## B.A. DEGREE COURSE IN JOURNALISM
(W.E.F.2008-09)

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**Non Major Elective Papers:-**
1. History of Journalism in Asia
2. History of Journalism in USA
3. History of Journalism in Europe
4. History of Journalism in Tamil Nadu

## SECOND SEMESTER

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**Non Major Elective Papers:-**
1. History of Indian Art
2. History of Western Art
3. History of South Indian Art
4. Great Artists
### THIRD SEMESTER

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<th>Course Components</th>
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R = Record; V = Viva

Environmental Studies
Examination will be held in IV Semester

### FOURTH SEMESTER

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Given the special nature of the Journalism course, Project is compulsory. Project will be done in three phases as detailed in the syllabus.

A.C.F.2009
B.A. JOURNALISM
SYLLABUS
(w.e.f.2008-2009)

Core –1: Basic Journalism

Unit 1:
What is Journalism? Definition of News, Types of News, Formats, personal attributes of journalist, rights and responsibilities, organization of newsroom, Journalism as profession, Different Kinds of Journalism

Unit 2:
Purpose and meaning of news, Theories of news selection and news sources
news values—news judgment and story selection.

Unit 3:
Journalism in Action, Journalism as a Decision Making—Various Steps in Decision Making Process, Code of Ethics for Professional Journalists, news organization and structure, Various Positions in news organization, their role and responsibilities

Unit 4:
Language of news, Styles of writing, Finding and Constructing News Stories, Working with words

Unit 5:
The Process of Newspaper and Magazine Production, New Technology and News media, Understanding News Audiences and Readers, Readership

Core –2: History of the Press in India

Unit 1:
Advent of printing press in India

Unit 2:
Role of press in reform movement and social awakening

Unit 3:
Press during independence struggle and nationalist movement

Unit 4:
Development of vernacular press

Unit 5:
Growth of the press in post-independent India
Allied: Desk Top Publishing

DTP Basics—Workshop with Desk Top Publishing software, Hardware Orientation (Printers, Scanners, Digital Camera), Image Editing Software (PhotoShop etc.)

Practical Work will contain DTP works—Newspaper, Newsletter, Magazine etc. using PageMaker and PhotoShop

NON- MAJOR ELCTIVES FOR IST SEMESTER

Non-Major Elective – 1: History of Journalism in Asia

Unit 1: Colonialism and the spread of printing technology in Asia
Unit 2: Early attempts in daily newspaper journalism in Asia
Unit 3: The rise of print culture and mass circulated newspapers in Asia during 20th century
Unit 4: History of press systems in the SAARC countries
Unit 5: History of press systems in south East Asia

Non-Major Elective – 2: History of Journalism in USA

Unit 1: The spread of printing technology in USA
Unit 2: Early attempts in daily newspaper journalism in USA
Unit 3: The rise of print culture and mass circulated newspapers in USA during the 19th 20th centuries
Unit 4: The rise of penny press
Unit 5: The role of USA press during the Cold War era

Non-Major Elective – 3: History of Journalism in Europe

Unit 1: The spread of printing technology in Europe
Unit 2: Early attempts in daily newspaper journalism in Europe
Unit 3: The rise of print culture and mass circulated newspapers in Europe during the 19th 20th centuries
Unit 4: Press systems in Eastern, Western and Scandinavian regions of Europe
Unit 5: The role of the different European press systems during the Cold War era.

Non-Major Elective – 4: History of Journalism in Tamil Nadu

Unit 1: The history of the early printing presses in Tamil Nadu
Unit 2: Early attempts in daily newspaper journalism in Tamil Nadu
Unit 3: The rise of print culture and mass circulated newspapers in Tamil Nadu during the 20th century
Unit 4: Role of Tamil newspapers during the struggle for Independence
Unit 5: Trends in contemporary Tamil journalism.
Core Paper : III

Printing and Publication Design

Unit 1
History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.

Unit 2

Unit 3
Elements of publication design. Page-make up & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc., Typography - typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

Unit 4
Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous; Print order estimation, managing wastage.

