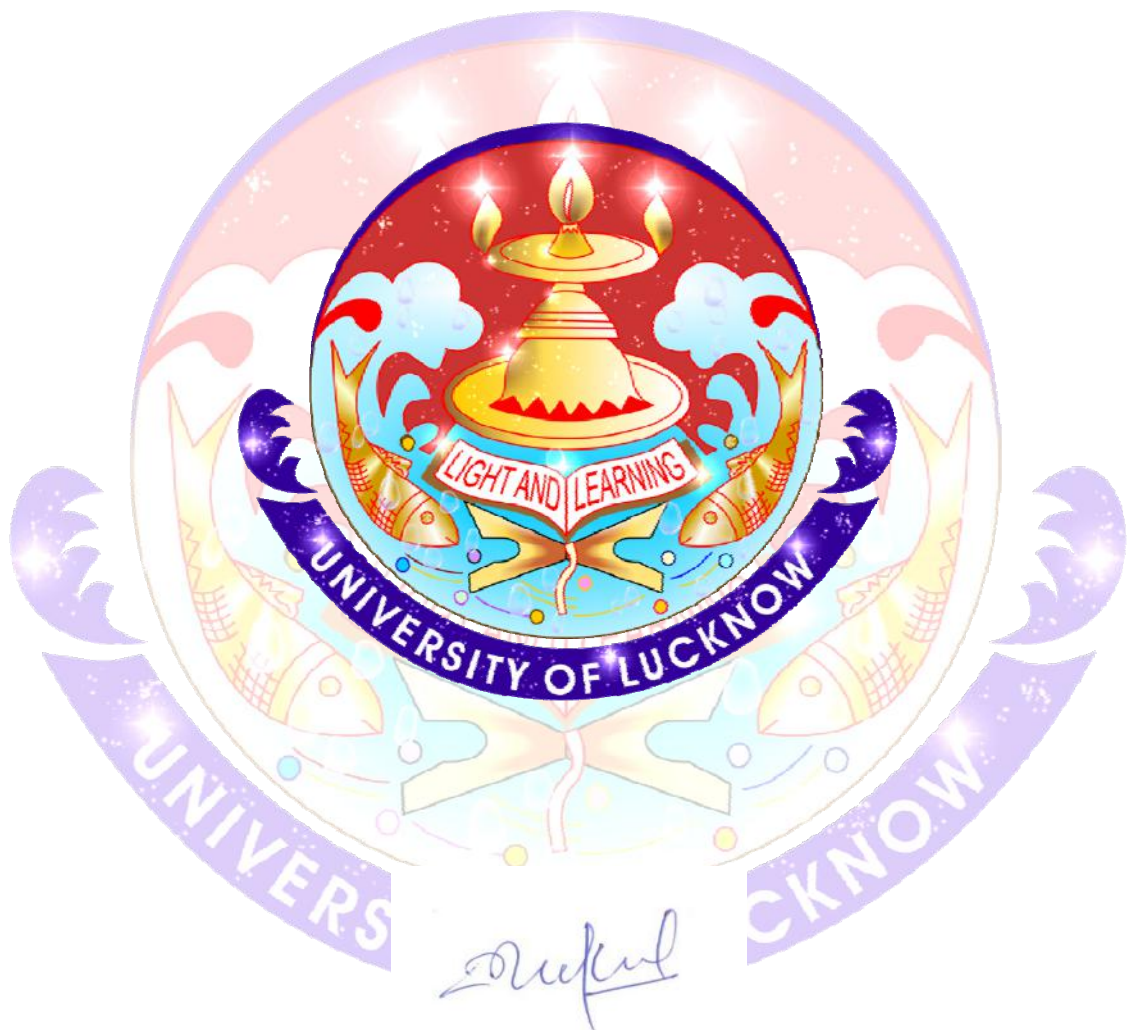


**Syllabus  
For  
B.A. in Journalism & Mass-Communication  
Session 2016-17 Onwards**



**Dr.Mukul Srivastava  
Head  
Department of Journalism & Mass Communication  
University of Lucknow  
Lucknow**

## Syllabus

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

#### BAJMC – I Semester

| S.No | Paper | Paper Title                        |
|------|-------|------------------------------------|
| B01  | I     | Language & Cultural Studies        |
| B02  | II    | Introduction to Mass-Communication |
| B03  | III   | Practical /Viva-voice              |

