

ANNEXURE: 1

ACHARYA NAGARJUNA UNIVERSITY

Syllabi relating to M.A. in Journalism and Mass Communication (M.J.M.C) Degree Examination, Semester system (With effect from 2008-09)

Scheme of Examination

Subject Code	Subject Title	Theory Marks	Internal Tests	Papers Duration	Total Marks
Semester I					
MJC 1.1	History of Journalism	80	20	3 Hours	100
MJC 1.2	Media Laws and Ethics	80	20	3 Hours	100
MJC 1.3	Basics of Radio & Television	80	20	3 Hours	100
MJC 1.4	Print and New Media	80	20	3 Hours	100
MJC 1.5	Communication Theory	80	20	3 Hours	100
Semester II					
MJC 2.1	Advertising	80	20	3 Hours	100
MJC 2.2	Writing For Media	80	20	3 Hours	100
MJC 2.3	Radio & Television Production	80	20	3 Hours	100
MJC 2.4	Reporting and editing (Print Media)	80	20	3 Hours	100
MJC 2.5	Language & Communication Skills*	50	50	2 Hrs	100
Semester III					
MJC 3.1	Public Relations	80	20	3 Hours	100
MJC 3.2	Film communication:	80	20	3 Hours	100
MJC 3.3	Communication forms -1 (Traditional and Cultural Communication)	80	20	3 Hours	100
MJC 3.4	Language & Communication Skills*	50	50	2 Hrs	100
MJC 3.5	News gathering techniques*				100
Semester IV					
MJC 4.1	Communication Forms -2 (International and Development communication)	80	20	3 Hours	100
MJC 4.2	Research methodology:	80	20	3 Hours	100
MJC 4.3	Language & Communication Skills*	50	50	2 Hrs	100
MJC 4.4	Specialised writing skills:	50	50*	2 Hours	100
MJC 4.5	Dissertation: Including Viva-Voce*	75	25-Viva		100

Papers marked with asterisk symbol * i.e. MJC 2.5, MJC 3.4, MJC 3.5, MJC 4.3, MJC 4.5 are purely internal papers: Paper setting and valuation are done internally. In paper MJC 4.4 the student will be evaluated for 50 marks internally for practical work, while written test in theory is conducted by the University for 50 marks..

I SEMESTER

MJ C 1.1: HISTORY OF JOURNALISM:

Paper - 1

Unit 1: Origin of Press - Evolution of Modern Newspapers - Origin and Growth of Newspapers in India – Hick’s Gazette - Bombay Chronicle.

Unit 2: Early Journalism in India - Growth of Nationalist Press - Journalism in 19th century - Contribution of Mahatma Gandhi, Raja Ram Mohan Roy, Bala Gangadhar Tilak, Sadanand to Indian Journalism.

Unit 3: Indian press and Freedom Movement – Government versus Press - Changes in Indian Media in post-Independence era -Modern Trends in Journalism.

Unit 4: Contribution of national eminent newspapers - Amrit Bazaar Patrika, Kesari, Hitvad, Times of India, The Statesman, The Hindu, Free Press Journal.

Unit 5: Telugu Journalism: The origin and growth of Telugu newspapers – Freedom Movement and Telugu Press - Kandukuri Veeresalingam, Konda Venkatappaiah Panthulu, Kasinadhuni Nageswara Rao, Tapi Dharma Rao, Mutnuri Krishna Rao, Narla Venkateswara Rao Krishna Patrika, Andhra Patrika, Andhra Prabha - Telugu Press after 1970s - Changing trends in Telugu Journalism Eenadu, Andhra Jyothi, Visalandra, Prajasakhti.

Reference Books:

1. Indian Journalism : Nadig Krishna Murthy.
2. Indian Journalism : S. Natarajan.
3. Journalism in India: R. Partha Saradhi.
4. Studies in the History of Journalism : (Ed.) J.V.Seshagiri Rao.
5. Journalism Charitavyavastha : R. Anand Sekhar.
6. Five Eminent Editors : Publication Division.
7. Telugu Journalism Charitra : Bangalore.
8. Vartha Rachana : K. Rama Chandra Murthy
9. Indian Press Since 1955 : S.C. Bhatt.
10. Telugu Patrikalu : Potturi Venkateswara Rao

MJC 1.2 - MEDIA LAWS AND ETHICS:

Paper - 2

Unit 1: Concept of freedom of Press-Press as Fourth Estate-Freedom of Speech and Expression Article 19(1)(a) and Art. 19(2)-Parliamentary and Legislative Privileges and Media – Salient Features of Indian Constitution: Preamble, Fundamental Rights and Duties, Directive Principles of State Policy, Legislature, Judiciary, Election Commission, 73rd, 74th Amendments.

Unit 2: Media Laws: Defamation-Libel and Slander-Sedition- Obscenity-Censorship-Contempt of Courts Act, 1971.

Unit 3: Media Acts: Official Secrets Act, 1923 – Working Journalists Act, 1955 – Right to Information Act, 2005– Prasar Bharathi Act–Cable Television Regulation Act–Satellite Regulations in India.

Unit 4: Press Council of India-Press Commissions of India–Codes for Radio and Television-Plagiarism: Ethical and legal aspects.

