



DEVI AHILYA VISHWAVIDYALAYA, INDORE

School of Journalism and Mass Communication

1.1.2

Minutes of the Meetings and Changes in Syllabus



Communicative English

Objectives

The students should be able to

1. identify parts of speech , use tenses, and use correct and standard English (R. P. English)
2. Improve their language skills (Listening, speaking, writing and reading)
3. Develop telephone communication skills
4. Develop communicative competence.
5. Express effectively

Pedagogy

The teaching practice involves the use of visual, aural and print matter. The various modes are :

News paper , articles from different kinds of magazines, podcasts etc.

Speaking skills

1. Understanding the communication
2. Greeting and introducing
3. Making request
4. Asking for and giving permission
5. Offering help
6. Giving instructions and direction

Listening Skills

1. Informational Listening (Listening to Learn)
2. Critical Listening (Listening to Evaluate and Analyse)
3. Empathetic listening (Listening to Understand Feeling and Emotion)

Writing skills

1. Developing a paragraph
2. Types of paragraph
3. Writing functions :- A) invitation b) disagreement c) refusal d) asking for direction d) giving direction

Reading skills

Different kinds of reading

Skimming b) scanning c) extensive reading d) intensive reading.

Telephone skills

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Content Writing

Unit I

Essentials of Writing

- Why Become a Writer?
- Do I have Writing Talent? It's a Mistaken Question
- Ways to get inspired to create content – Break through the Block

Unit II

Before You Write

- Introduction to Writing – Different types of information
- Planning Your Writing
- Guidelines to Write
- What is a reader centric document?
- Reading for Writing
- Referencing and Plagiarism

- **Unit III**

Write Right

- Reading for Writing, Writing Effective Paragraphs, Pre-writing
- Effective writing, Communication with Subject Matter Expert
- Grammar for Writers
- Common Grammatical Errors

- **Unit IV**

After You Write


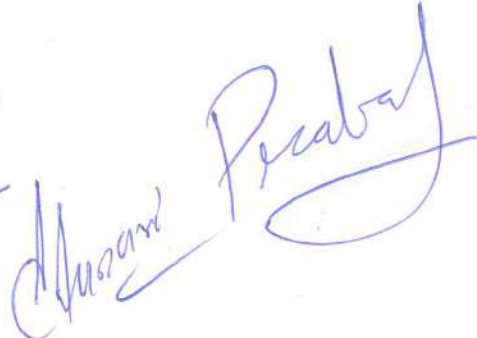

- Proof Reading
- Editing
- Communication with Graphic Artist
- Rewriting

Unit V

Publishing – Project Work

- Writing for Web
- Publishing – Project Work
- Career Development for Writers
- Professional Development Skills

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INDIAN SOCIETY, MASS MEDIA & CULTURE

Unit -I

Culture: concept, definition

Diversity of culture: concept, genesis and importance

Plurality in culture: concept, genesis and importance

Unity in diversity and diversity in unity: concept, genesis and importance

Unit-II

Cross cultural communication: concept, genesis and process

Methods of cross cultural communication

Barriers in cross cultural communication

Imperialism and colonization

Unit-III

Glasnost & Prestrike

Globalization of communication

Information imbalances

Digital divide

Unit-IV

International news flow of newspapers


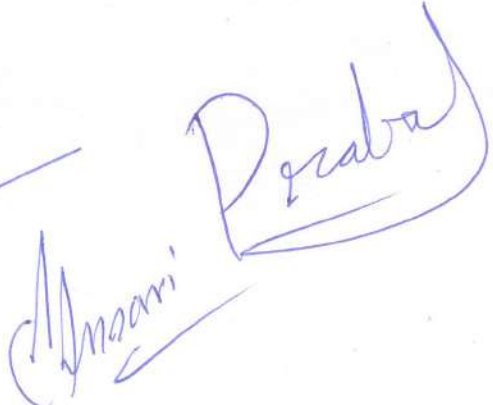

International television

Unit-V

Web and cross cultural communication

Nitizens and universal fraternity

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Web Journalism

Syllabus:

Unit-I

Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio

Unit-II

Advantages and Disadvantages of Cyber Journalism, Circulation of Web Newspapers,

Unit III

Web advertising, Future of Web Journalism, Analysis of important Indian News-Based Web-sites

Unit-IV

Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

Unit-V

Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends

SUGGESTED READINGS:

1. The Information, James Gleick
2. Cyberspace Aur Media, Sudhir Pachauri
3. Fundamentals of Information Technology, Deepak Bharihoke
4. Multimedia Systems, Ramesh Agarwal & Bharat Bhushan Tiwari
5. IT in the new millennium, V D Dudeja
6. Electronic Media & the Internet, Y K D'souza
7. The Spy in the Coffee Machine, O'Hara and Shadbolt

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Global Media

Unit I

Political, economic and cultural dimensions of international communication.
Communication and information as a tool of equality and exploitation.
Problems and prospect of international communication

Unit II

UNO's Universal Declaration of Human Right and communication. UNESCO's Mass Media declaration.
Imbalance in international News Flow-reasons behind.
controversy on the free flow vs. balance flow

Unit III

UNESCO's efforts in removal imbalance in news flow.
New International Information and Economic order
Demand for NWICO.
Non Allied Movement (NAM).
NANAP-operations, success and failure.




