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Department of Journalism and Mass Communication

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Chapter I

SWOT Analysis

Our strengths:

- The Department of Journalism and Mass Communication has four qualified faculty, with professional and research background.
- Three faculty members have experience in print journalism and Public Relations.
- Faculty with Media experience will enrich the knowledge of the stakeholders.

Weaknesses:

- The department lacks full-fledged studios to train students in Television production.
- The departments lacks infrastructure to impart training in practical print journalism.

Opportunities:

- Media industry offers a wide scope of career opportunities and provides immense creative satisfaction. The industry will continue to grow provide better options and pay packages.
- Media organizations are private owned and a few are owned by state and central governments. Students can choose career in both government and private sectors.
- Students can also pursue their careers in Newspapers, Television, Radio, Corporate communications, Films and Advertising fields as copywriters, scriptwriters, P.R.O's , T.V. Journalists and production executives.

Threats:

- The media industry is undergoing rapid changes in terms of content and presentation with the off set of latest technology. The advent of social media has altered the rules of the games.
- The print media is re-orienting itself to face stiff challenge posed by social media. This requires strong writing and editing skills. Teachers need to upgrade their skills to train the students in the fast growing media world.

Chapter II

Strategic plans, Vision and Mission

Strategic Plans:

- To impart training to students in core subjects with stress on moral and ethical aspects of Journalism.
- To impart training to students to improve communication and language skills this would be helpful in their career.

Vision & Mission:

- To impart training to students to take up challenging careers in the fast changing media industry.
- The department plans to take up media research and train the students as researchers and communication experts.

Long term Goals:

- The department plans to strengthen the Media Lab, to train students in print journalism.
- The Department is planning to start a Film Club to screen though provoking national and international movies.
- The department also intendeds to launch eco club to create environmental awareness among the students.

Short term Goals:

- Department is planning to train the students in use of media technology to enrich their skills.
- To train students in exposing fake news through search engine Google.

Chapter III

About Programme

The department of journalism and mass communication was established in the year 2016, with the state – of – art facilities to train students in the basics of journalism so as to enable them to take up careers in print, electronic and web journalism. The department introduced post graduate diploma programme in June, 2016 with an intake of twenty four students. The first batch pass out students' secured placements in print and electronic media and some of them joined other social science post graduation courses in different universities.

In view of the good response to the course from students and society, the university converted post graduation diploma course into two years (four semesters) Master of journalism and mass communication (MJMC) programme from June 2017, with an intake of 30 students (include six SF).The programme includes print journalism, television production, advertising, public relations, development communication, social media and communication research methods. The department has four full time teachers with hands on experience in media and teaching.

Name of the University	: Dr. B.R. Ambedkar University-Srikakulam.
Name of the College	: College of Arts, Commerce, Law & Education.
Name of the Department	: Journalism and Mass Communication.
Name of the Programme	: Master of Journalism and Mass communication (MJMC).
Mode of the Programme	: Semester system (with effect from 2017-18 academic year)
Duration of the Programme	: The Programme duration is 2 years consisting of 4 semesters
Level of the Programme	: Post Graduation.
Medium of the Programme	: English.
Type of the programme	: The programme has Practical oriented curriculum along with formal teaching cum ICT method and field study.

Programme Educational Objectives:

Broadly, the objectives of the course are

1. To prepare students with hands-on- experience to join media industry.
2. To enhance theoretical knowledge for making the students develop analytical skills
3. To prepare them to acquire skills to join the new media industries to be self-reliant

Programme Educational Outcomes:

1. Students can join media industry – newspapers/television/Radio and so on
2. Students can opt for positions in Advertising – Public Relations / Event management and Media consultancy
3. Students can also join New Media industry as web journalists/ personal blogs and alternative media channels.
4. Students can also opt for a career in academics as researchers, teachers and media consultants.

Chapter IV
Scheme of the Programme Credits, Course codes, Course titles etc.
Course: MJMC
First year, Semester: I

Course code	Course title	Theory papers (Max. Marks)	Credits	Duration	Mid-term exams including online exam (Max. Marks) (15+5+5)	Total Marks
MJ 101	History of Journalism	75	3	3 hours	25	100
MJ 102	Reporting and Feature Journalism	75	3	3 hours	25	100
MJ 103	Communication theory	75	3	3 hours	25	100
MJ 104	Advertising	75	3	3 hours	25	100
Elective Course (CBCS)						
MJ 105	Science Communication (or) Corporate Communication	75	3	3 hours	25	100
Foundation course (CBCS)						
SD 106	Skill Development - I	75	2	3 hours	25	100
	MOOC's, Course (Swayam, NPTEL)		2			
	Field work (Outreach)		2		25	25
	Summer internship/ project based learning/village connect/ Co curricular & extracurricular activities		1			
	Practical's					
	I. Class room records:					
	1.Reporting and Feature Journalism	50	1			50
	2.Adverting	50	1			50
	II. Academic Performance Review	50	2			50
	Total		26			775

Course: MJMC
First year, Semester: II

Course code	Course title	Theory papers (Max. Marks)	Credits	Duration	Mid-term exams including online exam (Max. Marks) (15+5+5)	Total Marks
MJ 201	Radio Journalism	75	3	3 hours	25	100
MJ 202	Media Laws	75	3	3 hours	25	100
MJ 203	Editing and Print media	75	3	3 hours	25	100
MJ 204	Media management	75	3	3 hours	25	100
Elective Course (CBCS)						
MJ 205	Gender and Communication (or) Computer Application for Media	75	3	3 hours	25	100
Foundation course (CBCS)						
SD 206	Skill Development	75	2	3 hours	25	100
	MOOC's, Course (Swayam, NPTL)		2			
	Field work (Outreach)		2		25	25
	Summer internship/ project based learning/village connect/ Co curricular & extracurricular activities		1			
	Practical's					
	I. Class room records:					
	1.Radio Journalism	50	1			50
	2.Editing & Print media	50	1			50
	II. Academic Performance Review	50	2			50
	Total		26			775

Course: MJMC
Second year, Semester: III

Course code	Course title	Theory papers (Max. Marks)	Credits	Duration	Mid-term exams including online exam (Max. Marks) (15+5+5)	Total Marks
MJ 301	Cultural Communication	75	3	3 hours	25	100
MJ 302	Development Communication	75	3	3 hours	25	100
MJ 303	Public Relations	75	3	3 hours	25	100
MJ 304	Environment Communication	75	3	3 hours	25	100
Elective Course(CBCS)						
MJ 305	T.V & Film Production (or) Online Journalism	75	3	3 hours	25	100
Foundation course (CBCS)						
SD306	Skill Development	75	2	3 hours	25	100
	MOOC's, Course (Swayam, NPTL)		2			
	Field work (Outreach)		2		25	25
	Summer internship/ project based learning/village connect/ Yoga,/Co curricular & extracurricular activities		1			
	Open/ free elective as add on course (not mandatory & it is optional)		2			
	Practical's					
	I. Class room records: 1. Television Programme Production(CD or DVD)	50	1			50
	2. Public Relations Record	50	1			50
	II. Academic Performance Review	50	2			50
	Total		28			775

Course: MJMC
Second year, Semester: IV

Course code	Course title	Theory papers (Max. Marks)	Credits	Duration	Mid-term exams including online exam (Max. Marks) (15+5+5)	Total Marks
MJ 401	International Communication	75	3	3 hours	25	100
MJ 402	Social Media and Society	75	3	3 hours	25	100
MJ 403	Research Methodology	75	3	3 hours	25	100
MJ 404	Human Rights and Media	75	3	3 hours	25	100
Elective Course(CBCS)						
MJ 405	Political Communication (or) Sports Journalism	75	3	3 hours	25	100
Foundation course (CBCS)						
SD406	Skill Development	75	2	3 hours	25	100
	MOOC's, Course (Swayam, NPTEL)		2			
	Field work (Outreach)		2		25	25
	Summer internship/ project based learning/village connect/ Yoga, Co curricular & extracurricular activities		1			
	Open/ free elective as add on course		2			
Practical's						
	I. A. Dissertation/ Project work	50	4			50
	B. Seminar papers C. Internship D Assignments	50	1			50
	II. Academic Performance Review	50	2			50
	Total		31			775

Allocation of marks and credit points:

• Semester end exam marks for each course -----	75
• Mid Exam(first & second semesters) Marks 15 + Online Mid Exam Marks + student performance in the Class Room marks 5 totals -----	25
• Total Marks for each theory paper and internal -----	100
• Each semester practical Marks -----	150
• Outreach activity (field visit marks) -----	25
• Only MJMC programme marks for four semesters -----	2600
• Foundation course marks for four semesters -----	400
• Field visit (outreach activity) marks for four semesters -----	100
• Total Marks for the entire programme (for four semesters including foundation course and outreach activity) -----	3100
• Double valuation for all theory papers (internal + external)	
• Submission of desertion - four weeks before semester end exams	
• Submission of assignments and records two weeks before the semester end exams	

Credits for other courses & field visits:

• Credits for each course - -----	03
• Credits for theory papers -----	68
• Field Visits/ Out Reach Activities (4x2) -----	08
• Skill Development (4x2)-----	08
• Massive Open Online Courses (MOOCs) (4x2) -----	08
• Summer internship/Yoga/ Co curricular activities-----	04
• Dissertation/ Project work-----	04
• Open/ Free Elective as add on course -----	08

Total Credits for the entire Programme ----- 111

Chapter V

MOOC's online courses

1. Social Media: How Media Got Social

<https://www.edx.org/course/social-media-how-media-got-social>

Discover where social media came from, how it became integral to our everyday lives, and how that has changed the way we communicate.

