

YOGI VEMANA UNIVERSITY

Vemanapuram, Kadapa – 516 005



Prof. P. Chandramati Shankar
DEAN

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YVU/CDC/ B.Voc/ BOS /Chairman and Members

10th November 2020

To

The Chairman and Board Members,

PROCEEDINGS OF THE VICE CHANCELLOR

(Present: Prof. M. Surya Kalavathi)

Sub:- YVU – CDC – Appoint of BOS Chairman and Members for B.Voc- Orders – Issued.

Ref: Vice- Chancellor orders dated 29-10-2020.

-o0o-

ORDER

I am by direction of Hon'ble Vice- Chancellor appointing the following faculty/members from various departments of Yogi Vemana University and other institutions as Chairman and Members for Board of studies in Bachelor of Vocational degree course **Journalism and Mass Communication** for a period of two years from the date of the appointment.

S.No	Name	BOS Committee	Department
1	Dr. N. Eswara Reddy	Chairman	Department of Telugu
2	Dr. R.V. Jayanth Kasyap	Member	Department of English
3.	Dr. B. Reddaiah	Member	Department of Computer Applications
4.	Mr. Shyam Swaroop	Member	Department of Communication & Journalism
5.	Mr. M. Ramanjulu	Member	Editor Mollaprabha Monthly Magazine
6.	Principal Basi Reddy Law College	Member	Principal Basi Reddy Law College, Kadapa

// BY ORDER//

P. Chandramati

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College Development Council
YOGI VEMANA UNIVERSITY
KADAPA-516005

To

The Individuals concerned.

The Principals of concerned colleges of information and necessary action.

The Registrar, Yogi Vemana University, Kadapa

The Controller of Examinations for information.



Yogi Vemana University

Vemanapuram, Kadapa District, A.P

Syllabus For

B. Voc. (Journalism and Mass Communication)

Under National Skill Qualification Framework (NSQF)

To be implemented from 2020-21

B. Voc course in Journalism & Mass Communication 2020-21

Title of the Course: B. Voc (Journalism and Mass Communication)

To be implemented from Academic Year - 2020-2021)

Course Objectives:

The course is designed for the students who are interested to take up and pursue various journalism and mass communication careers in the and mass media. The course will give a holistic understanding of the various theoretical and practical concepts of various fields of mass media. The course will expose the students to various theoretical aspects of print, electronic and social media apart from providing hands-on experience in various journalism writing skills, production procedures and media analytics. The course is designed to cover various emerging fields of media, entertainment, public relations, and advertising industry. The Courses is equipped to enhance the job potential of the students in print, electronic, film advertising and social media sectors.

Learning Objectives:

The following learning objectives / outcomes are some of the basic expected learning outcomes of the students taking up this course.

1. Students will be skilled in various content writing skills needed for print, electronic, social, and other applied fields.
2. Students will be able to conceive and design various media production techniques.
3. The students can demonstrate an understanding of key concepts of Journalism and Mass Media with emphasis on historical perspective, theories, and characteristics.
4. The students are made to acquire through comprehension on working techniques and organization of various media units.
5. The students will be aware of the importance and application of media research techniques and its applications.
6. Students will have effective and applicable knowledge on computer and digital applications in mass media.

Course structure:

- B.Voc. is three-year programme with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods.
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

1. First Year B. Voc. (Diploma): A student who has passed the Higher Secondary School certificate (10+2) in any stream or its equivalent examination.
2. Second Year B. Voc. (Advanced diploma): Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.
3. Third Year B. Voc. (Degree): Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.


Examination Pattern:

Pattern of Examination: Semester:


- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
 - Skill Component (Practical Course): Practical examination will be conducted.
- Weightage of marks in each course: Internal continues assessment (40%) and Semester end examination (60%)

Medium of Instruction and Examination: English and Telugu

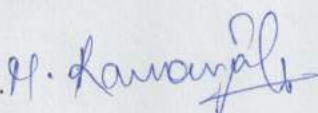
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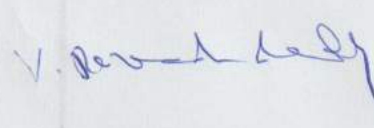
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B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

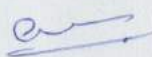
Subj. Code	Subject Name	No. of Credits	Marks
General Component			
JMC 101	Introduction to Journalism & Communication	4	100
JMC 102	History of Journalism and Mass Media	4	100
JMC 103	Basics of Reporting & Editing	4	100
Skill Component			
JMC 104	DTP and Page making	4	100
	Practical	2	50
JMC 105	Writing and Grammatical Skills in English	4	100
	Practical	2	50
JMC 106	Computer Applications for Media	4	100
	Practical	2	50

First Year Semester – II

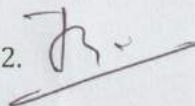
Subj. Code	Subject Name	No. of Credits	Marks
General Component			
JMC 201	Communication Theories and Models	4	100
JMC 202	Introduction to Print Journalism	4	100
JMC 203	Introduction to Radio Journalism	4	100
Skill Component			
JMC 204	Translation and Language Skills	4	100
	Practical	2	50
JMC 205	Writing for Print Media	4	100
	Internship (Print Media)- 2 Months	2	50
JMC 206	Writing for Radio	4	100
	Practical / Field Visit	2	50

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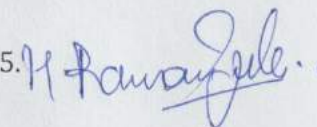
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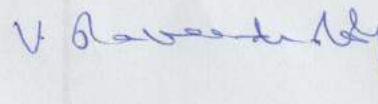
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Second Year Semester – III

Subj Code	Subject Name	No of credits	Marks
General Components			
JMC 301	Introduction to Television Journalism	4	100
JMC 302	Introduction to Films	4	100
JMC 303	Introduction to Social Media	4	100
Skill Components			
JMC 304	Writing for Television	4	100
	Internship / Practical / - 1 MONTH	2	50
JMC 305	Writing for Films	4	100
	Practical	2	50
JMC 306	Audio and Video Production	4	100
	Practical	2	50


Second Year Semester – IV

Subj Code	Subject Name	No of credits	Marks
General Components			
JM 401	Media Management	4	100
JM 402	History of Telugu Journalism	4	100
JM 403	Introduction to Public Relations	4	100
Skill Components			
JM 404	Laboratory Journal	4	100
	Practical / field work	2	50
JM 405	Writing for Public Relations	4	100
	Internship / Practical - 2 MONTHS	2	50
JM406	Introduction to Photography	4	100
	Field visit / Practical	2	50

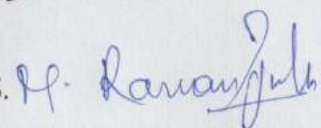

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Third Year Semester – V

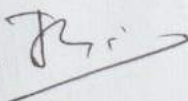
Subj code	Subject Name	No of credits	Marks
General component			
JM 501	Development communication	4	100
JM 502	Introduction to Online Journalism	4	100
JM 503	Introduction to Advertising	4	100
Skill Component			
JM 504	Designing Layout and Copywriting	4	100
	Internship / practical-1 MONTH	2	50
JM 505	Anchoring Skills for Media	4	100
	practical	2	50
JM 506	Writing for New Media	4	100
	Practical	2	50


Third Year Semester – VI

Subj Code	Subject Name	No of Credits	Marks
General component			
JM 601	Media Research Methodology	4	100
JM 602	International Media Communication	4	100
JM 603	Media Laws and ethics	4	100
Skill Component			
JM 604	Audio and Video Editing	4	100
	Practical	2	50
JM 605	Short film production	4	100
	Practical	2	50
JM 606	Project Work / Dissertation – TWO MONTHS	4	100
	Viva	2	50

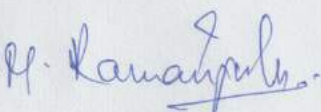
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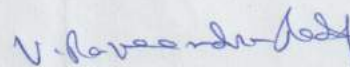
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First Year Semester I
JMC 101: Introduction to Journalism & Communication

Unit-I

Journalism: Concept, nature, scope, function and types, Role of Journalism in Society, Journalism and Democracy, Concept of Fourth Estate, Elements of Journalism, Types of Journalism, Alternative Journalism, Process of Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism Advocacy Journalism.

