

CHRIST UNIVERSITY
Bangalore- 29

Undergraduate Department of Journalism

The undergraduate department of Journalism programme aims to provide a firm foundation for the students to either directly get into print/broadcast media or go in for higher studies. The course is a combination of theory and practice. It provides the theoretical basis for understanding the various applications in journalism.

The first four semesters provide a firm background in journalism. The fifth and the sixth semester is aimed at going beyond the confines of print journalism and exploring avenues in advertising, public relations and broadcasting. It also has a paper to critically mould the thinking of students when it comes to debates in the field of journalism.

Each of the papers is supported by some practical inputs in the form of either a lab journal or a news production. Students are required to learn editing software like QuarkXPress and Pinnacle.

The classes will, as far as possible, be interactive. Journalism is not a subject that can be imbibed without questioning. Presentations by students will supplement the teaching in class.

Industry experts will augment the classroom teaching. Guest talks on topics that are important for the students are frequently organized. Workshops in Editing Skills and Public Relations Practices will look at the application of the theoretical inputs. Institution-Industry tie-ups will go a long way in securing the students contacts for internships and placements.

BA Journalism Course Objectives

The journalism course is aimed at giving the students more than just an overview of the subject; it intends to make the students ready for a career in print journalism/broadcast journalism and related areas. There will be seven core papers in journalism, covering a broad spectrum of areas of journalism and mass communication. An elective is added for the sake of giving the students an opportunity to specialize. The course will also have a parallel set of certificate courses offered by the department, aimed at more specialized areas and skills. The theory papers will aim at making the students aware of the field, the practical and skill-based papers will go a long way in equipping them for the job. It is seen that a broad-based knowledge of the various subjects gives a journalist the perspective in understanding the issues and writing intelligently and in the proper context and right perspective for the lay readers.

The journalism department is also going to utilize the knowledge and skill of the experts from various fields in order to provide the students the very best. Similarly, there will be concerted effort to tap the resources of experienced journalists, who shall bring in their knowledge and expertise.

The journalism student will be expected to bring out lab journals regularly, and in the third semester they will produce a newspaper as part of the course requirement.

Methodology

The teaching methodology will vary from paper to paper. In all, classroom lecture will be supplemented with student presentation, discussion, and class assignments and by use of audio-visual media like LCD, where necessary. In some of the papers, the students will be organizing the programme and learning from the experience, like in case of Press Conference and Speeches. Working on lab journals will be the method through which they will get practical exposure in reporting, editing and page design.

The methodology will be consistent with the best educational institutions where experimentation is a way of life. Case studies, content analysis, small research projects and critiques of papers from professional journals will form an integral part of the teaching-learning process. The main goal behind pedagogical practices would be a simulated atmosphere for learning. As such the only constant feature of methodology would be change and innovation.

CHRIST UNIVERSITY
Bengalooru
Department of Media Studies
BA in Journalism
Course Structure

I Semester

SUB CODE	SUBJECT TITLE	HOURS	MARKS	CREDIT
JOU 131	Introduction to Communication	5	100	4

II Semester

SUB CODE	SUBJECT TITLE	HOURS	MARKS	CREDIT
JOU 231	Principles of Journalism	5	100	4

III Semester

SUB CODE	SUBJECT TITLE	HOURS	MARKS	CREDIT
JOU 331	Reporting and Editing Practices	5	100	4

IV Semester

SUB CODE	SUBJECT TITLE	HOURS	MARKS	CREDIT
JOU 431	Writing for Print	5	100	4
Elective				
JOU 432	Writing for New Media	5	100	4
Elective				

V Semester

SUB CODE	SUBJECT TITLE	HOURS	MARKS	CREDIT
JOU 531	Press Laws and Ethics	4	100	3
JOU 532	Public Relations and Advertising	4	100	3

VI Semester

SUB CODE	SUBJECT TITLE	HOURS	MARKS	CREDIT
JOU 631	Critical Media Debates	4	100	3
JOU 632	Television Production	4	100	3

Certificate Courses: 1 Credit each

Two certificate courses are offered by the department in collaboration with the Center for the Study of Culture and Society (CSCS). They are open to students from all streams and outsiders. The objective behind the certificate courses is to give the capable students a chance to think differently and critically on issues that are all around us.