2. Activism and Citizen Journalism through Media

<https://www.edx.org/course/activism-and-citizen-journalism-through-media>

Learn how to use media to promote a social cause.

3. Global Media, War, and Technology

<https://www.edx.org/course/global-media-war-and-technology-1>

Explore the intersection of information technology, violent conflict, and resistance.

4. English for Journalists, Part 1

<https://www.edx.org/course/english-for-journalists-part-1>

Improve your English grammar, vocabulary and writing skills through exciting topics in journalism and world news.

5. English for Journalists, Part 2

<https://www.edx.org/course/english-for-journalists-part-2-0>

Improve your English grammar, vocabulary and writing skills through topics in journalism including free speech, sports, humor and broadcast writing.

6. Fake News, Facts, and Alternative Facts

<https://www.edx.org/course/fake-news-facts-alternative-facts-michiganx-teachout-2x>

Learn how to distinguish between credible news sources and identify information biases to become a critical consumer of information.

7. Investigative Journalism for the Digital Age

<https://www.classcentral.com/course/independent-investigative-journalism-for-the-digital-age-2020>

This course was planned as a training program for journalists, but it is open to anyone who has an interest in learning about the basics of investigative reporting.

8. Mobile Journalism: How to use your phone to produce great videos and build a social audience.

<https://www.classcentral.com/course/independent-mobile-journalism-how-to-use-your-phone-to-produce-great-videos-and-build-a-social-audience-13177>

In this course, you'll learn how to discover amazing stories online, capture and edit videos with your phone and build engagement strategies so your content travels online.

9. Introduction to Public Relations (PR Academy)

<https://www.mooc-list.com/course/introduction-public-relations-pr-academy>

This is free short course is a great introduction to public relations.

Chapter VI

Programme Syllabus

Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass communication

Programme: MJMC, Year – I, Semester – I
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: History of Journalism, Course Code: MJ 101

1. Course Objectives:

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

2. Course Outcomes:

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

3. Learning Outcomes (Unit wise):

UNIT I:

Early communication modes, the oral tradition, written language. Development of printing press, books-newspapers-other periodicals, Origin of press, evolution of modern newspapers, Bengal-Bombay and Madras presidencies. Growth of newspapers in India, Hickey's Gazette, The India Gazette, The Calcutta Gazette, The Madras Courier and Bombay Herald, Role of the press in freedom movement.

Learning Outcomes:

1. Gain knowledge about the origin and growth of the newspapers in India.
2. Develop the vision of the Newspapers at early days.

3. Understand the Freedom movement and role of the press.

Unit II:

Brief introduction of Contribution of pioneer journalists like Raja Ram Mohan Roy, Tilak, Mahatma Gandhi, Jawaharlal Nehru, Dr.B.R.Ambedkar, Makhanlal Chaturvedi and N. Ram, Growth of Indian language media, media and social reformers

Learning Outcomes:

1. To identify the prominent journalists in India.
2. To study the role of their contribution.
3. Exemplify the effectiveness of the contribution of the great journalists.

Unit III:

Emergency Indian press and freedom movement, Gandhi's contribution to Indian journalism, Nehru era, Government v/s Press, changing role of Media in the pre and post-independence era, Media facilitating freedom Struggle and mass awaking, press 19th century

Learning Outcomes:

1. Understand the Gandhi and Nehru contribution to Indian journalism
2. Gain knowledge about the Indian press on society
3. Acquire the knowledge about role of the journalism in freedom movement.

Unit IV:

Amrit Bazar Patrika, Kesari, Hitvada, The Times of India, The Statesman, Free Press Journal, Mooknayak, Bahishkruth Bharath, Janatha, Harijan, Young India, Indian opinion, The Hindu, Navabharat Times, Dainik Baskar, Dainik Jagaran, Janasatta and Hindustan Times.

Learning Outcomes:

1. Gain knowledge about the contribution of national prominent newspapers.
2. Understand the priorities and values of reputed early days newspapers.
3. Know the impact of the Newspapers on readers.

Unit V:

Origin and development of Telugu press – Prominent Personalities of Telugu Journalism - KandukuriVeeresalingam – KasinadhuniNageswara Rao – K.Rama Rao – KhasaSubba Rao – Tapi Dharma Rao –Mutnuri Krishna Rao –NarlaVenkateswara Rao and C.Y. Chintamani, eminent Editors in Andhra Pradesh , Telugu Magazines, recent trends in Telugu press.

Learning Outcomes:

1. Gain knowledge about the origin and development of Telugu press.

2. Understand the prominent editors - Kandukuri Veeresalingam, Kasinadhuni Nageswararao, K. Ramarao, Khasa Subbarao, Tapi Dharma Rao, Mutnuri Krishana Rao and Narla Venkateswarar Rao.
3. Acquire the recent trends Telugu journalism.

4. **Course Duration:** The course with constructive 84 sessions of 50 minutes each.

Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Early communication modes, the oral tradition, written language, Development of printing press, newspapers, books, short history of newspapers other periodicals Origin of press - News books – evolution of modern newspapers - Bengal-Bombay and Madras presidencies Growth of newspapers in India - Hickey's Gazette – Bombay, The India Gazette, The Calcutta Gazette, The Madras Courier and Bombay Herald, Role of press in Freedom movement.	16
II	Brief introduction of Contribution of pioneer journalists like Raja Ram Mohan Roy, Bhartendu Babu Harish chandra, Brief introduction of prominent journalists Lokmanya Tilak, Mahatma Gandhi, Dr. B. R. Ambedkar, Baburao Vishnu Paradkar, Makhnallal Chaturvedi and N. Ram, Growth of Indian language media, media and social reformers	16
III	Emergency Indian press and freedom movement – Gandhi's contribution to Indian journalism – Nehru era – Government v/s Press, changing role of Media in the pre and post-independence era, Media facilitating freedom Struggle and mass awaking, press 19 th century	18
IV	Amrit Bazar Patrika, Kesari, Hitvada, The Times of India, The Statesman, Free Press Journal, Mooknayak, Bahishkruth Bharath, Janatha, Harijan, Young India, Indian opinion, The Hindu, Navabharat Times, DainikBaskar, DainikJagaran, Janasatta and Hindustan	16
V	Origin and development of Telugu press – Telugu Personalities- Kandukuri Veeresalingam – Kasinadhuni Nageswararao – K. Ramarao – Khasa Subbarao – Tapi Dharma Rao – Mutnuri Krishna Rao – Narla Venkateswara Rao and C.Y. Chintamani, Prominent Editors in India and Andhra Pradesh, Telugu Magazines, Recent trends in Telugu press	18

5. Teaching Methods:

The course will use the following pedagogical tools:

1. Projects/Assignments/Quiz/Class Participation, etc.
2. Black board.
3. Lecture method
4. Group discussion
5. Use the Previous newspapers.

7. Student Evaluation Process:

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

8. Suggested text books:

1. Nalini Rajan (2005): *Practicing journalism*, New Delhi: Sage Publications.
2. Davis Berry (2009): *Journalism, ethics, society*.UK: Ash gate publishers.
3. Varma, A.K.(2007) : *Advanced journalism*

9. Reference Books:

1. N. Krishna Murthy (New Version): *Indian journalism*, Mysore: Mysore University Press.
2. Natarajan, N. (1962): *History of the press in India*. New Delhi: Asia publishing.
3. Parthasarathi.R. (1991): *Modern Journalism in India*. New Delhi: Sterling Publishers.
4. Rabin k hemchand. (2008): *Training for journalism*. New Delhi: Sage Publication.
5. Keval J Kumar. (2014): *Mass communication in India*. New Delhi: Jaico.
6. Singh. J.K. (2009): *Modern journalism*. APH publication.
7. Anand Bhaskar. R. (1988): *Journalism Charithra- vyavastha*. Hyd: Udayam Publication.
8. Seshagiri Rao, K.R. (1968): *Studies in the history of Telugu journalism*. New Delhi: NarlaShashtypoorthi celebration committee

10. Websites :

1. <https://sociologygroup.com/History-of-Journalism>
2. <https://vskills.in/certification/his>
3. <https://www.openschoolofjournalism.com>
4. <https://www.freelancewriting.com>
5. <https://www.thewritelife.com/think-like-a-journalist>
6. <https://www.researchgate.net/2>
7. <https://www.thedigitalnewsreport.org>
8. <https://www.futuretodayinstitute.com>
9. <http://www.universalclass.com/writing>

10. <http://editorsguild.in/history-of-journal>

11. Details of the Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
Dr.P.Padma Asst. Professor(c)	padmaponugoti123@gmail.com	Dept. of JMC	8790341580 08942-240900

Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept. of Journalism and Mass Communication

Programme: MJMC (Two Years). Year: I, Semester: I
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Reporting and Feature Journalism, Course Code: MJ102

1. Course Objectives:

1. To present the news sources and news values.
2. To educate on various specialized reporting's.
3. To study about various types of features and the essential ingredients that goes to make features.
4. To aware the information about reviews and contemporary trends.
5. To develop the knowledge on translation and use of language for writings.

