



Department of Journalism and Communication
Yogi Vemana University, Vemanapuram,
Kadapa, YSR District, Andhra Pradesh

Paper Titles, Credits & Scheme of Examination

1st Semester

Sl. No	Paper Title	No of Credits	Hours per Week		Maximum Marks - 100		Exam Time
			Lecture	Practice	Internal	External	
MJMC 101	History of Journalism and Mass Media	5	6	-	25	75	3 Hours
MJMC 102	Writing, Reporting and Editing for Print Media.	5	6	-	25	75	3 Hours
MJMC 103	Communication Theories and Models.	5	6	3	25	75	3 Hours
MJMC 104	New Media applications for Mass Media	5	6	3	25	75	3 Hours
MJMC 105	Practical- 1- Reporting	2	-	3		50	1 ^{1/2} Hours
	Practical- II - Translation & Language Skills	2	-	3		50	1 ^{1/2} Hours

2nd Semester

Sl. No	Paper Title	No of Credits	Hours per Week		Maximum Marks - 100		Exam Time
			Lecture	Practice	Internal	External	
MJMC 201	Writing, Reporting and Editing for Electronic Media	5	6	3	25	75	3 Hours
MJMC 202	Advertising	5	6	3	25	75	3 Hours
MJMC 203	Media Laws, Ethics	5	6	--	25	75	3 Hours
MJMC 204	Media Management	5	6	-	25	75	3 Hours
MJMC 205	Practical- 1- House Journal.	2	-	3		50	
	Practical- II -Radio Production.	2	-	3		50	
MJMC 206	Print Journalism	4	6	-	25	75	3 Hours

3rd Semester

Sl. No	Paper Title	No of Credits	Hours per Week		Maximum Marks - 100		Exam Time
			Lecture	Practice	Internal	External	
MJMC 301	Public Relations & Corporate Communications	5	6	3	25	75	3 Hours
MJMC 302	Film Communication	5	6	3	25	75	3 Hours
MJMC 303	Development Communication	5	6	-	25	75	3 Hours
MJMC 304	Science and Environmental Communication	5	6	-	25	75	3 Hours
MJMC 305	Practical- 1- Press Releases, Film Script	2	-	3		50	1½ Hours
	Practical- II - Internship Report	2	-	3		50	
MJMC 306	Broadcast Journalism	4	6	-	25	75	3 Hours

4th Semester

Sl. No	Paper Title	No of Credits	Hours per Week		Maximum Marks - 100		Exam Time
			Lecture	Practice	Internal	External	
MJMC 401	International Communication	5	6	-	25	75	3 Hours
MJMC 402	Traditional and Cultural Communication	5	6	-	25	75	3 Hours
MJMC 403	Gender and Human Rights Communication	5	6	-	25	75	3 Hours
MJMC 404	Research Methodology	5	6	-	25	75	3 Hours
MJMC 405	Dissertation	2	-	-		50	
MJMC 406	Seminar	2	-	-		50	

Papers	Total No, of Credits	Total Hours			Total Marks		
		Lecture	Practice	Total	Internal	External	Total
Core Papers	96	96	36	132	480	1520	2000
Non-Core Papers	08	08	-	08	60	140	200
TOTAL	104	104	36	140	540	1660	2200

SEMESTER I

MJMC 101: HISTORY OF JOURNALISM AND MASS MEDIA

Unit -1

Origin of Newspapers in India – Hick’s Gazette - Bombay Chronicle - Early Journalism in Bengal, Madras and Bombay - Indian press and Social Reforms- 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 - Modern Trends in Indian Press.

Unit -2

Contribution of Raja Ram Mohan Roy, Bala Gangadhar Tilak, Mahatma Gandhi, S. Sadanand to Indian Journalism – Contribution of eminent newspapers - Amrit Bazaar Patrika, Kesari, Times of India, The Statesman, The Hindu, Free Press Journal - Contemporary National news papers.

