Syllabus
For
B.A. in Journalism & Mass-Communication
Session 2016-17 Onwards

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Head
Department of Journalism & Mass Communication
University of Lucknow
Lucknow
# Syllabus

## B.A. in Journalism & Mass-Communication 2016

### BAJMC – I Semester

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### BAJMC – II Semester

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### BAJMC – III Semester

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<td>VII</td>
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### BAJMC – IV Semester

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### BAJMC – V Semester

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<td>XIII</td>
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<td>Writing for Radio &amp; TV</td>
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<td>XVII</td>
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Syllabus
For
B.A. in Journalism & Mass-Communication

Semester - I
Paper-I   Language & Cultural Studies

Unit-I
Origin of Languages
History and growth of Languages
Development of Languages
Role of languages in human communication
Difference between Language & speech

Unit-II
Elements of Speech: Articulation, Voice, Fluency, Modulation
Semiotics: Definition & Concept
Semiotic Models of C.S Peirce and Ferdinand Suassure
Codes & conventions: technical codes, symbolic codes
Media language: written, verbal, non-verbal, visual, aural, denotation, connotation

Unit-III
Cultural Studies: An Introduction
Evolution and Culture
Core ideas in Cultural Studies
Structuralism
Marxism
Post Structuralism

Unit-IV
Popular Culture: Trends, Transformations and its impact on Society
Commodification of Cultures and its impact
Oral traditions: Folklore and its importance
Digital Media Culture
Global Cultural Flows
Homogenization and Fragmentation

Suggested Readings:
1. Experiences in interpersonal communication: Prentice Hall Publication, New Jersy
2. Introduction to human Communication: Devito Joseph L
3. Communication Theories, origins, methods and uses in the mass media: Warner J Sever
10. Sampreshan: Pratiroop Evam Sidhant: Dr. Shrikant Singh
11. Media aur sanvaad: S. Vikram, Sri Natraj Publishers
Paper-II Introduction to Mass-Communication

Unit-I
Communication: Meaning, Definition, Nature & Process of human communication
Elements of communication
The Seven C’s of communication
Barriers of communication-Physical and Psychological
Functions of mass communication
Kinds of Communication: Intrapersonal, Interpersonal, Group & Mass Communication

Unit-II
Models of communication: Need & Relevance
Indian Model of communication: Sadharnikaran
Berlo’s Model of SMCR, Osgood model of communication, Laswell model of communication, Shanon -Weaver Model, Schramm Model
Components of Mass Communication: Mass Media, Mass messages, Mass Audiences

Unit-III
Communication theory: Need & relevance
Bullet theory, Hypodermic needle theory; Difference and importance
Agenda setting theory, Users and gratification theory
Normative media theory: Authoritarian, Libertarian, Social responsibility, Soviet Media Theory

Unit-IV
Mass Media Communication: Newspaper, Magazine, Radio, Television Films, Internet
Future trends in Mass-Communication
Role of Mass-Communication in development
Impact of mass Communication: areas of danger
Globalization and Mass-Communication

Suggested Readings:
1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
5. Towards sociology of Mass-Communication: Denis McQuail:Collier –Macmillan
6. Introduction to Communication Studies: John Fiske: Methuen London
7. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press
9. Soochna, sanchar aur samachaar: Dr. Mukul Srivastava, New Royal Publications
Paper-III  Practical /Viva-voce

(I)  All the students have to translate 05 stories either English to Hindi or Hindi to English.

(II) All the students have to write an essay (500 words each) or presentations on Various Social, Political, Economical issues (Minimum 10 Slides) and submit it in CD Format/File to the concerned Department.

(III) All the students have to Prepare 03 Reports for Debates, Discussions and Seminars held in their Institute.

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.
B.A. in Journalism & Mass-Communication  
Semester-II  

Paper –IV Role of Social Sciences in Mass-Communication  

Unit-I  
Historical backgrounds of social sciences in Indian Context  
Nature and scope of Sociology in Mass-Communication  
Social groups, Family, Community, Institution, Institution, Society  
Social change: Concept, Process; Types of Social change and Social change agents  
Media and Social Change, Technology for Social Change  

Unit-II  
Introduction to Psychology  
Nature and scope of Psychology and its relationship with Mass-Communication  
Applications of Psychology: Behaviour and attitude  
Contemporary Perspective: Biological, Psychoanalytical, Humanistic, Evolutionary, and Cross - Cultural  
Cognitive process: Perception, Learning and thinking  
Intelligence and creativity  

Unit-III  
Introduction to political thoughts: Karl Marx, Plato, Aristotle  
Need and significance of Political thoughts in Media studies  
Fundamental Rights, Human rights,  
Equality and Justice  
Political Participation and Democracy  
Basic Features of Indian Constitution  
Indian Political System, Multi-Party Systems – National and Regional Parties  

Unit-IV  
Introduction of Economics  
Nature and scope of Economics  
Basic feature of Indian Economy  
Economic Planning in India  
Liberalization and Globalization  
Essential Economic terms which are frequently used in media: Per capita Income, G.D.P, Budget, Inflation, FDI, Stock Market, Devaluation etc.  