2. Course Outcomes:

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

3. Learning Outcomes (Unit wise):

Unit-I:

News – definition – concepts- developing curiosity- observations-analyzing-nose for news -Art of collecting the news. News values – News sources. Press meet – Meet the press. Art of interviewing. Essential qualities, qualifications and responsibilities of reporter – Ethical aspects- Social, professional etc.

Learning Outcomes:

1. They can gain the knowledge on concept and components of News, sources and collecting the information.
2. Acquire the information about Press conferences and interviews.
3. Understands about the ethical aspects of reporter.

Unit-II:

Meaning and Scope of News Reporting. Objectives of Reporting. Reporting the News. Nature of Specialized report writing and beats- Reporting on special events – human interest-development-disasters and accidents – crime art and cultural- environmental- conflicts – sports – budget – courts – legislature- speech – investigative – science- human rights – political –educational-business- moffussil reporting.

Learning Outcomes:

1. The participant comes to know about news related writings.
2. The learners can understand for objectives of reporting.
3. The students gain the knowledge of nature of specialized reporting.

Unit-III:

Features - definitions. Difference between General news item and Features. The main components of features-lead-body-conclusion. Techniques of feature writing. Types of features-news features – historical features – seasonal features–photo features – scientific features – human interest features – profiles features – obituary feature- syndicate features-travel features-miscellaneous.

Learning Outcomes:

1. Known about differences between news article and feature items.
2. Get an introduction to main components of features.
3. The student can understand about various types of feature writings.

Unit-IV:

Reviews – definitions – scope. Types of reviews – books – films – music – theatre – TV programmes – performing arts – contemporary trends in reviews.

Learning Outcomes:

1. Receive the better information for reviews.
2. Aware on contemporary trends in reviews.
3. Gain the knowledge on types of reviews.

Unit-V:

Opinion and Editorial Writing -Policy, style and guidelines -Column writing – Creative middles –Letters to the editor. Language as a tool of writing. Art of translation – Freelance Writing- Scope and Overview- Who can be a Freelance writing? –Tips for success in freelance writings- The future for freelancing.

Learning Outcomes:

1. The learner can understand about edit page and column writings.
2. Increase the learner involvement in the area of translations.
3. Comprehend the freelancing writings.

4. Course Duration: The course with constructive 104 sessions of **50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	News – definition – concepts. Developing curiosity- Observations- Analyzing-Nose for News- Art of collecting the news. News values – News sources. Press meet – Meet the press. Art of interviewing. Essential qualities, qualifications and responsibilities of reporter – Ethical aspects- Social, professional etc.,	28
II	Meaning and Scope of News Reporting. Objectives of Reporting. Reporting the News. Nature of Specialized report writing- Reporting on special events -- human interest-development- disasters and accidents – crime – art and cultural-environmental-conflicts-sports – budget – courts – legislature- speech – investigative – science- human rights – political – educational- business- moffussil reporting.	24
III	Features – definitions. Difference between General news item and Features. The main components of features-lead-body-conclusion. Techniques of feature writing. Types of features- news features – historical features – seasonal features–photo features – scientific features – human interest features – profiles features – obituary feature- syndicate features-travel features-miscellaneous.	20
IV	Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programmes – performing arts – contemporary trends in reviews.	18
V	Opinion and Editorial Writing -Policy, style and guidelines -Column writing – Creative middles –Letters to the editor. Language as a tool of	14

	writing. Art of translation – Freelance Writing- Scope and Overview- Who can be a Freelance writing? –Tips for success in freelance writings- The future for freelancing.	
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6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. KSK & Prof Bobby Vardhan, P. (2017): *Reporting and Feature Journalism*. ND: Dominant Publishers.
2. Susan Pap (2010): *Feature writing*. New Delhi: Sage Publications.

9. Reference books:

1. B. Craig & C. Sandra (2010): *Media Writing: A Practical Introduction*, Palgravemacmilan.
2. Melvin Mencher (2006): *News Reporting and Writing*, 10th Edition, McGraw-Hill.
3. Dennis, Everette E. (1981): *Reporting process & Practice news writing for today's readers*. Belmont: Wadsworth publishing.
4. Grover, Virender. (1997): *Indian political system: Trends and Challenges*, New Delhi: Deep and Deep Publications.
5. Kamath, M.V.(1980) : *Professional journalism* : New Delhi:Vikas Publishing House.
6. Curtis Macdougall (Reprint): *Interpretative reporting*. New York George Allen & Unwin Ltd.

10. Websites:

1. <https://pressgazette.co.uk>
2. <http://featuresjournalism.org>

3. <http://ww.thebalancecareers.com>
4. <http://www.pulitzer.org>
5. <http://www.spj.org>
6. <http://digitalnewsreport.org>
7. <http://www.primarysources.co>
8. <http://www.propublica.org>
9. <http://ethicaljournalismnetworks.org>
10. <http://sydney.edu.au>

11. Details of the faculty:

Name of the faculty	e-mail	Academic Address	For communication..
Dr.G.L.V.Prasada Rao Asst. Professor(c)	leelaprasad939@gmail.com	Dept. of JMC	7893641736 08942-240900

Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year: I, Semester: I
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Communication Theory; Course code: MJ 103

1. Course Objectives:

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

2. Course Outcomes:

After completion of the course, the students:

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

3. Learning Outcomes (Unit wise):-

UNIT I:

Introduction to communication - definition-communication process-source-message-channel-receiver-feedback, Shannon & Weaver model of communication- redundancy-entropy-channel-medium-code, other communication models- George Gerbner- Lasswell- Newcomb- Westley & MacLean-Jacobson, Semiotics-signs and meaning-categories of signs-convention - the organization of signs

Learning Outcomes:

1. The student understands about the nature and scope of communication.
2. The learner gains insight about different models of communication.
3. The students gain knowledge of Semiotics
4. The learner comprehends about organization of signs.

Unit II:

Interpersonal communication-the process- the skills of interpersonal communication-interpersonal communication in context-goal-perception-translation-motor responses-feedback. Components of interpersonal communication skills- non-verbal communication-reinforcement-questioning-reflecting-opening and closing-explanation-listening-self-disclosure.

Learning Outcomes:

1. The learner gains knowledge about intercommunication skills.
2. Become familiar with different aspects of interpersonal communication skills.
3. Understand Interpersonal communication in context
4. Become thorough about Listening and self-disclosure

Unit III:

Mass media-functions-characteristics, Models of communication-two-step flow of communication- Gate-keeping models -White and Ruge and Galtung, Diffusion of innovation of model, News diffusion models, Media dependency model Agenda-setting.

Learning Outcomes:-

1. The learner understands about media function and its characteristics
2. Gain knowledge about Two-step model of communication
3. Become familiar with News diffusion model.
4. Know about media's Agenda-setting role

Unit IV:

Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory- Communist media theory- Democratic participant Theory- Development Media Theory, Critical theory- the rise of cultural theories in Europe- Frankfurt School- Social media-history-rise of social media as part of life- shopping-millennial-the third age-news and politics.

Learning Outcomes:-

1. The students understand Normative theories of mass media.
2. Comprehend Critical media theory

3. Gain knowledge about the Rise of cultural theories in Europe.
4. Get a brief introduction to social media

Unit V:

Media effects-short-term and long-term, Four models of media effects-direct effects-conditional effects-cumulative effects-cognitive-transactional model, Socialization effects of media

Learning Outcomes:-

1. The students understand about media effects.
2. Become conversant with Socialization effects of media
3. Comprehend the Four models of media effect.
4. Understand about the cognitive, transactional model of communication

4. Course Duration: The course duration is of **84 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Introduction to communication- definition-communication process-source-message-channel-receiver-feedback, Shannon & Weaver model of communication- redundancy-entropy-channel-medium-code , Other communication models- George Gerbner- Lasswell-Newcomb- Westley & MacLean-Jacobson, Semiotics-signs and meaning-categories of signs-convention- the organization of signs	16
II	Interpersonal communication-the process-the skills of interpersonal communication- interpersonal communication in context-goal-perception-translation-motor responses-feedback. Components of interpersonal communication skills- non-verbal communication-reinforcement-questioning-reflecting-opening and closing-explanation-listening-self-disclosure.	16
III	Mass media-functions-characteristics, Models of communication-two-step flow of communication- Gate-keeping models-White and Ruge and Galtung, Diffusion of innovation of model, News diffusion models, Media dependency model Agenda-setting.	18
IV	Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory- Communist media theory- Democratic participant Theory- Development Media Theory, Critical theory-the rise of cultural theories in Europe- Frankfurt School- Social media-history-rise of social media as part of life- shopping-millennials-the third age-news and politics.	18
V	Media effects-short-term and long-term, Four models of media effects-direct effects-conditional effects-cumulative effects-	16

	cognitive-transactional model, Socialization effects of media.	
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6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. Little John W Stephen, Foss A Karen (2009). *Encyclopedia of Communication Theory*: New Delhi: Sage.
2. Scannell, Paddy. (2007). *Media & Communication*: London, Sage, Second Edition.

