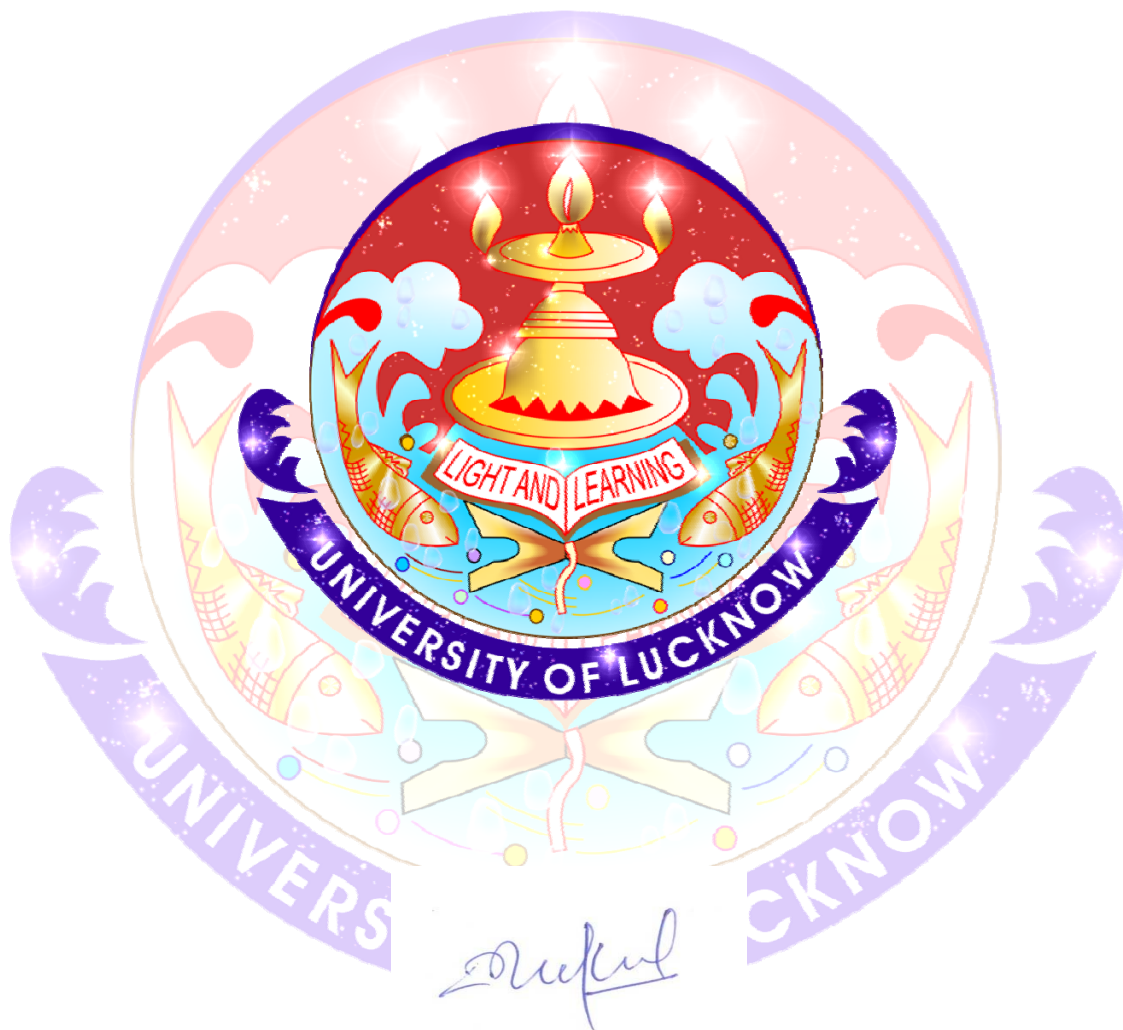


**Syllabus
For
B.A. in Journalism & Mass-Communication
Session 2016-17 Onwards**



**Dr.Mukul Srivastava
Head
Department of Journalism & Mass Communication
University of Lucknow
Lucknow**

Syllabus

B.A. in Journalism & Mass-Communication 2016

BAJMC – I Semester

S.No	Paper	Paper Title
B01	I	Language & Cultural Studies
B02	II	Introduction to Mass-Communication
B03	III	Practical /Viva-voice

BAJMC – II Semester

S.No	Paper	Paper Title
B04	IV	Role of Social Sciences in Mass-Communication
B05	V	Introduction to Journalism
B06	VI	Practical / Viva –Voice

