

Andhra University

REGULATION AND SYLLABUS RELATING TO Master of Journalism and Mass Communication (MJMC) Degree Examination Semester system (with effect from 2007-2008)

1. The course for the MJMC degree examination shall be of 2 years duration, consisting of four semesters.
2. Candidates seeking admission into the MJMC Course shall be required:
 - a) To have passed any Bachelor degree of this university (other than BFA) and any other university recognized by the Academic Council.
 - b) To have passed the entrance test conducted by Andhra University subsequently to become eligible for the purpose of admission. The question paper shall include the following:
 - I) Journalism and Mass Communication
 - II) Current affairs and general knowledge Language skills
 - III) Language skills
3. Admission Procedure:

Admission into the course shall be made according to the rules as prescribed by the University from time to time.
- 4 Academic Requirements:
 - a) The two-year study consists of four semesters, covering theory papers and practicals. (See Annexure)
 - b) Every student shall be required to attend 75% of theory and practical classes in all the four semesters.
 - c) Every student shall work for the practice journal or news bulletin and studio-video cassettes under the guidance of the teaching faculty of the department.
 - d) All the students are required to participate in the professional tour of media centers arranged by the department and submit a tour report to the department.
 - e) No student shall be allowed to appear for the examinations both the theory and practical unless he/she produces a certificate of completion of all the academic requirements (practice journal or, news bulletin, audio and video cassettes and professional tour) as the case may be.
 - f) Students are required to take active part in the seminar wherein they should present papers and participate in the discussion that follows. Necessary alteration, if any, may be affected on the seminar paper in the light of the discussion held for the purpose of evaluation.

- g) The students in the fourth semester shall undergo an internship in any media organization for a period of three weeks and produce a certificate to that effect from the organization concerned.

5. Examination Evaluation:

- a) All the theory papers in the four semesters shall be valued by the external and internal examiners.
- b) Practical examination papers/assignments (if any) shall be valued by the internal examiners in the respective semesters.
- c) The oral (Viva-voce) examination shall be conducted by both internal and external examiners.
- d) The medium of instruction and the examination shall be in ENGLISH only.
- e) A candidate shall be declared to have passed the examination he/she obtains not less than 45% of the total marks in all the semesters put together. A candidate shall be declared to have passed the examination if he obtains not less than 40% in each paper, including practical.
- f) Candidates who have completed the course in each semester with required attendance after fulfilling other academic requirements shall be permitted to continue the next semester course irrespective of whether they have appeared or not at the previous examination (s). Such candidates may be permitted to appear for the examinations of earlier semesters with the examinations of later semesters simultaneously.
- g) If a candidate is unable to appear or fails he/she shall be allowed to have two more chances in the coming two years following the semester.
- h) If he/she fails in theory papers, he/she may be allowed to appear for theory examination, which includes all theory papers in the respective semesters. Similarly, if he/she fails in one of the practical papers, he/she may be allowed to appear for the practical examination only. In any case, the candidates need not have to submit dissertation and seminar papers afresh.

6. Improvement provision

The candidates declared to have passed in the examination of the MJMC course might re-appear for the same examination after completing the course to improve their marks in the succeeding two years.

7. Classification

The classification for pass divisions is:

- a) 60% and above --- First class
- b) 50% and above, but below 60% -- Second class
- c) 40% and above and below 50% -- Third class

