



Established by Govt. of Arunachal Pradesh vide Act 9 of 2012, the Arunachal University of Studies Act, 2012 Recognized as per u/s 2(f) of University Grants Commission Act, 1956
NH-52, Namsai, Arunachal Pradesh -792103

BACHELOR OF ARTS - (JOURNALISM AND MASS COMMUNICATION) – FIRST SEMESTER

First Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Introduction to Journalism (Reporting, Writing & Editing)	6	100
2	Introduction to Media and Communication	6	100
3	English	5	100
4	Indian Culture	5	100
5	Foundation Course in Information Technology	4	100
Total		26	

Subject Name: Introduction to Journalism (Reporting, Writing & Editing)

Unit-I Introduction to News

1. News: Meaning & definition
2. Sources and elements of news
3. Characteristics of news
4. Mass Communication: Concept & Characteristics
5. Different styles of news writing.
6. Headline: Importance & types

Unit-II Different Types of writing

1. Writing for newspaper and magazines: Nature & Difference
2. Feature writing: Meaning, definition & nature.
3. Editorial: Importance & art of writing
4. Writing column, Reportage, analysis etc.

Unit-III Reporting for Print Media

1. Definition, scope, concept & principles of news reporting
2. Types & techniques of news reporting
3. Functions of reporting: Interview, collection of data, research
4. Qualities & Responsibilities of a reporter.

5. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

Unit-IV Editing for Print Media

1. Theories and Principles of Editing
2. Preparing good copies for Newspaper, Magazine & others
3. Introduction to editing symbol, proof reading symbols & Copy desk
4. Role, functions and responsibilities of Copy editor

Practicals

The practical assignments should include the exercises of the followings

1. Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues.
2. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross checking, headlines writing and making intros.

Suggested Readings:

1. Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi,
3. Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
4. Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6. Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi,
7. Wynford Hicks., Writing for Journalist, Routledge, London, 2000

Subject Name: INTRODUCTION TO MEDIA AND COMMUNICATION

Unit I Media and Everyday Life

Mobile phones, Television, Ring tones, Twitter The Internet- discussion around media and everyday life, Discussions around mediated and non mediated communication

Unit II Communication and Mass Communication

Forms of Communication, Levels of Communication, Mass Communication and its Process Normative Theories of the Press, Media and the Public Sphere

Unit III Mass Communication and Effects Paradigm

Direct Effects; Mass Society Theory, Propaganda, Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit IV Cultural Effects and the Emergence of an Alternative Paradigm

Cultural Effects: Agenda Setting, Spiral of Silence, Cultivation Analysis, Critique of the effects Paradigm and emergence of alternative paradigm

Unit V Four Models of Communication

Transmission models, Ritual or Expressive models, Publicity Model, Reception Model

Suggested Readings:

1. Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72
2. John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1-38
3. Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1-11; 41-54; 121-133 (fourth Edition)
4. Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning, 2006) pages 42-64; 71-84; 148-153; 298-236
5. Kevin Williams, Understanding Media Theory, (2003), pp.168-188
6. Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)
7. Ravi Sundaram, The Art of Rumour in the Age of Digital Reproduction, The Hindu, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)
8. Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in No Limits: Media Studies from India, Ed. Ravi Sundaram. New Delhi: Oxford (2013).

Subject Name: ENGLISH

Unit 1: English Grammar

1. **An Introduction to Part of Speech** : Verb, Tenses, Voice, Direct and Indirect Forms of Speech.
2. Prepositions
3. List of Appropriate Preposition Used
4. Sentence
5. Synthesis of Sentences
6. Transformation of Sentences
7. Syntax
8. Punctuation
9. **Vocabulary** : Antonyms and Synonyms, Similar Words Distinguished, One Word Substitutions, More about words, Idioms & Phrases, Idioms.
10. **Common Error** : Some fundamental Rules for Correction, Sentences with error.
11. Comprehension

Unit 2 : Composition

1. Paragraph Writing
2. Letter writing
3. Essay Writing
4. The Essays

Subject Name: INDIAN CULTURE

Unit-I The Foundations of Indian Culture & Civilization

The Vedas, The Upanishads, The Puranas, The Epics, The Indus Valley Civilization, The Aryan, The Dravidian and the other races, Buddhism, Jainism, Science & Technology in the Ancient Period, Trade Relations with other countries, Cultural unity, Cultural inroads into other Asian countries.

Unit-II The Medieval Period

The Advent of Islam, Bhakti movement, Sufism, Sikhism, the birth of Hindi, the flourishing of Arts and Crafts, Literature, Architecture, the loss of the Scientific impulse.

Unit-III The Colonial Period

British Colonization, emergence of the middle class, the birth of the modern state, the economics of colonization, the emergence of the Indian entrepreneur class, western education and social mobility.

Unit-IV The National Awakening

The social reformers & religious revivalism, the freedom struggle.

Unit-V Postcolonial India

Economic Resurgence: Pre and post liberalization. The Indian middle class, modernization and westernization. The Swadeshi Agenda, Future of Indian Culture.

Subject Name: FOUNDATION COURSE IN INFORMATION TECHNOLOGY

- 1. Information Technology (IT) & Society:** Information, information processing & Information Technology. Evolution of IT. IT business and entrepreneurship, education, communication, entertainment, healthcare, agriculture, and its contribution to India's development. Government Initiatives: Particular initiatives – AADHAR, E-Panchayat, National Knowledge Network.
- 2. Information Handling:** Devices assisting IT with special focus on Computers and Mobiles. Components of computer: Hardware and Software. Connecting and Configuring External Devices – like Printer, scanner, projectors etc. Hardware Connectivity Options – Ports, Wi-Fi, Bluetooth etc.
- 3. Document Preparation & Presentation:** Document preparation and presentations using tables, pictures, graphs, animations, audio and video contents. Use of shortcut keys. Ways to make effective presentations. Use of references and citations. Document format and their conversion.
- 4. Internet, Security & Legal Aspects:** WWW, Basics of webpage, Social network sites. Effective Searching. Popular Online Applications - e-ticketing, e-payment. Email & internet Forums. Issues – virus, malware, spam, phishing, copyright, plagiarism, cybercrime; Protective measures: password, https; Cyber Laws – IT Act. Open source philosophy. Licensing and domain of open source technology. Open source software development. Commonly used open source technologies.
- 5. Library and Information Resource Centers:** E-Information Resources: Concept and types (e-books, e-journals, on-line databases: subscribed, free and open access databases). Institutional Repository: concepts, components. Library Systems – Introduction to library, Library and Information sciences (User and reference services , Current Awareness Service, Selective Dissemination of Information, Online Information Bulletin Board), Call Number (Class Number, Book Number, Location Number). Arrangement of Information Resources: Call Number (Class Number, Book Number, Location Number), On-line Public Access Catalogue (Data Fields and elements, search options, Reservation facilities). Bibliographic Standards for Citation – Modern Language Association Style, American

Psychology Association style. Article Reference, Book Reference, Conference Reference, Web Resource Reference.