

ANDHRA UNIVERSITY
DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION



PROGRAM : MASTER OF JOURNALISM AND MASS COMMUNICATION
REGULATION AND SYLLABUS
EFFECTIVE FROM 2021-2022 BATCH

Department of Journalism and Mass Communication Andhra University

Master of Journalism and
Mass Communication(MJMC)

Revised Syllabus
(With effect from 2021-22)

REGULATIONS AND SYLLABUS RELATING TO Master of Journalism and Mass
Communication (MJMC) Degree Examination (With effect from 2021-2022)
Semester system

1. The course for Master of Journalism and Mass Communication degree examination shall be of 2 years duration, consisting of four semesters.

2. Candidates seeking admission into the Master of Journalism and Mass Communication Course shall be required

a) To have passed any Bachelor degree of this university or 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.

3. Admission Procedure

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

4. Fee structure:

The university authorities will decide the fee structure.

5. Academic Requirements:

- a) The two-year study consists of four semesters, covering theory papers, project report, seminar paper, internship and viva voce(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 project report 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 for the seminar paper in the light of the discussion held for the purpose of evaluation.
- f) The students in the fourth semester shall undergo an internship in any media organization for a period of one month and produce a certificate to that effect from the organization concerned.

6. Examination Evaluation:

- a) All the theory papers in the four semesters shall be valued by the examiners **as per the university guidelines**.
- b) Project report, seminar paper, and internship shall be valued/conducted by the internal examiners in the respective semesters.
- c) The oral (Viva-voce) examination shall be conducted by both internal/external examiners as per the university rules as the case maybe.
- 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 **40%** of the total marks in all the semesters put together. A candidate shall be declared to have passed the examination if he/she 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 semester 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 any theory paper/s, 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. In any case, the candidates need not have to submit dissertation and seminar papers afresh.

7. Improvement provision

The candidates declared to have passed in the examination of Master of Journalism and Mass Communication course 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

SWOT Analysis

Strengths:

- The Department of Journalism and Mass Communication has Two highly qualified faculty with rich professional and research background.
- The faculty members have experience in print media and Public Relations.
- Faculty with Media experience will enrich the knowledge of the students, research scholars and stakeholders.
- The department has a studio and seminar hall and two class rooms.

Opportunities:

- The industry offers a wide range of career opportunities and provides immense creative satisfaction to the professionals. The media industry will continue to grow forever and provide better opportunities to the students with maximum salaries.
- The students who complete the course have opportunities in both public and private sector.
- Students can also pursue their careers in Television, Radio, newspapers, magazines, periodicals, digital platforms, industries as Corporate communicators, Films and Advertising fields as copywriters, scriptwriters, Public Relations managers, Broadcast Journalists and production executives.

Strategic plans, Vision and Mission

Strategic Plans:

- To impart practical training to students in addition to theory in core subjects with stress on moral and ethical aspects of Journalism.
- To impart training to students to improve communication and language skills to help them to become employable. In this direction, the department has proposed to train the students on communication and soft skills to improve their English language communication to meet the growing globalised and digitalized demands.

Vision & Mission:

- To impart practical inputs to students to make them competent to face challenging careers in the fast growing media industry.

- The department plans to take up organize short term programs on communication and soft skills, research and train the students as better and qualitative journalists and communication experts.

Long term Goals:

- The department plans to upgrade the studio as a full-fledged one with latest equipment to train students.
- The Department is planning to establish Digitalized Lab to train students and make them content developers in social media.
- The department is also planning to establish English Language Lab to train the students on English language communication and soft skills in tune with the State Government's initiation to make each and every student to compete the global market.

Short term Goals:

- Department is planning to train the students in use of technology to become content writers for social and digital media.
- To train students in English language communication and soft skills to improve their writing and speaking skills.

About Programme

The department of journalism and mass communication was established in the year 1984 to train students in the basics of journalism so as to enable them to take up careers in print, Radio and Television journalism. The department, which was started with BJMC, introduced Master of Journalism and Mass Communication with an intake of 30 students. The department is currently offering Master of Journalism and Mass Communication and Ph.D in Journalism and Mass Communication and two evening courses Diploma in Soft Skills and Diploma in Photography. . The department has two full time faculty Prof. DVR Murthy, Professor and Dr. Challa Ramakrishna, Associate Professor with rich professional, teaching and research experience.

Name of the University	: Andhra University, Visakhapatnam.
Name of the College	: College of Arts and Commerce.
Name of the Department	: Journalism and Mass Communication.
Name of the Programme	: Master of Journalism and Mass communication (MJMC).
Mode of the Programme	: Semester system
Duration of the Programme	: The Programme duration is 2 years consisting of 4 semesters

Level of the Programme	: Post Graduation.
Medium of the Programme	: English.
Type of the programme	: The programme has theory and Practical oriented curriculum along with formal teaching cum ICT method and field study.

Programme Educational Objectives:

The objectives of programme are:

- To train students with hands-on- experience to join print, radio and television industry.
- To impart theoretical knowledge to help the students improve analytical skills
- To prepare students to acquire professional skills to join the media industries.
- To train the students with practical orientation to make them join social media platforms and become web journalists.

