

Master of Journalism and Mass Communication

Scheme and Syllabus



**School of Distance Education
Andhra University, Visakhapatnam, Andhra Pradesh**

FIRST YEAR

Sl.No.	Paper	Name of the Paper
1	Paper – I	History of Mass Media
2	Paper – II	Reporting and Editing for Print Media
3	Paper – III	Communication Theory
4	Paper – IV	Advertising & Public Relations
5	Paper – V	Radio Journalism
6	Paper – VI	Media Management and Media Laws

SECOND YEAR

Sl.No.	Paper	Name of the Paper
1	Paper - I	Cultural Communication
2	Paper – II	Development Communication
3	Paper – III	Environmental Communication
4	Paper – IV	Television Journalism
5	Paper – V	International Communication
6	Paper – VI	Research Methodology

SCHOOL DISTANCE EDUCATION ANDHRA UNIVERSITY
M.A JOURNALISM AND MASS COMMUNICATION (MJMC)

PROGRAMME OBJECTIVES :

1. The media industry offers a wide scope of career opportunities and provide immense create satisfaction. The industry will continue to grow provide better options and pay packages.
2. Media organizations are private owned and a few are owned by state and central governments. Students can choose career in both governments and private sectors.
3. Students can also pursue their careers in news papers, Television, Radio, Corporate Communication , Films and Advertising fields as copywriters, Scriptwriters, P. R .O ‘S , T.V Journalists and Production Executives .
4. Outdoor advertising in India. Outdoor advertisements commercial and non commercial – Outdoor advertisements and its impact – advertisements over.
5. All India Radio – Doordarshan – F.M Channels – Satellite television – Recent trends in Indian advertising – Legal and Ethical aspects of advertising.
6. Advertising policy – Social ,Economical and rural issues of advertising.
7. Traditional approaches to health communication – Community outreach – Developing Effective Television Ads. Contemporary Approaches -Emerging Communication Techniques – Tele health and Telemedicine.
8. Public affairs pressure groups , Lobbying , Engineering public opinion .
9. Concept of social marketing , Adaptation of technology in contemporary P.R. Dossiers. Case studies of P.R. campaigns / developments . Disseminating agencies of public information in Government of India , state Government public sector undertaking .
10. Identification formulation of communication projects .
11. Concepts of organisationaldevelopment .
12. Networks – Importance of and application of network technologies in organizational communication. Network Analysis.

SCHOOL DISTANCE EDUCATION ANDHRA UNIVERSITY
M.A 1ST YEAR JOURNALISM AND MASS COMMUNICATION (MJMC)

PAPER – I : HISTORY OF MASS MEDIA

COURSE OBJECTIVES

1. To prepare students with hands on - Experience to join Media industry.
2. To enhance theoretical knowledge for making the students develop analytical skills.
3. To prepare them to acquire skills to join the new media industries to be self reliant.
4. Understand the origin and growth of the newspaper in India.
5. Educate the evaluation of modern news paper with examples.

SYLLABUS :

UNIT – I

- 1 Origin of the press and news books.
- 2 Evolution of printing and books.
- 3 Early newspapers in India and Hicky's Gazette
- 4 Growth of early newspapers in India
- 5 Early journalism in Madras
- 6 Early newspapers in Bombay presidency

UNIT – II

- 7 Bengal Journal and William Duane
- 8 Press in 19th century and growth of national press
- 9 Growth of language journalism and Raja Ram Mohan Roy
- 10 Role of press during first war of independence
- 11 BalaGangadharTilak and the Indian press
- 12 Indian press in 20th century

UNIT – III

- 13 Mahatma Gandhi and Indian journalism
- 14 Role of press during freedom movement
- 15 The All India Newspaper Editors conference
- 16 Indian press during Nehru era
- 17 M Chalapathirau and the National Herald
- 18 Language journalism

UNIT – IV

- 19 Origin and development of Telugu press
- 20 Telugu Press I
- 21 Telugu Press – II
- 22 Telugu Press – III
- 23 First Press Commission
- 24 Press during Emergency and Trends in Telugu journalism