Course # 1- CET 101 Introduction to Culture Studies

Course # 2- CET 102 Gender and Culture

JOU 131- Introduction to Communication

5 hours/ week - 4 credits

75 Hours

An introductory paper that gives a broad overview of the field of communication and the evolution of mass communication in the modern context. The paper is aimed at introducing the student to the historical growth of media, the auxiliary areas and the scope they have before them. Basically the student understands how communication works and what his role could be in a media organization.

Module 1: What is communication? Definition, nature, scope, functions. The Communication process- the variable. Types of communication- intrapersonal, interpersonal, group and mass communication. Communication and change. Communication and society.

Module 2: Theories of Communication. Communication Models- Aristotle, Schramm, Berlo, Shannon and Weaver, Laswell, Dance. What makes for effective communication- the parameters? Theories on communication effect- magic bullet/hypodermic needle, two-step, limited effect. Role of audience in communication.

Module 3: Growth and evolution of different media- print, radio, television, cinema. Traditional and folk media. The different facets of mass media.

Module 4: New Media- meaning, definition and features. Web-based communication- online newspapers and journals. Limitation and current trends. Future of the Web.

Module 5: Communication terminologies and phrases.

Course Text: Kumar, Keval.J. (1991). *Mass Communication in India*. Jaico Publishing House, Bombay.

Reference Books:

1. Baran, Stanley J and Dennis K Davis (1999). *Mass Communication and Man - Mass Communication Theory* (2nd Edition). Thomson/Wadsworth, USA.
2. Mehta, D.S. (1982). *Mass Communication and Journalism in India*. Allied Publications, New Delhi.
3. Black, Jay and Jennings Bryant (1992). *Introduction to Mass Communication* (3rd Edition). Wm.C. Brown Publications, USA.
4. Bittner, John.R. (1989). *Mass Communication- an Introduction*. Prentice Hall, New Jersey, USA.
5. Ahuja and Chhabra (1989). *Communications*. Surjeet Publications, New Delhi.
6. MacBride, Sean (Ed). (1982). *Many Voices, One World*. Oxford &IBH Publishing Co., New Delhi.

Question Paper Pattern- End Semester Exam

Module	Section A	Section B	Section C
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	Short Notes (5 marks) any 6 of 8	Short Answers (10 marks) any 4 of 5	Long Answers (15 marks) any 2 of 3
1	2	2	
2	2		1
3	1		1
4	1	2	1
5	2		
Total Questions	8	5	3

JOU 231- Principles of Journalism

5 hours/ week - 4 credits

75 Hours

The paper intends to introduce the students to the basic concepts, history and scope of journalism. In other words, the papers that follow in the next two years will be a take-off from the topics dealt in here. From the past to the present, from the West to India the students are taken through the whole array of what is in store for them in journalism.

Module 1: A brief introduction to journalism- history and evolution, definition, meaning and scope. Functions of journalism, kinds of journalism, and principles of journalism. British and American style of journalism.

Module 2: The pioneers of Indian journalism- James Hickey, Horniman, Raja Rammohan Roy, M. K. Gandhi. Growth of language press. Press before independence. Role of press in freedom struggle. Press after independence. Press during emergency. Indian press today.

Module 3: Role of press in a democracy, concept of freedom of press. Theories of the press- Authoritarian, Libertarian, Social Responsibility and Soviet Communist. Additional press theories- development and democratic press theories. Freedom of the press and social responsibility. Press and ethics.

Module 4: Introduction to Kannada journalism- growth and evolution. Struggle for identity- state reorganization. Tabloid press in Karnataka. Problems faced by Kannada newspapers. Present trends.

