

# ACHARYA NAGARJUNA UNIVERSITY

NAAC – 'A' grade

REGISTRAR



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No. ANU/Acad./SI/SC to AS/143/Minutes/J&MC/2017,

Date: 06-9-2017.

## PROCEEDINGS OF THE VICE-CHANCELLOR

Sub:- ANU – Academic – 143<sup>rd</sup> meeting of the SC to AS, dt. 20-7-2017 – Minutes – Dept. of Journalism and Mass Communications – Orders – Issued.

- Read:-
1. Minutes of the meeting of the Board of Studies (PG) in Journalism and Mass Communications held on 18-4-2017.
  2. Minutes of the 143<sup>rd</sup> meeting of the SC to AS held on 20-7-2017 pertaining to Item No.08.
  3. Vice-Chancellor's orders dated 29-8-2017.

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### ORDER:

The Vice-Chancellor, after having considered the minutes 1<sup>st</sup> and 2<sup>nd</sup> cited, has ordered as follows:

1. The minor modifications made to the syllabus of M.A. Journalism and Mass Communications which comes into force from the batch of students admitted for the Academic Year 2017-18 be approved.
2. The list of Journals approved and sent by the BoS (PG) in Journalism and Mass Communications be recommended to UGC to recognize the same for the evaluation of teachers performance in the discipline of Journalism and Mass Communications.
3. The list of Examiners for valuation and Viva-Voce of the Semester-end examinations recommended by the BoS (PG) in Journalism and Mass Communications be approved.
4. The membership be provided to the Contract Faculty of the Department in the BoS (PG) in Journalism and Mass Communications.
5. The proposal providing admission, to those who are working as professional journalists with a minimum of three years of service in the mass media, into Part-time Ph.D. be referred to the Board of Research Studies, ANU for consideration.
6. The proposal to allow Guest Faculty to take-up valuation of examination scripts be differed.
7. In the curriculum of M.A. Journalism and Mass Communications, MOOCs (Massive Online Open Courses) be introduced and implemented from the Academic Year 2017-18 in place of Non-Core papers.

(P T O)

Further, the Vice-Chancellor has ordered that the students should register for two MOOC courses, which shall not be less than three months duration, one in II Semester and the other in III Semester either from the SWAYAM platform (MHRD) or from the University website (list of courses identified by the concerned Department) and to allot 4 credits for each MOOC (2x4=8 credits) and submit the marks to the Controller of Examinations, ANU through the Head of the Department for incorporating the same in Marks Memo and Consolidated Marks Memo (CML).

Also, the Vice-Chancellor has ordered that students be permitted to opt more than one MOOC course in II and III Semesters of M.A. Journalism and Mass Communications course WITHOUT credits but the particulars of the course(s) completed by such students be printed in the marks lists and CML respectively.

(BY ORDER)

  
JOINT REGISTRAR  
ACADEMIC

Encl.: Syllabus copies. (*Also available in ANU website*)

To

The Chairman, Board of Studies (PG) in Journalism and Mass Communications, ANU.

Copies to: The Principal, University College of Arts, Commerce & Law, ANU.

The Dean, Faculty of Social Sciences, ANU.

The Co-ordinator, Dept. of Journalism and Mass Communications, ANU.

The Co-ordinator, P.G. & Professional Courses (Exams), ANU.

The Controller of Examinations, ANU.

All the members, BoS (PG) in Journalism & Mass Communications, ANU.

✓ Dr. B. Basaveswara Rao, In-Charge, University Official Website, ANU.

P.A. to Vice-Chancellor/Rector/Registrar, ANU.

The file.

**ACHARYA NAGARJUNA UNIVERSITY**  
**Department of Journalism and Communication**  
**REGULATION AND SYLLABUS**

**MA Journalism and Mass Communication**  
**Semester system (With effect from academic year 2015-2016)**

<i>Semester</i>	<i>Subject code</i>	<i>Subject Title</i>	<i>Theory Maximum Marks</i>	<i>Duration</i>	<i>Internal Maximum Marks</i>	<i>Total Marks</i>	<i>Credits</i>
<b>Semester I</b>	MJC 1.1	History of Journalism	70	3 hours	30	100	5
	MJC 1.2	Reporting for Print Media	70	3 hours	30	100	5
	MJC 1.3	Communication Theory	70	3 hours	30	100	6
	MJC 1.4	International Communication	70	3 hours	30	100	5
	MJC 1.5	Globalization, ICTs and communication	70	3 hours	30	100	5
	MJC 1.6	Practical's					
	Practical: 1	*Reporting and Book Review	50			50	2
	Practical: 2	*Field Study Report	50			50	2
		<b>Total</b>	<b>450</b>			<b>150</b>	<b>600</b>
<b>Semester II</b>	MJC 2.1	Public Relations	70	3 hours	30	100	5
	MJC 2.2	Editing and Computer Application	70	3 hours	30	100	5
	MJC 2.3	Radio Broadcasting	70	3 hours	30	100	6
	MJC 2.4	Film Communication	70	3 hours	30	100	5
	MJC 2.5	New Media	70	3 hours	30	100	5
	MJC 2.6(NC)	Print Journalism	70	3 hours	30	100	5
	MJC 2.7	Practical's					
	Practical: 1	*House Journal	50			50	2
	Practical: 2	*Radio Production	50			50	2
	<b>Total</b>	<b>520</b>			<b>180</b>	<b>700</b>	<b>35</b>

