

B.A. Journalism, Computer science, Psychology - Syllabus

Syllabus for Journalism

(SEMESTER SCHEME)

Paper 1.1

Introduction to Mass Communication

UNIT I

Communication -Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication. Uses of Communication.

UNIT II

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types.

UNIT III

Basic models of Communication -Linear, Non-linear models. Glossary of Journalism and Communication.

UNIT IV

Media for Mass Communication: Print media, Electronic media- Radio, Television, Oral, Traditional and Folk media.

II Semester

Paper 2.2

FUNDAMENTALS OF JOURNALISM

MAX MARKS 100 (Theory 90 + Internal Assessment 10) HOURS PER WEEK-5

UNIT I

Definition of Journalism: Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism.

UNIT II

Kinds of Journalism- Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism.

UNIT III

Press in India: A brief review of the evolution of Indian Press- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk. Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman.

UNIT IV

Kannada Journalism: Origin, growth and development of Journalism in Karnataka. Major Newspapers of Karnataka. Recent Trends,

UNIT V

Review of Newspaper and Periodical Contents. Photo-Journalism. Uses of Cartoons, Comic strips. News Agencies. Professional Press Organizations.

SEMESTER III

PAPER- 3.3

MEIDA LAWS AND INDIAN CONSTITUTION.

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-5

UNIT I

Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency. Public and Private media. Comparative freedom for media in- USA, India and Non aligned countries.

UNIT II

Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties. Directive Principles of State Policy. Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2).

UNIT III

Media Laws: Defamation-Slander, libel, Sedition, Obscenity, Censorship and Contempt of Court.

UNIT IV

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

UNIT V

Press Council of India, Press Commissions of India.

SEMESTER IV

PAPER 4.4

BASIC AUDIO.VISUAL MEDIA.

MAX MARKS 100 (Theory 90+Internal Assessment 10) HOURS PER WEEK-5

UNIT I

Brief history of Radio, Evolution of Radio in India. Contemporary Radio-AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India.

UNIT II

Impact of Radio on Society: Developed countries and Developing countries. Types of programs on Radio- Yuva vani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio.

UNIT III

A brief history of Television. Development of Television in India. Advent of Private Channels, Cable and Satellite TV, Television as an Educational medium.

UNIT IV

Types of Television Programmes. Basic Production Techniques, Writing for Television, Recent Trends in Indian Broadcasting Journalism.

UNIT V .

A brief history of Indian Cinema. ,New trends in Indian cinema. Status of Kannada Cinema. Censorship in India.

SEMESTER V
PAPER.5.5
REPORTING METHODS

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-4

UNIT I

News: Definitions, News Values, Structure. Methods of writing a news story. Leads: types of leads. Sources of News. Principles of news writing. Traits of a Reporter.

UNIT II

Interview-Techniques, Types. Methods of writing Interview Stories.

UNIT III

Features: Definition, Kinds of features, Writing different kinds of features. News writing skills for covering -Conference, Seminar, Press Conference, Press releases. Advance stories and Complex stories.

UNIT IV

Reporting: Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development.

SEMESTER V
Paper 5.6
EDITING TECHNIQUES

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-4

UNIT I

Newspaper Organization- Operations. Functions and Duties of the Editorial Departments.

UNIT II

Need and Purpose of Editing. Principles of Editing: Print and Electronic media.

UNIT III

Duties and Responsibilities of Editor. News Editor. Chief Sub Editor. Sub Editor. Headlines: Kinds of Headlines, Functions of Headlines, Headline writing and Unit Count.

UNIT IV

Introduction to Typography. Graphic Arts. Importance and Methods.

SEMESTER VI
PAPER-6.7
MEDIA MANAGEMENT

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK-4

UNIT I

Starting of a Newspaper: Newspaper Organization and Management. Principles of Newspaper Business, Divisions, Operations. Types of Newspaper Organizations in India.

UNIT II

Newspaper Ownership: Types of Newspaper ownership in India. Circulation and Promotion.

Public Relations for Newspaper Organization.