**Annexure
Scheme of Examination**

Subject code	Subject title	Theory papers	Duration	Mid-term exams	Total Marks
		Max Marks		Max marks	
Semester I					
MJ 01	History of Journalism	85	3 hours	15	100
MJ 02	Reporting and Feature Journalism	85	3 hours	15	100
MJ 03	Communication theory	85	3 hours	15	100
MJ 04	Advertising	85	3 hours	15	100
MJ 05	Science Communication	85	3 hours	15	100
	Practicals				
	Classroom records				
	Reporting and feature journalism	50			50
	Adverting	50			50
	Viva	50			50
	Total				650
Semester II					
MJ 01	Radio Journalism	85	3 hours	15	100
MJ 02	Media Laws	85	3 hours	15	100
MJ 03	Editing and print media	85	3 hours	15	100
MJ 04	Media management	85	3 hours	15	100
MJ 05	Gender and communication	85	3 hours	15	100
	Practicals				
	Class room record				
	Radio journalism	50			50
	Editing and print media	50			50
	Viva	50			50
	Total				650
Semester III					
MJ 01	Cultural Communication	85	3 hours	15	100
MJ 02	Development Communication	85	3 hours	15	100
MJ 03	Public Relations	85	3 hours	15	100
MJ 04	Environment Communication	85	3 hours	15	100
MJ05	Television	85	3 hours	15	100
	Practicals				
	TV Cassette Production	50			50
	Tour	50			50

	Viva	50			50
	Total				650
Semester IV					
MJ 01	International Communication	85	3 hours	15	100
MJ 02	Traditional Communication	85	3 hours	15	100
MJ 03	Research Methodology	85	3 hours	15	100
MJ 04	Human Rights and Media	85	3 hours	15	100
MJ05	Political communication	85	3 hours	15	100
	Practicals				
	Internship	50			50
	Seminar	50			50
	Viva	50			50
	Total				650

Semester I
Paper 1
History of journalism

Unit 1

Origin of press - News books – evolution of modern newspapers - Growth of newspapers in India - Hickey's Gazette – Bombay Chronicle

Unit 2

Early journalism in Bengal-Bombay and Madras presidencies – Growth of national press – Press in 19th century - Raja Ram Mohan Roy - BalagangadharTilak

Unit 3

Indian press and freedom movement – Gandhi's contribution to Indian journalism – Nehru era – Government v/s Press – Indian Press and Emergency –Recent trends in journalism

Unit 4

Contribution of National eminent newspapers - Amrit Bazar Patrika - Kesari – Hitvada – The Times of India – The Statesman – Free Press Journal- The Hindu

Unit 5

Origin and development of Telugu press – Telugu press and freedom movement
_Kandukuri Veeresalingam – Kasinadhuni Nageswara rao – K.Ramarao – Khasa Subba rao – Tapi Dharma Rao –Mutnuri Krishna rao – NarlaVenkateswara Rao- Telugu Press after 1970's – Recent trends

Books

1. Nadig Krishna Murthy (1966). *Indian journalism Mysore, Mysore University Press*
- 2.S.Natarajan. *Indian journalism*
- 3 R.Parthasarathi.(1991) *Modern Journalism in India. New Delhi: Sterling Publishers.*
4. JV Seshagiri rao. *Studies in the history of journalism*
5. R.Anand Sekhar. *Journalism charithra vyavastha*
- 6.Publication Division: *Five Eminent Editors*
- 7.Banglore: *Telugu journalism charithra*
- 8.S.C.Bhatt(1999): *Indian Press since1955. New Delhi, Publication Division*

Paper II

Reporting and feature journalism

Unit1

Detailed analysis of news – definition – concepts- components – values – sources- press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects

Unit2

Reporting special events – disasters and accidents – crime – sports – budget – courts – legislature reporting – speech reporting – investigative reporting – science reporting – moffussil reporting

Unit3

Features – definitions – scope – types of features- news features – historical features – seasonal – how - to - do it – photo features – scientific features – human interest features – profiles – syndicate features

Unit4

Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programmes – performing arts – contemporary trends in reviews

Unit5

Column writing – writing creative middles – language as a tool of writing – art of translation – practical exercises – beats

Reference books

1. Emery, Adult & Ages: *Reporting and writing the News*
2. John Hohenberg: *The professional journalist*
3. Ralph S. Izard: *Reporting the citizen's news*
4. M.V. Kamath: *Professional journalism*
5. Curtis Macdougall (1953): *Interpretative reporting*. New York George Allen & Unwin Ltd.
6. Patanjali Sethi: *Professional journalism*
7. Tom Wolfe: *The New Journalism*