Unit-3

Telugu Journalism The origin of Telugu newspapers – Telugu press and Social reforms - Freedom Movement and Telugu Press – Contribution of Kandukuri Veeresalingam, Kasinadhuni Nageswara Rao, Mutnuri Krishna Rao, Narla Venkateswara Rao, Kamaraju Rama Rao, M. Chalapathy Rao - Contributions of Krishna Patrika, Andhra Patrika, Contemporary Telugu News Papers - Changing trends in Telugu Journalism -

Unit - 4

History of Broadcasting in India – Origin and Growth of Radio and Television in India - Growth of broadcasting Media after 1990 – Cable Television- Prasara Bharathi- Satellite Television in India – FM in India. - Development of New Media – Internet – Web Journalism – Online Newspapers -Blogs – Social Networking – Mobiles as mass media devices.

Reference Books:

1. Nadig Krishna Murthy : Indian Journalism, Mysore University Press
2. S. Natarajan. Indian journalism
3. R. Parthasarathi: Modern Journalism in India. Sterling Publishers.
4. J.V. Seshagiri Rao. Studies in the history of /journalism
5. Rabindranath. M: History of Telugu Journalism, Print & Electronic Media
6. P.C.Chatterji: Broadcasting In India, New Delhi, Sage Publications
7. Dr.Balashouri Reddy: Telugu Patrikala Charithra
8. N. Venugopal: Narla Bata, Navatharniki Narla
9. H.R. Luthra: Indian Broadcasting

SEMESTER I
MJMC- 102- REPORTING, AND EDITING FOR PRINT MEDIA

Unit- 1

Definition of News - Types of News - News values – Qualifications & Responsibilities of Reporter - Hierarchy in Reporting – Writing skills: Accuracy, Brevity, Clarity, Readability, Balance & Fairness, Objectivity - Components of News story, Kinds of Leads – Structure of News Story: Inverted Pyramid Style of writing, 5 Ws, H - News Sources: Press conference, Interviews, Press Releases - Difficulties in Reporting.

Unit - 2

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 - Profiles – Curtain raisers.

Unit - 3:

Editing - Definition, Principles, Need for Editing - Editorial Desk – Hierarchy- Duties and responsibilities of Editor, News Editor, Copy Editor, Sub Editor – Types of Copies, – Different Editorial Desks - Editing Process in Print Media: Symbols, Re-writing, Integrating, Updating, Referencing, Translation, Proof Reading – Style Book sheet-Headlines: Functions, Types, Planning and Pages – Special Supplements – Writing Captions, Leads. Page Makeup, Types, Front Page, Layout and Design –Photo editing - Cropping

Unit - 4

Editorial writing – Types of editorials – Features- Feature writing, news features, Historical features photo features – Column writing – writing creative middles. Translation – meaning, types and principles of translation; translation and rewriting practices in mass media

Reference books:

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg: The Professional Journalist
3. 4. M.V. Kamath: Professional Journalism
5. Patanjali Sethi: Professional journalism
6. Writing for Media: Dr. C. V.Narasimha Reddy (Dr.B.R.Ambedkar Open University)
7. Nagasuri Venugopal: Media Nadi (Pulse of Telugu Media)
8. Bruce Westley: News Editing. New Delhi: IBH Publishers.
9. Frank Barton (1989): The newsroom: A Manual of journalism.
10. R. ParthaSarathy: Basic Journalism. New Delhi: McMillan

SEMESTER I

MJMC-103- COMMUNICATION THEORIES AND MODELS

Unit - 1

Definitions of communication – scope – Communication process – Variables of communication – Source - Message – Channel - Receiver – Feedback –Types of communication - Interpersonal – Group – Mass communication – Mass communication characteristics of print, radio, Television, film – Barriers to Communication

Unit - 2

Development of Communication Models, Action, Interaction, Transaction, Convergence - Models of communication – Shannon & Weaver – Lass well –Berlo- Gerbner, Westley and MacLean’s Model, De Fleur Model, Osgood & Schramm Model- Non-Linear Models of Communication – Convergence Models, Kincaid

Unit -3

Theories of Mass Media, Traditions, - Hypodermic Needle or Magic Bullet Theory – Two Step Flow Theory – Multi step flow- Opinion Leaders, Characteristics - Gate keeping Models - Diffusion of innovations Theory – Agenda Setting Theory - Uses & Gratification Theory- - Inoculation Theory – Cultivation theory- Cognitive Dissonance Theory - Dennis McQuail Media Theory Map - Dependency theory of DeFleur & Rokeach - Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory.

