

B.A. DEGREE COURSE IN JOURNALISM**(W.E.F.2008-09)****FIRST SEMESTER**

| Course component/ Title of the Paper | Inst. hours | Credits | Max Marks | | Total |
|--|-------------|---------|------------|-----------|-------|
| | | | Ext. Marks | Int Marks | |
| Part I- Language/ Tamil Paper 1 | - | 3 | 75 | 25 | 100 |
| Part II- English Paper 1 | - | 3 | 75 | 25 | 100 |
| Part III- Core : Paper1: -Basic Journalism | 5 | 5 | 75 | 25 | 100 |
| Part III- Core : Paper 2:History of the Press in India | 5 | 4 | 60 | 40 | 100 |
| Part III- Allied :Paper1: Desktop Publishing | 6 | 5 | 75 | 25 | 100 |
| PART – IV *Basic Tamil/Advanced Tamil/ Non Major Elective. | 2 | 2 | | | 100 |
| Soft skill | 2 | 3 | 60 | 40 | 100 |

Non Major Elective Papers:-

- History of Journalism in Asia
- History of Journalism in USA
- History of Journalism in Europe
- History of Journalism in Tamil Nadu

SECOND SEMESTER

| Course component/ Title of the Paper | Inst. hours | Credits | Max Marks | | Total |
|--|-------------|---------|------------|------------|-------|
| | | | Ext. Marks | Int. Marks | |
| Part I- Language/ Tamil Paper 2 | - | 3 | 75 | 25 | 100 |
| Part II- English Paper 2 | - | 3 | 75 | 25 | 100 |
| Part III- Core : Paper 3: Printing and Publication Design | 5 | 4 | 75 | 25 | 100 |
| Part III- Core : Paper 4:Social Issues in India | 5 | 4 | 60 | 40 | 100 |
| Part III- Allied :Paper2: Web Page Design | 6 | 5 | 75 | 25 | 100 |
| PART – IV *Basic Tamil/Advanced Tamil/ Non Major Elective. | 2 | 2 | | | 100 |
| Soft skill | 2 | 3 | 60 | 40 | 100 |

- * a) Students who have not studied Tamil upto XII std. and taken any language other than Tamil in Part-I shall take Basic Tamil comprising of Two Courses.
- b) Students who have studied Tamil upto XII Std., and taken any language other than Tamil in Part –I shall take Advanced Tamil comprising of Two Courses.
- c) Students who have studied Tamil upto XII Std. and also taken Tamil in Part -I shall taken Non-Major Elective comprising of Two Courses.

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

| Course Components | Subjects | Int. Hrs | Credits | Exam Hrs. | Max. Marks | | |
|----------------------------------|--|----------|---------|-----------|---|------------|-------|
| | | | | | Ext. Marks | Int. Marks | Total |
| Part – I | Language- Paper - III | 6 | 3 | 3 | 75 | 25 | 100 |
| Part – II | English - Paper - III | 6 | 3 | 3 | 75 | 25 | 100 |
| Part - III Core Courses | Paper – V – Reporting and Writing | 4 | 4 | 3 | 75 | 25 | 100 |
| | Paper – VI – Political Issues in India | 4 | 4 | 3 | 75 | 25 | 100 |
| Allied Subject-II | Paper – I - Photo-Journalism [Practical] | 6 | 4 | Viva | *R.80 | V.20 | 100 |
| Part - IV -2. Soft Skill –III | | | 3 | 3 | 60 | 40 | 100 |
| 3. Environmental Studies | | | | | Examination will be held in IV Semester | | |

R = Record; V = viva

FOURTH SEMESTER

| Course Components | Subjects | Inst. Hrs. | Credits | Exam Hrs. | Max. Marks | | |
|----------------------------|--|------------|---------|-----------|------------|------------|-------|
| | | | | | Ext. Marks | Int. Marks | Total |
| Part – I | Language- Paper - IV | 6 | 3 | 3 | 75 | 25 | 100 |
| Part – II | English - Paper - IV | 6 | 3 | 3 | 75 | 25 | 100 |
| Part - III Core Courses | Paper – VII – Indian Constitution and Legal System | 4 | 4 | 3 | 75 | 25 | 100 |
| | Paper – VIII – Economic Issues in India | 4 | 4 | 3 | 75 | 25 | 100 |

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|-------------------|----------------------------------|-----------------|---|---|----|----|-----|
| Allied Subject-II | Paper – I - Broadcast Journalism | Lect.2 Lab.4 | 4 | 3 | 75 | 25 | 100 |
|-------------------|----------------------------------|-----------------|---|---|----|----|-----|