Unit - II

Skills of journalism, Convergence, Changing technology, online journalism, New trends in journalism, Technical terms of Journalism, Introduction to regional Journalism, Journalism and globalization, Journalism and society

Unit - III

Communication , Meaning, Definition, Nature, Scope, Process of communication, Elements of Communication, 7 C's Communication, Noise and feedback in communication, Functions of Communication, Barriers in Communication. Kinds of Communication: Oral & Written, Verbal and Non - Verbal, Levels of Communication: - Intrapersonal - Interpersonal - Group - Mass Communication

Unit - IV


Cultural Elements of communication- Speech, Language and Culture, Body communication- Body movement, Facial Communication Space Communication- Physical environment Silence - Characteristics of Traditional and folk media, Print Media, Electronic Media (Radio, TV, Films, and New Media.)


Suggested Readings

1. Vir Bala Agarwal & V. S Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
2. Keval J. Kumar: Mass Communication in India
3. Baidyanath Bhattacharya: Adhunik Ganamadhya
4. Sinha K. K: Business Communication, Galgotia Publishing Company
5. Asha Kaul: Communication, Prentice Hall India
6. Denis. Mc Quail's Mass Communication Theory. (2000). London: Sage Publications
7. McLuhan Marshall understanding Media Rutledge & Kegan Paul.1964.
8. Schramm Wilbur, Mass Communication, University, Illinois, 1960.

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IMC102-History of Journalism and Mass Media

Unit -I

Origin of Newspapers in India – Early Journalism in Presidencies of Bengal, Madras and Bombay - Indian Press and Freedom Movement, Growth of Nationalist Press and Anglo-Indian Press - Changes in Indian Media in Post-Independence era - Indian Press and Emergency - History and Development of News Agencies in India

Unit -II

History of Broadcasting in India – Origin and growth of Broadcasting in India – Origin and Growth of Cable T.V, Satellite T.V in India – Origin and Growth of F.M. Radio, Community Radio in India – Important Committees on Radio and Television in India.

Unit-III

Origin and Growth of Internet – Features of Internet, WWW – Web Journalism, Web Portals – Online News Papers – e-Papers – Social Networking Sites – Face book, Twitter

Unit – IV

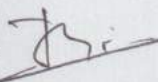
Growth of Mass media in India, Circulation, TRP's - Impact of new technology on Mass media, Sting Operations – Reality T.V – Sensationalism and Breaking news – Violence against Media professionals.


Suggested Readings

1. Nadig Krishna Murthy: Indian Journalism
2. S. Natarajan: History of Press in India
3. R. Parthasarathi: Modern Journalism in India
4. Meher Masani: Broadcasting and the People.
5. P.C. Chatterji: Broadcasting in India
6. H.R. Luthra: Indian Broadcasting
7. J.V. Vilanilam: Mass Communication in India
8. Keval. J. . Kumar: Mass Communication in India
9. Social Media: Suman Kumar Kasturi&Prof. P. Bobby Vardhan
10. Rabindranath Manukonda: History of Telugu Journalism, Print & Electronic Media

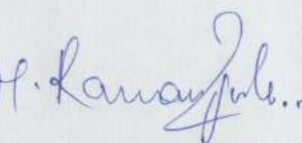
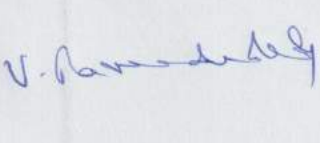
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JMC103: Basics of Reporting and Editing

Unit- I

News: meaning, definition, nature., Hard news vs. Soft news, Basic components of News story, 5W's and 1H , kinds of leads, Structure of a news story- inverted pyramid and narrative styles; Characteristics of News - Sources of News Use of archives, use of internet- Reporting Structure in a News Organization – Ethics of Reporting –

Unit- II

Reporting Terminology –Types of Reporting – Reporting a Press Conference – Press Meet -- Investigative Reporting - Reporting Special Events – Disasters and Accidents – Crime Reporting – Sports Reporting - Budget Reporting – Legal Reporting – Speech Reporting – Legislature Reporting – Mofussil Reporting – Writing Profiles – Curtain Raisers - Political Reporting, Financial and Business Reporting, Agriculture Reporting, Fashion and Entertainment Reporting

Unit- III

Editing Process - News selection, Handling of news copy, Principles of Editing – Rewriting, translation: Rewriting news stories, Headlines and intro, Kinds of headlines; Editorial structure of newspaper, Editorial hierarchy,


Unit- IV


Structure of newspaper, Newspaper Design and Layout – Introduction to Typography, Principles of Page Designing, Computer Page Makeup; Principle & Techniques of Page Makeup, Picture Editing and Caption Writing


Suggested Readings

1. John Hohenberg: Professional Journalists
2. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
3. Leonard Ray: Into the Newsroom
4. Sourin Banerjee: Reporting and Editing Practice
5. M.K. Joseph: Outline of Reporting
6. K.M. Srivastava News Reporting and Editing
7. Editing and Reporting – Rabindranath. M & Shyam Swaroop. T

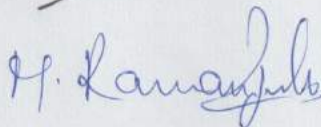
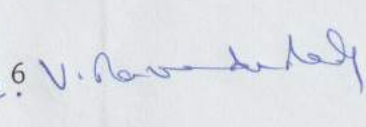
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IMC 104: DTP and Page Making

Unit-1

Introduction to desktop publishing, history, definition, need and area of application, difference between a word processor and Publication software, use and importance of DTP in Publication and newspaper printing - advantage of DTP in Publication.

Unit-2

History and Versions of Page Maker, Creating a new Page, document setup dialog box, paper size, page orientation, margins, different methods of placing text and graphics in a document. Master Page, story editor, formatting of text, indent, leading, hyphenation, spelling check, creating index, text wrap, position (Superscript/subscript), control palette.

Unit-3

Page and document setup, working with rulers, setting the unit measurement, bullets, column balancing, breaks, text wrapping, Windows and orphan lines, revert command and its use, using drop caps and various style format editing of graphics and frames, OLE and embedding, plugins, mathematics equation, table editor and its use, master pages, header and footers, frame options, print setup options, managing and printing Publication- titles, multiple copies etc. use of page maker in newspaper and magazines.

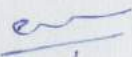
Unit-4

Image size and resolution, changing image size and resolution, getting image from input device, creating new image in Photoshop, using file browser, opening and importing selecting image, adjusting pixel, snap command, saving and loading selection, deleting selection.


Suggested Readings

- Adobe Photoshop CC Classroom in a Book – Adobe creative team, Adobe press 2.
- Adobe PageMaker 7.0 Classroom in a Book – Adobe creative team, Adobe press
- CorelDraw X8: The official guide – Gary David Bouton

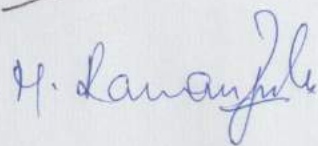
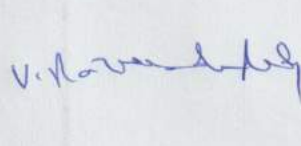
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JMC 105: Writing and Grammatical Skills in English

Unit I:

Basic of Grammar – Sentence – Types of Sentences – Parts of Speech – Articles – Prepositions.

Unit II:

Tenses – Active Voice and Passive Voice – Direct and Reported Speech – Degrees of Comparison (Transformation of Sentences)

Unit III:

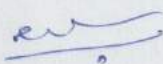
Composition – Letter Writing – Paragraph Writing – Precise Writing – Report Writing (General Reports).