Paper III

Communication Theory

Unit 1

Communication and Mass communication: Definitions Five eras of Media Theory
The era of Mass Society and Mass Culture The limited effects of Paradigm- Cultural
Criticism of limited effects paradigm Emergence of Moderate-effects perspective

Unit 2

Rise of media industries and Media Society Theory- The beginning- The rise of yellow
Journalism- Mass Society and Media- Magic bullet theory
Propaganda- Origin and Growth- Lazwell's propaganda Theory- Walter Lippman's
Theory on Public Opinion Formation
Early Propaganda theory and Modern Propaganda theory- Noam Chomsky's Theory of
Propaganda
Paradigm shift in Mass Communication theory- Two-step flow of Communication
Limited-effects theory- Attitude change theories- Emergence of Media effects- The
Selective Process

Unit 3

Narrative theories- Libertarian theory- Criticism- Govt. regulations- professionalism in
Journalism- Limitations
Social responsibility theory- Relevance to Modern Society- Civic Journalism and
Development Journalism- Other theories- Democratic participant Theory- Development
Media Theory
Critical theory- the rise of cultural theories in Europe- Frankfurt School- Development of
Neo-Marxist theory- Political Economy
Social Construction of Reality- Dependency Theory

Unit 4

Themes of Media and Culture- Medium is the message- Social Marketing Theory-
Knowledge Gap- Agenda setting- Spiral of Silence- Cultivation Analysis
Media as cultural industries- Commodification of Culture- Advertising

Unit 5

Mass media and Accountability- Media violence theories- Focus on children and
violence- TV violence theories
Social learning- Social Cognition from Mass Media Aggressiveness Cues- the Context of
mediated violence- Active theory of TV viewing- Media and children's socialization
Systems theories of Communication process- the rise of System theories- mathematical
theory of Communication/Information theories- Applying System theories to
Communication

Reference books

David Berlo. (1960). *The Process of Communication*. Holt, Rinehart and Winston
London

Stanley J Baran and Dennis K Davis. (2006). *Mass Communication Theory: Foundations, Ferment and Future*, New York: Thomson Wadsworth.

Uma Narula. (1976). *Mass Communication: Theory and Practice*, New Delhi: Har Anand.

Denis Mcquail and Windhal. (1986). *Communication Models*, London: Longman.

Denis Mcquail (1993). *Media Performance*. London: Sage Publications.

Denis Mcquail (2005). *Mass communication theory*, New Delhi: Sage.

DeFluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York: Longman.

Paper IV Advertising

Unit1

Evolution of advertising - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system -market research – vocational aspects of advertising

Unit2

Planning and campaigns – Media selection – newspapers – Magazines – Radio – Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins

Unit3

Outdoor advertising in India -Commercial advertisements over - All India Radio - Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

Unit4

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – Evaluation of effectiveness

Unit5

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

Reference books

1. Cohen: Advertising.
2. Dunn: Advertising its role in modern society -
3. Hepner: Advertising psychology and research –

4. Warner et al: Advertising.
5. Chunn Wallah: Fundamentals of advertising
6. Mahendra Mohan: Advertising Management Concepts & Cases
7. Wright: Advertising campaigns
8. Thomas Jefkins: Advertising made Simple
9. Leon Quera: Effective advertising

Paper V

Science communication

Unit1

Science communication – Definition – Nature – Scope and need – History of science communication – Key elements

Unit2

Science communication and development – Science and technology in the ancient world- In ancient and medieval India – Diffusion of science and technology in British India – Progress in science and technology in post 1947 India communication and communication in modern India

Unit3

Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story

Unit4

Scientific temperament – Science convention – three principles of usefulness – Science reporting in radio – Newspapers – Magazines – Television – Communication for health and medicine – Communication Technology in delivering health messages