Module 5: Concepts related to newspapers- anatomy of a newspaper- masthead, teasers, headlines, lead, body copy, bylines, hard news and soft news, editorial page- editorials, letters to the editor, middle. Op-ed page, political cartoons, ad-news ratio.

Module 6: Newspapers and globalization. Newspaper and other mass media jargons.

Course Text: Parthasarthy, Rangaswami. (1989). *Journalism in India*. Sterling Publications Pvt. Ltd. New Delhi.

Reference Books:

1. Hutchins, John.M. (1974). *A Free and Responsible Press*. University of Chicago Press, USA.
2. Jeffery, Robin.(2000). *India's Newspaper Revolution*. Oxford University Press, New Delhi.
3. Siebert, Peterson and Schramm. (1978). *Four Theories of the Press*. University of Illinois Press, USA.
4. Parmar, Shyam. (1977). *Folk Music and Mass Media*. Communications Publications, New Delhi.

Question Paper Pattern- End Semester Exam

<u>Module</u>	<u>Section A</u>	<u>Section B</u>	<u>Section C</u>
	Short Notes (5 marks) any 6 of 8	Short Answers (10 marks) any 4 of 5	Long Answers (15 marks) any 2 of 3
1	1	1	1
2	2		1
3		1	1
4	2	1	
5	2	1	
6	1	1	
Total Questions	8	5	3

JOU 331- Reporting and Editing Practices

5 hours/ week - 4 credits

75 Hours

Reporting and Editing is a core paper for the journalism students. Here there is an attempt to introduce the various aspects of reporting to the student. From understanding how news is constructed to how to report various news stories, the paper gives an overview of the subject. Editing deals with how the news flows in the newspaper organization, what changes are done to it and finally how the various elements, including news and photo are presented in a pleasing manner through page design.

Module 1: Reporter- Qualifications and attributes of a reporter. Concept of news- definition, types and news values. Sources of news and attribution. Research for news.

Module 2: News writing structures- 5ws and 1H, Inverted pyramid, hour glass and chronology. Lead, body and conclusion. Background and quotes. Writing a lead, types of leads. Interview techniques- preparation, questions and writing the report.

Module 3: Reporting different news stories- crime, speech, sports, society, courts, legislature, accidents. Introduction to Indian economy, politics and society.

Module 4: Newspaper Organization- newsroom operation. Editing- need and purpose of editing, functions of a sub-editor, chief sub and news editor. Newspaper style sheet- AP stylebook.

Module 5: Headlines- meaning, types and principles of headline writing. Rewriting copy- principles of rewriting. Translation- basic principles. Newspaper Design- typography, page layout, principles of page design. Printing technology- letterpress, gravure and offset printing.

Course Text: Prasad, Baba M. (1991). *Reporting- Principles & Practice*. Wordmakers, Bangalore.

Ahuja & Chhabra (1999). *Editing*. Surjeet Publications, Delhi.

Reference Books:

1. Stephens, Mitchell & Gerald Lanson. (1986). *Writing & Reporting the News*. Harcourt Bruce Jovanovich College Publications, USA.
2. Mencher, Melvin. (1977). *News Reporting & Writing*. Wm.C.Brown Co. Publications, USA.
3. Westley, Bruce (1980). *News Editing* (3rd Edition). IBH Publications, New Delhi.
4. Baskette, Sissors & Brooks (1992). *The Art of Editing* (5th Edition). Macmillan Publishing Co. New York.
5. Hough, George. A. (1991). *News Writing* (4th Edition). Goyl Saab, New Delhi.
6. Neal, James & Suzanne Brown. (1982). *News Writing & Reporting*. (Iowa State University Press) Surjeet Publication, Delhi.
7. French, Christopher (Ed) (1987). *The AP Style Book & Libel Manual*. Addison-Wesley Publication Co, Inc, USA.

