

(Applicable to the batch of students admitted in the academic year 2025-26 onwards)

B.A. Journalism & Mass Communication (CBCS)

FACULTY OF ARTS, SU

B.A.(JOURNALISM & MASS COMMUNICATION)
Syllabus (CBCS)
(w.e.f. 2025-2026)



FACULTY OF ARTS
SATAVAHANA UNIVERSITY
KARIMNAGAR – 505002

2025

Annexure – I (Credits)

Proposed CBCS Structure from 2025-26 for Under Graduate Courses

BA JOURNALISM AND MASS COMMUNICATION

Courses		Papers	Total Credits	Credits for each paper / Semester					
				BA					
				I	II	III	IV	V	VI
Core Courses DSC	Major-1	6	30	5	5	5	5	5	5
	Major -2	6	30	5	5	5	5	5	5
	Minor-1	4	20	5	5	5	5	-	-
MIL/AEC (First Language)	English	4	20	5	5	5	5	-	-
Second Language (Telugu, Hindi, Urdu etc.)		4	20	5	5	5	5	-	-
Multi-Disciplinary Course	MDC 1	1	4					4	-
SEC 1,2		2	4					2	2
SEC 3,4		2	4					2	2
Value added course (VAC)	VAC1,2	2	6	-	-	-		3	3
Internships	Internship- I, II / Project- I, II	1	4	-	-	-	-	-	4
Total Credits in each semester			142	25	25	25	25	21	21
Total Credits in UG				142					
Credits under Non-CGPA (Community engagement and service)		NSS /NCC /sports / Extra curricular	6	Upto 6 (2 in each year)					
		IKS	4	Upto 4 (2 in each, after I & II years)					

Note: Under the proposed CBCS structure for Undergraduate Programmes (2025-26), students will pursue two Majors and one Minor, collectively referred to as Discipline Specific Core (DSC). Both Major and Minor courses will remain integrated up to the fourth semester, after which students will have the option to drop one Minor course in both the fifth and sixth semesters. The syllabus and credits for Major and Minor courses will remain consistent up to the fourth semester, with the Major continuing through the fifth and sixth semesters."

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

UNIVERSITY COLLEGE OF ARTS AND SOCIAL SCIENCES

Osmania University, Hyderabad

Accredited by NAAC with A⁺Grade

REVISED SYLLABUS FOR THE AY 2025-26

Sl.No	Code	CourseTitle	HP W	Credit s	ExamHr s	Marks
I Yr		SEMESTER-I				
	DSC103	Introduction to Mass Communication and Journalism	5	5	3hrs	Int+Sem
		SEMESTER-II				
	DSC203	History of Mass Media in India	5	5	3hrs	Int+Sem
II Yr		SEMESTER-III				
	SEC1	UGC specified English Skills	2	2	1½hrs	40+10
	SEC2	Specialized Reporting	2	2	1½hrs	40+10
	DSC303	Reporting and Editing in Print	5	5	3hrs	Int+Sem
		SEMESTER-IV				
	SEC3	UGC specified English Skills	2	2	1½hrs	Theory & Assig
	SEC4	Online Journalism	2	2	1½hrs	Theory & Assig
	DSC403	Broadcast Journalism	5	5	3hrs	Int+Sem
III Yr		SEMESTER-V				
	GE	Academic Writing	4	4	3hrs	Int+Sem
	DSC 503	a) Media and Development/	5	5	3hrs	Int+Sem
		b) Telugu Journalism	5	5	3 Hrs	Int+Sem
		SEMESTER-VI				
	DSC 603	a) Media Literacy	5	5	3hrs	Int+Sem
b) Advertising		5	5	3 Hrs	Int+Sem	
			52	52		
		Projectworkbystudents	4	4	3Hrs	Int+Sem

B.A. (U.G.) JOURNALISM & MASS COMMUNICATION – COMMON CORE SYLLABUS (AY 2025-26)

DISCIPLINE-SPECIFIC CORE PAPER – 1 / DSC -103 (5 CREDITS)

DSC: 103 SEM--I

INTRODUCTION TO MASS COMMUNICATION & JOURNALISM

Objectives:

- To introduce the concepts of mass communication and journalism to students.
- To familiarize the students to the models and theories of communication.
- To introduce basics of journalism practice to the students.

Learning Outcomes:

After completion of the course, the student will be able to:

- Understand the concepts and process of communication.
- Explain various models and theories of communication.
- Learn concepts of journalism practice
- Develop an insight into kinds of Journalism.