9. Reference books:-

1. David Berlo. (1960). *The Process of Communication*. London:. Cengage Learning.
2. Holt, Rinehart and Winston Stanley J Baran and Dennis K Davis. (2006). *Mass Communication Theory: Foundations, Ferment and Future*, New York: Thomson Wadsworth.
3. Uma Narula.(1976). *Mass Communication: Theory and Practice*, New Delhi: HarAnand.
4. Denis Mcquail and Windhal. (1986). *Communication Models*, London: Longman.
5. John Fiske (2002). *Introduction to communication studies*. London: Routledge
6. Peter Hartley (1999). *Interpersonal communication*. London: Sage.
7. Elizabeth M Perse (2004). *Media effects and society*. London: Lawrence-Erlbaum Ltd.
8. Denis Mcquail (2010). *Mass communication theory*, New Delhi: Sage, sixth edition.
9. Defluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York: Longman.
10. Infante A Dominic, Rancer S Andrew, Wanack F Deanna. (2003). *Building Communication Theory*. Fourth edition: London, Waveland press.

10. Websites:

1. www.praccrediation.org
2. <http://onlinelibrary.wiley.com/journal/14682885>
3. http://epgp.inflibnet.ac.in..theoriesof_communication/4305_et_et.pdf
4. <https://www.sitiinfo.com>
5. <http://www.communicationtheory.org>
6. <http://www.peri.org/courses/course/mass.html>
7. www.praccreditaion.org/resources/documents/APRSG-com-models
8. http://us.sage.pub.com/sites/92122-chapters_pages
9. [https://www-encyclopedia.com/science and technology/..com](https://www-encyclopedia.com/science_and_technology/..com)
10. http://courses.lumenlearning.com/introductionto_communication/.../functions-of-com

11. Details of the Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
Dr. Y. D. Ramdas Asst. Professor(c)	ydramdass@gmail.com	Dept. of JMC	767590277 08942-240900

Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year-1, Semester-1
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Advertising, Course Code: MJ 104

1. Course Objectives:

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

2. Course Outcomes :

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

3. Learning Outcomes (Unit wise):

UNIT I:

Evolution of advertising - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system - market research - Important National and International advertising agencies - Client agency relationship - Directorate of Advertising and visual publicity (DAVP) .

Learning Outcomes:

1. The student can learn about evolution of advertising and its socio economic effects on society.
2. Learner can understand about various phases involved in the advertising.
3. They can gain the knowledge on advertisement agency system, market research.

Unit II

Advertising Campaigns and Planning – market analysis – Marketing mix – Brand image - Brand personality - Advertising budgeting – Consumer behavior- target audience - measuring effectiveness - Advertising and Media selection – Advertisements In Newspapers – Magazines – Radio - Television – Social Media, Direct mail - Outdoor advertising – New trends in outdoor advertisements - Hoarding - Bus panels- spectacular bulletins.

Learning Outcomes:

1. The learner can understand about the advertisements and planning and campaigns.
2. How the advertiser can select the media for their advertisement campaign.
3. They can learn the need of direct mail, importance of outdoor advertisements.

Unit III

Outdoor advertising in India - Outdoor advertisements Commercial and non commercial-outdoor advertisement and its impact - advertisements over - All India Radio - Doordarshan - FM Channels - Satellite television - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy - social , economical and rural issues of advertising.

Learning Outcomes:

1. The student can learn about the outdoor advertising expansion in India.
2. Commercial advertisements in AIR & Doordarshan, F.M & Satellite TV.
3. They can understand the legal and ethical aspects involved in advertising.

Unit IV

Advertising copy writing - Various appeals - Visualization- Illustrations - Layout - Headlines - Text - Colour – Graphics - style – production - Psychological factors in advertising – Advertisement impact on different sections – Women, Children, youth - Trademarks – Slogans – Evaluation of effectiveness.

Learning Outcomes:

1. The learner can gain the knowledge in advertisement copy writing, visualization, illustrations.
2. The students are able to get the information on role of graphics, colours usage in advertising.
3. They can understand the Psychological factors involved in advertising, trademarks, slogans importance.

Unit V

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code - Advertising Councils and professional Associations – Advertising Standards Council of India (ASCI) Advertisement Agencies Association of India (AAAI).

Learning Outcomes:

1. The students can understand the problems of measurement, opinion ratings.
2. They can able to get the details of recall test in advertising and recognition test.
3. He/ She come to know about audience evolution for various media.

4. Course Duration: The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Evolution of advertising - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system - market research - Important National and International advertising agencies - Client agency relationship - Directorate of Advertising and visual publicity (DAVP))	18
II	Advertising Campaigns and Planning – market analysis – Marketing mix – Brand image - Brand personality - Advertising budgeting – Consumer behavior- target audience - measuring effectiveness - Advertising and Media selection – Advertisements In Newspapers – Magazines – Radio - Television – Social Media, Direct mail - Outdoor advertising – New trends in outdoor advertisements - Hoarding - Bus panels- spectacular bulletins.	18
III	Outdoor advertising in India - Out advertisements Commercial and non commercial- outdoor advertisement and its impact - advertisements over - All India Radio - Doordarshan - FM Channels - Satellite television - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy - social , economical and rural issues of advertising.	18
IV	Advertising copy writing - Various appeals - Visualization- Illustrations - Layout - Headlines -Text - Colour – Graphics - style – production - Psychological factors in advertising – Advertisement impact on different sections – Women, Children, youth - Trademarks – Slogans – Evaluation of effectiveness.	18
V	Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evaluation for various media – Advertising code - Advertising Councils and professional Associations – Advertising Standards Council of India (ASCI) Advertisement association of India (AAAI)	16

6. Teaching Methods:

The course will use the following pedagogical tools:

1. Selected case studies to cover major topics.
2. Projects/Assignments/ students Participation, etc.
3. Use of internet and visual presentation.
4. Use of Block board, News paper, Magazines, audio, video clips.

7. Student Evaluation Process:

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

8. Suggested textbooks:

1. Arigela. Sanjeeva Rao (2013). *A text book of Advertising & Public Relations*: New Delhi: Wisdom press.
2. Vilanilam J.V, Varghese A.K (2004). *Advertising Basics*, New Delhi: Sage publications.

9. Reference Books:

1. Cohen Dorothy (1972): *Advertising*, Wiley - The University of Michigan.
2. Roxanne Holland, Joyce Wolburg.Eiric Haley (2015) *Readings in Advertising, Society and Consumer culture*, Abingdon :Rutledge Publishers
3. Chunnawallah S.A, Kumar K.J, Sethia K.C (2015): *Advertising theory and practice*, New Delhi: Himalaya publishing house.
4. Mahendra Mohan (1989), *Advertising Management Concepts & Cases* : McGraw-Hill Education - Europe
5. Thomas. Frank Jefkins(2016), *Advertising made Simple*: Elsevier
6. Halve Anand (2012) *Adkatha The story of Indian Advertising*, Centrum Publications

Lima, Peru.

7. Chaudhuri Arun (2014) *Indian Advertising: laughter & Tears*. New Delhi, Niyogi books
8. George E. Belch & Michael A. Belch, Keyoor Purani (2009) *Advertising and Promotion*, Tata McGraw Hill Education, New York
9. Perry Marshall, Keith Karance, Thomas Meloche (2017) *Ultimate Guide to Facebook Advertising*, Entrepreneur press, New York.
10. C.N .Santakki (1994) *Advertising*, Kalyani Publishers, New Delhi.

10. Websites :

1. <https://www.pdfdrive.com/advertising-books.html>
2. <https://ibfindia.com/advertising-agencies-association-india-aaai-0>
3. <http://www.davp.nic.in/>
4. <https://www.pdfdrive.com/the-adweek-copywriting-handbook-the-ultimate-guide-to-writing-powerful-advertising-and-e23862298.html>
5. <https://www.livemint.com/Consumer/sRChazyrh4GcIwCsDuGquO/70-years-of-Indian-advertising.html>
6. <https://www.dailymoss.com/best-indian-advertisements/>
7. <https://www.advertisementindia.com/>
8. <https://sutrahr.com/top-22-advertising-agencies-india>
9. <https://www.jeevangarg.com/blog/top-10-advertising-agencies-india>
10. <https://www.admecindia.co.in/blog/top-10-advertising-agencies-world>

11. Details of Faculty :

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year: I Semester: I
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Science Communication, Course Code: MJ105

1. Course Objectives:

1. Give an introduction to the key elements of Science.
2. Develop in the students an insight into Science and technology during the British India
3. Provide an introduction to Science writing
4. Impart knowledge about traditional approaches to health communication

2. Course Outcomes:

After completion of the course, the students:

1. Understand the nature and scope of science communication.
2. Get a historical view of Science during British Raj.
3. Know how to report on Science and technology
4. Gain an insight into the contemporary approaches to health communication.