Unit5

The new technologies of power and the alternative systems of communication and development – Science and censorship-Safeguarding the future – Population and human survival

Reference Books

1. Bertrand Russell (1954): *Scientific Outlook*. London : George Allen & Unwin Ltd
2. J V Vilanilam (1993): *Science Communication and Development*. Sage Publications. New Delhi
3. D.W. Burkett (1973): *Writing science news for the mass media*, Gulf publishing company, Redas, Texas, USA

Semester II
Paper I
Radio Journalism

Unit 1

Brief history of broadcasting in India – characteristics of radio – objectives of radio – AIR code – stages in programme production – writing for radio – news features – interviews – audience profile – special audience programmes – women – children – youth – industrial workers – farm and home programmes

Unit 2

Studio operations – sound and acoustics – tapes and recording – recording different formats – dubbing techniques – AM and FM broadcasting

Unit 3

Audition – microphone talents – mikes – Outdoor broadcast – Covering special events – Festivals – Sports – Radio Bridge

Unit 4

Who is who in radio – station director – Asst. Station Director – Programme Executive – Transmission Executives – Announcer – Other crew

Unit 5

Autonomy – Prasara Bharathi – commercial broadcasting – Non-lapsable Fund (NLF) – local Radio concept – Radio and the people – Change agent

Reference books

1. P.C.Chatterji: *Broadcasting in India*. New Delhi: Sage.
2. U.L.Barua: *This is All India Radio*.
3. Mehra Masani: *Broadcasting and the People*.
4. H.R.Luthra: *Indian Broadcasting*.
5. G.C.Awasthi: *Broadcasting in India*.
6. Keval Kumar: *Mass Communication in India*.

Paper II
Media Laws

Unit 1

Indian constitution – Salient Features – Fundamental rights – Article 19 (1)(A) – freedom of the press

Unit 2

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955 Press and Publication (Parliamentary Proceedings) Act, 1976

Unit 3

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of court

Unit 4

Freedom of the press – Ramesh Tapar vs state of Madras – Brij Bhushan vs state of Delhi – Virendra vs state of Punjab – Ramji Lal Modi vs State of Uttar Pradesh - Sakal Newspapers vs Union of India – Bennett Coleman and Co vs Union of India _ Indian Express vs Union of India (1986)

Unit 5

Censorship Law and Internet – Laws and Cyberspace – emerging trends – Laws relating to cable and satellite TV

Reference books

1. B.N.Pandey: Indian constitution, Cental Law Publications.
2. D.D.Basu: Introduction to Indian constitution.
3. D.D.Basu: Press laws.

Paper III **Editing and Print media**

Unit1

Principles of writing – Rules of grammar – Writing news – Editing speech reports – accidents – Floods and other disasters – Education – Culture – Business – Labour and industry

Unit2

Editor – News editor – Sub-editor- their responsibilities – Editorial writing – Letters to the editor – Leads – Principles of rewriting – Rural news editing

Unit3

Fundamentals of copy- editing – editing and proof - reading symbols – Style sheet – Headlines – Types of headlines – Modern trends in headlines

Unit4

History of photography – Photo editing / cropping – Layout and design of different pages – Magazine production techniques

Unit-5

Journalism ethics- accuracy-fairness-completeness- code of ethics- Journalism and objectivity- the influence of news values- objectivity in practice- redefining objectivity- objectivity as a perspective- use of language.

Reference books

1. Bruce Westley: *News Editing*. New Delhi: IBH Publishers.
2. Frank Barton (1989): *The newsroom: A manual of journalism*. New Delhi: Sterling Publishers.
3. R. ParthaSarathy: *Basic Journalism*. New Delhi: McMillan

Paper IV

Media management

Unit1

Types of organistaion – functions – newspapers departments – editorial circulation – advertising – Production – Types of ownership pattern – Advantages and disadvantages

Unit2

Newspapers finance and control – newspaper registration – RNI – Recruitment policy – training – Wage policy - Wage boards – Readerships surveys – ABC-Advertising policy

Unit3

Press commissions - Recommendations — Press Council of India – structure – Composition – Guidelines

Unit4

Origin and growth of radio network – All India radio and Doordarshan – Prasar bharathi – Organizational structure – FMRadio.