Unit IV:

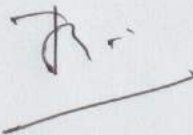
Email Writing – Preparation of Agenda – Minutes of the meeting – CV/ Resume Preparation – Preparation of Circulars and Notices (General).

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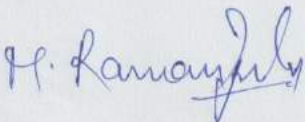
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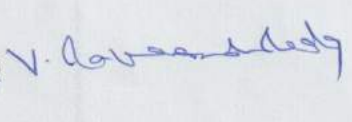
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JMC 106: Computer Applications for Media

Unit-I:

Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer: Characteristics & application

Unit II:

Components of Computer System - Central Processing Unit (CPU), VDU (Visual Display Unit) Keyboard and Mouse, Other input/output Devices, Computer Memory, Storage device. Introduction to the internet search engines, E-Mails, Google Docs and Forms.

Unit III:

MS Office, Use of Printer & Scanner, Microsoft Office: Word, Power Point, excel, Using printers & scanners

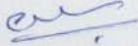
Unit-IV:

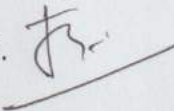
DTP Software, Features and their basic application: Corel draw, PageMaker, In Design, Photoshop


Suggested Readings

1. Author Adobe Adobe Pagemaker – Publisher
2. Techmedia Adobe Photoshop – Publisher Techmedia
3. Coburn, Foster D. Corel Draw
4. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today

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5. H. Ramaniyulu 6 V. Ravendranth

First Year Semester II
JMC 201: Communication Theories & Models

Unit-I

Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

Unit-II

Models of Communication – Aristotle – Lass well, Schramm, David Berlo, Shanon & Weaver, Newcomb and Dance's model

Unit-III

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Magic Bullet theory, Two step flow theory,

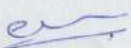
Unit-IV

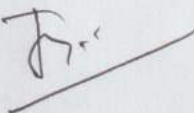
Normative Theories - Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist / Workers Theory, Other Theories: Development Media & Democratic Participant Theory


Suggested Readings

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali

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5. H. Ranaygula. 6. V. R. Rande Adga

JMC 202: Introduction to Print Journalism

Unit I:

Beginning of the Press in world, Technological developments, Invention of printing and movable type in Europe, Contributions of James Augustus Hickey, James Rudyard Kipling

Unit II:

National leaders and newspapers, Lokmanya Tilak, Surendranath Banerjee, Dadabhai Nauroji, Mahatma Gandhi, Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Moulana Azad, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit III:

Contemporary News Papers in India - The Hindu - Times of India -The Indian Express- Anand Baazar Patrika - The Statesman - Free Press Journal - Malayalam Manorama

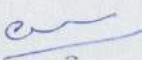
Unit - IV

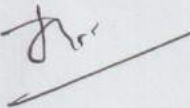
Emergence of the fourth estate: Development of news agencies, Changing role and nature of the press, government's newsprint policy Role and reports of press commissions, Newspapers after globalization, Present status of newspapers.


Suggested Readings

1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.
2. Murthy, N.K. Indian Journalism,
3. Miller, Carl G. and others. Modern Journalism.
4. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
5. Rau, Chalapathi. The Indian Press. National Book Trust.
6. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004

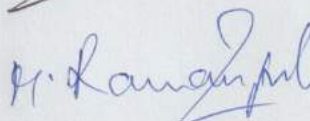
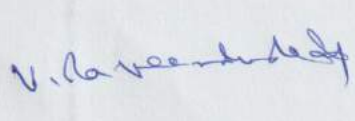
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IMC 203: Introduction to Radio Journalism

Unit-1:

Radio as a medium of mass communication, Characteristics of radio, Limitations of radio, Different modes of transmission & stations, Three Modes of transmission AM, SW and FM, Different types of radio stations

Unit II

History of AIR; Inception and Growth of Radio News in India; Educational Radio in India, Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.

Unit-III:

Autonomy of AIR: Prasar Bharati; FM Radio: Community Radio, Campus Radio; Structure of All India Radio – Who is Who in Radio – Station Director – Asst. Station Director- Programme Executive – Transmission Executives – Announcers - Other Crew Members Radio Jockey: Role and Responsibilities.

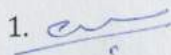
Unit-IV:

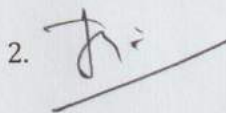
Radio format: Meaning & Importance Radio news - Radio talks - Radio features- Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers, and promos.

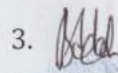
Suggested Readings:

1. Mark W. Hall: Broadcast Journalism: An Introduction to News Writing
2. K.M. Srivastava: Radio and Television; Sterling Publishers.
3. U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
4. P.C. Chatterjee: Broadcasting in India; Sage.
5. Carrol Fleming: The Radio Handbook; Routledge.
6. P.C Chatterjee, Broadcasting in India, New Delhi, Sage.
7. Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.
8. H.R. Luthra Indian Broadcasting, Publications Division
9. Robert McLiesh Radio Production, Focal Press
10. James R. Alburger The Art of Voice Acting, Focal Press

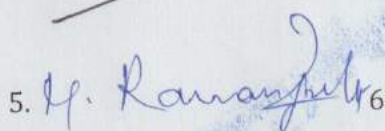
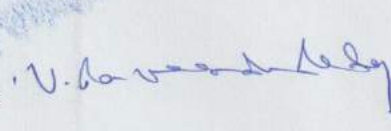
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JMC 204: Translation and Language Skills

Unit-1

History of translation, Definition, Need and Purpose, Translation as a form of communication; Information and message; Communication channel; The sender and the receiver of the message

Unit-2

Study of language and style – SVO formula – Punctuation, Sentence Structure – Objectivity – Concision - General and particular knowledge required for translation;

Unit-3

Translation Techniques – Translation – Transliteration – Process of Translation – Word to Word, Sentence, Free Translation – Forms and types of translation – Translation of written texts, Translation of speech or interpreting – Problems of Translation


Unit-4

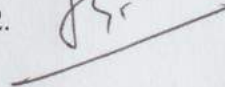
English to Telugu Translation - Translate news items from English to Telugu and from Telugu to English - Write the meaning of various phrases given in English & Telugu with usage- Correct the sentences for English and Telugu grammatical mistakes - Correct the English and Telugu words used in different sentences


Suggested Readings:

1. Uma Shankar, Joshi & PandurangaRao: Art of Translation
2. Rachamallu Ramachandra Reddy: Anuvada Samasyalu
3. Bassnett, Susan, Translation Studies, London and New York, 1980 Routledge
4. Bell, Roger T. Translation and Translating, Theory and Practice, Longman, 1991

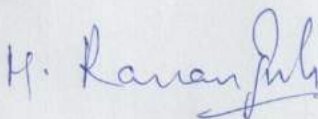
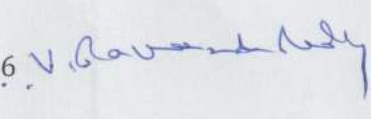
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JMC 205: Writing for Print Media

Unit-1

Writing for Newspapers – News – Articles – Special Stories – Feature Articles – Editorials – Curtain Raisers

Unit-2

Writing for Magazines – Cover Stories – Travelogs – Personal Profiles- Book Reviews – Opinion Columns – Writing Press release News

Unit-3

Analytical Stories – Data Journalism – Development News – Entertainment news – Health News – Writing Interviews - Cartoons

Unit-4

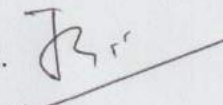
Photojournalism – Photo features – Annual Special Publications –Creative Writing – Tabloid News


Suggested Readings

1. Reporting for the Media - Fred Fedler, John R. Bender, Lucinda Davenport, Micheal W. Drager, Seventh edition, Oxford University Press, 2001
2. Practical Newspaper Reporting – David Spark, Geoffrey Harris, Fourth edition, Sage Publications, 2011
3. Journalistic Writing: Building the Skills, Honing the Craft – Robert M. Knight, Marion Street Press, 2010
4. Here is the News! Reporting for the Media - Rangaswami Parthasarthy, Sterling Publishing Pvt. Ltd. 1996

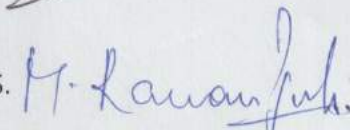
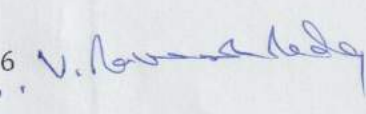
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JMC 206: Writing for Radio

Unit-1:

Characteristics of Radio – Objectives of Radio – AIR Code – Radio Formats – News Features – Radio Interviews – Special Audience Programmes – Covering Special Events – Festivals – Sports – Radio Bridge - Phone-in program

Unit-II

Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview;

Unit-3

Stages in Radio Production, Production skills; Pre-production idea and research, radio script, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening, recording, using archived sound; Post Production - Editing: creative aspects of editing; Ethical issues.