3. Learning Outcomes (Unit wise):

UNIT I:

Science communication – Definition – Nature – Scope and need – History of science communication – Milestones- Key elements

Learning Outcomes:

1. The students know about definition of Science communication
2. Understand the nature and scope of Science communication.
3. Learn about the history of Science during British period
4. Come to know of the key elements of Science

Unit II:

Science communication and development – Science and technology in the ancient world- In ancient and medieval India – Diffusion of science and technology in British India – Progress in science and technology in post 1947 India communication and communication in modern India

Learning Outcomes:

1. The student learn about development of Science communication
2. Get historical view of the state of science in the ancient and medieval period.
3. Gain knowledge of Diffusion of science and technology in British India.
4. Know of advances of Science in post- independent India

Unit III:

Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story
How to report on space, medicine, environment, seminars- profiles of eminent scientists- Indian and foreign.

Learning Outcomes:

1. The students will be introduced to science writing
2. Know about Science writing in mass media
3. Aids in expanding fields of Science writing

- Gain knowledge on how to report on space, environment, medicine, seminars.

Unit IV:

Health Communication-Overview- Issues and Trends- Opportunities and Disparities
 Health Communication- Communication Sources-Barriers in Health Communication-Attributes of Effective Health Communication

Learning Outcomes:

- The learners gain an overview on health communication
- Gets insight on the latest trends in health communication.
- Gain knowledge about Disparities in health communication
- Become familiar with Barriers to health communication.

Unit V:

Traditional Approaches to Health Communication-Community Outreach-Developing Effective Television Ads- Contemporary Approaches- Emerging Communication Techniques- Tele health and Telemedicine

Learning Outcomes:

- The student understands the Traditional approach to health communication.
- Gain knowledge on devising an effective Television ads for health communication
- Come to know of the Latest trends in health communication
- Learn about telemedicine.

4. Course Duration: The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Science communication – Definition – Nature – Scope and need – History of science communication – Key elements	16
II	Science communication and development – Science and technology in the ancient world- In ancient and medieval India – Diffusion of science and technology in British India – Progress in science and technology in post 1947 India communication and communication in modern India	19
III	Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story	17

IV	Health Communication-Overview- Issues and Trends- Opportunities and Disparities Health Communication- Communication Sources- Barriers in Health Communication- Attributes of Effective Health Communication	18
V	Traditional Approaches to Health Communication-Community Outreach-Developing Effective Television Ads- Contemporary Approaches- Emerging Communication Techniques- Tele health and Telemedicine	18

6. Teaching Methods:

The course will use the following pedagogical tools:

1. Selected case studies on major topics.
2. Projects/Assignments/ discussion in the class room etc.
3. Employing visual presentation/ slides.

7. Student Evaluation Process:

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

8. Suggested text books:

1. Vilanilam, J.V. (1993): *Science Communication & Development*. New Delhi: Sage Publications:
2. Richard K Thomas (2006): *Health Communication*. USA: Springer.

9. Reference books:

1. Benett J David, Jennings C Richards. (2015). *Successful Science Communication, Telling it like it is*: London, Cambridge.
2. Bowater Laura, Yeoman Kay.(2013). *Science Communication, a Practical Guide for Scientists*: Sussex
3. D.W.Burkett (1973): *Writing Science News for the Mass Media*, USA: Gulf Publishing
4. Brian Brown, Paul Crawford and Ronald Carter (2006). *Evidence-based health communication*. London: McGraw Hill.
5. Wilson Anthony, Gregory Jane, Miller Steves.(1998). *Hand book of science communication*. London, Institute of physics publishing.

6. Davies R. Sarah, Horst Maja.(2016).*Science Communication culture, identity and citizenship*: London, Palgrave Macmillan
7. Bowtar Laura and Yeoman Kay. (2013).*Science communication, A Practical guide for scientists*: Oxford, Wiley – Blackwell
8. Brake L Mark, Kamp Weit Emma. (2010). *Introducing science communication A practical guide*: Hamshire, Palgrave Macmillan.
9. Stocklmayer M Susan, Gore M Micheal, Bryant Chris. (2001). *Science communication in theory and practice*: London, Kluwer academic publishers.
10. Yu Han and Northcut M Kathryn. (2018). *scientific communication (practices, theories and pedagogies)*: Oxon, Routledge.

10. Websites:

1. <http://www.posci.com>
2. <http://www.onlineuniversities.com/blog>
3. www.iscos.org
4. <http://scurt.ubc.ca/guest-blog>
5. <http://lopscience.jop.org/books>
6. <http://sciencecommunication.gmu.edu/>
7. <http://indianbioscienceorg/columns>
8. <http://stem.ogr.uk/system/files>
9. <http://euraxess.ec.europa.eu>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Department of Journalism and Mass Communication

Programme: MJMC, Year –I, Semester – II
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: RADIO JOURNALISM, Course Code: MJ201

1. Course Objectives:

1. Study the understanding the radio profile.
2. Educate the information on various special audience programs.
3. Aware the sound effects, recording formats and dubbing.

4. Learn the knowledge about the microphones and mikes.
5. Know the knowledge on responsibilities and functions of AIR

2. Course Outcomes:

1. Create the awareness on the history of the Radio in and around world.
2. Develop the script writing skills for various formats and productions of Radio.
3. Improve the technical knowledge about the sound effects, recoding and dubbing.
4. Acquire the basic principles of writing for the Radio.
5. Understand the structure of Radio in India and the responsibilities.

3. Learning Outcomes (Unit wise):

UNIT I

Radio as a tool for communication, Radio as a oral medium : strengths and weakness, Radio and public service broadcasting, Radio for social change and development, Radio broadcasting and entertainment, Various broadcasting process- FM Radio, AM Radio, Community Radio and Web Radio, Characteristics of Radio, Objectives of Radio, AIR code.

Learning Outcomes:

1. To create aware on the characteristics of radio.
2. To gain the knowledge about the radio - advantage & disadvantages
3. To understand radio development and change.

Unit II

Brief introduction of key categories of Radio programs : Music – light, classical, folk and tribal, Spoken words – talks, discussion, interviews, quiz, story and poetry recitation, documentaries. News bulletins, Special audience programs - women – children – youth – industrial workers – farm and home, subject specific programs: rural, educational, sports, science, health, family welfare, Covering special events, festivals.

Learning Outcomes:

1. To understand the various radio programs.
2. To identify the different types of special programs.
3. To practice the script writing for radio programs.

Unit III

Stages in program production, Equipment for Radio production, Audition, microphone: importance, types, talents, mikes, Outdoor broadcast , Radio Bridge and people's Form Studio operations – sound and acoustics – tapes and recording – recording different formats – dubbing techniques ,production elements of Radio program, Criteria for a successful programs, presentation of Radio program

Learning Outcomes

1. To practice the audition and effectively voice use.
2. To know the knowledge of the microphones & mikes.
3. Identify the successful programs in Radio.

Unit IV

Basic principal of writing for the Radio, language of Radio, types of scripts for Radio, Five principal: Spoken, immediate, person to person, heard only once, sound only, Interview techniques: developing, interview techniques and skills for Radio, interview for advertisements(jingles), news bulletins, writing for intro bytes, writing headlines.

Learning Outcomes

1. To understand the 5 principles of Radio.
2. To know the speech, narration, dialogue, sound effects, music and Advertisement.
3. To create to write for Interviews, commercials, teasers and promos.

Unit V

Who is who in radio – station director _ Asst. Station Director – Program Executive – Transmission Executives – Announcer – Other crew, Autonomy – Prasara Bharathi – commercial agent broadcasting – Non-lapsable Fund (NLF) – local Radio concept – Radio and the people – Change, Emergence of private Radio and their popularities.

Learning Outcomes:

1. To know the knowledge about the Prasara Bharathi.
2. To develop the skill on concepts of local radio community.
3. To understand the Radio and people

4. **Course Duration:** The course constructive 88 sessions of **50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Radio as tool as of communication, Invention, Radio as oral medium : strengths and weakness Radio and public service Broadcasting, Radio for social change, and development, Radio broadcasting as entertainment, broadcasting process, FM Radio, AM Radio, Community Radio and Web Radio, Characteristics of Radio, Objectives of Radio , AIR code.	22
II	Brief introduction of main categories of Radio programs : Music – light, classical, folk and tribal, Spoken words – talks, discussion, interviews, quiz, story and poetry recitation, documentaries, and	16

	Radio magazines, drama and Radio serials –News bulletins, special audience programs - women – children – youth – industrial workers – farm and home program, subject specific programs :rural, educational, sports, science, health, family welfare, Covering special events, festivals.	
III	Stages in program production, Equipment for Radio production, Audition, microphone: importance, types, talents, mikes, Outdoor broadcast , Radio Bridge and people’s Form Studio operations – sound and acoustics – tapes and recording – recording different formats – dubbing techniques ,production elements of Radio program, Criteria for a successful programs, presentation of Radio program.	16
IV	Basic principal of writing for the ear, language of Radio, types of scripts for Radio, Five principal: Spoken, immediate, person to person, heard only once, sound only, Interview techniques: developing , interview techniques and skills for Radio, interview for advertisements(jingles), news bulletins, writing for intro bytes, writing headlines.	18
V	Who is who in radio – station director _ Asst. Station Director – Program Executive – Transmission Executives – Announcer – Other crew, Autonomy – Prasara Bharathi – commercial agent broadcasting – Non-lapsable Fund (NLF) – local Radio concept – Radio and the people – Change, Emergence of private Radio and their popularities.	16

6. Teaching Methods:

The course will use the following pedagogical tools:

1. Selected cases covering major topics.
2. Projects/Assignments/Quiz/Class Participation, etc.
3. Black board
4. Lecture method
5. Group discussion

7. Student Evaluation Process:

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

	examination.	
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8. Suggested text books:

1. Barua, U.L. (2017 Reprint): *This is All India Radio* ND: Publication Division, I & B.
2. Mehra Masani (1976): *Broadcasting and the People*. ND: National Book Trust.
3. David.J (2007): *Radio broadcasting journalism*. ND: Cyber tech publisher.

