

ANDHRA UNIVERSITY

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All Official letters, packages
etc, should be addressed to
the Registrar by designation
and not by name

No. L.II (3)/Journalism & Mass Comm. /2019

Visakhapatnam,
Dt. 14-05-2019

From: **THE REGISTRAR**

To

The Chairman,
Board of Studies,
Department of Journalism & Mass Communication,
College of Arts & Commerce,
Andhra University,
Visakhapatnam.

Sir,

Sub: Starting of One Year Post-Graduate Diploma in Journalism & Mass Communication from the academic year 2019-20 - Approved - Reg.

Ref: 1. Minutes of meeting of the Board of Studies in Journalism & Mass Communication held on 21-02-2019.
2. Minutes of the meeting of the Academic Senate held on 28-03-2019 (Item No.4)

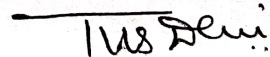
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With reference to the above, I am by direction to inform that the proposal to start one year Post-Graduate Diploma in Journalism & Mass Communication from the academic year 2019-20 under semester system has been approved.

Hence, I request you to arrange to circulate the same among the Teaching staff and students concerned.

Thanking you,

Yours faithfully,


(T.V.SATYAVATHI DEVI)
DEPUTY REGISTRAR (ACADEMIC)

Copies to :

1. The Head of the Department of Journalism & Mass Communication, A.U., Visakhapatnam.
2. The Dean, Academic Affairs, Andhra University, Visakhapatnam.
3. The Superintendents of E-VII & S I Sections, Andhra University, Visakhapatnam.
4. The Honorary Director, Computer Centre, Andhra University, Visakhapatnam.
5. O.C. & O.O.F.

Andhra University
Department of Journalism and Mass Communication

REGULATION AND SYLLABUS RELATING TO post-graduate diploma in Journalism and mass communication under Semester system (with effect from 2019-2020)

1. The course for the post-graduate diploma in Journalism and mass communication shall be of one year duration with semester -end examinations.

2. Candidates seeking admission into post-graduate diploma in Journalism and mass communication shall be required

a) To have passed any Bachelor degree of this university or any other university recognized by the Academic Council.

3. Admission Procedure

Admission into the course shall be made according to the rules as prescribed by the University from time to time.

4. Student intake

The student intake for the course will be 40 in a year.

5. Academic Requirements:

- a) The one-year study covers theory papers and practical's. (See Annexure, Page No.04)
- b) Every student shall be required to attend 75% of theory and practical classes
- c) Every student shall work for the practicals under the guidance of the teaching faculty of the department.
- d) 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 as the case may be.
- e) 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 effected on the seminar paper in the light of the discussion held for the purpose of evaluation.
- f) The students shall undergo an internship in any media organization for a period of two weeks and produce a certificate to that effect from the organization concerned.

6. Examination Evaluation:

- a) All the theory paper shall be valued by the examiners **as per the university guidelines.**
- b) Practical examination papers/assignments (if any) shall be valued by the internal examiners.
- c) The oral (Viva-voce) examination shall be conducted by internal examiners as per the university rules as the case maybe.
- d) The medium of instruction and the examination shall be in English/Telugu only.
- e) A candidate shall be declared to have passed the examination he/she obtains not less than **40%** of the total marks. A candidate shall be declared to have passed the examination if he obtains not less than 40% in each paper, including practical.
- f) 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
- g) If he/she fails in any theory papers, he/she may be allowed to appear **for theory examination of that paper.** Similarly, if he/she fails in one of the practical papers, he/she may be allowed to appear for the practical examination only.

7. Improvement provision

The candidates declared to have passed in the examination of post-graduate diploma in Journalism and Mass communication may re-appear for the same examination after completing the course to improve their marks in the succeeding two years.

8. Classification

The classification for pass divisions is:

Award of grades

S NO	Range of marks in %	Grade	Grade points
1.	> 90<100	O	10.0
2.	>80<90	A	9.0
3.	<70>80	B	8.0
4.	<60>70	C	7.0
5.	<50>60	D	6.0
6.	<40>50	E	5.0
7.	< 40	F (Fail)	0.0

Annexure
Scheme of examination

S NO	Name of the paper	Credits	Theory	Mid-term exam	Total
	Semester I				
1.	Communication Theory	4	80	20	100
2.	History of Journalism	4	80	20	100
3	Reporting and Editing for Print Media	4	80	20	100
4	Advertising and Public Relations	4	80	20	100
5.	Practicals (Reporting and Editing for Print Media, including seminar)	4	100		100
	Total	20			500
	Semester II				
1.	Development Communication	4	80	20	100
2.	Media Laws	4	80	20	100
3.	Media Issues	4	80	20	100
4.	Reporting for Electronic Media	4	80	20	100
5.	Practicals (Reporting for Electronic Media including internship)	4	100		100
	Total	20			500