Unit 5: Ethical Problems related to Media: Privacy, Communal writing and Sensational writing, Yellow Journalism, Bias-Ethical issues related with Media Ownership-Media councils and Press Ombudsman in the World-Accountability and independence of Media.

Books for Reference:

1. Durga Das Basu :Laws of the Press in India
2. Rayudu C.S. :Communication Laws
3. Durga Das Basu :Introduction to Indian Constitution
4. Universal Publications Limited : Press, Media and Telecommunications Laws
5. Dr.Rama Krishna Challa:Historical Perspective of Press Freedom in India
6. Sahani S:The Truth About Indian Press
7. Madabushi Sridhar : Law of Expression
8. Madabushi Sridhar : Vilekari: Chattalu
9. Madabushi Sridhar : Patrika Rachana,Paruvu Nashtam, Courtu Dhikkaram
- 10.Madabushi Sridhar : Nyaya Vyavastha
- 11.Indian constitution : B.N. Pandey
- 12.Introduction to Indian constitution : D.D. Basu
- 13.Press laws : D.D.Basu
- 14.The truth about Indian press : S. Sahani
- 15.Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

MJ C 1.3: BASICS OF RADIO AND TELEVISION:

Paper - 3

UNIT 1: Introduction to electronic media components: Electronic media as a medium of mass communication; growth of radio, television and films in India; characteristics of radio broadcasting and Television telecast.

UNIT 2: Ownership and organizational structure of TV and Radio: Prasar Bharati Corporation, All India Radio, Doordarshan and private channels; educational TV and Radio, University TVs, Commercial radio; Emerging trends franchising and community radio, Amplitude Modulated and Frequency Modulated – advantages and disadvantages of both technologies.

UNIT 3: Script writing for TV and Radio: Language for TV and Radio programmes, Grammar in Radio and TV programme scripts; Script writing for TV and Radio news, commercials, features, interviews and plays.

Unit 4: Television Production: TV as medium of communication– Origin and growth– Characteristics–Audience–Stages in TV Programme production–Script writing–Types of scripts–programme production techniques–TV studio–Types of CAMERAS–Lenses–Basic shots–Microphones –Lighting–Floor planning–Duties of the TV crew.

Unit 5: Radio Production - Audio Theory and Terminology in Radio Production - WRST and Non-commercial Radio Station Essentials -Control room Operation - Basics of Radio Studio Design and Equipment Applications - Microphones and Sound in Radio Production - Audio Consoles in Radio Studio Applications.

Reference Books :

1. Broadcasting in India : P.C. Chatterjee
2. TV Programme production : G.B. Millerson
3. Television in India : R. N . Acharya
4. Making a Television programme : Breyer – Johnson
5. TV for Education and Development: B.s. Bhatia
6. Now the Headlines : S. P. Singh
7. TV News writing, Editing Filming, Broadcasting: I. E. Fang
8. A Handbook for script writers : B.W. Welsch
9. Our films and their films : Satyajit Ray
10. Indian cinema today : Kabita Sakar
11. The Art of Film : Lindgrad
12. How to read a Film : James Monaco
13. Film – a reference Guide : Armour
14. 75 years of Indian cinema : Feroz Rangoonwallah
15. Film Censorship : G.D. Khosla

MJC 1.4: PRINT AND NEW MEDIA:

Paper - 4

Unit 1: Similarities and differences between Print and New/Internet Media, Opportunities and skills required for Print and New Media.

Unit 2 : Tools of Journalism: Essential Software applications for Telugu and English Print/Internet Media, Publishing and news editing on Internet media, digital photographs, sources, quality Bandwidth of internet, web hosting, uploading and updating services.

Unit 3: Publishing tools introduction to : Adobe Photoshop, PageMaker, Quark Express, CorelDraw, Dream weaver and introduction to Flash, The use of computers as a design tool, applying the principles of graphics, design, and layout.

Unit 4: Searching web for material and doing research for online reporting and writing, Understanding how to use various sites that provide information - Cyber law.

Unit 5: News editing and reporting, beat system, hierarchy in Print Media, sources, Comprehensive picture of print production (process superficially), Print media organization, the selection of stories, news judgment and the writer-reporter-news desk relationship.

Reference Books and Internet Sites:

1. M.V. Kamath: Professional Journalism
2. Internet Journalism in India: Om Gupta, Ajay S. Jasra: Kanishka Publishers
3. Online News: Journalism and the Internet: Stuart Allan
4. The Elements of Online Journalism: by Rey G. Rosales
5. MV Kamath: Journalist's Handbook.
6. B.N. Ahuja: Theory and Practice of Journalism
7. Katta Sekher Reddy: A Hand Book of Journalists
8. Katta Sekher Reddy: Journalists Kara Deepika
9. V. Bala Agarwal & V.S. Gupta: Hand Book of Journalism & Mass Communication
10. Bendalam Krishna Rao : Vaarthalu Yela Rayali
11. B. Radha Krishna : Manchi Journalist Kavalante

