



Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

ACADEMIC ORGANIZER – 2018-19

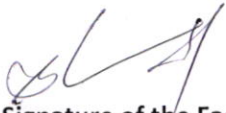
PAPER - I, SEMESTER-I

B.A I MASS COMMUNICATION - INTRODUCTION TO COMMUNICATION

Department of Mass Communication, Faculty of Arts

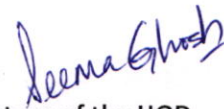
MONTH	TOPIC	No. Of Classes	Total Classes
JUNE	Unit I A. Introduction to Communication, Definition, Nature & Scope B. Types of Communication- Verbal & Non-Verbal Communication, Intrapersonal Communication. C. Models of Communication Shannon & Weaver Model, Lasswell's Model, Hypodermic Needle Model of Communication.	3 2 3	<u>11</u>
JULY	Unit II Mass Media A. History & Introduction to Print Media. B. History & Introduction to Radio C. History & Introduction to Television D. Role & Function of Mass Communication In Society	5 6 4 8	<u>23</u>
AUGUST	Unit III A. Contemporary Newspaper In English -Types of Newspapers & Magazines B. Elements of a Newspaper Unit IV A. Introduction to Journalistic form of Writing B. Difference between Journalistic & Fictional Writing C. Consideration of Time & Space, Meeting Deadlines	4 4 3 4 3	<u>18</u>

SEPTEMBER	D. Writing for Print E. Introduction to Photo Journalism UNIT V A. Writing stories/reports on Politics, Sports, Entertainment, Human interest, Interviews. B. Citizen Journalism.	5 4 4 5	<u>18</u>
OCTOBER	C. Assignments with Assessments (Report Writing, Features)	05	<u>05</u>
	TOTAL CLASSES	<u>75</u>	<u>75</u>



Signature of the Faculty:

Name of the Faculty : Mr. Shiva Thrishul



Signature of the HOD



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PAPER - II, SEMESTER-II

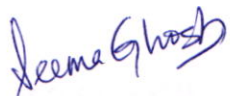
B.A I MASS COMMUNICATION - INTRODUCTION TO JOURNALISM

Department of Mass Communication, Faculty of Arts

MONTH	TOPIC	No. Of Classes	Total Classes
November	Unit I - News -News Values -Types of News Types of reporting Duties and responsibilities of a reporter Role of a photographer Edting	3 2 2 3 2 2	<u>14</u>
December	UNITII Review writing Editorials, articles, Review on Books Review on films Review on restaurants	3 3 3 3 4	<u>16</u>
January	Unit III Introduction to cable Satellite tv DTH Growth of cable tv &content of satellite tv and dth Impact of satellite TV Unit IV History of Talkies New Wave of 60s Commercial cinema	2 4 2 2 3 4 2	<u>19</u>
February	Parallel Cinema Intro to short films Intro to documentaries Overseas and marketing	5 4 4 5	<u>18</u>

March	UNIT V Intro to online journalism writing for online media Convergent journalism	3 3 2	<u>08</u>
	TOTAL CLASSES	<u>75</u>	<u>75</u>


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PAPER –III, SEMESTER-III

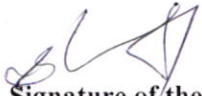
B.A II MASS COMMUNICATION - REPORTING AND EDITING/WRITING FOR PRINT

MEDIA

Department of Mass Communication, Faculty of Arts

MONTH	TOPIC	No. Of Classes	Total Classes
JUNE	Unit – I: Introduction to News A. Definition and Nature B. Scope of News – Sources of News C. News Values – D. Qualities of a reporter	4 4 5 5	<u>18</u>
JULY	Unit – II: Newspaper organization structure A. Newspaper organization structure B. Writing a copy – Editing – C. News Selection – Qualities of a sub- editor – Editor D. Path of a News Copy	3 4 6 5	<u>18</u>
AUGUST	Unit – III: Elements of News story: A. Elements of a news story – Inverted pyramid style B. Types of leads – Sources of Information – C. Types of Interview and Features. Unit – IV: The Editing Process: A. The Editing Process – B. Types of a Copy – Integrating Copy – Rewriting - Agency Copy – Bureau Copy –	3 4 4 3 4	<u>18</u>
SEPTEMBER	C. Principles of Design and Layout – Readability Formula - D. Photo journalism and Headline Writing Unit – V: Media Ethics and Laws: A. Media Ethics and Laws – Contempt of Court – B. Gibes – Slander – Defamation – Copyright Act – Article 19 (1) (a) – Fairness – C. Public – Public Interest and privacy – Press Commission	4 4 4 4 2	<u>18</u>

