

Resolution number: AC/I(21-22).2(II).RUA17

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 2022–2023)

Course Code: RUAACJOU301

Course Title: Introduction to Journalism (Applied Component)

Academic year 2022-23

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:

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 2022-23

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.
- Parthasarathy, Rangaswami. *Basic Journalism*. New Delhi: MacMillan India Ltd. 1989.
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- 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:

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

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Syllabus for Program: B.A.

Program Code: RUAENG

(Credit Based Semester and Grading System for academic year 2022–2023)

Course Code: RUAACMSC301

Course Title: Mass Communication (Applied Component)

Academic year 2022-23

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:

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 2022-23

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
- Ahuja B. N. : History of Press., Press Laws and Communications , Surjeet Pub. New Delhi. 1989.
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- 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
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- 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
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- Puri Manohar : Art of Editing , Prag Publication, New Delhi. 2006.

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- Rodman George : Making Sense of Media : An Introduction to Mass Communication, Longman , 2000
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- Singhal Arvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
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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:

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