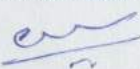
Unit-4:

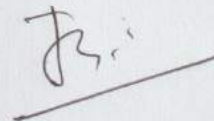
Working in Radio news room; functions of recording room; Sound for Radio: different types Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis Radio Personnel; Radio Script: Copywriting; Field recording skills, live studio broadcast with multiple sources, Cue sheet and recording, news production;


Suggested Readings

1. P.C. Chattejee- Broadcasting in India – New Delhi – Sage Publications
2. U. L. Barua – This is All India Radio
3. Meher Masani – Broadcasting and the People
4. HR Luthra – Indian Broadcasting
5. G.C. Awasthi – Broadcasting In India.
6. Keval J. Kumar – Mass Communication In India.

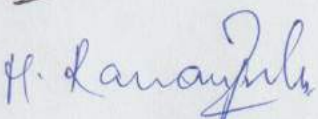
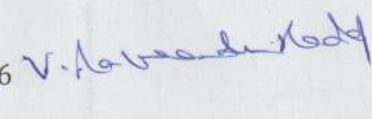
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II Year Semester III

JMC 301: Introduction to Television Journalism

Unit 1:

Characteristics of Television as a medium of communication – Origin and Growth of Doordarshan in India – SITE – Growth of Cable TV – Satellite TV- Characteristics of Electronic Media, Types of Electronic Media, Scope and Limitations of Electronic Media.

Unit 2:

Duties of Television Crew – Roles and Responsibilities – Types of T.V. Programmes – Programmes of Special Audience – Women – Youth and Children – Farmers -TV as a domestic Medium, Popularity, Entertainment – Education format, Formats of TV News package, Programs – structure and format in the new era, live talk, Sitcoms and Soap Operas,

Unit 3:

Studio Operations – Sound and Acoustics – Cameras and Lenses – Microphones – Lights – TV Studio – Layout- Floor Planning – Shooting in Indoor – Outdoor- Location Survey – Basic Shots – Video Editing

Unit-4 –

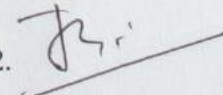
New Broadcasting Techniques – Digitalization – DTH – HDTV- Stages in TV Programme Production – Pre Production - Production - Post Production – Audience for TV – TRP- Advertising in TV – Broadcast Ethics


Suggested Readings

1. Video Camera Techniques – Gerald Millerson
2. Television News and New Technology – Richard D. Yonkem & Charlea . F
3. Making a Television Programme – Breyer – Johnson
4. Communication Policies in India – Desai – M.V. Paris – UNESCO
5. Television in India – R.N. Acharya

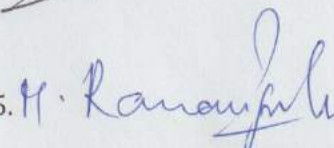
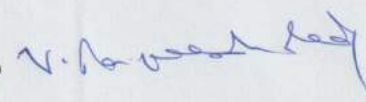
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JMC 302: Introduction to Films

UNIT-1:

A brief history of films: Silent era – Talkies – Popular cinema in 1950s – Golden age in Indian Cinema – French New wave cinema – Commercial Cinema – Film Personalities – Dada Saheb Phalke – Satyit Ray – Mrinal Sen – Shyam Benegal – Famous Film Studios in India - Growth of Telugu Cinema - Bhakta Prahlada - Raghupathi Venkaiah Naidu- B.N. Reddy - K. Viswanath –

UNIT-2:

Types of films – Feature Films – Documentaries – Docudramas - Film Genres – Action – Comedy- Suspense – Family- Thriller – Horror – Animation etc. – Elements of Film: Cinematography, Direction Editing - Process of Film Making: Shooting, Editing, Dubbing, Mixing, Sound Recording, Animation Techniques

UNIT 3:

Film production Techniques - Stages in film making – Production Process - Pre-production, Production, Post-production – Distribution, Exhibition - Emerging trends

Unit-4

Problems and prospects of the Indian film industry, film organizations – FTII, NFDC – Censorship – Laws - State of the film industry, regional cinema; problems and issues; future prospects.


Reference Books:

1. A Handbook for script writers: B.W. Welsh
2. Our films and their films: Satyajit Ray
3. Indian cinema today: Kabita Sarkar
4. The Art of Film: Lindgrad
5. How to read a Film: James Monaco
6. Film – a reference Guide: Armour
7. 75 years of Indian cinema: Feroz Rangoonwallah
8. Film Censorship: G.D. Khosla
9. Black & White: Raavi Kondala Rao

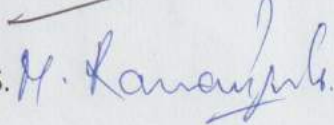
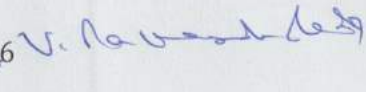
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JMC 303: Introduction to Social Media

UNIT 1

Social Media – Definition, Characteristics – Concepts of Web 2.0, User Generated Content – Mainstream Media Vs. Social Media – Globalization and Social Media – Social Media as a tool of communication – Use and misuse of Social media.

UNIT 2

Social Media Types - Social Communities -Text Publishing Tools – Micro-blogging Tools - Photo Publishing Tools- Audio Publishing Tools- Video Publishing Tools- Social Gaming Tools- Really Simple Syndication -Theories of Social media – Revisiting Diffusion of Innovation, Social Exchange, Social Penetration, Social Presence

UNIT 3

Social media and their impact on Radio, TV and Newspapers - Public participation and Social Media; Networked Societies - Credibility of information – Social Media impact on Politics and Culture

UNIT 4

New Media and Society - New media and New Audience - Social Change Communication and New Media - Civil Society and New Media - New media and Popular Culture, New media and Networked Activism


Reference books

Leah A. Lievrouw & Sonia Livingstone: The Handbook of New Media
Albarran and Goff: Understanding the Web
Crispin Thurlow, Laura Lengel: Computer Mediated Communication
Balan K.R.: Conspectus for information & Communication
Ghosh, Avik: Communication Tech. & Human Development
Jones, Steve: Doing Internet Research
Albarran, Allan B, Goff, David H: Understanding the web
Neth, Shyama: Assessing the state of Web Journalism
Syed, M.H: Journalism and Information Technology
Hassan, Robert: The information society
Frank Webster: Theories of Information Society

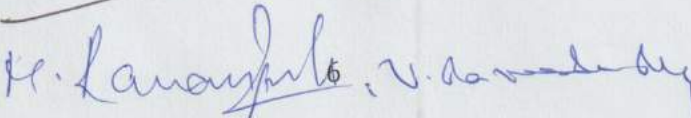
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JMC 304: Writing for Television

Unit - 1 -

Writing Television News Script - Anchor Script- Reporter Script - Dope sheet -
Different Formats of T.V. News - Special News Stories - Voice Over and Sound Bytes-
Structure of T.V. News Story - The Split Screen Format - P to C - Going Live - Phone
In - Breaking News - Flash News - Debates

Unit-2

TV Interviews - TV Features Script Format - Script for Commercials - Television
Serials Script- Television Documentaries - Talk Shows - Reality Shows - Music and
Entertainment Programmes

Unit-3

24 Hours News Bulletins - Organizing News Bulletins - Item Selection and News
Order - Packaging the News - Types of TV Cameras - Studio Cameras - OB Van -
Outdoor Broadcasting Cameras

Unit-4 -

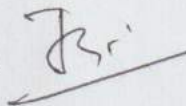
News Beats - Coordination - Coverage of Major Events - Anchors - TV Anchors -
News Readers - TV


Reference books

1. Lanson, Jerry and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008.
2. Kumar, Keval J: Mass Communication in India, Mumbai, Jaico Publishing House, 2013
3. Hassan, Seema: Mass communication Principles and Concepts (second edition) CBS Publishers and Distributors, 2013.

