



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(w.e.f. Academic year 2023-2024)

Programme: BA (Honors) in Journalism and Mass Communication

Semester	No.	Paper	Hours	Credits
I	1	Fundamentals of Social Sciences	4	4
	2	Perspectives on Indian Society	4	4
II	3	History of Mass Media	4	4
	4	Broadcast Journalism	4	4
III	5	Advertising	4	4
	6	Human Rights and Media	4	4
	7	Reporting and Editing for Print Media	4	4
	8	Sports Journalism	4	4
IV	9	Communication Theory	4	4
	10	Travel Journalism	4	4
	11	Creative Writing	4	4
	12	Investigative Journalism	4	4
V	13	Public Relations	4	4
	14	New Media and Society	4	4
	15	Media Issues	4	4
	16	History of Indian Films	4	4
VI	INTERNSHIP			
VII	7.1	Intercultural communication (OR) Development communication	4	4
	7.2	Gender Communication (OR) Business Communication	4	4
	7.3	Organizational Communication (OR) Conflict, Peace & Media	4	4
	7.4	Photo Journalism I (OR) Science communication (Skill Enhancement)	4	4
	7.5	Film and Script writing (OR) (Skill) Computer Applications for Mass Media	4	4
VIII	8.1	Environment communication (OR) International communication	4	4
	8.2	Media law and ethics (OR) Media Management	4	4
	8.3	Political communication (OR) Communication Research Methods	4	4
	8.4	Television Journalism (OR) Photo Journalism II	4	4
	8.5	Web Journalism (OR) Magazine Journalism	4	4

Paper – 1

Fundamentals of Social Sciences

Learning objectives: The student will be able to understand the nature, various approaches, organs of the state, social perspectives, and application of ICT.

Learning Outcomes: On successful completion of the course the student will be able to :

1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History
3. Know the psychological aspects of social behaviour
4. Comprehend the nature of Polity and Economy
5. Knowledge on application of computer technology

Unit – I – What is Social Science?

1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

Unit -II: Understanding History and Society

1. Defining History, Its Nature and Scope
2. History- A Science or an Art
3. Importance of History in the Present Society
4. Types of History and Chronology of Indian History

Unit – III – Society and Social Behaviour

1. Definition, Nature, and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought process and Social Behaviour

Unit – IV – Political Economy

1. Understanding Political Systems
2. Political Systems – Organs of State
3. Understanding over Economics - Micro and Macro concepts
4. Economic Growth and Development - Various aspects of development

Unit - V – Essentials of Computer

1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection

Reference Books

1. The social sciences: An Integrated Approach by James M. Henslin and Danniell F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

Activities:

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.

Paper – II

Perspectives on Indian Society

Learning objectives: The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

Learning Outcomes: On successful completion of the course the student will be able to :

1. Learn about the significance of human behavior and social dynamics.
2. Remembers the Indian Heritage and freedom struggle
3. Comprehend the philosophical foundations of Indian Constitution
4. Knowledge on Indian Economy

Unit – 1 – Man in Society

1. Human Nature and Real-Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns
4. Human Life – Social Influence and Social Impact

Unit-II: Indian Heritage and Freedom Struggle in India

1. Cultural & Heritage sites of Tourism in India
2. Indian Dance, Music and Yoga
3. Rise of Nationalism Under British Rule in brief (1857-1947)
4. Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit – 3 – Indian Constitution

1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to State

Unit – 4. Indian Economy

1. Indian Economy - Features – Sectoral contribution in income
2. Role of Financial Institutions - RBI - Commercial Banks
3. Monetary and Fiscal Policies for Economic Development
4. Economic Reforms - Liberalization - Privatization- Globalization

Unit – 5 - Impact on Society & Analytics

1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences

References

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand

3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

Activities:

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.

Semester II

3. History of Mass Media

Objectives:

1. To understand the myriad facets of Journalism in the world
2. To acquire clear perspective about the historicity associated with the subject.
3. To understand the subject at international, national, and regional level.
4. To comprehend the basic terminologies.
5. To identify the role of Press in pre-Independent India.

II. Syllabus

Paper I: History of Mass Media - JMCCS 101

Unit I: Introduction to Mass Media

1. Mass Media: definition
2. Functions and characteristics
3. Types of mass media: professions
4. Journalism, PR and advertising

Unit II: History of Print Media

1. Print Media: history of printing
2. Indian print media
3. Growth & language media
4. Telugu print media: growth and trends

Unit III: History of Broadcast Media

1. Broadcasting: history of broadcasting
2. Growth and regional radio and TV
3. Broadcasting in Telugu
4. growth and trends

Unit IV: History of Motion Pictures

1. Motion pictures: history of motion pictures
2. Indian motion pictures
3. Growth and regional cinema
4. Telugu motion pictures; growth and trends

Unit V: History of Digital Media

1. Digital and online media: history of digital and online media
2. Digital and online media in India
3. Growth and trends
4. Digital and online media in Telugu

III. Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand the roots of Journalism in different countries
2. Understand the history of Journalism in India and famous newspapers by freedom fighters and social reformers.
3. Evaluate the role of press in the country
4. Analyse the role of press during pre and post independent India
5. Understand the basic terminologies of newspaper and present trends of journalism.

IV. Reference Books

1. Siebert, Peterson and Schramm. (1978). Four Theories of the Press. University of Illinois Press, USA.
2. Jeffery, Robin.(2000). India's Newspaper Revolution. Oxford University Press, New Delhi.

3. Parthasarthy, Rangaswami. (1989). Journalism in India. Sterling Publications Pvt. Ltd. New Delhi.
4. Mehta, D.S. (1982). Mass Communication and Journalism in India. Allied Publications, New Delhi.
5. Venkatramiah, Jus. E.S. (1987). Freedom of the Press- Some Recent Trends. B.R. Publications, Delhi.
6. Dash, A. (2010). Basic Concept of Journalism. Discovery Publishers, New Delhi.
7. R. AnandSekhar. Journalism Charithravyavastha
8. S. C. Bhatt (1999): Indian press since 1955. New Delhi, Publication Division 9. Murthy DVR (2010). Gandhian journalism, New Delhi, Kanishka Publishers.
10. Keval J Kumar. Mass communication in India. New Delhi: Jaico publications

V. Co-Curricular Activities:

1. Project on Current scenario of the press.
2. Flowchart of newspapers in chronological order
3. Pictorial presentation of freedom fighters, social reformers and their newspapers.
4. Deconstructing the parts of newspaper.
5. Working on the theories of press with case studies.

4. Broadcast Journalism

I. Course Objectives:

1. To build blocks of communication through broadcast media
2. To emphasize on components of broadcast media
3. To trace the evolution and growth of broadcast media in India
4. To enhance the basic writing skills for broadcast media
5. To understand the reporting formats for different broadcast media

II. Syllabus

Unit I: Radio Broadcasting

1. Characteristics of Radio
2. Different Types of Radio: AM (Medium & short wave), FM
3. Community Radio
4. Evolution and Growth of Broadcasting

Unit II: Radio Production

1. Microphones – Designs, Categories and Applications.
2. Recording formats. - Understanding sound recording
3. Perspective of sound - Sound transfer
4. Editing and post-production.

Unit III: Public service broadcasting

1. Broadcasting code and limitations
2. Roles of AIR and private broadcasters
3. Community Radio policy
4. Organization and structure - Various functionaries and their roles

Unit IV: Broadcast News

1. Newsroom organization: structure and functions
2. Different editorial positions in newsroom and their roles and responsibilities
3. Types of news bulletins: 15-minute bulletin, 5 minute, news-on-phone,
4. Radio News Magazine: New Format News

Unit V: Writing for voice dispatches

1. Bytes and Outside Broadcast (OB) copy,
2. Production of different formats of news
3. Headline writing - Different types of Headlines: Checking Language, Spelling and Grammar
4. Writing for radio programmes - Radio features/documentaries - Radio commentaries - Spotlight/Talks, etc

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand the code of conduct for broadcasting in India
2. Analyse the programmes in Broadcast Media
3. Create and enhance writing skills
4. Understand the shooting and Programme production techniques
5. Examine the current and emerging trends in Broadcast Journalism

IV. Reference books

1. Style Book AIR
2. GC Awasthy - Broadcasting in India
3. HK Luthra- Indian Broadcasting
4. MehraMasani - Broadcasting and the People
5. Robert Mcleish - Radio Production
6. Rick Thomson - Writing for Broadcast Journalists,
7. Radio Programme Production: A Manual for Training, Paris, 1971

8. Paul Chantler& Peter Stewart - Basic Radio Journalism
9. Andre Boyd - Broadcast Journalism: Techniques of Radio and TV News (Media Manuals)

V. Co- Curricular Activities:

1. Scripting for an ongoing Radio show
2. Presentation on any current issue
3. Project on Emerging trends in Broadcast Journalism
4. Working on Programme production techniques.

5. Advertising

I. Course Objectives:

1. To understand the evolution of advertising, Socio economic effects of advertising.
2. To analyse various phases in advertising, creative part, market research, ethical aspects in advertising
3. To create an advertisements on various media platforms.
4. To examine the advertising copy, visualization, illustrations, Layouts, Headlines, text, colour in advertisement.
5. To evaluate Psychological factors in Advertising, trademarks, slogans, testing advertisement effectiveness.

II. Syllabus:

Unit 1: Introduction to Advertisement

1. Definitions, Evolution of advertising, socio economic effects of advertising.
2. Types of advertisements, Various phases of advertising
3. Advertising agency system- market research
4. Vocational aspects of advertising

Unit 2: Planning an Advertisement

1. Planning and campaigns, Media Mix
2. Media selection- Print Media, Broadcast Media
3. Media selection- Direct mail, Outdoor advertising: Hoarding.
4. Media Selection: Transitional and Online Media

Unit 3: Advertising in India

1. Commercial advertisements over: All India Radio, Doordarshan
2. Recent trends in Indian Advertising
3. Legal and ethical aspects of advertising, Advertising policy
4. Advertising standard Council of India, DAVP, Consumer complaint council

Unit 4: Creativity in Advertisement

1. Advertising copy: Visualization, Illustrations
2. Layout, Headlines, Text, Colour, Graphics, Trademarks, Slogans
3. Psychological factors in advertising
4. Evaluation of effectiveness

Unit 5: Measuring the effectiveness

1. Problems of measurements: Opinion ratings
2. Concurrent methods: Recall test, Recognition test
3. Audience evolution for various media
4. Advertising code
- 5.

III. Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand the evolution and origin of advertisement
2. Evaluate media for advertisement basing on the product/ service
3. Analyse the trends in Advertisement and governing bodies
4. Create an effective advertisement to attract consumers
5. Measuring the effectiveness of advertisements through various testing methods.

IV. References:

1. Amos Ownen Thomas. (2006). Transnational Media and Contoured Markets, New Delhi: Sage Publications. R. Padmaja. (2008).
2. Marketing of Newspapers, New Delhi: Kanishka Publishers, New Delhi.
3. Rajeev Batra, John G. Myers, David A. Aaker. (2003). Advertising Management, New Delhi: Pearson.
4. Mark Gobe. (2001). Emotional Branding, New York: Allworth Press.
5. Alina Wheeler. (2009). Designing Brand Identity, New Jersey: John Willy & Sons. New Jersey.

6. Fred E Hahn. (2003 Third edition). Do-It –Yourself Advertising and Promotion, New Jersey: John Willey & Sons.
7. Matin Khan. (2006). Consumer Behaviour & Advertising Management, New Delhi: New Age International Pvt Ltd Publisher.

V. Co-Curricular Activities:

1. Working on types of advertisement with examples
2. Identifying various media platforms and selecting accurate media for advertisement of a product
3. Discussion on case studies of advertisement issues in India
4. Creating an advertisement for commercial purpose and public service advertisement.
5. Project on audience for advertisement and various tests conducted by organisations

6. Human Rights and Media

I. Course Objectives:

1. To aware on the various kinds of Human rights.
2. To give the knowledge on universal declaration of human rights.
3. To prepare about elimination of racial discrimination.
4. To develop the knowledge on HR commissions at National and state level.
5. To give a comprehensive view about agenda setting of media in HR issues coverage.

II Syllabus

Unit 1: Orientation to Human Rights

1. Human rights: Concept, Meaning, Evolution, Kinds of human rights: Civil and political rights, Economic, social and cultural rights
2. Human rights under UN Charter
3. Commission on Human rights: UN high commissioner for human rights
4. International covenants on human rights

Unit 2: Universal declaration of human rights

1. Universal declaration of human rights
2. International bill of human rights: Preamble and Enumeration of rights in the declaration
3. Civil and political rights, Economic rights and social rights
4. India and the universal declaration

Unit 3: International conventions on inhuman acts

1. Genocide, Apartheid, Torture and other cruel inhuman or degrading treatment or punishment
2. Slavery: slave trade, Forced or compulsory labour
3. Traffic in person and prostitution
4. Elimination of racial discrimination, Death penalty

Unit 4: Vulnerable groups and human rights

1. Women, rights of the child: Child labour
2. Rights of the migrant workers: Refugee, Stateless persons
3. Disabled persons: Indigenous people, Older people
4. Human rights commissions in India: NHRC, SHRC, Human rights courts in districts

Unit 5: Human rights and media

1. Newspapers, TV and Films
2. Agenda setting: Framing of issues
3. Newsworthiness: Assessment of reports
4. Reporting and writing of human rights report
- 5.

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Identify various Human rights and concept.
2. Gain the knowledge on media role on HR and universal declaration.
3. Understand about elimination of racial discrimination.

4. Analyse functions of HR commissions.
5. Identify & understand the media role for promoting the HR.

IV References:

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

V. Co-Curricular Activities:

1. Choose a particular human rights issue and analyse its portrayal in media
2. Examine a real world case where media coverage played a significant role in shaping public opinion
3. Discussion on ethical dilemmas commonly faced by media professionals while facing human rights issues
4. Assignment on Human Rights commissions and their role in present scenario
5. Analysing New Media techniques in promotion and awareness of Human Rights.

7. Reporting and Editing for Print Media

I. Course Objectives:

1. To present the sources of new and values.
2. To train on various specialized reporting.
3. To study 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.

II. Syllabus

Unit 1: Introduction to News

1. Detailed analysis of news: definition, concepts, components, values, sources.
2. Press conference, Interviews
3. Qualifications and responsibilities of reporter, ethical aspects
4. Reporting special events: disasters and accidents, crime, budget, courts, legislature reporting, speech reporting,

Unit 2: Features and Reviews

1. Features: Definitions, scope, types
2. News features, historical features, seasonal, how to do it, photo features
3. scientific features, human interest features, profiles, syndicate features
4. Reviews: definitions, scope, types of reviews: books, films, music, theatre, TV programmes, performing arts, contemporary trends in reviews

Unit 3: Newspaper Organisation

1. Newspaper organization- Newsroom, Printing, advertising, administration, and circulation departments.
2. Newsroom- Editing Desk: purpose of editing; sub editor- traits and functions; principles of editing; chief sub-editor and news editor.
3. Effects of Globalisation on news organisations
4. Funding and Political inclination of news organisations.

Unit 4: Copy Editing

1. Fundamentals of copy editing, Editing and proof reading symbols: Style sheet
2. Editorial writing: Letters to the editor
3. Leads: types, Headlines: Types of headlines, Modern trends in headlines
4. Principles of rewriting, Language as a tool of writing, art of translation

Unit 5: Column Writing

1. Column writing: writing creative middles
2. Principles of grammar, practical exercises
3. Photo editing / cropping: Layout and design of different pages
4. Magazine production techniques

III Course Outcomes:

On the completion of this course, the student will be able to:

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

IV References:

1. W L Rivers. (1984). News in Print, New York: George Allen & Unwin Ltd. Curtis Macdougall (1953).
2. Interpretative Reporting, New York: George Allen & Unwin Ltd.
3. Rangaswami Parthasarathy (1984). Basic Journalism, New Delhi: Macmillan
4. Bruce Westley. (1985). News Editing, New Delhi: IBH Publishers.
5. Frank Barton. (1989). The Newsroom: A Manual of Journalism, New Delhi: Sterling Publishers.
6. R. Parthasarathy. (1984). Basic Journalism, New Delhi: Macmillan.
7. Lynette S. Burns (2002). Understanding Journalism. London: Sage Publications.
8. Susan Pape & Sue Featherstone. (2005). Newspaper Journalism: A practical Introduction. London: Sage Publications.
9. Davis Merritt, Maxwell McCombs. (2004). The Two W's of Journalism: London, Mahwah: Lawrence Erlbaum Associates, Publishers.

V. Co-Curricular Activities:

1. Case studies on different beats of reporting
2. Practising skills and learning techniques for writing features
3. Practising skills and learning techniques for writing reviews
4. Creating a hierarchy of newspaper organisation
5. Looking for headlines and analysing types of headlines

8. Sports Journalism

I Course Objectives:

1. To focus on writing about and reporting on amateur and professional sports.
2. To understand the fundamentals of sports journalism
3. To cover a variety of job duties such as reporting game statistics, interviewing coaches and players and offering game commentary.
4. To work in a variety of media, including radio, television and print
5. To enhance professional skills and ethics in sports journalists

II Syllabus:

Unit-1: Introduction

1. Sports: History, Scope
2. Importance and objectives of sports
3. Basis of Physical Education
4. Contents of Physical Education Program

Unit 2: Rules and Regulations for major games:

1. Norms for selection of team.
2. Football, Kabbadi, Soccer
3. Volleyball, Baseball, Cricket, Hockey, Rugby
4. Shuttle Badminton, Tennis and Table Tennis.

Unit 3: Track and Field Events

1. Standard Track, Requirements for each event,
2. Preparing training schedule 3. Star performers in each event.
3. Adventure Sports: Introduction, characteristics/ features of certain adventure

Unit 4: Sports Administration

1. Organization for Physical Education 2. principles for organizing Physical Education
3. Tournament & Fixtures.
4. Sports Budget: Types of budgets and preparation of sports budget.

Unit-5: Sports Writing/Reporting & Interviewing

1. Writing for different sports events: resources for Sports writers, Game advances, game coverage, notebooks, keeping statistics, writing of investigative sports articles, techniques of effective endings
2. Two types of article: structures – inverted pyramid and diamond structure
3. Types of interviews, art of interviewing, art of observation.
4. Ethics and professionalism in sports.

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Gain knowledge about sports to report for media.

2. Understand the sports terminology which is used in sports journalism
3. Familiarize the rules and regulations of major games
4. Develop writing skills for sport news
5. Evaluate the sports tournaments and report with professionalism

IV References:

1. Raney, Arthur A and Bryant, Jennings(2006). Handbook of sports and media. New York: Lawrence Erlbaum associates.
2. Schultz, Brad(2007). Sports media: planning, production and reporting. Oxford: focal press.
3. Rajsekhar, T (2007). Media and sports Journalism. New Delhi: Sonali publications.
4. Fink, Conrad C(2004). Sports Writing: The lively game. New Delhi, Surjeet publications.
5. Reinardy, Scott and Wanta, Wayne(2009). The essentials of sports reporting and writing. London, Routledge.
6. Wilstein, Steve(2002). Associated press sports writing Handbook. New York: Macgraw Hill

Semester – IV

9. Communication Theory

I. Course Objectives:

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

II. Syllabus

Unit 1: Introduction to Communication

1. Communication: Definition, Characteristics, Process, Types
2. Semiotics: Signs and meaning, categories of signs, convention, the Organization of signs
3. Shannon & Weaver model of communication: Redundancy, entropy, channel, medium, code
4. Other communication models: George Gerbner, Lasswell, Newcomb, Westley & MacLean

Unit 2: Models of Communication

1. Mass Media: Functions and Characteristics
2. Models of communication: two step flow of communication, Gate keeping models, White and Ruge and Galtung
3. Diffusion of innovation of model, News diffusion models
4. Media dependency model, Agenda-setting

Unit 3: Marketing and Organisation Communication

1. Marketing communication: characteristics, effective communication, ad clutter, reinforcement, sleeper effect
2. Organization communication: vertical, horizontal, diagonal
3. Information overload bypassing, suggestions for improving organization communication
4. Verbal and non-verbal communication: types, differences, similarities

Unit 4: Theories of Communication

1. Normative theories of the media: Authoritarian, Libertarian theory, Social responsibility theory
2. Communist media theory, Democratic participant Theory, Development Media Theory
3. Media and accountability: types of accountability, media role in society
4. Critical theory: the rise of cultural theories in Europe, Frankfurt School

Unit 5: Effects of Media

1. Media effects: Short-term, long-term effects
2. Four models of media effects: direct effects, conditional effects
3. Cumulative effects, cognitive, transactional model
4. Socialization of effects of media

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand the nature and process of communication.
2. Comprehend the process and skills of interpersonal communication.
3. Know different models of communication and study media functions.
4. Become conversant with media dependency, agenda setting and media effects
5. Evaluate the effects of Media with models

IV References:

1. David Berlo. (1960). *The Process of Communication*. London: Holt, Rinehart and Winston
2. Stanley J Baran and Dennis K Davis. (2006). *Mass Communication Theory: Foundations, Ferment and Future*, New York: Thomson Wadsworth.
3. Uma Narula. (1976). *Mass Communication: Theory and Practice*, New Delhi: HarAnand.
4. Denis Mcquail and Windhal. (1986). *Communication Models*, London: Longman.
5. John Fiske (2002) *Introduction to communication studies*. London: Routledge
6. Peter Hartley (1999). *Interpersonal communication*. London: Sage.
7. Elizabeth M Perse (2004). *Media effects and society*. London: Lawrence Erlbaum Ltd.
8. Denis Mcquail (2005). *Mass communication theory*, New Delhi: Sage.
9. DeFluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York: Longman.

