

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

(Mass Communication)

SEMESTER - 1

Paper 1

Principles of Mass Communication Theory and Journalism

Unit 1

Definition and nature of human communication, kinds of communication, nature, characteristics and process of mass communication, media of mass communication, media systems and theories; authoritarian, libertarian, socialistic, social-responsibility, development, participatory.

Unit 2

Communication models: SMCR Model, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Lazarsfeld, Newcomb, effects of communication on society/individual, behavioral effect, agenda setting, knowledge gap, socialization, opinion formation.

Unit 3

Principles of Journalism, journalism and society, concept, role, functions and types of journalism, journalistic responsibility, role and qualities of a journalist, organizational structure of a newspaper, functions of different departments, procedure to launch a publication.

Unit 4

Mass media, public opinion and democracy, media culture and its production, market-driven media content, ownership patterns of media, issues of media monopoly, media accountability and social responsibility.

Recommended Reading List

1. Basic Journalism: R. Parthasarathy
2. Mass Communication & Journalism in India: D.S. Mehta
3. Mass Communication in India: Keval Kumar
4. Journalism in India from the earliest times to the present day: R. Parthasarathy
5. Mass Communication Theory - Denis McQuail
6. Understanding Mass Communication - Defleur
7. Mass Communication - An Introduction - John R. Bitner
8. Mass Communication - Wilbur Shramm.

Paper 2

Computer Application for Mass Media

This paper is a practical oriented paper in which the following topics will be covered by an introduction to the theory aspects and also through practical exercises:

Introduction to MS Office (Word, Excel, Power Point, Page Maker, Photoshop) and Internet.

There will be a continual evaluation throughout the year in the form of (a maximum of) 10 assignments. This evaluation will be by the internal faculty. There will be no External examination in this paper.

Paper 3 A:

Reporting and Feature Writing (English Journalism)

Reporting

Unit 1

Concept of news and news values, reporting unit in a newspaper, its hierarchy, chief reporter, reporters, stringers, special correspondents, freelancers, commissioned writers, reporter's duties, qualities, responsibilities, news sources, news report, qualities of a news report, structure of news

report, lead writing, types of lead and its importance, news interview, art of interviewing, types of interviews.

Unit 2

Different types of reporting - beat, investigative, depth, interpretative, specialised reporting: science, sports, crime, international affairs, business etc, different types of stories; curtain raiser, news analysis, news features, developing stories, breaking news, exclusive stories and scoops, practical exercises in reporting, analysis of difference kinds of news reports.

Unit 3

Feature Writing

Concept of feature, different types of features; photo features, travelogues, lifestyle interviews, personality sketch, reviews, timeless features, process of feature writing; idea generation, data collection, data processing and writing of feature, structure of a feature story, lead and its types, use of pictures and graphics, analysis of content of magazines and newspaper supplements, practical exercises in feature writing, analysis of different features.

Unit 4

Editorial Writing

Concept of editorial, different types of editorials, content of edit page, objectives of editorial, and language of editorial, practical exercises in editorial writing, analysis of editorials.

OR

Paper 3B:

Reporting and Feature Writing (Gujarati Journalism)

The syllabus is the same as for Paper 3A but in the context of Gujarati Journalism.

Recommended Reading List:

1. Freelance & Staff Writer – William Rivers
2. The Writing Process – Gray
3. Article & Feature Writing – Helson
4. News Editing – Bruce H. Westley
5. Art of Editing – Baskette & Scissors
6. Editing – T.J.S. George
7. News Reporting & Editing – K.M. Srivastava

Paper 4 A.

Editing (English Journalism)

Unit 1

Concept and importance of editing, editorial department – hierarchy, duties of editorial staff, News editor, chief sub-editor, sub-editor, desks and distribution of work, types and sources of news copy,

Unit 2

Elements of subediting, news flow and coordination of copy, headlines – techniques, styles, purpose and kinds, rewriting, integrating copy, proof reading, editing and proof reading symbols, editing of special pages.

Unit 3

Concept of design and layout, elements of design, types of layout of various pages, editing techniques to add variety, use of graphics, charts, pictures, and so on, practical exercises in editing and layout, analysis of layout of newspaper and magazine pages.

OR

Paper 4 B: Editing and Translation (Gujarati Journalism)

The syllabus is the same as for Paper 4A in the three units but in the context of Gujarati Journalism. In addition the following topics are included.

અનુવાદ:

અનુવાદની વિભાગના, સમાચાર પત્રમાં અનુવાદનું મહત્વ, સમાચાર સંસ્થાઓની કોપીનું અનુવાદ, ફીચર અને તંત્રી લેખોનો અનુવાદ.

Recommended Reading List:

1. News Editing - Bruce H. Westley
2. Art of Editing - Baskette & Scissors
3. Editing - T.J.S. George
4. News Reporting & Editing - K.M. Srivastava
5. Professional Journalism - M.V. Kamath
6. Journalism handbook - M.V. Kamath
7. News reporting and Editing - K.M. Srivastava

Paper 5.

Development of Media

Unit 1

Early communication system in India – development of printing – early efforts to publish newspapers in different parts of India, newspapers and magazines in the nineteenth century

Unit 2

First war of Indian Independence and the press – issues of freedom, both political freedom and press freedom, birth of the India language press – contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.

Unit 3

Evolution and growth and characteristics of electronic media: radio, television and internet. Characteristics of radio, television and internet as medium of communication – spoken, visual and multiversion of information through links.

Unit 4

Principles and techniques of audio—visual communication – thinking audio and picture, grammar of sound, visuals and web production.

Recommended Reading List:

1. Basic Journalism -- R. Parthasarathy
2. Mass Communication & Journalism in India -- D.S. Mehta
3. Mass Communication in India -- Keval Kumar
4. Journalism in India from the earliest times to the present day -- R. Parthasarathy
5. Basic Journalism – R. Parthasarathy
6. Mass Communication & Journalism in India – D. S. Mehta
7. Mass Communication in India – Keval Kumar
8. Journalism in India from the earliest times to the present day -- R. Parthasarathy