Semester I

Paper I: Communication Theory

Unit I

Introduction to communication- definition-communication process-source-message-channel-receiver-feedback

Shannon & Weaver model of communication- redundancy-entropy-channel-medium-code
 Other communication models- George Gerbner- Lasswell- Newcomb- Westley & MacLean-Jacobson
 Semiotics-signs and meaning-categories of signs-convention- the organization of signs

Unit II

Interpersonal communication-the process-the skills of interpersonal communication- interpersonal communication in context-goal-perception-translation-motor responses-feedback.
 Components of interpersonal communication skills- non-verbal communication-reinforcement-questioning-reflecting-opening and closing-explanation-listening-self-disclosure

Unit III

Mass media-functions-characteristics
 Models of communication-two-step flow of communication-
 Gate-keeping models-White and Ruge and Galtung
 Diffusion of innovation of model
 News diffusion models
 Media dependency model
 Agenda-setting

Unit-IV

Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory-
 Communist media theory- Democratic participant Theory- Development Media Theory
 Critical theory- the rise of cultural theories in Europe- Frankfurt School-
 Social media-history-rise of social media as part of life- shopping-millennials-the third age-news and politics

Unit-V

Media effects-short-term and long-term
 Four models of media effects-direct effects-conditional effects-cumulative effects-cognitive-transactional model
 Socialization of effects of media

Reference books

David Berlo. (1960). *The Process of Communication*. London: Holt, Rinehart and Winston 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.
 John Fiske (2002.) *Introduction to communication studies*. London: Routledge
 Peter Hartley (1999). *Interpersonal communication*. London: Sage.
 Elizabeth M Perse (2004). *Media effects and society*. London: Lawrence-Erlbaum Ltd.
 Denis Mcquail (2005). *Mass communication theory*, New Delhi: Sage.
 Deffluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York: Longman.

Paper II: History of Journalism

Unit I

Origin of press - Evolution of modern newspapers - Growth of newspapers in India - Hickey's Gazette – *Bombay Chronicle*

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

Unit II

Indian press and freedom movement – Gandhi's contribution to Indian journalism – Nehru era – Government v/s Press – Indian Press and Emergency – technology and growth of journalism in India

Unit III

Brief history of broadcasting in India – characteristics of radio – objectives of radio – AIR code – special audience programmes – women – children – youth – industrial workers – farm and home programmes

Unit IV

TV as medium of communication – Origin and growth – Characteristics – Audience – women – youth – children – farmers – students. Growth of satellite TV channels in India-

Unit V

Films-origin-cinema in India-evolution of movie industry in India-the Bombay talkies-origin film in South in India

Reference books

- Nadig Krishna Murthy. (1966). *Indian journalism*, Mysore: Mysore University Press.
 S. Natarajan. (1962). *History of the Press in India*, Bombay: Asia Publishing House
 R. Parthasarathi. (1991). *Modern Journalism in India*, New Delhi: Sterling Publishers.
 Mehra Masani. (1985). *Broadcasting and the people*, New Delhi: Publications Division
 P C Chattrjee. (1993). *Broadcasting in India*, New Delhi: Sage Publications
 S.C.Bhatt. (1997). *Indian Press since 1955*, New Delhi, Publication Division
 Ramakrishna Challa,(2002) *Historical Perspective of Press Freedom in India*, Andhra University Press and Publications
 J V Vilanilam (2005). *Mass communication in India*. New Delhi: Sage Publications
 Prof DVR Murthy (2014) *Gandhi, peace and journalism*. Radha Publishers, New Delhi
 Dr.Challa Ramakrishna (2017) *A Text book of Applied Journalism*: New Delhi Dominant Publishers
 Prof P.Bobby Vardhan (2018). *The Role of Telugu Press in Freedom Movement of India*. New Delhi : Black Print

Paper III: Reporting and editing for print media

Unit1

Detailed analysis of news – definition – concepts- components – values – sources- press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects
 Reporting special events – disasters and accidents – crime – sports – budget – courts – legislature reporting – speech reporting – investigative reporting – science reporting – mofussil reporting

Unit II

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

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

Unit III

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

Unit IV

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

Unit V

Column writing – writing creative middles – language as a tool of writing – principles of grammar-practical exercises

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

Reference books

W L Rivers. (1984). *News in Print*, New York: George Allen & Unwin Ltd.

Curtis Macdougall (1953). *Interpretative Reporting*, New York: George Allen & Unwin Ltd.