#### BAJMC – II Semester

| S.No | Paper | Paper Title                                   |
|------|-------|---|
| B04  | IV    | Role of Social Sciences in Mass-Communication |
| B05  | V     | Introduction to Journalism                    |
| B06  | VI    | Practical / Viva –Voice                       |

#### BAJMC – III Semester

| S.No | Paper | Paper Title                   |
|------|-------|-------------------------------|
| B07  | VII   | Message & Mass-Media Audience |
| B08  | VIII  | Basics of Reporting & Editing |
| B09  | IX    | Practical / Viva Voice        |

#### BAJMC – IV Semester

| S.No | Paper | Paper Title                              |
|------|-------|--|
| B13  | X     | Basics of Advertising & Public Relations |
| B14  | XI    | New Media                                |
| B15  | XII   | Practical / Viva Voice                   |

#### BAJMC – V Semester

| S.No | Paper | Paper Title            |
|------|-------|------------------------|
| B10  | XIII  | Computer Application   |
| B11  | XIV   | Photography            |
| B12  | XV    | Practical / Viva Voice |

#### BAJMC – VI Semester

| S.No | Paper | Paper Title                               |
|------|-------|---|
| B16  | XVI   | Writing for Radio & TV                    |
| B17  | XVII  | Mass – Media & Contemporary Social Issues |
| B18  | XVIII | Practical / Viva Voice                    |

**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 Jersey
2. Introduction to human Communication: Devito Joseph L
3. Communication Theories, origins, methods and uses in the mass media: Warner J Sever
4. Introduction to Communication Studies: John Fiske, Routledge Communication Series.
5. Meenakshi Gigi Durham and Douglas M. Kellner, Media and cultural studies, Blackwell publishing house, 2012.
6. Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
7. Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
8. Chris Baker, "Theory and Cultural Studies", Sage Publication, 2003.
9. Media aur sanskriti : Roopchand Gautam, Sri Natraj Publishers
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

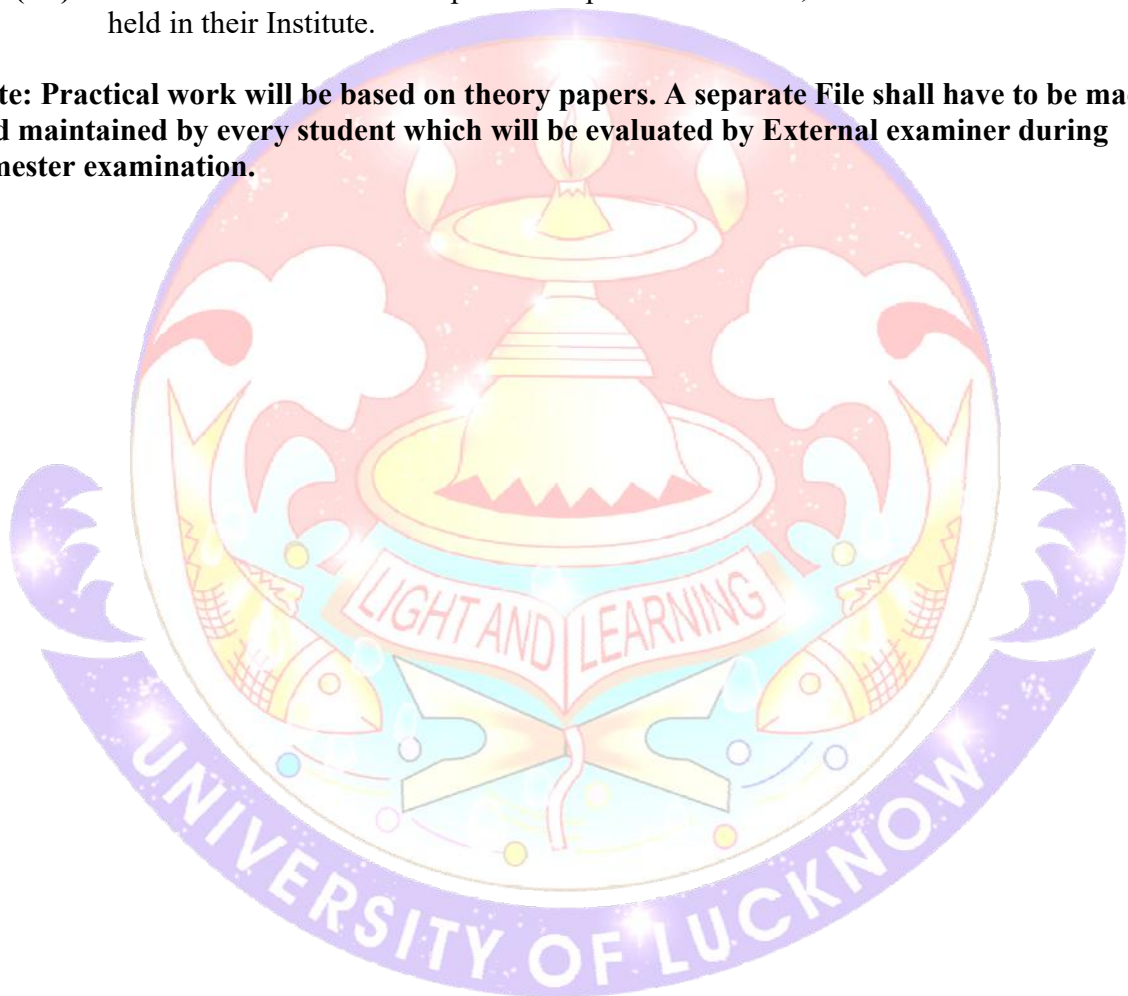
### Suggested Readings:

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction:Denis McQuail:Sage Delhi
3. Mass-Communication: Concepts and issues: D.V.R Murthy:Olive green:Kochi
4. Mass-, Culture, Language and arts in India:Mahadev L.Apte:Popular Prakashan 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
8. Bharat Men Sanchar aur Jansanchar:J.V.Vilanilam:M.P. Hindi Granth Academy Bhopal
9. Soochna, sanchar aur samachar: 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
4. Structure of Sociological Theory: J.H. Turner
5. Social Theory: Lemort
6. Indian Political Thought: Hari Hara Das
7. Atkison and Hilgard(2002). Introduction to Psychology. Newyork: Thomson Wadsworth.
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:

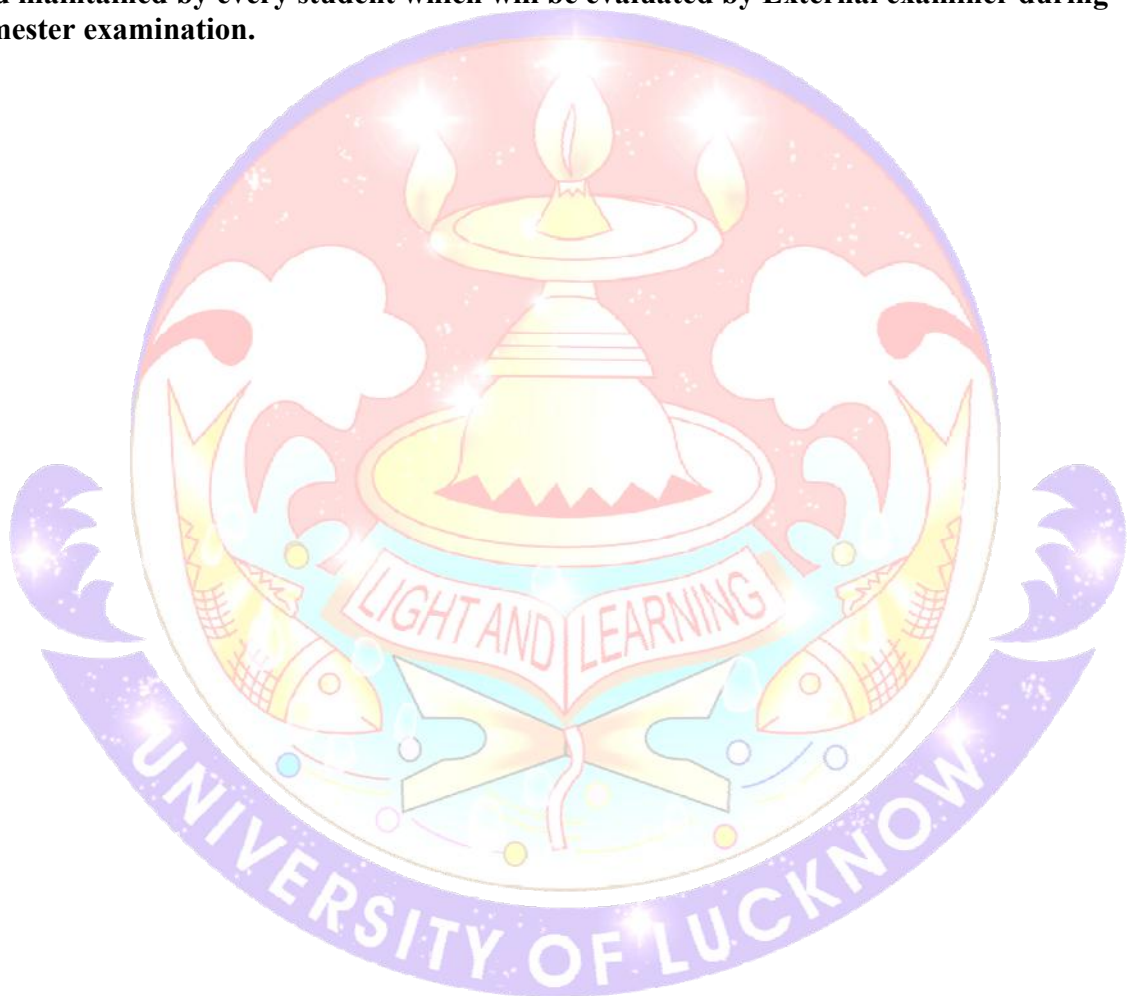
1. Journalism and Politics: M.Chelapati Rao:Vikas publication New Delhi
2. Indian politics and role of the press:Sharad Karkhanis :Vikas publication New Delhi
3. Role of press in the freedom movement: M.Bhargwa:Reliance :New Delhi
4. Professional Journalism:M.V. Kamath: Vikas publication New Delhi
5. Mass-Communication and Journalism in India :D.S. Mehta :Allied Publishers Delhi
6. Professional Journalism: Patanjali Sethi:Orient Longman Mumbai
7. Press in India : Annual report of the registrar of News paper for India:Publication Division New Delhi
8. The History of Press in India:B.N.Anja :Surgeet Publication New Delhi
9. The Romance of Indian Journalism:J.Basu:Kolkatta university Press Kolkatta