Programme Outcomes:

- PO1: The students can join newspapers, radio, television and digital media.
- PO2: The students can also join in Advertising and Public Relations agencies and chose to become Event managers and Media consultancy professionals.
- PO3: The students can also develop their own web channels, personal blogs and chose to join alternative media channels.
- PO4: The students can also opt for a career in academics as teachers and media consultants.

Programme Specific Outcomes:

- PSO1: The students can start their own newspapers and television channels and provide employment to many journalists.
- PSO2: The students can join Central and State Government organizations as Press Information Officers, Public Relations Officers, Media consultants, Reporters and Subeditors.

Annexure
Scheme of Examination

Subject code	Subject title	Theory papers	Credits	Duration	Mid-term exams	Total Marks
		Max Marks			Max marks	
	Semester I					
MJMC 01	Communication Theory	80	5	5hours	20	100
MJMC 02	Print Media: Reporting and Editing	80	5	5 hours	20	100
MJMC 03	Advertising	80	5	5 hours	20	100
MJMC 04	Media laws and ethics	80	5	5 hours	20	100
MJMC	Media issues	80	5	5 hours	20	100
	Viva voce	100	5			100
	Total		30			600
	Semester II					
MJMC 01	Intercultural Communication	80	5	5 hours	20	100
MJMC 02	Development communication	80	5	5 hours	20	100
MJMC 03	International Communication	80	5	5 hours	20	100
MJMC 04	Public relations	80	5	4 hours	20	100
MJMC 05	Political Communication	80	5	4 hours	20	100
	Viva voce	100	5	-		100
	Total		30			600
	Semester III					
MJMC 01	Gender communication	80	5	5 hours	20	100
MJMC 02	Human rights and media	80	5	5 hours	20	100
MJMC 03	Environmental communication	80	5	5 hours	20	100
MJMC 04	New media and society	80	5	5 hours	20	100
MJMC 05	Electronic media: Reporting and editing	80	5	5 hours	20	100
	Viva	100	5	5 hours		100

	Total		30			600
	Semester IV					
MJMC 01	Mass Communication Research Methods	80	5	3 hours	20	100
MJMC 02	Project report	100	5	5 hours		100
	Internship	100	5	5 hours		100
	Seminar paper	-	3	-	-	50
	Viva voce		2	5 hours		50
	Total		20			400

Semester I Paper-I Communication Theory

Course Objectives:

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

Course Outcomes:

After completion of the course, the students:

Understand the nature and process of communication.
 Comprehend the process and skills of interpersonal communication.
 Know different models of communication and study media functions.
 Become conversant with media dependency, agenda setting and media effects

Learning Outcomes:

The student understands about the nature and scope of communication.

The learner gains insight about different models of communication.
 The students gain knowledge of Semiotics
 The learner comprehends about organization of signs
 The learner understands about media function and its characteristics
 Gain knowledge about Two-step model of communication
 Become familiar with News diffusion model.
 The students understand Normative theories of mass media.
 Comprehend Critical media theory
 Gain knowledge about the Rise of cultural theories in Europe.
 Get a brief introduction to social media
 The students understand about media effects.
 Become conversant with Socialization effects of media
 Comprehend the Four models of media effect.
 Understand about the cognitive, transactional model of communication

Teaching Methods:

The course will use the following pedagogical tools:

Selected case studies on major topics.
 Projects/Assignments/ students Participation, etc.
 Employing visual presentation.

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

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
 Semiotics-signs and meaning-categories of signs-convention- the organization of signs

Unit II

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 III

Marketing communication-characteristics- effective communication- ad clutter- reinforcement-sleeper effect

Organization communication- vertical-horizontal-diagonal- information overload- bypassing- suggestions for improving organization communication

Verbal and non-verbal communication-differences- similarities- types of verbal communication-types of non-verbal communication

Unit-IV

Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory- Communist media theory- Democratic participant Theory- Development Media Theory

Media and accountability-types of accountability- media role in society

Critical theory- the rise of cultural theories in Europe- Frankfurt School-

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.

K.Abhishek and Ramakrishna Challa(2015), *Elements of Print Media and Journalism: An Overview*, New Delhi: Kanishka Publishers.

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

Paper II: Print media: Reporting and Editing

Course Objectives:

- To present the sources of new and values.
- To train on various specialized reportings.
- To study various types of features and the essential ingredients that goes to make features.
- To aware the information about reviews and contemporary trends.
- To develop the knowledge on translation and use of language for writings.

Course Outcomes:

- Gain the knowledge on concept and components of news and news sources.
- Acquire the information about reporting and different types of reporting.
- Known about differences between news article and feature items.
- Understand on reviews in the area of books, TV, film and arts.
- Comprehend the process and skills of language use for reporting.

Learning Outcomes :

- The students can gain the knowledge on concept and components of news, sources and collecting the information.
- The students acquire the information about Press conferences and interviews.
- understands about the ethical aspects of reporter.
- The student comes to know about news related writings.
- They can understand for objectives of reporting.
- The students gain the knowledge of nature of specialized reporting
- The student can understand about various types of feature writings
- They understand how to write columns and importance of language.

Teaching Methods:

The course will use the following pedagogical tools:

- Selected News Articles to cover major topics.
- Projects/Assignments/ students Participation, etc.
- Use of internet and visual presentation.
- Use of Block board, News paper, Magazines, audio, video clips.

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practicals	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

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

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

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.

K.Abhishek & Ramakrishna Challa, (2017), *A Textbook of Applied Journalism*, New Delhi: Dominant Publishers & Distributors.
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.