Unit - 4

Verbal Communication, Characteristics, Oral Communication – Written Communication – Non Verbal Communication, Definition, Body Language, Space Communication, Functions Of NVC. Functional Theory of Interpersonal Communication, Berger Uncertainty Reduction Theory, Johari Window Model

Reference books

1. David Berlo (1960) The Process of communication, London.
2. Uma Narula (1976) Mass Communication Theory and Practice.
3. John Fiske: Introduction to communication studies London: Routledge.
4. Denis McQuail (2005) Mass communication theory, New Delhi: Sage.
5. DeFluer and Ball Rocket: Theory of mass communication

SEMESTER I

MJMC-104- NEW MEDIA APPLICATIONS FOR MASS MEDIA

Unit - 1

Introduction to Computers – History and Generation of Computers – Types of Computers – An overview of Computer system – The CPU – Memory – Input and Output Device – Storage – Primary and Secondary storage, Floppy – CD ROM - Software Operating Systems: MS DOS, MS Windows.

Unit - 2

MS Office Word – Word processing – entering and editing text – formatting text – special features of word – Tables, Mail merge, Adding graphics and sounds – Templates – Printing Document – Converting documents into web page - MS Power point, Creating a presentation – formatting slides, Special features of presentation – Presenting slide shows

Unit- 3

The Internet – Domains and Sub domains – Main features of Internet – WWW – e-Mail – Tools for Web search - Online services – Advertising on internet – Law relating to Cyber Media

Unit- 4

Introduction to Photoshop - Applications and Use of Photoshop - Multi Media, Interactivity, Hypermedia – User Directed Navigation, Applications for Multimedia- Education, and Entertainment - Getting Images into the Computer- Scanners, – Clip art- Electronic Photographs

Reference Books

1. Stutz A. Russell (2000) Office 2000, BPB Publications
2. Howard, Phillip & Steve Jones (2003) Society Online, Thousand Oaks, Sage.
3. Suresh k. Basandara, (1999), Galgotia Publications Pvt. Ltd, New Delhi
4. Donald H. sanders Computers Today, McGraw Hill, New Delhi
5. Adobe Photoshop 5 – Class room (2001), Techmedia
6. Learning Guides to the internet (2000), Techmedia
7. Best, Samuel J (2004) Internet Data Collection, London, Sage
8. Norton, Peters (2001) Introduction to Computers, Tata McGraw Hills
9. Green, Leila (2002) Communication Technology and Society, Thousand Oaks
10. Styles, Leonard (2003) Deciphering Cyberspace, London Sage

SEMESTER I**MJMC 105 -Practical -1 -REPORTING**

The Practical – I will be conducted to test the skills of the candidate in Reporting. The candidate needs to write a test for 50 marks.

The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University and marks would be awarded by him along with the concerned faculty member.

SEMESTER I**MJMC 105 -Practical -II - TRANSLATION & LANGUAGE SKILLS**

The Practical –II will be conducted to test the translation skills of the candidate. The candidate needs to translate the news items from English to Telugu and from Telugu to English. He will be tested for his language and comprehension skills especially in Telugu & English Language.

The test will be 50 marks. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University and marks would be awarded by him along with the concerned faculty member.

SEMESTER-2
MIMC-201- RADIO JOURNALISM

Unit-1

Radio - Characteristics of Radio –Objectives of Radio - AIR Code – Structure of AIR -Who is who in Radio, Station Director , Asst. Station Director, Programme Executive, Transmission Executives, Announcer, Other crew - Audition - Microphone talents – Qualities of a Radio Journalist - Radio for Development – Change Agent - Local Radio Concept – Community Radio – FM Radio – Committees for development of AIR

Unit-2

Radio Formats, News Features, Interviews, Special Audience programmes - Covering Special Events, Festivals, Sports – Radio Bridge – A.M and F.M Broadcasting - New Broadcasting Technologies, Digital, Satellite, Web

Unit-3

Writing for Radio, Writing for Ear, Conversational Style – Writing Radio News, Radio News Script - Radio News Bulletins, News Presentation – Radio Drama – Story treatment, Voicers, Cuts, Clips, Sound bites, Wraps and packages -Radio Jingles – Radio Spots.