<i>Semester</i>	<i>Subject code</i>	<i>Subject Title</i>	<i>Theory Maximum Marks</i>	<i>Duration</i>	<i>Internal Maximum Marks</i>	<i>Total Marks</i>	<i>Credits</i>	
<b>Semester III</b>	MJC 3.1	Research Methodology	70	3 hours	30	100	6	
	MJC 3.2	Television Journalism	70	3 hours	30	100	5	
	MJC 3.3	Traditional and Cultural Communication	70	3 hours	30	100	5	
	MJC 3.4	Media Laws and Management	70	3 hours	30	100	5	
	MJC 3.5	Convergent Journalism	70	3 hours	30	100	5	
	MJC 3.6(NC)	Broadcast journalism	70	3 hours	30	100	5	
	MJC 3.7	Practical's						
	Practical: 1	*TV/Documentary Production	50			50	2	
	Practical: 2	*Seminar	50			50	2	
		<b>Total</b>	<b>520</b>			<b>180</b>	<b>700</b>	<b>35</b>
<b>Semester IV</b>	MJC 4.1	Development Communication	70	3 hours	30	100	5	
	MJC 4.2	Advertising	70	3 hours	30	100	5	
	MJC 4.3	Environment and Science Communication	70	3 hours	30	100	6	
	MJC 4.4	Human Rights and Media	70	3 hours	30	100	5	
	MJC 4.5	Dissertation and viva	75		25	100	5	
	MJC 4.6	Practical's						
	Practical: 1	*Internship	50			50	2	
	Practical: 2	*Creative Advertising	50			50	2	
		<b>Total</b>	<b>455</b>			<b>145</b>	<b>600</b>	<b>30</b>

## SEMESTER I

### MJC 1.1: HISTORY OF JOURNALISM

**Unit 1:** Evolution of Modern Newspapers - Origin and Growth of Newspapers in India – Early Journalism in India - Hick's Gazette - Bombay Chronicle - Indian press and Freedom Movement – Government versus Press –

**Unit 2:** - Growth of Nationalist Press - Journalism in 19th century - Contribution of Raja Ram Mohan Roy, Mahatma Gandhi, Bala Gangadhar Tilak, Sadanand to Indian Journalism - Telugu Journalists in English Press - Changes in Indian Media in post-Independence era -Modern Trends in Journalism Press.

**Unit 3:** Contribution of national eminent newspapers - Amrit Bazaar Patrika, Kesari, Hitvad, Times of India, The Statesman, The Hindu, Free Press Journal, Indian Express, Leader.

**Unit 4:** Telugu Journalism The origin and growth of Telugu newspapers – Freedom Movement and Telugu Press - Kandukuri Veeresalingam, Konda Venkatappaiah Panthulu, Kasinadhuni Nageswara Rao, Tapi Dharma Rao, Mutnuri Krishna Rao, Narla Venkateswara Rao

**Unit 5:** Krishna Patrika, Andhra Patrika, Andhra Prabha - Telugu Press after 1970s - Changing trends in Telugu Journalism - Eenadu, Andhra Jyothi, Visalandra, Prajasakhti – Vartha - Sakshi

#### **Reference Books:**

1. Indian Journalism : Nadig Krishna Murthy.
2. Indian Journalism : S. Natarajan.
3. Journalism in India: R. Partha Saradhi.
4. Studies in the History of Journalism : (Ed.) J.V.Seshagiri Rao.
5. Journalism Charitra vastha : R. Anand Sekhar.
6. Five Eminent Editors : Publication Division.
7. Telugu Journalism Charitra : Bangore.
8. Vartha Rachana : K. Rama Chandra Murthy
9. Indian Press Since 1955 : S.C. Bhatt.
10. Telugu Patrikalu : Potturi Venkateswara Rao

### MJC 1.2: REPORTING FOR PRINT MEDIA

**UNIT 1:** Historical background of writing: Elements of language – writing as coding of Contents, language of mediated communication. Translation – meaning, types and principles of translation; translation and rewriting practices in mass media.

**Unit 2:** Detailed analysis of news – definition – concepts – components – values – sources – press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects. Introduction to reporting skills: Structure of news story, Introduction to lead, Kinds of leads, Language in newspapers, Sources of news.

**Unit 3:** Kinds of reporting: Press Conference, Interpretative, Investigative, Opinion, Editorial writing, Interviewing techniques, Writing reports, Uses of photographs, Human interest stories. Reporting Special events: Disasters and accidents, crime, Sports, Budget, Legal Reporting –

courts, Legislature reporting, Speech reporting, Investigative reporting, Mofussil reporting. Features – news features – historical features photo features –profiles – syndicate features

**Unit 4 :** Reviews – definitions – scope –types of reviews – books –films – music theatre – TV programmes – performing arts – contemporary trends in reviews

**Unit 5:** Editorial writing – Types of editorials – Features- Feature writing –Column writing – writing creative middles – language as a tool of writing

### **Reference books**

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenbrg : The professional journalist
3. Ralph S. Izard: Reporting the citizen's news
4. M.V. Kamath : Professional journalism
5. George A Hough: News writing: Kanishka publishers
6. Daniel R.Williamson, Feature writing for news papers: Hastings house publishers, Newyork
7. Brian R Hollowal: Technical writing Basics
8. Smeyak. G Paul: Broadcast News Writing

## **MJC 1.3: COMMUNICATION THEORY**

### **Unit 1**

Definitions of communication – scope – Communication process – Variables of communication – Source - Message – Channel - Receiver – Feedback – Basic models of communication – Shannon & Weaver – Lass well –Berlo- Types of communication –interpersonal – group – mass communication – mass communication – characteristics of print, radio, Television, film

### **Unit 2**

Advanced models of communication – two step flow of communication opinion leaders – characteristics – Diffusion of innovation – Rogers and Shoemakers model of communication- Gate keeping models - White's model, Galtung and Ruge model of selective gate keeping – Models of communication – Verbal and non-verbal

### **Unit 3**

Sociological theories of communication – Cultivation theory – Agenda setting – Socialization – Dependency theory

### **Unit 4**

Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory

### **Unit 5**

Market communication concept –characteristics- reinforcement – sleeper effect - Organizational communication – Newcomb’s balance theory – congruity – Dissonance – Social judgment model- Mass theory – Society -Magic bullet theory – Theories of selectivity.

