

S. P. Mandali's
Ramnarain Ruia Autonomous College
(Affiliated to University of Mumbai)



Syllabus for Program: B.A.

Program Code: RUAENG

(Credit Based Semester and Grading System for academic year 2020–2021)

Course Code: RUAACJOU301

Course Title: Introduction to Journalism (Applied Component)

Academic year 2020-21

COURSE OUTCOMES:

| COURSE OUTCOME | DESCRIPTION |
|-----------------------|---|
| CO 1 | Defining basic concepts in Journalism |
| CO 2 | Sorting the organizational layers in the profession of Journalism |
| CO 3 | Categorizing the methods of report writing |
| CO 4 | Designing a model for report writing |

NOTE: The students, under CBCS, can choose from four options for the Applied Component Course at SYBA- Investment Analysis/ Mass Communication/ Journalism/ Gandhism at Semesters III and IV.

DETAILED SYLLABUS

| Course Code/ Unit | Unit | Course/ Unit Title | Credits 2 |
|----------------------|--------|--|-------------|
| | | | Lectures |
| RUAACJOU301 | Unit 1 | Introduction - What is news, Evolution of Indian Press, News Agencies, Electronic Journalism, Ethics in Journalism | 15 Lectures |
| | Unit 2 | Organisation and Structure of Newspaper and Broadcast journalism- a) Circulation, Advertising, Editorial and Mechanical Departments b) TV news reporting and news anchoring | 15 Lectures |
| | Unit 3 | Basics of Reporting – News Value, News Gathering, Readers’ interest, qualities and aptitude necessary for a reporter, Types of report” | 15 Lectures |
| | Unit 4 | Writing of Reports – Basic principles: objectivity, accuracy, speed, clarity and, Parts of a news report, 5Ws & 1H, Headline writing, Types of Leads, and Report writing | 15 Lectures |

References

- Kamath. M V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.
- Mencher, Melvin. *Basic News Writing*. New Delhi: Universal Book Stall, 1992.
- Menon, P. K. *Practical Journalism*. Jaipur: Avishkar Publishrs, 2005.
- Natrajan. J. *History of Indian Journalism*. New Delhi: Ministry of Information and Broadcasting, 1995.
- Parthasarathy, Rangaswami. *Basic Journalism*. New Delhi: MacMillan India Ltd. 1989.
- Parthasarathy, Rangaswami. *Here is the News! Reporting for the Media*. New Delhi: Sterling Publishers, 1994.
- Prasad, Shrada. Rukun Advani (et al) *Editors on Editing*. New Delhi: National Book Trust, 2004.
- Selvaraj, Madhur. *News Editing and Reporting*. New Delhi: Dominant Publishers, 2005

Web resources:

1. Journalismcourses.org Knight Center for Journalism in the Americas
2. Introduction to Journalism Created by Strathclyde delivered by Future Learn
3. www.mooc-list.com

MODALITY OF ASSESSMENT

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks

| Sr.. No | Evaluation type | Marks |
|---------|--|-------|
| 1 | One periodical class tests to be conducted in the given semester | 20 |
| 2 | One assignment based on curriculum to be assessed by the teacher concerned | 20 |
| | TOTAL | 40 |

B. External Examination- 60%- 60 Marks

Semester End Theory Examination:

Duration - These examinations shall be of 2 hours.

Semester End Theory Examination: (Deviation from the usual modality)*

*Owing to the pandemic situation prevailing in 2020 and continuing in 2021, the external examinations (Semester End) may be conducted online as per the instructions/circulars received from the University of Mumbai and Maharashtra State notifications from time to time. The conventional mode of external examination will commence again only after the declaration of normalcy by the Government authorities.