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|--------------------------------|--|--|---|---|----|----|-----|
| Part - IV 2. Soft Skill –IV | | | 3 | 3 | 60 | 40 | 100 |
| 3.Environmental Studies | | | | 3 | 75 | 25 | 100 |

FIFTH SEMESTER

| Course Components | Subjects | Inst. Hrs. | Credits | Exam Hrs. | Max. Marks | | |
|---------------------------------|---|------------|---------|-----------|------------|------------|-------|
| | | | | | Ext. Marks | Int. Marks | Total |
| Part – III | Paper – IX - Press Laws and Ethics | 6 | 5 | 3 | 75 | 25 | 100 |
| | Paper – X - Contemporary History of India | 6 | 5 | 3 | 75 | 25 | 100 |
| | Paper – XI – Current Affairs | 6 | 5 | 3 | 75 | 25 | 100 |
| | Paper – XII - Advanced Journalism | 5 | 5 | 3 | 75 | 25 | 100 |
| Project (at VI Semester) | Project [Phase 1] | 5 | 5 | | | | |
| Part - IV 4. Value Education | | 2 | 2 | | | | |

SIXTH SEMESTER

| Course Components | Subjects | Inst. Hrs. | Credits | Exam Hrs. | Max. Marks | | |
|----------------------------------|--|------------|---------|-----------|------------|------------|-------|
| | | | | | Ext. Marks | Int. Marks | Total |
| Paper - III Core Courses | Paper – XIII – Mass Communication Theories | 6 | 4 | 3 | 75 | 25 | 100 |
| | Paper – XIV – International Relations and Communications | 6 | 4 | 3 | 75 | 25 | 100 |
| | Paper – XV – Media Organization | 5 | 4 | 3 | 75 | 25 | 100 |
| Project | | | | | | | |
| | Project [Phase 2] | 5 | 5 | | | | 100 |
| | Project [Phase 3] | 5 | 5 | Viva | | | 100 |
| Part - V Extension Actives | | | | | | | |

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

CHOICE-BASED CREDIT SYSTEM 2008-2009

Syllabi for First Semester

B.A. JOURNALISM

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.

Semester II

Core:

Printing and Publication Design

Unit 1

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

Unit 2

Principles of printing. (relief, planography etc.) Type-setting methods: hot metal, photo composition and digital. Plate making process. Types of printing processes- Letter Press, Offset, Gravure, Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers, Image setters, Direct-to-plate printing etc.).

Unit 3

Elements of publication design. Page-makeup & 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

New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over-view of printing and publishing industry in India. An over-view of electronic publishing.

CORE PAPER II- 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

Family Issues, Women's issues, Status, Empowerment, Widowhood, employment, Issues of Drug Addiction, Juvenile Delinquency, Child Labor, Students Unrest, Generation Gap, Consumer Rights and Interests, Social Exclusion and Inclusion, Disability-related issues

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:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Agarwala, V S. *Indian Miniatures – An Album*. Department of Archaeology.

Coomaraswamy, A. *An Introduction to Indian Art*. Adyar Theosophical Publishing House.

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:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

Hamlin, A.D.F. *A Textbook of the History of Architecture*.

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:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.

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:

- (1) Leonardo da Vinci, (2) Michelangelo, (3) Rembrandt, (4) Gustave Doré,
- (5) Vincent van Gogh, (6) Paolo Picasso, (7) Raja Ravivarma, (8) D P Roy Chawdry,
- (9) K C S Panikar, (10) M F Hussein.

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
Raman, A.S. *The Southern Accent*. TN Ovia Nunkalai Kuzhu.

Semester III

CORE PAPER - V: Reporting and Writing

Unit 1:

Role and Responsibilities of a Reporter, Sources of News—primary and secondary sources, Finding News, Gathering News, Establishing News Sources and Contacts, Evaluating News Sources

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 II / 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

Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques—motion pictures etc., manipulation of image, framing & trimming.

Unit V

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo -essays, Writing captions, Visual story telling. Photography for advertising—Consumer and industrial. Planning a shoot-studio, location, set props and casting.

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

Nature and Scope of Indian constitution—Historical Evolution. Scope and limitations. Specific Provisions of Indian Constitution relating to mass media.

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 II / 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:

Historical Evolution of Laws relating to Press in India - Important Acts relating to mass media: Indian Penal Code, PRB Act, Official, Secret Act Copyright, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act. Defamation.