### Reference books

1. David Berlo(1960). *The Process of communication*. London.
2. Uma Narula (1976). *Mass Communication Theory and Practice*. New Delhi : Har Anand.
3. Denis Mcquail and Windhal. *Communication models* .
4. John Fiske : *Introduction to communication studies* London: Routledge.
5. Denis Mcquail (1993) *Media performance*. London: Sage
6. Denis Mcquail (2005) *Mass communication theory*. New Delhi: Sage.
7. DeFluer and Ball Rockech: *Theory of mass communication*

## MJC 1.4: INTERNATIONAL COMMUNICATION

**Unit 1:** Definition, Nature and Scope of International Communication - Characteristics of International Communication – Objectives of IN Communication - Types of International News - Channels of IN Communication - Flow of World News - One way flow –New ways to report the world

**Unit 2:** Transnational News Agencies – Origin and growth of AP, UPI, AFP, REUTERS, TASS ITAR etc., – Telegraph – Telephone – Origin and growth of The New York Times - International Propaganda – Disinformation - New Communication Technology - World Patterns of Elite Media

**Unit 3** Dimensions of International Communication – International Communication Policies – International News Systems - Non Aligned News Agencies Pool (NAM POOL) - UNESCO – New World Information and Communication Order (NWICO) – Mac Bride Commission – Emergence of IPDC

**Unit 4** Globalization and Mass Media – Different phases of globalization – Global Village – Emergence of STAR TV, CNN and its impact on world of communication war – Globalization and ICT – Communication Satellites

**Unit 5** Media organizations – International Press Institute (IPI) – International Telecommunication Union (ITCU) – British Broadcasting Corporation (BBC) – Voice of America (VOA) – European Broadcasting Union (EBU)– Asia Pacific Institute for Broadcasting Development (APIBD)

### Books for Reference:

1. International Communication : V. S. Gupta
2. International Communication : H.D.Fischer and J.C.Merril
3. The Politics of World Communication : Cees Hamelink
4. National Sovereignty and International Communication : Nerbert Schiller
5. Communication and Third World : Robertson

6. International and Development Communication: Bella Mody: Sage Publications

**MJC 1.5: GLOBALIZATION, ICTS AND COMMUNICATION**

**Unit 1**

Globalization- Definition, Context and Challenge, Globalization and International Politics, Globalization and International Institutions- UN, World Bank, IMF, GATT and WTO, NGOs, MNCs

**Unit 2**

Globalization networks and their impact -Globalization, ICT and Development- Technical Origin, Innovations and Productivity - Socio-economic impacts-Political impacts - ICT and E-commerce

**Unit 3**

Diffusion of ICT- the Digital Divide- Indian Economy, Employment and ICT- ICT markets and labor markets- Software and Hardware industries- Indian IT industry

**Unit 4**

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

**Unit 5**

State, ICT and Development- Governance Virtual to real- Bridging the Digital Divide -ICT Options for India- Policy issues- ICT in rural India- the Kerala Experience - ICT and service delivery- E seva- Case studies, Cyber laws and its implications

**Reference books**

1. Sumit Roy. (2005). *Globalization, ICT and Developing Nation*, New Delhi: Sage.
2. R. K. Bagga, et al. (2005). *The State, IT and Development*, New Delhi: Sage.
3. James N. Rosenau and JP Singh. 2006). *Information Technologies and Global Politics*, New York: State University of New York Press.
4. David Held et al. (2005). *Debating Globalization*, New York: Polity Press.
5. Peter N. Stearns. (2010). *Globalization in World History*, London: Routledge.
6. Tehri Rantaner. (2006). *Globalization and Media*. London: Sage Publications.

**MJC 1.6: Practicals**

**Practical 1: Reporting and Book Review**

It would be conducted to test the skills of the candidate in Reporting and Book review. The candidate needs to write a news report and book review for 50 marks. The practical examination shall be conducted by the faculty member drawn from interdisciplinary department of Acharya Nagarjuna University and marks would be awarded by him along with the concerned faculty member.

**Practical II: Field Study Report**

In fieldtrip, the student performance during the field trip and report based on the tour will be evaluated for 50 marks. The faculty member who takes up the Development communication would evaluate the performance and award marks independently.



## SEMESTER II

### MJC2.1: Public Relations

#### Unit 1

Definitions – nature – scope- Evolution of PR in India – A historical appraisal – publicity – Public opinion – propaganda – Advertising – PR a comparative evaluation – Social and psychological impact of PR – dynamic role of PR in public affairs – PR management

#### Unit 2

Components of PR – Principles of persuasion – effective communication – attitude change – application of communication techniques for PR media – PR for print , electronics and film, oral, open house, photography , campaigns , demonstration, exhibitions, trade, press – press conference – special events

#### Unit3

PR organisations – structure – PR policy –planning – fact finding – implementation- Feedback analysis – Methods of PR – Press relations – House journals- Periodicals – Controlled electronic communication – advertising as a component of PR – Direct communication methods – Books and other publications

#### Unit4

International PR – PR for central government –State government – Local bodies – PR and extension – Employees relations

#### Unit 5

Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – PR research areas – techniques – evaluation – Laws and ethical aspects – recent trends – PR education

#### Reference books

- 1.Cutlip & Centre(2005) *Effective public relations*. New Delhi: Pearson.
- 2 Bertrand R .Canfield : *Public relations*.
- 3 Stephenson: *Handbook of public Relations*.
- 4.Sam Black: *Practical public relations*.
- 5.J.H.Kaul: *Public relations in India*.
- 6.Leslie: *Public relations Handbook*.
- 7.Finn: *Public relations and the management*.
- 8.J.E.Marsen: *Modern public relations*.