Question Paper Pattern- End Semester Exam

<u>Module</u>	<u>Section A</u>	<u>Section B</u>	<u>Section C</u>
	Short Notes (5 marks) any 6 of 8	Short Answers (10 marks) any 4 of 5	Long Answers (15 marks) any 2 of 3
1	2	2	1
2	1	1	1
3	2	1	1
4	1	1	
5	2		
Total Questions	8	5	3

JOU 431 - Writing for Print

Elective #1

5 hours/ week - 4 credits

75 Hours

Module 1: A brief introduction to Newspapers, Magazines and other publications. Kinds of newspapers- tabloid, broadsheet, financial. Different styles specific to each.

Module 2: Concept of News- news values as different from other media. Compare and contrast different newspapers.

Module 3: Newspaper content- headlines, lead, body and conclusion. The different structures used in news writing.

Module 4: Writing opinion pieces, editorials, obits, features, interviews, profiles, middle pieces. Reviews and criticisms.

Module 5: Principles of editing, rewriting, and translations.

Question Paper Pattern- End Semester Exam

Module	Section A	Section B	Section C
	Short Notes (5 marks) any 6 of 8	Short Answers (10 marks) any 4 of 5	Long Answers (15 marks) any 2 of 3
1	2	1	1
2	2	1	
3	1		1
4	2	1	1
5	1	1	
Total Questions	8	5	3

JOU 432 - Writing for New Media

Elective #2

5 hours/ week - 4 credits

75 Hours

Module 1: Introduction to New Media- the different kinds of new media. Cyber Journalism. E-newspapers. Internet TV. Internet Radio. New Media terminologies. Cyber culture.

Module 2: Writing for online newspapers- principles of writing for online newspapers. The do's and don'ts.

Module 3: Blogs- nature, purpose and features. How to create blogs, how to manage blogs, how to write for blogs. Principles of blog writing. Corporate blogs.

Module 4: Cell phone communication. SMS text- the language and grammar of SMS. Emoticons. Picture messages and purpose. Question of legality. Viral marketing.

Module 5: E-mail- purpose, principles. Online communication- chat, online films. Linear writing vs. non-linear writing.

Question Paper Pattern- End Semester Exam

Module	Section A Short Notes (5 marks) any 6 of 8	Section B Short Answers (10 marks) any 4 of 5	Section C Long Answers (15 marks) any 2 of 3
1	2	1	1
2	2	1	
3	1		1
4	2	1	1
5	1	1	
Total Questions	8	5	3

JOU 531 - Press Laws and Ethics

4 hours/ week - 3 credits

60 Hours

Press Laws and Ethics is a core paper for practicing professionals in the field of media. Without grounding in law and an understanding of ethics, a journalist would be poorly equipped to handle sensitive issues. With competition growing, any mistake or oversight would be dangerous.

Module 1: Law- Origin and definition. Law and morality. Kinds of law- civil and criminal.

Module 2: Press Legislations- brief overview of press legislations in India from the British to the present. IPC and CPC.

Module 3: Freedom of the Press. Constitutional guarantee of press freedom under Art 19 (1)(a). Reasonable restrictions under Art 19(2) and Art 19(6). Interpretation by the Supreme Court on Press Freedom in India. Cases relating to circulation, price fixation, ad-news ratio.

Module 4: Defamation- meaning and definition. Libel and Slander. Test of defamation. Defenses for defamation. Case studies.

Module 5: Contempt of Court- meaning and reasons for the law of contempt. Civil and Criminal contempt. Defenses for contempt. Case studies.

Module 6: Censorship- meaning and need for censorship. Features and case studies. Censorship of films- current debates. Rakesh Sharma's Final Solution.

Module 7: Legislative Privileges- history and need for the law. Tension between press and legislature. Case studies.

Course Text: Basu, Durga Das. (1998). *Law of the Press* (4th Edition). Prentice Hall, New Delhi.