BAJMC – III Semester

S.No	Paper	Paper Title
B07	VII	Message & Mass-Media Audience
B08	VIII	Basics of Reporting & Editing
B09	IX	Practical / Viva Voice

BAJMC – IV Semester

S.No	Paper	Paper Title
B13	X	Basics of Advertising & Public Relations
B14	XI	New Media
B15	XII	Practical / Viva Voice

BAJMC – V Semester

S.No	Paper	Paper Title
B10	XIII	Computer Application
B11	XIV	Photography
B12	XV	Practical / Viva Voice

BAJMC – VI Semester

S.No	Paper	Paper Title
B16	XVI	Writing for Radio & TV
B17	XVII	Mass – Media & Contemporary Social Issues
B18	XVIII	Practical / Viva Voice

**Syllabus
For
B.A. in Journalism & Mass-Communication**

**Semester - I
Paper-I Language & Cultural Studies**

Unit-I

Origin of Languages
History and growth of Languages
Development of Languages
Role of languages in human communication
Difference between Language & speech

Unit-II

Elements of Speech: Articulation, Voice, Fluency, Modulation
Semiotics: Definition & Concept
Semiotic Models of C.S Peirce and Ferdinand Suassure
Codes & conventions: technical codes, symbolic codes
Media language: written, verbal, non- verbal, visual, aural, denotation, connotation

Unit-III

Cultural Studies: An Introduction
Evolution and Culture
Core ideas in Cultural Studies
Structuralism
Marxism
Post Structuralism

Unit-IV

Popular Culture: Trends, Transformations and its impact on Society
Commodification of Cultures and its impact
Oral traditions: Folklore and its importance
Digital Media Culture
Global Cultural Flows
Homogenization and Fragmentation

Suggested Readings:

1. Experiences in interpersonal communication: Prentice Hall Publication, New Jersey
2. Introduction to human Communication: Devito Joseph L
3. Communication Theories, origins, methods and uses in the mass media: Warner J Sever
4. Introduction to Communication Studies: John Fiske, Routledge Communication Series.
5. Meenakshi Gigi Durham and Douglas M. Kellner, Media and cultural studies, Blackwell publishing house, 2012.
6. Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
7. Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
8. Chris Baker, "Theory and Cultural Studies", Sage Publication, 2003.
9. Media aur sanskriti : Roopchand Gautam, Sri Natraj Publishers
10. Sampreshan: Pratiroop Evam Sidhant: Dr. Shrikant Singh
11. Media aur sanvaad : S. Vikram, Sri Natraj Publishers

Paper-II Introduction to Mass-Communication

Unit-I

Communication: Meaning, Definition,
 Nature & Process of human communication
 Elements of communication
 The Seven C's of communication
 Barriers of communication-Physical and Psychological
 Functions of mass communication
 Kinds of Communication: Intrapersonal, Interpersonal, Group & Mass Communication

Unit-II

Models of communication: Need & Relevance
 Indian Model of communication: Sadharnikaran
 Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication,
 Shanon -Weaver Model, Schramm Model
 Components of Mass Communication: Mass Media, Mass messages, Mass Audiences

Unit-III

Communication theory: Need & relevance
 Bullet theory, Hypodermic needle theory; Difference and importance
 Agenda setting theory, Users and gratification theory
 Normative media theory: Authoritarian, Libertarian, Social responsibility, Soviet Media Theory

Unit-IV

Mass Media Communication: Newspaper, Magazine, Radio, Television
 Films, Internet
 Future trends in Mass-Communication
 Role of Mass-Communication in development
 Impact of mass Communication: areas of danger
 Globalization and Mass-Communication