## **MJC 2.2: EDITING AND COMPUTER APPLICATIONS**

### **Unit 1**

Editing – definition – principles of editing – Hierarchy of editing department – Qualities – Duties and responsibilities of news editor/copy editor/sub editor – news flow management – leader writers – editorial board

### **Unit 2**

Using correct grammar and punctuation – Consistent style and correct words, numerals, abbreviations, capitalization, time, dateline, checking facts, reliability of different source, editing stories

### **Unit 3**

Leads and Headlines arrangement – Types of headlines – Purpose – Characteristics – Guidelines – Placement – alignment – Typography – Type size – Width – Style – Weights

### **Unit 4**

Design and layout – Design principles – Contrast – Proportion – Unity – Design element – Body type – Borders – Open space – Art – Color – Layout style - newspaper layout – Basic guidelines – Inside pages – Pagination layout

### **Unit 5**

Editing pictures – Photo shop – Info graphics – Selecting pictures – Selecting the best shot – Preparing images for publication – Scanning – Selecting a file format – Cropping and scaling photographs – Editing information graphic – Types – Guidelines – Evolution Printing Technology

### **Reference Books:**

1. Bruce Westley: News Editing. New Delhi: IBH Publishers.
2. Frank Barton (1989): The newsroom: A manual of journalism. New Delhi: Sterling Publishers.
3. R. Parthasarathy: Basic Journalism. New Delhi: McMillan

## **MJC 2.3: RADIO BROADCASTING**

### **UNIT 1:**

Brief history of broadcasting in India – Characteristics of radio – Objectives of radio- All India Radio, AIR code– special audience programmes – women – children – youth – industrial workers – farm and home - Education programmes

### **Unit 2**

Studio operations – sound and acoustics – recording software - Different formats – dubbing techniques – AM (Amplitude Modulation) and FM (Frequency Modulation) - Audition – digitalization - microphone talents – mikes – Outdoor broadcast — Stages in programme production – Writing for radio – news feature – interviews – audience profile - Covering special events – Festivals – Sports – Radio Bridge

**Unit 3**

Public Broadcasting- News Services Division (NSD) - Autonomy – Prasara Bharathi – Commercial broadcasting – Non-lapsable Fund (NLF) – Committees for development of AIR

**Unit 4**

Who is who in radio – Organization structure of radio - Station director – Asst. Station Director - Programme Executive – Transmission Executives – Announcer – Other crew - Audience Research Unit

**Unit 5**

Radio for development – Community radio Stations (CRS) – Campus Radio – Commercial FM radio - Emerging trends in Radio broadcasting - Terminology in Radio Production

**Reference Books :**

1. P.C.Chatterji: *Broadcasting in India. New Delhi: Sage.*
2. U.L.Barua: *This is All India Radio.*
3. Mehra Masani: *Broadcasting and the People.*
4. H.R.Luthra: *Indian Broadcasting.*
- 5.G.C.Awasthi: *Broadcasting in India.*
- 6.Keval T. Kumar: *Mass Communication in India.*

**MJC 2.4: FILM COMMUNICATION**

**Unit 1:** A brief history of films: Silent era – Talkies – popular cinema in 1950s – New wave cinema – Types of films – stage in film making – sound Recording – post production – Animation techniques – Film reviews – Film appreciation.

**Unit 2:** Problems and prospects of the Indian film industry, film organizations – FTII, NFDC – Censorship – Laws: Khosla Committee report – National/State Film policies. State of the film industry; regional cinemas; problems and issues; future prospects.

**UNIT 3:** Film production: Techniques; Television production techniques: introduction to pre-production, production and post-production; editing – linear and non-linear; special effects; emerging trends. Principles of script writing for films;

**Unit 4:** Evaluation of finished film; Effectiveness of storytelling; Technical considerations: focus, clarity of sound, editing; Aesthetic considerations: style, pace, creativity.

**Unit 5:** Post production; Picture edit; Post sync sound work; Mixing all sound into a composite sound track ; Production book ; Including all notes, budget and receipts; breakdown; camera reports; editing logs, mixing cue sheets, talent releases, music license, etc.;

**Reference Books :**

1. Broadcasting in India : P.C. Chatterjee
2. TV Programme production : G.B. Millerson
3. Television in India : R. N . Acharya
4. Making a Television programme : Breyer – Johnson

5. TV for Education and Development: B.s. Bhatia
6. Now the Headlines : S. P. singh
7. TV News writing, Editing Filming, Broadcasting: I. E. Fang
8. A Handbook for script writers : B.W. Welsch
9. Our films and their films : Satyajit Ray
10. Indian cinema today : Kabita Sakar
11. The Art of Film : Lindgrad
12. How to read a Film : James Monaco
13. Film – a reference Guide : Armour
14. 75 years of Indian cinema : Feroz Rangoonwallah
15. Film Censorship : G.D. Khosla
16. Black & White : Raavi Kondala Rao

### **MJC 2.5: NEW MEDIA**

#### **Unit I**

Introduction to networks – The Internet – Working on internet – Addressing skills – Domains and Sub domains – Main features of Internet – WWW – e-Mail – Tools for Web search

#### **Unit II**

Websites- Blogs- Micro blogs- Social networks- You tube - Twitter- Linked in- Pod casting – Photo sharing - Social book markings - Online communities

#### **Unit III**

Writing and reporting for the web- Art of linking – Editing- Photo journalism- Audio— Video- Editing for the web – Writing summaries – Types of summaries-audio slide show-learning HTML- Headlines for web-

#### **Unit IV**

Digitalization- Web design- Electronic publications- e- newspapers - Screen typography- Navigation- Printer friendly web pages- Advertising on internet – Viral marketing- Law relating to Cyber Media

#### **Unit V**

On line news - Streaming video and streaming audio - 3 D and virtual reality environments and effects- Highly interactive user interfaces- CD and DVD media- Telephone and digital data integration

#### **Reference Books**

Arun Sandhu. (2000). *Internet Journalism: Yesterday, Today and Tomorrow*, Pune: Pune University.