Theory question paper pattern:

| Question | Options | Marks | Questions Based on |
|----------|--|-------|--------------------|
| Q.1 | Essay type (1 out of 2) | 15 | Unit 1 |
| Q. 2 | Essay type (1 out of 2) | 15 | Unit 2 |
| Q.3 | Essay type (1 out of 2) | 15 | Unit 3 |
| Q.4 | Students to write a short report or to write some leads on the basis of given headlines (1 out of 2) | 15 | Unit 4 |
| | Total | 60 | |

Overall Examination & Marks Distribution Pattern

Semester 3

| Course | RUAACJOU301 | | |
|--------|-------------|----------|-------|
| | Internal | External | Total |
| Theory | 40 | 60 | 100 |

Course Code: RUAACJOU401

Course Title: Introduction to Journalism (Applied Component)

Academic year 2020-21

COURSE OUTCOMES:

| COURSE OUTCOME | DESCRIPTION |
|-----------------------|--|
| CO 1 | Understanding the basics of Editing |
| CO 2 | Defining E- Journalism |
| CO 3 | Comparing various forms of writing in Journalism |
| CO 4 | Designing the outline of editorial work |

NOTE: The students, under CBCS, can choose from four options for the Applied Component Course at SYBA- Investment Analysis/ Mass Communication/ Journalism/ Gandhism at Semesters III and IV.

DETAILED SYLLABUS

| Course Code/ Unit | Unit | Course/ Unit Title | Credits 2 |
|----------------------|--------|---|-------------|
| | | | Lectures |
| RUAACJOU401 | Unit 1 | Basics of Editing: Principles of editing, Editorial policy, Role of the Editor, Role of Sub-editors, Editing articles (students are expected to learn how to edit an article for newsworthiness, length and suitable expression.) | 15 Lectures |
| | Unit 2 | E-journalism: blogs, online posts, basics of content writing | 15 Lectures |
| | Unit 3 | Feature Writing: Types of features: Obits, Reviews, Columns, Trend stories. Students are expected to learn how to write a feature on a contemporary topic. | 15 Lectures |
| | Unit 4 | Design and Make up: ‘ Make up and its functions, Types of Layout: Horizontal , Vertical Make up, Circus Make up, Modular layout, Broadsheet layout, tabloid layout, Fonts and Typography | 15 Lectures |

References

- Kamath. M V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.
- Mencher, Melvin. *Basic News Writing*. New Delhi: Universal Book Stall, 1992.
- Menon, P. K. *Practical Journalism*. Jaipur: Avishkar Publishrs, 2005.
- Natrajan. J. *History of Indian Journalism*. New Delhi: Ministry of Information and Broadcasting, 1995.
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Web resources:

1. Journalismcourses.org Knight Center for Journalism in the Americas
2. Introduction to Journalism Created by Strathclyde delivered by Future Learn
3. www.mooc-list.com

MODALITY OF ASSESSMENT

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks

| Sr. No | Evaluation type | Marks |
|--------|--|-------|
| 1 | One periodical class tests to be conducted in the given semester | 20 |
| 2 | One assignment based on curriculum to be assessed by the teacher concerned | 20 |
| | TOTAL | 40 |

B. External Examination- 60%- 60 Marks

Semester End Theory Examination:

Duration - These examinations shall be of 2 hours.

Semester End Theory Examination: (Deviation from the usual modality)*

*Owing to the pandemic situation prevailing in 2020 and continuing in 2021, the external examinations (Semester End) may be conducted online as per the instructions/circulars received from the University of Mumbai and Maharashtra State notifications from time to time. The conventional mode of external examination will commence again only after the declaration of normalcy by the Government authorities.

Theory question paper pattern:

| Question | Options | Marks | Questions Based on |
|----------|--|-------|--------------------|
| Q.1 | Essay type (1 out of 2) | 15 | Unit 1 |
| Q. 2 | Students to write a blog /content writing on given topics or Edit the given article (1 out of 2) | 15 | Unit 2 |
| Q.3 | Students to write a short feature on a contemporary topic (1 out of 2) | 15 | Unit 3 |
| Q.4 | Short notes (3 out of 4) | 15 | Unit 4 |
| | Total | 60 | |

Overall Examination & Marks Distribution Pattern

Semester 4

| Course | RUAACJOU401 | | |
|--------|-------------|----------|-------|
| | Internal | External | Total |
| Theory | 40 | 60 | 100 |

Resolution number: AC/II (20-21).2.RUA18

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Syllabus for Program: B.A.