Paper III: Advertising

Course Objectives:

The student can study the evolution of advertising, Socio economic effects of advertising,
About various phases in advertising, creative part, market research, ethical aspects in of advertising
The student can study about making of advertisements for different media organizations.
Explain the student about making of advertising copy, visualization, illustrations in advertisement.
Layouts, Headlines, text, colour of advertisement.
To study about Psychological factors in Advertising, trademarks, slogans, evaluation of advertisements and its effectiveness.

Course Outcomes :

The student can understand how the advertisements are useful as a medium of mass communication.
The learner can acquire knowledge on what are the things involved in the advertisements, how best the creative part involved in this field.
The students also understand Making of advertisements for different media for different purpose.
The student can realize what kind of trends are going on in the advertisement field apart from this they can learn about advertisement policy.
The students also come to know the Opinion ratings. Psychological factors in advertisements.

Learning Outcomes :

The student can learn about evolution of advertising in the world as well as in India and its socio economic effects on society.

Student can understand about various phases involved in the advertising.

The students can gain the knowledge on advertisement agency system, market research.

The students can understand about the advertisements and planning and campaigns, how the advertiser can select the media for their advertisement campaign.

The students can learn the need of direct mail, importance of outdoor advertisements.

The students can understand the problems of measurement, opinion ratings.

They can able to get the details of recall test in advertising and recognition test.

The learner come to know about audience evolution for various media.

Teaching Methods:

The course will use the following pedagogical tools:

Selected case studies to cover major topics.

Projects/Assignments/ students Participation, etc.

Use of internet and visual presentation.

Use of Block board, News paper, Magazines, audio, video clips.

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

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 advertisings 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

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.

Paper IV: Media Laws and Ethics

Course Objectives:

It gives a comprehensive view of the Indian Constitution.
It explain the Official Secrets Act 1923 and other laws relating to media.
Describe the different laws related to journalists.
Explain Censorship, Internet and laws related to cable TV.

Course Outcomes:

After completion of the course, the students:

Come to know about the working of Indian Constitution and the essence of Preamble.
Laws related to journalistic profession, and laws related to publication.
The students gain knowledge related to contempt of court and defamation
They understand cases related to the interpretation of Article 19 (1) (A) by the Supreme Court

Learning Outcomes

The students learn about various provisions of Indian constitution.
The students know the importance of Right to freedom of speech and expression
The students become knowledgeable on Different aspects of Constitutional remedies and understand about Part-III Fundamental Rights – Article 19(1)A
Acquainted with the provisions of Working Journalists Act, 1955.
The learner will gain knowledge of the working of Press Council India
Understand about the Indian cinematography act
Understand the Law of defamation.
Gain knowledge about contempt of court.
The learner understands the interpretation given by Courts on the Right to freedom of speech and expression.
Gain insights into cases of Ramesh Thapar vs State of Madras,
Aware about India Express vs Union of India , Benett Coleman and co vs Union of India
Come to know about Sakal Newspapers vs Union of India.
The students will gain knowledge about censorship.
Gain insight about Laws and cyberspace.
Understand Laws related to cable and satellite TV.
Become knowledgeable about laws related to Internet and trends in social media.

Teaching Methods:

The course will use the following pedagogical tools:

Selected case studies on major topics.
Projects/Assignments/ students Participation, etc.
Employing visual presentation.
Newspapers Magazines

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

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, Challa(2002). *Historical Perspectives of Press Freedom in India*: Andhra University Press and Publications.
- Christ Frost (2007). *Journalism ethics and regulation*. London: Pearson Education

Paper V: Media issues

Course Objectives:

- Know the origin and growth of the newspaper in India.
- Educate the evaluation of modern newspapers with examples
- Study the newspaper agendas
- Aware on the Hickey's Gazette, Bombay Chronicle and other prominent old newspapers.
- Learn the Raja Ram Mohan Roy and Tilak, Gandhi, Dr. B.R Ambedkar, Nehru and other eminent persons and their contribution to the Indian journalism.
- Define the recent trends in journalism

Course Outcomes:

- Acquainted with origin and growth of the Newspaper.
- Identify the effectiveness and contribution of the eminent journalists.
- Acquire the knowledge about the role of the freedom fighter's contribution to Indian journalism.
- Know the knowledge about the priorities and values of the early day's newspapers.
- Memorize the prominent Telugu editors in Telugu journalism.
- Develop the basic knowledge of the newspaper, compare and analyze the reading of the newspaper.

Learning Outcomes

- Gain knowledge about the origin and growth of the newspapers in India.
- Develop the vision of the Newspapers at early days.
- Understand the Freedom movement and role of the press.
- Exemplify the effectiveness of the contribution of the great journalists.
- Understand the Gandhi and Nehru contribution to Indian journalism
- Gain knowledge about the Indian press on society
- Acquire the knowledge about role of the journalism in freedom movement.
- Gain knowledge about the contribution of national prominent newspapers.

Understand the priorities and values of reputed early days newspapers.
 Know the impact of the Newspapers on readers.
 Gain knowledge about the origin and development of Telugu press.
 Understand the prominent editors - Kandukuri Veeresalingam, Kasinadhuni
 Nageswararao, K.Ramarao, Khasa Subbarao, Tapi Dharma Rao, Mutnuri Krishana Rao
 and Narla Venkateswarar Rao.
 Acquire the recent trends Telugu journalism.

