



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

College with Potential for Excellence, Linguistic Minority Institution

Affiliated to University of Madras

Arumbakkam, Chennai – 600 106

UNDERGRADUATE DEPARTMENT OF JOURNALISM

BA JOURNALISM – PROGRAM CODE – 61

SYLLABUS WITH EFFECT FROM 2020-21

CHOICE BASED CREDIT SYSTEM

OUTCOME BASED EDUCATION

Haishuapriya

Head

Department of Journalism
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.

[Signature]

PRINCIPAL

Dwaraka Doss Goverdhan Doss
Vaishnav College
Arumbakkam, Chennai - 600106.

Semester	I	
Subject	CORE I – BASIC JOURNALISM	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Objectives:

This course provides an introduction to the fundamentals of Journalism. It gives an overview of structure of a news organization and explain different roles and their responsibilities.

Unit-I

What is Journalism? - Definition of News, Types of News, Formats, personal attributes of journalist, rights and responsibilities, organization of newsroom, Journalism as profession, Different Kinds of Journalism.

Unit-II

Purpose and meaning of news, Theories of news selection and news sources news values - news judgment and story selection.

Unit-III

Journalism in Action, Journalism as a Decision Making - Various Steps in Decision Making Process, Code of Ethics for Professional Journalists, news organization and structure, Various Positions in news organization, their role and responsibilities.

Unit-IV

Language of news, Styles of writing, Finding and Constructing News Stories, Working with words.

Unit-V

The Process of Newspaper and Magazine Production, New Technology and News media, Understanding News Audiences and Readers, Readership.

Course Outcomes: At the end of the Course, the Student will be able to:

- CO1 Describe different types of news, formats and organization of a news room
- CO2 Distinguish news sources and news values
- CO3 Explain news judgment and story selection
- CO4 Utilize the knowledge gained to make decisions while in action
- CO5 Make use of ethical practices in profession
- CO6 Create news stories

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	I	
Subject	CORE II – HISTORY OF THE PRESS IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Objectives:

This course gives an overview of arrival of printing press in India and its role in reform movement and social awakening. Also it gives an impression on the growth of press in post Independent era.

Unit- I:

Advent of printing press in India.

Unit-II:

Role of press in reform movement and social awakening.

Unit-III:

Press during independence struggle and nationalist movement.

Unit-IV:

Development of vernacular press.

Unit-V:

Growth of the press in post-independent India.

Course Outcomes: At the end of the Course, the Student will be able to:

- CO1 Elucidate about the advent of printing press in India
- CO2 Evaluate the role of press in reform movements and social awakening
- CO3 Analyse the press during independence struggle and nationalist movement
- CO4 Illustrate the development of vernacular press
- CO5 Assess the growth of the press in post independent India
- CO6 Develop knowledge in different printing technologies, processes and recent trends in publishing industry

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	I	
Subject	ALLIED I – DESKTOP PUBLISHING	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	5 Credits / 90 Hours	
Exam Duration	3 Hours	

Objectives: This course will demonstrate the principles of designing, typography and different types of layout. Students will learn to edit photographs and design a page with all required elements.

DTP Basics--Workshop with Desk Top Publishing software, Hardware Orientation (Printers, Scanners, Digital Camera), Image Editing Software (Photoshop etc.)

Practical Work will contain DTP works - Newspaper, Newsletter, Magazine etc. using PageMaker and Photoshop.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Create a DTP work using Adobe InDesign and Photoshop
- CO2 Apply the basics of DTP with Desktop publishing software
- CO3 Analyse different types of layouts in newspaper, newsletter, magazine, etc.
- CO4 Identify image editing software
- CO5 Outline hardware orientation (printers, scanners and digital camera)
- CO6 Make use of suitable elements of design for attractive layout

NON- MAJOR ELECTIVES FOR SEMESTER – I

Objectives:

To give an overview of advent of printing technology and its growth in Asia.

Non-Major Elective – 1: History of Journalism in Asia

Unit 1: Colonialism and the spread of printing technology in Asia

Unit 2: Early attempts in daily newspaper journalism in Asia

Unit 3: The rise of print culture and mass circulated newspapers in Asia during 20th century

Unit 4: History of press systems in the SAARC countries

Unit 5: History of press systems in south East Asia

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the spread of printing technology in Asia
- CO2 Evaluate press system in SAARC countries
- CO3 Summarize early attempts in daily newspaper Journalism in Asia
- CO4 Examine the press system in South East Asia
- CO5 Explain the rise of print culture in Asia during 20th century
- CO6 Examine colonialism and its impact on printing technology

Semester	II	
Subject	CORE I – PRINTING AND PUBLICATION DESIGN	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Objective: The course gives an overview of growth of various printing techniques.

Unit-I

History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.

Unit-II

Principles of printing. (relief, planography etc.) Type-setting methods: hot metal, photo composition and digital. Plate making process. Types of printing processes- Letter Press, Offset, Gravure, Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers, Image setters, Direct-to-plate printing etc.).

