

19. JOURNALISM

DETAILS OF SYLLABUS

Sl. No.	UNITS OR PAPERS	CONTENT
1	Introduction to Mass Communication, Media history and Laws	Elements of communication; Types of communication; Process of communication; Effects of communication; Communication models; Mass communication; Normative theories of press; Mass media in India - history and development; Media ethics and laws; Media and culture; Press council; Press commissions and other media related organisations; Ownership patterns.
2	Reporting, Editing and Printing	Definitions of News; News sources; Categories of News- Investigative stories, Interpretative News, Sports News, Development News, Science and technologies stories etc.; New trends in reporting; Structure of stories; Newspaper hierarchy; Functions and responsibilities of journalists; Principles of editing; Headline; Photo editing; Typography; Type classification; Type measurement; Typesetting methods; Printing methods; Page make-up and design; New technology of newspaper production; Cyber journalism.
3	Electronic media	Introduction to photography; Broadcast media; Radio programme production; Television - scripting and production, camera operation, audio techniques; TV and radio News; FM radio; Introduction to films - history and genres of films.
4	Public relations, Advertising and Management	Principles of management; Media management; Functions of different departments of Newspaper organisations; Evolution of advertising; Appeals in advertising; Advertising campaigns; Functions and types of advertisements; Advertising agencies; Public relations - functions, characteristics; PR campaign; Code of ethics.
5	Media research	Types of media research; Research procedure, Design, Measurement.
6	Communication theory, Development communication	Communication theories; Normative media effects; Persuasive communication Concepts of development; Communication and development; Rural development in India; Communication policies.