Unit5

Television – Growth – Private TV – Cable TV- DTH- CAS- TV ads. Regulations

Reference books

1. Herbert Lee: *Newspaper Organisation and Management*. New Delhi: Surjeet publications
2. P.C.Chatterji (1988). *Broadcasting in India*. NewDelhi. Sage Publications
3. ULBarua: *This is All India Radio*.
4. Mehra Masani (1986); *Broadcasting and the people*. New Delhi. National Book Trust.
5. HRLuthra: *Indian Broadcasting*.
6. *Reports of Information and Broadcasting Ministry*.
- 7 *First press commission Report , Vol I & II*.
- 8 *Second press Commission Report Vol I & II*.
9. Vanita Kohli (2006) *The Indian media Business*: New Delhi. Sage.

Paper V

Gender and Communication

Unit 1

Gender- Sex, Gender Identity and Gender role –Masculine and Feminine cultures-
Gender values

Feminism – Types of feminism- Marxist- Socialist- Radical feminism

Waves of feminism- first, second and third wave

Unit 2

Feminist communication theories - Structuralism– Muted group theory– Stand point theory- Post structuralism– Performance and positioning theory – Transgender and Cyborg theory

Unit 3

Gender and communication, verbal interaction- non-verbal interaction- topics of discourse- perception and evaluation of speech

Explaining gender differences- non-verbal gender differences- theoretical issues- experimental designs- meta-analysis

Unit 4

Gender and Mass Communication in a Global Context-Challenge of re-visioning gender values, Women journalists in the western world, Global context of women in communication- Women, racial and sexual minorities in the media- Women in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism

Unit 5

Gender and violence- Screening and reporting violence - Effects of violence in media - News and mythology of anti woman violence - Unusualness and crime news- Reforming the news - news, violence & women

Women and international communication – Women's International Network (WIN) news, Women's International News Gathering Service (WINGS), Feminist International Radio Endeavour (FIRE)

Reference books

1. Donna Allen, Susan J Kaufman, Ramona, R. Rush (Ed). *Women transforming Communications*. London: Sage Publications
2. Philip Shaver and Clyde Hendrick (1987) *Sex and Gender* Sage Publications
3. Karen Boyle.(2002) *Media and Violence* . London: Sage Publications.
4. Marian Meyers. *Engendering Blame: News Coverage of Violence against Women*. London: Sage Publications
5. Pamela Creedon and Judith Cramer (2007). *Women in Mass Communication*. London: Sage Publications
6. Charlotte Krollokke and Anne Scott Sorensen. (2005). *Gender Communication: Theories and Analyses*. London: Sage Publications

Semester III
Paper I
Cultural communication

Unit 1

Intercultural communication – Origin – Need – Approaches – Behaviouristic – Humanistic – Moderate – Components – Definition - meaning

Unit 2

Models in inter - cultural communication – Aristotlean – Cybernetic- Biological – Psychological modes – Perception of the world – Senses – Influence of culture – Greek – Hindu - Buddhist

Unit 3

Retention of information – ancient and modern views – Verbal communication – Language – Hindu – Buddhist – Greek and Islamic theories - industrial – non industrial cultures

Unit 4

Inter cultural communication – Non verbal communication – Hindu theories and modern theories - Cultural institutions – Family – School- Mass media

Unit 5

Role of media in intercultural communication – Traditional and mass media – Inter Cultural Broad casting – Communication technology – Cultural change – technology and change

Reference books

1. Frank J. Lechner and John Boli (2005). *World Culture: Origins and consequences* London. Blackwell Publishing Company.
2. Meenakshi Gigi Durcan And Douglas M. Kellener (2001). *Media and Cultural Studies* . London : Blackwell Publishing Company.
3. James Curran (2002). *Media and Power*. London : Routledge.
4. Amartya Sen (2005). *The Argumentative Indian*. New Delhi. Penguin India.
5. Samuel P. Huntington. (1996). *The class of Civilizations and The Remaking of world order*. London: Penguin Books.