Internet Tools and Resources for Journalists

- Harper, Christopher: Houghton Mifflin Co. New Mass Media With CD
- <http://www.journalism.sfsu.edu/www/internet/internet.htm>
- <http://www.journalism.sfsu.edu/www/ethics.html>
- [Ecola's Newsstand -- searchable guide to hundreds of online publications](#)
- [Reporters Internet Guide -- A Great Resource!](#)
- [Rights of the Student Press](#)
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- [Internet Search Engines and Indexes](#)
- [Journalism Related Internet Resources](#)
- [Usenet Newsgroups for journalists](#)
- [Internet News Indexes](#)
- [Online Internet News Sources](#)
- [Interesting News Reports and Analysis from Outside Sources](#)
- [Resources for Photographers and Photojournalists](#)

MJC 1.5: COMMUNICATION THEORY:

Paper - 5

Unit 1: Definition of Communication: Scope - communication process - Variables of Communication – Source – Message - Channel receiver feedback - Basic models of communication - Shannon & Weaver - Lasswell-Berlo. Types of communication – interpersonal – Group - Mass Communication. Mass Communication – Characteristics of print, Radio, Television, Film New Media.

Unit 2: Elements and Process of Communication: History of Communication, Barriers of Communication, Tools of Communication, Effective Communication Principles.

Unit 3: Market communication concept: Characteristics Reinforcement – sleeper effect, Organisational communication- Newcomb's balance theory, Congruity – Dissonance - Social Judgement model, Mass Society Magic bullet theory.

Unit 4: Normative theories: Authoritarian – Libertarian – Communist - Social responsibility - Development media -democratic participant theory. Theories of Communication: Hypodermic needle, Two-step and Multi-step, Commercial, Verbal and Non-verbal communication; Play theory, Uses and Gratification, Selective exposure, Perception and Retention theory, Individual difference theory.

Unit 5: Advanced models of communication: two-step flow of communication, opinion leaders –Characteristics, - Diffusion of innovations - Roger and Shoemakers model of communication, Gatekeeping models - White's gatekeeper model, Galthuing and Ruge's model of selective gatekeeping – Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model.

Reference Books :

1. David Berlo : The process of Communication.
2. Prof. P.L. Visweswara Rao
3. Uma Narula : Mass Communication Theory and Practice.
4. Denis Mequial and Windhal : Communication models.
5. John Fiske : Introduction to Communication Studies.
6. Denis Mequial : Media Performance.
7. Denis Mequial : Mass Communication Theory.
8. Denis Mequial : Communication.
9. Ithias de solo pool (ed.) : Handbook of Communication.
10. Defleur and Ball-Rockesh : Theory of Mass Communication.
11. John Wright: Communication Theory.

II SEMESTER

MJC 2.1: ADVERTISING:

Paper – 1

Unit 1: Evolution of advertising, Socio economic, Legal and ethical aspects of advertising – Types of advertisements – Various phases of advertising – Advertising agency system – Market research – vocational aspects of advertising.

Unit 2: Planning and campaigns – Media selection – newspapers – Magazines – Radio – Television – Direct mail – outdoor advertising – Hoarding – Bus panels – Spectacular – bulletins.

Unit 3: Advertising copy – Visualisation – illustrations – Layout – Headlines – writing script, text fonts, sizes – Colour – Graphics – Psychological factors in advertising – trade marks – Slogans – Evaluation of effectiveness.

Unit 4: Writing for Radio and Television. Recent trends in Indian advertising—Advertising policy.

Unit 5: Advertising – Problems of measurements – Opinion ratings – Concurrent methods – TAM Ratings – Re-call test – Recognition test – audience evaluation for various media – Advertising code.

Reference Books :

1. Advertising – Cohen
2. Advertising: Its
3. Role in Modern society – Dunn
4. Advertising Psychology and Research – Hepner
5. Advertising – Warner, et al
6. Fundamentals of advertising – Chunna wallah
7. Advertising Management Concepts & Cases – Mahendra Mohan
8. Advertising campaigns – Wright
9. Advertising Made Simple – Thomos Jefkins
10. Effective advertising – Leon Quera.

MJC 2.2: WRITING FOR MEDIA:

Paper – 2

UNIT 1: Historical background of writing: Elements of language – writing as coding of Contents, language of mediated communication. Translation – meaning, types and principles of translation; translation and rewriting practices in mass media.

UNIT 2: Principles and methods of effective writing for mass media communication, general rules of grammar, exceptions in mass media writing use of words, sentences – types and construction, use of tenses in mass media writing.

UNIT 3: Writing with creativity and colour: meaning of colour writing, art of writing with flair, difference between news writing and colour writing, Narrative and interpretation writing.

UNIT 4: Technical writing, business writing, feature writing, science writing, developmental writing, writing for target groups and special interest groups. Online writing for New/Internet Media.

UNIT 5: Freelance writing: what is freelance journalism? Its nature, scope and future prospects. Qualities of a freelance journalist. Freelancing for newspaper, magazines, TV, radio and Internet/new media. Syndicates for features.