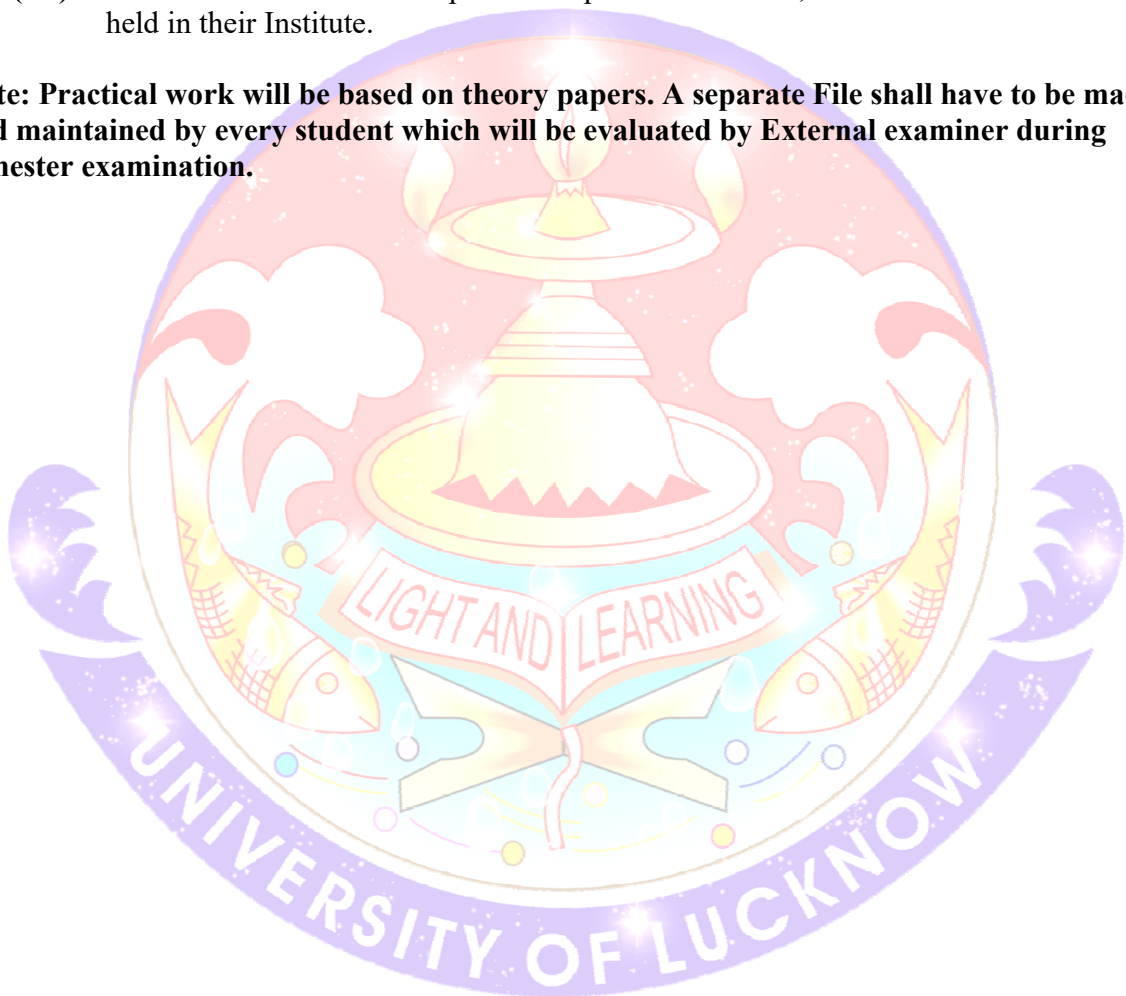
Suggested Readings:

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction:Denis McQuail:Sage Delhi
3. Mass-Communication: Concepts and issues: D.V.R Murthy:Olive green:Kochi
4. Mass-, Culture, Language and arts in India:Mahadev L.Apte:Popular Prakashan Mumbai
5. Towards sociology of Mass-Communication: Denis McQuail:Collier –Macmillan
6. Introduction to Communication Studies: John Fiske: Methuen London
7. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press
8. Bharat Men Sanchar aur Jansanchar:J.V.Vilanilam:M.P. Hindi Granth Academy Bhopal
9. Soochna, sanchar aur samachar: Dr. Mukul Srivastava, New Royal Publications

Paper-III Practical /Viva-voce

- (I) All the students have to translate 05 stories either English to Hindi or Hindi to English.
- (II) All the students have to write an essay (500 words each) or presentations on Various Social, Political, Economical issues (Minimum 10 Slides) and submit it in CD Format/File to the concerned Department.
- (III) All the students have to Prepare 03 Reports for Debates, Discussions and Seminars held in their Institute.

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.



B.A. in Journalism & Mass-Communication Semester-II

Paper –IV Role of Social Sciences in Mass-Communication

Unit-I

Historical backgrounds of social sciences in Indian Context
 Nature and scope of Sociology in Mass-Communication
 Social groups, Family, Community, Institution, Institution, Society
 Social change: Concept, Process; Types of Social change and Social change agents
 Media and Social Change, Technology for Social Change

Unit-II

Introduction to Psychology
 Nature and scope of Psychology and its relationship with Mass-Communication
 Applications of Psychology: Behaviour and attitude
 Contemporary Perspective: Biological, Psychoanalytical, Humanistic, Evolutionary, and Cross - Cultural
 Cognitive process: Perception, Learning and thinking
 Intelligence and creativity

Unit-III

Introduction to political thoughts: Karl Marx, Plato, Aristotle
 Need and significance of Political thoughts in Media studies
 Fundamental Rights, Human rights,
 Equality and Justice
 Political Participation and Democracy
 Basic Features of Indian Constitution
 Indian Political System, Multi-Party Systems – National and Regional Parties

Unit-IV

Introduction of Economics
 Nature and scope of Economics
 Basic feature of Indian Economy
 Economic Planning in India
 Liberalization and Globalization
 Essential Economic terms which are frequently used in media: Per capita Income, G.D.P, Budget, Inflation, FDI, Stock Market, Devaluation etc.