UNIT – V

- 25 History of Radio in India – Origin and growth
- 26 Commercial Radio – Growth of private radio stations
- 27 History of television
- 28 Rise of private television channels
- 29 Origin of Indian Cinema : Different phases of growth
- 30 Telugu cinema and its growth

PAPER – II :REPORTING AND EDITING FOR PRINT MEDIA :

COURSE OBJECTIVES :

- 1. To present the news sources and news values.
- 2. Educate on various specialized reporting's.
- 3. To study about various types of features and the essential ingredients that goes to make features.
- 4. To aware the information about reviews and contemporary trends.
- 5. To develop the knowledge on translation and use of language for writings.

SYLLABUS :

UNIT – I

- 1 Reporting and future journalism : An overview
- 2 Reporting : An introduction
- 3 News sources
- 4 Reporting speech
- 5 Educational news reporting
- 6 Science reporting

UNIT - II

- 7 Crime reporting
- 8 Interviews
- 9 Court reporting
- 10 Sports reporting
- 11 Obituaries
- 12 Reporting Government news

UNIT - III

- 13 Reporting meetings and conventions
- 14 Reporting rallies, demonstrations and communal conflicts
- 15 Investigative reporting
- 16 Budget reporting
- 17 Legislative reporting
- 18 Society page

UNIT – IV

- 19 Introduction to features

- 20 Different types of features
- 21 Newsroom management
- 22 Edit page
- 23 Editorial writing
- 24 Headline writing

UNIT – V

- 25 Photo editing
- 26 Editing symbols
- 27 Newspaper make-up : Part –I
- 28 Newspaper make-up : Part – II
- 29 Newspaper make-up : Part – III
- 30 Style sheet

PAPER – III: COMMUNICATION THEORY

COURSE OBJECTIVES :

1. Present an overview on the process of communication different models of communications and semiotics.
2. Explain interpersonal skills and its various component.
3. Study media functions and different models of communication.
4. Normative theories of the media, rise of cultural theories in Europe, evolution of social media, media effects on audience and socialization effects of media.

SYLLABUS :

UNIT – I

- 1 Communication : concepts
- 2 Communication process
- 3 Characteristics of communication
- 4 Types of communication
- 5 Basic models of communication

UNIT – II

- 6 Two-step & multi-step flow of communication
- 7 Gate keeping models
- 8 Verbal and non -verbal communication
- 9 Marketing communication
- 10 Organizational communication

UNIT – III

- 11 Theories of balance and dissonance
- 12 Social judgment theory
- 13 Mass society and magic bullet theory
- 14 Theories of selectivity
- 15 Normative theories of media

UNIT – IV

- 16 Social responsibility & Communist media theory
- 17 Development media & democratic participant theories
- 18 Cultivation theory
- 19 Agenda setting theory

UNIT – V

- 20 Dependency theory
- 21 Uses and gratification theory
- 22 Theories of media effects
- 23 Mass media and democratic society

PAPER – IV :ADVERTISING AND PUBLIC RELATIONS :

COURSE OBJECTIVES :

1. The learner can study the evolution of advertising socio economic effects of advertisings.
2. Explain about the various phases in advertising creative part, market research, ethical aspects in of advertising.
3. The student can study about making of advertisement for different media organizations.
4. Explain the student about advertising copy , visualization illustration in advertisement.
5. To study about Psychological factors in advertising ,Trade marks, Slogans , Evaluation of advertisements and its effectiveness.