V. Co-Curricular Activities:

1. Identifying models of communication in transfer of information
2. Assignment on Media Dependency model and its effects
3. Working on marketing and organisation communication
4. Discussion on theories of mass communication
5. Identifying effects of mass media

10. Travel Journalism

I. Course Objectives

1. To develop an understanding of the fundamentals of travel journalism
2. To develop proficiency in travel writing
3. To explore different travel journalism formats
4. To learn about the business aspects of travel journalism
5. To understand ethical considerations in travel journalism

II. Syllabus

Unit 1: Media and Travel

1. Media: Meaning & types
2. Role of print and electronic media in tourism
3. Highlighting new tourism destination, destination image building
4. Pin-pointing demand and supply in tourism.

Unit 2: Travel Journalism

1. Meaning and role in tourism industry
2. Reporting of meetings
3. Conferences and exhibitions for newspaper
4. Conferences and exhibitions for magazines and journals.

Unit 3: Reporting travel and tourism

1. Reporting of events related to tourism at different places
2. Advertisement of different travel and tourism events.
3. Reporting new travel destinations
4. Reporting unidentified places for travel

Unit 4: Content writing

1. Content writing on various tourism destinations in the city
2. Content writing on various tourism destinations in the state
3. Content writing on various tourism destinations in the country
4. Content writing on various tourism destinations across globe

Unit 5: Writing for travel and tourism

1. Writing of travel & tourism blogs
2. Writing of travel dairies, tour itineraries
3. Article for newspapers, magazines and journals
4. Writing for electronic media about travel and tourism

III. Course Outcomes:

On completion of course the student will be able to:

1. Demonstrate a comprehensive understanding of the principles, concepts, and history of travel journalism.
2. Employ various techniques and styles to produce engaging and informative travel narratives, articles and content
3. Adapt their storytelling skills to different formats of travel journalism including feature articles, travel guides, blogs and social media posts

4. Analyze and critically evaluate travel-related information, media representations, and the impact of travel journalism on audience perceptions
5. Express creativity and develop a personal style in their travel journalism, thinking innovatively to captivate and engage their audience

IV. References

1. Modern writing skills-Terry O'Brien.
2. Writing skills for tourism-Stephen Thorne.
3. Mass communication: Theory and practice- Uma Narula.
4. Understanding journalism- Lynette Sheridan Burns
5. Travel Journalism: Exploring production, impact and culture- F. Hanusch & E. Fursich

V. Co-Curricular activities

1. Identify the role of media in promoting travel tourism
2. Assess the cultural heritages in the country and present a report of preserving cultural heritages as travel destinations
3. Make a presentation on how social media is promoting the culture of travel and tourism across the state
4. With all the necessary information required prepare a post for social media for a travel destination in the country.
5. Prepare a travel blog for a beach destination globally including the challenges faced by the travellers to reach the destination.

11. Creative Writing

I Course Objectives:

1. To encourage writing in a creative manner
2. To indulge creative writing in students about art, culture, gender, nationalism 3. To demonstrate the ability to covering stories of interest to general audience.
4. To creatively find and produce stories including obtaining credentials, developing sources, understanding customs and local institutions.
5. To adapt students to write press notes, releases for media

II Syllabus:

Unit 1: Writing News Reports

1. Conventional style: the inverted pyramid: What is most important?
2. Choice of one W or H for focus
3. lead of a news story
4. Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing

Unit 2: Feature Writing

1. Defining a feature: What is a feature?
2. Difference between feature and news report (Compare with examples); From facts to narratives;
3. Originality and literary quality;
4. Types of features (Overview);

Unit 3: Writing Styles

1. Style: individual and organizational,
2. Stylebook
3. Changing trends in news writing: new styles, diminishing importance of inverted pyramid.
4. Writing News reports: Storytelling (Why and how), lead and nut graph

Unit 4: Writing styles-II

1. Analytical and explanatory writing, value addition
2. Crowd sourcing
3. Writing Press Notes
4. Writing press releases

Unit 5: Writing for Digital Media

1. Content Writing for blogs
2. Writing for twitter: Hard and soft news
3. Writing for a youtube channel
4. Describing pictures on Instagram

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Develop a theoretical understanding of content writing
2. Develop practical abilities in the field of creative writing, journalism, and media communication.
3. Foster generic intellectual skills
4. Access, extrapolate and work critically with information provided
5. Analyse, synthesise, and evaluate the information

IV References:

1. Contractor, Huned. The art of Feature Writing. Icon Publication.
2. Williamson, Daniel R.Feature Writing for Newspapers. Hastings House.

3. Lewis James. The Active Reporter. Vikas Publication
4. Warren Carl. Modern News Reporting. Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.

V. Co-Curricular Activities:

1. Arrange the given raw data in a chronological order and make a report applying the judicial laws.
2. Select a type of feature and write a feature in 450 words.
3. Identify the changing trends in writing leads and make a report of it.
4. Pen a press note and press release for print media
5. Create a blog and develop writing for different beats and upload the writings in blog.

12. Investigative Journalism

I Course Objectives:

1. To understand the role of investigative journalism in promoting social change
2. To develop skills in investigative reporting techniques
3. To recognise the ethical considerations and responsibilities specific to sports journalists
4. To apply legal consideration in investigative journalism
5. To produce impactful journalism reports

II Syllabus:

Unit-1: Introduction

1. Who is an Investigation Reporter, Role of Investigation reporter
2. Qualities and essentials for becoming an investigation journalist
3. Centre for Investigation Journalism (CIJ)
4. Ethical/unethical use of sting operation

Unit 2: Sources

1. Records and confidentiality of sources
2. Issues of contempt and defamation
3. Right to Privacy and Official Secrets Act
4. Case study: Panama Papers and Watergate Scandal

Unit 3: Findings and Story writing

1. Observations
2. Planning techniques
3. Cultivating Sources
4. Developing the Project

Unit 4: Security and Sources of Data

1. Protection of Sources
2. Safety of journalists
3. Securing the information
4. Criticism of Investigative Journalism

Unit 5: Generation of the Story

1. Research Methods
2. Insight Knowledge
3. Libel and Fact checking
4. Writing and rewriting the report

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand the role of investigative reporting in modern journalism
2. Conduct investigative research in ethical manner
3. Create and write excellent investigative stories for media
4. Acquire advanced journalistic investigative skills
5. Understand and analyse the key areas of investigative journalism even within limited resources

IV References:

1. A manual for Investigative Journalism edited by Syed Nazakat and The Kas Media Programme

Semester – V
13. Public Relations

I. Course Objectives:

1. To trace the history of the PR, mention factors that led to the evolution of PR in India.
2. To analyze the government information and public relations practices and also highlight the role and scope of PR in local bodies.
3. To list the various media that could be used for publicity and effective PR.
4. To understand the importance of communication planning, collect the information and monitoring.
5. To outline the growth of the PR professionals and list the activities of PRSI in building an academic and professional base.

II. Syllabus:

Unit 1: Introduction to PR

1. Definitions, nature, scope, Evolution of PR in India.
2. Publicity, Public opinion, Propaganda , Advertising
3. PR a comparative evaluation: Social and psychological impact of PR
4. Dynamic role of PR in public affairs, PR management

Unit 2: PR communication methods

1. Components of PR , Principles of persuasion : effective communication , attitude change
2. Application of communication techniques for PR media
3. PR for print, electronics and film, oral, open house, photography, campaigns, demonstration, exhibition, trade.
4. Press : Press conference , special events

Unit 3: PR Organisations and methods

1. PR organisations: structure, PR policy, consultancy agency system
2. PR steps: Planning, fact finding, implementation, Feedback analysis
3. Methods of PR: Press relations, periodicals, controlled electronic communication, advertising as a component of PR
4. Direct communication methods, books and other publications

Unit 4: PR applications in Organisations

1. Applied PR: International PR
2. Pr for central government, state government
3. PR for Local bodies
4. PR and extension, employees relations

Unit 5: PR as Profession and Research

1. Preparation of literature for PR campaigns through mass media: case studies
2. Professional organizations of PR PRSI, PASA, IPRA, BPRA
3. A brief survey of PR in India: PR research areas, techniques, evaluation
4. Laws and ethical aspects, recent trends, PR education

III. Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand the role of PR in current society from its origin
2. Analyse the methods of Communications used in Public Relations
3. Understand the work structure of PR Organisations
4. Apply PR in authorities and its relation with public
5. Evaluate the trends in PR and its Professional organisations

IV. References:

1. Cutlip& Centre. (2005). Effective Public Relations, New Delhi: Pearson.
2. AlstonTheakar. (2001). The Public Relations Handbook (Second Edition), London: Routledge.
3. C Narasimha Reddy. (1983). How to be Good PRO, Hyderabad: Himalaya Publishing House.
4. JaisreeJaiswaney. (2010). Corporate Communication: Principles and Practice. New Delhi: Oxford University Press.