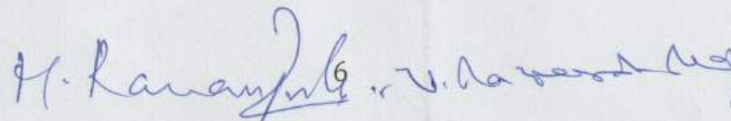
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IMC 305- Writing for Films

Unit-1

Writing Film Script – Basic Principles – Three act structure- Script Vs Screenplay –
Script Elements – Action – Dialogues – Parenthesis – Scene Ending – Scene Pagination

Unit-2

Writing Film Review – Purpose and Objectives of Film Reviews – Format of Film
Reviews – Star Ratings – Important Film Reviewers in India

Unit-3

Writing Film Appreciation - Purpose and Objectives of Film Appreciation – Format of
Film Appreciation

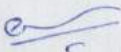
Unit-4

Film Promotion Techniques – Publicity – Posters – TV Interviews – Road Trips – Music
Launches – Pre Film Launch – Success Meet

Reference Books:

B.W. Welsch: A Handbook for script writers:
Satyajit Ray: Our films and their films:
Kabita Sarkar: Indian cinema today:
Lindgrad: The Art of Film:
James Monaco: How to read a Film:
Feroz Rangoonwallah 75 years of Indian cinema
G.D. Khosla: Film Censorship

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JMC 306: Audio and Video Production

Unit-1

The Nature of Sound : Acoustics, Mono sound, Stereo sound, Surround sound - Microphone - Directional features - Popular types of microphone - Camera microphones, The handheld microphone, The shotgun microphone - The shotgun and the boom pole (fishpole) - Lavalier (lapel or clip-on mic) microphones - Boundary or PZM microphone - Hanging microphone, Surround sound microphone, Microphone stands and mounts - Wireless microphone, Hidden mics

Unit-2

Sound - Dynamic range, Automatic control for audio: Manual control - Monitoring the audio: The audio mixer - Natural sound : Anticipation - Filtered sound - Reverberation- Echo- Audio Recoding software

Unit-3

Types of Video Cameras - White and Black Balance - Camera Angles - Camera Movements - 180° axis of action rule - Basics of Lighting- Tripod Setting - Tracks and Trolleys -- Outdoor and Indoor Shooting - Single and Multiple camera productions -

Unit-4

Types of Shots, Scenes, Sequence - Types of video formats - Video Editing - Linear - Non-Linear - Use of software for video editing


Suggested Readings

- (1) K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.
- (2) Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.

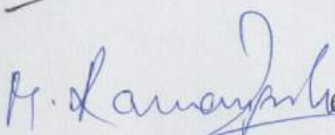
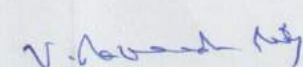
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II Year IV Semester
JMC 401: Media Management

Unit I:

Management concept Principles of Management - Media Organization - Structure and Characteristics of Media Organizations - Newspapers, Cinema, Radio, Television, Magazines and Online Media - Ownership Patterns of Print and Electronic Media - Merits and demerits - Media as an industry and profession.

Unit II:

Economics for Media - News gathering Processing -Advertising Printing, and Circulation Management Problems of Small, Medium, and Large newspapers - Advertisement / circulation Media Promotion - Professionalism -Trade Unionism-

Unit III:

News paper Media Organizations in India – Principles of Print Media Management in India - Principles of Television and Radio Management in India - Economics and Administrative concerns of government owned electronic media - Present Status Electronic Media in India - Private Channels – Principles of Social Media Management in India


Unit-IV


Media Bodies - DAVP, INS and ABC - News agencies and syndicates Ownership and Organization structures Various Committees to study the problems of media in India Global Competition on Indian Media


Reference Books:

1. Mehra. Newspaper Management
2. Rucker & Williams, Newspaper Organization And Management
- 3 Sindhvani, Newspaper Economics And Management.
4. Herbert Williams Newspaper Organization And Management
5. Ra Yudu CS. Media And Communication Management.
6. Mocavatt & Pringle, Electronic Media Management

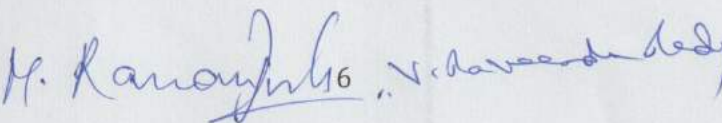
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JMC 402: Introduction to Telugu Journalism

Unit-I:

Brief History and Development of Telugu Press - Contribution of Telugu Press to freedom struggle and social reform movement - Pioneers of Telugu Press -Kandukuri Veeresalingam, Mutnuri Krishna Rao, Kasinathuni Nageswar RaoPanthulu, Narla Venkateswara Rao and others

Unit-II:

Post emergency and Contemporary Telugu press - Study of Content and Design of contemporary Telugu newspapers - Trends in Telugu Journalism, Politicization of Telugu Journalism - Magazines in Telugu - Latest Newspapers in Telugu.

Unit-III:

Brief overview of Telugu Radio Stations and Television Channels- Radio Programming in Telugu - 24 Hours news channels in Telugu - Radio Programming in Telugu - T.V. Programming in Telugu Channels

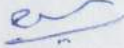
Unit-IV:

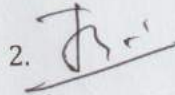
Magazines Journalism in Telugu - Important Telugu Magazines - Film Magazines in Telugu - Web journalism in Telugu -

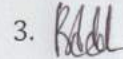
Reference Books:

Rayaprolu AnandaBhaskar: Journalism Charitra Vikasam
Pothuri Venkateswara Rao: Telugu Patrikalu- Andhrajathi AksharaSampada
Narla Venkateshwara Rao: Prabhandam Parijatam
Uma Shankar, Joshi & Panduranga Rao: Art of Translation
Rachamalla Ramachandra Reddy: Anuvada Samasyalu
Nagasuri Venugopal: Media Nadi

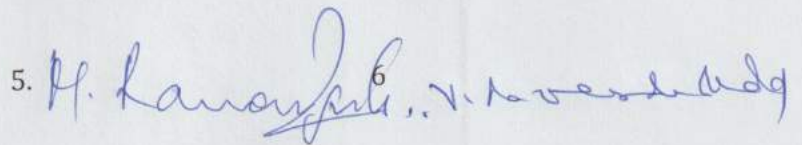
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JMC 403: Introduction to Public Relations

UNIT 1

Public Relations - Definition, Nature, Scope, Concept - Evolution & History of PR - Elements of PR, Publicity, Public Opinion, Propaganda, Advertising - Public Relations Tools, Material, Publications, House Journals, Oral Open house, Photograph Campaigns, Demonstration, Exhibitions, - Press Conference - Special Events - Communication with Specialized Publics, Internal, External Employees, Share holders, Customers, Suppliers and Dealers - Community Relations- Corporate Social Responsibility - Role of PR as a Management Function - Role of PR in Developing Country.