Reference Books :

1. Writing Scripts for Television, Radio and Film – Edgar. E. Wills and Comillo.D Arienzo
2. Writing Television and Radio Programmes – E.e. Wills
3. Broadcast News Writing – Paul. G. Smeyak
4. Feature Writing for News Papers : Daniel R. Williamson, Hatisngs House Publishers, New York
5. News Writing : George A Hough, Kanishka Publishers, New Delhi
6. Technical Writing Basics: Brian R Hollowal
7. Charles A Brogan
8. Microsoft Manual of Style for Technical Publication

MJC 2.3 – RADIO AND TELEVISION PRODUCTION:

Paper – 3

UNIT 1: Television: characteristics of television, comparison with other media, educational TV, commercial TV, satellite TV, cable TV.

Unit 2: TV news – principles of code – Sources for Writing – News telecast techniques – programmes for special audience – women – Youth – Children – Farmers – Students – Panel discussions – Interviews.

Unit 3: Studio operations: Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmes – Role of producer and News presenter – Studio operations – Cable Television – Video revolution.

Unit 4: Characteristics of Radio – Air Code – Stages in programme production – News Features – Interviews – Audience profile – Special audience programmes – Women – Children – Youth – Industrial Workers – Farm and Home programmes, Radio Management.

Unit 5: Studio operations – Sound and acoustics – Tapes and recording – Recording different formats – dubbing techniques.

Reference Books :

- 1.. Video camera Techniques – Gerald Millerson
2. Television News and the new Technology – Richard. D. Yonkam and Charlea.F
3. Basic **Radio Journalism** (Paperback) by Paul Chantler
4. Radio and TV Journalism: S. Kumar, Shubhi Publications: Rs.584.
5. Chatterji, P. C. *Broadcasting in India*. New Delhi: Sage, 1991.
6. Desai, M. V. *Communication Policies in India*. Paris: UNESCO, 1977.
7. Mehra, M. *Broadcasting and the People*. New Delhi: National Book Trust, 1976.
8. Mehta, D. S. *Mass Communication and Journalism in India*. New Delhi: Allied Publishers, 1992.
9. Rajagopal, A. “The Rise of National Programming: the Case of Indian Television.” *Media Culture & Society* (London), 1993.

MJC 2.4: REPORTING AND EDITING (PRINT MEDIA)

Paper – 4

Unit 1: Introduction to reporting skills: Concept and definition of news, News values, Structure of news story, Introduction to lead, Kinds of leads, Language in newspapers, Sources of news.

Unit 2: Kinds of reporting: Press Conference, Interpretative, Investigative, Opinion, Editorial writing, Interviewing techniques, Writing reports, Uses of photographs, Human interest stories.

Unit 3: Reporting Special events: Disasters and accidents, crime, Sports, Budget, Legal Reporting – courts, Legislature reporting, Speech reporting, Investigative reporting, Science reporting and Mofussil reporting.

Unit 4: Fundamentals of editing: Editing and proof reading symbols, Jargon of editing, Kinds of headlines, Dummy, Editing supplements, photo editing, Editing features, making special pages.

Unit 5: Reporting and Editing for News agencies: News agencies of India, Origin, Press Trust of India, United News Of India, AFP, API, News Agencies of Andhra Pradesh, EMS, hierarchy, online news services, specialisation, photo services.

Reference Books :

1. Reporting – Charley. M.V
2. Modern News Reporting – Warren. C
3. Reportorial Writing – Sheehan. P.V.
4. Indian Reporters' Guide – Critchfield. R.
5. The Complete Reporter – Johnson. S. and Harris. J.
6. Active Reporter – Lewis. J.
7. How to Report and Write the news – Cambell and Wolseley.
8. News Writing and Reporting Public Affairs – Bush. C.R.
9. Reporting for the Print Medium – Fedler. P
11. Essentials of Practical Journalism : Vir Bala Aggerwal
12. Hand Book of Reporting and Communication Skills : V.S. Gupta

MJC 2.5: LANGUAGE AND COMMUNICATION SKILLS – I

Paper – 5

This is a **practical** paper designed to impart, improve and sharpen the literary and language skills of the students and to train him/her to become a good journalist. The paper is for 100 marks and is taught and evaluated internally. The object of this paper is to train the students to have insight of existing literature in Telugu and English languages. For this purpose, 15 (Fifteen) Books authored by famous writers are prescribed during II, III and IV Semesters. The students have to choose and read thoroughly 6 books (5 Telugu and 1 in English) during the semester. The evaluation will be in the form of book reviews / presentation / seminar and written examination, through which the students will be tested as to how much he / she grasped of social, political etc., philosophy, and language and writing skills of the authors of these books.

***Note 1 :** The prescribed books for the purpose will be decided and put on notice board at the beginning of each semester. Xerox copies of the list of prescribed books will be supplied to the students. The list of books prescribed for each semester may be changed from time to time by the Coordinator keeping in view the context and changing needs.*

***Note 2:** Students whose mother tongue is not Telugu or any student if he/she chooses so, he/she may choose all the 6 books for the Semester in English language only.*

METHOD OF EVALUATION:

50 marks for book reviews/presentation/seminar:

Students are expected to read the prescribed books and thoroughly understand the content. In the course of the Semester each student will have to submit book reviews/presentation/seminar on weekly basis as per the time schedule decided by the class teacher/Coordinator concerned. Students will be assessed for 50 marks on the basis of his/her performance by the class teacher/coordinator.