UNIT III

Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems. News Agencies. Global competition on Indian Media. Status of Radio and Television in India.

UNIT IV

Principles of Television and Radio Management in India. Recent Trends in Broadcasting Management.

SEMESTER VI

PAPER-6.8

INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS.

MAX MARKS 100 (Theory 90+ Internal Assessment 10) HOURS PER WEEK -4

UNIT I

Advertising- Meaning, Nature, Scope. Types of Advertisements. Role of Advertising in Society. Advertisements and Ethics.

UNIT II

Advertising Agencies. Functions of Advertising Agencies. Copy writing, Slogan writing, Visualisation.

UNIT III

Nature and Scope of Public Relations. Qualifications and responsibilities of a Public Relations Officer. Difference between Publicity, Public Opinion, Propaganda and Public Relations.

UNIT IV

House Journals, Corporate Communication. Professional Organizations in Public Relations.

SEMESTER VI

OPTIONAL ENGLISH

POETRY (7 nos)

Yehuda Amichai : "All the Generations Before Me"

Derek Walcott : "A Far Cry From Africa"

Pablo Neruda : "Tonight I Can Write"

Margaret Atwood: "Journey to the Interior"

Albert Namatjira : "Aboriginal Man"

Forugh Farrokhzad : "The Wind-Up Doll"

Faiz Ahmed Faiz: "A Prison Evening"

Kamala Das - "An Introduction"

Arun Kolatkar - "An Old Woman"

Eunicce D'Souza - "Women in Dutch Painting"

O.N.V. Kurup - "Earthen Pot"

Daya Pawar - "Oh, Great Poet"

Sitakant Mahapatra "The Election"

SHORT FICTION (4 nos)

Gabriel Garcia Marquez : " The Handsomest Drowned Man"

Nadine Gordimer : "Once Up On A Time"

Isabel Allende : "And of Clay Are We Created"
Shashi Deshpande - "My Beloved Charioteer"
Maheshwetha Devi - "Dopti"
Ambai - "A Kitchen in the Corner of the House"

ESSAYS (3 nos)

Thomas Macaulay : "Minute on Indian Education"
Ngugi Wa Thiongo : "On the Abolition of the English Department"
Meenakshi Mukherjee : "Interrogating the Post-Colonial"
Arundhati roy - "Shall we elave it to the experts" from The Algebra of Infinite Justice
Kancha Ilaiah - "Why I am not a Hindu"

NOVEL (2 nos)

Chinua Achebe : "Things Fall Apart"
David Mallouf : "Fly Away, Peter"
Sara Abu Backer - "Breaking Ties"

Department Of Psychology (SEMESTER SCHEME)

SEMESTER 1

1. I BASIC PSYCHOLOGICAL PROCESSES

Unit I : Introduction : Definition and goals of psychology ; Role of a psychologist in society ;
today's

perspectives Biological, Psychodynamic, Behaviorist, Cognitive, Cross-cultural, Humanistic
and Evolutionary perspective.

Methods : Experimental, Observation, Questionnaire and Clinical method. 10 hours

Unit II : Biology and Behavior : Neurons : Structure of neurons, neural impulse, synapse
and neurotransmitters. Nervous system : Central and Peripheral nervous systems. Cerebral
Cortex : Structure
and psychological importance in Thought And Language, Significance Of Left And Right
Brain, Split-Brain.

Techniques of studying brain. The endocrine system. 12 hours

Unit III Individual Differences : Concept and Nature of Individual differences, Intelligence
Theories of

Intelligence Factor theories and Cognitive models of intelligence ; Characteristics of
Intelligence Tests ;

Types Of Tests. Determinants of intelligence Genetic and Environmental influences social.
Ethnic And

Racial Differences In Brain Structure And Cognitive Process, Role Of Hormones In Gender
Related Behavior ; Gender Differences In Social Behavior ; Gender Differences In
Psychological Adjustment; Factors Or Sources Of Gender Differences. 10 hours

Unit IV : Memory : Basic processes Encoding, Storage, Retrieval. Sensory Iconic Memory
and Echoic