UNIT 2

Principles of Public Relations - Components of PR - Effective Communication - Public Opinion, Changing existing Attitudes, PR Process -Fact finding, Planning, Communication / Media Selection, Evaluation - PR organizations - structure - PR policy - PR Process - planning - fact finding - implementation- Feedback analysis - Methods of PR - Press relations - House journals- Periodicals

UNIT 3

Classic Models of PR, James Grunig's Models, Press Agency, Publicity, Public Information Model, Two way Asymmetric Model, Two way Symmetric Model
PR Management - Perception Management -

UNIT 4

Professional Organizations of PR, PRSI, IPRA - In house PR Departments - Central and State Government PR Departments - Media Units of Information & Broadcasting Ministry - PR in Business Organizations - NGO's -Public Transport - PR research areas - techniques - evaluation - Laws and ethical aspects - recent trends - PR education

Reference books

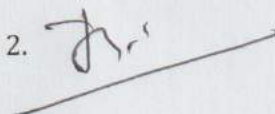
1. Cutlip & Centre (2005) Effective public relations. New Delhi: Pearson.
2. 2 Bertrand R. Canfield: Public relations.
3. Stephenson: Handbook of public Relations.
4. Sam Black: Practical public relations.
5. Leslie: Public relations Handbook.
6. C.V.Narasimha Reddy: Public Relations In India

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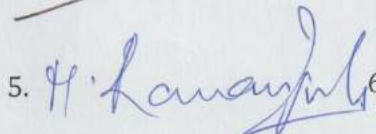
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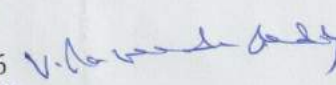
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JMC 404: Writing for Public Relations

Unit I:

Public Relations Tools – Press Releases – Press Rejoinders – Press Meet – Press Conferences – Meet the Press – Press Kits

Unit II:

Writing Press Releases – Format of Press Release – Types of Press Releases – need for Press Releases – Procedure for Sending Press Releases – Writing Press Rejoinders – Format of Rejoinder – Need for Rejoinders

Unit III:

Arranging Press Conferences – Press Meets – Meet the Press – preparation of Press Kits

Unit IV:

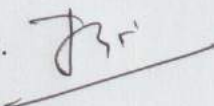
e- Public Relations – E- Press Releases – Video News Releases – Social Media Public Relations – PR Research and Evaluation


Reference Books:

Jethwaney, Jaishri :Corporate Communication – Principles and Practice,
Sachdeva, Iqbal S: Public Relations – Principles and Practices,
Black, Sam: Practical Public Relations
Ries, Al & Reis, Laura: The Fall of Advertising and the Rise of PR.

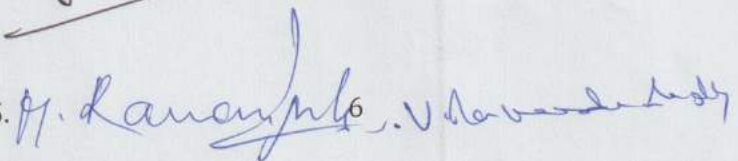
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JMC 405: Laboratory Journal

UNIT-1

Types of Journal – Preparation of Journal – Formats of Journals – Production Process – No of Pages – Font - Colour

UNIT-2

Content of Journal – Designing of Front and last pages – Writing Messages – News – Articles – Special Stories – Interviews – Organization Information


UNIT-3

General Information and Human Interest Articles – Catering to Special Readers - Journal for Internal and External Stake Holders – Business and Promotion Journals – Information and PR Journals


UNIT-4

Government Publications – Public Sector Journals – Private Sector Journals

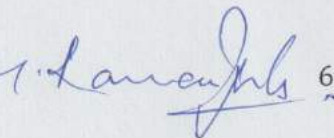
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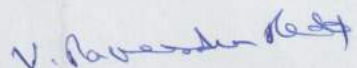
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JMC 605: Introduction to Photography

Unit-1

Photography - Definition - Attributes of a subject, Brightness, Contrast, Sharpness, Blur, Colour, Size, Composition, Framing, Qualities of photographic image - History of Photography

Unit-2

Types of Digital cameras- Key components of DSLR, Lens elements, Mirror, Viewfinder, Sensor, Resolution, Memory cards - Working of DSLR Camera, Using of Camera Accessories, Filter, Reflector, Lens hood, Tripod

Unit-3

Basic Principles, Auto Focus, Light controls- Aperture, Shutter, Exposure, Lenses - Zoom, - Use of Lenses - Lighting Methods - Camera Controls - Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, - Shot, Classification of shot, Effect of Focal length on Perspective and angle of view, Frame, lens angle, Headroom, Nose room - Photo Captions

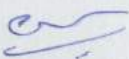
Unit-4

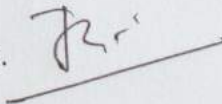
Ethical and Legal Issues- Staging versus Truthfulness- Treating subjects with respect- Privacy - Public interest visuals - Photography in the age of new Digital technology - Photo Magazines, Photo freelancing as a profession - - Photo Editing


Suggested Readings

1. Brill, Betsy: Photo Journalism: The Professionals' Approach
2. McCartney, Susan: Mastering the Basics of Photography
3. Drew, Helen. The Fundamentals of Photography

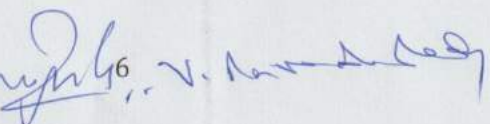
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III Year V Semester
IMC501: Development Communication

Unit -I

Development Communication: concept, evolution, historical perspective debates - Models of development: capitalist model, neo-liberal model, socialist model - Alternative models of development- Development and marginal communication- Areas of development

Unit-II

Use of media in development communication - Mass media and modernization - Prominent Theoreticians : Daniel Lerner, Everett Rogers, Wibur Schramm - Media and national development - Experiences from developing countries with special emphasis on India

Unit-III

Development coverage in India: Print, Electronics and New Media- Role of Government - Other agencies in development communication 3.4 Role of Government 3.5 Agencies in development communication

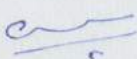
Unit-IV

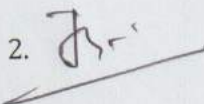
Developing countries: Goals, characteristics - Concept of Participatory Development Communication - Indicators of Developments - MDG's and SDG's -Hurdles and prospects in development communication


Suggested Readings

1. Mass Communication In India, Kewal J. Kumar. Jaico Publication.
2. Learner D, Passing Of Traditional Society

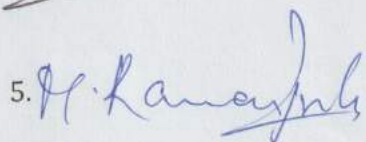
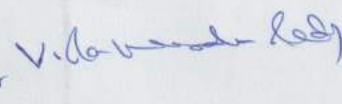
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IMC 502: Introduction to Online Journalism

Unit I:

Online Communication, Meaning and definition, Characteristics of Online Communication

Unit II:

Internet & Web., Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types iv. Email: Need & Importance v. Web tools: Blogs, Social Media & Search Engine

Unit III:

E- Newspapers, Brief History of the E-newspaper in English & Hindi. Reasons for the growing popularity of e- newspaper, Present & Future of E-newspaper, Limitations of online newspapers

Unit IV:

Web Journalism, Traditional vs Web Journalism Elements of Web newspapers, Reporting Writing, and Editing for Web Journalism

Reference books

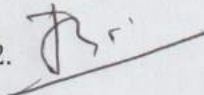
Leah A. Lievrouw & Sonia Livingstone: The Handbook of New Media
Albarran and Goff: Understanding the Web
Crispin Thurlow, Laura Lengel: Computer Mediated Communication
Balan K.R.: Conspectus for information & Communication
Ghosh, Avik: Communication Tech. & Human Development
Jones, Steve: Doing Internet Research
Albarran, Allan B, Goff, David H: Understanding the web
Neth, Shyama: Assessing the state of Web Journalism
Syed, M.H: Journalism and Information Technology
Hassan, Robert: The information society
Frank Webster: Theories of Information Society