50 marks for Semester-end internal written examination:

There will be an internal Semester-end written examination conducted and valued by the class teacher concerned /coordinator for another 50 marks. The questions in the Semester-end examination will be framed in such a way to test the students' grasp of these books in relation to: the language and literary skills of the author; social, political and other views of the author; critical comments on the views of the author; relevance of the social, political etc., philosophy of the author; characters portrayed in the book etc., etc.

III SEMESTER

MJC 3.1 – PUBLIC RELATIONS:

Paper - 1

Unit 1: Definition – Nature. Scope, - Evolution of PR in India – A historical appraisal – publicity – public opinion – Propaganda – advertising – PR, a comparative evaluation – Social and psychological impact of PR – dynamics and role of PR in public affairs – PR management.

Unit 2: Components of PR – Principles of persuasion – effective communication – attitude change – application of communication techniques for PR media – PR for – Print, electronic and film, oral, open house, photography, campaigns, demonstration exhibitions, trade press – press conference – special events.

Unit 3: PR organization – Structure – PR policy – consultancy agency system – planning – fact finding – implementation – feed back analysis – methods of PR – Press relations – periodicals – controlled electronic communication advertising as a component of PR – direct communication methods – books and other publications.

Unit 4: Emerging trends in Public Relations, changing meaning of PR, new tools of public relations, turning every employees as a PR manager – latest scenario in corporate houses.

Unit 5: Applied PR – International PR – PR for central government – State government – Local bodies – PR and extension – employees relations. Preparation of literature for PR campaigns through mass media house journals – case studies – professional organizations of PR PRSI PASA IPRA – BPRA – A brief survey of PR in India – PR research areas – techniques – evaluation – Laws and ethical aspects – recent trends – PR Education.

Reference Books :

1. Cutlip & Centre : Effective Public Relations.
2. Bertrand R. Canfield : Public Relations.
3. Stephenson : Handbook of Public Relations.
4. C. Narasimha Reddy : How to be a good PRO.
5. Sam Black : Practical Public Relations.
6. J.H.Kaul : Public Relations in India.
7. V.M. Dheknew : Public Relations in Public and Business Administration in India.
8. Leslie : Public Relations Handbook.
9. Finn: Public Relations and the Management.
10. J.E. Marsten : Modern Public Relations.

MJC 3.2: FILM COMMUNICATION:

Paper - 2

Unit 1: A brief history of films: Silent era – Talkies – popular cinema in 1950s – New wave cinema – Types of films – stage in film making – sound Recording – post production – Animation techniques – Film reviews – Film appreciation.

Unit 2: Problems and prospects of the Indian film industry, film organizations – FTII, NFDC – Censorship – Laws: Khosla Committee report – National/State Film policies. State of the film industry; regional cinemas; problems and issues; future prospects.

UNIT 3: Film production: Techniques; Television production techniques: introduction to pre-production, production and post-production; editing – linear and non-linear; special effects; emerging trends. Principles of script writing for films;

Unit 4: Evaluation of finished film ; Effectiveness of storytelling ; Technical considerations: focus, clarity of sound, editing ; Aesthetic considerations: style, pace, creativity.

Unit V: Post production; Picture edit; Post sync sound work; Mixing all sound into a composite sound track ; Production book ; Including all notes, budget and receipts; breakdown; camera reports; editing logs, mixing cue sheets, talent releases, music license, etc.;

Methods of Evaluation:

The student will be evaluated on the effective completion of each of the following steps:

- (1) Preproduction
 - (a) Script in proper format and length
 - (b) Script breakdown and schedule for shooting
 - (c) Detailed budget
- (2) Production
 - (a) Shoot principal and pickup photography by deadline
 - (b) Work as crew member on at least one other person's film

Reference Books :

1. Broadcasting in India : P.C. Chatterjee
2. TV Programme production : G.B. Millerson
3. Television in India : R. N . Acharya
4. Making a Television programme : Breyer – Johnson
5. TV for Education and Development: B.s. Bhatia
6. Now the Headlines : S. P. Singh
7. TV News writing, Editing Filming, Broadcasting: I. E. Fang
8. A Handbook for script writers : B.W. Welsch
9. Our films and their films : Satyajit Ray
10. Indian cinema today : Kabita Sakar
11. The Art of Film : Lindgrad
12. How to read a Film : James Monaco
13. Film – a reference Guide : Armour
14. 75 years of Indian cinema : Feroz Rangoonwallah
15. Film Censorship : G.D. Khosla
16. Black & White : Raavi Kondala Rao

MJC 3.3 - COMMUNICATION FORMS -1
(TRADITIONAL AND CULTURAL COMMUNICATION)

Paper – 3

Unit 1: Definition of Traditional Media – Historical background of Traditional Media – Nature, Characteristics and Different phases of Traditional Media.

Unit 2: Folk Arts in India – Jatre, Yakshagana, Tamasha, Koodiyattom, Therikothu – Popular Folk Arts in different regions – Folk Arts and Social perspective – Folk Arts and political communication .

Unit 3: Folk Formats in Andhra Pradesh : Origin and growth of Harikatha, Burrakatha, Jamukula Katha, Street plays (Veedhi Natakalu), Tolu Bommalata (Puppetry), Tappetagullu, Oggu Katha, Yellamma Jatra.