Suggested Readings:  
1. Indian Economy: Dutta &Sundram  
2. Indian Constitution: Kashyap  
3. Political Theory: H.D. Aashirvadam  
5. Social Theory: Lemort  
6. Indian Political Thought: Hari Hara Das  
8. Arthshastra ke sidhant : Mishra &Puri  
9. Indian constitution :( In Hindi) Shukla  
10. Pashtay Rajneetek Vicharak :Dr.Bhairav Dutta Tiwari
11. Rajneeti ke Sidhant: B.K. Tiwari
12. Samajik Anusandhan Ke Mool Tatva: Sunil Goyal
13. Bhartiya Samaj: Sunil Goyal
14. Bhartiya Samajik Vyavastha: Ahuja
Paper-V Introduction to Journalism

Unit-I
Journalism: Origin & Growth
Press as a fourth estate
History of Printing (India & world)
Types of printing: Offset lithography, Flexo, Digital, Gravure and screen printing
Eras of Hindi Journalism
Journalism & Social reforms

Unit-II
The language scenario in India-Major Indian language newspaper
Regional Journalism: Role of Indian language newspapers in shaping outlook and cultural identities.
Renaissance in Bengal, Social reform in Maharashtra and Tamilnadu & Uttar Pradesh
Role of Indian Newspapers: Pre independence & Post independence
Growth of news agencies in India: PTI, ANI, UNI, BHASHA, VARTA

Unit-III
Types of Journalism, Journalism Education, Journalism as a Profession
Role and responsibilities of Journalist
Scope of Journalism
Code of ethics in Print media, Electronic Media (Radio & TV )
Challenges from other media: Radio, TV, Web & Film etc.

Unit-IV
Professional & Statutory bodies of Media: First press commission, Second press commission,
Press council: Composition, power & functions etc.
Audit bureau of Circulation
Press information bureau, IRS, NRS, NBA, Web analytics, Radio Audience Measurement

Suggested Readings:
1. Journalism and Politics: M.Chelapati Rao: Vikas publication New Delhi
2. Indian politics and role of the press: Sharad Karkhanis: Vikas publication New Delhi
3. Role of press in the freedom movement: M.Bhargwa: Reliance New Delhi
4. Professional Journalism: M.V. Kamath: Vikas publication New Delhi
7. Press in India: Annual report of the registrar of News paper for India: Publication Division New Delhi
11. Soochna, sanchar aur samachaar: Dr. Mukul Srivastava, New Royal Publications
Paper-VI  Practical /Viva-voce

(I) All the Students have to make a file on different news based on the each subject mentioned in the syllabus of paper no IV. (Five News from each Subject)

(II) Make a file on news articles of PTI, UNI, BHASHA, VARTA which are published on different newspaper with credit line of these news agencies.(5 articles each)

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.
Unit-I
Message: Concept and genesis
Effective messages: Clarity, Coherence and consciousness, Credibility of the source, Persuasion, Rhetorics, Audience participation,
Message and Media Relevance

Unit-II
Qualities of Messages
Psychological Principles of messages: Selective Exposure, Selective Perception, Selective retention, Cultural insulation
Elements of Messages
Hot and Cold messages
Difference between Media messages: Print, Electronic, Web and Film
Role of Creativity in message formation

Unit-III
Meaning of Mass, Group, Public, Crowd
Concept of Audience: Media reach, Media access, Media exposure, Media effects
Duality of audience, Rise of audience
Type of audiences: Elite audience, General audience, specialized audience,
Audience as a market

Unit-IV
Nature of audience experience: Media explosion, Audience feedback systems: Market based feedback: Audience decision making, direct feedback, Media reviews, Research based Feedback Audiences of Various Media: Multiple media usage, Newspaper and magazine readership, Radio listeners, Television viewers, Film audiences, Book readers, Web User

Suggested Readings:
10. Bhartiya Samaj: Sunil Goyal
Paper-VIII Basics of Reporting & Editing

Unit-I
News: Definition & Type, Sources of news
Elements of news, Structure of News Story: Intro, Body (Inverted Pyramids) etc.,
Types of Intro or Lead
News Value judgement
Qualities & Responsibilities of Reporter

Unit-II
News Writing Process
Problems in News Writing
Headline: Meaning, Significance Writing and types
Interview: Methods, Importance and types
Book review, Film Review
Feature: Definitions, Importance and Types of Features

