UNIVERSITY OF KERALA

Syllabus for B.A. Part III English Subsidiary

Journalism introduced with effect from 1995 admissions.

BASIC elements of the communication/Mass Communication process; role and functions of communication/Mass media in Society; basic characteristics of each mass medium; brief history and growth of newspaper, radio, TV and films in India with special reference to Kerala; code of ethics for mass media; freedom and responsibility of the media; basic facts relating to various press laws; Life Sketches of Media personalities.

Definition and concept of news; Introduction to different news formats, news writing, sub editing and translation methods of news gathering and news transmission, News agencies and other sources of news; Functions and responsibilities of a reporter and editor; Production process of a newspaper; organisational structure of a newspaper. AIR and Doordarshan station, major recommendations by media related Committees and Commissions cent status and future of press in India.

Books

Agee, Ault, Emery
Spencer Crump
John Hohenberg
Crichton, B., Campbell and Welsely
M.K. Menon (Vilasini)
K.P. Vijayan
Westely Bruce
Everest M Rogars
Publications Division
Richard Keeble
William Metz
International Press Institute
Basket and Scissors
Puthuppalli Raghavan

Introduction of Mass Communication Fundamentals of Journalism Professional Journalist
Indian Reporter's Guide How to Report and Write the News
Swale
Patrangal, Vichitrangal
News Editing
India's Communication Revolution
Mass media in India
The Newspaper Handbook
Newswriting - From Lead to Thirty
An active Press Room
The Art of Editing
Malayala Pathra Pravarthana Charithram.
Godfrey Howard