9. Reference books:

1. Bobby Vardhan P, Suman Kumar Kasturi (2018). *Broadcasting Journalism: The Golden mean of mass media*. Dominant publishers and distributors Pvt Ltd. New Delhi,
2. Chatterji, P.C.(1987) : *Broadcasting in India*. New Delhi: Sage Publications
3. Luthra, H.R. (1986): *Indian Broadcasting*. New Delhi: Publication division, Ministry of I& B.
4. Esta de Fossard Johns (2015): *Writing and producing radio dramas*. Washington DC: Hopkins University.
5. Kohki, Simran. (2006). *Understanding Radio*. The Radio Jockey Hand book. New Delhi: Fusion Books.

10. Websites:

1. https://www.indiatogether.org/sangham_media
2. https://www.prasarabharathi_committee.in/report
3. <https://study.com/academy/lesson/his>
4. <https://www.thoughtco.com/>
5. <https://www.slideshare.net/mobile/>
6. <https://www.linkedin.com/pulse/>
7. <https://www.rgbbroadcasting.com>
8. <https://www.exchange4media.com>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year: I, Semester: II
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Media Laws. Course Code: MJ 202

1. Course Objectives:

1. Give a comprehensive view of the Indian Constitution.
2. Explain the Official secrets Act 1923.
3. Describe the different laws related to journalists.
4. Explain Censorship, Internet and laws related to cable TV.

2. Course Outcomes:

After completion of the course, the students:

1. Come to know about the working of Indian Constitution.
2. Laws related to journalistic profession, and laws related to publication.
3. Gain knowledge related to contempt of court and defamation
4. Know cases related to the interpretation of Article 19 (1) (A) by the Supreme Court

3. Learning Outcomes (Unit wise):

UNIT I:

Indian constitution – Salient Features – Fundamental rights – Article 19 (1) (A)- Freedom of the press.

Learning Outcomes:

1. Learn about various provisions of Indian constitution.
2. Come to know the importance of Right to freedom of speech and expression
3. Become knowledgeable on Different aspects of Constitutional remedies.
4. Understand about Fundamental Rights – Article 19(1)A

Unit II:

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955 Press and Publication (Parliamentary Proceedings) Act, 1976.

Learning Outcomes:

1. The learner will gain knowledge about Official secrets Act. 1923.
2. Acquainted with the provisions of Working Journalists Act, 1955.
3. Understand The Books and Registration of newspapers Act, 1956
4. Come to know of the Press and Publication (Parliamentary Proceedings) Act 1976.

Unit III:

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of court.

Learning Outcomes:

1. The learner will gain knowledge of the working of Press Council India
2. Understand about the Indian cinematography act
3. Know about Law of defamation.
4. Gain knowledge about contempt of court.

Unit IV:

Freedom of the press – Ramesh Thapar vs state of Madras – BrijBhushan vs state of Delhi – Virendra vs state of Punjab – Ramji Lal Modi vs State of Uttar Pradesh - Sakal Newspapers vs Union of India – Benett Coleman and Co vs Union of India _ Indian Express vs Union of India (1986).

Learning Outcomes:

1. The learner understands the interpretation given by Courts on the Right to freedom of speech and expression.
2. Gain insights into cases of Ramesh Thapar vs State of Madras,
3. Aware about India Express vs Union of India , Benett Coleman and co vs Union of India
4. Come to know about Sakal Newspapers vs Union of India.

Unit V:

Censorship Law and Internet – Laws and Cyberspace – emerging trends – Laws relating to cable and satellite TV.

Learning Outcomes:

1. The students will gain knowledge about censorship.
2. Gain insight about Laws and cyberspace.
3. Understand Laws related to cable and satellite TV.
4. Become knowledgeable about laws related to Internet

4. Course Duration: The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
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I	Indian constitution – Salient Features – Fundamental rights – Article 19 (1) (A) - Freedom of the press.	20
II	Official secrets Act 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955 Press and Publication (Parliamentary Proceedings) Act, 1976.	17
III	Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of court.	17
IV	Freedom of the press – Ramesh Thapar vs state of Madras – BrijBhushan vs state of Delhi – Virendra vs state of Punjab – Ramji Lal Modi vs State of Uttar Pradesh - Sakal Newspapers vs Union of India – Bennett Coleman and Co vs Union of India _ Indian Express vs Union of India (1986).	18
V	Censorship Law and Internet – Laws and Cyberspace – emerging trends – Laws relating to cable and satellite TV.	16

6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. Ravindran, R.K. (1999). *Press in the Indian Constitution*, New Delhi: Indian publishers.

(Re Edition)

2. Neelambar M. (2012). *Media Laws and Ethics*, ND: PHI publishers, 6th edition.

9. Reference Books:

1. Pandey. B.N. (2017). *Indian constitution*, New Delhi, Central Law Publications.
2. Basu, D.D. (2008). *Introduction to Indian constitution*, 22nd edition: Allahabad, Central Law publication.
3. Basu, D.D. (2010). *Press laws*. Fifth edition: Nagpur, Lexus Nexus Butter worths.
4. Roy Rai Bahadur, G K.(2013). *Laws Relating to Press and Sedition*: New Delhi, Universal Law publishing.
5. Bakshi, P.M. (2014). *The Constitution of India*, New Delhi: Universal Law Publishing 14th edition.
6. Dr. Jain Rajiv, Mr.Shukla Mukesh.(2017). *Media Law*, Jaipur, University Book House.
7. Prasad, Kiran.(2011).*Media Law in India*, New Delhi, Kluwer law international.
8. Dr. Myneni, S R.(2017). *Media Law (with Right to Information Act.)*, Hyderabad, Asian Law House.
9. Devesh Kishore.(2017). *Media Law (Its Ethics and Ethos)*, New Delhi, Hindustan Publishing Corporation.
10. Pathak P Jui. (2014), *Introduction to Media laws and Ethics*, New Delhi, Shipra publications.

10. Websites:

1. www.caa.in/image/media_laws
2. www.ddegjust.ac.in/study_material/mmc-2/mmc-204pdf
3. www.legalserviceindia.com/articles/media.htm
4. www.caa.in/image/media_lawspdf
5. www.nraismc.com/wp-content
6. [www.ijhssi.org/papers/vol17\(2\)version-1](http://www.ijhssi.org/papers/vol17(2)version-1)
7. www.legalservicesindia.com/law/articles/1046
8. <http://taxguru.in/corporate>
9. <http://blog.ipleaders.in>
10. www.firstpost.com

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM

Dept of Journalism and Mass Communication

Programme: MJMC, Year-I, Semester-II

(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Editing and Print Media; Course code: MJ 203

1. Course Objectives:

1. Explain about principals writing, rules of grammar, editing different kinds of news copies.
2. Enlighten the student about the editorial setup, functions and duties of editorial staff.
3. Clarify about the fundamentals of copy editing. Gave the details of proof reading and editing symbols.
4. Educate the students to put the catchy headlines. Explain them about modern trends in headlines.
5. Enlighten the students on the history of photography and techniques in photo editing and cropping.
6. Develop the news pages the learner can gain the knowledge in layout design.

2. Course Outcomes:-

1. The students can gain the knowledge on Language skills and follow the grammar rules in editing.
2. Apply the technical support of DTP, page maker other software's in editing.
3. The student can understand about editorial setup and editorial techniques
4. They come to know different copies, importance of proofreading and copyediting.
5. The learner can develop knowledge to put catchy headlines, follow new trends.
6. They can make use of technology in photo editing, cropping, and trimming.

3. Learning Outcomes (Unit wise):

UNIT I

Definition and Scope of Print media – Characteristics of Print media- Principles of writing – Rules of grammar - Writing & editing news – Editing speech reports – Crime and Accidents – Floods and other disasters – Rural news editing - Editing columns for Education – Culture – Legal - Business - Health - Science – Agriculture – industry – Environment – life style - Film, TV and entertainment and sports.

Learning Outcomes:

1. The student can learn about principals of writing.
2. The learner can understand editing speech reports and other specialised reports.
3. The learner can know the special care in Cultural, Business and legal reports editing.