V. Co-Curricular Activities:

1. Assignment on PR in Public affairs and impact of PR
2. Identifying PR methods of various organisations
3. Discussion on famous PR consultancy agencies across global and national levels and famous PROs
4. Working on PR applications at national and state level and their duties
5. Working on Case studies for PR

14. New Media and Society

I. Course Objectives:

1. To explain about emerging new media Internet and Mass media, Social Media and its developments in around the world.
2. To inform the students about significance of social media in present day context, legal and ethical issues.
3. To enlighten the student on Mainstream Media vs. Alternative Media.
4. To explain the student on expansion of Social Media and internet in India and world.
5. To discuss the need of Social Media Democracy and contemporary politics.

II Syllabus

Unit 1: Introduction to New Media

1. New Media: Concepts, Origin and Evolution
2. New media: Mapping, Meaning and Characteristics, Principles of New Media
3. Digitization and convergence
4. Introduction to Internet: World Wide Web (WWW), Search Engines

Unit 2: An Overview of Web Media

1. Web Designing: Software and License, Overview of New Media Industry
2. Introduction to Webdesigning: Role of Navigation, Colour, Text, Images, Hyperlinks
3. Multimedia elements and Interactivity
4. Open source software and Licenses

Unit 3: Convergence Journalism

1. News on the web: Newspapers, magazines, radio and TV newscast on the web
2. Changing paradigms of news: emerging news delivery vehicles, integrated newsroom
3. Data Journalism
4. Challenges and opportunities for a newsperson

Unit 4: Social Networking

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

Unit 5: Citizen Journalism and Security

1. Citizen Journalism: Concept, Case studies.
2. Blogging; blogs as narratives, Bloggers as journalists and 'opinionates',
3. Journalism ethics and restraint in new media
4. Security issues in using digital technology (Malware, Phishing, Identity Thefts)

III Course Outcomes:

On the completion of this course, the student will be able to 1. Understand about different stages of social media developments.

2. Acquire an idea on expansion of internet and social media.
3. Understand the role of social media in modern day politics.
4. Evaluate supremacy of new media over traditional media.
5. Create awareness on NewMedia and New challenges.

IV References:

1. Andrew Dewdney, Peter Ride (2009) The New Media Handbook, Routledge.
2. Deirdre K. Breakenridge (2008) New Media: New Tools, New Audiences, Pearson.
3. Francisco.J.Ricardo (2009) Cyber-culture and New Media, Rodopi.
4. John.P.Pavlik (2013) Journalism and New Media, Columbia University Press.
5. Kevin Kawamoto (2003) Emerging Media and the Changing Horizons of Journalism, Rowmanand Littlefield Publishers.
6. Leah A Lievrouw, Sonia Livingstone (2011) Handbook of New Media: Student Edition, Sage.

7. Lev Manowich (2001) The Language of New Media, MIT Press.
8. Tery Flew (2005).New Media; An Introduction, 2nd edition Australia: Oxford University Press.
9. Wendy Hui Kyong Chun and Thomas Keenan (2006) New Media, Old Media: A History and Theory Reader, Psychology press.

V. Co-Curricular Activities:

1. Select 2 case studies focusing on cultural and business practises and exemplify the influence of social media on different aspects of society
2. Recommend the impact of social media on society through a project 3. Identify famous bloggers who can be known as opinionates, Defend why?
4. Identify Citizen Journalists in Social Media and present their challenges
5. Analyse a case study and its presentation in traditional media vs. Alternate Media

15. Media Issues

I. Course Objectives:

1. To know the origin and growth of the newspaper in India.
2. To educate the evaluation of modern newspapers with examples
3. To study the newspaper agendas
4. To understand eminent persons and their contribution to the Indian journalism.
5. To define the recent trends in journalism

II Syllabus

Unit 1: Indian Press

1. Registrar of Newspapers of India: Structure and duties
2. Newspaper circulation: Readerships surveys, Audit bureau of circulation
3. Advertising policy of Government of India
4. Indian newspaper society: origin and present status.

Unit 2: Commissions and Policies

1. Press commission: first press commission, second press commission
2. Wage policy: Wage boards, Indian working journalist movement
3. Indian press: expansion of newspapers, circulation strategies, import of newsprint
4. Foreign direct investment in print media.

Unit 3: Media Committees

1. Autonomy of radio and television in India
2. Committees of Information and Broadcasting ministry: Chanda, Verghese, Varadhan committees
3. PrasarBharthi- liberalization of airways.

Unit 4: Privatisation of Radio

1. FM radio in India: growth of FM radio, business trends, content in FM radio
2. Broadcasting news and issues in FM radio
3. Community radio in India: guidelines, content, present status of community radio/campus radio
4. The future of community radio

Unit 5: Privatisation of Television

1. Private TV: Uplinking and down linking policy of government of India.
2. Cable TV, DTH, Internet protocol television (IPTV), TV ads.
3. Digital television, TRP ratings
4. Television regulatory authority of India, Broadcast Audience Research Council

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Identify the effectiveness and contribution of the eminent journalists.
2. Acquire the knowledge about the role of the freedom fighter's contribution to Indian journalism.
3. Understand about the priorities and values of the early day's newspapers.
4. Memorize the prominent Telugu editors in Telugu journalism.
5. Develop the basic knowledge of the newspaper, compare and analyze the reading of the newspaper

IV References:

1. Herbert Lee: Newspaper Organization and Management. New Delhi: Surjeet publications
2. P.C.Chatterji (1988). Broadcasting in India. NewDelhi. Sage Publications
3. MehraMasani (1986); Broadcasting and the people. New Delhi. National Book Trust.
4. Reports of Information and Broadcasting Ministry.
5. First press commission Report , Vol I & II.
6. Second press Commission Report Vol I & II.
7. VanitaKohli (2014) The Indian media Business: New Delhi: Sage
8. Ravidra Kumar (2014). Three scores and fifteen. New Delhi: Indian Newspaper Society Publication

V. Co-Curricular Activities:

1. Assignment on Circulation of newspapers and their influence in shaping public opinion

2. Discussion on wage board policies
3. Assignment on Media Committees
4. Working on Community radio and challenges faced by community radio including case study
5. Assignment on Television and current scenario of TV in India

16. History of Indian Films

I Course Objectives:

1. To understand the Indian films from its origin
2. To identify the major landmarks in Indian film history
3. To evaluate the development of genres and styles in Indian Cinema
4. To identify cinema as a medium of mass communication
5. To assess the impact of movies on culture

II Syllabus:

Unit 1: Introduction to Indian Cinemas

1. Brief Introduction to Indian Cinema
2. Cinema as spectator of backward culture
3. Imitation in the cinema as way out of backwardness
4. The Indian new wave Cinema

Unit 2: Regional Cinema

1. Bengali Cinema: Making and unmaking
2. Malayalam Cinema: Performing modernity and gender
3. Kannada Cinema
4. Punjab and Bhojpuri films

Unit 3: Movie stars and stardom

1. The Star Politicians from Indian Film Industry
2. The Bombay Film Industry and their stardom
3. Telugu films and politics of Andhra Pradesh and Telangana
4. Film stars and their other businesses

Unit 4: Themes and Perspectives

1. The evolution of representing female sexuality in Indian Cinema
2. Queer times in bollywood
3. The shifting terrains of nationalism and patriotism in Indian Cinema
4. Music in Mainstream Indian cinema

Unit 5: The Business of Indian Cinema

1. Film distribution: the changing landscape
2. Corporatisation of the Hindi film industry
3. Active Audience and the experience of cinema
4. Documentary films and its ambivalent to the nation state

III. Course Outcomes

On the completion of this course, the student will be able to:

1. Understand the Indian new wave cinema which brought changes in the Indian films.
2. Identify Regional Cinema and its importance in portraying the culture
3. Evaluate the role of movie stars in different fields of society
4. Understand the paradigm shift in Indian Cinema to art
5. Assess Indian cinema as Business

IV. References:

1. Routledge Handbook of Indian Cinemas, K. Moti Gokilsing and Wimal Dissanayake
2. Cinema Studies: The Key Concepts, Third Edition Susan Hayward

V. Co-Curricular Activities:

1. Outline Indian new wave cinema and major films during this period with their plot story
2. Make a report of regional cinemas and awards won by these regional films at national level.
3. Identify the role of movie stars in Politics of states
4. Present a report on Indian Cinema during Independence
5. Present a seminar on how Cinema distribution has changed since its inception

Semester – VII

7.1. Inter-cultural communication

Learning Outcomes:

1. The students can gain the knowledge on importance of cultural communication.
2. They also come to know different approaches of cultural communication.
3. The student can understand Hindu, Buddhist, Greek and Islamic theories.
4. They come to know different cultural institutions like family, school.
5. The learner can know about the role of media in inter cultural communication.

Unit 1: Intercultural communication

1. Definition, nature, characteristics
2. Need for study, High context and low context cultures.
3. Intercultural communication: barriers
4. Perception and communication

Unit 2: Models of communication

1. Aristotelian, cybernetic, biological, psychological.
2. Verbal communication: nature of language, functions of language, elements of speaking.
3. Non-verbal communication: history, clothing and bodily characteristics, physical environment, proxemics, chronemics, haptics, paralanguage
4. Relation between verbal and non-verbal communication.

Unit 3: Cultural rules and relationships

1. Assertiveness vs. Peacekeeping, recognition of performance
2. The role of social contacts in intercultural business, ethical considerations in intercultural engagements.
3. Information, decisions and solution: sources of business information
4. Intercultural negotiation: factors in negotiation, the phases in negotiation

Unit 4: Cultural institutions

1. Family, school, mass media
2. Culture and perception: ways of perception, visual, sound, smell, touch
3. Culture shock: definition, reason, loss of cues,
4. Basic cybernetic model of communication: an identity crisis. Cultural hegemony

Unit 5: Ethical considerations

1. The limits to cultural diversity
2. Intercultural personhood: ethics, culture and communication
3. Citizens of the world
4. Peace as an ethic for intercultural communication

Reference books

1. Larry A Samovar and Richard E Porter (2003). *Intercultural communication*. London : Wadsworth Company
2. Linda Beamer and iris Varner (2009). *Intercultural communication in the global work place*. London: Tata McGraw Hill
3. Joann Keyton (2006). *Communication and organization culture*. London; Sage

Co-Curricular Activities:

1. Training of students in cultural broadcasting.
2. Assignments on cultural reporting.
3. Preparation and presentation of power-point slides, which include videos, animations, pictures, graphics etc... by the students on culture
4. Field visits to any cultural organizations.