Unit 5

CORE PAPER IV- Social Issues in India

Unit 1
Social problem in India - Social Transformation, Tradition and Modernity, Caste System and its Transformation, Demographic Trends in India - Population, Human Development

Unit 2
Communalism, Secularism, Uniform Civil Code, Linguistic division of State, Weaker Sections, Regionalism, Reservation Issues, Issues Related to Education

Unit 3

Unit 4
Health Related issues in India - Common Health Issues, AIDS, Vaccination, Drugs
Unit 5
Environmental issues - Conservation, Pollution etc.
**Allied:**

Webpage Design

Web Design will include Orientation on Dream Weaver and Flash. Focus on News-based Web Page Design.

SECOND SEMESTER – Syllabus for NON-MAJOR ELECTIVE

History of Indian Art

**Objective:**
To introduce students to major milestones in the history of Indian art and architecture.

**Contents:**

Unit I: Introduction to Indian art and architecture: an overview – pre-historic period: the Harappa civilization.

Unit II: Buddhist and Jaina art and architecture: structural designs of Stambha, Stupa, Chaitya, and Vihara.

Unit III: Hindu art and architecture – structural designs of temples: Orissa (Lingaraja temple and Surya temple), Central India (Khajuraho), Rajasthan (Vimala Vasahi temple), and Gujarat (Surya temple).

Unit IV: Islamic art and architecture: general design of mosque – Mughal style (Tomb of Humayun, and Taj Mahal).

Unit V: Important paintings: Ajanta and Ellora, and miniatures (Rajasthani style).

**Reference:**
Agarvala, V S. *Indian Miniatures – An Album*. Department of Archaeology.

History of Western Art

**Objective:**
To introduce students to major milestones in the history of western art and architecture.

**Contents:**

Unit I: Introduction to western art and architecture: an overview – Egyptian (Pyramid of Khufu), Greek (Doric order and Ionic order, general structure of Acropolis and Theatre), and Roman (Colosseum).

Unit II: Byzantine art and architecture (Church of Hagia Sophia), Romanesque art (Church of Sant Ambrogio), and Gothic style (Cathedral of Chartres).
Unit III: Italian art and architecture: Early Renaissance (Church of San Francesco), High Renaissance (St Peter’s Basilica).

Unit IV: English and other European art: Banqueting hall (White hall, London), Square court (Louvre, Paris), The Mystic Lamb (St Bavo cathedral, Ghent).

Unit V: Modern trends: Marshall Field Warehouse (Chicago), Guggenheim museum (New York), Notre Dame du Haut (Ronchamp).

Reference:
Roose, Frank J. *An Illustrated Handbook of Art History*. Macmillan.

History of South Indian Art

Objective:
To introduce students to major milestones in the history of South Indian art and architecture.

Contents:

Unit I: Pallava period (Mamallapuram)
Unit II: Chola period (Brihadishwara temple, Thanjavur)
Unit III: Pandiya period (Great temple, Chidambaram)
Unit IV: Vijayanagar period (Hampi)
Unit V: Nayaka period (Ranganathaswami temple, Srirangam)

Reference:
Dubreuil, Jouveau. *Dravidian Architecture*. Bharat Bharati

Great Artists

Objective:
To introduce students to some of the world’s best artists and their works.

Contents:

Students are expected to be familiar with the following:
- brief biography of each artist
- at least five major works of each artist
- unique contribution of each artist to the field of art

Artists to be studied:

Reference:
Semester III

CORE PAPER - V: Reporting and Writing

Unit 1:

Unit 2
Structure of news reports, report writing—formats, structures, language, style and grammar for reporters, Writing and Technical Skills for Journalist, Basic grammar and common errors in writing news-stories—presentation construction, ensuring copy-flow, Feature writing, interviews and profiles, New-journalism writing style, writing reviews, and other special interest columns, managing news flow, freelancing, rewriting skills. Following style-book

Unit 3
Basic Grammar for Journalist, Interviewing Skills—Preparation, Planning and Execution, Handling on, off and un-attributed comments, Mechanics and Styles of News Writing, Gathering Information for Features and Special interest Stories

Unit 4
Covering crime, courts, fire, press conferences, reporting speeches, reporting public opinion polls, accidents and disasters, Reporting politics, assembly and parliament, business, local government and show business, reporting human interest stories, Follow-ups and eye-witness reporting, Reporting and Writing (Practical)

Unit 5
Fundamentals of Newspaper and magazine editing—balance, quality, leads grammar, spelling, punctuation, headlining, etc., role and responsibilities of sub-editors, Accuracy and fact checking, traditional editing skills (editors marks, proof reading etc.) page layout and design, news agency copy editing, working with picture editor, computer graphics-information graphics (creation and sizing), Headlines—Form-Types, Structure, Grammar.