Suggested Readings:

1. Indian Economy: Dutta & Sundram
2. Indian Constitution: Kashyap
3. Political Theory: H.D. Aashirvadam
4. Structure of Sociological Theory: J.H. Turner
5. Social Theory: Lemort
6. Indian Political Thought: Hari Hara Das
7. Atkison and Hilgard(2002). Introduction to Psychology. Newyork: Thomson Wadsworth.
8. Arthshastra ke sidhant : Mishra & Puri
9. Indian constitution :(In Hindi) Shukla
10. Pashtay Rajneetek Vicharak :Dr.Bhairav Dutta Tiwari

11. Rajneeti ke Sidhant: B.K. Tiwari
12. Samajik Anusandhan Ke Mool Tatva: Sunil Goyal
13. Bhartiya Samaj: Sunil Goyal
14. Bhartiya Samajik Vyavastha: Ahuja



Paper-V Introduction to Journalism

Unit-I

Journalism: Origin & Growth

Press as a fourth estate

History of Printing (India & world)

Types of printing: Offset lithography, Flexo, Digital, Gravure and screen printing

Eras of Hindi Journalism

Journalism & Social reforms

Unit-II

The language scenario in India-Major Indian language newspaper

Regional Journalism: Role of Indian language newspapers in shaping outlook and cultural identities.

Renaissance in Bengal, Social reform in Maharashtra and Tamilnadu & Uttar Pradesh

Role of Indian Newspapers: Pre independence & Post independence

Growth of news agencies in India: PTI, ANI, UNI, BHASHA, VARTA

Unit-III

Types of Journalism, Journalism Education, Journalism as a Profession

Role and responsibilities of Journalist

Scope of Journalism

Code of ethics in Print media, Electronic Media (Radio & TV)

Challenges from other media: Radio, TV, Web & Film etc.

Unit-IV

Professional & Statutory bodies of Media: First press commission, Second press commission, Press council: Composition, power & functions etc.

Audit bureau of Circulation

Press information bureau, IRS, NRS, NBA, Web analytics, Radio Audience Measurement

Suggested Readings:

1. Journalism and Politics: M.Chelapati Rao:Vikas publication New Delhi
2. Indian politics and role of the press:Sharad Karkhanis :Vikas publication New Delhi
3. Role of press in the freedom movement: M.Bhargwa:Reliance :New Delhi
4. Professional Journalism:M.V. Kamath: Vikas publication New Delhi
5. Mass-Communication and Journalism in India :D.S. Mehta :Allied Publishers Delhi
6. Professional Journalism: Patanjali Sethi:Orient Longman Mumbai
7. Press in India : Annual report of the registrar of News paper for India:Publication Division New Delhi
8. The History of Press in India:B.N.Anja :Surgeet Publication New Delhi
9. The Romance of Indian Journalism:J.Basu:Kolkatta university Press Kolkatta
10. Bharat Men Sanchar aur Jansanchar:J.V.Vilani:M.P. Hindi Granth Academy Bhopal
11. Soochna, sanchar aur samachar: Dr. Mukul Srivastava, New Royal Publications

Paper-VI Practical /Viva-voce

- (I) All the Students have to make a file on different news based on the each subject mentioned in the syllabus of paper no IV. (Five News from each Subject)
- (II) Make a file on news articles of PTI, UNI, BHASHA, VARTA which are published on different newspaper with credit line of these news agencies.(5 articles each)

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.



B.A. in Journalism & Mass-Communication
Semester-III
Paper-VII Message & Mass-Media Audience

Unit-I

Message: Concept and genesis

Effective messages: Clarity, Coherence and consciousness, Credibility of the source, Persuasion, Rhetorics, Audience participation,

Enhancing impact of Messages: Pathetic Stories, Statistics in support of correctness, Emotional appeal, Perception filter.