Leah Lievrouw, Sonia Livingstone *Hand book of New Media*, Sage publications

DanHarries ( ) *The New Media book*, British Institute.

R .Singhal *Computer application for Journalism*, Ess publishers

Thurlow, Crispin, Laura Lengel and Alice Tomic, *Computer Mediated Communication*, London, Sage.

Kevin Kawanoto, Rowman (Eds, ) *Introduction to Digital Journalism: Emerging Media and the changing Horizons of Journalism*, Little field Publishers.

Holcomb ( ) *Online Journalism: Principles and Practices of news for the web*, Hathway Publishers.

## MJC 2.6 (NC) PRINT JOURNALISM

Unit – 1	History of Journalism – origin of press – Evolution of Modern Newspapers – Growth of National press – Vernacular press – Telugu Journalism.
Unit – 2	News definition – Structure of News – Types of News – Source of news – news values.
Unit -3	Lead definition – Kinds of Leads – Language of Newspapers – Reviews – Feature – Editorial – Columns – Article – Human interest stories – Interviews – Photos – cartoons.
Unit – 4	specialized reporting – Investigative reporting – Developmental citizen reporting – Environmental and science reporting.
Unit – 5	Editing - definition – Principles – Duties and responsibilities of editor/ sub editor – Headlines – Types of headlines – Photo editing.

### **Reference books:**

1. M.V. Kamath : Professional journalism
2. Daniel R. Williamson, Feature writing for newspapers: Hastings house publishers, Newyork
3. Emery, Adult & Ages: Reporting and writing the News
4. Bruce Westley: News Editing. New Delhi: IBH Publishers.
5. Frank Barton (1989): The newsroom: A manual of journalism. New Delhi: Sterling Publishers.
6. Indian Journalism: Nadig Krishna Murthy.
7. Indian Journalism: S. Natarajan.
8. Journalism in India: R. Partha Saradhi.
9. Studies in the History of Journalism: (Ed.) J.V.Seshagiri Rao.
10. Journalism Charitra vastha : R. Anand Sekhar.

## MJC 2.7 P: Practicals

### **Practical 1: House Journal**

Every student has to bring out an edition of *Suhrulekha* of four pages at the end of the second semester. He has to report, edit and publish it on his own for which 50 marks will be awarded. It would be evaluated by the concerned faculty and external examiner drawn from other university combinedly .

### **Practical II: Radio Production**

The radio capsule has to be produced by candidate and its quality of production and content would be evaluated for 50 marks. The candidates have to prepare radio capsule for any three of the following items: News bulletin News, magazine, Review, Music programme, Drama, play let, Advertisement, Promo, Bumper etc. the evaluation shall be taken up by the concerned faculty and external examiner drawn from other university combinedly .

## SEMESTER III

### MJC 3.1 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 2:** Basic elements of research – concepts, definitions, variables, hypothesis and causation. Hypothesis – type of hypothesis – Characteristics of good hypothesis – hypothesis testing. Research designs in Mass Communication - Research outlines of important designs, approaches: Survey research. Content analysis and historical method. Measurement - Meaning - Levels and types of measurement.

**Unit 3:** 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 4:** Use of statistics in communication research: Basic statistical tools, Measures of central tendency (mean, mode and median), measure of dispersion (standard deviation, correlation and chi-square).

**Unit 5:** 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

**Reference Books:**

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. Introduction to Mass Communication Research-Nafoziger, Ralph, David and White.
6. The tools of Social Science – Madge.J
7. Survey Methods in Social Investigation – Mosor and Kalton
8. Using Statistics for Psychological Research –Walker.J.T.
9. Methods in Social Research: W.J Goode&P.K. Hatt.
10. Methodology and Techniques of Social Science research: Wilkison and Bhandarkar
11. Research Methodology, Methods and Techniques: C.R.Kotari
12. Scientific Social surveys and Research: Pauline.
13. Winner & Dominic: Mass Media Research, an introduction.

### MJC 3.2: TELEVISION JOURNALISM

**UNIT 1:**

Television as medium of mass communication – Video revolution Origin and growth – Characteristics — Doordarsan origin and Growth in India – SITE - of Stages in TV programme production - Audience

**UNIT 2**

Types of TV Programmes - TV News – Principle Code - News telecast technique – Programmes for special audience – Women – Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics

**UNIT 3**

Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization – DTH TV – HD TV

**UNIT 4**

Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays.

**UNIT 5**

Studio operations: Sound and acoustics – Microphones – Lighting – Floor planning – Duties of the TV crew - Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmes – Role of producer and News presenter — Tapes and recording – different formats – dubbing - Cameras – Lenses – Basic shots – Movements – Video editing

**Reference Books**

1. Video camera Techniques – Gerald Millerson
2. Television News and the new Technology – Richard. D. Yonkham and Charlea.F
3. Making a television programme. Breyer – Johnson
4. Radio and TV Journalism: S. Kumar, Shubhi Publications
5. Now the headlines: S.P. Singh.
6. Communication Policies in India. Desai, M. V. Paris: UNESCO, 1977.
7. Broadcasting and the People. Mehra, M. New Delhi: National Book Trust, 1976.
8. Mass Communication and Journalism in India. Mehta, D. S. New
9. The Rise of National Programming: the Case of Indian Television.” Rajagopal, A.
10. Television in India. . R. N. Acharya
11. TV for Education and Development. B.S.Bhatia
12. TV News writing, Editing, Filming, Broadcasting. I.E.Fang
13. A Handbook for script writers. B.W.Welsh.

**MJC 3.3 - TRADITIONAL AND CULTURAL COMMUNICATION**

**Unit 1:** Definition of Traditional Media – Historical background of Traditional Media – Nature, Characteristics and Different phases of Traditional Media. Traditional media for Development

**Unit 2:** Folk Arts in India – Jatre, Yakshagana, Tamasha, Koodiyattom, Therikothu – Popular Folk Arts in different regions – Folk Arts and Social perspective – Folk Arts and political communication .