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, On-line 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

Why study theory? Nature and Scope of Mass Communication Theories, Media-Society Relationships, Power of the Media, Evolution of mass media theories (different phases)

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:

Theories of News flow, sources, and News diffusion White's Gate Keeping Model, Selective Gate keeping News flow and news values. McNelly's Model. Mass Communicator-Public Relationship. Determinants of News and content. Agenda Setting Model, Spiral of Silence, Social meaning of news. Definition and Theories of Public Opinion.

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

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution, Greiner's Development Model of a company.

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

Departments in Newspaper, Circulation Management, Editorial Management— Work flow in News Media, Advertisement Management

Unit V:

Printing and Publishing (Technologies and Processes), Organizational Structures and Functions, Newspaper Economics, Financial management, Editorial Management, Human Resources Management etc. Emerging Trends. Using Readership Survey. Magazine Publishing. Selling Space.

PROJECT (ref. Semester V)

Common References for All Subjects

Wood, Julia T: Communication Mosaics: An Introduction to the Field of Communication, 2001. Wadsworth.

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

Dennis, E(1997). Lithographic technology in transition. Amdams, J.M.

Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing

Ruggles, P (1996) Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning

McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning

McAllister, R (1998) Pathways to Print: Color. Thomson Learning

Cost, F (1997) Pocket guide to digital printing. Thomson Learning

Bergland, D (1997). Printing in a digital world. Thomson Learning

Finley, C (1998). Printing paper and inks. Thomson Learning

Amdams, J.M. (1996) Printing Technology 4th Edition. Thomson Learning

Hoff, S (1997). Screen Printing. Amdams, J.M.- Thomson Learning

Ramano, F (1996).Pocket Guide to digital pre-press- Thomson Learning

Keeble,Richard (1994).The Newspaper Handbook—2nd Edition

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

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

Breen, M (Ed) (1998). Journalism Theory and Practice. MacLeay Press

Granato, L (Ed.) (1998) Newsgathering on the Net. Macmillan

Gans, H (1980_ Deciding what's news. Vintage

McQuail, D (1992) Media performance. Sage

Gaines, W (1994) Investigative Reporting for Print and Broadcast. Nelson-Hall

Bell, A (1991). The Language of the Media. Blackwell

Keene, M (1996). Practical Photo-journalism. Focal Press

Kobre, K (1993). Photojournalism. Focal Press

Bliss, M (Ed) (1991). Now the News. Columbia University Press

Hodgson, F.W (1993) Modern Newspaper Practice

Hodgson, F.W (1998),. News Sub-editing. Focal Press

Mencher, M (1991). News Reporting and Writing. Dubuque

Laakaniemi, R (1995). News writing in Transition

Stone, G (1992). Newsgathering. Harper-Collins

Dobson, C (1994). The Freelance journalist. Focal Press

Hennessy, B (1997) Writing Feature Articles. Focal Press

Hodgson, F.W (1998). News sub-editing: Apple Mac, Quark-Xpress and After. Focal Press

Giles, V and Hodgson, F.W (1996). Creative newspaper Design. Focal Press

Davis, A (1998) Magazine Journalism Today. Focal Press

Hyde: Television and Radio Announcing

Hough: News Writing

Mencher; Basic News Writing, 3rd Edition

Kessler, E (2000): When Words Collide: A Writers guide to Grammar and Style. Thomson Learning

Bowles, E (2000).Creative Editing. Thomson Learning

Rich, E (2000): Writing and Reporting News: A Coaching Methods. Thomson Learning

Dtrent: News Reporters and News Sources: Accomplices n Shaping and Misshaping. 2nd Edition. Prentice-Hall India

Chicago Manual of Style: The Essential Guide for writers, editors and Publishers. 14th Edition University of Chicago Press. Prentice-Hall India

Kothari Gulab, Newspaper Management In India. (Intercultural Open University, The Netherland's,1995)

Lavine, John M and Daniel B. Wackman. (1988) Managing Media Organizations: Effective Leadership of the Media. Longman. New York

Basu, Law of the Press in India. Prentice-Hall India

Basu. Introduction to Indian Constitution. Prentice-Hall India

Zelezny, E (1997): Communication Law: Liberties, Restraints and the Modern Media. Thomson Learning

Basu. Shorter Constitution of India. Prentice-Hall India

Gillmor, E (1998): Mass communication Laws: Cases and Comments. Thomson Learning

Gillmor (1996) Fundamentals of Mass Communication Laws. Thomson Learning

Na. Vijayshankar. Cyber-laws in India. Citizen's guide

Hameling, Cess (2001). Ethics of Cyber-Space. Sage Publications

Day, E (2000): Ethics in Media Communications: Cases and Controversies. Thomson Learning

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