Memory ; STM Working Memory, Serial Position Curve, Rehearsal, Chunking. LTM Modules of
memory

Declarative, Procedural, Semantic, Episodic Memory. Associative models Explicit Memory
And Implicit

Memory; Retrieval Cues ; State Dependent And Context Dependent Memory ; Tip Of The Tongue Phenomenon , Flash Bulb Memories. Levels of processing Constructive Processes In Memory Schemas ; Forgetting Decay Theory : Interference Theory ; Perspective Memory ; Absence Of Retrieval Cues ; Memory Dysfunctions Improving memory. Mnemonic Strategies. 08 hours

Unit V : Learning : Definition, Classical conditioning basics of conditioning ; basic processes Extinction, Spontaneous Recovery, Generalization, Discrimination, Higher Order Conditioning. Criticisms I Significance Of Classical Conditioning. Operant Conditioning Thorndikes law of effect I basics of operant conditioning Reinforcement Primary And Secondary ; Positive Reinforces Punishment. Pros And Cons Of Punishment. Process Generalization, Discrimination, Shaping, Chaining. Schedules of reinforcement Significance of operant conditioning, Cognitive Learning Latent learning; Observational learning (Bandura) ; Insight learning (Kohler). Learner and Learning Prepared Behaviors, Unprepared And Contraprepared Behavior 10 hours

Semester II

2. I Basic Psychological Processes

Unit I : Thinking : Theories and models of thinking Information Processing Theory, S- R theory, Cognitive

theories, Simulation Models, Types of Thinking Free Association, Imaginal Thought, Reasoning Types, Problem Solving, Decision Making, Creative Thinking, Concept Formation, Language And Thought. 10 hours

Unit II : Motivation and Emotion. Motivation : Meaning Motivation. Homeostasis, Need, Drive, Arousal, Incentives. Current status of motivational concepts. Types Physiological Motivation Hunger, Psychological motivation Achievement, Power, Parenting. Motivation Cycle. Need Hierarchy. Emotion : Introduction Meaning Physiological responses, arousal and emotional intensity, emotional expression. Theories James Lange Theory, Cannon Bard Theory, And Cognitive Theory. How People Communicate Emotion Innate Expression Of Emotions. Social Aspects Of Emotional Expressions, Facial Expressions And The Brain (Pyramidal Motor Systems Cortical Functions) 10 hours

Unit III Sensation, Attention and Perception : Sensation : Basic concepts : I. Processes in sensation.2. Types of senses Receptors Involved In Each Of The Sensory Modalities I, E. Visual, Auditory, Gustatory, Olfactory, Tactile, Vestibular, Kinesthetic, And Organic Senses In Brief) 3. Sensory Adaptation Advantages and Disadvantages, 4. Sensitivity To Glare. 5. Integration Of Senses. 6. Sensory Threshold 7. Absolute Threshold 8. Just Noticeable Difference 9. Webers Law 10. Signal Detection Theory. 11. Perception 12. Understanding perception : Gestalt Laws of organization : Process of perception Depth Perception. Constancy, Movement. Correlates Of Perception Awareness, Set Motives, needs, Learning And Attention. Illusion. Subliminal perception ; Extra Sensory Perception 13. Attention : Definition, Characteristics. Selective Attention, Divided Attention 10 hours

Unit IV : Personality : Derivation of the term Personality tracing the historical background of the definition of personality. Definition- mainly All ports definition, stressing uniqueness, enduring characteristics, individuality and interaction with the environment. Approaches Psychodynamic (Freud, Jung & Adler) Humanistic (Rogers & Maslow) Dispositional approaches Type (Jung. Type A & B, Rotter and Big 5 criticisms of type approaches) and Trait (Catelli) Behavioral Approaches - Locus of control and Social learning Theory. Assessment of personality Questionnaires, Rating Scales and Projective tests. (Characteristics advantages & limitations, examples) 12 hours