Unit-III

Elements of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc., Typography - typeface design, copy fitting, **communication through typography**. Special designs (information graphics, charts, tables boxes etc.).

Unit-IV

Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous; Print order estimation, managing wastage.

Unit-V

New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over-view of printing and publishing industry in India. An over-view of electronic publishing.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Outline the history of printing
CO2	Access the recent technological development of printing processes
CO3	Make use of the elements and principles of printing for preparing layout
CO4	recommend specific type of paper and printing technology for economical production of a newspaper
CO5	Sketch the process of printing and classify the stages of printing
CO6	Outline printing press organization and structure

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	II	
Subject	CORE IV – SOCIAL ISSUES IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Objectives:

This course provides a broad scope for analyzing the different social problems and its causes and repercussions on society. Also this course trains the students to create news stories and bring out the various dimensions of the problem.

Unit – I:

Social problem in India - Social Transformation, Tradition and Modernity, Caste System and its Transformation, **Demographic Trends in India - Population**, Human Development.

Unit – II:

Communalism, Secularism, Uniform Civil Code, Linguistic division of State, Weaker Sections, Regionalism, Reservation Issues, Issues Related to Education.

Unit – III:

Family Issues, Women’s issues, Status, Empowerment, Widowhood, employment, Issues of Drug Addiction, Juvenile Delinquency, Child Labor, Students Unrest, Generation Gap, Consumer Rights and Interests, Social Exclusion and Inclusion, Disability-related issues.

Unit – IV:

Health Related issues in India - Common Health Issues, AIDS, Vaccination, Drugs.

Unit – V:

Environmental issues - Conservation, Pollution etc.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Assess social issues in India
- CO2 Review on various social problems and its implications
- CO3 Evaluate on various causes for social problems
- CO4 Explain various forms in which social problems occur
- CO5 Create news reports on social issues
- CO6 Discuss social problem and its complexities while writing news stories

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	II	
Subject	ALLIED II – WEB PAGE DESIGN	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	5 Credits / 90 Hours	
Exam Duration	3 Hours	

Objectives:

To enable the students to create a webpage applying the principals of designing. Also this course introduces them to the basics of HTML (Hypertext Markup Language) and CSS (Cascade Styling Sheets) and help them navigate to the next page.

Web Design will include Orientation on Dream Weaver and Flash. Focus on News-based Web Page Design.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Create a web page design using Dream Weaver and Photoshop
- CO2 Apply the Principles of Designing to create striking webpages
- CO3 Analyse different types of templates and its purpose in publication industry
- CO4 Identify the elements of webpage design and its role in creating impact
- CO5 Make use of different types of layout for attractive design
- CO6 Compare and evaluate different formats of web page design

Syllabus for NON-MAJOR ELECTIVE - Semester II

History of South Indian Art

Objective:

To introduce students to major milestones in the history of South Indian art and architecture.

Contents:

Unit I: Pallava period (Mamallapuram)

Unit II: Chola period (Brihadishwara temple, Thanjavur)

Unit III: Pandiya period (Great temple, Chidambaram)

Unit IV: Vijayanagar period (Hampi)

Unit V: Nayaka period (Ranganathaswami temple, Srirangam)

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Compare the architecture of Pallava and Chola period
- CO2 Discuss the major milestones in the Pandiya period
- CO3 Interpret the art of Vijayanagar period
- CO4 Explain the significance of art in Nayaka period
- CO5 Criticise the destruction of art and architecture during war
- CO6 Appraise the importance of Brihadishwara temple

Reference:

Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
Dubreuil, Jouveau. *Dravidian Architecture*. Bharat Bharati

Semester	III	
Subject	CORE V – REPORTING AND WRITING	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

Objectives:

This course aims to inculcate the skills of reporting, writing and editing the news for publication. It also helps students to evaluate news sources and get familiarize with different writing styles.

Unit I:

Role and Responsibilities of a Reporter, Sources of News - primary and secondary sources, Finding News, Gathering News, Establishing News Sources and Contacts, Evaluating News Sources

Unit II:

Structure of news reports, report writing - formats, structures, language, style and grammar for reporters, Writing and Technical Skills for Journalist, Basic grammar and common errors in writing news-stories - presentation construction, ensuring copy-flow, Feature writing, interviews and profiles, New-journalism writing style, writing reviews, and other special interest columns, managing news flow, freelancing, rewriting skills. Following style-book.

Unit III:

Basic Grammar for Journalist, Interviewing Skills - Preparation, Planning and Execution, Handling on, off and un-attributed comments, Mechanics and Styles of News Writing, Gathering Information for Features and Special interest Stories.

Unit IV:

Covering crime, courts, fire, press conferences, reporting speeches, reporting public opinion polls, accidents and disasters, Reporting politics, assembly and parliament, business, local government and show business, reporting human interest stories, Follow-ups and eye-witness reporting, Reporting and Writing (Practical) .