Unit-4

Radio Programme Production, Stages in Radio Production - Studio Operations, Mikes, Sound acoustics - Outdoor Broadcasting – Production Techniques, Audio Production, Audio Recording, Digital Recording, Audio Editing, Digital Editing

Reference books

1. P.C. Chatteji: 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 Kumar: Mass Communication in-India.

SEMESTER-2

MJMC-202- ADVERTISING

Unit 1

Advertising, Definition, Functions, Role, Scope - Place of Advertising In Marketing – Advertising Vs Publicity – Vs Public Relations – Vs Sales Promotion – Advertising relationship with Mass Media – types of advertisements

Unit 2

Elements of Advertising, Copy – Types of Copy Formats, Visualization, Logo, Slogan, Headlines - Layout, Designing of Layout – Creating Advertisements for Print, Radio, Television – Planning – Scheduling – Planning Advertising Campaigns, Media selection, Media Mix– Newspapers, Magazines, Radio – Jingles, Television – Spots – Commercials - Direct Advertising, Outdoor Advertising, Merits and Demerits

Unit 3

Advertising Research – Steps in Research process – Purpose of Testing – Evaluation – Important Testing Methods, - Pre testing – Post testing Methods – Recall Test – Recognition Test

Unit 4

Advertising Code – Advertising Policy in India – Advertising Agencies, Structure and Functions of various departments in Advertising Agency – Regulation of advertising in India – Professional Advertising Bodies, AAI, ISA, ASCI – Social and Economic aspects of Advertising, Psychological factors in Advertising – Ethics and Codes in Advertising – Role of Advertising in Economic Development.

Reference books

1. Cohen: Advertising.
2. Dunn: Advertising its role in modern society
3. Hepner: Advertising psychology and research
4. Warner et al: Advertising.
5. Chunn Wallah: Fundamentals of advertising
6. Mahendra: Mohan: Advertising Management Concepts & Cases
7. Wright: Advertising campaigns
8. Thomas Jefkins: Advertising made Simple.
9. Leon Quera: Effective advertising.

SEMESTER-2

MJMC-203- MEDIA LAWS AND MANAGEMENT

Unit 1

Indian Constitution, Salient Features – Fundamental Rights - Article 19 (1) (a), Freedom of the Press – Cases related to freedom of Media – Restrictions on Freedom of Press in India - History of media law in India

Unit 2

Print Media acts- Prevention of Publication and Objectionable Matter Act, Indian Penal Code 1860 - The Press and the Registration of Books Act 1867, Official secrets Act 1923, Working Journalists Act, 1955, Criminal Procedure Code 1973, Press and Publication (Parliamentary Proceedings) Act, 1976, Constitutional amendment Article 361 (Protecting the publication of Parliament and Legislature), Contempt of Court, Indecent Representation of Women Prohibition Act, Drug and Magic Remedies Act.

Unit 3

Defamation – Libel and slander, RTI Act 2005, Intellectual Property rights – Designs act, Patent act, Copy right act - IT Act 2002 Right to Privacy, Media Ethics – Code of ethics, Self regulation, Profit motive and Social responsibility, Confidentiality of News sources, Truth and Accuracy

Unit 4

Types of managements – Functions – Newspaper departments – Ownership pattern – Advantages and Disadvantages – Newspaper finance and control – Wage policy – Wage boards – Readership surveys ABC – Press Commissions – Press Council of India – Organizational structure of AIR – DD – Prasarabharati – Status of FM Radio – Cable TV – Private Satellite channels.