**Unit 3:** Folk Formats in Andhra Pradesh: Origin and growth of Harikatha, Burrakatha, Jamukula Katha, Street plays (Veedhi Natakalu), Tolu Bommalata (Puppetry), Tappetagullu, Oggu Katha, Yellamma Jatra.

**Unit 4:** Origin and meaning of Cultural Communication – Models in Intercultural communication – Aristolean, Cybernetic, Biological, Psychological models – Cultural Institutions: Family, Religious Place, School and Mass media.

**Unit 5:** Verbal and Non-verbal communication – Role of media in intercultural communication – Communication Technology — modern technology and cultural change.

**Books for Reference:**

1. Folk Lore of Andhra Pradesh : B. Rama Raju
2. The Role of Traditional Folk Media in Rural India : N. Vijaya
3. Telugu Vari Janapada Kalarupalu : Mikkilineni Radha Krishna Murthy
4. Folk Performing Arts of Andhra Pradesh : M. Nagabhushana Sharma

5. Folk Arts and Social Communication : Dugadas Mukhopadhyaya
6. Intercultural Communication : John Beatty, Junichi Takahashi
7. Foundations of Intercultural : K.S.Sitaram and R.T. Cogdelt
8. Culture and Communication: A World View : K.S. Sitaram
9. Mass Communication : A Sociological Perspective

### **MJC 3.4: MEDIA LAWS AND MANAGEMENT**

#### **Unit 1**

History of media law in India – Indian Constitution – Fundamental Rights – Directive Principles – Centre State relations – Emergency provisions – Amendment of the Constitution – Parliamentary privileges – Cases related to freedom of Media

#### **Unit 2**

Defamation – Libel and slander – Cases related defamation – IPC – CrPC 1973 – Official Secrets Act 1923 – Contempt of court act 1971 – RTI Act 2005 – Print media acts – Press and Registration of Books Act 1867 – Registration of Newspapers – Press Council Act 1978 – Working Journalists and other newspapers employees (Condition of Service) and Miscellaneous Provisions act.

#### **Unit 3**

Intellectual Property rights – Designs act – Patent act – Copy right act - IT Act 2002) – Cyber crimes – Media and Law and wioment and children – Cinematograph act 1952, Media Ethics – Code of ethics

#### **Unit 4**

Types of managements – Functions – Newspaper departments – Ownership pattern – Advantages and Disadvantages – Newspaper finance and control – RNI – Recruitment policy – Training – Wage policy – Wage boards – Readership surveys ABC – Press Commissions – Press Council of India

#### **Unit 5**

Organization structures of AIR – DD – Prasarabharati – Status of FM Radio – Cable TV – Private Satellite channels – DTH - CAS

#### **Reference Books:**

1. Herbert Lee: Newspaper Organisation and Management. New Delhi: Surjeet publications
2. P.C. Chatterji (1988) Broadcasting in India. New Delhi. Sage publications
3. UL Barua: This is All India Radio.
4. Mehra Masani (1986); Broadcasting and the people. New Delhi. National Book Trust.
5. HRLuthra: Indian Broadcasting
6. Reports of Information and Broadcasting Ministry.
7. First press commission Report, Vol. I & II.
8. Second press Commission Report Vol. I & II
9. Vanita Kohli (2006) The Indian Media Business: New Delhi. Sage.



10. Durga Das Basu :Laws of the Press in India
11. Rayudu C.S. :Communication Laws
- 12.Durga Das Basu :Introduction to Indian Constitution
- 13.Universal Publications Limited : Press, Media and Telecommunications Laws  
Press laws : D.D.Basu
- 14.The truth about Indian press : S. Sahani
15. Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

### **MJC 3.5 – CONVEERGENT JOURNALISM**

#### **UNIT-I**

Definition, concept and implications of Convergence. Convergence in Media research, technology and convergence, recent models of convergence- Convergence Continuum, Lawson Borders model, ICTs, ICT in India

#### **UNIT-II**

Wiki Journalism, Digital storytelling- elements, online news sites: case study-an evaluation and analysis, Bloggers vs. Journalists, Blogging as evolving form of journalism, Understanding new media concept, Newspapers and blogs- use and issues.

#### **UNIT-III**

Media Consolidation- ownership, control, conglomerates, Social Networking Services (SNS): Definition and history, Facebook, Twitter; Youtube- issues and usage, privacy, identity and digital media, role of Social Media as alternative media in the contemporary world

#### **UNIT-IV**

Age of Information Journalism, Existential journalism, Regulatory challenges to media convergence in India, Broadcasting and Convergence, Web 2.0, rise of Citizen journalism, Podcasting, Non text media and credibility, issues of linking, attribution, verification and permissions in new age journalism, Ethics related to convergence, Communication Convergence Bill.

#### Reference Books

*Convergence Journalism: Writing and Reporting across the News Media* by Janet Kolodzy

*Convergent Journalism: An Introduction* by Stephen Quinn and Vincent Falk

*Understanding Media Convergence* by August E Grant

*Journalism and New Media* by John V Pavlik

*Convergence Culture: Where old and new media collide* by Henry Jenkins

## **MJC 3.6 (NC) BROADCAST JOURNALISM**

### **UNIT 1:**

Brief history of broadcasting in India – Characteristics of radio – Objectives of radio- All India Radio, AIR code– special audience programmes – women – children – youth – industrial workers – farm and home - Education programmes

Television as medium of mass communication – Characteristics of TV — Doordarsan origin and Growth in India – SITE - Stages in TV programme production - Audience

### **Unit 2**

Different formats of Radio – AM (Amplitude Modulation) and FM (Frequency Modulation) - Audition – digitalization — Stages in programme production – Writing for radio - Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays.