Reference Books:

1. Bhatia, Sita (1999). *Freedom of the Press*. Rawat Publications, New Delhi.
2. Ravindran, R.K (1999). *Press Laws and Ethics*. Anmol Publications, New Delhi
3. Overbeck, Wayne (2004). *Major Principles of Media Law*. Wadsworth, USA.
4. Day, Louis Alvin (2003). *Ethics in Media Communications- Cases and Controversies* (4th Edition). Wadsworth, USA.
5. Padhy K.S. (1994). *The Muzzled Press- Introspect and Retrospect*. Kanishka Publications, Delhi.
6. Olen, Jeffrey (1988). *Ethics in Journalism*. Prentice Hall, New Jersey.

7. Venkatramiah, Jus. E.S. (1987). *Freedom of the Press- Some Recent Trends*. B.R. Publications, Delhi.

Question Paper Pattern- End Semester Exam

Module	Section A	Section B	Section C
	Short Notes (5 marks) any 6 of 8	Short Answers (10 marks) any 4 of 5	Long Answers (15 marks) any 2 of 3
1	2	1	
2	2		
3	1	1	1
4	1		1
5	1	1	1
6	1	1	
7		1	
Total Questions	8	5	3

JOU 532 - Public Relations and Advertising

4 hours/week- 3 credits

60 Hours

Public Relations and Advertising is an introductory paper to acquaint the final year students with the scope the individual fields of communications offer. As many students would like to explore the adjunct areas of Journalism, this is paper has been added.

Public Relations

Module 1: Public Relations- origin and definition. Growth of PR in India. Public Relations, Publicity, Propaganda and Public Opinion. PR as a management function.

Module 2: Stages of PR- planning, implementation, research, evaluation. PR practitioners and media relations- press conference, press release and other PR tools.

Module 3: Communication with publics- internal and external- community relations- employee relations. PR in India- public and private sectors. PR counseling. PR agencies. PR and Advertising- PR for media institutions. Crisis management- case studies.

Advertising

Module 4: Advertising- need and meaning, definitions and historical development. Growth in the Indian context. Social and economic benefits of advertising. Mass media and advertising- the interdependency. Criticism of advertising. Ethics in Advertising. Types of Advertising.

Module 5: Advertising- target audience, brand and branding, brand image and positioning. Advertising strategies. Sales promotion.

Module 6: Advertising Agency- structure and functions. Creativity- media selection, copy writing and advertising production techniques.- newspapers, magazines, radio, outdoor, new media and television. Strategy, planning, media budget. Campaign planning. Practical exercises in advertising. Copy presentation.

Course Texts:

Cutlip, Center and Broom (2004). *Effective Public Relations* (8th Edition). Pearsons Educational Inc, New Delhi.

Chunawala, S.A and K.C. Sethia (2003). *Foundations of Advertising Theory and Practice*. Himalaya Publishing House, Mumbai.

Reference Books:

1. Newsom, Turk and Kruckeberg (2001). *This is PR- the realities of PR* (7th Edition). Wadsworth, US.

2. Randall, Geoffery (2003). *Branding- a practical guide to planning your strategy*. Crest Publishing House, New Delhi.

3. Shelburne, Merry (2003). *Effective Public Relations- A Practical Approach* (2nd Edition). Biztantra, New Delhi.

4. Arens, William (2004). *Contemporary Advertising* (9th Edition). McGraw- Hill, New York.

6. Lesly, Philip (2002). *Handbook of Public Relations and Communications* (4th Edition). Jaico Publication House, New Delhi.

7. Bland, Michael, Alison Theaker and David Wragg (2003). *Effective Media Relations- How to get results*. Crest Publishing House, New Delhi.

Question Paper Pattern- End Semester Exam

Module	Section A Short Notes (5 marks) any 6 of 8	Section B Short Answers (10 marks) any 4 of 5	Section C Long Answers (15 marks) any 2 of 3
1	3	1	
2	1	1	
3	2	1	1
4	2	1	1
5		1	
6			1
Total Questions	8	5	3

JOU 631 - Critical Media Debates

4 hours/week- 3 credits

60 Hours

The reason for introducing this paper was to acquaint the students and allow them to deal with certain important issues facing the field of journalism and media.