Reference Books:

1. Herbert Lee: Newspaper Organization and Management. New Delhi: Surjeet publications
2. P. C. Chatterji (1988), Broadcasting in India. New Delhi. Sage publications
3. U. L. Barua: This is All India Radio.
4. Mehra Masani (1986) Broadcasting and the people. New Delhi. National Book Trust.
5. H. R. Luthra: Indian Broadcasting
6. Vanita Kohli (2006) The Indian Media Business: New Delhi. Sage.
7. Durga Das Basu: Laws of the Press in India
8. Rayudu C.S.: Communication Laws
9. Durga Das Basu: Introduction to Indian Constitution
10. Historical Perspective of Press Freedom in India: Dr. Rama Krishna Challa.

SEMESTER-2

MJMC-204- TELEVISION JOURNALISM

UNIT 1

Evolution and growth of Television in India – Origin and growth of Doordarshan, SITE, Growth of Cable T.V and Satellite T.V, Characteristics of TV as Medium of Communication.

UNIT 2

Duties of the TV crew, Roles and responsibilities - Types of TV Programmes - Programmes for special audience – Women, Youth, Children, Farmers – Panel Discussion – Interviews, Soap Operas, Sitcoms, Reality T.V - Educational TV - TV News, News telecast technique - Documentaries – Dramas – Variety programmes.

UNIT 3

Script writing for Television - Script Writing, Outline, Treatment, Visualization – Shooting Script - Types of scripts – T.V. Script for news, commercials features, interviews and plays - Studio operations: Sound and acoustics – Cameras – Lenses, Microphones, Lights, Floor planning – Shooting – Indoor, Outdoor, Location survey - Tapes and recording, different formats. – Basic shots – Video editing

UNIT-4

New Broadcasting Techniques - Digitalization – DTH TV – HD TV - Stages in TV programme production – Preproduction, Production and Postproduction - Audience, TRP - T.V. Advertising - Broadcast Ethics

Reference Books

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

SEMESTER-2
MJMC 205: Practical -1 - House Journal

Every student has to participate in bringing out an edition of Department House Journal “YVU Chronicle” of four pages at the end of the second semester. He has to participate in reporting, editing and publishing it. It will be evaluated for 50 marks.

The evaluation will be made by the concerned faculty and external examiner drawn from other Inter-disciplinary departments of the university / Other University

MJMC 205: Practical -2- 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, Radio Drama, Radio Advertisement, Radio Jingle etc.

The evaluation shall be taken up by the concerned faculty and external examiner drawn from Inter-disciplinary departments of the university / Other University

SEMESTER-3

MJMC 301: 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 - Persuasion Theory, Fishbein Theory of Reason Act, Bandura Social Learning Theory, Mac Guire's Persuasion Theory, Petty and Cacippo Elaboration and Likelihood, Festinger Cognitive Dissonance,

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 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

SEMESTER-3**MJMC 302: FILM COMMUNICATION****UNIT-1**

A brief history of films: Silent era – Talkies – popular cinema in 1950s – New wave cinema – Types of films.

UNIT-2

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

UNIT 3:

Film Script – Process of Film Script Writing: Idea, Story, Screenplay, Synopsis, Script, Visualization, Shooting Script - Principles of script writing for films: Three Act Structure, Premise, Characterization - Film Reviews- Film Appreciation - Elements of Film: Cinematography, Direction Editing - Process of Film Making: Shooting, Editing, Dubbing, Mixing, Sound Recording, Animation Techniques

UNIT 4

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 cinema; problems and issues; future prospects.

Reference Books:

1. A Handbook for script writers: B.W. Welsch
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

SEMESTER-3

MJMC 303: DEVELOPMENT COMMUNICATION

UNIT 1

Development - Different concepts – Causes for under development - Theories of development, Economic Theory, Walt Rostow Sociological Theory, Modernization Theory, Dependency Theory, Diffusion of Innovations - Dominant Paradigm - New Paradigm of Development - Sustainable Development - Development dilemmas- Millennium Development Goals.

