



VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

JNANASAGARA CAMPUS, BALLARI-583105

**Department of Studies in
Journalism and Mass
Communication**

IV Semester Syllabus

Bachelor of Arts

With effect from 2021-22 and onwards

DSC 7: Introduction to Communication

Course Title: Introduction to Communication	Course code: 21BA4C7JC7
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Organize and articulate the elements and process of communication
2. Understand the importance of Mass Communication and the practical uses of theories of mass communication in a democracy.
3. Techniques of using different media for the propagation of ideas

DSC 7: Introduction to Communication

Unit	Description	Hours
1	Concept of Communication: Nature, scope and Process of communication, functions and significance of communication, Levels of communication – Intrapersonal, Interpersonal, group communication and mass communication; Types of Communication - Verbal & Non-verbal, Formal & Informal, Oral & Written; Organizational Communication.	10
2	Mass communication: Meaning, Definition, Nature and Scope, Types of Mass Media, Print, electronic and New Media, Mass media and society- Role of communication in cultural promotion, social transformation and national development.	08
3	Communication models: Aristotle's Model, Berlo's model, Lasswell's model, Shannon & Weaver, Osgood model and Schramm's model, Dance's Model.	08
4	Communication Theories: Magic bullet, Cognitive Dissonance, two-step flow, diffusion of innovation, Agenda setting, Cultivation Analysis Theory.	08
5	Listening skills: Listening, types of listening, barriers to listening, effective listening skills. Reading skills: Model of reading to learning, reading tactics and strategies, reading purposes, kind of purposes and associated apprehensions, reading for meaning, reading outcomes.	08

References:

1. Business Communication - K.K.Sinha (Galgotia Publishing Company)
2. Communication – Asha Kaul (Prentice Hall India)
3. Communication – C.S.Rayadu (Himalaya Publication)

4. A Practical Grammar of English – Thomson & Martinet
5. Improve your word power – R. Birley
6. Student Companion – (Rupa)
7. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
8. Issues in Mass Communication by JS Yadav & Pradeep Mathur
9. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
10. Theories of Mass Communication by De Fleur and B. Rokeach
11. Perspectives in Mass Communication by Agee, Ault, Emery
12. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub. Company, New Delhi.

Date

Course Coordinator

Subject Committee Chairperson

Name of the Department: Journalism and Mass Communication

Semester-IV

DSC 8: Development Journalism

Course Title: Development Journalism	Course code: 21BA4C8JC8
Total Contact Hours: 42 hours	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Understand the basic concept of Development and Development Journalism
2. Use different media for development stories
3. Analyse different case studies pertaining to media and development

DSC 8: Development Journalism

Unit	Description	Hours
1	Concept of Development: Definition, Scope and Objectives; characteristics, Development Indicators, Millennium development goals, Sustainable development goals, Role of UN agencies in development.	10
2	Media and Development: Models of Development - Western-Liberal, Welfare, Gandhian, Panchayat raj., Indian Press and its role in development – Pre- and Post independence; Public Information Campaigns; Alternative media for development - Folk media and theatre	08
3	Journalism as a Change Agent: Developmental Journalism – Meaning, Definition and Significance, Potential and Challenges; Advocacy Journalism; Participatory Journalism, Online Activism	08
4	Development models: Rural Television, communication campaign for development, models of experimental projects, White Revolution, Green Revolution. Bihar's development Model, Kerala Development Model	08
5	Case studies: Media discourse on development; agriculture and poverty alleviation, Media and Education, Media and consumerism, Media and corporate accountability, gender issues, LGBTQ, racism, child trafficking, child labour.	08

References:

1. Understanding Development communication- Uma Joshi
2. Communication, Modernisation & Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
3. India Economy- Ruddar Dutt, K.P.M. Sundharam

4. International Development Communication- bella mody
5. Traditional Media and Development Communication- K. Madhusudan
6. Development Communication – V.S. Gupta
7. Narula, Development Communication: Theory and Practice
8. Melkote, Communication for Development in the Third World. New Delhi: Sage Publication
9. Mody, Designing for Development Communication
10. Sainath, P, Everybody loves a good drought. Penguin Books
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Date

Course Coordinator

Subject Committee Chairperson