7.1. Development Communication

Learning Outcomes:

1. The student can understand different theories and concepts of development.
2. Student gains an overall idea behind the development journalism and its use in day to day life.
3. The learners come to know the problems in Development journalism.
4. They also understand importance of development support communication.
5. The students get the information on success stories relating to development.

Unit 1: Introduction to Development Communication

1. Development: Different, concepts, causes for under development
2. Theories of development: economic theory, Walt Rostow, Sociological theory, Modernization theory, Dependency theory
3. Dominant paradigm: New paradigm of development
4. Sustainable development: Development dilemmas, Millennium development goals, diffusion of innovations: An over view

Unit 2: Development journalism

1. Origin, growth, concepts, case studies
2. Development news: Different concepts
3. Development reporting: Problems and Challenges
4. Indian Press and Development journalism

Unit 3: Development communication

1. Definitions, nature, scope, merits and demerits
2. Case studies of SITE and Jabua development communication project–
3. Development support communication: an overview
4. Communication and Human development: literacy, population control, Sanitation, Gram Panchayat, AIDS

Unit 4: Participatory development

1. Communication: Participation and development
2. Community development: social capital and theories
3. Participatory communication research
4. Case studies

Unit 5: Online Media and Development

1. Multimedia approach to development issues
2. Interpersonal communication
3. Traditional communication
4. Mass communication – Radio – Video- films – case studies

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand different theories and concepts for development.
2. Apply development journalism and its use in day to day life.
3. Analyse the problems in Development journalism.
4. Evaluate the importance of development support communication.
5. Assess the importance of multimedia approach for development programs.

Reference books

1. Avik Ghosh (2006): *Communication Technology and Human Development* : New Delhi : Sage publications
2. DVR Murthy (2006): *Development Journalism: What Next* New Delhi: Kanishka Publications
3. Srinivas Melkote (2001): *Communication for Development in the Third World*: New Delhi: Sage publications
4. N. Jayaweera and S. Ammugave (1989) *Rethinking Development Communication* : Singapore: AMIC
5. Richard Peet (2005): *Theories of Development* Jaipur: Rawat publications

Co-Curricular Activities:

1. Training students in Development Journalism.
2. Writing on developmental issues for Newspaper, radio and television
3. Contributing articles to the lab newspaper on developmental issues
4. Conducting case studies on development communication
5. Preparation and presentation of power-point slides, which include videos, animations, pictures, graphics etc... by the students.

7.2. Gender Communication

Learning Outcomes:

1. Gain knowledge about the gender identity, roles, values, types and waves of the Feminism.
2. Understand the Feminist communication theories.
3. Acquire the knowledge about the verbal and nonverbal communication.
4. Analyze the gender bias in mass communication in a global context.
5. Create awareness of the women role in different types of media.

Unit 1: Brief Introduction to Gender Communication

1. Gender: Sex, Gender Identity, Gender role
2. Masculine and Feminine cultures: Gender values
3. Feminism : Types of feminism, Marxist, Socialist, Radical feminism
4. Waves of feminism: first, second and third wave

Unit 2: Feminist communication theories

1. Structuralism: Muted group theory, Stand point theory
2. Post structuralism: Performance and positioning theory, Transgender and Cyborg theory
3. Gender politics: Gender, sexuality and social exclusion
4. Social movements and gender

Unit 3: Gender and communication

1. Verbal interaction, non-verbal interaction, topics of discourse
2. Perception and evaluation of speech
3. Women and international communication
4. Women's International Network (WIN) news, Women's International News Gathering Service (WINGS), Feminist International Radio Endeavour (FIRE)

Unit 4: Gender and Mass Communication

1. Gender and Mass Communication in global context
2. Challenge of re-visioning gender values
3. Women journalists in the western world
4. Global context of women in communication: Women in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism

Unit 5: Gender and violence

1. Screening and reporting violence: Effects of violence in media, News and mythology of anti woman violence
2. Unusualness and crime news: Reforming the news, news, violence
3. Women Films and feminism: women in Indian cinema, Paradoxes within the image
4. Women and TV images: Mass disconnect, advertising and women

III Course Outcomes:

On the completion of this course, the student will be able to:

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

Reference books

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

Co-Curricular Activities:

1. Training students in Gender Communication
2. Writing news items on gender issues for Newspaper, radio and television
3. Contributing articles to the lab newspaper on women issues
4. Field visits to women organizations/NGOs
5. Presentation of power-point slides, videos, animations, pictures, graphics, etc...

7.2. Business Communication

I. Course Objectives:

1. To understand the importance of communication in the fast rushing world
2. To acquire clear perspective about communication associated with business.
3. To understand the basic terminologies.
4. To comprehend the basic report writing skills
5. To identify the role of communication in the field of business and its development.

Unit 1: Communication

1. Definition, Methods, Types
2. Principles of effective Communication
3. Barriers to Communication
4. Business Letters, Layout.

Unit 2: Business Letters

1. Kinds of Business Letters: Interview, Application for a situation
2. Interview, Appointment, Acknowledgement
3. Promotion, Enquiries, Reply letter, Orders, Sales letter
4. Circular letter, Complaint letter.

Unit 3: Correspondence

1. Bank Correspondence: Insurance Correspondence
2. Agency Correspondence
3. Correspondence with Shareholders
4. Directors.

Unit 4: Reports and Meetings

1. Report Writing: Meetings, Agenda,
2. Minutes of Meeting
3. Memorandum
4. Office Order, Circular, Notes.

Unit 5: Forms of Communication

1. Modern Forms of Communication: Fax
2. E-mail, Video Conferencing
3. Internet, Websites
4. Uses of the various forms of communication.

Reference books

1. Mallika Nawal – Business Communication – CENGAGE
2. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
3. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
4. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
5. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
6. Simon Collin, Doing Business on the Internet - Kogan Page Ltd. - London.
7. Mary Ellen Guffey, Business Communication – Process and Product International Thomson Publishing - Ohio.

Co-Curricular Activities:

1. Make a presentation on the principles of effective communication
2. Prepare a business letter for an organisation
3. Prepare a letter for shareholders in your organisation
4. Assignments on preparation of minutes of meeting
5. Preparation and presentation of various forms of communication

7.3. Organizational Communication

Learning Outcomes:

1. Students can acquire knowledge of organizational communication
2. They will learn the importance of human relations
3. Students gain understanding about the importance of communication in production
4. They come to know about the system approaches
5. Overall knowledge about the organizational systems

Unit 1: Organizational communication

1. Classical approaches: Henri Fayol's theory of classical management
2. Elements of management, principles of management, principles of organizational structure
3. Principles of organizational reward
4. Max Weber's theory of bureaucracy

Unit 2: Human relations and human resources

1. The human relations approach from classical theory to human relations: Maslow's hierarchy of needs theory
2. McGregor's theory X Y-Blake and Mouton's managerial grid
3. Communication in human relations and human resources organizations
4. Direction of communication flow: channel of communication

Unit 3: Approaches to culture

1. Organizational cultures are not unitary
2. Spotlight on scholarship: organizational cultures are often ambiguous
3. Schein's model of organizational culture: a definition of culture
4. A model of culture, artifacts, espoused values

Unit 4: Feminist theories

1. The "framing" of sexual harassment
2. Socialization processes
3. Phases of socialization
4. Role-taking phase-role-making

Unit 5: Decision-making

1. Rational models of decision making: alternatives to rational models
2. Participation process: the affective model, the cognitive model, workplace democracy
3. Conflict management processes: defining conflict, levels of organizational conflict, bargaining and negotiation, third, party conflict resolution
4. Factors influencing the conflict management process

Reference books

1. Katherine Miller (2012). *Organizational Communication: Approaches and processes*. London: Wadsworth Company
2. Thomas E Harris and Mark D Nelson (2008). *Applied Organizational Communication: Practice in a globalized work place*. London: Lawrence Erlbaum Associates
3. Mary Barrett and Marilyn J Davidson (2006). *Gender and communication at work*. London: Ashgate.
4. Joann Keyton (2006). *Communication and organization culture*. London; Sage

Co-Curricular Activities:

1. Training students in Organizational Communication
2. Writing news items on organizational communication; internal and external
3. Conducting case studies of organizations communication strategies
4. Field visits to important organizations,
5. Preparation of power-point slides, videos, animations, pictures, graphics, etc...

7.3. Conflict, Peace, and Media Learning

Outcomes:

1. The student can understand about issues of conflict and peace
2. They get an overall idea on conflict and peace media studies
3. The learners come to know the role of media in peace building strategies
4. They also understand the differences between peace and non-violence
5. The students get the knowledge on peace journalism

Unit 1

1. The concept of peace
2. The need for study of peace studies
3. The TRANSCEND way of peace studies
4. Negotiation and international conflict: the communication, based approaches, realistic approaches, negotiation and conflict cycle

Unit 2

1. Peace studies and peace politics: common security building in North
2. South solutions: the neo-liberal capitalism and non-conservative war
3. global colonialism-war on terror-citizens awareness
4. Disarmament and survival: the pursuit of disarmament, the impact of nuclear weapons, after Cold war, changes in international approach to the destruction of weapons.

Unit 3:

1. Concept of peace societies
2. The positive concept of peace
3. Case studies in peace societies: USA, Mexico, Australia
4. Case studies in peace societies :Africa, South Asia, India

Unit 4

1. Role of media in society for peace- 2. Building theory: initial principles
3. four major types of influence on society for peace
4. Reporting demonstrations and protests

Unit 5

1. Peace journalism: key concepts
2. Gandhian approach
3. Galtung view of peace journalism
4. language and peace journalism

Reference books

1. Charles Webel and Johan Galtung (2007). *Handbook of peace and conflict studies*. London:Routledge
2. Graham Kemp and Douglas P Fry (2000). *Keeping the peace*. London: Routledge.
3. Graham Spencer (2005). *The media and peace*. London; Routledge
4. Oliver P Richmond (1999). *Peace in international relations*. London: Routledge
5. Simon Cottle (2006). *Mediatized conflict*. London: McGraw Hill

Co-Curricular Activities:

1. Training students in Conflict and Peace communication
2. Writing news items on conflict and peace issues to newspapers, radio and TV 3. Assignments on media coverage of conflict and peace issues.
4. Writing case studies of conflict and peace organizations from websites.
5. Preparation and presentation of power-point slides, which include videos, animations, pictures, graphics etc...