Rangaswami Parthasarathy (1984). *Basic Journalism*, New Delhi: Macmillan

Bruce Westley. (1985). *News Editing*, New Delhi: IBH Publishers.

Frank Barton. (1989). *The Newsroom: A Manual of Journalism*, New Delhi: Sterling Publishers.

R. Parthasarathy. (1984). *Basic Journalism*, New Delhi: Macmillan.

Lynette S. Burns (2002). *Understanding Journalism*. London: Sage Publications.

Susan Pape & Sue Featherstone. (2005). *Newspaper Journalism: A practical Introduction*. London: Sage Publications.

Davis Merritt, Maxwell McCombs. (2004). *The Two W's of Journalism*: London, Mahwah: Lawrence Erlbaum Associates, Publishers.

Prof P.Bobby Vardhan. (2018). *Reporting & Feature Writing*. New Delhi: Dominant Publishers

Prof P.Bobby Vardhan (2018). *Social Media*. New Delhi: Dominant Publishers

Paper IV: Advertising and Public Relations

Unit I

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

Planning and campaigns – Media selection – newspapers – Magazines – Radio _ Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins- Outdoor advertising in India -Commercial advertisings over - All India Radio -Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

Unit II

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

Unit III

Campaign Planning-stages of campaign planning – Types of approach, Consumer Behaviour – Principles of Campaign Planning – allocation of advertising budget. Advertising and Marketing Information Systems: Techniques of pretest and post test, process of Market Research and Research methods in Market Research

Unit IV

Public Relations - Definitions – nature – scope- Components of PR – Historical Evolution of PR in India –Comparative evolution of PR and public opinion- publicity – Public opinion – propaganda – Advertising – role of PR in public affairs – PR management

PR Publics – 4 stages of PR – Fact Finding, Planning Implementation and evaluation –Campaign planning, PR Consultancy and Counseling – Event Management

Unit V

Public Relations as effective means of communication – PR tools of communication – House Journals, Press Release, Press Conference, Plant Tours, Brochures, Posters, Open House, Exhibitions, Audio visual aids – Television, Radio and Film and video demonstrations
PR campaigns – 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

- Amos Ownen Thomas. (2006). *Transnational Media and Contoured Markets*, New Delhi: Sage Publications.
- R. Padmaja. (2008). *Marketing of Newspapers*, New Delhi: Kanishka Publishers, New Delhi.
- Rajeev Batra, John G. Myers, David A. Aaker. (2003). *Advertising Management*, New Delhi: Pearson.
- Mark Gobe. (2001). *Emotional Branding*, New York: Allworth Press.
- Alina Wheeler. (2009). *Designing Brand Identity*, New Jersey: John Willy & Sons. New Jersey.
- Fred E Hahn. (2003 Third edition). *Do-It -Yourself Advertising and Promotion*, New Jersey: John Willey & Sons.
- Matin Khan. (2006). *Consumer Behaviour & Advertising Management*, New Delhi: New Age International Pvt Ltd Publisher.
- Cutlip & Centre. (2005). *Effective Public Relations*, New Delhi: Pearson.
- Alision Theakar. (2001). *The Public Relations Handbook* (Second Edition), London: Routledge.
- C Narasimha Reddy. (1983). *How to be Good PRO*, Hyderabad: Himalaya Publishing House.
- Jaisree Jaiswaney. (2010). *Corporate Communication: Principles and Practice*. New Delhi: Oxford University Press.

Semester II

Paper I: 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 II

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

Unit III

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 IV

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

Unit V

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

Reference books

Avik Ghosh. (2006). *Communication Technology and Human Development*, New Delhi: Sage Publications.

DVR Murthy. (2006). *Development Journalism: What Next?* New Delhi: Kanishka Publications.

Srinivas Melkote. (2001). *Communication for Development in the Third World*, New Delhi: Sage Publications.

N.Jayaweera and S. Ammugave, (1989). *Rethinking Development Communication*: Singapore: AMIC.

Jean Servet et al (1996). *Participatory Communication for Social Changes*, New Delhi: Sage Publications,

Richard Peet, (2005). *Theories of Development*, Jaipur: Rawat Publications.

Paper II

Media Law and Ethics

Unit 1

Section a

Indian constitution – Fundamental rights – Article 19 (1)(A)- Freedom of the press- Judicial Reviews on Freedom of Press and Landmark Judgments – Emergency Provisions and Media

Unit II

Press and Registration of newspapers Act, 1867 –Official secrets Act , 1923 – freedom of Information Act 2005 – Working Journalists Act , 1955 Press and Publication (Parliamentary Proceedings) Act , 1976 – Privileges of Legislature and Media

Unit III

Press Council of India Act , 1978 – Guidelines and codes for Print and Electronic Media – Law of Defamation – Contempt of Court Act 1971 - Indian Cinematography Act, 1950

Unit IV

Broadcasting Corporation of India and Broadcasting Bill – Cable TV Networking (Regulation) Act 1995 – Telecom Regulatory Authority of India (TRAI)

Cyber Law – Cyber Crime – Cyber Ethics – Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Right to Privacy and Internet. Censorship Law and Internet

Unit V

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

B.N.Pandey. (2001). *Indian Constitution*, Central Law Publications, Allahabad: Asian Law House.