UNIT 2

Development Journalism, Origin, Growth, Concept, Case studies - Development News, Development Reporting- Problems of Indian Press in Development Journalism-

UNIT 3

Development Communication, Definition, Nature, Scope, Merits and demerits - Case studies of SITE and Jabua Project- Development Support Communication, Concept, Overview–Communication and Human Development, Development Communication Concepts in Literacy, Population Control- 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

Reference Books

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

SEMESTER-3

MJMC 304: 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 – Types of hypothesis – Characteristics of good hypothesis – hypothesis testing. Research designs in Mass Communication - Research outlines of important designs, approaches: Survey research. Content analysis & 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, 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

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 – Krippendorff.K
4. Research Methods in Mass Communication – Westley Bruce.N and Guido.H
5. Survey Methods in Social Investigation – Mosor and Kalton
6. Using Statistics for Psychological Research –Walker.J.T.
7. Methodology and Techniques of Social Science research: Wilkison and Bhandarkar
8. Research Methodology, Methods and Techniques: C.R.Kotari
9. Scientific Social surveys and Research: Pauline.
10. Winner & Dominic: Mass Media Research, an introduction.

SEMESTER-3**MJMC 305: Practical -1 -****Writing Press Releases, T.V. News Script and Film Script.**

The Practical -I will be conducted to test the skills of the candidate in the areas of press release and script writing. The candidate needs to write press releases on any given topic/ event. He also needs to write script for Television as well as for Films.

The test will be 50 marks. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University / other University and marks would be awarded by him along with the concerned faculty member.

MJMC 305: Practical -II - Internship Report

Students have to take up a three-week internship at a print, broadcast, advertising, public relations or online news organisation in the month of May / June i.e. in the summer vacation. 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.

SEMESTER-4

MJMC 401: INTERNATIONAL COMMUNICATION

UNIT 1

Definition, Nature and Scope of International Communication - Characteristics of International Communication – Objectives of International Communication - Types of International News - Channels of International Communication, Interpersonal, Technical, Global - International communication and National identity

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

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 - International 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)

Reference Books

1. International Communication : V. S. Gupta
2. International Communication : H.D. Fischer and J. C. Merrill
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

SEMESTER-4

MIMC 402: TRADITIONAL AND CULTURAL COMMUNICATION

UNIT-1

Definition of Traditional Media – Historical background of Traditional Media – Nature, Characteristics - Classification of Formats - Traditional media for Development

UNIT-2

Folk Arts in India – Jatra, Yakshagana, Tamasha, Koodiyattom, Therukothu – Popular Folk Arts in different regions – 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 - Folk Media and Indian National Movement - Folk arts and Religious Communication.- Folk Arts and political communication - Folk Arts and Social perspective

UNIT-3

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

UNIT-4

Cultural view of Verbal and Non-verbal communication – Role of media in Intercultural Communication - Inter Cultural Broadcasting - Communication technology and Cultural change.

Reference Books

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

SEMESTER-4**MJMC 403: GENDER AND HUMAN RIGHTS COMMUNICATION****UNIT-1**

Human Rights, Concept, Meaning, Evolution- Kinds of Human Rights, Civil and Political rights, Economic, Social and Cultural Rights - Universal Declaration of Human Rights - International Bill of Human Rights, India and the Universal Declaration - Human rights commissions in India - NHRC- SHRC - Human Rights Courts in Districts.

UNIT-2

Vulnerable Groups and Human rights – Rights of Women, Children, Disabled Persons - Older People - Human Rights and Media, Coverage of Human Rights issues in Newspapers, Television, Films - Human Rights Agenda setting by Media, Framing of Human Rights issues - Human Rights Reports.

UNIT-3

Gender and Communication - Need for the Study - Gender Values - Feminism - Three waves of Feminism - Women and International Communication – WIN News, WINGS, FIRE- Women Communicating Globally- Women & Technology

UNIT-4

Feminist Communication Theories – The Structuralism Paradigm, Muted Group Theory, Stand Point Theory - Conversation Analysis - Critical Discourse Analysis - The Post Structuralism Paradigm, Performance and Positioning Theory, Transgender and Cyborg Theories. - Post Structuralism Discourse Analysis - Transverse Discourse Analysis

SEMESTER-4

MJMC 404: SCIENCE AND ENVIRONMENTAL COMMUNICATION

UNIT-1

Science Communication, Definition, Nature, Scope, Need - History of Science Communication - Key Elements - Science Communication and Development - Science and Technology in Ancient India, Medieval India, British India - Progress in Science and Technology in post- Independence Period-