Types of TV Programmes - TV News – Principle Code - News telecast technique – Programmes for special audience – Women – Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics

### **Unit 3**

Public Broadcasting- News Services Division (NSD) - Autonomy – Prasara Bharathi – Commercial broadcasting – Non-lapsable Fund (NLF) – Committees for development of AIR

Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization – DTH TV – HD TV

### **Unit 4**

Who is who in radio and TV – Organization structure of radio and TV - Station director – Asst. Station Director - Programme Executive – Transmission Executives – Announcer – Other crew - Audience Research Unit

### **Unit 5**

Radio for development – Community radio Stations (CRS) – Campus Radio – Commercial FM radio - Emerging trends in Radio broadcasting - Terminology in Radio Production

Duties of the TV crew - Shooting – Documentaries – Dramas – Variety programmes – Role of producer and News presenter — Tapes and recording – different formats - Cameras – Lenses – Basic shots – Movements – Video editing

### **Reference Books for Radio**

1. P.C.Chatterji: *Broadcasting in India. New Delhi: Sage.*
2. U.L.Barua: *This is All India Radio.*
3. Mehra Masani: *Broadcasting and the People.*
4. H.R.Luthra: *Indian Broadcasting.*
5. G.C.Awasthi: *Broadcasting in India.*
6. Keval T. Kumar: *Mass Communication in India.*

### **Reference Books for TV**

1. Video camera Techniques – Gerald Millerson
2. Television News and the new Technology – Richard. D. Yonkam and Charlea.F

3. Making a television programme. Breyer – Johnson
4. Radio and TV Journalism: S. Kumar, Shubhi Publications
5. Now the headlines: S.P. Singh.
6. Communication Policies in India. Desai, M. V. Paris: UNESCO, 1977.
7. Broadcasting and the People. Mehra, M. New Delhi: National Book Trust, 1976.
8. Mass Communication and Journalism in India. Mehta, D. S. New
9. The Rise of National Programming: the Case of Indian Television.” Rajagopal, A.
10. Television in India. . R. N. Acharya
11. TV for Education and Development. B.S.Bhatia
12. TV News writing, Editing, Filming, Broadcasting. I.E.Fang
13. A Handbook for script writers. B.W.Welsh.

### **MJC 3.7 Practicals**

#### **Practical 1: TV/Documentary Production**

In Television capsule/ Documentary evaluation, the student’s performance of Preproduction, Script format, breakdown, content development, videography, post production etc. will be tested for 50 marks each. Evaluation shall be conducted by the external examiner drawn from interdisciplinary department of Acharya Nagarjuna University and the internal members of the department who teaches the subject or concerned regular faculty in case of Guest faculty.

#### **Practical II: Seminar**

Students have to select a topic and present a seminar paper in a proper manner under the guidance of the faculty. The way of presentation, interaction of the student and content of the paper shall be considered for award of 50 marks. Seminar would be conducted and evaluated by all the faculty members. Candidates would be allotted to the faculty by means of lottery system.

### **SEMESTER IV**

#### **MJC 4.1 DEVELOPMENT COMMUNICATION**

**Unit 1:** Development – Different concepts – Causes for under development – Theories of Development – Economic theory – Walt Rostow – Sociological theory – Modernization theory – Dependency theory – Models of Development - Dominant paradigm – New paradigm of development – Sustainable development – Development dilemmas – Millennium development goals – Diffusion of innovations

Unit 2 Development Journalism – Origin – growth – developmental journalism – concepts – development news – Development reporting – Problems – Indian Press and Development journalism and case studies

Unit 3 Development Communication - Definition - Nature - Scope – Merits and Demerits – Case studies of SITE and Jabual development communication project – Development support communication – Communication and Human development – Literacy – Population control – Sanitation – Gram panchayat - AIDS

Unit 4 Participatory development – Community development – Participatory communication research – case studies – Multimedia approach to development issues – Interpersonal

communication – Traditional communication – Mass communication – Community Radio, TV, Film – Case studies

**Unit 5:** Development in the Third World - Criticism of western models of development - Areas of Development (political, social and economic issues, population control, literacy, vocational and higher education, health management, environmental issues, health management, inequality issues, tribal, women and girl child problems). Key Elements – Decentralization, Urbanization, Modernization, Westernization, Industrialization

**Books for Reference:**

1. Development Communication: Uma Narula
2. Mass Communication and National Development : Wilbur Schram
3. Development and Modernization : S.C.Dube
4. The passing of Traditional Society : Daniel Lerner
5. Participatory Communication for Social Change : Hean Serraes
6. Manual of Development Journalism : Alan Chakle

**MJC 4.2: ADVERTISING**

**Unit1**

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

**Unit2**

Planning and campaigns – Media selection – newspapers – Magazines – Radio \_ Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins

**Unit3**

Outdoor advertising in India -Commercial advertisings over - All India Radio -Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

**Unit4**

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – Evaluation of effectiveness

**Unit5**

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

**Reference books**

1. Cohen: Advertising.
2. Dunn: Advertising its role in modern society -
3. Hepner: Advertising psychology and research –
4. Warner et a: Advertising.
5. Chunna Wallah: Fundamentals of advertising
6. Mahendra Mohan: Advertising Managemnet Concepts & Cases
7. Wright: Advertising campaigns

8. Thomas Jefkins: Advertising made Simple
9. Leon Quera: Effective advertising

### **MJC 4.3: ENVIRONMENT AND SCIENCE COMMUNICATION**

#### **Unit-1**

Environmental communication –nature, scope, and definition - Global environmentalism - environmental movements in India, USA and Europe - Media and environmental journalism

#### **Unit-2**

Environment-causes and factors of environmental pollution, constitutional and legal provisions in India. Environmental acts. Earth summits, UN and climate change. Citizen's communication and public participation. Criticisms of traditional forms of public participation- the emergence of alternative forms of public participation.

