**MOHAN LAL SUKHADIA UNIVERSITY**

**UDAIPUR (Rajasthan)**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**MLSU.tif**

**Syllabus**

**Of**

**BA IN MASS COMMUNICATION**

**W. E. F. July – 2020**

**SYLLABUS**

**BA IN MASS COMMUNICATION PROGRAMME**

**Department of Journalism and Mass Communication**

**(University College of Social Sciences and Humanities)**

**First Year**

1- Introduction to Journalism code 1981

2- Introduction to Broadcast Media code 1982

**Second Year**

3- Advertising and Public Relations code 2081

4- Traditional Folk Media and Alternative Media code 2082

**Third Year**

5- Media, Gender and Human Rights code 3081

6- Citizen Journalism and Social Media code 2082

**BA First Year**

**PAPER – I : Introduction to Journalism**

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| **UNIT- I** | **UNDERSTANDING NEWS AND COVERAGE** |  |  |  |
|  | News : Meaning of News, Definition of News, Nature of News, Types of News  Covering Events : Covering Press conferences, Writing from Press releases ; Types of Reporting : Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting ; Concept of news making ; Criteria of News making ; Tips for making News ; Process of News editing ; Rules of Editing.  Structure of a news story; Verifying the sources; Editorial Values; Attributing the sources. |  |  |  |
| **UNIT- II** | **INDIAN PRESS : HISTORY, LANGUAGE** |  |  |  |
|  | Beginning of Press in India ; Emergence of Vernacular Newspaper ; Freedom Movement and Indian Press.  Language of News ; Robert Gunning: Principles of Clear Writing ; Rudolf Flesch formula: Skills to Write News.  Penny Press ; Tabloid Press ; Yellow Journalism. |  |  |  |
| **UNIT- III** | **ORGANISING THE NEWS STORY, CRITERIA FOR WORTHINESS** |  |  |  |
|  | Organising News Story ; The 5 “W” and 1 “H” ; Inverted Pyramid Style : Feature Style, Sand Clock Style, Nut Graph.  News Worthiness, Selecting a News Item, Principles of News Selection.Use of Archives, Sources of News, Use of Internet.  Why News Styles Differ, Writing for Newspaper, Writing for Radio, Writing for Television, Writing for Web, Comparisons of Style and Substance. |  |  |  |
| **UNIT- IV** | **RESPONSIBILITY TO SOCIETY AND ETHICS IN JOURNALISM** |  |  |  |
|  | Democracy and a free press, Habermas and the concept of Public Sphere, Media in the era of deregulation, Globalisation and the triumph of corporate media, The Internet and the prospects for Democratic Media.  Impact of Media on Children, Gender and Media, Media and Environmental issues. |  |  |  |
| **UNIT- V** | **VALUES AND ETHICS OF JOURNALISM** |  |  |  |
|  | Values and Ethics of Journalism : Objectivity, Sincerity, truthfulness, accuracy, Decency, Impartiality, Crass commercialism, Sensationalism, Privacy, Obscenity ; Conflicts of Interest; Journalism ethics and standards ; Ethical dilemmas : Resolving Ethical Dilemmas, Original Guidelines, Society of Professional Journalists: Code of Ethics : Minimize Harm, Act Independently, Be Accountable. |  |  |  |