Skill Enhancement Courses

7.4. Photo Journalism– I

Learning Outcomes:

1. Students can acquire knowledge of photography
2. They will learn the operation of still cameras and video cameras
3. Students gain knowledge about the use of lighting
4. Shooting different types of photographs
5. Overall knowledge about photo editing techniques etc...

Unit 1

1. Photography: brief history of photography
2. Early photography techniques, photography as a medium of communication.
3. Qualities, role and responsibilities of photo journalist
4. Professional organizations, legal and ethical aspects of photo journalism.

Unit 2

1. Principles of camera: elements of camera, view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD
2. Camera formats-35 mm, medium format and large format.
3. Camera design- simple camera , box camera , range finder and reflex camera
4. SLR TLR, Digital camera etc...

Unit 3

1. Nature of light
2. natural and artificial light
3. light temperature, importance of lighting, l
4. ighting equipment, advanced lighting techniques.

Unit 4

1. Types of photography: portraits, nature and wildlife, aerial, fashion
2. Press, sports arts, advertising etc... 3. Photo developing and printing techniques,
4. Creative possibilities in photo printing.

Unit 5

1. Photo editing techniques,
2. Photo cropping, touch up, manipulation of elements, caption writing and photo presentation.
3. Selection criterion for news photographs.
4. Photo essays and photo features, Emerging trends in photo journalism, photo wire services

Reference Books:

1. Photo journalism: the professional approach-Kenneth cobre
2. Basic photography –Michael Langford
3. Inside photo journalism –Chap nick Howard
4. All about photography –Archna Nair

Co-Curricular Activities:

1. Training students in Photo Journalism
2. Working with still and video cameras
3. Assignments on photo features
4. Field visits to tourist places and covering special events
5. Presentation of power-point slides, videos, animations, pictures, graphics etc...

7.4. Science Communication

Learning Outcomes:

1. Gain knowledge of Science communication, and development
2. Get enlightenment on progress in science and technology in post-independence India
3. Students can learn science writing practices
4. Acquaintance with various approaches to health communication.
5. Gain knowledge about different techniques of health campaigns

Unit 1: Introduction to Science Communication

1. Science Communication: Definition , Nature
2. Scope and need of Science Communication
3. History of science communication
4. Key elements of Science Communication

Unit 2: Science communication and development

1. Science and technology in the ancient world: In ancient and medieval India
2. Diffusion of science and technology in British India
3. Progress in science and technology in post 1947
4. India communication: communication in modern India

Unit 3: Introduction to science writing

1. Science writing in media: Introduction and skills, Need for science writing in the 21st century
2. Expanding fields for science writing
3. Science news: Writing science news
4. How to write a story

Unit 4: Scientific temperament

1. Science convention: three principles of usefulness
2. Science reporting: Radio, Newspapers, Magazines, Television
3. Communication for health and medicine
4. Communication Technology in delivering health messages

Unit 5: New Media and Science

1. New technologies of power and the alternative systems of communication and development
2. Science and censorship: Safeguarding the future, Population and human survival
3. Contemporary issues in Science Journalism.
4. International efforts and agreements.

Reference Books

1. J V Vilanilam (1993): *Science Communication and Development*. Sage Publications, New Delhi
2. D.W.Burkett (1973): *Writing Science News for the Mass Media*, Gulf Publishing Company, Texas, USA
3. Richard K Thomas (2006): *Health Communication*. Springer. USA
4. Brian Brown, Paul Crawford and Ronald Carter (2006). *Evidence-based Health Communication*. McGraw Hill. London

Co-Curricular Activities:

1. Giving assignments to students in Science Journalism
2. Writing news items on science issues to newspapers, radio and TV
3. Assignments on media coverage of health issues.
4. Field visits to doctors on reporting of health issues.
5. Preparation and presentation of power-point slides, which include videos, animations, pictures, graphics etc...

7.5. Film and Script Writing

Learning Outcomes:

1. Students can acquire knowledge of films and script writing
2. They will trace out the history of Indian films
3. Students gain understanding about the importance of script in film production
4. They can study Telugu films
5. Overall knowledge about the film production

Unit 1:History of Indian Cinema

1. Silent Era, Talkies, Golden Age of Indian Cinema
2. Cinema after 1970: Genres and styles
3. Parallel cinema: Film studios, Cinema on the digital platform
4. National awards- Film Institutes

Unit 2:Major theories of cinema

1. Munsterberg, Arnheim, Kracauer, Bazin, Balaz, Mitry, Eisenstein, Montage
2. Film Movements: Expressionism, Neo-realism, new wave
3. Major film directors: Satyajit Ray, Alfred Hitchcock, Kurosawa, MajidMajidi, Girish Kasaravalli
4. Indian Film Directors and current trend

Unit 3: Major genres of cinema

1. Documentary films with examples
2. Social crusades, animation film
3. Feature films, popular films
4. Cinema and society.

Unit 4: Film Criticism in India

1. Promoting film culture in India
2. FTII, NFAI, NFDC Films Division
3. Directorate of Film Festivals
4. Film Awards.

Unit 5: Script writing

1. Story elements: screenplay format, three act structure, writing screenplay
2. Different types of genres- basic eight plots- beat sheet: six stages and five turning points
3. Writing dramatic scenes and sequence: places to find ideas, creating subplot, Film screening, analysing a film scene by scene
4. Popular film scriptwriters.

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand fundamental of cinema, its vast history and the role it plays in the society.
2. Critically analyse and study films as artworks and social texts.
3. Encourage critical thinking in students while developing a respect for cultural diversity as they become acquainted with it through the medium of cinema.
4. Create and cultivate script writing skills
5. Analyse the regulatory bodies framework of film industry

Reference books:

1. The Encyclopaedia of Indian Cinema by Ashish Rajyadhyaksha and Paul Willeman, Routledge, 1999
2. Routledge Handbook of Indian Cinemas, by K. Moti Gokulsing and Wimal Dissanayake, Routledge, 2013

3. Telugu cinema Sahityamu, silpam, kadha, kadhanam by Parachuri Gopalakrishna, VTech publications, Hyderabad, 2003
4. The Definitive Guide to Screen Writing by Syd Field
5. The Tools of Screenwriting: A Writer's Guide to the Craft and Elements of a Screen play by David Howard and, Edward Mabley , St. Martin's Griffin,1995

Co-Curricular Activities:

1. Training students in Film and script writing
2. Writing film reviews for print, electronic and digital media
3. Assignments in script writing
4. Field visits to film studios/interaction with film industry people
5. Presentation of power-point slides, videos, animations, pictures, graphics etc...

7.5. Computer Applications for Mass Media

Learning Outcomes:

1. Students can acquire knowledge of computers role in different mass media
2. They will learn the basics of software used in media
3. Students gain understanding about MS Word
4. They learn various presentation software
5. Overall knowledge about the computers importance in mass media

Unit 1

1. Introduction to computers: Definition, history, classification and types of computers
2. Computer hardware and software
3. Memories, types of memories, storage devices
4. Application of computer in various fields related to media: Print electronic , film, digital etc...

Unit 2

1. Software: operating system-;
2. Application programs- introduction to designing and photo editing software
3. Coral draw & photoshop -introduction to multimedia and animation
4. Software related to audio and video

Unit 3

1. MS Word- Word processing, entering and editing text
2. Formatting text, special features of Word, Tables,
3. Mail Merge, adding graphics and sounds, templates
4. Printing document, converting documents into Web pages.

Unit 4

1. Presentation software –MS powerpoint,
2. Canvaetc- Creating a presentation, formatting slides
3. Special features of presentation, integrating multiple data sources in a presentation,
4. Presenting slide shows.

Unit 5

1. Introduction to networks, the internet, working of the internet
2. Desktop publishing
3. Introduction to text formatting software
4. Page maker, and Quark xpress

Reference books:

1. Stultz A. Russel, Office 2000 (2000), BPB
2. Thurlow, Crispin, Laura Lengel and Alice Tomic, Computer Mediated Communication (2004), London, Sage
3. Newspaper Layout & Design: A Team Approach, Daryl R. Moen, Iowa State Press, ISBN 978-0813807294
4. Gyncild, B. (2013). Adobe Photoshop CC Classroom in a Book. Pearson Education.
5. Kirk, A. (2012). Data Visualization: a successful design process. Packt Publishing Ltd.

Co-Curricular Activities:

1. Training students in MS office
2. Preparation of Power point presentations
3. Assignments in document preparation
4. Spending two hours in computer lab for one week
5. Preparation and presentation of animations, pictures, graphics etc...

Semester - VIII

8.1 Environmental Communication

Learning Outcomes:

1. Gain insight into the factors affecting environment
2. Understand various environmental movements in India and abroad.
3. Gain knowledge on Public participation in resolving environmental disputes
4. Learning analysis of newspapers on environmental issues

Unit 1: Introduction to Environmental communication

1. Nature, scope and definition
2. Environment groups: citizens, community groups, scientists, corporations, business, lobbyists, anti-environmental groups
3. Global environmentalism: environmental movements in India, USA, Europe
4. Media and environmental journalism

Unit 2: Environment challenges

1. Causes and factors of environmental pollution
2. Constitutional and legal provisions in India: Environmental act, Environment (protection act, 1996)
3. Sustainable development : Commission on sustainable development
4. Earth summits, UN and climate change

Unit 3: Environment and the Public

1. Public participation in environmental decisions: The right to know and access to information, The right of public comment
2. Citizens communication and public participation
3. Criticisms of traditional forms of public participation: The emergence of alternative forms of public participation
4. Collaboration and consensus in environmental disputes

Unit 4:Media coverage of environment

1. Media depictions of nature: News production and the environment
2. Political economy: Gate keeping, Newsworthiness, Media frames
3. Norms of objectivity and balance: Media effects, Direct transmission, Agenda setting, Narrative framing and cultivation analysis
4. Rise of alternative environmental media : Newspapers, Films, Professional societies for environmental journalists

Unit 5:Risk communication

1. Risk Communication, Assessing risk: Media reporting of risk
2. Environmental advocacy: Dilemmas of environmental advocacy
3. Green marketing and corporate campaigns
4. Case studies

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand factors affecting environment and different environment groups working for the protection of environment.
2. Learn various environmental movements in India and abroad.
3. Assess Public participation in environmental decisions, use of collaboration and consensus in resolving environmental disputes
4. Evaluate Media's coverage on different environmental issues
5. Acquire knowledge about Green marketing and corporate campaign for conservation of environment.