Unit V:

Fundamentals of Newspaper and magazine editing - balance, quality, leads grammar, spelling, punctuation, headlining, etc., role and responsibilities of sub-editors, Accuracy and fact checking, traditional editing skills (editors marks, proof reading etc.) page layout and design, news agency copy editing, working with picture editor, computer graphics-information graphics (creation and sizing), Headlines - Form-Types, Structure, Grammar.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Identify the roles and responsibilities of reporter
- CO2 Analyse the structure of news reports
- CO3 Make use of language proficiency in writing reports
- CO4 Adopt good writing skills and create news reports
- CO5 Compose news stories with acquired editing skills
- CO6 Employ ethical values in fact checking the content of the news story

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	III	
Subject	CORE VI – POLITICAL ISSUES IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Objectives:

This course provides a broad scope for introducing different political ideologies, organization of political system in India and the functioning of Public administrative system. It also throws light on the issues of governance and governability.

Unit – I:

Evolution of Political Thoughts in India, Nationalism, Nation and the Nation-state, Democracy and Indian Politics, State and the national Politics – conflicts.

Unit – II:

Democratic Process - Organization of political system in India, Party System, Elections Process, Reforms etc Issues of governance and Governability.

Unit – III:

Public Administrative System in India, People’s Participation in Administration, Local Bodies, Panchayat Raj, Public Distribution System.

Unit – IV:

Marketing Politics - themes and issues.

Unit – V:

Media and politics, Public Opinion, Theories of Politics and Media.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the evolution of political thoughts in India
- CO2 Analyse the democratic process and organization of political system in India
- CO3 Interpret the issues of governance and governability
- CO4 Evaluate marketing politics, themes and issues
- CO5 Relate media and politics
- CO6 Make use of ethics and values in understanding the formation of public opinion and its implications

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	IV	
Subject	CORE VI – INDIAN CONSTITUTION AND LEGAL SYSTEM	
Maximum Marks	CIA- 40 Marks Marks	ESE-100
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Objectives:

This course provides an overview of legal system in India. It gives a basic knowledge on Indian Constitution and provisions. It gives scope to discuss various issues related to Judicial process and the need for reform.

Unit – I :

Nature and Scope of Indian constitution - Historical Evolution. Scope and limitations. Specific Provisions of Indian Constitution relating to mass media.

Unit – II :

Fundamental Rights: Citizenship, Functions of Executive, Judiciary, Legislature, Directive Principles.

Unit – III :

Various Constitutional Amendments.

Unit – IV:

Legal System in India - Judicial Process and Structure, Procedures.

Unit – V :

Issues - Judicial Activism, Issues: Reforming constitution - Is there a need?

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the historical evolution of Indian Constitution
- CO2 Appraise the special provision of Indian constitution relating to mass media
- CO3 Analyse various constitutional amendments
- CO4 Explain the judicial process, procedure and structure
- CO5 Identify the need for reforming constitution
- CO6 Discuss judicial activism and its implications

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	IV	
Subject	CORE VIII – ECONOMIC ISSUES IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

Objectives:

This course provides a broad scope for learning economic issues, its causes and implications on the society. Also it gives opportunity to evaluate various reform policies and global policies and its impact.

Unit I:

Development of Indian Economy, Population Problem, Poverty in India, Economic Inequalities, Regional disparities, Poverty Reduction Programs.

Unit II:

Problem of unemployment, Human Resource Development in India, Energy Crisis.

Unit III:

Agriculture related Problems, Modernization, Green Revolution and its consequences, Agriculture and Growth.

Unit IV:

Industrial Policy, Public Sector Enterprises, Price Control, Capital Scarcity, Low Productivity, Community Development Program.

UNIT V:

Economic Reform, Liberalization, Globalization and its Consequences.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Sketch the development of Indian Economy
- CO2 Evaluate on various economic issues and its implications
- CO3 Elaborate on various causes for economic problems
- CO4 Analyse liberalisation, globalisation and its consequences on Indian society
- CO5 Create news stories on economic issues
- CO6 Evaluate economic reform policies and its success rate

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	IV
Subject	ALLIED IV – BROADCAST JOURNALISM
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/ Instruction Hours	5 Credits / 90 Hours
Exam Duration	3 Hours

Objectives: This course aims to inculcate the skills of reporting and writing for television and radio. It also enable the students to produce live reporting and news casting. It gives awareness on techniques involved in news production.

Unit – I:

Understanding the broadcast media - unique features of TV and Radio as news media vis-a-vis print media.

Unit – II:

TV journalism - functions of a TV reporter - writing for TV news - editing TV news.

Unit – III:

Presenting / reporting TV news from the field – live reporting - legal and ethical issues to be considered in live reporting.

Unit – IV:

Radio journalism – writing for radio news – difference between radio and TV news – reporting from the field.

Unit – V:

Webcasting – citizen journalism – future trends in broadcast journalism.

Course Outcomes: At the end of the Course, the Student will be able to:

- CO1 Explain the unique features of broad cast media
- CO2 Create news suitable for broadcast media
- CO3 Assess the future trends in broadcast journalism
- CO4 Apply ethical values and legal procedures while creating live reporting from the field
- CO5 Make use of editing skills in constructing news for Television and Radio
- CO6 Engage in team work to produce appropriate content for media

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