**BA First Year**

**PAPER – II : Introduction to Broadcast Media**

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| **UNIT- I** | **MASS COMMUNICATION AND GROWTH OF BROADCASTING** |  |  |  |
|  | Concept of Communication : Meaning and Definition, Functions of Communication, Types of Communication; Mass Communication : Audience, Feedback, Mass Media; Characteristics of Radio : Medium of Sound and Voice, Link between Speaker and Listeners, Intimate Medium, Mobile Medium, Quick and Inexpensive Medium, Medium with Limitations; The Role of Radio; Radio Programming: Today and Tomorrow.  The Beginnings of Broadcasting : Invention of Radio, Beginnings in India, Birth of All India Radio; The Second World War and Expansion of AIR; Expansion Since Independence : Vividh Bharati, Radio Rural Forums, Transistor Revolution, Arrival of Television, Growth of Radio in-the Last Two Decades |  |  |  |
| **UNIT- II** | **TRENDS AND DEVELOPMENTAL BROADCASTING** |  |  |  |
|  | Changes in Structures and Regulations : Changes in Structures, Changes in Broadcast Regulations  Changes in the Mode of Transmission : FM Radio, Sky Radio, Digital Audio Broadcasting, Changes in Programme concepts  Development and Broadcasting : Concept of Development, Development Communication ; Development Issues and Radio Programmes : Support for Education, Agriculture and Rural Development, Health and Nutrition, Family Welfare, Environment Issues, Gender Issues ; Strategies for Developmental Broadcasting |  |  |  |
| **UNIT- III** | **COMMUNITY RADIO AND DIGITAL TECHNOLOGIES** |  |  |  |
|  | Concept of Community Radio ; Community Radio: Some Initiatives : Mahaweli Community Radio: Sri Lanka, Thambuli Radio: The Philippines, Radio Sagarmatha: Nepal, Community Radio in India, CMC Women's Radio: Cambodia ; "Another Development" Paradigm  Digital Audio Broadcasting (DAB) : Digital Vs Analogue, DAB Vs Conventloha1 Broadcasting, International Standards for DAB ; Radio through Internet : Advantages of Internet Broadcasting, Principles of Internet Operation, A Typical Internet System ; Stereo FM ; Sky Radlo |  |  |  |
| **UNIT- IV** | **INTERACTIVE RADIO PROGRAMMES AND PLANNING** |  |  |  |
|  | Interactivity in Radio Broadcasts; Types of Interactive Programmes : Listeners' Letters, OB-based Programmes, Forum Programmes, Phone-in Programmes, Voice mail and E-mail-based Programmes, Audio Conferencing and Radio Bridges ; Interactivity in Programme Evaluation  Planning a Radio Programme : Pre-requisites of a Radio Programme, Elements of a Radio Programme, Target Planning ; Common Stages in Pre-production Planning: Identifying the Aim and Defining the Scope, Selection of Format, Content Plannlng, Selection of Scriptwriter and Other Talents, Selection of'Time Slot, Completing Contractual Formalities; Specific Planning for Programmes of Special Nature, Production Planning, Planning Outside Broadcasts, Assessment of Planning |  |  |  |
| **UNIT- V** | **ORGANISATION AND MANAGEMENT OF A RADIO STATION** |  |  |  |
|  | Organlsational Setup : Types of Organisations, Principles of an Organisational Setup, Organisational Stucture of All India Radio; Types of Radio Stations: National Chanel, Regional Station, Sub-regional Station, Local Station, Other Stations Offices, Private Radio Stations  Broadcast Management in India; Radio Station Management in the Public Sector: Programme Management, Engineering Management, Personal Management, Financial Management, Public Relations Management, Radio Station Management in the Public Sector; Accountability, Ethics and Codes |  |  |  |

**BA-II Year**

**PAPER I : Advertising and Public Relations**

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| **UNIT- I** | **CONCEPT, TYPES AND ELEMENTS OF ADVERTISING** |
|  | Introduction to Advertising: Concept, Objectives and Functions of advertising, brief history of advertising.  Classification of Advertising – based on function, region, target markets, company demand, desired responses and on the type of media used to issue advertisements.  Basic elements of Advertising – slogan, headlines, subheads, illustrations, copy, product, trademark. |
| **UNIT- II** | **MODEL OF ADVERTISING, MEDIA AND AGENCY** |
|  | AIDA model, DAGMAR, Lavidge and Steiners Heirarchy of Effects model,  Criticisms of the models.  Concept, Factors for selecting and appropriate media, Problems in media selection, public relations advertising, Classification of advertising media – print, audio-visual, outdoor and transit media and indoor media.  Concept, History, Types of Advertising agency, organizational setup, advertising manager, the duties and responsibilities of an advertising manager, the qualities. |
| **UNIT- III** | **ADVERTISING PLANNING AND COPYWRITING** |
|  | Strategic planning, advertising plan, target audience, advertising and marketing mix, concept of media buying and space selling.  Concept of Advertising copywriting, techniques of writing a copy, copy writing for radio, television and film. |
| **UNIT- IV** | **CONCEPT, GROWTH DEVELOPMENT AND FUNCTIONS OF PUBLIC RELATIONS** |
|  | Nature of Public Relations;Definitions of Public Relations; Objectives of Public Relations; Scope of Public Relations.  Growth and Development of Public Relations; Pioneers of Public Relations; Public Relations in India ; Modern Public Relations in India; Future prospect of Public Relations.  Basic functions of Public Relations: Propaganda; Publicity and Propaganda.  Publics of Public Relations : Internal Publics, External Publics; Publicity.  Media for PR : Print Media, Television, Radio, Film, New Media |
| **UNIT- V** | **PUBLIC RELATIONS PRACTITIONERS AND ORGANISERS** |
|  | Propaganda and Publicity; Public Relations Officer : Duties and Responsibilities, Qualities of a good Public Relations Officer.  Public Relations Society of India, Public Relations Council of India, Public Relations Consultants Association of India.  PR set up in an organization : Status of PR department in an Organization, Functions of a PR department ; PR campaigns and programmes; Public Relations and Crisis Management; PR and Code of Conduct. |

