. Shannon and Weaver, Osgood and Schramm. Dance's helical model, Spiral of silence, Newcomb's ABX model . Wesley and McLean Model, Gerbner's model

Unit III: Communication effects theories, agenda setting, Framing theory, cultivation, uses and gratification, Rogers' theory of Diffusion of Innovation. Normative media theories.

Unit IV: Communication, Media and society linkage – Media and Democracy, public opinion, propaganda, manufacturing consent, national development, social change, market forces, Mass media audiences. Demassification,

Unit V: Historical development of press as a media institution. History of print media in India– pre-independence, post-independence (Major issues, landmarks) and regional language. Over view of media in India: Print media, Broadcast media, Status of Regional media; New media, Traditional media

**Paper 102: Writing for Media / Reporting & Editing – I (Core)**

Unit I: Concept of news and news process. Structure of a news report –Lead, body, headline, strapline, byline, dateline– Types of leads. Essentials of a news report: quotes, attribution, verification, balance, fairness and brevity. Single-incident and multiple-incident news stories. The concept of news values. Reporter - role, duties and qualities.

Unit II: Generating story ideas - Sources of news: documents/ institutional/ individual- Cultivating sources. Interviewing techniques. Different forms of reporting - spot news / live reporting, developing stories, curtain raisers, investigative, interpretative, trend, in-depth and advocacy reporting. Building and using background. Reporting public affairs, meetings, conferences, seminars, cultural, civic and social events. Crime news: nature / types of crime, sources of information, challenges.

Unit III: Distinction between reporting and editing. Why editing matters; News judgement and news values. Editorial department – organisational structure. Role and functions of the editor, news editor, chief sub-editor and sub-editors. News schedule / list. Different Desks – General, sports, features, business, etc. Types of copy.

Unit IV: News editing skills and tools, language aspects. Qualities of a sub-editor. Editing process - Re-writing, translation, integrating, updating, and proof-reading. Style book / guide; style sheet. Headlines – power, precision, poetry; using quotes and attribution in headlines, headline styles, Unit count. Dealing with numbers. Editing local stories, making non-local stories meaningful. Making long stories short, keeping short stories relevant, editing news briefs.

Unit V: Communication through design. Basic principles of Page Design and Layout. From modules to page; laying out pages. Display headlines – words as images. Design with colour. Typography: Typefaces and families, choosing type faces and sizes. Editing visuals: Image and reality, selecting, cropping and sizing photos; Ethical and legal issues, writing cutlines. Infographics.

### **Paper 103: Basics of Electronic Media (Core)**

Unit I: Television as a news delivery platform, characteristics, News and reporting, structure of Television News, Qualities of a reporter/presenter/anchor: News sense, news gathering, language and diction. Structure of a newsroom, hierarchy. Editorial function: Story ideas, news planning – curtain raiser, event and closure News production process—Spot to Screen: Production Meetings. Editorial (News Planning, reporting) and Studio Production (Scripting, video clips, voiceover, story editing). Types of reporting—general and live.

Unit II: News selection process, news gathering and reporting. Ethical implications. Techniques of Field production: Breaking news, Phone-in, Piece to Camera, Live, production coordination with camera and studio. Logistics.

Single-Camera, Multiple-Camera, Studio and Field Production, Visualisation: Images, Sounds, and the Creative Process. Different types of News-based programmes: Interviews, Talk shows, Live-In shows, VoxPopuli, Production planning and Coordination, critical analysis of news and news based programmes and public broadcasting.

Unit III:: Studio lay out, production equipment-cameras, microphones and light Camera: Positioning, White Balance, Lenses, Framing, Filters, Tape formats, Composition, Natural and artificial light, Types of Lights: Spotlights, Floodlights, Portable Lights, Light Meters, Lighting for Single and Multiple Cameras. Lighting Aesthetics, Low-Key and High-key Lighting, Lighting Control in the Studio and Location, Light and Colour. Classification of shots, role of audio

Unit IV Types of News presentation — Studio and field, live and recorded. Phone-ins, discussions. Types of packaging. Types of news bulletins. Organising a news bulletin, time management, hard news, soft stories, news capsules, panel production, archiving and copyright. News gathering and transmission technology: Use of cameras, OB vans, computers, servers, video phones, and hubs; studio and field production, TV staff and crew, their functions.