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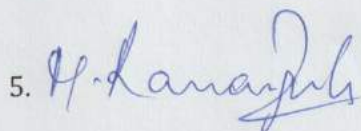
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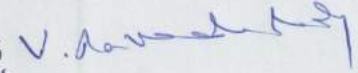
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JMC 503: Introduction to Advertising

Unit I:

Definition & Meaning of Advertising, Role and functions of Advertising, Nature & Scope of Advertising .Growth & Development of Advertising in India & World, Global Scenario of Advertising. Ethical & Regulatory Aspects of Advertising

Unit II:

Advertising as communication tool communication process & advertising - Models of Advertising Communication - AIDA model, DAGMAR model. Maslow's Hierarchy Model Advertising as social process- consumer welfare, standard of living and cultural values

Unit III:

Classification of Advertising on the basis of Target Audience - Geographical Area - Medium. Purpose, Advertising Creativity- Definition & importance.. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations

Unit IV:

Characteristics - Advantages & Disadvantages of Broadcast media Television - Radio Audio-Video Cassettes & CD's, Cyber media. Print Media - Newspaper, Magazines - Support Media - Out-of-home, in-store, transit, yellow pages, and Movie theatre, in flight direct marketing

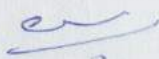
Unit V:

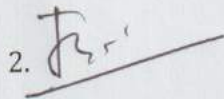
Concept of advertising agencies - Ad agency-Role, Types, Structure & functions. The advertisers, client-agency relationship - Criteria to select an ad agency

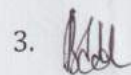
Reference Books:

Jethwaney, Jaishri&Jain, Shruti: Advertising Management,
Ogilvy, David:.Ogilvy on Advertising
Valladares, June A.: The Craft of Copywriting
Sandage: Advertising Theory and Practice
Sethia and Chunawala: Advertising- Principles and Practice
Otto Kleppner: Advertising Procedure
Adrian R. Mackay: The Practice of Advertising
Angela Goddard: The Language of Advertising

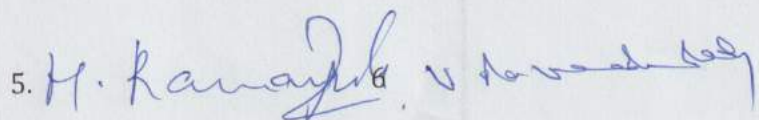
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JMC 504: Designing Layouts and Copy Writing

Unit-1

Concept of Advertising Copy - Concept of Advertising Layout - Stages of Preparing Advertising Materials - Advertising Campaign Planning - Developing and Executing the Advertising Plan

Unit-2:

Design and Illustration of copy in Advertising - Creative and production Tactics in Print Advertising - Types of Advertising Copies - Copy writing guidelines - An Overview of Media Planning - Advertising Media - Media Planning In Advertising Agency

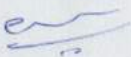
Unit 3:

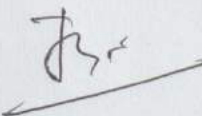
Preparation and Production of Print Media Advertisements - Types of Print Media Advertisements - Layouts and Designing of Print media Ad - Elements of Print Media Layout -


Unit -4

Television commercials - Preparing T.V. Commercial Script - Budgeting - Talent Search - Shooting - Media Planning for TV commercials

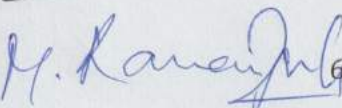
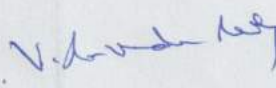
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JMC 505: Anchoring Skills for Media

Unit-1

Anchoring Skills for Radio and TV Comfort with camera, microphone and other equipment, Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation, command over language, Anchoring skills for various types of shows in radio and television, diction

Unit-2

Art of Interviewing, Reporting and Anchoring Learning Interviewing skills, Discussing prominent anchors Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background

Unit-3

News reading & Voice Over (VO) News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries,

Unit-4

Profiles of Prominent Broadcasters The prominent broadcasters of radio since the evolution of radio, The prominent ones of today, including AIR and private FM channels, The various styles to inform, educate and entertain listeners through various program formats, Profiles of people behind successful shows, Critical analysis of anchors and following the dos and don'ts of anchoring, Suggested Readings

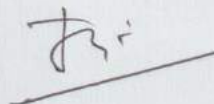
1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press.

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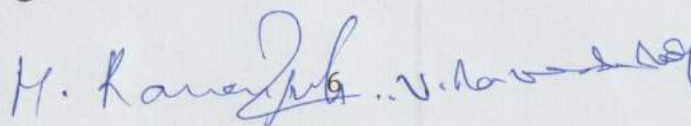
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JMC 506: Writing for New media

UNIT I:

New Media: Definition, Characteristics; Role of new media in Creating Information society, Compute - Mediated-Communication - Networked Society - Information Communication Technology - Cellular Telephone for the purpose of Communication. **UNIT II:**

World Wide Web (WWW), Search Engines. Data Journalism: Computer Assisted Reporting (CAR), Online (Web), Podcasting, Mobile Content, Integrating Social Media & UGC Content; Online broadcast technologies -webcasting, Social TV, Video conferencing, Skype

UNIT III:

Mobile as a new tool of communication, Mobile for news and advertising, Role of Smart phones in growth of Social Media. Exploring mobile for various applications - Mobile an effective tool for promotional media - Mobile as a business tool for media organizations - Mobile for social communication Mobile safety and precautions

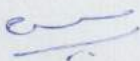
UNIT IV:

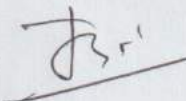
Digital technology revolution in India - Stakeholders Institutions & Forums:- ICANN, ITU, ISOC, UN, WSIS, IGF, APRICOT 1L; Media Convergence; Interactive TV; User Generated Content; Mobile Telephony; On-line Gaming


READINGS:

1. Vincent Miller (2011) Understanding digital culture. Sage Publications
2. Siapera, Eugenia.(2011) Understanding new media. Sage.
3. Goldsmith, Jack, and Tim Wu. (2006). Who Controls the Internet? Illusions of Borderless World. US: Oxford University Press.
4. O'Reilly, Tim. (2005). What is Web 2.0: Design Patterns and Business Models for the Next Generations Software.
5. Grossman, Iran Protests: Twitter, the Medium of the Movement.
6. Lemann, Nicholas.(2006), Amateur Hour: Journalism Without Journalists.

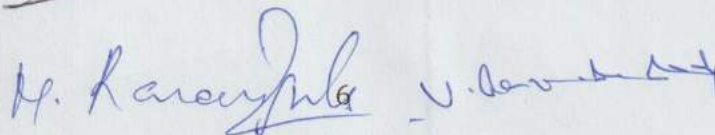
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III Year VI Semester
JMC 601: Media Research Methodology

Unit-1:

Introduction to Mass Communication research: Meaning of research, scientific method - Characteristics - Steps in research identification and formulation of research problem in communication research.

Unit-II

Basic elements of research - concepts, definitions, variables, hypothesis and causation - Hypothesis - Types of hypothesis - Characteristics of good hypothesis - Research designs in Mass Communication - Survey research, Content analysis & Historical method

Unit-III

Sampling in communications Research: Types, their applications and limitations. Methods of data Collection: Interview, Questionnaire, Observation and Case study - Applications and limitations of different methods.


Unit - IV

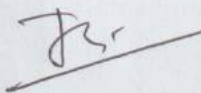
Use of statistics in communication research: Basic statistical tools, Measures of central tendency - Mean, Median and Mode - Measure of Dispersion - Standard deviation, Correlation and chi-square - Data processing & analysis, presentation and interpretation of data, Use of graphics in data presentation - Writing a research proposal; writing research report - Its components and style.