10. Bharat Men Sanchar aur Jansanchar:J.V.Vilani:M.P. Hindi Granth Academy Bhopal
11. Soochna, sanchar aur samachar: 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.**



**B.A. in Journalism & Mass-Communication**  
**Semester-III**  
**Paper-VII Message & Mass-Media Audience**

**Unit-I**

Message: Concept and genesis

Effective messages: Clarity, Coherence and consciousness, Credibility of the source, Persuasion, Rhetorics, Audience participation,

Enhancing impact of Messages: Pathetic Stories, Statistics in support of correctness, Emotional appeal, Perception filter.

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:**

- 1 .Brian Winston, Messages: Free Expression, Media and the West from Gutenberg to Google, Routledge, 2005.
2. Jack Lule, Understanding Media and Culture: An Introduction to Mass Communication.
- 3 .Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown-Media Literacy\_ Keys to Interpreting Media Messages-Praeger (2014).
4. Marshall McLuhan, Quentin Fiore-The Medium is the Massage (2005).
5. Marshall McLuhan, W. Terrence Gordon-Understanding Media\_ The Extensions of Man\_ Critical Edition-Gingko Press (2003).
6. Professor Patrick Barwise, Professor Andrew Ehrenberg-Television and Its Audience (SAGE Communications in Society series)-Sage Publications Ltd (1988).
- 7 .Richard Butsch-The Citizen Audience\_ Crowds, Publics, and Individuals (2007).
8. Professor Barrie Gunter-Media Research Methods\_ Measuring Audiences, Reactions and Impact (1999).