SYLLABUS :

UNIT – I

- 1 Advertising concepts
- 2 Socio – economic effects of advertising
- 3 Types of advertising
- 4 Phases of advertising
- 5 Advertising agency system
- 6 Advertising as marketing tool

UNIT – II

- 7 Advertising campaign
- 8 Selecting the media
- 9 Advertising in newspapers
- 10 Advertising in newspapers
- 11 Advertising on television
- 12 Direct mail / marketing

UNIT – III

- 13 Outdoor advertising
- 14 Commercial advertising over AIR and DD
- 15 Consumer audience
- 16 Legal and ethical aspects of advertising
- 17 Advertising copy : a practice
- 18 Trade marks and slogans

UNIT – IV

- 19 Advertising copy testing and diagnosis
- 20 Advertising in developing countries
- 21 Nature and scoped of public relations
- 22 Evolution of public relations in India
- 23 Publicity

- 24 Public opinion

UNIT – V

- 25 Propaganda
26 Public relations and media
27 Role o PR in public affairs
28 Public Relations management
29 Components of public relations
30 Press conference, Special events

PAPER – V :MEDIA MANAGEMENT AND MEDIA LAWS

COURSE OBJECTIVES

1. Give a comprehensive view of the Indian constitution.
2. Explain the official secrets .
3. Describe the different laws related to journalists.
4. Explain censorship , internet and laws related to Cable TV.

SYLLABUS :

UNIT – I

- 1 Media management : Functions and approaches
- 2 Types of ownership and operation
- 3 Departments of a newspaper
- 4 Recruitment of personnel in newspapers
- 5 Press Commissions
- 6 Indian working journalist movement and Wage Boards

UNIT – II

- 7 Indian Press
- 8 Press Organizations
- 9 Press Councils
- 10 Advertising policy of the government
- 11 Readership surveys
- 12 PrasarBharathi

UNIT – III

- 13 Foreign direct investment
- 14 Cable TV, DTH
- 15 Cable TV networks (Regulation) ACT
- 16 Indian Constitution
- 17 Salient features of the Constitution

18 Fundamental Rights

UNIT – IV

- 19 Freedom of speech and Expression (Article 19 (1)(A))
- 20 Freedom of speech and Expression – II
- 21 The Official Secrets Act, 1923
- 22 Books and Registration of Newspapers Act, 1956
- 23 Working Journalist Act, 1955
- 24 Press and Publication (Parliamentary Proceedings) Act, 1976

UNIT – V

- 25 Censorship
- 26 The Cinematography Act, 1952
- 27 Law of Defamation
- 28 Contempt of Court
- 29 Cyber space ; Emerging trends
- 30 Laws relating to satellite television

PAPER – VI :RADIO JOURNALISM :

COURSE OBJECTIVES :

- 1. Study the understanding the radio profile .
- 2. Educate the information on various special audience programmes.
- 3. Aware the sound effects, recording formats and dubbling .
- 4. Warn the knowledge about the microphones and mikes.
- 5. Know the knowledge on responsibilities and functions of A I R.

SYLLABUS :

UNIT - I

- 1 Radio : early years
- 2 Characteristics of radio
- 3 All India Radio : a three-tier system
- 4 All India Radio : Organizational structure

UNIT – II

- 5 Programme production and art of presentation
- 6 The radio producer
- 7 Microphone talent
- 8 Writing for the radio

UNIT – III

- 9 The news programme
- 10 Radio formats
- 11 Special audience programmes on AIR
- 12 Outdoor broadcast

UNIT – IV

- 13 Radio and development
- 14 Radio in education
- 15 Future of public broadcasting
- 16 PrasarBharati and autonomy

UNIT – V

- 17 Commercial broadcasting
- 18 Role of radio today
- 19 Audience research
- 20 Local radio

SCHOOL DISTANCE EDUCATION ANDHRA UNIVERSITY
M.A 2nd YEAR JOURNALISM AND MASS COMMUNICATION (MJMC)

PAPER – I: CULTURAL COMMUNICATION

COURSE OBJECTIVES

1. Explain about the culture and its origin , various elements of culture and traditions.
2. Enlighten about cultural communication and different popular models.
3. Clarify about the ancient and modern views on communication , verbal communication.
4. Give details about the role of media in intercultural communication .
5. Explain about intercultural broad casting , use sage of communication technology.