Unit-III
Editing: Meaning, Definition & Need
Newsman’s language; sentences and their structure, Negative and
double negative expression
Attributions and identification of sources
Role of sub editor, Qualities & Duties of Sub editor
Structure of editorial Department, Proof reading symbols

Unit-IV
Different types of Beat & Importance
Cultural reporting, Political Reporting
Data journalism, Intercultural journalism
Science & Technology reporting
Education Reporting, Environmental Reporting
Crime reporting

Suggested Readings:
3. Modern Journalism and News writing: Savita Chadda
4. Basic Journalism: Rangaswami Parthasarathi, Macmilan India Ltd.
7. Sanchar madhyam aur electronic media: Gyanendra Rawat, Sri Natraj Publications
8. Soochna, sanchar aur samachaar: Dr. Mukul Srivastava, New Royal Publications
Paper-IX  Practical /Viva-voce

(I)  All the students have to make a file of news articles on Cultural, Political, Data and Intercultural Reporting.(5 articles on each topics)

(II) All the students have to make a poster on a social issue and create a slogan for the same of A3 size. **All the students have to place their name and photograph on the poster on the right hand bottom side.**

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.
B.A. in Journalism & Mass Communication  
Semester IV  
Paper –X Basics of Advertising & Public Relations

**Unit-I**  
Introduction –Definition, Meaning concept,  
History & development of Advertising  
Types of Advertising  
Types of advertisement appeals  
Basics of Advertising copy writing & Visualization

**Unit-II**  
Advertising and Society  
Ethics in Advertising  
Advertising Agency: Structure, Function & Type  
Writing Effective Radio, T.V & Web Copy  
Print copy writing process

**Unit-III**  
Public Relations: Introduction, Background, Definitions, concept, scope,  
Public Relations agency: Functions & Role  
Public relations in an organization: PR and Management, Relations with Chief executive,  
The entrepreneurial PR  
Difference between Public Relations- Propaganda, Publicity, Public Opinion,

**Unit-IV**  
Writing for PR: Press Release, Press note, Handout, Speech writing, background materials,  
Citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting,  
PR and Media Relations, Government relation, Crisis communication

Market Research

**Suggested readings**  
1. Allen H, Frank E Walsh : Public relations practices  
2. Anil Basu : Public relations: Problems and prospects with case studies  
5. Iain MacRury-Advertising (Routledge Introductions to Media and Communications) - Routledge (2009).  

Paper- XI New Media

Unit-I
Online Communication: Meaning and definition, Features of Online Communication; Internet: Characteristics, Networking, ISP and browsers, Types of websites, Video conferencing, Webcasting, Podcasting.

Unit-II
Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance, NWICO: New World Information and Communication Order, Convergence: Need, nature and future of convergence, Emerging Trends: Mobile Technology, Social Media & Web 2.0

Unit-III
Traditional vs Online Journalism-difference in news consumption, Presentation and Uses, Online Writing & Editing: Do’s and Don’ts, Blogs - RSS - Atom and podcasts:- Wikis - Wikipedia versus Britannica - Photo Sharing - Podcasting - Video Podcasts – Screen casts.

Unit-IV
Cyber Crimes & Security: Types and Dimension, Cyber Laws & Ethics and the difficulty in enforcing them, Elements & Principles of Web Designing, Basic Programming for Web Designing-- HTML.

Suggested Reading
1. New Media: A Critical Introduction, Martin Lister, Taylor & Francis,2009
2. The Internet: An Introduction to New Media, Lelia Green, Berg, 2010
3. Leah A. Lievrouw, Sonia Livingstone (ed.), The Handbook of New Media, SAGE, 2002
6. Cyber Law of Information Technology and Internet, Anirudh Rastogi, 2014
Paper-XII  Practical /Viva-voce

(I)  All the students have to make their blogs, social media presence by writing 05 stories on their blogs and social media platform submit the printout to the concern Department blog should be identified with their name and photograph.

(II) All the students have to make their Institute’s House Journal of at least of 20 pages including articles, Photographs, and stories etc.

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.
B.A. in Journalism & Mass Communication
Semester V
Paper -XIII  Computer Application

Unit-I
Introduction to computers
Definition classification and type of computers
Computer hardware and software
Memories, types of memories, storage devices
Application of computer in various fields related to media: Print electronic and film etc.