9. Elizabeth M. Perse-Media Effects and Society (Lea's Communication Series) (2001).
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

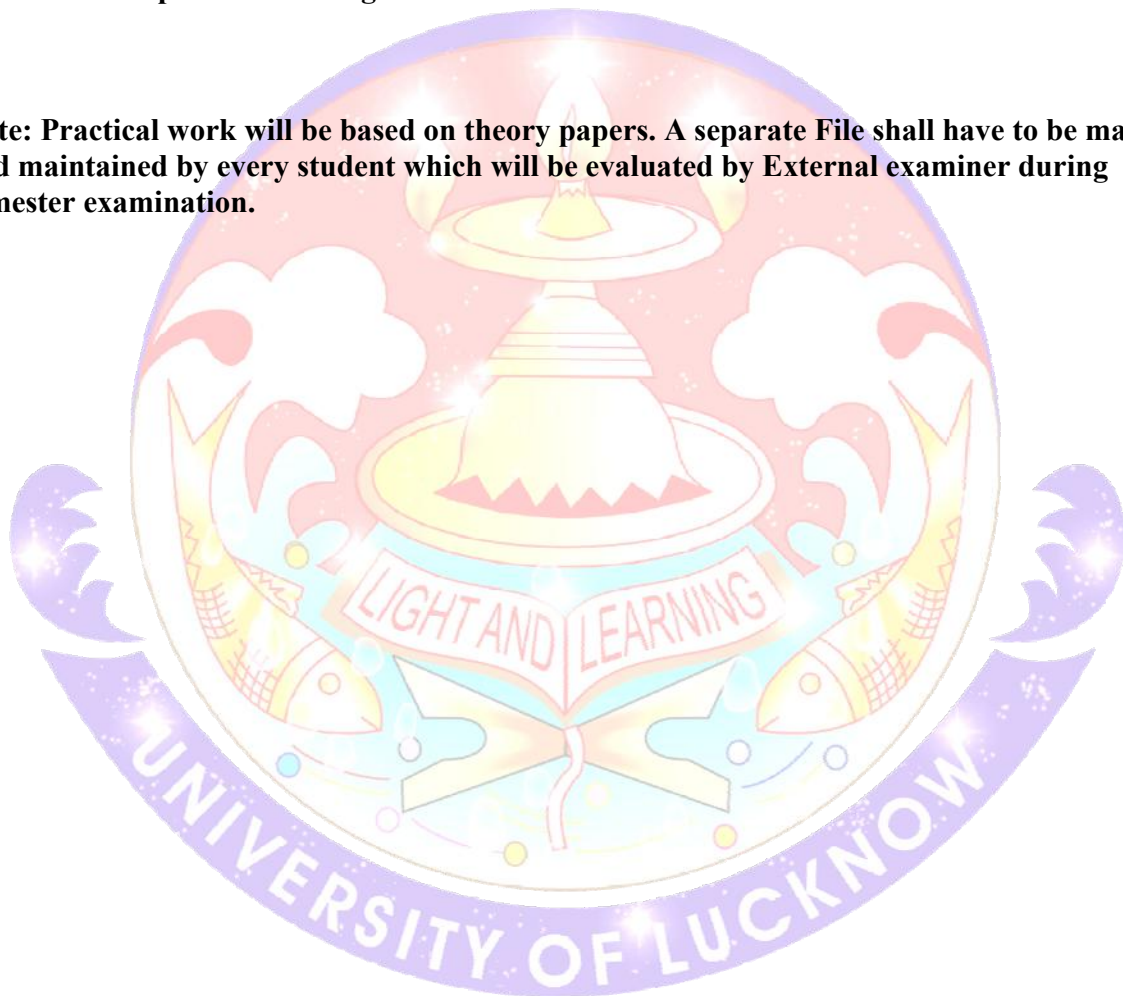
### Suggested Readings:

1. News Writing:George.A.Hough:Boston Hough miffin company.
2. News culture:Allen Stuart:Buckingham open university press.
3. Modern Journalism and News writing:Savita Chadda
4. Basic Journalism:Rangaswami Parthasarathi,Macmilan India Ltd.
5. Editing deign and book production:Foster Charles,Journy London
6. News Editing Theory and practice: Sourin Banerji:K.P. Bagchi and company New Delhi.
7. Sanchar madhyam aur electronic media: Gyanendra Rawat, Sri Natraj Publications
8. Soochna, sanchar aur samachar: Dr. Mukul Srivastava, New Royal Publications
9. Patrakarita ke vibhinna swaroop: Gyanendra Rawat, Sri Natraj 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,  
 Scheduling and handling of press Conference: Press get-together, Press Meet, Checklist of Press  
 kit.  
 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
3. David Ogilvy-Ogilvy on Advertising-Prion Books Ltd (2007)
4. Sean Brierley, The Advertising Handbook
5. Iain MacRury-Advertising (Routledge Introductions to Media and Communications) -  
 Routledge (2009).
6. Helen Katz The Media Handbook- A Complete Guide to Advertising Media Selection,  
 Planning, Research, and Buying (Volume in Lea's Communication Series) 2003.
7. (LEA's communication series) Krishnamurthy Sriramesh\_ Dejan Vercic, The global  
 public relations handbook: Theory, research, and practice-Routledge (2009).

8. Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber-Public Relations\_ Strategies and Tactics, Global Edition-Pearson Education Limited (2014).
9. Alison Theaker, The public relations handbook.
10. William Dinan, David Miller-A Century of Spin: How Public Relations Became the Cutting Edge of Corporate Power (2007).
11. Jansampark aur vigyapan: Santosh Goyal, Sri Natraj Publications
12. Hindi vigyapanon ka samkaleen vimarsh: Shivnarayan, Sri Natraj Publications

## 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
4. Logan, Robert K. (2010) *Understanding New Media: Extending Marshall McLuhan*, New York: Peter Lang Publishing
5. Castells, Manuel, (1996) *Rise of the Network Society, The Information Age: Economy, Society and Culture volume 1*, Massachusetts, Blackwell Publishing
6. *Cyber Law of Information Technology and Internet*, Anirudh Rastogi, 2014
7. *Samachar lekhan aur web patrakarita*: A.Kulshreshtha, Sri Natraj Publications

## 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
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave: Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
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:

1. Colour/Filter/Slides/Enlarging/Low Light/Exposure: Focal Guide
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
6. The Manual of Photography: R.E.Jacobson
7. Basic Photography: Michael Langford
8. Photography-Art & Technique: Alfred 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.**



**B.A. in Journalism & Mass Communication**  
**Semester VI**  
**Paper –XVI Writing for Radio & T.V.**

**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
4. Technique of Radio Production: Robert McLeish: Focal Press London
5. Broadcasting and the people: Masani Mehra: National Book Trust New Delhi
6. Indian Broadcasting: H.R. Luthra: Publication Division New Delhi
7. Radio drama-Theory and Practice: Tim Crook London
8. Broadcast news writing, Reporting and Producing: Ted White: Focal Press

9. Broadcast Journalism: Andrew Boyd:Focal Press
10. Soochna, sanchaar aur samachar: Dr. Mukul Srivastava, New Royal Publications
11. Media lekhan kala: S.P Dixit, New Royal Book Company
12. Television Patrakarita: Devvrat Singh, Sri N Publications

## 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)
2. Women Television and Rural development: Binod C agrawal and Kumkum Rai New  
 Delhi: National Publishing house (1988)
3. Women and Media: Analysis, alternatives and Action: Kali for Women 1984
4. Passing of Traditional Society: Denial Lerner: Free Press New York
5. Culture Communication and Social Change: P.C.Joshi
6. Great Indian Middle Class: Pawan K. Verma: Viking Publication Delhi.
7. Human rights and Media(In Hindi): Dr.Mukul Srivastava: Atlantic Publication: New  
 Delhi 2006

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.**