OCTOBER	D. Press Council of India (PCI) – Recommendations and status – Code of Ethics for Journalists	03	<u>03</u>
		75	75



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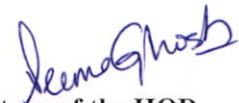
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ACADEMIC ORGANIZER – 2018-19
PAPER –IV, SEMESTER-IV
B.A II MASS COMMUNICATION - Writing for Media
Department of Mass Communication, Faculty of Arts

MONTH	TOPIC	No. Of Classes	Total Classes
November	UNIT I Concept of News news values Types of News Hard news and soft news	4 5 3 5	<u>17</u>
December	UNIT 2 News process from event to reader profile of a journalist qualities of good journalist News bureau and editorial desk Understanding local and international news	3 4 3 4 4	<u>18</u>
January	UNIT 3 Journalistic language and style Time and space Readability Forms of newspaper writing Use of IT in newspaper production UNIT 4: Writing for radio and TV unique demands of broadcast media	3 3 2 3 2 4 4	<u>21</u>
February	Different formats of radio Tv news Features and documentaries UNIT 5 Defamation - libel and slander Contempt of house	2 2 3 4 3	<u>14</u>

March	Contempt of court Copyright act Code of ethics	2 2 1	<u>5</u>
TOTAL CLASSES		75	75


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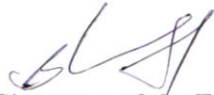
PAPER –V, SEMESTER-V

B.A III MASS COMMUNICATION - ADVERTISING AND PUBLIC RELATIONS

Department of Mass Communication, Faculty of Arts

MONTH	Topic	No. Of Classes	Total Classes
JUNE	Unit I: Advertising A. Definition, nature and scope of advertising B. Social relevance of advertising. C. The function of advertising in society D. Effects of advertising on different sections of the society. E. Types of advertising	03 04 03 03 02	<u>15</u>
JULY	Unit II: A. Structure of an advertising agency. B. Objectives and basic principles of advertising campaign. C. Advertising campaign planning. D. Creating the advertisement: visualizing and copy writing. E. Kinds of copy.	04 03 03 03 02	<u>15</u>
AUGUST	Unit III: Public Relations A. Introduction to Public Relations: Definition, nature and scope. B. Public relations, public opinion and propaganda. C. Organization and functions of a PR department, role and functions of a PRO.	05 05 05	<u>15</u>
SEPTEMBER	D. The PR Process: PR Planning, tools of PR. E. Internal and external publics of an organization Unit IV: A. Public relations in the government, public sector and private sector organizations. B. PR and media relations, PR and Government.	03 02 04 03	<u>13</u>

OCTOBER	C. PR and Corporate Image. D. PIB, DIPR, DAVP and Directorate of Field Publicity	03	<u>03</u>
TOTAL CLASSES 60		<u>60</u>	<u>60</u>



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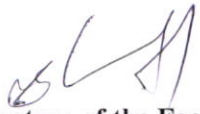
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PAPER –VI, SEMESTER-V
B.A III MASS COMMUNICATION –MEDIA AND DEVELOPMENT

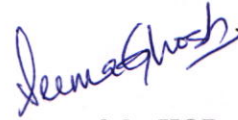
Department of Mass Communication, Faculty of Arts

MONTH	Topic	No. Of Classes	Total Classes
JUNE	Unit I: A. Understanding economic development and human development. B. Education, health, nutrition, population. C. Environment, gender issues, problems of dalits and tribals. D. Coverage of Development issues in print and electronic media. E. Folk and traditional media and their role in development communication.	03 04 03 03 02	<u>15</u>
JULY	Unit II: A. Development of Telangana - B. Agriculture, irrigation. C. industrial development, employment, social sector D. Education, health, population etc.	04 03 03 05	<u>15</u>
AUGUST	Unit III: A. Development, employment and welfare programmes of central and state governments. B. Use of different media in promoting development programmes. C. Effectiveness of demonstrations, group discussions	05 05 05	<u>15</u>

SEPTEMBER	D. Introduction to extension. Government agencies in development Unit IV: A. Writing on developmental issues, reports. B. Development related features and special pages in newspapers.	04 04 05	<u>13</u>
OCTOBER	C. Development related magazines and development related programmes on radio and television.	03	<u>03</u>
TOTAL CLASSES		<u>60</u>	<u>60</u>



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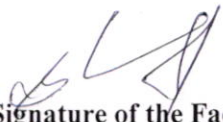
PAPER –VII, SEMESTER-VI