Unit V Altered state of consciousness : States of consciousness Waking States including day dreaming. Rhythms of consciousness (Circadian rhythms) Sleep stages of sleep. Dreams Content, Links Between Dreams And Waking, Culture And Dreams. Altered states Hypnosis (To Be Discusses As A Controversial Issue) Meaning, Induction And Susceptibility, Hypnotic Phenomena, Hypnotic Stages. Meditation Meaning, Pure Consciousness Or Relaxation Effect?. Short Term And Long Term Effects of Meditation, Transcendental Meditation) 08 hours

Semester III

3. Ia Child Psychology

Unit I : Introduction to Child Psychology : Definition. Brief history of Child Psychology. Nature Vs Nurture (intelligence and personality) Scope of Child Psychology. Psychoanalytic perspective perspective (Freud and Erickson) Behaviorist perspective Social Learning Theory, Ecological Model by Bronfenbrenner, Ethological perspective. Methods Self Reports : Parental reports childrens report. Case study, Experimental method. Designs Longitudinal, Cross Sectional. Sequential and Correlation

Unit II : Biological Foundation : Prenatal Development and Birth : Biology and Heredity : Cell division ; the genetic code-Chromosomes. DNA, Sex cells. Multiple offspring ; Patterns of genetic inheritance Dominant and recessive, X linked inheritance. Pleiotropism and modifier genes. Stages in Prenatal Development : The germinal period ; the period of embryo ; the period of the fetus. Influences on Prenatal Development : Genetic : Mutation ; Chromosomal abnormalities Disorders of the autosomes. Disorders of the sex chromosomes, Turner syndrome, Klinefelter syndrome, XYY syndrome, Fragile X syndrome, XXY syndrome. Environmental : Teratogens and their effects : Medical drugs ; maternal illness Nutrition, Emotional steers. Age. Illegal drugs : Cigarette smoking ; Alcohol : Other environmental hazards Radiation. Prenatal Assessment : Genetic counseling : Chorionic villus sampling ; Fetoscopy ; Amniocentesis ; Ultrasound : Material Blood Analysis. Child Birth : The states of normal labour : Birth complication Anoxia, Preterm and low birth weight infants. New Born : Sleeping Sudden infant death syndrome (SIDS) ; Crying ; Feeding ; All the reflexes.

Unit III : Motor and Sensory Development : Motor Development : Contributions of motor development. Principles of motor development. Sequence of motor development. Motor skill, Essentials in learning motor skills. Environmental influences on motor development. Can motor development be speeded

up? Hazards in motor development. Sensory Development : Vision, hearing, taste and smell, cutaneous senses, early deprivation and enrichment of senses. 07 hours.

Unit IV : Cognitive Development and Development of Language Cognitive Development : Piagets cognitive developmental theory of intelligence Structures and processes of Piagets Theory, Piagets developmental stages, Evaluation of Piagets Theory. Information processing approach Characteristics ; Structures of the information processing system ; Processes of the information processing system. Effects of knowledge on the information processing system. Language Development = What is Language ? Components of language and its development. Prelinguistic development receptivity to language, first speech sound. Bilingualism 12hours

Unit V : Development of Understanding : Importance of understanding. Role of maturation in the development of understanding, Role of concepts. How concepts develop, Characteristics of Childrens concepts. Sources of meaning. Factors influencing children concepts. Some common concepts of children Life, death, causality, birth, bodily functions, germs, weight, number, time, money. Development of concept of self. Influences on self concept. Development of self recognition. Development of self esteem, influences on self esteem. 07 hours

Semester IV

4. Ia Child Psychology

Unit I : Emotional Development Functions of emotions. Production and recognition of emotion. Early emotional development Smiling, laughter, attachment, fear, jealousy, aggression, Izzards Theory of Differential Emotions. Emotional Intelligence. Regulation of Emotions. Social Development Agents of socialization : Family Parental control, sibling relationship ; School ; Peer group ; Media TV, books/journals, computers, Helping rejected children. Social intelligence. 18 hours