**BA-II Year**

**PAPER – II : Traditional Folk Media and Alternative Media**

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| **UNIT- I** | **TRADITIONAL FOLK MEDIA - CONCEPT AND FORMS** |  |  |  |
|  | Traditional Folk Media – meaning, characteristics, its difference from Mass Media. Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetryforms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal,  Traditional Media in India: Regional diversity, relevance, future. |  |  |  |
| **UNIT- II** | **TRADITIONAL FOLK MEDIA AND SOCIAL DEVELOPMENT** |  |  |  |
|  | Role of Traditional Folk Media in social change; challenges and threats to folk media. Strengthening folk media- means and ways, Scope of using Traditional Folk Media in Rajasthan, traditional folk media in socio- economic development, traditional folk media and health awareness. |  |  |  |
| **UNIT- III** | **ALTERNATIVE MEDIA** |  |  |  |
|  | Neighborhood newspapers, wall newspapers, graffiti, bulletin boards, Social Media and citizen journalism, role of blogging in alternative journalism ; Social messaging and journalism. |  |  |  |
| **UNIT- IV** | **POPULAR FOLK MUSIC AND DANCE OF RAJASTHAN** |  |  |  |
|  | Traditional Folk Dance Forms of Rajasthan – Ghoomar, Bhavai Dance, Kalbelia, Chari, KachhiGhodi, TerahTaal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari. |  |  |  |
| **UNIT- V** | **FOLK MUSICAL INSTRUMENTS IN RAJASTHAN** |  |  |  |
|  | Stringed Instruments (Ektara, Morchang, Sarangi, Rawanhattha, and Kamayacha.), Percussion Instruments (Nagaras, Dhols, and Damrus in all sizes and shapes.), Flutes and Bag Pipes ( Poongi, Algoza, Tarpi, Been, Bankia, and Shehnai.), Traditional Instruments (Baara, Jantar, Ghoralio, Thali, Garasiyas, Jaltall, etc are the different types of musical instruments which were the reason behind for the charm and glory of Folk music and dance.) |  |  |  |

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| **BA-III Year**  **PAPER I : Media, Gender and Human Rights**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **UNIT- I** | **UNDERSTANDING MEDIA AND SOCIETY** |  |  |  | |  | Defining Society and Mass Media : Historical Context, Information Age Context ; Interpolation of Media and Political System ; Corporate Control of Media ; Regulation versus Self-Regulation  Media and Public Opinion : Role of Media in Forming Public Opinion, Relationship between Media and Society ; New Media and its Impact on Society : Evolution of the Internet, Emergence of Social Networking Sites, The Dark Side of Virtual World Media Audiences : History of the Term ‘Audience’ ; Understanding ‘Audiences’ : Public-Crowd-Group-Mass-Audience, Characteristics of Audiences, Types of Audiences, Audience Typologies ; Theories on Audiences : Bullet Theory, Individual Difference Theory, Social Category Theory ; Audience Conception Traditions : Structural, Behavioural, Cultural ; Approaches to Audience Research : Media Effects, Cultivation Analysis, Uses and Gratification, Cultural Studies, Reception Analysis, Everyday Life ; Future of the Audiences |  |  |  | | **UNIT- II** | **MEDIA LITERACY AND MASS MEDIA POLICY** |  |  |  | |  | Media Literacy: Concept and Definition : Need for Media Literacy, Functions of Media Literacy ; Process of Media Literacy ; Core concepts of Media Literacy : Messages are constructed, Messages are constructed using, creative language, Different people experience same media message differently, Media have embedded values, Messages are organised to gain power ; Evaluation of the Credibility of Information Mass Media Policies :Meaning of Media Policy : Objectives of Media Policies ; Divergent Views on Media Policies : Regulated Media Policy, Unregulated Media Policy ; Obstacles in Adopting Media Policies Media Policies: Global Perspectives ; Experts’ Recommendations in Media Policies |  |  |  | | **UNIT- III** | **DEVELOPMENT COMMUNICATION** |  |  |  | |  | Approaches to Development ; Concept of Development Communication : Definitions, Philosophy, Features ; Media and Development Communications : Mass Media, Alternative Media, Traditional Media ; Development Communication and New Technologies ; Peoples’ Participation and Development Communication : Participatory Communication, Participatory Democracy, Policy Formulation and Citizen’s Participation |  |  |  | | **UNIT- IV** | **GENDER AND MEDIA** |  |  |  | |  | Relationship between Gender and Media ; Visibility and Invisibility; Portrayal and Representation ; Gender in Mainstream and Alternate Media ; Implications of Gender-Media Relationship : Stereotyping, Socialisation, Omission and Commission ; Projects and Organisations : Projects, Organisations, Women Communicators, Women’s Issues |  |  |  | | UNIT- V | **HUMAN RIGHTS AND MEDIA** |  |  |  | |  | History and Development of Human Rights ; Human Rights: Conceptual and Theoretical Framework, Different Theories of Rights, Critique ; Human Rights: Legal Framework : Universal Declaration of Human Rights, Indian Constitution and Human Rights ; Media, Society and Human Rights : Democratic Polity, Mass Media and Processes, Representation of Social Identities: Caste, Class, Gender, Ethnicity, Minority, Participatory Media to Achieve Human Rights |  |  |  | | | | | | | | | | | | | | | | | |
| **BA-III Year**  **PAPER II : Citizen Journalism and Social Media** | | | | | | | | | | | | | | | | |
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