Reference Books

1. Robert Cox. (2006). *Environmental communication and public sphere*. London: Sage publications.
2. Binod Agarwal et al (ed). *Global Negotiations Vol I and II*. Centre for science and Environment.
3. L. Wallack et al. *Media Advocacy And Public Health*. London: Sage publications.
4. Servaes, J., Jacobson, T. & White, S.A. (Eds.). (2006). *Participatory Communication for Social Change*. Thousand Oaks: Sage

Co-Curricular Activities:

1. Training students in Environmental Journalism
2. Writing news items on environmental issues to newspapers, radio and TV
3. Assignments on media coverage of environment
4. Field visits to prepare case study on environmental journalism.
5. Preparation of power-point slides, videos, animations, pictures, graphics etc...

8.1 International communication

Learning Outcomes:

1. Gain knowledge of satellite communication, International communication and national identity.
2. Get enlightenment on New World Information and communication order.
3. Come to know about public diplomacy and political warfare.
4. Gain insight about different Media organizations
5. Gain insight into international communication aspects of media campaigns

Unit 1: Introduction to International Communication

1. International Communication: Nature and scope, historical evolution
2. Emergence of long distance communication: early communication channels, post traditional forms, newspapers, news agencies, telegraph, telephone
3. Types and channels of communication: interpersonal, technical
4. Global International communication and national identity

Unit 2: Dimensions of international communication

1. Global village, war of ideas, communication and national sovereignty, increasing Concentration and Trans nationalization
2. International news system: international news flow and controversy, news values controversy, media imperialism, communication policies
3. UNESCO: mass media declaration, New World Information and Communication Order, McBride Commission, emergence of IPDC
4. Propaganda and forms of propaganda, Use of mass media

Unit 3: New ways to report the world

1. Satellites, COMSAT (Communications Satellite)
2. Emergence of CNN and its impact on world of communication
3. War and media
4. Public diplomacy and political warfare

Unit 4: Globalization and media

1. Different phases of globalization: mediating globalization
2. Media and communications
3. emergence of STAR TV
4. Globalization and ICT

Unit 5: Media organizations

1. International Press Institute: International Telecommunication Union
2. British Broadcasting corporation- Voice of America-
3. European Broadcasting Union
4. Asia-Pacific Institute for Broadcasting Development

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Acquire knowledge of long distance communication, International communication and national identity.
2. Understand New World Information and communication order.
3. Analyse public diplomacy and political warfare.
4. Evaluate different Media organizations
5. Analyse propaganda and different forms of propaganda

Reference books

1. Ingrid Volkmer (2001): *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. William Hachten (2002): *World News Prison*. Iowa. Iowa state press, 3. Tehri Rantaner (2006): *Globalization and Media*. London: Sage Publications.
4. Howard H Frederick (1993): *Global communication & International relations*.

5. Anos Owner Thomas (2006): *Transnational media and controlled Markets*. Sage publications, New Delhi
6. CeesHamlink(1996): *The Politics of World communication*. London. Sage publication. London

Co-Curricular Activities:

1. Teaching students international communication ideologies.
2. Writing news items on internal media issues to newspapers, radio and TV
3. Discussing case studies on transnational media organizations.
4. Preparation and presentation of power-point slides, animations, pictures, graphics etc... by the students

8.2. Media Law and Ethics

Learning Outcomes:

1. Learn about various provisions of Indian constitution.
2. Understanding the importance of Right to freedom of speech and expression
3. Gaining knowledge about different dimensions of constitutional remedies.
4. Understand about Fundamental Rights – Article 19(1)A
5. Learning about new laws that are enacted from time-to-time

Unit 1: Indian constitution

1. Fundamental rights
2. Article 19 (1)(A), Freedom of the press
3. Judicial Reviews on Freedom of Press and Landmark Judgments
4. Emergency Provisions and Media

Unit 2: Acts Related to Press in India

1. Press and Registration of newspapers Act, 1867
2. Official secrets Act , 1923
3. Right to Information Act 2005
4. Working Journalists Act , 1955, Press and Publication (Parliamentary Proceedings) Act , 1976, Privileges of Legislature and Media

Unit 3: Acts Related to Press in India

1. Press Council of India Act, 1978: Guidelines and codes for Print and Electronic Media
2. Law of Defamation
3. Contempt of Court Act 1971
4. Indian Cinematography Act, 1950

Unit 4: Indian Laws

1. Broadcasting Corporation of India and Broadcasting Bill – Cable TV Networking (Regulation) Act 1995
2. Cyber Law, Cyber Crime, Cyber Ethics, Convergence Bill,
3. Communications Commission of India (CCI), Intellectual Property Rights
4. Right to Privacy and Internet, Censorship Law and Internet

Unit 5: Journalism ethics

1. Accuracy, fairness, completeness, code of ethics
2. Journalism and objectivity: the influence of news values, objectivity in practice
3. Redefining objectivity, Objectivity as a perspective
4. Use of language.

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand the working of Indian Constitution and the essence of Preamble.
2. Evaluate Laws related to journalistic profession, and laws related to publication.
3. Gain knowledge related to contempt of court and defamation
4. Assess cases related to the interpretation of Article 19 (1) (A) by the Supreme Court
5. Examine the cases related to laws

Reference books

1. B.N.Pandey. (2001). *Indian Constitution*, Central Law Publications, Allahabad: Asian Law House.
2. D. D. Basu. (1986). *Introduction to Indian Constitution*, Allahabad: Asian Law House.
3. D.D.Basu. (1986). *Law of the Press*, Allahabad: Asian Law House.
4. Christ Frost (2007). *Journalism ethics and regulation*. London: Pearson Education

Co-Curricular Activities:

1. Educating students in Media Laws and ethics.
2. Field visits to Courts
3. Learning about case studies on Cyber media topics
4. Preparation and presentation of power-point slides, which include videos, animations, pictures, graphics etc... by the students

8.2 Media Management

Learning Outcomes:

1. Learn about various types of organization
2. Learning about different media organizations
3. Gaining insights into new media organizations
4. Understanding about newspaper organizations
5. Learning about electronic media management techniques

Unit 1

1. Types of organization, functions
2. Media ownership patterns: Types
3. Advantages and disadvantages

Unit 2

1. Principles of Management
2. Functions of management
3. Media as a business and social institution

Unit 3

1. Media as an organization
2. Media Management
3. Roles and Responsibilities of Media Managers
4. Management Theories

Unit 4

1. Newspaper Organization in Management
2. Editorial Management
3. Subscription / Sales Circulation Figures and Distribution
4. Advertising and Promotion

Unit 5

1. Electronics Media and Management
2. Organizational Structure, Economic and Financial Aspects,
3. Demand for Advertising, Selling time,
4. Cable TV Operator, TRP

Reference books:

1. Alan B. Albarran (June 1996) Media Economics: Understanding Markets, Industries and concepts
2. ArdythBroadrickSohn, (1998) Media Management
3. Picard (1989) Media Economics, Sage Publications.
4. Kothari Gulab, Newspaper Management In India.
5. Vogel, H.L. (1990) Entertainment Industry Economics: A Guide for Financial Analysis.
6. Lavine. John M and Deniel B. Wackman (1988) Managing Media Organizations.

Co-Curricular Activities:

1. Training students in Media organization
2. Writing news items on media organization issues to newspapers, radio and TV
3. Learning case studies on media management
4. Field visits to print and electronic media organizations.
5. Preparation and presentation of power-point slides, which include videos, animations, pictures, graphics etc...

8.3. Political Communication

Learning Outcomes:

1. Gaining about Indian political system and democracy
2. Learners get clarity on political parties and their active role in society
3. Gaining knowledge on Election commissions and their functions, limitations
4. Acquire the information about Political campaigns and impacts.
5. Understand about Indian political system and latest developments.

Unit 1: Introduction to Political Communication

1. Political communication: definition, scope and nature
2. Politics, democracy and media: the theory of liberal democracy, constitutionality participation, rational choice, public opinion and public sphere
3. The role of media in democracy
4. Political journalism in India: status and dynamics

Unit 2: Political parties in India

1. Congress, BJP, CPI, CPI(M)
2. The emergence of regional political parties: Akali Dal, Shiv Sena, DMK, AIDMK, Telugu Desam, Samajwadi party
3. BSP Elections in India: setting up elections commission in India, conduct of elections, model code of conduct, voter education
4. Use of technology, media and elections

Unit 3: Political messages

1. Political advertising, Political campaigns
2. News coverage of political campaigns: agenda setting, gate keeping and the media
3. The spiral silence
4. Social nature of man

Unit 4: Political Public relations

1. Spin doctoring: the art of political public relations
2. Selling politicians and creating celebrity status
3. Selling policies and beliefs: Film stars and political images
4. Political campaigns and their impact

Unit 5: Political issues in India

1. Corruption
2. Language and politics
3. Television and politics
4. National identity and communications

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Understand about Indian political system and democracy role.
2. Analyse political parties and its active role.
3. Acquire knowledge on Election commissions and their functions, limitations
4. Evaluate Political campaigns and impacts.
5. Understand about Indian political system and latest developments.

Reference books

1. Brian McNair (2012). Introduction to political communication (fifth edition). London: Routledge.
2. Eric Louw. (2010). *Media and Political Process*, New Delhi: Sage.
3. Peter Gonsalves. (2010). *Clothing for Liberation*, New Delhi: Sage.
4. John Corner. (eds) (2003). *Media and Restyling of Politics*, New Delhi: Sage
5. Arvind Rajgopal. (ed). (2009) *Indian Public Sphere: Readings in Media History*, New Delhi: Oxford University Press..