Unit II : Moral Development Meaning of moral behavior. How morality is learned? Patterns of moral development, Kohlbergs Theory. Meaning of discipline, essentials and techniques of discipline, evaluation of discipline. Hazards in moral development. 10 hours

Unit III : Development of self-identity : Social contest of development, fans, pear school etc., Gender role, gender stereotype and gender role. Biological, social and cognitive influences, Sex related difference in mental abilities and personality traits Androgyny. Developing non-gender stereotyping. Play : Meaning of play, Characteristics of play, Factors, Value of play, Active play, Amusements. 16 hours

Unit IV : Common Childhood Problems : Behavioral problems, eating, sleeping, bedwetting, adjustment problem, deficiency and deprivation, prevention and correction. 10 hours

Unit V : Therapy : Medical therapy. Behavior Therapy Aversive training, operant conditioning. Behavior modification reinforcement strategies, time out, token economy and Modeling. Play therapy role play. Family therapy. Counseling 08 hours

Semester V

Counselling Psychology

Unit I : Introduction : Nature of counseling : Definition ; What is counseling and helping
Evolution of the Guidance and counseling movement in India Where do counseling
psychology work 8 hours

Unit II : Ethical & Professional issues Approaches to Counseling : Person entered counseling
: Gestalt counseling ; Psycho analytic counseling ; cognitive counseling ; behaviouristic
counseling. 10 hours

Unit III : Test in Counseling :What is a Psychological test ; What makes a good psychology
test ; Counselors use of psychology tests, Limitations of psychology tests Major
classifications of psychological tests ; Use of psychological tests; Selection of tests;
Administration of tests ; Testing procedure ; Scoring of tests ; reporting and recording ; Use
of test results : caution for the use of psychology tests.

Unit IV : Counselling Interview : Relationship, Importance & Components Facilitaing
conditions.

Unit V : Counseling Interview : Types of Interviews : Introductory : fact finding ;
Informative ; Therapeutic Interview procedure ; process ; interpretation ; developing
insights and putting them to work ; recording Limitations can be explained with the help of
case studies 6 hours

Semester VI

6 B. Counselling Psychology

Unit I : Introduction : Nature, Definition counseling, guidance, Meaning purpose scope
goals,Counseling & guidance movement in India

Unit II : Professional issues : Education and training of counselors. Where do they work.
Ethical issue.

Unit III. Tests in counseling counselors use of P T .Types of test. Selection, use, scoring
intervention, cautions in using tests.

Unit IV Counseling Relationship : Importance, components, facilitative conditions of
relationship empathy,respect confidentiality, genuineness..

Unit V: Counseling Intervention : Stages of intervention, starts/working/closing stages.

Semester VI

Health Psychology

Unit I : The Immune System : Psycho-Neuro-Immunology The Immune System : Stress and
Immune Functioning; Academic Stress and Immune Functioning ; Negative Affect and
Immune Functioning. Disorders of the Immune System Infectious Diseases (viral Infections
and Disease) ; Co-Factor theory ; Behavioral Factors and Common cold ; AIDS
(Transmission of HIV AIDS, AIDS and its consequences, intervention to reduce risk-behavior,
coping with AIDS); Cancer (Psychological factors in cancer, course of cancer, adjusting to
cancer). 20 hours

Unit II : Pain : Nature and Significance of pain ; clinical management of pain : pain control technique;management of Chronic pain ; Arthritis.

Unit III : Life-Style disorders : CHD Type A behavior ; Hostility and CHD : Negative behavior and CHD ;Hypertension overview ; Stress and Hypertension ; Personality and Hypertension ; Stroke and its consequences. Diabetes types ; Implications ; problems in self-management of diabetes 12 hours

Unit IV : Respiratory Disorders : Asthma psychological factors in Asthma, Psychological management of Asthma 8 hours

Unit IV : Respiratory Disorders : Asthma psychological factors in Asthma, Psychological management of Asthma. 8 hours

Unit V : Improving Health and Well-being : Personality and Individual differences : Stress Hardiness ; Motive Patterns ; Gaining a sense of control ; Enhancing support 8 hours