Program Code: RUAENG

(Credit Based Semester and Grading System for academic year 2020–2021)

Course Code: RUAACMSC301

Course Title: Mass Communication (Applied Component)

Academic year 2020-21

COURSE OUTCOMES:

| COURSE OUTCOME | DESCRIPTION |
|-----------------------|--|
| CO 1 | Defining the characteristic features of Mass Communication |
| CO 2 | Locating the peculiar notions of Mass Media in Indian Context |
| CO 3 | Evaluate distinct nature of media and its types |
| CO 4 | Analysing culture-specific requirements of various forms in Mass Communication |

NOTE: The students, under CBCS, can choose from four options for the Applied Component Course at SYBA- Investment Analysis/ Mass Communication/ Journalism/ Gandhism at Semesters III and IV.

DETAILED SYLLABUS

| Course Code/ Unit | Unit | Course/ Unit Title | Credits 2 |
|----------------------|--------|---|-------------|
| | | | Lectures |
| RUAACMSC301 | Unit 1 | Nature of Communication: a. Definitions, elements and process of communication a) Types - interpersonal, group and mass-communication b) Modes - verbal and non-verbal c) Means - traditional , electronic, digital d) Barriers - physical, linguistic, psychological and cultural | 15 Lectures |
| | Unit 2 | Nature of Mass Communication: a. Concept of 'mass audience' b. The process of mass communication c. Features of mass communication d. Functions of mass communication: entertainment, surveillance, education, interpretation, persuasion, socialization, opinion building. e. Channels of mass communication: traditional folk media, print media, electronic media, new/digital media | 15 Lectures |
| | Unit 3 | Mass Media in India: Brief history and current status of the media- viz. newspaper, radio, television and cinema: a. Its beginning in India b. Milestones in its technological advancement c. Its reach/ total users at present (regional, special, demographic coverage) d. Its ownership, control and governance | 15 Lectures |
| | Unit 4 | Media Types & Presentation Formats: their nature, function and target audience a. Major types of newspapers and magazines b. Major formats of newspaper items c. Major formats of TV programmes d. Major types of films e. Major web based social media / networking sites f. Alternative media - Advantages and disadvantages in citizen journalism, creating YouTube channels, blogging. | 15 Lectures |

References

- Acharya A.N : Television in India, Manas Publications, New Delhi,1987.
- Ahuja B.K. : Mass Media Communication : Theory and Practices, Saurabh Publishing, House, New Delhi, 2010
- Ahuja B. N. : History of Press., Press Laws and Communications , Surjeet Pub. New Delhi. 1989.
- Chattergy P.C. : Broadcasting in India , Sage (II nd ed.) New Delhi , 2000

- Folkerts Jean and Stephen Lacey : The Media in Your Life (3rd ed.) , Pearson Education , 2004
- Joseph M.K. : Freedom of the Press , Anmol Publication. New Delhi, 1997
- Joshi Uma : Textbook of Mass Communication and Media ,Anmol Publications Pvt. Limited, New Delhi ,2002
- Keval Kumar: Mass Communication: A Critical Analysis, Vipul Prakashan, Mumbai, 2002
- Khan & K. Kumar : Studies in Modern Mass Media, Vol.1 & 2. , Kanishka Pub. 1993.
- Narula Uma : Mass Communication Theory and Practice , Haranand, New Delhi, 1994
- Parthasarathy R. : Journalism in India , Sterling pub. New Delhi.1989.
- Puri Manohar : Art of Editing , Prag Publication, New Delhi. 2006.
- Ranganathan Maya and Rodrigues Usha : Indian Media in a Globalised World, Sage, 2010
- Rantanen, Terhi. : Media and Globalisation , Sage, London. 2005.
- Rodman George : Making Sense of Media : An Introduction to Mass Communication, Longman , 2000
- Roy Barun : Beginner's Guide to Journalism and Mass Communication , V& S Publishers, New Delhi.
- Sankhder B M : Press, Politics and Public Opinion in India , Deep Pub. New Delhi, 1984.
- Seetharaman S : Communication and culture , Associate pub. Mysore, 1991.
- Singhal Arvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
- Sr.ivastava K. M. : Media towards 21st Century, Sterling Pub. New Delhi. 1998.
- Vilanilam J.V. : Development Communication in Practice, Sage , 2009

MODALITY OF ASSESSMENT

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks

| Sr. No | Evaluation type | Marks |
|--------|--|-------|
| 1 | One periodical class tests to be conducted in the given semester | 20 |
| 2 | One assignment based on curriculum to be assessed by the teacher concerned | 20 |
| | TOTAL | 40 |

B. External Examination- 60%- 60 Marks

Semester End Theory Examination:

Duration - These examinations shall be of 2 hours.