Unit 4: Origin and meaning of Cultural Communication – Origin, need and models in Intercultural communication – Aristolean, Cybernetic, Biological, Psychological models – cultural institutions – family, school and mass media.

Unit 5: Verbal and Non-verbal communication – Role of media in intercultural communication – communication technology – cultural changes – modern technology and change.

Books for Reference:

1. Folk Lore of Andhra Pradesh : B. Rama Raju
2. The Role of Traditional Folk Media in Rural India : N. Vijaya
3. Telugu Vari Janapada Kela Arupulu : Mikkilineni Radha Krishna Murthy
4. Folk Performing Arts of Andhra Pradesh : M. Nagabhushana Sharma
5. Folk Arts and Social Communication : Drgadas Mukhopadhyaya
6. Intercultural Communication : John Beatty, Junichi Takahashi
7. Foundations of Intercultural : K.S.Sitaram and R.T. Cogdelt
8. Culture and Communication: A World View : K.S. Sitaram
9. Mass Communication : A Sociological Perspective

MJC 3.4: LANGUAGE AND COMMUNICATION SKILLS – II

Paper - 4

This is a **practical** paper designed to impart, improve and sharpen the literary and language skills of the students and to train him/her to become a good journalist. The paper is for 100 marks and is taught and evaluated internally. The object of this paper is to train the students to have insight of existing literature in Telugu and English languages. For this purpose, 15 (Fifteen) Books authored by famous writers are prescribed during II, III and IV Semesters. The students have to choose and read thoroughly 6 books (5 Telugu and 1 in English) during the semester. The evaluation will be in the form of book reviews / presentation / seminar and written examination, through which the students will be tested as to how much he / she grasped of social, political etc., philosophy, and language and writing skills of the authors of these books.

***Note 1 :** The prescribed books for the purpose will be decided and put on notice board at the beginning of each semester. Xerox copies of the list of prescribed books will be supplied to the students. The list of books prescribed for each semester may be changed from time to time by the Coordinator keeping in view the context and changing needs.*

***Note 2 :** Students whose mother tongue is not Telugu or any student if he/she chooses so, he/she may choose all the 6 books for the Semester in English language only.*

METHOD OF EVALUATION:

50 marks for book reviews/presentation/seminar:

Students are expected to read the prescribed books and thoroughly understand the content. In the course of the Semester each student will have to submit book reviews/presentation/seminar on weekly basis as per the time schedule decided by the class teacher/Coordinator concerned. Students will be assessed for 50 marks on the basis of his/her performance by the class teacher/coordinator.

50 marks for Semester-end internal written examination:

There will be an internal Semester-end written examination conducted and valued by the class teacher concerned /coordinator for another 50 marks. The questions in the Semester-end examination will be framed in such a way to test the students' grasp of these books in relation to: the language and literary skills of the author; social, political and other views of the author; critical comments on the views of the author; relevance of the social, political etc., philosophy of the author; characters portrayed in the book etc., etc.

MJC 3.5: NEWS GATHERING TECHNIQUES

Paper – 5

This is a **practical** paper and will be completely devoted to imparting practical news gathering techniques in Print, Electronic and Internet Medium by asking students in groups of (three or four) to go out into the field with prior information to the Department faculty members at least one day per week and realistically get the news published in the department internal magazine `suhrulekha' in print, on the website: www.suhrulekha.com or prepare a audio-visual news capsule or an audio capsule with script for a radio news report.

Radio Production Course Assignments

1. Completing a Radio Air check: Live Mixing On-Air (Includes actual on-air experience working in the WRST-FM main control room)
2. Fundamentals of Producing Radio News and Sportscasts
3. Basics of Audio Editing for Radio
4. Radio Spot Production-30 Second Show Promo
5. Radio Spot Production-60 Second General Promo

Details:

1. General audio and sound microphone techniques, including the handling of common audio problems encountered in production.
2. Camera placement and operations, including color balancing, alignment, camera optics, light levels and the use of special filters.
3. The history of television, how television works, and television's social impact.
4. Lighting techniques, including existing light, bounced light and three-point lighting.
5. Handling Technical and production problems.
6. Elements of effective visual composition.
7. Editing techniques: assemble and insert, linear and non-linear, and the use of time-code.
8. Video reproduction problems, including time-base and generational loss.
9. A general understanding of postproduction, including associated audio and video equipment.
10. The ability to critique the strengths and weakness of video productions.

Probably most important, the course will provide an opportunity for you to create a variety of video productions, allowing you to express personal creativity while developing the ability to conceptualize story ideas and effectively translate these ideas into video productions.

Internal Press Conference (mock) attending techniques, questioning, home work before attending conference, developing contacts, nurturing sources, using G.O.s, analyzing reports of Government departments to prepare news stories.

Based on five such internal publications either print, video or new media over a period of six months, the students' capability would be tested and marks awarded out of 100. The faculty will guide students in arranging for attending press conference or events of different types during this period in Guntur or Vijayawada.

SEMESTER IV

MJC 4.1- COMMUNICATION FORMS -2

(INTERNATIONAL AND DEVELOPMENT COMMUNICATION)

Paper -1

Unit 1: Definition, Meaning and Characteristics of International Communication - Flow of World News - One way flow – Types of International News.