Teaching Methods:

The course will use the following pedagogical tools:

Projects/Assignments/Quiz/Class Participation, etc.
 Black board.
 Lecture method
 Group discussion
 Use the Previous newspapers.

7. Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

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

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.

Vanita Kohli (2014) *The Indian media Business*: New Delhi: Sage

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

Semester II

Paper I: Intercultural communication

Course Objectives:

Explain about the Culture and its origin, various elements of culture and traditions.

Enlighten about cultural communication and different popular models.

Clarify about the ancient and modern views on Communication, Verbal communication.

Educate the students inter cultural communication, Non- verbal communication

Give details about the role of media in intercultural communication.

Explain about inter cultural broad casting, usage of communication technology.

Course Outcomes:

The students can gain the knowledge on importance of cultural communication.

The students come to know different approaches cultural communication.
Apply different models to disseminate communication.
The student can understand Hindu, Buddhist, Greek and Islamic theories.
They come to know different cultural institutions like family, school.
The learner can know about the role of media in inter cultural communication.

Learning Outcomes Unit wise:

The learner can understand the Concept of Culture and traditions.
The student can know about definition and meaning of Culture.
The learner can understand Behaviouristic, Humanistic approaches in communication and intercultural communication.
The student can learn about different models of cultural communication
The student can understand about Aristotlean, Cybernetic, Biological and Psychological modes.
The learner can know the influence of Greek, Hindu, and Buddhist cultures.
They can also get the knowledge on industrial – non industrial cultures.
The learner can gain the knowledge in Inter cultural communication.
Understand about Non verbal communication
They come to know about cultural institutions.
The students can understand Role of media in intercultural communication.
They come to know about Inter Cultural Broad casting.
The learner comes to know cultural change and technology change.

Teaching Methods:

The course teacher will use the following pedagogical tools:

Explain about the importance of culture through audio, visual presentation.
Assignments/ students Participation etc.
Screening of short films Videos on cultural aspects. .
Use of Block board, News papers, Magazines.

7. Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	-----
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

Intercultural communication-definition-nature-characteristics

Intercultural communication-need for study

High context and low - context cultures

Intercultural communication-barriers

Intercultural business communication-perception and communication

Unit II

Models of communication- Aristolean- cybernetic- biological-psychological

Verbal communication-nature of language-functions of language-elements of speaking

Non-verbal communication-history-clothing and bodily characteristics-physical environment-proxemics- chronemics- haptics-paralanguage-the relational between verbal and non-verbal communication-

Unit III

Cultural rules and relationships-Respect for the authority and the structure of messages-power distance-assertiveness vs. Peacekeeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements

Information, decisions and solutions- sources of business information-information and knowledge management-problem solving-and conflict resolution

Intercultural negotiation -factors in negotiation-the phases in negotiation

Unit IV

Cultural institutions-family-school-mass media

Culture and perception-ways of perception-visual-sound-smell-touch-the concept of face

Cultural behaviour

Culture shock- definition-reason- loss of cues-the breakdown communication-basic cybernetic model of communication-an identity crisis.

Cultural hegemony

Industrial or organizational culture

Unit V

Ethical considerations- the limits to cultural diversity-intercultural personhood-ethics, culture and communication-citizens of the world-peace as an ethic for Intercultural communication

Reference books

Larry A Samovar and Richard E Porter (2003). *Intercultural communication*. London : Wadsworth Company

Linda Beamer and iris Varner (2009). *Intercultural communication in the global work place*. London: Tata McGraw Hill

Joann Keyton (2006). *Communication and organization culture*. London; Sage

Paper II: Development communication

Course Objective:

Disseminate the information on real concept of development communication.

The students learn about different theories of development around the world.

Enlighten the student on purpose of Development journalism.

Explain the details on Development support communication and its overview.

Discuss the need of participatory development for present day society.

Tell the students about multimedia approach for development.

Course Outcomes:

The student can understand different theories and concepts for development.

They got an overall idea behind the development journalism and its use in day to day life.

The learners come to know the problems in Development journalism.

They also understand importance of development support communication.

The students got the information on success stories relating to development.

They can understand the importance of multimedia approach for development programs.

Learning Outcomes Unit wise:

The student can learn about different development concepts and theories.
The students got the information sustainable development and its need.
They can gain the knowledge on Millennium development goals.
The learner can know the importance of development journalism.
The student can understand the problems in development journalism. .
They come to know about Indian press contribution to development journalism.
The student can learn about the merits and demerits development communication.
They also understand about communication and Human development.
The learner can get the details on role of gram panchayat system.
The learner can gain the knowledge Participatory development.
They also know about Community development.
They can understand about participatory approach in human development.
The students can understand the Multimedia approach in development issues.
The learner can got the information on importance of traditional communication.
The students can got the details on Radio, TV, films influence on development activities.

Teaching Methods:

The course will use the following pedagogical tools:

Selected case studies to cover major topics.
Use of internet and visual presentation.
Use of Block board, News paper, Magazines, audio, video clips.