D. D. Basu. (1986). *Introduction to Indian Constitution*, Allahabad: Asian Law House.

D.D.Basu. (1986). *Law of the Press*, Allahabad: Asian Law House.

Ramakrishna. (2002). *Historical Perspectives of Press Freedom in India*: Andhra University Press and Publications.

Christ Frost (2007). *Journalism ethics and regulation*. London: Pearson Education

Paper III

Media issues

Unit I

Indian Press- Types of ownership pattern - Advantages and disadvantages
 Newspaper registration process- Registrar of Newspapers of India- Structure and duties-
 newspaper circulation- Readerships surveys - Audit bureau of circulation-Advertising policy of
 Government of India- Indian newspaper society- origin and present status.

Unit II

Press commissions - Recommendations first press commission - second press commission-
 recommendations

Wage policy - Wage boards-Indian working journalists' movement-

Indian press-expansion of newspapers-circulation strategies- Import of newsprint-

Foreign direct investment in print media.

Unit III

Autonomy of radio and television in India-Committees of Information and Broadcasting ministry-
 Chanda-Verghese- Varadhan committees- Prasar Bharti- liberalization of airways.

Unit IV

Privatization of radio-FM radio in India-growth of FM radio-business trends- content in FM radio-
 broadcasting news and issues in FM radio

Community radio in India-guidelines -content-present status of community radio/campus radio-
 the future of community radio

Unit V

Television - Private TV - Uplinking and down linking policy of government of India.-Cable TV- DTH-
 Internet protocol television (IPTV)-TV ads. Regulations- digital television-TRP ratings-Television
 regulatory authority of India

Reference books

Herbert Lee: *Newspaper Organization and Management*. New Delhi: Surjeet publications

P.C.Chatterji (1988). *Broadcasting in India*. New Delhi. Sage Publications

Mehra Masani (1986); *Broadcasting and the people*. New Delhi. National Book Trust.

Reports of Information and Broadcasting Ministry.

First press commission Report, Vol I & II.

Second press Commission Report Vol I & II.

Prof DVR Murthy (2004). *Contemporary Press: A Study of Three Systems*, Andhra University Press
 & Publications, Visakhapatnam

Vanita Kohli (2010) *The Indian media Business*; New Delhi: Sage

Ravidra Kumar (2014). *Three scores and fifteen*. New Delhi: Indian Newspaper Society Publication

Prof DVR Murthy (2014) *Problems and the Indian Press*, Kanishka publishers, New Delhi

Dr.Challa Ramakrishna (2018) *Media & Empathy: Incising Emotions*, New Delhi: Dominant Publishers.

Paper IV

Reporting for electronic media

Unit 1

Writing for Radio - News, Current Affairs, Interview - News Writing Script and Sound Bytes -
 Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of
 Radio.

Unit II

Writing for Television -News, Current Affairs, and Interview - News writing Script, Visual
 Treatment and Sound Bytes. Qualification, Functions and Principles of News Reporting by
 Reporters and Correspondents of Television.

Unit III

Reporting Political News, Sports News and Business News for Radio and Television – Budget for Radio and Television – Scripting, Principles, Types and Techniques, Writing Weather News Bulletins for Radio and Television.

Unit IV

News Reading for Radio: Techniques – Principles – Speech Modulation – Pronunciation – News presentation for Television. Anchoring, Visual Appearance, Speech Delivery, Teleprompter.

Unit V

Writing for Radio and Television Documentary – Writing for Radio and Television Commercials - Writing for special audience programmes of Radio and Television.

Reference books:

- Vasuki Belavadi. (2008). *Video Production*, New Delhi: Oxford University Press.
- Stuart Hyde (1998). *Radio and Television Announcing*, New Delhi: Kanishka Publishers.
- Chatterji P. C. (1991). *Broadcasting in India*, New Delhi: Sage Publications.
- Saksena Gopal (2000). *Television in India: Changes and Challenges*, New Delhi: Visas Publications.
- Chapman, Jane and Marie Kinsey (eds.) (2009). *Broadcast Journalism: A Critical Introduction*, London New York: Routledge.
- Prof P.Bobby Vardhan (2018). *Broadcast Journalism*. New Delhi: Dominant Publishers