Unless the journalism graduates are aware of the realities on the ground they will be ill-equipped to deal with daily reporting and editing. This paper will be dealt like a seminar paper with student presentations and ensuing discussion in class. A project report would have to be submitted at the end of the semester.

Module 1: Understanding of media- features, technology, competition, audience composition and expectations, economics and ownership patterns in print, television, radio, film and new media.

Module 2: State monopoly over media- Doordarshan and AIR in the Indian context. Social and political need for monopoly. Disadvantages or limitations of state monopoly. Autonomy for broadcast media- Prasar Bharati and beyond.

Module 3: Privatization of Media- general economic policy of liberalization, expansion of television channels and private fm stations. Broadcast Bill and the controversy surrounding regulation of television. Licensing of FM stations/Community radio stations.

Module 4: Alternative Media spaces- citizen journalism, media company blogs, community newspapers, private blogs, twitter and advocacy media. Problem of credibility and authenticity. CNN-IBN and citizen journalism.

Module 5: Tabloid Culture- tabloidization of mainstream media. Competition and economic compulsions. Readership issues- Dumbing down of news, Lifestyle reporting. Sensationalism and page three news.

Module 6: Construction of News- Agenda setting by media. News as a constructed phenomenon. Role of media in a democracy- accountability, transparency, political leanings, liberal leanings.

Case Studies: 26/11 Mumbai Terror Attacks- Coverage by Broadcast media and its criticism.

Course Text: Dennis, Everette and John Merrill (2002). *Media Debates- Great Issues for the Digital Age*. Wadsworth, USA.

Reference Books:

1. Singh, S. Nihal (1992). *Your Slip is showing*. UBS Publications, New Delhi.
2. Lambert, B. Edmund (Ed) (1986). *Committed Journalism- An Ethic for the Profession* (2nd Edition). Indiana University Press, Indianapolis.
3. Srivastava, K.M. (1992). *Media Issues*. Sterling Publications Pvt. Ltd., New Delhi.
4. Chakravarthy, Jagadish (2003). *Journalism- Changing Society, Emerging Trends*. Authorspress, Delhi.
5. MacBride, Sean (Ed) (1982). *Many Voices, One World*. Oxford and IBH Co., New Delhi.
6. Herbert, John (2001). *Practising Global Journalism- Exploring reporting issues worldwide*. Focal Press, New Delhi.
7. Riley, David (1971). *Freedom of Dilemma- Critical Readings in the Mass Media* Scott. Foresman and Co., USA.

Question Paper Pattern- End Semester Exam

Module	Section A Short Notes (5 marks) any 6 of 8	Section B Short Answers (10 marks) any 4 of 5	Section C Long Answers (15 marks) any 2 of 3
1	2	1	
2	2	1	1
3	1	1	

4	1		1
5	1	1	1
6	1	1	
Total Questions	8	5	3

JOU 632: Television Production

4 hours/week- 3 credits

60 Hours

The field of broadcast journalism is growing at a phenomenal rate and thus offers an alternative area of employment to the journalism students. The paper intends to introduce the students to various aspects of television production, both in theory and with practice.

Module 1: Introduction- Growth and development of Television in India. Television theory- TV grammar. Codes and conventions. Genre, format, scheduling.

Practical- Studio and electronic field production system, production elements.

Types of telecasting, production standards (NTSC, PAL, SECAM)

Module 2: Overview of production process. Pre-production- Pre-production: From idea to shooting script; Research and planning of location, appointments, interviews, lights, sfx etc.; Production proposal, treatment, script outline, screenplay; Shot breakdown including visuals, narration/dialogue, SFX and floor plan with characters, camera movements and important set designs; Budget: planning, estimate, resources and expenditure.