UNIT-2

Introduction to Science Writing, Science Writing in Media, Expanding Fields in Science Writing - Science News, Writing Science News, Writing Science Stories - Scientific Temperament – Science reporting in Radio, Newspapers, Magazines, Television – Problems in reporting science stories – Essential skills for Science reporting

UNIT-3

Environmental Communication, Nature, Scope, Definition – Elements in Environment Communication – Stakeholders - Global Environmental Movements - Environmental Movements in World & India - Sustainable Development, Commission on Sustainable Development - Earth summits- UN and Climate Change -

UNIT-4

Media coverage of Environment, Media effects, Agenda-setting - Media Framing of Environment, Cultivation analysis - Alternative Environmental Media - Environmental Documentaries & Films - Environmental Blogs - Professional Societies for Environmental Journalists - Risk communication, Assessing Risk, Media Reporting of Risk - Environmental Advocacy, Case studies, Dilemmas of Environmental Advocacy

Reference Books

1. Bertrand Russell (1954) Scientific Outlook. London: George Allen & Unwin Ltd.
2. J V Vilanilam: Science Communication and Development. Sage, New Delhi.
3. D. W. Burkett: Writing Science News for Mass Media, Gulf publishing company, USA.
- 4 Robert Cox.(2006) Environmental communication and public sphere. London: Sage.
5. Binod Agarwal : Global Negotiations Vol I & II Centre Science and Environment.
6. L. Wallack et al. Media Advocacy and Public Health. London: Sage publications

SEMESTER-4**MJMC405: DISSERTATION AND VIVA**

During the fourth semester, all students will do a dissertation on various 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 dissertation report. The dissertation Document would be submitted before the semester-end examination.

Dissertation will be evaluated by both internal (Guide) and one external examiner from interdisciplinary departments of Yogi Vemana University / outside university for 40 Marks. There shall be a Viva-voce on the dissertation for 10 marks by a committee comprising Coordinator of the Department and External examiner drawn from interdisciplinary departments of Yogi Vemana University / other university and the concerned supervisor. The 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.

SEMESTER-4**MJMC406: SEMINAR**

Students have to select a topic and present a seminar paper 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 the Coordinator / Head of the Department.

SYLLABUS - NON-CORE PAPERS

SEMESTER -2

MIMC -206 - PRINT JOURNALISM

UNIT- 1

History of Journalism – Origin of press – Evolution of Modern Newspapers – Growth of National press – Vernacular press – Telugu Journalism

UNIT- 2

Definition of News – Structure of News – Types of News – Source of news – News values
Definition of Lead – Kinds of Leads – Language of Newspapers – Reviews – Feature –
Editorial Columns – Article – Human interest stories – Interviews – Photos – cartoons.

UNIT- 3

Specialized reporting – Investigative reporting – Development reporting –
Environmental and science reporting.

UNIT-4

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.

SEMESTER -3

MJMC -306 – BROADCAST JOURNALISM

UNIT - 1:

Brief history of broadcasting in India – Characteristics of radio – Objectives of radio- All India Radio, AIR code– Special audience programmes – Farm and Home - Education programmes - 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 - 2:

AM (Amplitude Modulation) and FM (Frequency Modulation) - Writing for radio –Radio for development – Community radio Stations (CRS) – Campus Radio – Commercial FM radio - Emerging trends in Radio broadcasting - Terminology in Radio Production

UNIT-3:

Television as medium of mass communication – Characteristics of TV -- Doordarsan origin and Growth in India – SITE - Types of TV Pprogrammes – Programme Formats – T.V .News - Duties of the TV crew - Role of producer and News presenter - 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 far Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays.

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.
7. Video camera Techniques – Gerald Millerson
8. Television News and the new Technology – Richard. D. Yonkam and Charlea.F
9. Making a television programme. Breyer – Johnson
10. Radio and TV Journalism: S. Kumar, Shubhi Publications
11. Mass Communication and Journalism in India. Mehta, D. S. New