6. Peter De Souza and E Sridharan (2012). India's political parties. New Delhi: Sage 7. S P
7. Qurashi (2014). An undocumented wonder; the making of Great Indian Election. New Delhi
8. Arvind Rajgopal (2005). Politics after television. New Delhi: Oxford University Press.

Co-Curricular Activities:

1. Students gain knowledge on the importance of political communication by studying different political parties' campaigns in India
2. Writing news items on various political ideologies to newspapers, radio and TV
3. Discussing about case studies in reaching the voters by different parties and their strategies.

8.3. Communication Research Methodology

Learning Outcomes:

1. The learner can study the methods of mass communication research
2. Describe various stages of mass communication research
3. The student can gain knowledge about the sampling procedure
4. Students can learn the use of SPSS
5. Overall knowledge on status of mass communication research.

Unit 1: Introduction to mass communication research

1. Meaning of research, scientific method
2. Characteristics
3. Steps in research identification
4. Formulation of research problem in communication research

Unit 2: Basic elements of research

1. Concepts, definitions, variables
2. Hypothesis: type, characteristic of good hypothesis, hypothesis testing
3. Survey research, content analysis and historical method
4. Measurement: meaning - levels and types of measurement

Unit 3: Sampling and Data Collection in communication

1. Sampling in communication: types, applications and limitations
2. Methods of Data collection: Interview, Questionnaire, observation, Focus group discussion and case study
3. Application and limitations of different methods
4. Research designs in mass communication

Unit 4: Statistics in communication

1. Use of statistics in communication research
2. Measures of central Tendency: Mean, Mode and Median
3. Measure of Dispersion: standard deviation, correlation and chi-square
4. Level of Measurements: Nominal, Ordinal, Ratio and Interval.

Unit 5: Writing Data processing

1. Data processing: analysis, presentation and interpretation of data
2. Use of graphics in data presentation
3. Writings a research proposal
4. Writing research report: Components and style

III Course Outcomes:

On the completion of this course, the student will be able to:

1. Identify the types, steps, methods and importance of research.
2. Understand the basic concepts, research design and hypothesis testing.
3. Know the knowledge about the methods of data collection.
4. Improve the selection of method and use of statistics in communication research.

Acquire the importance of the research in media.

Reference books

1. Wimmer and Dominic. (2002). *Mass Media Research: An Introduction*, Singapore: Thomson Publishing Company.
2. A. Hansen et al (1998). *Mass Communication Research Methods*, London: Palgrave.
3. S.H.Priest. (1996). *Doing Media Research: An Introduction*, London: Sage.
4. B. Gunther. (2000). *Media Research Methods*, London: Sage.
5. Robert K.Yin. (2003). *Case Study Research Design and Methods* (Third Edition), London: Sage.
6. John C. Reinard. (2006). *Communication Research Statistics*, London: Sage.

Co-Curricular Activities:

1. Students can draw samples to study different research topics
2. Assignments on conducting surveys
3. Pilot research projects

4. Exercises in basic research statistics
5. Preparation and presentation of power-point slides, pictures, graphics, etc...

Skill Enhancement courses

8.4. Television Journalism

Learning Outcomes:

1. The learner can study various journalistic activities of television industry.
2. Describe various stages of television journalism.
3. The student can acquire a birds' eye view about the history of films
4. Explain the student about writing news for television
5. Students learn about TV programme production

Unit 1

1. TV as medium of communication: Origin and growth
2. Characteristics
3. Audience
4. Script writing : types of scripts

Unit 2

1. TV News: sources of writings
2. New telecast techniques
3. Programmes for special audience: women, youth, children, farmers, students
4. Panel discussion , interviews

Unit 3

1. Shooting: Indoor, Outdoor, Location survey
2. Documentaries, Dramas
3. Variety programmes, role of producer
4. Studio operations , SITE

Unit 4

1. TV studio: types of cameras, lenses
2. Basic shots, micro phones ,
3. Lighting, floor planning, duties of the TV crew

Unit 5

1. Programme production techniques
2. stages in TV programme production
3. Television post production techniques: Editing
4. Linear and non-linear editing, working with software

Reference books

1. Andrew Boyd. "Broadcast Journalism: Techniques of Radio and TV News". Focal Press. Oxford. 1997
2. Herbert Zetl. "Television Production Handbook". Thomson Wadsworth. Ninth Edition. Belmont. USA. 2007
3. Rodrigues, U.M. (2010). Public Service Broadcasting in India: Doordarshan"s Legacy.
4. Mehta, Nalin (2008). *India on Television: How Satellite News Channels have changed the way we think and act?* New Delhi: Harper Collins.
5. Jeffrey, Robin (2006). The Mahatma didn"t like the movies and why it matters: Indian Broadcasting Policy, 1920s-1990s.

Co-Curricular Activities:

1. Making students learn about television grammar
2. Exercises in TV news reading and anchoring.
3. Working with cameras
4. Practice in open access editing software
5. Preparation and presentation of power-point slides, which include videos, animations, pictures, graphics etc...

8.4. Photo Journalism - II

Learning Outcomes:

1. The learner can study various aspects of photography
2. Describe various types of camera operation
3. The student can have an idea about the use lighting in photography
4. Explain the student about types of photo composition
5. To study about photo journalism

Unit 1

1. Focus on Cameras and Recorder controls, Camera Cables
2. Shooting techniques, Visual effects.
3. Basic theory of Video recording: Microphones, audio recorders, television cameras, lighting, sound mixing desk
4. VTR, Master Control Room

Unit 2

1. Rules and principles of quality lighting
2. Shows the creative use of back-lighting, proper placement of lights and lighting equipment for principle subjects
3. Sets both on location and in the studio.

Unit 3

1. Piece-to-camera- opening, bridge, conclusive, Composition
2. Rule of thirds, Framing
3. S curves, repetition of shapes
4. Evaluating composition.

Unit 4

1. Filing System
2. Law and ethics, Copyright
3. Digital Imaging
4. Photoshop, photo editing.

Unit 5

1. Photographing Places
2. Object and Events
3. Working with reporters
4. Finding stories: cut lines, deadlines

Reference Books:

1. Radio and TV Journalism, K.M. Shrivastava
2. Photojournalism: The Professional's Approach, Kenneth Kobre, Betsy Brill
3. Photojournalism, Andy Steel
4. Photojournalism Basics, Harris G. Smith, John Robaton
5. Peterson, B. (2016). Understanding exposure: how to shoot great photographs with any camera. AmPhoto books.

Co-Curricular Activities:

1. Assigning students to study different photographs in newspapers
2. Exercises in photo journalism
3. Working with cameras
4. Practice in use lighting in photography
5. Preparation and presentation of power-point slides, videos, animations, pictures, graphics, etc...

8.5. Web Journalism

Learning Outcomes:

1. The learner can study various concepts of web in journalism
2. Discuss the growth of web and internet in India
3. The learner gains knowledge about different websites
4. The student can learn how to use web media for transfer of Information
5. Overall understanding of web in different media platforms

Unit 1 Web technologies

1. Origin and development of web technologies,
2. Nature and scope
3. Types of Web Technologies
4. ICTs & New Media

Unit 2: Web journalism

1. Difference between web journalism, traditional journalism and other media
2. Trends in web/online journalism
3. News Web Sites
4. Web Logs: A New Form of journalism

Unit 3: Web site structure

1. Hardware(computer/connectivity, digital camera, digital sound recorder, video camera)
2. Software(HTML tags, hotoshop, Audacity, Imovie, skype)
3. Basic elements in a website
4. Key terms

Unit 4 Writing & reporting for the web

1. Art of linking, editing, photo journalism
2. Editing for the web
3. Writing summaries: types of summaries
4. Headlines for web

Unit 5: Web audience/visitors

1. Ads on websites
2. Using social media to engage public
3. Conducting online searches, research and interviews, citing internet sources
4. social media, social networking websites

Reference books:

1. James Glen Stovall, Web Journalism: Practice and Promise of a New Medium, (Allyn and Bacon, 2003)
2. Tapas Ray, On Line Journalism, Foundation Books
3. Edited by Kevin Kawamoto, Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Rowman and Lilltlefield Publishers
4. Rakesh Arora, Web Journalism, Arise Publishers and Distributors
5. James C. Foust, Online Journalism: Principles and Practices of News for the Web Holcomb Hathaway publishers

Co-Curricular Activities:

1. Evaluate the types of web technologies we go through everyday
2. Assess the impact of web journalism over traditional media
3. Practical work in website structure
4. Practice writing and reporting for web
5. Make a report on how you use social media to engage public

8.5 Magazine Journalism

Learning Outcomes:

1. The learner can study various aspects of magazine journalism
2. To familiarize various writing styles and good in topic selection
3. Students gain knowledge about magazine design
4. They can learn feature writing
5. Overall understanding of magazine journalism

Unit 1

1. Types of magazines: general interest magazines
2. special interest magazines, newsmagazines
3. literary magazines
4. scientific magazines and research journals, online magazines

Unit 2

1. Magazine journalism in India
2. magazine journalism v/s newspaper journalism
3. current trends in magazine journalism

Unit 3

1. Content in magazines: articles, features
2. Reviews, columns
3. Cartoons , photos formagazines

Unit 4

1. Magazine design: design formats , cover design
2. Use of space in magazines, free make up
3. Layout, typography
4. Use of info graphics, colour selection

Unit 5

1. Feature writing- news, features and fiction, analysis
2. Writing features- lead, body, conclusion, picture selection
3. Bring out a magazine with cover story, articles, features, essays, columns, photo features etc

ReferenceBooks·

1. Summer, David E. & H. G. Miller (2006), Feature and Magazine Writing, New Delhi, SurjeetPublications ·
2. Robert Root (1996), Modern Magazine Editing, New York, Brown Publishers
3. Jenny Mc Kay (2000), The Magazine Handbook, London, Routledge · John Morrish (1996), Magazine Editing, London, Routledge ·
4. Jill Dick (2004), Writing for Magazines, New Delhi, Unistar Books 5. Art and Print Production, Sarkar N.N. Publisher: OUP India

Co-Curricular Activities:

1. Educating students in magazine journalism
2. Writing magazine features
3. Working with photos and graphics
4. Assignments in magazine production
5. Presentation of power-point slides, animations, pictures, graphics etc...