Production: Lighting, Sound

Television news: News values; Analysis of news bulletins; Scripting for TV news, TV studio setup

Television documentary. Types. Planning, Scripting.

Practical – Production- Camera techniques/ operation. Camera movements, angles, shots. Types of cameras. Video formats (Hi 8, VHS, VHS-C, S VHS, S-VHS-C, U matic, Beta, Digital) Lenses and their uses

Module 3: Audio recording. Audio Editing offline, online. Types of microphones. Audio faders and mixers. Linear and non-linear editing. Editing modes-assemble, insert, online. Principles of editing.

Course Text: Milloerson, G.H (1993). *Effective TV production*. Focal Press, USA.

Reference Books:

1. Holland (1988). *The Television Handbook*. Routledge UK.
2. Zettl (2003). *Television Production Handbook* (8th edition). Thomson, New Delhi.
3. Sinha P.C. (2005). *Encyclopaedia of Broadcasting, Television and Radio*. Anmol Publications, New Delhi.
4. Eargle, John (2004). *The Microphone book* (2nd edition). Focal Press, USA.
5. Donald, Ralph and Thomas Span (2004). *Fundamentals of Television production*. Surjeet publications, New Delhi.

Question Paper Pattern- End Semester Exam

Module	Section A Short Notes (5 marks) any 6 of 8	Section B Short Answers (10 marks) any 4 of 5	Section C Long Answers (15 marks) any 2 of 3
1	2	2	0
2	2	1	1
3	2	1	1
4	2	1	1
Total Questions	8	5	3

Certificate Courses

Certificate Course

1 Credit/60 hours

Certificate Course in

1 credit/45 hours

BA Journalism-Assessment pattern

There is a total of 100 marks for each of the journalism papers. The end semester-exam will be out of 50 marks. The remaining 50 marks is divided as follows:

Attendance – **5 marks**

CIA 1: Mid-semester exam – **25 marks**

Internal assessment – 20 marks

Out of the 20 marks for internal assessment:

CIA 2: 1 written assignment – **10 marks**

CIA 3: Quiz, newsletter, presentation and class test – **10 marks**

Question Paper Pattern
Mid Semester Examination

Max Time: 2 Hours

Max Marks: 50

Section A

Short Notes: Any four terms to be explained from the six given. The explanation should be atleast 3 sentences in length.

4x5= 20 Marks

Section B

Short Answers: Any three from four questions given. The answers should be atleast 2 pages in length. The answer should be analytical, in addition to providing the facts.

3x10= 30 Marks

Question Paper Pattern
End Semester Examination

Max Time: 3 Hours

Max Marks: 100

Section A

Short Notes: Any six from the eight given terms. Each term has to be explained in about three sentences.

6x5= 30

Section B

Short Answers: Answer any four from the given five questions. Each answer should be at least two pages in length. The explanation should be descriptive.

4x10= 40

Section C

Long Answers: Answer any two from three questions given. The answer should be analytical with examples and must be connected to issues in the news. The length must be atleast three pages.

2x15= 30

Model Question Paper
First Semester (Autonomy)
BA Journalism
JOU 131-Introduction to Communication

Time: 3 Hours

Max. Marks: 100

Instructions: Answer all the sections

Section A: Short Notes (Any Six)

5x6=30

1. 24hr News Channels
2. The Times of India
3. Letters to the Editor
4. Group Communication
5. Channel Noise
6. FM Radio
7. News Agency
8. Magazines

Section B: Short Answers (Any Four)

10x4= 40

1. Explain the term Communication with two definitions.
2. Elaborate on the scope for Communication.

3. What is Intrapersonal Communication?
4. Explain the Communication model proposed by Aristotle.
5. Explain the growth of television in the last decade.

Section C: Long Answers (Any Two)

15x2=30

1. Explain the process of Communication with the help of a model.
2. What is Mass Communication? Differentiate between Mass Communication and Interpersonal Communication.
3. What are the major features of Print media?