SYLLABUS :

UNIT – I

- 1 Cultural Communication : An Introduction
- 2 Culture and It's Characteristics
- 3 Intercultural Communication
- 4 Intercultural Communication principles
- 5 Barriers to Intercultural Communication
- 6 Approaches to inter-cultural communication

UNIT – II

- 7 Models of communication
- 8 Verbal and non-verbal communication I
- 9 Verbal and non-verbal communication II
- 10 Culture of India
- 11 Buddhism and culture
- 12 Greek Culture

UNIT – III

- 13 Islamic culture
- 14 Communication theories and religion
- 15 Perception of the world
- 16 Culture and perception I
- 17 Culture and perception II
- 18 Retention of information: Ancient and Modern views

UNIT - IV

- 19 Cultural behaviour
- 20 Culture shock
- 21 Culture hegemony
- 22 Cultural imperialism

- 23 Culture, hegemony and mass media
- 24 Industrial or organizational culture

UNIT – V

- 25 Cultural institutions
- 26 Intercultural communication and media
- 27 Story telling as culture
- 28 Culture and change
- 29 Culture and Cinema in India I
- 30 Culture and Cinema in India II

PAPER – II :DEVELOPMENT COMMUNICATION:

COURSE OBJECTIVES

1. Disseminate the information on real concept of development communication.
2. The student learn about different theories of development around the world.
3. Enlighten the student on purpose of development journalism.
4. Explain the details on development support communication and its overview.
5. Discuss the need of participatory development for present day society.

SYLLABUS :

UNIT - I

- 1 Media and development
- 2 Development : An Overview
- 3 Modernization theory
- 4 Dependency theory
- 5 New Paradigm of Development
- 6 Sustainable Development

UNIT – II

- 7 Participatory Development
- 8 Another Development
- 9 Millennium Development Goals
- 10 Social Capital
- 11 Development Journalism : A perspective
- 12 Case Studies in development journalism I

UNIT – III

- 13 Case Studies in development journalism II
- 14 Development News : Analysis
- 15 Right to Information , Development and Media
- 16 Right to information : case studies
- 17 Gandhiji and development journalism
- 18 Gandhiji and Peace journalism

UNIT – IV

- 19 Environmental Issues and Media
- 20 Community effects of Radio
- 21 TV and Kheda Communication Project
- 22 Folk media and development communication
- 23 Sanitation campaign
- 24 Media and Coverage of poverty

UNIT – V

- 25 Women communicator : Participatory video in Bangladesh
- 26 Popular Theater and development
- 27 National literacy mission and communication
- 28 SonagachiProject : A case study in participatory communication
Lesson
- 29 Self-help Groups and Use of communication
- 30 Development Journalism : What Next ?

PAPER – III : ENVIRONMENTAL COMMUNICATION :
COURSE OBJECTIVES

1. To give an overview of various environment related issues.
2. Enumerate factors which contribute to environmental pollution.
3. Encourage public participation in environmental decision making.
4. Discuss in detail media's coverage of environmental issues.

SYLLABUS :

UNIT – I

- 1 Environmental and introduction
- 2 Environmental debate
- 3 Pollution
- 4 Global warming
- 5 Environmental development
- 6 Environmental laws in India

UNIT – II

- 7 Environment (protection) Act , 1986
- 8 Global environmentalism
- 9 Environmental issues and MDGs
- 10 Environmental movements
- 11 Grassroots environmentalism
- 12 Agencies in environment

UNIT – III

- 13 Environmental impact assessment
- 14 Environmental communications
- 15 Partners in Environment
- 16 Community Based Conservation
- 17 Public Participation
- 18 Collaboration and consensus

UNIT – IV

- 19 Environmental advocacy
- 20 Media and Environmental
- 21 Environment journalism
- 22 Media effects and environment
- 23 News production and environment
- 24 Risk communication

UNIT – V

- 25 Media reporting of risk
- 26 Globalization and environment
- 27 Culture and environment
- 28 Alternative environment media
- 29 Green marketing
- 30 Environment : Emerging concepts

PAPER – IV :TELEVISION JOURNALISM :

COURSE OBJECTIVES

1. Study the origin and growth of the television.
2. Aware the basic shorts , types of camera and microphones .
3. Understand the responsibility and functions of the television crew.
4. Educate the script writing techniques for special audience programmes.
5. Explain the educational experiments in television.