CORE PAPER - VI: Political Issues in India

Unit 1
Evolution of Political Thoughts in India, Nationalism, Nation and the Nation-state, Democracy and Indian Politics, State and the national Politics - conflicts

Unit 2:
Democratic Process—Organization of political system in India, Party System, Elections Process, Reforms etc Issues of governance and Governability

Unit 3:
Public Administrative System in India, People’s Participation in Administration, Local Bodies, Panchayat Raj, Public Distribution System,

Unit 4:
Marketing Politics—themes and issues
Unit 5
Media and politics, Public Opinion, Theories of Politics and Media

ALLIED III / Paper – I: Photo-Journalism
(PRACTICAL: Record - 80, Viva - 20)

Unit I
Human Eye and Camera. Basics of Camera. (aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses.
Visual Perception.
Experiencing equipment— different types of cameras, lenses, filters, bellows, converters etc.

Unit II
Understanding lighting— indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit III
Types of Film - Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and colour photography—negatives, colour materials, processing and printing.

Unit IV

Unit V

Photograph
Photography record should contain at least 15 black and white and 15 colour photographs. In addition to this each student is expected to work on a Photo-feature (Theme, Details, Captions etc. should be included) on at least THREE different themes. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test students knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).
Semester IV

CORE PAPER - VII: Indian Constitution and Legal System

Unit 1

Unit 2
Fundamental Rights: Citizenship, Functions of Executive, Judiciary, Legislature, Directive Principles

Unit 3:
Various Constitutional Amendments

Unit 4:
Legal System in India—Judicial Process and Structure, Procedures

Unit 5: Issues
Judicial Activism, Issues: Reforming constitution—Is there a need?

CORE PAPER - VIII: Economic Issues in India

Unit 1
Development of Indian Economy, Population Problem, Poverty in India, Economic Inequalities, Regional disparities, Poverty Reduction Programs

Unit 2
Problem of unemployment, Human Resource Development in India, Energy Crisis,

Unit 3
Agriculture related Problems, Modernization, Green Revolution and its consequences, Agriculture and Growth

Unit 4
Industrial Policy, Public Sector Enterprises, Price Control, Capital Scarcity, Low Productivity, Community Development Program

Unit 5:
Economic Reform, Liberalization, Globalization and its Consequences
ALLIED IV / Paper – II: Broadcast Journalism

Unit 1:
Understanding the broadcast media – unique features of TV and Radio as news media vis-à-vis print media

Unit 2:
TV journalism – functions of a TV reporter - writing for TV news – editing TV news

Unit 3:
Presenting / reporting TV news from the field – live reporting – legal and ethical issues to be considered in live reporting

Unit 4:
Radio journalism – writing for radio news – difference between radio and TV news – reporting from the field

Unit 5:
Webcasting – citizen journalism – future trends in broadcast journalism

Semester V

CORE PAPER - IX: Press Laws and Ethics

Unit 1:

Unit 2:
Press and the New Media - The need for cyber-laws, nature and scope of cyber laws, Approaches to Cyber-laws cyber crimes, obscenity, digital signature, IPR, piracy, privacy Domain Name Registration Issues, Role and Responsibilities of ICANN, etc.

Unit 3
Ethics-an Introduction Ethics-Definition, Media Ethics-Social responsibility of media, law and ethics, Need for media ethics, Professionalism, Code of ethics, institutional code, Press council, economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom.

Unit 4
Ethical Issues in Media, Objectivity, Bias, Privacy and Public Interest, truth and honesty-truth in journalism, Public Relations, Advertising; Conflicts of interest, media and anti-social behavior, Morally offensive content-pornography, shocking visuals, offensive speech. Media and children, stereotypes in media.

Unit 5
Laws and Constitutional Provisions Pertaining to Human Rights in India - Right to Information.
CORE PAPER - X: Contemporary History of India

Unit 1
Pre-1947, Colonial History—Brief overview, Key Events: 1947-60, Major Policies, elections, Foreign Policy, Development Policy, Social and Political Events

Unit 2
Key Events: 1960-1970 Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events

Unit 3
Key Events: 1970-1980 Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events

Unit 4
Key Events: 1980-1990 Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events

Unit 5
Key Events: 1990 to Present Major Policies, Elections, Foreign Policy, Development Policy, Social and Political Events.