Semester End Theory Examination: (Deviation from the usual modality)*

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Theory question paper pattern:

Paper Pattern:

| Question | Options | Marks | Questions Based on |
|----------|--|-------|--------------------|
| Q.1 | One Full length essay type question (1 out of 2) | 15 | Unit 1 |
| Q. 2 | One Full length essay type question (1 out of 2) | 15 | Unit 2 |
| Q.3 | One Full length essay type question (1 out of 2) | 15 | Unit 3 |
| Q.4 | One Full length essay type question (1 out of 2) | 15 | Unit 4 |
| | Total | 60 | |

Overall Examination & Marks Distribution Pattern

Semester 3

| Course | RUAACMSC301 | | |
|--------|-------------|----------|-------|
| | Internal | External | Total |
| Theory | 40 | 60 | 100 |

Course Code: RUAACMSC401

Course Title: Mass Communication (Applied Component)

Academic year 2020-21

COURSE OUTCOMES:

| COURSE OUTCOME | DESCRIPTION |
|-----------------------|--|
| CO 1 | Recognizing the role of Mass Media in Indian Context |
| CO 2 | Describe the relation between Mass communication and the idea of Nation |
| CO 3 | Evaluating Media-related Laws in Indian Context. |
| CO 4 | Categorizing and implementing the Functions of media personnel in society. |

NOTE: The students, under CBCS, can choose from four options for the Applied Component Course at SYBA- Investment Analysis/ Mass Communication/ Journalism/ Gandhism at Semesters III and IV.

DETAILED SYLLABUS

| Course Code/ Unit | Unit | Course/ Unit Title | Credits 2 |
|----------------------|--------|--|-------------|
| | | | Lectures |
| RUAACMSC401 | Unit 1 | Special Roles of Mass Media in India : a. Print media as an interpreter and a watchdog b. Radio as a patron of music c. Television and surveillance d. Television and its impact on the Indian family institution e. Television and Consumerism f. Films voicing social problems g. Social networking sites and mass campaigns | 20 Lectures |
| | Unit 2 | Indian Mass Media and National Development: a. Role of media in exposing anti-development elements b. Role of media in strengthening democracy c. Role of media in education d. Role of media in promoting government schemes | 15 Lectures |
| | Unit 3 | Media Related Issues and Laws in India : a. Freedom of expression and Censorship b. The relationship between the media and the government c. Media objectivity, including media bias and political leanings d. Objectionable advertising e. Major laws in India related to media | 15 Lectures |
| | Unit 4 | Roles / Functions of Media Personnel and Career Opportunities in Mass Media | 10 Lectures |

References

- Acharya A.N : Television in India, Manas Publications, New Delhi,1987.
- Ahuja B.K. : Mass Media Communication : Theory and Practices, Saurabh Publishing, House, New Delhi, 2010
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MODALITY OF ASSESSMENT

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks

| Sr. No | Evaluation type | Marks |
|--------|--|-------|
| 1 | One periodical class tests to be conducted in the given semester | 20 |
| 2 | One assignment based on curriculum to be assessed by the teacher concerned | 20 |
| | TOTAL | 40 |

B. External Examination- 60%- 60 Marks

Semester End Theory Examination:

Duration - These examinations shall be of 2 hours.

Semester End Theory Examination: (Deviation from the usual modality)*

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Theory question paper pattern:

| Question | Options | Marks | Questions Based on |
|----------|--|-------|--------------------|
| Q.1 | One Full length essay type question (1 out of 2) | 15 | Unit 1 |
| Q. 2 | One Full length essay type question (1 out of 2) | 15 | Unit 2 |
| Q.3 | One Full length essay type question (1 out of 2) | 15 | Unit 3 |
| Q.4 | One Full length essay type question (1 out of 2) | 15 | Unit 4 |
| | Total | 60 | |

Overall Examination & Marks Distribution Pattern

Semester 4

| Course | RUAACMSC401 | | |
|--------|-------------|----------|-------|
| | Internal | External | Total |
| Theory | 40 | 60 | 100 |