SYLLABUS :

UNIT – I

- 1 Introduction to mass communication
- 2 Theoretical approaches to the mass media
- 3 Role of television as a mass medium
- 4 Evolution of television
- 5 Emergence of private television channels
- 6 Television rating points (TRP)

UNIT - II

- 7 Rights and responsibilities
- 8 Television programme production stages
- 9 Television production process
- 10 Professionals involved in television production
- 11 Broadcast news
- 12 Different formats of television production

UNIT - III

- 13 Organizational structure of television news channel
- 14 Knowing news – study ideas
- 15 Planning a story
- 16 Telling a story : the structure
- 17 Building the script
- 18 Writing news stories

UNIT - IV

- 19 The story lead : a good beginning
- 20 Language Matters
- 21 Refresh your grammar
- 22 Exorcising the demons
- 23 Interview techniques
- 24 Live interviewing : the challenge

UNIT – V

- 25 Piece to camera
- 26 Anchoring
- 27 Shooting visuals for news
- 28 Directing the video editor & logging
- 29 Editing techniques
- 30 Run order : the roadmap of a TV newscast

PAPER – V :INTERNATIONAL COMMUNICATION

COURSE OBJECTIVES

- 1. To give an over view on the historical evolution of international communication.
- 2. To study issues related to international news flow .
- 3. To explain the advent of CNN and its impact on world of communication
- 4. To discuss in detail the process of globalization and media.

SYLLABUS :

UNIT - I

- 1 Nature and scope of international communication
- 2 Historical evolution of international communication
- 3 Types and channels of communication
- 4 Newspapers and news agencies
- 5 Telecommunication
- 6 Interpersonal communication

UNIT - II

- 7 Technical Communication
- 8 Global communication and national identity
- 9 Dimensions of international communication
- 10 Communication and national sovereignty
- 11 Increasing concentration and trans nationalization of news system
- 12 International news flow controversy

UNIT - III

- 13 Media imperialism and communication policies
- 14 UNESCO : Mass Media Declaration
- 15 New world information and communication Order
- 16 International Programme for Development of Communication
- 17 Propaganda – forms of propaganda – use of mass media
- 18 Satellites – COMSAT

UNIT - IV

- 19 Emergence of CNN and its impact on world of communications
- 20 War and media
- 21 Public diplomacy and political warfare
- 22 Globalization and Media
- 23 Phases of globalization
- 24 Mediating globalization

UNIT – V

- 25 Globalization and ICT
- 26 International press institute (IPI)
- 27 British Broadcasting Corporation (BBC)
- 28 Voice of America
- 29 European Broadcasting Union (EBU)
- 30 Asia pacific institute of broadcasting development

PAPER – VI :RESEARCH METHODOLOGY :

COURSE OBJECTIVES

1. Understand the importance of the research in mass communication.
2. Enhance the selection, identification and limitation of the research problem in the area of mass communication.
3. Explain the concepts in research methods.
4. Explain the importance and steps of the research design and data collection methods in research.
5. Define the importance of statistics in mass communication.
6. Ascertain the different types of measure of dispersions.

SYLLABUS :

UNIT – I

- 1 Media research in India
- 2 Media Research An Introduction.
- 3 Scientific method
- 4 Influences on Mass Communication
- 5 Research process

UNIT – II

- 6 Elements of research
- 7 Deductive versus inductive logic
- 8 Hypotheses
- 9 Testing of hypotheses
- 10 Research designs

UNIT – III

- 11 Measurement
- 12 Sampling: Non-probability
- 13 Probability sampling
- 14 Techniques of data collection
- 15 Historical method

UNIT – IV

- 16 Survey research
- 17 Gathering survey data
- 18 Construction of questionnaire
- 19 Content analysis
- 20 Experimental research

UNIT – V

- 21 Case study
- 22 Field observation
- 23 Data analysis
- 24 Statistics
- 25 Writing the research report