Unit-II
Introduction to operating systems: MS windows, Linux, MS DOS
Introduction to designing and photo editing software: Coral draw & Photoshop
Introduction to text formatting software: Page maker, MS word and InDesign
Data processing, data representation and data organization

Unit-III
Introduction to multimedia and animation
Introduction to MS power point, Presentation manager
Import and assembly of files software related to audio and video: cool edit, windows movie maker
Desktop Publishing: Concept, Rules of DTP, Common Mistake while DTP

Unit-IV
Introduction to Internet: Concept and development
World Wide Web and Online media
Tools and services on Internet
Browsing the Internet
Internet protocols, domain name systems,
Internet functions: e-mail, searching and downloading information
Security issue on internet

Suggested Readings:
1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
6. Introduction to Information Technology: Chetna Srivastava
Paper-XIV Photography

Unit-I
Mass-Communication & Photography
Origin and history of Photography
Development of photography in Indian context
News Photography
Qualities of Photo journalist

Unit-II
Different Parts of camera
Camera: Classification Merit demerit analysis (Special reference to SLR & TLR)
Depth of Field
Light meter: Incident light meter & reflected light meter
Aperture: Effects of varying the aperture, f number, Focusing

Unit-III
Role of Light in Photography
Rule of thirds
Role of Filters and Reflector
Types of lenses: Zoom Macro Wide Tele etc
Colour temperature and its relevance

Unit-IV
Introduction to Digital Photography
Aesthetics of Photography: Power of the visual and composition
Resolution and different formats: JPEG, TIFF, BITMAP, GIF
Photo Editing
Software for photography: Adobe Photoshop

Suggested Readings:
2. Encyclopedia of Photography: Focal Press
3. Photo Journalism: Rothfein
4. 35 mm. hand book: Michael Freeman
5. The Photographer’s hand Book: John Hedgecoe
7. Basic Photography: Michael Langford
8. Photography-Art& Technique: Alferd A.Blaker
Paper-XV  Practical /Viva-voce

(I)  All the students have to design two pages of Newspaper in A3 size using InDesign software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D format to the concerned Department.

(II) All the students have to create a photo feature with at least 07 photographs of size 12x15 inches and submit the print out of the same in the concerned Department.

Note: Practical work will be based on theory papers .A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.
Unit-I
Radio an Introduction: History and growth
Characteristics of Radio
Challenge to Radio from Television and other Media
Essential production techniques: Writing for ears, spoken language, narration, sound effects, Ad-libbing

Unit-II
Creativity in radio writing
Art of writing different Radio Programme Formats: Fictional programmes and non-fictional programmes
Principles of writing for radio
Non-fictional programmes
News, Talk-shows, Commentary, Feature, Interview, Phone in Programme, Radio Bridges, Spots, Sponsored Programmes

Unit-III
Television an introduction: History and growth
TV as an audio visual medium
Characteristics of Television
Essentials of Television writing
Recent trends in Television Broadcasting in India

Unit-IV
Broadcasting writing techniques and styles
News writing for T.V
Types of television production and their features
TV and information: news, news reporting, news packaging, lifestyle news
Recent trends in new programmes: bulletins, magazine, debate, forums
Sources for Television News
T.V. reporting techniques
Scripting For Television

Suggested Readings:
1. The work of Television Journalist: Robert Tyrell: Focal Press London
2. Broadcast Journalism: S.C. Bhatt: Har anand Publications New Delhi
3. Writing News For Broadcast: Edward bliss and M. John Patterson
6. Indian Broadcasting: H.R. Luthra: Publication Division New Delhi
7. Radio drama-Theory and Practice: Tim Crook London
10. Soochna, sanchaar aur samachaar: Dr. Mukul Srivastava, New Royal Publications
11. Media lekhan kala: S.P Dixit, New Royal Book Company

Paper- XVII Mass – Media & Contemporary Social Issues

Unit-I
Women’s Issue in media, Historic status of women in Society and culture
Status of Women: Legal status of women, Economic and Political Status
Portrayal of women in Media: Portrayal of Women on T.V.
Portrayal of women in advertisement, Print Media and Women issue

Unit-II
Consumerism: Concept and Definition
The rights of buyers and sellers
The origin of consumerism
Advertising and consumers
Consumerism: Role of Media

Unit-III
Media and human rights
Concept of Human Rights
U. N. declaration of human rights
Human rights Scenario world over
Human rights and the Indian context
Role of Mass-Media: Film, Radio, Print, T.V

Unit –IV
Environment and media
Environment issue and the Indian context
Role of media Agriculture issues v/s Environment
Globalization and the Media
Communication Imperialism

Suggested Readings:
1. The future of consumerism: Bloom, Paul N and Smith Ruth B. Lexington mass
   Lexington Books,(1986)
5. Culture Communication and Social Change: P.C.Joshi
8. Bhartiya bhashaon mein mahila lekhan: Aasharani Vohra, Sri Natraj Publishers

**Paper-XVIII**  **Practical/ Viva –Voce**

(I) All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview. (*One each*)

(II) All the students have to write 05 articles on any two current social issue and make a separate file and submit it to the concerned Department.

**Note:** A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.