Unit II

Editorial setup in print media – Role of Editor - News editor in print media - Role of Sub-editor- their responsibilities – Editorial writing – Letters to the editor – Leads – Principles of rewriting – New trends in Print Media - Importance of Cartoons in News papers and Magazines, Pocket and editorial cartoons – Caricatures - Prominent Cartoonists in India.

Learning Outcomes:

1. The student can learn about editorial setup in news papers.
2. The student can understand editing patterns, importance of column of Letter to the editor.
3. The learner can understand the importance of Cartoons in newspapers and Magazines.

Unit III:

Fundamentals of copy editing – Editing for News paper and Magazine – Editing and proof reading symbols – Style sheet – Role of Language - News priorities for National and Regional dailies - Headlines and its importance – Types of headlines – Language role in headlines - Modern trends in headlines.

Learning Outcomes:

1. The student can learn about the fundamentals of copy editing.
2. The learner can understand the use of style sheet.
3. They can also get the knowledge on Headline writing; follow the trends in headline writing.

Unit IV:

History of photography - Photo journalism definition and significance – Characteristics of photo journalism - Photographs, News Sense – Visual Language – Photo story – Selection of Photos - Photo editing - cropping – Layout and design of different pages – Magazine production techniques..

Learning Outcomes:

1. The learner can gain the knowledge in photography.
2. Understand about photo editing, cropping and layout design.
3. They come to know about magazine production.

Unit V

Journalism ethics- News accuracy- News fairness – News & truth - completeness and balance of news presentation - Code of ethics - Journalism and objectivity- the influence of news values- objectivity in practice- redefining objectivity- objectivity as a perspective. Role of language in news editing.

Learning Outcomes:

1. The students can understand importance of Journalism and ethics.
 2. They come to know about journalism profession objectivity in practice.
 3. The learners come to know about importance of language in editing.
4. **Course Duration:** The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Definition and Scope of Print media – Characteristics of Print media- Principles of writing – Rules of grammar - Writing & editing news – Editing speech reports – Crime and Accidents – Floods and other disasters – Rural news editing - Editing columns for Education – Culture – Business – Health – Science – Agriculture – industry – Environment – life style - Film, TV and entertainment and sports.	18
II	Editorial setup in print media – Role of Editor - News editor in print media – Role of Sub-editor- their responsibilities – Editorial writing – Letters to the editor – Leads – Principles of rewriting – New trends in Print Media - Importance of Cartoons in News papers and Magazines, Pocket and editorial cartoons – Caricatures - Prominent Cartoonists in India.	18
III	Fundamentals of copy editing – Editing for News paper and Magazine – Editing and proof reading symbols – Style sheet – Role of Language - News priorities for National and Regional dailies - Headlines and its importance – Types of headlines –	18

	Language role in headlines - Modern trends in headlines.	
IV	History of photography - Photo journalism definition and significance – Characteristics of photo journalism - Photographs, News Sense – Visual Language – Photo story – Selection of Photos - Photo editing - cropping – Layout and design of different pages – Magazine production techniques.	18
V	Journalism ethics- News accuracy- News fairness – News & truth - completeness and balance of news presentation - Code of ethics - Journalism and objectivity- the influence of news values- objectivity in practice- redefining objectivity- objectivity as a perspective - Role of language in news editing.	16

6. Teaching Methods:

The course teacher will use the following pedagogical tools:

1. Use of computer to show editing patterns.
2. Ask the students to practice DTP, use of page maker.
3. Projects/Assignments/ students Participation in editorial activity. etc.
4. Use of internet and visual presentation.
5. Use of Block board, News paper, Magazines, audio, video clips.

7. Student Evaluation Process:

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

8. Suggested text books:

1. Arun Prakash (2013): *Text book of editing and reporting*. New Delhi, Ane Books Pvt. Ltd;
2. Kumar. Keval. J. (2013): *Mass Communication in India*, New Delhi, Jaico Publishing house; 4th edition.

9. Reference Books:

1. Bruce Westley (1980): *News Editing*. New Delhi: IBH Publishers.
2. Frank Barton (1989): *The newsroom: A manual of journalism*. New Delhi: Sterling Publishers.
3. Partha Sarathy, R. (2012): *Basic Journalism*. New Delhi: McMillan
4. Desai, M.V., Ninan Sevanti (1996): *Beyond those Headlines: Insiders on the Indian Press*, Allied Publishers.
5. Roy Barun (2016) *Understanding Journalism*, Repro Knowledge cast Ltd
6. Srivastava.(1989).*Reporting and Editing* , PII, New Delhi.
7. James P.Alexander (1991). *Programmed Journalism Editing*, Iowa State University Press.
8. Harry Stencipher (1979).*Editorial thinking and writing*, London Heasting House.
9. Seth Pankaj (2008): *Photo Journalism and Communication Technology*, Navyug publishers and distributors.
10. Kenneth Kobre(2017) *Photo Journalism: The Professionals' Approach*, Routledge Publishers, 7th edition.

10. Websites :

1. <http://www.rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf>
2. <http://www.nraismc.com/wp-content/uploads/2017/03/105-EDITING-CONCEPT-PROCESS.pdf>
3. <https://www.millcitypress.net/author-learning-center/whats-editing-all-about>
4. <https://www.theguardian.com/books/2011/feb/11/lost-art-editing-books-publishing>
5. <http://www.nraismc.com/wp-content/uploads/2017/03/104-REPORTING-EDITING.pdf>
6. http://www.unn.edu.ng/publications/files/12042_NEWS_EDITING_AND_DESIGN.pdf
7. <https://www.pearsonhighered.com/assets/samplechapter/0/2/0/5/0205953662.pdf>
8. <https://www.ndsu.edu/pubweb/~rcollins/313editing/editingacrossmedia12-11.pdf>
9. <https://thewritelife.com/self-editing-basics/>
10. <http://www.nraismc.com/wp-content/uploads/2017/03/105-Photo-Journalism.pdf>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Asst. Professor(c)			08942-240900
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year: I, Semester: II
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Media Management. Course Code: MJ 204.

1. Course Objective:

1. To study various media managements and its functioning's.
2. To aware about bureau, desk, printing section, adv-wing and circulation section.
3. To identify the impact of press commissions and recommendations.
4. To provide the knowledge on role of Press council of India in present context.
5. To study on the objectives of Govt. media organizations like RNI, DAVP, NFDC etc.,

2. Course Outcomes:

1. Get a historical view about various departments in print media houses.
2. Come to understand on ownership of media and types of ownership patterns.
3. Learn & practice the various wage boards on working journalists.
4. Understand the established and journey of PCI.
5. Gain the knowledge about the process of newspaper registrations.

3. Learning Outcomes (Unit wise):

Unit -1

Types of Media organizations – Newspaper organizations & Managements- Publishing houses- Electronic media organizations and functions. Newspapers departments – Editorial- Reporting- Photography-Circulation - Marketing– Advertising – Production.

Learning Outcomes:

1. Identified and understand the media houses in & out side.
2. Come to know the knowledge about the reporting, editing, printing wings.
3. The student understands on publishing houses.

Unit-2

Ownership of Media- Types of Ownership patterns. Role of Proprietorships– Pvt. Ltd. - Public Limited Companies – Trust – Cooperatives – Societies- Franchisees- Joint Ventures. Emerging marketing strategies. Customer relationship management (CRM) in Print media News agencies- organizational structure- ownership pattern.

Learning Outcomes:

1. Come to understand on ownership of media- types of ownership patterns.
2. Acquire the information about emerging marketing strategies in Media Management.
3. Gain the data on role of proprietorships.

Unit-3

Press commissions - Recommendations. Press council Act-1978. Press Council of India (PCI) – structure – Composition – Guidelines. Various committees on media in India after Independence.

Learning Outcomes:

1. Gain the full pledged knowledge on functions of PCI.
2. Come to know about press commissions and recommendations.
3. Learn about various committees on media after independence.

Unit-4

Govt. Media organizations- All India radio - DoorDarshan – PIB- DAVP- Directorate of Field Publicity(DFP)- Publication division- Registrar of Newspaper for India (RNI)- Research and Reference Division, IIMC-FTII- CBFC-NFDC-DFF- I&PR : State department.

Learning Outcomes:

1. Aware on AIR and DD roles in India. .
2. Students gain information about field publicity wings.
3. Acquire the knowledge on state information departments.

Unit-5

Recruitment policy – training. Wage policy - Wage boards. Readerships surveys – ABC- Advertising policy. FDI in media. Newspaper finance and control.

Learning Outcomes:

1. Gain the knowledge on recruitment, training, wage and advertising policies.
2. Acquire the information about readership surveys.
3. Collect the data on FDI.

