

Faculty of Social Sciences
Department of Journalism and Mass Communication
Osmania University, Hyderabad
B.A Syllabus 2020 onwards

Course	Semester-I	No. of Credits
DSC-101	Introduction to Communication and Journalism	5
Semester-II		
DSC-201	Mass Media in India	5
Semester-III		
SEC III	Forms of Journalistic Writing	2
DSC-301	Reporting and Editing for Print Media	5
Semester-IV		
SEC-IV	Public Relations and Event Management	2
DSC-401	Broadcast and New Media Journalism	5
Semester-V		
GE	Fundamentals of Academic Writing	4
DSE-501	a)Media and Development or b) Telugu Journalism	5
Semester-VI		
DSE-601	Media Literacy OR Advertising	5
	Project OR Freelance Journalism	4
Non-CGPA	NSS, NCC, Sports, Summer Internship	6 4

**SYLLABUS FOR JOURNALISM AND MASS COMMUNICATION AS AN OPTIONAL SUBJECT IN
B.A. 3-YEAR DEGREE COURSE
(SEMESTER SYSTEM CBCS)**

FIRST YEAR

SEMESTER-I: DSC-101: Introduction to Communication and Journalism

Course Objectives:

- To introduce the concepts of communication to students.
- To familiarize the students to the models and theories of communication.
- To introduce basics of journalism to the students.

Learning Outcomes:

After completion of the course, the student will be able to:

- Understand the concepts and process of communication.
- Explain some basic models and theories of communication.
- Have basic understanding of journalism.

SEMESTER- II: DSC -201 Mass Media in India

Objectives:

- To provide a historical overview of press in India.
- To present brief history of electronic media in India.
- To describe the present status of media in India.

Learning Outcomes:

After completion of the course, the student will be able to:

- Have over all historical understanding of media in India.
- Explain the present status of media in India.
- Understand the recent trends in Indian media.

SECOND YEAR

SEMESTER-III : SEC I Forms of Journalistic Writing

Objectives:

- To impart journalistic skills to the students.

- To enable and inspire the students to write for newspapers.
- To introduce different forms of writing.

Learning Outcomes:

After completion of the course, the student will be able to:

- Identify different types and elements of the news.
- Understand subjectivity and objectivity in writing.
- Write in different forms..

DSC 301: Reporting & Editing for Print Media

Objectives:

- To develop nose for news.
- To impart journalistic skills to the students.
- To enable the students to understand the organizational structure of newspapers.
- To introduce editing.
- To familiarize the students with media law.

Learning Outcomes:

After completion of the course, the student will be able to:

- Identify different dimensions of the news.
- Edit the news reports.
- Explain the laws relating to media.

SEMESTER-IV : SEC III Public Relations and Event Management

Objectives:

- To introduce public relations.
- To impart professional skills to be a PRO.
- To impart the skills of event management..

Learning Outcomes:

After completion of the course, the student will be able to:

- Understand the profession of Public Relations.
- Function as a Public Relations Officer.
- Plan and organize the events.

DSC 401: Broadcast and New Media Journalism

Objectives:

- To introduce broadcast media.
- To impart professional skills in radio and television journalism.
- To familiarize with web journalism.

Learning Outcomes:

After completion of the course, the student will be able to:

- Understand the nature and importance of broadcast media.
- Learn radio production.
- Understand radio and television journalism.
- Get involved in new media journalism.

THIRD YEAR

SEMESTER-V: GE – Fundamentals of Academic Writing

GENERAL Elective- Fundamentals of Academic writing

Objectives:

- To introduce academic writing to the students.
- To impart skills in academic writing.
- To familiarize with different genres of academic writing.

Learning Outcomes:

After completion of the course, the student will be able to:

- Understand the process of academic writing.
- Develop critical thinking.
- Write in different genres.

DSE 501 A. Media and Development (or) B. Telugu Journalism

A) : Media and Development

Objectives:

- To introduce the concepts of development.
- To explain the importance of media in development.
- To impart the skills to write development stories.

Learning Outcomes:

After completion of the course, the student will be able to:

- Understand the various concepts and approaches of development.
- Analyze the importance of media in development communication.
- Write development stories for media.

(B): Telugu Journalism**Objectives:**

- To present a historical overview of Telugu press.
- To explain the trends in contemporary Telugu press.
- To introduce Telugu broadcast media.

Learning Outcomes:

After completion of the course, the student will be able to:

- Have a historical understanding of Telugu press.
- Analyze the current trends in Telugu press.
- Write for radio and television in Telugu.

SEMESTER-VI: DSE 601 (A) Media Literacy or (B)Advertising**(A)Media Literacy****Objectives:**

- To introduce the key concepts of media literacy.
- To develop critical thinking about media content.
- To create deeper understanding about media and society.

Learning Outcomes:

After completion of the course, the student will be able to:

- Be familiar with various concepts of media literacy.
- Critically analyze the media content.
- Produce the media content.

(B) Advertising

Objectives:

- To explain the nature and importance of Advertising.
- To introduce different types advertising.
- To familiarize the Acts relating to advertisements.

Learning Outcomes:

After completion of the course, the student will be able to:

- Be familiar with the nature and importance of advertising.
- Understand the structure of an advertising agency.
- Understand the laws relating to advertising.

Freelance Journalism

Objectives:

- To introduce freelance journalism to the students.
- To impart skills to write for newspapers.
- To motivate to write for magazines.

Learning Outcomes:

After completion of the course, the student will be able to:

- Be a freelance journalist.
- Understand different forms of writing.
- Develop content for newspapers and magazines.