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

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 III: International communication

Course Objectives:

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

Course Outcomes:

After completion of the course, the students:

- Gain knowledge of long distance communication, International communication and national identity.
- Get enlightenment on New World Information and communication order.
- Come to know about public diplomacy and political warfare.
- Gain insight about different Media organizations

Learning Outcomes

- The student can learn about the nature and scope and definition of international communication.
- Get enlightenment about post traditional forms of communication.
- Gain knowledge about different types of channels of communication
- Become familiar with global international communication and national identity
- The learner will gain knowledge about global village and war of ideas.
- International news system and media imperialism
- New information and communication order.
- Propaganda and different forms of propaganda
- The learner will gain knowledge about comstats
- CNN and its impact on world of communication
- War and media, public diplomacy and political warfare
- New ways to report the world.
- The students will be acquainted with Globalization and Media.
- Mediating globalization.
- Emergence of STAR TV
- Globalization and ICT
- International telecommunication Union.**
- Brief history of BBC and Voice of America
- Asia Pacific Institute for Broadcasting Development

Teaching Methods:

- The course will use the following pedagogical tools:

1. Selected case studies on major topics.
2. Projects/Assignments/ students Participation, etc.
3. Employing visual presentation.

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

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 II

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 III

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 IV

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

Unit V

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

Ingrid Volkmer. (2001). *News in the Global Sphere. A study of CNN and its Impact on Global Communication*, Luton: University of Luton Press.

William Hachten. (2002). *World News Prism*, Iowa: Iowa State Press.

Tehri Rantaner. (2006). *Globalization and Media*. London: Sage Publications.

Howard H Frederick. (1993). *Global communication & International Relations*, California: Wadsworth Publication Company.

Anos Owner Thomas. (2006). *Transnational Media and Controlled Markets*, New Delhi: Sage.

Cees Hamlink. (1996). *The Politics of World Communication*, London: Sage.

William A. Hachten. (1996). *The World of News Prism*. Iowa: Iowa State University Press.

Paper IV: Public Relations

Course Objectives:

To trace the history of the PR, mention factors that led to the evolution of PR in India.

To analyze the government information and public relations practices and also highlight the role and scope of PR in local bodies.

To list the various media that could be used for publicity and effective PR.

To understand the importance of communication planning, collect the information and monitoring.

To outline the growth of the PR professionals and list the activities of PRSI in building an academic and professional base.

Course Outcomes:

Gain the knowledge on historical appraisal and PR a comparative evaluation.

Acquire the information about local, state and central Govt. media organizations and its functions.

Practice start on special events like campaigns, demonstration, exhibitions, open house, press conference etc.,

Understand on application of communication methods for PR media.

Come to known about PR professional organizations and bodies.

Learning Outcomes

Identified & understand the PR in public affairs.

Know the knowledge about the evolution of PR in India.

Map out the scope of PR impact.

Gain the knowledge on PR structure and setup.
 Aware on various departments and functions of Govt. PR in India.
 Aware about functioning about PRO.
 Understand about PR tools and related matters.
 Know about conducting the PR campaigns.

Critical analyze on the PR communication methods.
 Acquire the information about PR policies and agencies.
 Students gain the information about PR planning.
 Understand about media selection for better PR and some direct communication ways.
 Understand on PR research areas, PR education and recent trends.
 Known about laws and ethical aspects of PR.

Teaching Methods:

The course will use the following pedagogical tools:

Students should involve in preparation the model house journals and pamphlets.
 Through practice the Press Notes, Press Releases
 Should visit one corporate communication office for observe the activates of PR.
 Use of Block board, Bulletins, PR tools, audio, video clips.

Student Evaluation Process:

1.

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Subject Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

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 II

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, exihibitions, trade, press – press conference – special events

Unit III

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

Unit IV

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

Unit V

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

Cutlip & Centre. (2005). *Effective Public Relations*, New Delhi: Pearson.

Alston 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.

Paper V: Political Communication

Course Objectives:

- To analyze the Indian democracy system and politics.
- To understanding functions of Indian political parties at level of national and regional.
- To note the election commissions and duties.
- To give the examples of film stars and their political campaigns.
- To delineate the development of corruption in Indian political system

Course Outcomes:

- Come to Known about Indian political system and democracy role.
- Learner Comes clarity on political parties and its active role.
- Gain the knowledge on Election commissions and their functions, limitations
- Acquire the information about Political campaigns and impacts.
- Understand about Indian political system and latest developments.

Learning Outcomes

Gain the knowledge on Indian political system.
Acquire the information about political journalism and status.
Come to know on political socialization.
Fully aware on recognized political parties at national and regional.
Understand about coalition governments.
Received better information for general elections.
Come to know about election commissions and duties.
Receive better information for political campaigns and coverage.
To create aware on paid news and its impact.
Aware on legends in various sectors turned as politicians.
Students gain information on art of political PR.
Gain the information on film stars turned politicians.

Teaching Methods:

The course will use the following pedagogical tools:

Selected cases studies covering major topics.
Projects/Assignments/Quiz/Class Participation, etc.

7. Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practice's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

Political communication-definition-scope and nature

Politics, democracy and media-the theory of liberal democracy-constitutionality-participation-rational choice-public opinion and public sphere-the role of media in democracy

Political journalism in India: status and dynamics

Unit II

Political parties in India-Congress- BJP-CPI-CPI(M)-the emergence of regional political parties-Akali Dal- Shiv Sena-DMK-AIDMK-Telugu Desam-Samajvadi party-BSP
Elections in India-setting up elections commission in India-conduct of elections- model code of conduct- voter education-use of technology- media and elections

Unit III

Political messages-political advertising-political campaigns-news coverage of political campaigns-agenda-setting-gate-keeping and the media-the spiral silence and the social nature of man

Unit IV

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 V

Political issues in India-corruption- language and politics- television and politics-national identity and communications.