Paper II

Development communication

Unit 1

Development – Different concepts – causes for under development – theories of development – economic theory – Walt Rostow – Sociological theory - Modernization theory - Dependency theory - Dominant paradigm – New paradigm of development- Sustainable development - Development dilemmas- Millennium development goals – diffusion of innovations - An over view

Unit 2

Development journalism – origin – growth – developmental journalism - concepts- case studies – development news – Different concepts – Development reporting – problems – Indian Press and Development journalism

Unit 3

Development communication – definitions- nature- scope- merits and demerits – case studies of SITE and Jabua development communication project– Development support communication – an overview – Communication and Human development – literacy – population control- Sanitation – Gram panchayat - AIDS

Unit 4

Participatory development – Communication – Participation and development / community development – social capital – and theories – participatory communication research – case studies

Unit 5

Multi media approach to development issues – Interpersonal communication – traditional communication - Mass communication – Radio – Video- films – case studies

Reference books

1. Avik Ghosh (2006): *Communication technology and Human development* : New Delhi : Sage publications
2. DVR Murthy (2006): *Development Journalism: What Next* New Delhi: Kanishka Publications
3. Srinivas Melkote (2001): *Communication for development in the third World:* New Delhi: Sage publications
4. N.Jayaweera and S. Ammugave (1989) *Rethinking development communication* : Singapore: AMIC
5. Jean Servet et al (1996): *Participatory communication for social changes* New Delhi: Sage Publication
6. Richard Peet (2005): *Theories of development* Jaipur: Rawat publications

Paper III

Public Relations

Unit 1

Definitions – 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 – dynamic 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 , electronics and film, oral, open house, photography , campaigns , demonstration, exhibitions, trade, press – press conference – special events

Unit3

PR organisations – structure – PR policy – consultancy agency system – planning – fact finding – implementation- Feedback analysis – methods of PR – Press relations – periodicals – controlled electronic communication – advertising as a component of PR – direct communication methods – books and other publications

Unit4

Applied PR – International PR – Pr for central government –state government – local bodies – PR and extension – employees relations

Unit 5

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

Referene books

- 1.Cutlip & Centre(2005) *Effective public relations*. New Delhi : Pearson.
- 2 Bertrand R .Canfield : *Public relations*.
- 3 Stephenson: *Handbook of public Relations*.
- 4.Sam Black: *Practical public relations*.
- 5.J.H.Kaul: *Public relations in India*.
- 6.Leslie: *Public relations Handbook*.
- 7.Finn: *Public relations and the management*.
- 8.J.E.Marsen: *Modern public relations*.

Paper IV

Environnemental Communication

Unit I

Environmental communication- nature, scope and definition

Environment- citizens and community groups

Environment groups- scientists, corporations, business lobbyists, anti-environmental groups

Global environmentalism-environmental movements in India, USA and Europe

Media and environmental journalism.

Unit II

Environment –causes and factors of environmental pollution - Constitutional and legal provisions in India - Environmental act, Environment (protection act, 1996) – Sustainable development - Commission on sustainable development - Earth summits- UN and climate change

Unit III

Public participation in environmental decisions – The right to know and access to information – The right of public comment – Citizens communication and public-participation – Criticisms of traditional forms of public participation – The emergence of alternative forms of public participation - Collaboration and consensus in environmental disputes

Unit IV

Media coverage of environment – Media depictions of nature - News production and the environment – Political economy – Gate keeping – Newsworthiness – Media frames – Norms of objectivity and balance – Media effects – Direct transmission – Agenda setting – Narrative framing and cultivation analysis – Rise of alternative environmental media - Newspapers – Films - Professional societies for environmental journalists

Unit V

Risk communication –Assessing risk – Media reporting of risk – Environmental advocacy – Case studies- Dilemmas of environmental advocacy – Green marketing and corporate campaigns

Reference Books

1. Robert Cox. (2006). *Environmental communication and public sphere*. London: Sage publications.
2. Binod Agarwal et al (ed). *Global Negotiations Vol I and II*. Centre for science and Environment.
3. L. Wallack et al. *Media Advocacy And Public Health*. London: Sage publications.