Message and Media Relevance

Unit-II

Qualities of Messages

Psychological Principles of messages: Selective Exposure, Selective Perception, Selective retention, Cultural insulation

Elements of Messages

Hot and Cold messages

Difference between Media messages: Print, Electronic, Web and Film

Role of Creativity in message formation

Unit-III

Meaning of Mass, Group, Public, Crowd

Concept of Audience: Media reach, Media access, Media exposure, Media effects

Duality of audience, Rise of audience

Type of audiences: Elite audience, General audience, specialized audience,

Audience as a market

Unit-IV

Nature of audience experience: Media explosion, Audience feedback systems: Market based feedback: Audience decision making, direct feedback, Media reviews, Research based Feedback

Audiences of Various Media: Multiple media usage, Newspaper and magazine readership, Radio listeners, Television viewers, Film audiences, Book readers, Web User

Suggested Readings:

1 .Brian Winston, Messages: Free Expression, Media and the West from Gutenberg to Google, Routledge, 2005.

2. Jack Lule, Understanding Media and Culture: An Introduction to Mass Communication.

3 .Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown-Media Literacy_ Keys to Interpreting Media Messages-Praeger (2014).

4. Marshall McLuhan, Quentin Fiore-The Medium is the Massage (2005).

5. Marshall McLuhan, W. Terrence Gordon-Understanding Media_ The Extensions of Man_ Critical Edition-Gingko Press (2003).

6. Professor Patrick Barwise, Professor Andrew Ehrenberg-Television and Its Audience (SAGE Communications in Society series)-Sage Publications Ltd (1988).

7 .Richard Butsch-The Citizen Audience_ Crowds, Publics, and Individuals (2007).

8. Professor Barrie Gunter-Media Research Methods_ Measuring Audiences, Reactions and Impact (1999).

9. Elizabeth M. Perse-Media Effects and Society (Lea's Communication Series) (2001).
10. Bhartiya Samaj: Sunil Goyal



Paper-VIII Basics of Reporting & Editing

Unit-I

News: Definition & Type, Sources of news
 Elements of news, Structure of News Story: Intro, Body (Inverted Pyramids) etc.,
 Types of Intro or Lead
 News Value judgement
 Qualities & Responsibilities of Reporter

Unit-II

News Writing Process
 Problems in News Writing
 Headline: Meaning, Significance Writing and types
 Interview: Methods, Importance and types
 Book review, Film Review
 Feature: Definitions, Importance and Types of Features

Unit-III

Editing: Meaning, Definition & Need
 Newsman's language; sentences and their structure, Negative and double negative expression
 Attributions and identification of sources
 Role of sub editor, Qualities & Duties of Sub editor
 Structure of editorial Department, Proof reading symbols

Unit-IV

Different types of Beat & Importance
 Cultural reporting, Political Reporting
 Data journalism, Intercultural journalism
 Science & Technology reporting
 Education Reporting, Environmental Reporting
 Crime reporting

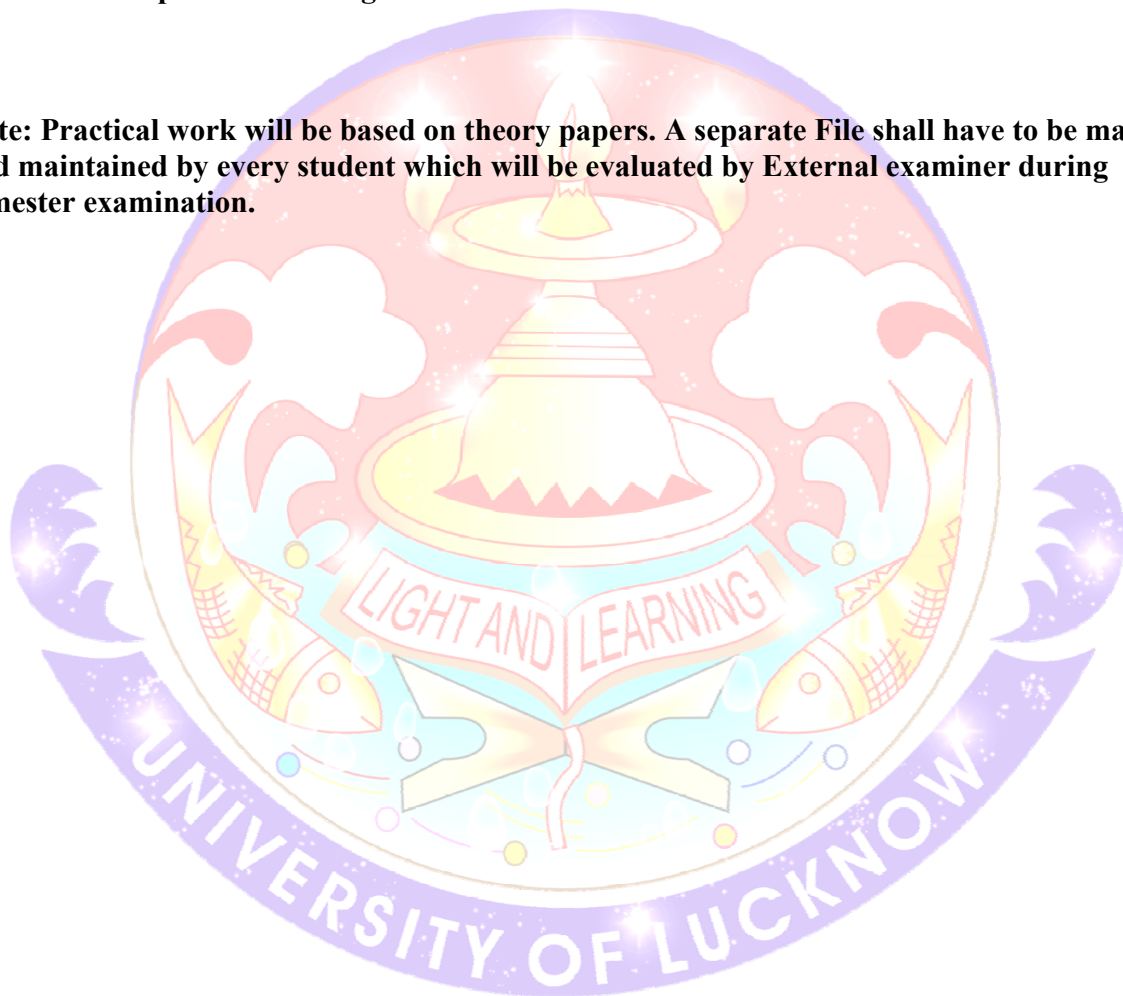
Suggested Readings:

1. News Writing:George.A.Hough:Boston Hough miffin company.
2. News culture:Allen Stuart:Buckingham open university press.
3. Modern Journalism and News writing:Savita Chadda
4. Basic Journalism:Rangaswami Parthasarathi,Macmilan India Ltd.
5. Editing deign and book production:Foster Charles,Journy London
6. News Editing Theory and practice: Sourin Banerji:K.P. Bagchi and company New Delhi.
7. Sanchar madhyam aur electronic media: Gyanendra Rawat, Sri Natraj Publications
8. Soochna, sanchaar aur samachar: Dr. Mukul Srivastava, New Royal Publications
9. Patrakarita ke vibhinna swaroop: Gyanendra Rawat, Sri Natraj Publications

Paper-IX Practical /Viva-voce

- (I) All the students have to make a file of news articles on Cultural, Political, Data and Intercultural Reporting.(5 articles on each topics)
- (II) All the students have to make a poster on a social issue and create a slogan for the same of A3 size. **All the students have to place their name and photograph on the poster on the right hand bottom side.**

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.



B.A. in Journalism & Mass Communication
Semester IV
Paper –X Basics of Advertising & Public Relations

Unit-I

Introduction –Definition, Meaning concept,
 History & development of Advertising
 Types of Advertising
 Types of advertisement appeals
 Basics of Advertising copy writing & Visualization

Unit-II

Advertising and Society
 Ethics in Advertising
 Advertising Agency: Structure, Function & Type
 Writing Effective Radio, T.V & Web Copy
 Print copy writing process

Unit-III

Public Relations: Introduction, Background, Definitions, concept, scope,
 Public Relations agency: Functions & Role
 Public relations in an organization: PR and Management, Relations with Chief executive,
 The entrepreneurial PR
 Difference between Public Relations- Propaganda, Publicity, Public Opinion,

Unit-IV

Writing for PR: Press Release, Press note, Handout, Speech writing, background materials,
 Citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the
 meeting,
 Scheduling and handling of press Conference: Press get-together, Press Meet, Checklist of Press
 kit.
 PR and Media Relations, Government relation, Crisis communication

Market Research

Suggested readings

1. Allen H, Frank E Walsh : Public relations practices
2. Anil Basu : Public relations: Problems and prospects with case studies
3. David Ogilvy-Ogilvy on Advertising-Prion Books Ltd (2007)
4. Sean Brierley, The Advertising Handbook
5. Iain MacRury-Advertising (Routledge Introductions to Media and Communications) -
 Routledge (2009).
6. Helen Katz The Media Handbook- A Complete Guide to Advertising Media Selection,
 Planning, Research, and Buying (Volume in Lea's Communication Series) 2003.
7. (LEA's communication series) Krishnamurthy Sriramesh_ Dejan Vercic, The global
 public relations handbook: Theory, research, and practice-Routledge (2009).

8. Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber-Public Relations_ Strategies and Tactics, Global Edition-Pearson Education Limited (2014).
9. Alison Theaker, The public relations handbook.
10. William Dinan, David Miller-A Century of Spin: How Public Relations Became the Cutting Edge of Corporate Power (2007).
11. Jansampark aur vigyapan: Santosh Goyal, Sri Natraj Publications
12. Hindi vigyapanon ka samkaleen vimarsh: Shivnarayan, Sri Natraj Publications

Paper- XI New Media

Unit-I

Online Communication: Meaning and definition, Features of Online Communication; Internet: Characteristics, Networking, ISP and browsers, Types of websites, Video conferencing, Webcasting, Podcasting.

Unit-II

Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance, NWICO: New World Information and Communication Order, Convergence: Need, nature and future of convergence, Emerging Trends: Mobile Technology, Social Media & Web 2.0

Unit-III

Traditional vs Online Journalism-difference in news consumption, Presentation and Uses, Online Writing & Editing: Do's and Don'ts, Blogs - RSS - Atom and podcasts:- Wikis - Wikipedia versus Britannica - Photo Sharing - Podcasting - Video Podcasts – Screen casts.

Unit-IV

Cyber Crimes & Security: Types and Dimension, Cyber Laws & Ethics and the difficulty in enforcing them, Elements & Principles of Web Designing, Basic Programming for Web Designing-- HTML

Suggested Reading

1. New Media: A Critical Introduction, Martin Lister, Taylor & Francis, 2009
2. The Internet: An Introduction to New Media, Lelia Green, Berg, 2010
3. Leah A. Lievrouw, Sonia Livingstone (ed.), *The Handbook of New Media*, SAGE, 2002
4. Logan, Robert K. (2010) *Understanding New Media: Extending Marshall McLuhan*, New York: Peter Lang Publishing
5. Castells, Manuel, (1996) *Rise of the Network Society, The Information Age: Economy, Society and Culture volume 1*, Massachusetts, Blackwell Publishing
6. *Cyber Law of Information Technology and Internet*, Anirudh Rastogi, 2014
7. *Samachar lekhan aur web patrakarita*: A.Kulshreshtha, Sri Natraj Publications

Paper-XII Practical /Viva-voce

- (I) All the students have to make their blogs, social media presence by writing 05 stories on their blogs and social media platform submit the printout to the concern Department blog should be identified with their name and photograph.
- (II) All the students have to make their Institute's House Journal of at least of 20 pages including articles, Photographs, and stories etc.

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.



B.A. in Journalism & Mass Communication
Semester V
Paper -XIII Computer Application

Unit-I

Introduction to computers
 Definition classification and type of computers
 Computer hardware and software
 Memories, types of memories, storage devices
 Application of computer in various fields related to media: Print electronic and film etc.

Unit-II

Introduction to operating systems: MS windows, Linux, MS DOS
 Introduction to designing and photo editing software: Coral draw & Photoshop
 Introduction to text formatting software: Page maker, MS word and InDesign
 Data processing, data representation and data organization

Unit-III

Introduction to multimedia and animation
 Introduction to MS power point, Presentation manager
 Import and assembly of files software related to audio and video: cool edit, windows movie maker
 Desktop Publishing: Concept, Rules of DTP, Common Mistake while DTP

Unit-IV

Introduction to Internet: Concept and development
 World Wide Web and Online media
 Tools and services on Internet
 Browsing the Internet
 Internet protocols, domain name systems,
 Internet functions: e-mail, searching and downloading information
 Security issue on internet

Suggested Readings:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave: Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
6. Introduction to Information Technology: Chetna Srivastava

Paper-XIV Photography

Unit-I

Mass-Communication & Photography
Origin and history of Photography
Development of photography in Indian context
News Photography
Qualities of Photo journalist

Unit-II

Different Parts of camera
Camera: Classification Merit demerit analysis (Special reference to SLR & TLR)
Depth of Field
Light meter: Incident light meter & reflected light meter
Aperture: Effects of varying the aperture, f number, Focusing

Unit-III

Role of Light in Photography
Rule of thirds
Role of Filters and Reflector
Types of lenses: Zoom Macro Wide Tele etc
Colour temperature and its relevance

Unit-IV

Introduction to Digital Photography
Aesthetics of Photography: Power of the visual and composition
Resolution and different formats: JPEG, TIFF, BITMAP, GIF
Photo Editing
Software for photography: Adobe Photoshop

Suggested Readings:

1. Colour/Filter/Slides/Enlarging/Low Light/Exposure: Focal Guide
2. Encyclopedia of Photography: Focal Press
3. Photo Journalism: Rothfein
4. 35 mm. hand book: Michael Freeman
5. The Photographer's hand Book: John Hedgecoe
6. The Manual of Photography: R.E.Jacobson
7. Basic Photography: Michael Langford
8. Photography-Art & Technique: Alfred A.Blaker

Paper-XV Practical /Viva-voce

- (I) All the students have to design two pages of Newspaper in A3 size using InDesign software. PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D format to the concerned Department.
- (II) All the students have to create a photo feature with at least 07 photographs of size 12x15 inches and submit the print out of the same in the concerned Department.