Unit 2: Transnational News Agencies – Origin and growth of AP, UNI, AFP, REUTERS etc., – World Patterns of Elite Media – origin and growth of The New York Times, The BBC, etc., - International Propaganda - Disinformation - International Press Institute - Non Aligned News Agencies Pool - New Communication Technology.

Unit 3: Definition, Nature, Scope of Development Journalism - Key Elements – Decentralization, Participation, Urbanization, Modernization, Westernization, Industrialization - Indian Press and Development Journalism.

Unit 4: Definition, Nature, Scope of Development communication – Models of Development - Dominant Paradigm, Alternative Paradigm - Development Support Communication - Modern trends in Development Communication – Case Studies in Development Communication.

Unit 5: Development in the Third World - Criticism of western models of development - Areas of Development - political, social and economic issues, population control, literacy, vocational and higher education, health management, environmental issues, health management, inequality issues, tribal, women, and children problems.

Books for Reference:

1. International Communication : V.S.Gupta
2. International Communication : H.D.Fischer and J.C.Merril
3. Communication, Development and Third World : R.C.Stevenson
4. The Politics of World Communication : Cees Hamelink
5. National Sovereignty and International Communication : Nerbert Schiller
6. Srinivas Melkote : Communication for Development in the Third World : Theory and Practice.
7. Communication and Third World : Robertson
8. Development Communication : Uma Narula
9. Mass Communication and National Development : Wilbur Schram
10. Development and Modernization : S.C.Dube
11. The passing of Traditional Society : Daniel Lerner
12. Participatory Communication for Social Change : Hean Serraes
13. Manual of Development Journalism : Alan Chakle

MJC 4.2: RESEARCH METHODOLOGY:

Paper – 2

Unit 1: Introduction to Mass Communication research: Meaning of research, scientific method – Characteristics – Steps in research identification and formulation of research problem in communication research.

Unit 2: Basic elements of research – concepts, definitions, variables, hypothesis and causation. Hypothesis – type of hypothesis – Characteristics of good hypothesis – hypothesis testing. Research designs in Mass Communication research outlines of important designs, approaches: Survey research. Content analysis and historical method. Measurement: Meaning levels and types of measurement.

Unit 3: Sampling in communications Research: Types, their applications and limitations. Methods of data Collection: Interview, questionnaire, observation and case study – applications and limitations of different methods.

Unit 4: Use of statistics in communication research: Basic statistical tools, measures of central tendency (mean, mode and medium), correlation and chi-square.

Unit 5: Survey Meaning, Concept, Utility, Planning, Organising and Conducting survey, Public Opinion Survey, Readership Survey.

Reference Books:

1. Research Methods in the Behavioral Science – Festinger L. and Katz.D
2. Foundation of Behavioral Research – Kerlinger. F.N.
3. Research Methods in Social Relations – Selltiz. C. Jahoda. M and Cook S.W.
4. Content Analysis: An Introduction to Methodology – Krippendorf. K
5. Research Methods in Mass Communication – Westley Bruce. N and Guido.H
6. Introduction to Mass Communication Research – Nafziger, Ralph, David and White.
7. Television and Antisocial Behaviours Field Experience – Milgram, Stanley and Shetland.
8. The Tools of Social Science – Madge. J
9. Survey Methods in Social Investigation – Mosor and Kalton
10. Using Statistics for Psychological Research – Walker. J. T.
11. Methods in Social Research : W. J. Goode & P.K. Hatt.
12. Methodology and Techniques of Social Science research: Wilkison and Bhandarkar
13. Research Methodology, Methods and Techniques: C. R. Kotari
14. Theory and Practice in social Research: Hans Raj
15. Scientific social surveys and Research: Pauline.
16. Winner & Dominic: Mass Media Research, an introduction.

MJC 4.3: LANGUAGE AND COMMUNICATION SKILLS – III

Paper – 3

This is a **practical** paper designed to impart, improve and sharpen the literary and language skills of the students and to train him/her to become a good journalist. The paper is for 100 marks and is taught and evaluated internally. The object of this paper is to train the students to have insight of existing literature in Telugu and English languages. For this purpose, 15 (Fifteen) Books authored by famous writers are prescribed during II, III and IV Semesters. The students have to choose and read thoroughly 6 books (5 Telugu and 1 in English) during the semester. The evaluation will be in the form of book reviews / presentation / seminar and written examination, through which the students will be tested as to how much he / she grasped of social, political etc., philosophy, and language and writing skills of the authors of these books.

***Note 1 :** The prescribed books for the purpose will be decided and put on notice board at the beginning of each semester. Xerox copies of the list of prescribed books will be supplied to the students. The list of books prescribed for each semester may be changed from time to time by the Coordinator keeping in view the context and changing needs.*

***Note 2 :** Students whose mother tongue is not Telugu or any student if he/she chooses so, he/she may choose all the 6 books for the Semester in English language only.*

METHOD OF EVALUATION:

50 marks for book reviews/presentation/seminar:

Students are expected to read the prescribed books and thoroughly understand the content. In the course of the Semester each student will have to submit book reviews/presentation/seminar on weekly basis as per the time schedule decided by the class teacher/Coordinator concerned. Students will be assessed for 50 marks on the basis of his/her performance by the class teacher/coordinator.