Suggested Readings:

1. Research Methods in the Behavioural Science -Festinger L.and Katz.D
2. Foundation of Behavioural Research -Kerlinger.F.N
3. Content Analysis. An Introduction to Methodology - Krippendorf.K
4. Research Methods in Mass Communication - Westley Bruce. N and Guido.H
5. Survey Methods in Social Investigation - Mosor and Kalton
6. Research Methodology, Methods and Techniques: C.R.Kotari
7. Scientific Social surveys and Research: Pauline.
8. Winner & Dominic: Mass Media Research, an introduction.

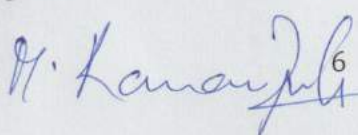
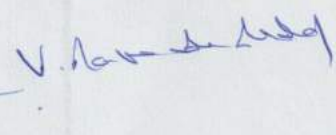
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JMC 602: International Media Communication

Unit 1

International communication in the Internet age - International Information flow - The New World Information and Communication Order (NWICO)- Towards an integrative view of balanced information flow

Unit 2

Theorizing International Communication: Modernization theory - Dependency theory
World systems- Structural imperialism- Hegemony - Propaganda- Global Village
Technological Determinism - Globalization Cultural Imperialism

Unit 3

International / Transnational Media Organizations- News Agencies Evolution Functions-
Broadcast networks - Cable News Networks (CNN) - British Broadcasting Service (BBC) -
Al Jazeera

Unit 4

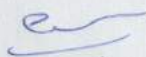
Important Personalities in International Communication - Marshall McLuhan - Ted Warner
- Noam Chomsky - Walter Lippmann - Edward Herman - John - Sean McBride

Suggested Readings

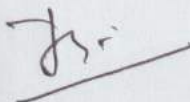
1. Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press Morley, M (2002)
2. How to manage global reputation: A guide to the dynamics of international public relations, New York, NY New York: University Press. 49 Mowlana, H. (1986)
3. Global information and world communication: New frontiers in international relations, New York: Longman M'Bayo, R.T (Undated).
4. Genesis of the New World Information order, In Peter Nwosu, Chuka Onwumechili and Ritchard M'Bayo (Eds.).
5. Communication and the transformation of society, New York: University Press of America
6. Thusssu, D. K.(2006). International Communication: Continuity and change, New York, New York; Oxford University Press

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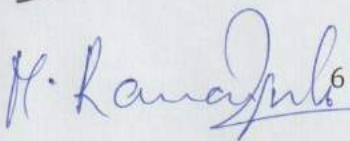
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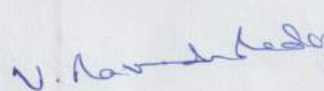
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JMC 603: Media Laws and Ethics

Unit-I

Indian Constitution - Preamble Characteristics Basic legal concepts - Judicial system in India - Media systems Constitutional Provisions for Freedom of speech and expressions Article 19(1)(a) Reasonable restrictions Article 19(2) - freedom of the press in India - Supreme Court Cases related to Article 19 - Indian Penal Code

Unit II:

Acts for Media - Working Journalist Act Official Secrets Act 1923 - Law of Defamation - Copyright Act - Contempt of Court act - Legislative privileges and contempt of legislature obscenity cinematography Act

Unit III:

Laws for Media Press and registration of book act - AIR and DD codes for commercial advertising - Prasara Bharathi Act , Cable TV Network Act, Intellectual property rights - Right to Information Act - Human Rights and Media - Cyber laws in India- Right to Privacy

Unit IV:

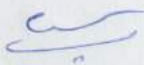
First Press Commission, Second Press Commission, Recommendations - Structure and functions of Press Council of India - Professional code of conduct for media persons -

Suggested Readings:

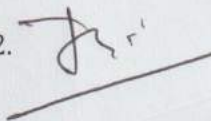
1. S. K. Aggarwal, Media and Ethics
3. K.S. Venkataramaiah, Mass Media Laws and Regulations in India
4. A. N Grover. Press and the Law
5. Zamir Naizi, Press in Chains
6. K. S Venkataramaiah, Freedom of the Press-Some Recent Incidents
7. K.S. Padhy. Mass Media and Freedom of Press in India
8. K.S Padhy. Battle for Freedom of Press in India
9. D.D.Basu, Laws of Press in India

SIGNATURES:

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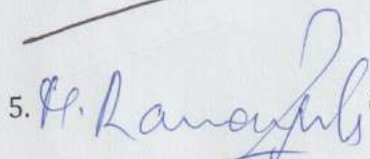
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JMC 604: Audio and Video Editing

Unit 1

Principles of editing.- Liner & Nonlinear Editing - On line & Off line Editing- Analysis of video sequences from editing point of view

Unit 2

Introduction to Editing Software -Introduction of Tools - Capturing Raw Data Editing - Action Sequence/ match cut / continuity match

Unit 3

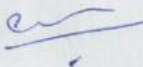
Sound Dubbing & synchronizing Punch- Sound Editing- Working with Multi Layers- Effects, Applying Transitions - Compositing - Chroma Cutting- Video Output

Unit -4 1

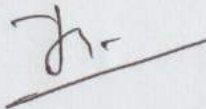
Script based Editing 2. Soft Story Editing- Hard Story Editing 3. News Editing & Ad Editing

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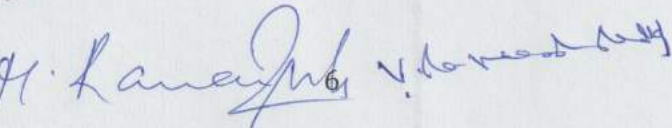
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JMC 605: Short Film Production

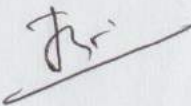
➤ Students will have to produce a short-film or documentary (5 to 10 minutes) under the guidance of a faculty member and submit it for evaluation.


➤ Mark distribution:

- Script: 10 marks
- Completeness of the project: 50 marks
- presentation and viva-voce : 40 marks

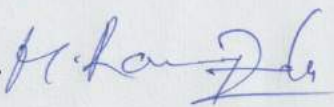
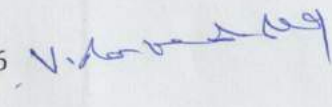
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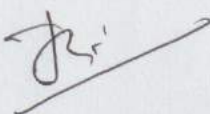
JMC 606: Project Work / Dissertation and Viva


During the sixth semester, all students will submit a Dissertation project on any issues related to Journalism and Mass Communication.


- The students shall take up research to identify specific issues in the context of journalism and mass communication and submit the report.
- The dissertation Document would be submitted before the semester-end examination.
- Dissertation will be evaluated by both internal (Guide) and one external examiner for 100 Marks.
- There shall be a Viva-voce on the dissertation for 50 marks given by a committee comprising External and internal examiners

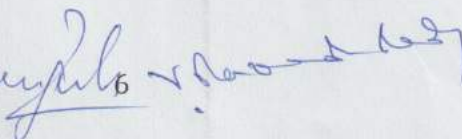
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5. H. Kanayyaiah 

Scheme of Examination – External Examination

The External examination will be conducted once in each semester. The External examination will be for 75 marks and will be conducted for Three hours. It will have two sections i.e. Section – A consisting of Short Answer and Section – B consisting of Essay questions.

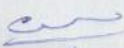
Section – A – 15 Marks

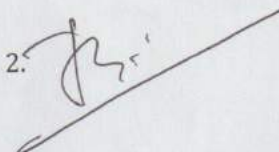
- Section – A will consist of **Short Answer Questions**
- The total marks for the Section – A is **15**
- It will have **8 Questions** given from **all four units i.e. 2 questions from each unit**
- The student has to answer **five questions** and each question carries **three marks**.
- The answer should not exceed **one page**.

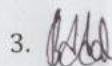
Section – B- 60 Marks

- Section – B will consist of **Essay Questions**
- The total marks for the Section – A is **60**
- It will consist of **8 Questions** given from **all four units i.e. 2 questions from each unit with internal choice**.
- The students have to answer **4 questions** and each question carries **fifteen marks**.
- The answer should not exceed **three pages**

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