#### **Unit-3**

Media coverage of environment. News production, political economy, gate keeping, objectivity, and balance, agenda setting. Rise of alternative environmental media – newspapers, films, professional societies for environmental journalists, environmental advocacy, case studies, dilemmas of environmental advocacy- green marketing and corporate campaign

#### **Unit-4**

Science communication-definition-nature-scope and need. History of science communication, key elements. Science communication and development, introduction to science writing in media, expanding fields for science writing, news and science story writing

#### **Unit-5**

Scientific temperament –science convention- three principles of usefulness, science reporting radio, newspapers, magazines TV – communication for health and medicine. Science and censorship-safe guarding the future.

#### **Reference Books:**

1. J.V Vilanilam (1993) : Science Communication and Development, Sage Publishers, New Delhi.
2. D.W Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Redas, Texas, USA
3. Pamela Creedon, Women Mass Communications
4. Charlotte Krolokke, & Annie Scott Sorensen (2005), Gender Communication : Theories and Analysis, Sage Publications.
5. H.O. Aggarwal (2000), International Law and Human Rights, Central Law Publications, Allahabad.
6. N.J. Wheeler & Tomothy Dunne (1999), Human Rights in Global Politics, Oxford, London.
7. Robert Cox (2006), Environmental Communication and Public Sphere, Sage, London
8. L. Wallack, et.al. Media Advocacy and Public Health, Sage, London

## **MJC 4.4 HUMAN RIGHTS AND MEDIA**

### **UNIT I**

Meaning and Concept of Human Rights - Notion and Classification of Rights: Natural, Moral and Legal Rights, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights; Collective/Solidarity Rights) –

### **UNIT-2**

Journey from Magna Carta to the Universal Declaration of Human Rights (Magna carta; The united states Declaration of Independence; The French Declaration of the Rights of Man and the Citizen; United states Bill of Rights; Geneva Convention of 1864; Universal Declaration of Human Rights, 1948. - International Bill of Rights (Significance of Universal Declaration of Human Rights, International Covenant on Economic, Social and Cultural Rights)

### **UNIT III**

Conflict and human rights - What are human rights? Universal Declaration of Human Rights, International Bill of Human Rights, Other important instruments - Human rights reporting - Role of journalists: Alerting people to abuse of rights; tools journalists need -What human rights instruments say about journalism: Limitations on freedom of expression, Hate speech, Journalists, defamation and privacy, Protection of sources etc - Working with NGOs, Positive coverage of human rights achievements

### **UNIT IV**

The Role of the U.N. Security Council and other International Organisation (Amnesty and Red Cross) - International Sanctions Against Violations of Human Rights ('Unilateralism': Humanitarian Intervention versus State Sovereignty)

### **UNIT V**

International Convention of Elimination of All Forms of Racial Discrimination; Declaration on the Elimination of All Forms of Intolerance and Discrimination Based on Religion or Belief - International Concerns Regarding Self- Rule and the Rights of Self- Determination

#### References:

1. David Beetham, *Politics and Human Rights*, Oxford: Black well, 1995
2. James Nickel, *Making Sense of Human Rights: Philosophical Reflections on the Universal Declaration of Human Rights*, Barkeley: University of California Press, 1987.
3. Michael Freedon, *Rights*, Delhi: World View, 1998 (Indian Reprint)
4. Michael Freeman, *Human Rights: An Interdisciplinary Approach*, Oxford: polity, 2002.
5. Upendra Baxi, : *The Future of Human Rights*, New Delhi: Oxford University Press.
6. M.R. Ishay, *The History of Human Rights*, Orient Longman, New Delhi, 2004.
7. Jansuez Symonides (ed.), *Human Rights*, Rawat Publications, Jaipur, 2005.
8. AH Robertson and JG Merrills, *Human Rights in the World*, Universal, Delhi, 2005.
9. Richard Clayton and Hugh Tomlinson (eds). *The Law of Human Rights*, (2 vols.), OUP, Clarendon, 2005.

10. *Reporting Conflict: A Handbook for Media Practitioners* by Laxmi Murthy (South Asia Forum for Human Rights, 2004)
11. *Reporting Conflict* by James Rodgers (Palgrave Macmillan)

#### **MJC 4.5: DISSERTATION AND VIVA**

During the fourth semester, all students will study issues of development and deprivation. Deprivation refers to the inability of individuals in the society to enjoy basic human living standards. Among these is the ability to live a long and healthy life free from disease and hunger, have the opportunity to be educated qualitatively and to have access to resources needed for a socially acceptable standard of living. Deprivation in its different forms may apply to all, or to the majority of the members of specific social groups or classes. The students shall take up research to identify these issues in the context of journalism and mass communication and submit the dissertation report. Candidates shall be allotted to the faculty by means of lottery system. Dissertation will be evaluated by both internal (Guide) and one external examiner from outside university for 75 Marks. There shall be a Viva-voce on the dissertation for 25 marks by a three-member committee comprising Coordinator/HOD, External examiner drawn from other university and the concerned supervisor. Hard-bound dissertation Document would be submitted before the semester-end examination. The three-member panel will question the student on the dissertation submitted by him, his methodology and marks would be awarded according to level of perception of subject by the student and overall presentation.

#### **MJC 4.6 Practicals**

##### **Practical I: Internship**

Students have to take up a three-week internship at a print, broadcast, advertising, public relations or online news organisation before final examination. In this, 50 marks would be awarded based on the overall opinion of the person in-charge of media house, at which he/she undertakes Internship. Two weeks of internship would be dedicated to general overall functioning of a journalist including one week of Editing at the News/Features Desk, Understanding Real-time Deadlines, and another week of reporting political or any news of general nature. Students are supposed to take another week of internship in a particular field of specialisation of their interest.

##### **Practical II Creative advertising**

In practical II, the candidate would be asked to write a copy for the advertisement the questions of which would be given by the external examiner. The candidate would be awarded 50 marks for creating advertisement on the spot and it shall be conducted by the **External examiner** of other university which would be evaluated by himself and the faculty member who teaches the subject.

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