Unit-V: Editing process: Introduction, editing stages, preliminary editing, final editing. Non linear editing, Final cut pro, Adobe Premier; Editing modes: Fiction, non-fiction, aesthetics. Rushes, Log sheets, TCR, paper edits, SFX, Different types of graphics, animations. Mastering: Voice over, dubbing, mixing, titling and preview. Uploading videos on to the You tube, Marketing strategies – brand promotion (space/time, circulation)– reach – promotion –

market survey techniques Television technology: broadcasting standards, PAL, NTSC and SECAM. TV s. VSAT, Fibre optic lines, earth station and satellites

## **Paper 104: Digital Journalism (Core)**

Unit I: Distinctive characteristics of digital journalism, New roles of journalists in the digital era - writer, factchecker, editor, producer, visualizer etc; Writing for the digital media- Digital Reporting/ story telling techniques, Writing: Blogs, tweets, making newsreels for instagram, and using other social Platforms , Dos and don'ts for YouTube, Twitter. Mobile Journalism (Mojo)

Tools & Operating Systems, Convergence & Citizen Journalism Integrating Multimedia Components-Text, Graphics, Audio, Video & Animation into News, Content Generation; Apps for Digital Journalists, Virtual Communities, How to Work in a Fast-Paced Digital Media Landscape? Audience engagement techniques - SEO. Importance of algorithms, in framing content.

Unit II. Website-building tools and platforms - comparative strengths and weaknesses. Requirements for a functional website - hosting, domain name, CMS, templates, plug-ins, etc. Building Own News Website Using Word Press - Choose The Right Platform - HTML V/S CMS Based System, Paid or Free Open Source CMS, Popular Web Site Building Platforms

Get a Domain & Web Hosting - Choose a Domain Name Top Level or Sub Domain, Free or Paid Hosting, Choose Website Hosting Plan - Various Factors for Choosing The Plan

Setting Up & Customizing Site, Installing Word Press on Your Server, Click or Manual Installation Choice, Choose Your Password, Choosing a Theme/Template for Your Site, Log into Your Word Press Dashboard,

Access Free Themes, Install New Theme, Add Content and Create New Pages. Adding and Editing Posts, Changing Title and Tagline, Enabling / Disabling Comments for Posts & Pages, Setting Up a Static Front Page, Editing Sidebar, Installing PlugIns to Get More Out of Word Press; Use of social media, instant messaging apps, and newsletters. Online advertising

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Unit III: Elements and structure of news websites - review / case study of websites of major newspapers, TV channels, web-based publications and news agencies. News presentation and use of multimedia, interactive and embedded material. Sharing of information in a media house with print/electronic platforms for digital delivery, importance of metrics and analytic- web, Google Analytics, Contemporary trends.

Unit IV: Data journalism, misinformation/ disinformation- types, factchecking tools and techniques, podcasting, video storytelling, case studies and exercises. Social media and entrepreneurship.

Unit V: Regulatory issues, Guidelines of Youtube, platforms etc, Ethical dilemma in Digital journalism vis-a-vis ethics and media law in mainstream media. Plagiarism, Copyright issues, self-regulation, professionalism in digital journalism versus professionalism in mainstream media and its implications for journalists and online readers.

**The Dean**

**Faculty of Social Sciences**

**Osmania University**

**Sub: Syllabus for Ist semester 2022 onwards-Regarding**

Sir

Please find attached the structure and syllabus for the first semester of the MA Journalism & Mass Communication Course commencing from November 2022 onwards.

This is subject to the approval of the Board of Studies.

Thanks

Prof. K.Stevenson



**FACULTY OF SOCIAL SCIENCES**

**M.A. JMC (CBCS)**

**Semester Examination Model Paper : 2022-23**

Subject: Journalism

Paper \_\_\_\_\_

Time: \_\_\_\_\_

Marks: 70

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PART –A (5x4=20 Marks)

(Short questions)

Note: Answer All Questions

- 1.
- 2.
- 3.
- 4.
- 5.

PART – B (5x10 = 50 Marks)

(Long questions with internal choice)

- 6a).  
OR  
b)

- 7a).  
OR  
b)

- 8a).  
OR  
b)

- 9a).

OR  
b)

10a)  
OR  
b).