Annexure 1

Syllabus for
Journalism and Mass Communication
(Elective subject at undergraduate level in Himachal Pradesh University)

Date: 18 March 2011

1st Year

Pedagogy of the course
80% of lectures
20% of assignments and practical exercises

Structure of examinations
Annual written examinations: 80 marks
Internal Assessment: 20 marks

Instructions for paper setters for annual written examination:
The annual written examination will be of 80 marks. Time allowed will be 3 hours.
There shall be 9 questions in all.
The first question is compulsory comprising 15 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 10 questions. Each question shall be of 2 marks. (10X2 = 20 marks)
Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit.
Each question will carry 15 marks. (4X15 = 60 marks)

Instructions for continuous internal assessment:
The internal assessment will be based on assignments and practical exercises spread over the entire syllabus. Each assignment/practical exercise may not exceed 5 marks. The marks secured in the internal assessment after each assignment/practical assessment shall be communicated to the students within a week of such tests.

Syllabus

Unit I
Barriers to Communication: Verbal and Non Verbal Communication. Feedback and noise.

Unit II
An introduction to news media. Types of news newspapers.
Organisation structure of a newspaper.
Qualities and responsibilities of reporters, subeditors, news editors and the editor.
Reporting for magazines and news agencies.
Unit III
Marketing Mix: Integrated marketing Communication.
Advertising: Concept, definition. Advertising media: Classification and characteristics.
Public Relations: Definition and functions. Tools and process of PR.

Unit IV
Role of Radio & TV in social change, education & entertainment.
Video production team.
Basics of TV script-writing.
Radio Production team.

Reading List
- Keval J. Kumar, 1995: Mass Communications in India. Jaico Publishing House
- Carole Flemming and Emma Hemingway: An Introduction to Journalism. Vistar Publications
- Gupta OM, 2005: Advertising in India. Kalpak publications
2nd Year

Pedagogy of the course
80% of lectures
20% of assignments and practical exercises

Structure of examinations
Annual written examinations: 80 marks
Internal Assessment: 20 marks

Instructions for paper setters for annual written examination:
The annual written examination will be of 80 marks. Time allowed will be 3 hours.
There shall be 9 questions in all.
The first question is compulsory comprising 15 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 10 questions. Each question shall be of 2 marks, (10X2 = 20 marks)
Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

Instructions for continuous internal assessment:
The internal assessment will be based on assignments and practical exercises spread over the entire syllabus. Each assignment/practical exercise may not exceed 5 marks. The marks secured in the internal assessment after each assignment/practical assessment shall be communicated to the students within a week of such tests.

Syllabus

Unit I
Functions of Mass Communication. Models of communication: Berlo's Model; Lasswell's formula;
Concentric Circle Theory. Role of Opinion leaders.

Unit II
News: Concept, News Values, Sources of News.
Structure of news report.
types of leads and headlines.
News interviews, news features.

Unit III
Ethical issues: Yellow Journalism, privacy and the public interest, market driven journalism, engendering stereotypes.
Unit IV
Portals, search engines, email, message boards, listservs etc.

Suggested Reading

- Carole Hemming and Emma Hemmingway: *An Introduction to journalism*. Vistar Publications
- Sunny Thomas, 1997: *Writing for the Media*. Vision Books Ltd. N.D.
- Andrew Dewdney and Peter Ride (2006). *The New Media Handbook*
3rd Year

Pedagogy of the course:
80% of lectures
20% of assignments and practical exercises

Structure of examinations
Annual written examination: 80 marks
Internal Assessment: 20 marks

Instructions for paper setters for annual written examination:
The annual written examination will be of 80 marks. Time allowed will be 3 hours.
There shall be 9 questions in all.
The first question is compulsory comprising 15 short answer type questions spread over the whole
syllabus to be answered in about 75-100 words each. The candidates are required to attempt 10
questions. Each question shall be of 2 marks. (10X2 = 20 marks)
Rest of the paper shall contain four units. Two questions shall be asked from each unit and the
candidates shall be given internal choice. The candidates shall attempt one question from each unit.
Each question will carry 15 marks. (4X15 = 60 marks)

Instructions for continuous internal assessment:
The internal assessment will be based on assignments and practical exercises spread over the entire
syllabus. Each assignment/practical exercise may not exceed 5 marks. The marks secured in the internal
assessment after each assignment/practical assessment shall be communicated to the students within a
week of such tests.

Syllabus

Unit I
Editing different types of news copy; Headlines: significance and functions, typographical patterns of
writing headlines.
Copy marking and editing symbols.

Unit II
Newspaper designing – Basic concepts.
Type faces – Structure, some popular type faces and their identification.

Unit III
Definition of Development. Development communication and Development Support Communication.
Communication and National Development.

Unit IV
Social Media - RSS feeds, blogs, microblogs [twitter etc], podcasts, wikispaces, widgets, social networks
[facebook, orkut, etc.], livecasting [skype etc], photo-audio-video sharing [Flickr, iTunes, YouTube etc.].
Suggested Reading

- Wilbur Schramm, 1960: Mass Communication, 2nd ed. Urbana, University of Illinois Pr
- Srinivas Melkote and H. Laslie Stroovs, Communication for Development in the Third World. Sage, ND