Unit IV

Democratization of information flow and media systems.
Media imperialism.
Cultural imperialism - criticism.
Effects of globalization on media systems.
Transnational media ownership.
Internet-effect and impact.

Unit V

ICT and global communication-changing shades.
Global Village-concept and Reality.
Information super highway.
Information society.
Knowledge society.

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INTRODUCTION TO PSYCHOLOGY

Unit I

- 1) Introduction- Definition, Methods and Branches of Psychology.
- 2) Schools of Psychology – Behavioral and Gestalt

Unit II

Perceptual Processes:

- a) Determinants of attention, shift, fluctuation, oscillation and distraction.
- b) Sensation and Perception; Attributes of sensation.
- c) Perception of form, space, movement and time. Optical illusions.

Unit III

Basic psychological processes

Psycho-physics – concepts of sensory thresholds; Weber - Fechner Law, classical methods i) constant method ii) gradation method iii) method of average error.

- a) Learning processes: nature and factors of learning; theories: trial and error, conditioning – classical and operant; insight; transfer of training, programme learning.
- b) Memory: Nature of encoding, storage and retrieval; STM LTM, types of memory, Factors of Retrieval.

Motivation: Definition; Types – Biological and Social; Theories – Concept of Drive,

Incentive; Maslow's Need Hierarchy Theory and Mc Clelland's Theory of Motivation.

Intelligence: Definition, Nature, Classification; Theories – Spearman, Thurstone, Guildford.

Emotion- Nature, Theories: James Lange, Cannon-Bard, Schachter – Singer and Cognitive Appraisal.

Unit IV

Biological foundation of behaviour – Genetic Basis; The Structure and function of neuron, synapse and neurotransmitters.

2. Nervous system

- a. Central – Structure and function of Brain and Spinal Cord
- b. Autonomic Nervous System – Structure and function
- c. Peripheral nervous system – Structure and neural control of behaviour.

Unit V

Emotional behaviour: physiological correlates of emotion:. The role of cortex in emotion. Emotion and endocrine glands. Neurophysiology of Learning and Memory.

Suggested Readings:

- 1) Anastasi, A.: Psychological Testing, New York: MacMillan Co. 1990.
- 2) Atkinson, R.L., Atkinson, R.C., Smith, E.E., & Hilgard, E.R. : Introduction to Psychology, (Latest Edition). Harcourt Brace Java Publishers, Tokyo.
- 3) Baron, R.A. : Psychology: The Essential Science. Allyn and Bacon, New York, 1995.
- 4) Gallotti, K.M.: Cognitive Psychology – In and Out of the Laboratory. 2nd Ed, Int. Thomson Pub. Co. Bangalore, 2000.
- 5) Guilford, J.P. & Fruchter, B. Fundamental Statistics in Psychology and Education, McGraw Hill New Delhi, ISE, 1988.
- 6) Lahey, B.B.: Psychology: An Introduction, 6th Ed., Tata McGraw Hill, New York, 1965.

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The image shows four distinct handwritten signatures in blue ink, arranged horizontally. From left to right: the first is a stylized 'AS' with a horizontal line underneath; the second is a cursive signature that appears to be 'Anand'; the third is a large, bold signature that reads 'Prabhu'; and the fourth is a signature that reads 'Kaw' with a horizontal line underneath.

Paper IV

INTRODUCTION TO PSYCHOLOGY

UNIT 1-INTRODUCTION: DEFINITION AND HISTORY OF PSYCHOLOGY, PSYCHOLOGY AND OTHER SCIENCE, SCOPE AND PROBLEM OF PSYCHOLOGY, UTILITY OF PSYCHOLOGY

UNIT 2- METHODS OF PSYCHOLOGY: OBSERVATION METHOD, EXPERIMENTAL METHOD, INTERVIEW METHOD, QUESTIONNAIRE METHOD, TEST METHOD, CASE STUDY METHOD, SOCIOMETRIC METHOD & FIELD STUDY

UNIT 3- ATTENTION: DEFINITION, NATURE, DETERMINANTS, AND TYPES OF ATTENTION. SHIFTING & FLUCTUATION OF ATTENTION, BROADBENT'S THEORY

UNIT 4- PERCEPTION: MEANING, ANALYSIS & CHARACTERISTICS OF PERCEPTION, GESTALT THEORY, DETERMINANTS & CONSTANTS IN PERCEPTION, PERCEPTION OF DEPTH & MOVEMENT, APPARENT MOVEMENT