UNIT I - INTRODUCTION TO MASS COMMUNICATION AND JOURNALISM

1. Definitions of communication
2. Communication and its role in society
3. Process of Communication
4. 7 C's of Communication
5. Functions of Communication and Barriers of Communication
6. Forms of Communication- Verbal and Non-verbal
7. Types of Communication- Intrapersonal, Interpersonal, Group Communication, Mass Communication
8. Modes of Mass Communication- Folk Art, Print, Radio, Television, Film, New Media
9. Digital Communication (SMS, MMS, WhatsApp, E-mail, Facebook Messenger, Zoom, X)
10. Digital Media Platforms and its characteristics (Ubiquity and interactivity) -Social media, Podcasts, Blogs, and Vlogs

UNIT II - MODELS OF MASS COMMUNICATION

Saadharanikaran Model of Communication (SMC)

Linear Models-

1. Aristotle Model
2. Berlo's SMCR Model
3. Laswell Model
4. Shannon and Weaver Model

Non- Linear Models-

1. Osgood and Schramm Model
2. George Gerbner's Model
3. Dance Helical Model
4. Westley & MacLean's Model

UNIT III – THEORIES OF MASS COMMUNICATION

Effects theories

1. Hypodermic needle theory and limited effect theory
2. Psychological or Individual Difference theory
3. Personal influence theory: Two step flow and multi-step flow theory

Sociological Theories of Mass Communication

1. Uses and gratifications theory
2. Cultivation theory
3. Agenda-setting theory

Other theories

1. Spiral of Silence Theory
2. Media Ecology theory
3. Knowledge Gap Hypothesis (Information-rich and Information-poor)
4. Normative media theories- Four Press Theories

UNIT IV - INTRODUCTION TO JOURNALISM

1. Definition, scope, and nature of Journalism
2. Role of journalism in society (Democratic, Socialist and Communistic)
3. Functions of Journalism
4. Building public opinion (Vox Populi)
5. Principles of Journalism
6. 4 P's of Journalism (People, Politics, Press and Places)
7. Journalism as a Fourth Estate: Case studies: Watergate scandal; Vietnam War, Anti-Arrack protests, Narmada Bachao Andolan, and Anti-corruption movement.

UNIT V - KINDS OF JOURNALISM

1. Print Journalism (Newspapers and Magazine- Differences, Merits & Demerits)
2. Broadcast Journalism (Radio and TV - Differences, Merits & Demerits)
3. Digital Journalism (News Websites, Short News Apps, (Inshorts, Way2news, Daily hunt), Social media networks)
4. Specialized Journalism-
 - a. Sports Journalism
 - b. Science & Technology Journalism
 - c. Development Journalism
 - d. Citizen Journalism

5. Business Journalism
6. Ethics in Journalism: Cheque Book/Paid Journalism, Yellow Journalism
7. Trends of Journalism- AI assisted Journalism (Overview of AI, usage of AI tools for enhancing news reports)

SUGGESTED READING

1. **"Mass Communication in India"** – Keval J. Kumar
2. **"Introduction to Mass Communication"** – Stanley J. Baran
3. **"Theories of Communication"** – Denis McQuail
4. **"Understanding Journalism"** – Lynette Sheridan Burns
5. **"Basic Journalism"** – Rangaswamy Parthasarathy
6. **"Media and Communication: An Introduction"** – Paddy Scannell
7. **"Modern Journalism in India"** – K.M. Srivastava
8. **"History of Indian Journalism"** – J. Natarajan

◇ Online Resources:

- <https://www.mindtools.com/CommSkill/CommunicationProcess.htm>
- <https://corporatefinanceinstitute.com/resources/communication/7-cs-of-communication/>
- <https://www.iamai.in/>
- <https://www.communicationtheory.org/shannon-and-weaver-model-of-communication/>
- <https://www.communicationtheory.org/gerbners-model-of-communication/>
- <https://www.communicationtheory.org/agenda-setting-theory/>
- <https://www.simplypsychology.org/uses-and-gratifications-theory.html>
- <https://www.niemanlab.org/tag/virtual-reality/>
- <https://reutersinstitute.politics.ox.ac.uk/>

B.A. (U.G.) JOURNALISM & MASS COMMUNICATION – COMMON CORE SYLLABUS (AY 2025-26)

DISCIPLINE-SPECIFIC CORE PAPER – 1 / DSC -203 (5 CREDITS)

DSC: 203 SEM II

HISTORY OF MASS MEDIA IN INDIA

Objectives:

- To provide a historical overview of press in India.
- To present brief history of electronic media in India.
- To describe the present status of media in India.