Reference books

- Brian McNair (2012). Introduction to political communication (fifth edition).London: Routledge.
- Eric Louw. (2010). *Media and Political Process*, New Delhi: Sage.
- Peter Gonsalves. (2010). *Clothing for Liberation*, New Delhi: Sage.
- John Corner. (eds) (2003). *Media and Restyling of Politics*, New Delhi: Sage
- Arvind Rajgopal. (ed). (2009) *Indian Public Sphere: Readings in Media History*, New Delhi: Oxford University Press..
- Peter DeSouza and E Sridharan (2012). India's political parties. New Delhi: Sage
- S P Qurashi (2014). An undocumented wonder ; the making of Great Indian election. New Delhi:Rupa
- Arvind Rajgopal(2005). Politics after television. New Delhi: Oxford University Press.
- Asha Sarangi (2009).language and politics in India. New Delhi: Oxford.
- N Vittal (2012). Ending corruption. New Delhi: Penguins
- Praminda Jacob(2009). Celluloid deities. New Delhi: Oriental Blackswan
- Vasanthi (2006)> Cut-uts, caste and cinema. New Delhi: penguin.
- Linda L. K. and H. Christina. (2008). *Handbook of Political Communication research*. London: Sage.

Semester III

Paper I: Gender and Communication

Course Objectives:

Acquire the Feminism and types of Feminism and waves of Feminism.
Learn muted group theory and Stand point theory of structuralism, positioning theory, transgender and Cyborg theory
Classify the verbal, Non-Verbal Communication interaction
Discuss the Women role in media and identify the women journalist problems in media
Identify the Gender Identity, Gender role and Gender values.

Course Outcomes:

The student will be able to understand

Gain knowledge about the gender identity, roles, values, types and waves of the Feminism.
Understand the Feminist communication theories.
Acquire the knowledge about the verbal and nonverbal communication.
Analyze the gender bias in mass communication in a global context.
Create awareness of the women role in different types of media.
Develop the opinion of the Gender equality and Generalized perspective on women

Learning Outcomes

Develop the vision of the Women related issues in world

Gain knowledge about the types of Feminism and waves of Feminism
Identified the Gender bias, Gender values and Gender role.
Know the knowledge of the Feminist Communication theories
Differentiate the theories of the importance, values and agenda
Gain knowledge about the structuralism importance and types

Gain knowledge about the types of communication
 Analyze the theoretical and experimental design-meta-design
 Understand the reflection/change of our mind set on Gender issues
 Gain knowledge about the Global context of the Gender equalities and discriminations
 Understand the importance of the Mass Communication in Global level
 Identified the women growth in Newspapers, Magazines, Radio, Public relations and Online Journalism

Know the gender voice, stylistic gender difference and differences within and among people/women

Gain the knowledge about the international women organization WIN, WINGS and FIRE

Identified and understand the women rights and movements in world wide.

Teaching Methods:

The course will use the following pedagogical tools:

Selected cases covering major topics.

Projects/Assignments//Class Participation, etc.

Internet, Audio, Video tools, News papers and Magazine clips.

Student Evaluation Process:

A.	Continuous Evaluation Component comprising of Assignments / Quiz / Class Participation / Class test/Presentation on specific topic etc.	-----
B.	Course Particle's	Internal Assessment -50 Marks
C.	Mid-Exam	Internal Assessment-20 Marks
D.	End –Semester Examination	External Assessment-80 Marks

Unit I

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 II

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

Gender politics: Gender, sexuality and social exclusion, Social movements and gender

Unit III

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

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

Unit IV

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 in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism

Unit V

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 s

Films and feminism- women in Indian cinema- Paradoxes within the image

Women and TV images- Mass disconnect- advertising and women

Reference books

Donna Allen, Susan J Kaufman, Ramona, R. Rush (Ed). *Women transforming Communications*. London: Sage Publications

Philip Shaver and Clyde Hendrick (1987) *Sex and Gender* . London:Sage Publications

Karen Boyle.(2002) *Media and Violence* . London: Sage Publications.

Marian Meyers. *Engendering Blame: News Coverage of Violence against Women*. London: Sage Publications

Pamela Creedon and Judith Cramer (2007). *Women in Mass Communication*. London: Sage Publications

Charlotte Krolokke and Anne Scott Sorensen. (2005). *Gender Communication: Theories and Analyses*. London: Sage Publications

Paper II: Human Rights and Media

Course Objectives:

To aware on the various kinds of Human rights.

To give the knowledge on universal declaration of human rights.

To prepare about elimination of racial discrimination.

To develop the knowledge on HR commissions at National and state level.

To give a comprehensive view about agenda setting of media in HR issues coverage.

Course Outcomes:

Identified various Human rights and concept.
 Gain the knowledge on media role on HR and universal declaration.
 Understand about elimination of racial discrimination.
 The student is able to update about functions of HR commissions.
 Identified & understand the media role for promoting the HR.