Note: Practical work will be based on theory papers .A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.



B.A. in Journalism & Mass Communication
Semester VI
Paper –XVI Writing for Radio & T.V.

Unit-I

Radio an Introduction: History and growth

Characteristics of Radio

Challenge to Radio from Television and other Media

Essential production techniques: Writing for ears, spoken language, narration, sound effects, Ad-libbing

Unit-II

Creativity in radio writing

Art of writing different Radio Programme Formats: Fictional programmes and non-fictional programmes

Principles of writing for radio

Non-fictional programmes

News, Talk-shows, Commentary, Feature, Interview, Phone in Programme, Radio Bridges, Spots, Sponsored Programmes,

Unit-III

Television an introduction: History and growth

TV as an audio visual medium

Characteristics of Television

Essentials of Television writing

Recent trends in Television Broadcasting in India

Unit-IV

Broadcasting writing techniques and styles

News writing for T.V

Types of television production and their features

TV and information: news, news reporting, news packaging, lifestyle news

Recent trends in new programmes: bulletins, magazine, debate, forums

Sources for Television News

T.V. reporting techniques

Scripting For Television

Suggested Readings:

1. The work of Television Journalist: Robert Tyrell :Focal Press London
2. Broadcast Journalism: S.C. Bhatt :Har anand Publications New Delhi
3. Writing News For Broadcast: Edward bliss and M. John Patterson
4. Technique of Radio Production: Robert McLeish: Focal Press London
5. Broadcasting and the people: Masani Mehra: National Book Trust New Delhi
6. Indian Broadcasting: H.R. Luthra: Publication Division New Delhi
7. Radio drama-Theory and Practice: Tim Crook London
8. Broadcast news writing, Reporting and Producing: Ted White: Focal Press

9. Broadcast Journalism: Andrew Boyd:Focal Press
10. Soochna, sanchaar aur samachar: Dr. Mukul Srivastava, New Royal Publications
11. Media lekhan kala: S.P Dixit, New Royal Book Company
12. Television Patrakarita: Devvrat Singh, Sri N Publications

Paper- XVII Mass – Media & Contemporary Social Issues

Unit-I

Women's Issue in media, Historic status of women in Society and culture
 Status of Women: Legal status of women, Economic and Political Status
 Portrayal of women in Media: Portrayal of Women on T.V.
 Portrayal of women in advertisement, Print Media and Women issue

Unit-II

Consumerism: Concept and Definition
 The rights of buyers and sellers
 The origin of consumerism
 Advertising and consumers
 Consumerism: Role of Media

Unit-III

Media and human rights
 Concept of Human Rights
 U. N. declaration of human rights
 Human rights Scenario world over
 Human rights and the Indian context
 Role of Mass-Media: Film, Radio, Print, T.V

Unit -IV

Environment and media
 Environment issue and the Indian context
 Role of media Agriculture issues v/s Environment
 Globalization and the Media
 Communication Imperialism

Suggested Readings:

1. The future of consumerism: Bloom, Paul N and Smith Ruth B. Lexington mass
 Lexington Books,(1986)
2. Women Television and Rural development: Binod C agrawal and Kumkum Rai New
 Delhi: National Publishing house (1988)
3. Women and Media: Analysis, alternatives and Action: Kali for Women 1984
4. Passing of Traditional Society: Denial Lerner: Free Press New York
5. Culture Communication and Social Change: P.C.Joshi
6. Great Indian Middle Class: Pawan K. Verma: Viking Publication Delhi.
7. Human rights and Media(In Hindi): Dr.Mukul Srivastava: Atlantic Publication: New
 Delhi 2006

8. Bhartiya bhashaon mein mahila lekhan: Aasharani Vohra, Sri Natraj Publishers

Paper-XVIII Practical/ Viva –Voce

- (I) All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview. **(One each)**
- (II) All the students have to write **05** articles on any two current social issue and make a separate file and submit it to the concerned Department.

Note: A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.