Paper V

Television and film production

Unit 1

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 – micro phones – lighting – floor planning – duties of the TV crew

Unit 2

TV News – principle code – sources of writings – New telecast techniques – programmes for special audience – women – youth – children – farmers – students – panel discussion - interviews

Unit 3

Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmes – role of producer – Studio operations – SITE -ETV - cable television – Video revolution

Unit 4

A brief history of films – Characteristics – Silent era – Talkies – Popular cinema – New wave cinema – Types of films – stage in film making – Sound Recording – post production – Animation techniques – film reviews – film appreciation

Unit 5

Problems and prospects of the Indian Film industry - Film organization - FTII : NFDC – censorship & laws – Khosla committee report – Film policy

Reference books

1. G.B.Millerson: TV Programme production.
2. R.N.Acharya: Television in India.
3. Breyer – Johnson: Making a television programme.
4. B.S.Bhatia: TV for Education and Development.
5. S.P. Singh: Now the headlines: S.P. Singh.
6. I.E.Fang: TV News writing, Editing, Filming, Broadcasting.
7. B.W.Welsh: A Handbook for script writers. B.W.Welsh.
8. Satyajit Ray: Our films and Their films.
9. Kabita Sarkar: Indian Cinema today.
10. Lindgrad: The art of film.
11. James Monaco: How to read a film.
12. Armour: Film – A reference guide.
13. Feroze Rangoonwallah: 75 years of Indian cinema.
14. G.D. Khosla: Film censorship.

Semester IV
Paper I
International communication

Unit 1

International Communication- nature and scope- historical evolution
Emergence of long-distance communication- early communication channels- post-traditional forms- newspapers- news agencies- telegraph-telephone-
Types and channels of communication- interpersonal-technical and global
International communication and national identity

Unit 2

Dimensions of international communication- global village- war of ideas- communication and national sovereignty- increasing concentration and Trans nationalization- International news system- international news flow and controversy- news values controversy- media imperialism- communication policies- UNESCO – mass media declaration- New World Information and Communication Order- McBride Commission- emergence of IPDC
Propaganda and forms of propaganda –use of mass media

Unit 3

Satellites- comstats- emergence of CNN and its impact on world of communication
War and media-public diplomacy and political warfare- new ways to report the world

Unit 4

Globalization and media – different phases of globalization-mediating globalization- Media and communications- emergence of STAR TV- Globalization and ICT

Unit 5

Media organizations- International Press Institute- International Telecommunication Union-British Broadcasting corporation- Voice of America-European Broadcasting Union- Asia-Pacific Institute for Broadcasting Development

Reference books

1. Ingrid Volkmer (2001): *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. William Hachten (2002): *World News Prison*. Iowa. Iowa state press,
3. Tehri Rantaner (2006): *Globalisation and Media*. London: Sage Publications.
4. Howard H Frederick (1993): *Global communication & International relations*.
5. Anos Owner Thomas (2006): *Transnational media and controlled Markets*. Sage publications, New Delhi
6. Cees Hamlink(1996): *The Politics of World communication*. London. Sage publication. London

Paper II

Traditional communication

Unit 1

Traditional media – nature – meaning – Definition – Historical background – characteristics – Classification of formats – Different phases -

Unit 2

Traditional media and communication-communication models – Folk arts and social perspectives – Folk arts and religious communication

