

**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



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## **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.Vilanilam:M.P. Hindi Granth Academy Bhopal
11. Soochna, sanchaar 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.**