B.A III MASS COMMUNICATION - Broadcast Journalism

Department of Mass Communication, Faculty of Arts

MONTH	Topic	No. Of Classes	Total Classes
November	Unit I Characteristics of Radio and TV Evolution of Broadcast media Radio and TV transmission process Writing for TV TV script formats	2 1 2 2 3	<u>10</u>
December	Unit 2 Types of radio programmes Conducting interviews Program production for radio Radio equipment Functions of various departments in radio station	3 4 3 4 4	<u>18</u>
January	Unit 3 Basic features of radio news sources of radio news Radio news bulletin Newsroom setup in radio station Unit 4 Characteristics of TV news elements of a tv news bulletin	3 3 4 3 3 2	<u>18</u>
February	Interviews types and techniques new trends in tv reporting Unit 5 Sound Design Principles of radio editing Preparing a radio copy	2 2 3 3 2	<u>12</u>

March	Radio Anchoring Linear and non-linear editing	1 1	<u>02</u>
TOTAL CLASSES 60		60	60


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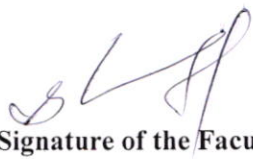
PAPER –VIII, SEMESTER-VI

B.A III MASS COMMUNICATION –Introduction to Film Studies

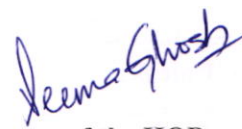
Department of Mass Communication, Faculty of Arts

MONTH	Topic	No. Of Classes	Total Classes
November	Unit 1 Early history of cinema rise of studio and star system film genres Development of cinema in India	2 3 2 2	<u>9</u>
December	Unit 2 Soviet montage German Expressionistic Cinema Italian Neo-Realist Cinema, French New Wave Cinema, Indian New Wave (Parallel/Art) Cinema Film as art and society Film and development	2 2 3 2 3 3 2	<u>17</u>
January	Unit 3 Film Language and elements of film Shot, scene, sequence, camera angles Mis-en-scene Process of film production Unit 4 Auteur Theory realist film theory feminist film theory	3 4 3 2 1 2 1	<u>16</u>
February	Cognitive film theory Types of film criticism Reviews of film magazines Unit 5 Akira Kurosawa Ingmar Berman Alfred Hitchcock	2 1 3 1 2 2	<u>15</u>

	Vittorio de Sica Satyajith Ray Mrinal Sen	2 2	
March	Film Division, FTII, NFDC Cinematograph act, film festivals	2 1	<u>03</u>
TOTAL CLASSES 60		60	<u>60</u>



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ACADEMIC ORGANIZER – 2018-19
B.A III MASS COMMUNICATION - SEM V - GE - Basics of Journalism

Department of Mass Communication, Faculty of Arts

MONTH	Topic	No. Of Classes	Total Classes
JULY	Unit I: Introduction to Journalism Understanding news: meaning, definition and nature Principles of clear writin	02 02 02 02	<u>08</u>
AUGUST	Unit I: Hard news & Soft new Basic components of news story Unit 2: Organizing a news story 5Ws and 1H Inverted Pyramid	02 02 02 02	<u>08</u>
SEPTEMBER	Unit 2: Principles of news selection Print, Electronic journalism Online journalism, citizen journalism	02 02 02 02	<u>08</u>
OCTOBER	Unit 2: Use of archives Sources of News news worthiness	02 02 02	<u>06</u>
TOTAL CLASSES 60		30	30

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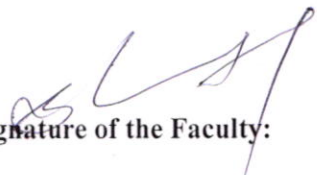


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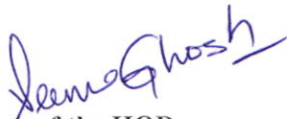
ACADEMIC ORGANIZER – 2018-19
B.A III MASS COMMUNICATION - SEM V]- GE - Film Appreciation

Department of Mass Communication, Faculty of Arts

MONTH	Topic	No. Of Classes	Total Classes
November	Unit I: Different eras of film German expressionism and italian neo-realism	02 02	<u>4</u>
December	development of Classical Hollywood Cinema Shot, Scene, Mis-en-scene, focus Continuity Editing, Montage Language of Cinema	02 02 02 02	<u>8</u>
January	Types of Sounds. Difference between story, plot, screenplay Unit II: 1950s - Cinema and the Nation Guru Dutt	02 04 02 02	<u>10</u>
February	Raj Kapoor Mehboob Khan The Indian New Wave	02 02 04	<u>8</u>
TOTAL CLASSES 60		<u>30</u>	<u>30</u>


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