UNIT 5- LEARNING: MEANING, TYPES, LEARNING CURVE, DETERMINANTS & METHODS OF LEARNING. THEORIES OF LEARNING: INSIGHT THEORY, CONDITIONING: CLASSICAL & INSTRUMENTAL
MEMORY: NATURE PROCESS STM & LTM.
FORGETTING: NATURE & CAUSE OF FORGETTING

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INTRODUCTION TO SOCIOLOGY

Unit-I Rise & development of sociology

Nature and Scope of Sociology

The Sociological Perspective

Origins and History of the Discipline

Unit-II Sociological Concepts

Individual and Group, Culture

Unit-III Social Institutions

Caste

Class

Tribes

Village

Kinship

Religion

Unit-IV Theoretical Orientations

Functionalism

Marxism

Interpretive Sociology

Unit-V Social Change & social change

Change and Resistance

Sanskritization and Westernization

The Dalit Movement in India

The Women's Movement in India

Peasant Movements

Middle Class Aspirations

Reading List

Beteille, Andre, 2002, *Sociology: Essays in Approach and Method*, Oxford University Press,

Berger, Peter, 1963, *Invitation to Sociology*, Hamondsworth: Penguin,

Ritzer, George, 2000, *Class and Sociological Theory*, New York: McGraw Hill,

Giddens, Anthony, 2010, *Sociology, Polity*,

Bierstedt- 1974, *The Social Order*, McGraw Hill,

Durkheim E., 1952, *Suicide*, London: Routledge, Book 3,

Ritzer, 2004, *The Modernization of Society*, Pine Forge Press,

Neubeck Kenneth J. and D.S. Glasberg- 2005, *Diversity, Conflict and Change*, McGraw Hill Boston,

Radcliffe Brown, A. B., 1976, *Structure & Function in Primitive Society*, Free Press


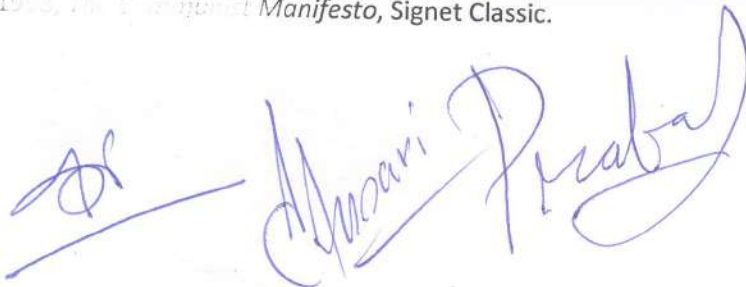
Merton, R., 1968, *Social Theory and Social Structure*, Free Press,

Cohen, Percy, 1970, *Principles of Sociological Theory*, Heinemann Educational, London,

Bottomore, 1991. *Cultural and Marxist Thought*, Blackwell, Entry on Historical Materialism.

Marx & Engels, 1913, *The Communist Manifesto*, Signet Classic.

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EDITORIAL AND FEATURE WRITING


Course Description

This course explores several forms of persuasive journalism. Editorial has occupied an important place in the newspaper industry. Editorial reflects the newspaper ideology and is considered the mouthpiece of the newspaper management. Editorial, Column is an important tool to build public opinion in a positive and constructive way on important national and international issues.

Features exist in all forms of media. In a newspaper, features are articles that are not news. In a magazine, features form the heart of the publication and are the stories that define a magazine's sensibility and set its tone. Features generally represent the most creative part of journalism.

Learning Goals

- To explore the qualities of storytelling and how they differ from news.
- Editorial writing by making decisions about what's important.
- Explain their structure, content and style of writing.
- To develop specific language skills for writing editorial.
- To introduce a writing process that carries a story from concept to publication.
- To introduce tools for finding and framing interesting features.
- To evaluate the importance of background information in establishing the context, focus, and sources of soundly reported stories.
- To analyze the connection between strong information and strong writing.
- To explore different models and devices for structuring stories.
- To conceive, report, write, and revise several types of feature stories.
- To teach the value of "listening" to the written word.
- To examine markets for journalism and learn how stories are marketed and sold.


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UNIT 1

- Nature of Editorial page
- Property and contents of Editorial page
- Editorial Policies

UNIT 2

- Functions of editorial Board
- Structure of editorial writing
- Kinds of editorial

UNIT 3

- Column writing
- Types of columns
- Editors Guild

UNIT 4

- Feature: Characteristics - Feature Styles - Structure of a Feature - Story
- Types of Feature
- Writing Feature - Sources of Ideas - Collection of materials, Presentations
- Feature Agency

UNIT 5

- Illustrations - Illustrating the write-ups with photographs, drawings, maps, caricatures
- Review: Book review, Film review, Drama review -Difference between review and criticism
- Photo Feature : Purpose, presentations and qualities
- Scope and approach to freelancing for Newspapers and Magazines


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