Learning Outcomes:

The Student should able to understand importance of Human Rights.
 The Learner should aware on international conclaves on Human Rights.
 The student will acquire basic proficiency on human rights.
 The student is gain the knowledge on international news agencies on HR.
 Become knowledgeable on civil and political rights.
 The students are able to master the some HR acts.
 The Student is able to knowledge on inhuman acts.
 Acquainted with the information of slavery.
 The understand about elimination of racial discrimination.
 The student is able to update about Child labour, migrant workers.
 Gain insights of NHRC and SHRC.
 The student understands on human rights courts in districts.
 The student is able to farming of issues...Newsworthiness.
 The student is able to write formats to create reports and presentations of HR.
 Make a practice exercise on assessments of reports.

Teaching Method:

The course will use the following pedagogical tools:

Selected cases covering major topics.
 Projects/Assignments/Quiz/Class Participation, etc.
 Exhibited some verdicts given by courts.

7. Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practice's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

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 coverants 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 III : Environnemental Communication

Course Objectives:

To give an overview of various environment related issues

Enumerate factors which contribute to environmental pollution
Encourage public participation in environmental decision-making
Discuss in detail media's coverage of environmental issues

Course Outcomes:

After completion of the course, the students:

Gain insight into the factors affecting environment and different environment groups working for the protection of environment.
Understand various environmental movements in India and abroad.
Gain knowledge on Public participation in environmental decisions, use of collaboration and consensus in resolving environmental disputes
Know of Media's coverage on different environmental issues

Learning Outcomes

The student learn about the nature, scope and definition of environmental communication..
Understand different environmental groups.
Come to know of environmental movements in Indian and abroad
Gain knowledge about environmental journalism
Understand Constitutional and legal provision for the protection of environment.
Gain knowledge of Sustainable development
Learn about Earth summits and climate change
The student understand Public's right to know on environmental decisions
Gain insight of Public participation in decision making on environmental issues
Know the emergence of alternative forms of public participation.
Learn about collaboration and consensus in environmental disputes
The learner understands media coverage of environment issues.
Become conversant of Rise of alternative environmental media.
Gain insight on Objectivity and balance in coverage of environmental issues
Come to know about rise of alternative environmental media
The students will be enlightened on risk communication.
Become conversant with Environmental advocacy.
Gain knowledge about Green marketing and corporate campaign for conservation of environment.
Understand the dilemmas of environmental advocacy.

Teaching Methods

The course uses the following pedagogical tools:

Selected case studies on major topics.
Projects/Assignments/ students Participation, etc.

Employing visual presentation.
Newspapers Magazines, audio, video clips.

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

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

Robert Cox. (2006). *Environmental Communication and Public Sphere*, London: Sage Publications.

Binod Agarwal et al (ed) (2001). *Global Negotiations Vol I and II*, New Delhi: Centre for Science and Environment.

L. Wallack et al. (2006). *Media Advocacy and Public Health*, London: Sage Publications.

Paper IV: New Media and Society

Course Objectives:

Explain about emerging new media Internet and Mass media, Social Media and its developments in around the world.

Inform the students about significance of social media in present day context, legal and ethical issues.

Enlighten the student on Mainstream Media vs. Alternative Media.

Explain the student on expansion of Social Media and internet in India and world.

Discuss the need of Social Media Democracy and contemporary politics.

Tell the students about Social Media Vs Traditional media.

Course Outcomes:

The student can understand about different stages of social media developments.

They get an overall idea on expansion of internet and social media.

The learners come to know the role of social media in modern day politics.

They also understand about supremacy of new media over traditional media.

The students get the knowledge on globalization through Social Media.

They student can get the awareness on New media and New challenges.

Learning Outcomes

The student can learn about history of internet development.

They also come to know about the significance of social media.

The students can learn about Categories of social media, legal and ethical issues.

The learner can know about the emergence of social networks.

The student can understand about leading social networks such as Twitter, Face book ect.

They came to know the new ways of communication.

The student can learn about the Democracy and Social media. .

They also understand about Role of social media in modern day politics.

The learner can get the details political communication through social media.

.Learning Outcomes:

The learner can gain the knowledge difference between social media and traditional media.

They will understand about flexibility of Social media.

The student can aware about the supremacy of social media.

The students can understand the definition of Globalization.

The learner can get the information on Globalization through Social Media.

The students can get the details overall developments in Social media.

Teaching Methods:

The course will use the following pedagogical tools:

Usage of smart phones and tabs

Assignments/ students Participation, etc.

Use of internet and visual presentation.

Use of Block board, News paper, Magazines, audio, video clips.

7. Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	-----
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks

Unit I

New Media Concepts-New media - Mapping, Meaning and Characteristics, Principles of New Media, digitization and convergence, Introduction to Internet, World Wide Web (WWW), Search Engines

Unit II

Web Designing, Software and Licenses-Overview of New Media Industry, Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity, Open source software and Licenses

Unit III

Convergence Journalism-News on the web: Newspapers, magazines, radio and TV newscast on the web, Changing paradigms of news; emerging news delivery vehicles; integrated newsroom; Data Journalism, Challenges and opportunities for a newsperson

Unit IV

Social Networking-Introduction to social profile management products - Facebook, Twitter, LinkedIn, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing, Whatsaap, Snapchat, Skype. Social publishing: Flickr, Instagram, Youtube, Sound cloud