Learning Outcomes:

After completion of the course, the student will be able to:

- To have an overall historical understanding of print media in India.
- To know about the pioneers of Indian cinema.
- Understand the development of Radio in India
- To familiarize with Television development in India
- To comprehend the history of New media and its development

UNIT I - HISTORY & ORIGIN OF PRESS

1. Invention of Printing Press
2. History of the Press in India (Preparatory Phase- 1780-1818 Phase I- 1818-1868 (Early Newspapers), Phase II- 1868-1919, Phase III- 1919-1937, Phase IV- 1937-1947)
3. Pioneers of Indian Journalism during the colonial period
4. Social Reformers as Journalist
5. Role of Indian Press in National Freedom Movement
6. Press Acts during pre-Independence era (Censorship act 1799, Licensing Regulation 1823,
7. Press Act 1835 or Metcalfe, Vernacular Press Act- Gagging Act 1878, Newspapers Incitement to Offences Act 1908, Indian Press Act 1910)
8. Post-Independence Era- Role of Indian Press in Nation building (Eenadu, TOI, The Hindu, Dainiki Bhasker, Manorama, Anand Bazaar Patrika)
9. Role of Indian Press in Emergency period (1975- 1977)
10. Prominent Vernacular newspapers in South India

UNIT II - EVOLUTION OF FILMS

1. Pioneers of Indian Cinema (Before independence) – Dada Saheb Phalke, Shantaram, Raj Kapoor, Guru Dutt, Mehboob Khan, Paidipati Jairaj and Manoj Kumar.
2. Indian Cinema (After Independence): Shyam Benegal, Mrinal Sen and Ritwik Ghatak
3. Commercial Cinema in India: Characteristics, Mani Ratnam and S.S. Rajamouli
4. Parallel Cinema in India: Characteristics, Satyajit Ray, and Bimal Roy
5. Regional Cinema: Overview of origin, growth and present status of Telugu film industry.
6. Independent film makers: Characteristics, Chaitanya Tamhane and Payal Kapadia
7. Over-the-top (OTT) Cinema platforms: Netflix and Amazon prime
8. Popular documentary film makers in India: Characteristics, Anand Patwardhan and Sushmit Ghosh

UNIT III - EVOLUTION OF RADIO

1. Early History of Radio
2. History of All India Radio (AIR)
3. Evolution of A.I.R. Programming
4. Demand for Autonomy
5. Formation of PrasarBharati
6. HAM Radio and its uses
7. FM: Radio Privatization
8. Community Radio, Satellite and Web Radio
9. Audio streaming platforms and Podcasts

UNIT IV - EVOLUTION OF TELEVISION

1. Early global history of Television
2. History of Television in India (SITE, KHEDA)
3. Development of Television as a Medium of Mass Communication
4. Doordarshan and its role in broadcasting
5. Origin and growth of Satellite and Cable Television in India
6. Development of T.V.Networks and Regional Channels in India
7. Use of Data Analytics in Television Content Creation: Audience Segmentation, Content Performance Analysis and Predictive Analytics (TRPs, Broadcast Audience Research Council (BARC), Viewership patterns, Demographics)

UNIT V - ORIGIN, GROWTH AND PRESENT STATUS OF NEW MEDIA

1. Brief History of the Internet and the World Wide Web
2. Definition and characteristics of new media
3. Online Media Platforms as a tool of mass communication and journalism

4. Issues of misinformation, surveillance, and data privacy; Issues with Artificial Intelligence (Deep fake, voice cloning, image cloning)
5. Media convergence
6. Digital Divide
7. Metaverse in Media and its applications
8. Introduction to Cyber Laws and Cyber Crime (DDoS attacks, Misuse of Computer Networks, Phishing, Hacking, Cyber stalking, Cyber bullying, Social media frauds, Identity theft)
9. Provisions of Information Technology Act, 2000 related to media; Intermediary guidelines and digital media ethics code.
10. Immersive journalism: AR / VR Technologies and their applications in media and communication.

SUGGESTED READING: SEM-II HISTORY OF MASS MEDIA IN INDIA

1. **Parthasarathy, Rangaswami** – *Journalism in India: From the Earliest Times to the Present*
2. **Keval J. Kumar** – *Mass Communication in India*
3. **J. V. Vilanilam** – *Mass Communication in India: A Sociological Perspective*
4. **Uday Sahay** – *Making News: Handbook of the Media in Contemporary India*
5. **N. Mehta** – *Television in India: Satellites, Politics and Cultural Change*
6. **Pavlik & McIntosh** – *Converging Media: A New Introduction to Mass Communication*
7. **Robin Jeffrey** – *India's Newspaper Revolution*
8. **Monika Mehta** – *Censorship and Sexuality in Bombay Cinema*

◊ Online Resources:

<https://prsindia.org/>

<https://www.iamai.in/>

<https://filmheritagefoundation.co.in/>

<https://newsonair.gov.in/>

<https://crfc.in/>

<https://prasarbharati.gov.in/>

<https://www.meity.gov.in/cyber-laws>