Unit 3

Folk arts in India – Jatra Yakshagana – Tamasha – Koodiyattam – Palla therkuttu – other popular folk arts in different regions

Unit 4

Folk formats in Andhra pradesh – Origin and growth – Harikatha – Burrakatha – Jamukulakatha – Street plays (Veedhi Natakaalu) _ Tolu bimmalatalu (Puppetry) – Tappetagalu _ Yallamma Jatra – Oggukathala –

Unit 5

Folk arts and political communication – Traditional media in Health education and Communication – Folk media in promoting tourism – Environ - Change agents – Traditional Media and social relevance

Reference books

1. Shyam Parmar: *Traditional folk Media*.
2. Durgadas Mukhopadhyaya. *Folk arts and social communication*: Delhi: NBT.
3. Usha Rani. N. *Folk Media for development*.
4. B. Ramaraju.: *Folk lore of Andhra Pradesh*.
5. Nagabhushan Sharma. M: *Folk performing arts of Andhra Pradesh*.
6. RadhaKrishna Murthy, Mikkilineni: *Telugu vari Janapada Kalaruupalu*.
7. N.Vijaya: *The role of traditional folk media in rural India*.

Paper III

Research Methodology

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 – characteristic 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 - application and limitations of different methods

Unit 4

Use of statistics in communication research, basic statistical tools: measures of central tendency) mean , mode and median: measure of dispersion (standard deviation , correlation and chi-square).

Unit 5

Data processing, analysis, presentation and interpretation of data. Use of graphics in data present ion – Writings a research proposal; writing research report – components and style

Reference books

1. Winner and Dominic (2002) *Mass media research, an introduction*. Singapore: Thomson publishing company.
2. A. Hansen et al (1998). *Mass Communication research Methods* London: Palgrave.
3. S.H.Priest (1996) *Doing Media research: An Introduction*. London: Sage Publications.
4. B. Gunther (2000). *Media Research Methods* London: Sage Publications.

Paper IV

Human Rights and Media

Unit I

Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights – UN high commissioner for human rights – International covenants on human rights

Unit II

Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration

Unit III

International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel , inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty

Unit IV

Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India – NHRC – SHRC – Human rights courts in districts

Unit V

Human rights and media – Newspapers – TV and Films – Agenda setting – Framing of issues – Newsworthiness - Assessment of reports – Reporting and writing of human rights report

Reference Books

- 1.Gopala Bhargava (2001). *Human rights concern of the Future*. New Delhi: Gyan books.
- 2.H.O Aggarwal (2000) *International Law & Human rights*. Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999).*Human Rights in Global politics*. London: Oxford University Press.

Paper V
Political communication

Unit 1

Politics: image vs substance
Political journalism in India: status and dynamics
Political journalism pre Independence era
Gandhi as a political leader

Unit 2

Identity, politics and media- identity politics and celebrity politicians
National identity and communications
Politics of popular images- cow protection- language politics- politicization of issues
Political parties and image traps

Unit 3

Spin-doctoring –the art of political public relations
Selling politicians and creating celebrity status
Selling policies and beliefs
Film stars and political images
Political campaigns and their impact

Unit 4

Political economy of communications in India- colonial era
Political economy of communications in India- 1947-2010
Political economy of audio-visual trade
Politics, poverty and media

Unit 5

Media and terrorism
Media and foreign relations
Media politics and loss of objectivity
Case studies

Reference books

Pradip Ninan Thomas. (2010). *Political Economy of Communications in India*, New Delhi: Sage.
Eric Louw. (2010). *Media and Political Process*, New Delhi: Sage.
Gonsalves. (2010). *Clothing for Liberation*, New Delhi: Sage.
John Corner. (eds) (2003). *Media and Restyling of Politics*, New Delhi:
Arvind Rajgopal. (ed). (2009) *Indian Public Sphere: Readings in Media History*, New Delhi:
OUP.
Linda L. K. and H. Christina. (2008). *Encyclopedia of Political Communication*, New Delhi:
Sage.