CORE PAPER - XI: Current Affairs

Issues Covered in the News Media during January—October of the current year will be included for the Examination

CORE PAPER - XII: Advanced Journalism

Unit 1:
Nature and Scope of development journalism, Covering development Issues, Fundamentals of investigative reporting,

Unit 2:
Human rights reporting, Environmental Issues Reporting, Science Reporting, Sports Reporting

Unit 3:
Film Appreciation, Criticism and Reviews, Entertainment Features

Unit 4:
Global journalism, covering International, foreign affairs and Diplomacy Stories, defense journalism, covering international conflicts

Unit 5:
Computer Assisted Reporting, Precision Journalism, Business and Economic Journalism, Online Journalism
PROJECT (V & VI semesters)

Given the special nature of the Journalism course, Project is compulsory. The Project is meant to provide a platform for students to practice and sharpen their journalistic and writing skills. It also provides an opportunity for students to fine-tune their design and technical skills in the production and packaging of news.

Project will be done in three phases.

**Phase -1:** BROADSHEET. Production of a complete, professional real-time broadsheet for print and on-line publications. This Phase is to be completed during Semester V.

**Phase -2:** Internship / industry experience, and submitting the internship report. This Phase is to be completed before the commencement of the next Phase.

**Phase -3:** TABLOID. Production of a complete, professional real-time tabloid for print and on-line publications. This will be done during Semester VI. A Viva will be conducted at the end of Semester VI.

Each Phase will be assessed as per the following scheme: Phase -1 – 20 marks, Phase -2 – 20 marks, Phase -3 – 40 marks, and Viva – 20 marks.

Semester VI

CORE PAPER - XIII: Mass Communication Theories

**Unit 1**

**Unit 2:**
Approaches to media—Mass Society, Propaganda Model, Functionalist Approach, Technological Determinism (McLuhan et al)—Political Economy Approach (Marxist incl.), Powerful Media Thesis and Limited Effects Tradition and Their evolution

**Unit 3:**
Process of Selection, Cognitive Dissonance, Personal-Influence Models, Dependency Model (Ball-Rokeach), Uses and Gratification and, Knowledge Gap Hypothesis,

**Unit 4:**

**Unit 5:** Critical Themes and Issues
Free Market Model and Public Sphere, Normative Theories of the Press, Media and Democracy, New World Information and Communications Order (NWICO) Debate
CORE PAPER - XIV: International Relations and Communications

Unit 1
Foundations of International Relations. Theories of International Relations, Historical Overview of India’s Involvement in International issues/Conflicts
Colonial History,

Unit 2:
World War II, De-colonization, United Nations, Cold War, Non-Aligned Movement, New World Information and Communication Order

Unit 3
Foreign Policy in India since Independence, Diplomacy, Military and the Defense, Strategic Issues

Unit 4:
Terrorism, Insurgency—Media and Terrorism

Unit 5:
Globalization and the Nation-State, Emerging World Order

CORE PAPER - XV: Media Organization

Unit I

Unit II
Behavior in media Organization and Organizational Behavior. Nature and Structure of different News Media Organizations—employment opportunities in Indian News Media Industry, Group Behavior, Innovation and Creativity, Culture of organization

Unit III
Economics of Media—Relationship between supplier and buyer, Readership-Advertisement Factors, Cost Factors, Revenue Models, Market Factors, State of the Industry today

Unit IV

Unit V:
PROJECT (ref. Semester V)  
Common References for All Subjects


Larson, Charles U; Persuasion—Reception and Responsibility. Wadsworth, 2001


Herbert, John (2000) Journalism in the Digital Age: Theory and Practice for broadcast,prin and on-line media

Reddick,Randy and King, Elliot (1997). On-line Journalism: Using the Internet and Other Electronic Resources


Hyde: Television and Radio Announcing
Hough: News Writing
Mencher; Basic News Writing, 3rd Edition


Kothari Gulab, Newspaper Management In India. (Intercultural Open University, The Netherlands,1995)

Basu, Law of the Press in India. Prentice-Hall India
Basu. Introduction to Indian Constitution. Prentice-Hall India

Basu. Shorter Constitution of India. Prentice-Hall India


**Block, Peter Eds. Managing in the Media Focus Press, 2001.**