50 marks for Semester-end internal written examination:

There will be an internal Semester-end written examination conducted and valued by the class teacher concerned /coordinator for another 50 marks. The questions in the Semester-end examination will be framed in such a way to test the students' grasp of these books in relation to: the language and literary skills of the author; social, political and other views of the author; critical comments on the views of the author; relevance of the social, political etc., philosophy of the author; characters portrayed in the book etc., etc.

MJC 4.4: SPECIALISED WRITING SKILLS:

Paper - 4

This paper shall be assessed for 50 marks of semester-end written examination and another 50 marks for Internship.

UNIT 1: Introduction to Science Writing - Science Writing in media - Introduction to skills - Expanding fields for science writing - Science News - Writing skills for Science News - Science Convention - three principles of usefulness - Science Reporting in Radio - newspapers - Magazines - Television - Communication for health and medicine - delivering health messages - health-related programming on Radio and Television.

UNIT 2: Gender Values - Need for study of Gender and mass communication in global context - Feminism - Three Waves of Feminism - Human Rights Concept - Meaning and Evolution - International Bill of Human Rights - Human Rights Communication in India - NHRC - SHRC - Human Rights Courts in Districts - Reporting Human Rights issues in Newspapers, TV and Films - Agenda Setting, - Newsworthiness - Assessment of reports.

UNIT 3: Environmental communication nature scope and definition - Media coverage - political economy - newsworthiness - norms of objectivity and balance - media effects - Agenda setting - rise of alternative environmental media - environmental advocacy - green marketing and corporate campaigns.

Reference Books:

1. J.V. Vilanilam (1993) : Science Communication and Development, Sage Publishers, New Delhi.
2. DW Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Redas, Texas, USA
3. Pamela Creedon, Women Mass Communications
4. Charlotte Krolokke, & Annie Scott Sorensen (2005), Gender Communication : Theories and Analysis, Sage Publications.
5. H.O. Aggarwal (2000), International Law and Human Rights, Central Law Publications, Allahabad.
6. N.J. Wheeler & Tomothy Dunne (1999), Human Rights in Global Politics, Oxford, London.
7. Robert Cox (2006), Environmental Communication and Public Sphere, Sage, London
8. L. Wallack, et.al. Media Advocacy and Public Health, Sage, London

INTERNSHIP

The academic year ends with a three-week internship at a print, broadcast, advertising,

public relations or online news organisation before final written examination. In this 50 marks would be awarded based on the overall opinion of the person in-charge of media house, at which he/she undertakes Internship, on the comprehensive capability of the student.

Two weeks of internship would be dedicated to general overall functioning of a journalist including one week of Editing at the News/Features Desk, Understanding Real-time Deadlines, and another week of Reporting political or any news of general Nature. Students are supposed to take another week of internship in a particular field of specialisation of their interest.

They could choose from: Sports writing; Cultural and Cinema writing; Legal Reporting; and Photojournalism. As part of their Specialisation they would produce at least three reports over a period of six months and publish them in their media (*Suhrulekha*) for the assessment of University Authorities. The students' work would be assessed for 50 marks in Internship and a written examination on their specialisation would be conducted at the semester-end for the remaining 50 marks.

The faculty will assist in arranging these internships, which give students first-hand experience of a working journalistic operation. These extended field trips or on the job training of 21 days (including 3 holidays for Sundays), would dovetail into students presenting their reports in *The Suhrulekha* (for print media), as television and radio features (for electronic media), or in *www.suhrulekha.com* (*New Media*) depending on their stream.

MJC 4.5: DISSERTATION:

Paper - 5

During the fourth semester, all students will take this required course on Rural Development and Urban Deprivation. Deprivation refers to the inability of individuals in the society to achieve basic human living standards. Among these are the ability to live a long and healthy life free from avoidable disease and hunger, and the opportunity to be educated qualitatively and to have access to resources needed for a socially acceptable standard of living.

Deprivation in its different forms may apply to all, or to the majority of, the members of specific social groups (such as Dalits) or classes (such as landless agricultural labourers). Deprivation so defined may be a contemporary Indian reality both in the rural areas and in cities, but the mainstream media do not give it deserved and sustained coverage.

The course will give equal importance to understanding the social deprivation and reporting it for any media. Through guest lectures, discussions and field trip (7 to 10 days), students will be taught to discern and report the facts and many facets of deprivation. They must learn to analyse the socio-economic, political, environmental and other factors that produce deprivation and to present their observations of it accurately, sensitively and in a way that will engage the attention of the public.

This tour will depend on the dissertation topic chosen and approved by the department coordinator

Dissertation will be evaluated by both internal (Guide) and one external examiner from outside university for 75 Marks.

There shall be a Viva-voce on the dissertation for 25 marks by a three-member committee comprising Coordinator/HOD, External university academician and a media representative.

Hard-bound dissertation Document would be submitted before the semester-end examination.

The three-member panel will question the student on the dissertation submitted by him, his methodology and marks awarded according to level of perception of subject by the student and overall presentation for 25 marks.