Unit V

Citizen Journalism and Security Concepts-Citizen Journalism: Concept, Case studies. Blogging; blogs as narratives, Bloggers as journalists and ‘opinionates’, Journalism ethics and restraint in new media, Security issues in using digital technology (Malware, Phishing, Identity Thefts)

Reference books

Andrew Dewdney, Peter Ride (2009) The New Media Handbook, Routledge.
Deirdre K. Breakenridge (2008) New Media: New Tools, New Audiences, Pearson.
Francisco.J.Ricardo (2009) Cyberculture and New Media, Rodopi.
John.P.Pavlik (2013) Journalism and New Media, Columbia University Press.
Kevin Kawamoto (2003) Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers.
Leah A Lievrouw, Sonia Livingstone (2011) Handbook of New Media: Student Edition, Sage.
Lev Manowich (2001) The Language of New Media, MIT Press.
Tery Flew (2005).New Media; An Introduction, 2nd edition Australia: Oxford University Press.
Wendy Hui Kyong Chun and Thomas Keenan (2006) New Media, Old Media: A History and Theory Reader, Psychology press.

Paper V: Electronic media: Reporting and editing

Course Objectives:

- Study the origin & growth of the television.
- Aware the basic shots, types of camera and microphones
- Understand the responsibility & function of the television crew.
- Educate the script writing techniques for special audience programs
- Explain the educational experiments in television

Course Outcomes:

Gain knowledge about the basic rules, formats, writing for visuals and use of Television.
 Improve the script writing skill for programs of special audience.
 Understand the stages of production of indoor and outdoor broadcast of Television.
 Learn the knowledge about satellite communication technology for TV programs and film making process.
 Acquire the information of history of the film and committees of the film.

Learning Outcomes

Identified & understand the origin & growth of radio and television

Improve the Camera movements for television
 Know the knowledge about the technical terminology of television
 Know the knowledge about the script writing.
 Understand the new telecast techniques in broadcasting.
 Develop the writing skills for special audience programs.
 Identified & understand the program production
 Know the making skills
 Gain the knowledge about the shooting part.
 Gain the knowledge about the film in India & world.
 Learn the type of films, waves of the films & trends in film industry.
 Develop the skill in film making, sound recording & editing techniques.
 Gain the knowledge about the problems & prospects of the Indian film industry.
 Recognize the film originations Film and Television Institute of India (FTII), National Film Development Corporation (NFDC) & censorship laws.
 Understand Khosla committee and film policy

Teaching Methods:

The course will use the following pedagogical tools:

Selected cases covering major topics.
 Projects/Assignments/Quiz/Class Participation, etc
 Use of video and audio clips
 Magazines and newspapers.

7. Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
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B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

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.

Semester IV

Paper I

Mass Communication Research Methods

Course Objectives:

- Understand the importance of the research in mass communication
- Enhance the selection, identification and limitation of the research problem in the area of mass communication.
- Explain the concepts in research methods.
- Examine the importance and steps of the research design and data collection methods in research
- Define the importance of statistics in mass communication research.
- Ascertain the different types of measure of dispersions.

Course Outcomes:

- Identify the types, steps, methods and importance of research.
- Understand the basic concepts, research design and hypothesis testing.
- Know the knowledge about the methods of data collection.
- Improve the selection of method and use of statistics in communication research.
- Acquire the importance of the research in media.
- Analyze the area of media research.

Learning Outcomes

Identify the importance, objectives, characteristics, types of research and scientific methods in mass communication research

- Know the knowledge and recognize the science method in mass communication Research
- Improve the skills with research area.
- Recognize the research concepts with definition of research
- Summarizing the overall techniques of research in mass communication

Interpretation the methods and levels of measurements
 Understand the sampling procedure
 Know the knowledge about difference types of data collection
 Improve the selection of method in research process
 Know the knowledge of the statistics in research.
 Practice the statistics tools for research purpose.
 Acquire the importance of the Research proposal and research report.
 Identify the Media related Research articles on Print and Electronic Media
 Analyze the Media case studies
 Know the process of how find out the media issues through Research

Teaching Methods:

The course will use the following pedagogical tools:

Selected cases covering major topics.
 Projects/Assignments/Quiz/Class Participation, etc.
 Class room discussions

Student Evaluation Process:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation Class test/Presentation on specific topic etc.	-----
B.	Course Practical's	Internal Assessment -50 Marks
C.	Mid-Exam(Include Online)	Internal Assessment-20 Marks
D.	The final examination is a three-hour closed-book examination.	External Assessment-80 Marks

Unit I

Introduction to mass communication research – meaning of research, scientific method – characteristics – steps in research identification and formulation of research problem in communication research

Unit II

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 III

Sampling in communications research, types, their applications and limitations

Methods of Data collection: Interview, Questionnaire, observation, Focus group discussion and case study - application and limitations of different methods

Unit IV

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 V

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

Reference books

Wimmer and Dominic. (2002). *Mass Media Research: An Introduction*, Singapore: Thomson Publishing Company.

A. Hansen et al (1998). *Mass Communication Research Methods*, London: Palgrave.

S.H.Priest. (1996). *Doing Media Research: An Introduction*, London: Sage.

B. Gunther. (2000). *Media Research Methods*, London: Sage.

Robert K.Yin. (2003). *Case Study Research Design and Methods* (Third Edition), London: Sage.

John C. Reinard. (2006). *Communication Research Statistics*, London: Sage.