4. **Course Duration:** The course duration is sessions **96 of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Types of Media organizations – Newspaper organizations & Managements- Publishing houses- Electronic media organizations and functions. Newspapers departments – Editorial- Reporting- Photography-Circulation & Marketing– Advertising – Production.	26
II	Ownership of Media- Types of Ownership patterns. Role of Proprietorships– Pvt. Ltd. - Public Limited Companies – Trust – Cooperatives – Societies- Franchisees- Joint Ventures. Emerging marketing strategies. Customer relationship management (CRM) in Print media. News agencies- organizational structure- ownership pattern.	20
III	Press commissions - Recommendations. Press council Act-1978. PCI – structure – Composition – Guidelines. Various committees on media in India after Independencies.	18
IV	Govt. Media organizations- All India radio - Doordarshan – PIB- DAVP- Directorate of Field Publicity(DFP)- Publication division- Registrar of Newspaper for India (RNI)- Research and Reference Division, IIMC-FTII-CBFC-NFDC-DFF- I&PR State department.	18
V	Recruitment policy – training. Wage policy - Wage boards. Readerships surveys – ABC-Advertising policy. FDI in media. Newspaper finance and control.	14

6. Teaching Methods:

The course will use the following pedagogical tools:

1. Visited to News paper offices and observe various departments.
2. Projects/Assignments/ students Participation, etc.
3. Should visit to All India Radio and the explain activities.
4. Use of Block board, News paper, Magazines, audio, video clips.

7. Student Evaluation Process:

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

8. Suggested text books:

1. Herbert Lee (5th Edition): *Newspaper Organization and Management*. New Delhi: Surjeet publications
2. Luthra, H.R. (2016): *Indian Broadcasting*. New Delhi: Publications Division, Govt. of India.

9. Reference books:

1. Kothari, Gulub. (1995): *Newspaper Management in India*, Intercultural Open University.
2. Chiranjeev, Avinash. (2000): *Electronic Media Management*, Authors Press.
3. Baruah, U.L.(1983): *This is All India Radio*. New Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
4. Mehra Masani (1986); *Broadcasting and the people*. New Delhi: National Book Trust.
5. Chatterji, P.C. (1988): *Broadcasting in India*. New Delhi: Sage Publications
6. Vanita Kohli (2006): *The Indian media Business*: New Delhi: Sage.

10. Websites:

1. <http://mib.gov.in>
2. <http://www.ibfindia.com>
3. shortcourseportal.com/disciplines/307/media-management.html

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of journalism and mass communication

Course: MJMC: Year – I, Semester – II
(W.E.F. Academic Year 2019 - 2020)

Subject: Gender and Communication: Subject Code: MJ 205

1. Course Objectives:

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

2. Course Outcomes:

The student will be able to understand

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

3. Learning Outcomes (Unit wise):

UNIT –I

Gender- Sex, Gender Identity and Gender role –Masculine and Feminine cultures- Gender values
Feminism – Types of feminism- Marxist- Socialist- Radical feminism, Waves of feminism- first, second and third wave

Learning Outcomes:

1. Develop the vision of the Women related issues in world
2. Gain knowledge about the types of Feminism and waves of Feminism
3. Identified the Gender bias, Gender values and Gender role.

Unit II:

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

Learning Outcomes:

1. Know the knowledge of the Feminist Communication theories
2. Differentiate the theories of the importance, values and agenda
3. Gain knowledge about the structuralism importance and types

Unit III:

Gender and communication, verbal interaction- non-verbal interaction- topics of discourse- perception and evaluation of speech Explaining gender differences- non-verbal gender differences- theoretical issues- experimental designs- meta-analysis

Learning Outcomes:

1. Gain knowledge about the types of communication
2. Analyze the theoretical and experimental design-meta-design
3. Understand the reflection/change of our mind set on Gender issues

Unit IV:

Gender and Mass Communication in a Global Context-Challenge of re-visioning gender values, Women journalists in the western world, Global context of women in communication- Women, racial and sexual minorities in the media- Women in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism.

Learning Outcomes:

1. Gain knowledge about the Global context of the Gender equalities and discriminations
2. Understand the importance of the Mass Communication in Global level
3. Identified the women growth in Newspapers, Magazines, Radio, Public relations and Online Journalism

Unit V:

Gender and violence- Screening and reporting violence - Effects of violence in media - News and mythology of anti woman violence - Unusualness and crime news- Reforming the news - news, violence & women , Women and international communication – Women's International

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

Learning Outcomes:

1. Know the gender voice, stylistic gender difference and differences within and among people/women
2. Gain the knowledge about the international women organization WIN, WINGS and FIRE
3. Identified and understand the women rights and movements in world wide.

4. Course Duration: The course duration is of **72 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Basics of Gender Communication Gender- Sex, Gender Identity and Gender role –Masculine and Feminine cultures- Gender values Feminism – Types of feminism- Marxist- Socialist- Radical feminism, .Waves of feminism- first, second and third wave	16
II	Theories of Gender Communication Feminist communication theories - Structuralism– Muted group theory– Stand point theory- Post structuralism– Performance and positioning theory – Transgender and Cyborg theory.	14
III	Gender and communication Gender and communication, verbal interaction- non-verbal interaction- topics of discourse- perception and evaluation of speech .Explaining gender differences- non-verbal gender differences- theoretical issues- experimental designs- meta-analysis	14
IV	Gender communication in Global level Gender and Mass Communication in a Global Context-Challenge of re-visioning gender values, Women journalists in the western world, Global context of women in communication- Women, racial and sexual minorities in the media- Women in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism.	16
V	Women Organizations Gender and violence- Screening and reporting violence - Effects of violence in media - News and mythology of anti woman violence - Unusualness and crime news- Reforming the news - news, violence	12

	& women Women and international communication – Women's International Network (WIN) news, <i>Women's International News Gathering Service (WINGS)</i> , <i>Feminist International Radio Endeavour(FIRE)</i>	
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6. Teaching Methods:

The course will use the following pedagogical tools:

1. Selected cases covering major topics.
2. Projects/Assignments//Class Participation, etc.
3. Internet, Audio, Video tools, News papers and Magazine clips.

7. Student Evaluation Process:

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

8. Suggested text books:

1. Donna Allen, Susan J Kaufman, Ramona, R. Rush (Ed). *Women transforming Communications*. London: Sage Publications
2. Philip Shaver and Clyde Hendrick (1987) *Sex and Gender* Sage Publications
3. Karen Boyle.(2002) *Media and Violence*. London: Sage Publications.

9. Reference Books:

1. Pamela Creedon and Judith Cramer (2007). *Women in Mass communication*.London:Sage
2. Charlotte Krolokke and Anne Scott Sorensen. (2005). *Gender Communication: Theories and Analyses* .London: Sage Publications
3. Marian Meyers. *Engendering Blame: News Coverage of Violence against Women*. London: Sage Publications.
4. Audrey nelson, Claire dam ken brown (2012): *Gender communication Handbook*, Pfeiffer publisher.
5. Laurie P.Arliss (1990): *Gender Communication*, Pearson College Division.
6. Palczewski. C.H., Defrancisco V.P., McGeough D.Danielle (3rd Edition).*Gender in Communication*, USA: University of Northern Iowa.

10. Websites:

1. <http://courses.lumenlearning.com/chap>
2. <http://www.experience.com/advice/g...>
3. <https://www.slideshare.net/>
4. <https://www.experience.com/>
5. <https://www.au.af.mil/awc/awcgate>
6. <https://www.bizjournals.com>

11. Details of Faculty:

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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Master of Journalism and Mass Communication

Programme: MJMC, Year: II, Semester: III
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Cultural Communication; Course code: MJ 301

1. Course Objectives:

1. Explain about the Culture and its origin, various elements of culture and traditions.
2. Enlighten about cultural communication and different popular models.
3. Clarify about the ancient and modern views on Communication, Verbal communication.
4. Educate the students inter cultural communication, Non- verbal communication
5. Give details about the role of media in intercultural communication.
6. Explain about inter cultural broad casting, usage of communication technology.

2. Course Outcomes:

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

3. Learning Outcomes Unit wise:

UNIT I:

Concept of Culture : Meaning, importance , Culture and tradition, Elements of Indian culture , Culture and the world, Intercultural communication – Origin – Need – Approaches – Behaviouristic – Humanistic – Moderate – Components – Definition – meaning.

Learning Outcomes:

1. The student can learn about Concept of Culture and traditions.
2. The learner can know about definition and meaning of Culture.
3. The learner can understand Behaviouristic, Humanistic approaches in communication and intercultural communication.

Unit II:

Models in inter - cultural communication – Aristotlean – Cybernetic- Biological – Psychological modes – Perception of the world – Senses – Influence of culture – Greek culture –Hindu culture – Buddhist culture, different cultures influence.

Learning Outcomes:

1. The student can learn about different models of cultural communication
2. The student can understand about Aristotlean, Cybernetic, Biological and Psychological modes.
3. The learner can know the influence of Greek, Hindu, and Buddhist cultures.

Unit III:

Retention of information – ancient and modern views – Verbal communication – Language and Culture – different cultural theories in the world - Hindu – Buddhist – Greek and Islamic theories - industrial – non industrial cultures.

Learning Outcomes:

1. The student can learn about the ancient and modern views on Culture.
2. The learner can understand the Verbal communication
3. They can also get the knowledge on industrial – non industrial cultures.

Unit IV:

Inter cultural communication – Non verbal communication – Hindu theories and modern theories
 - Cultural institutions – Family – temple, church, mosque, School- different cultures in India
 Mass media and culture.

Learning Outcomes:

1. The learner can gain the knowledge in Inter cultural communication.
2. Understand about Non verbal communication
3. They come to know about cultural institutions.

Unit V:

Role of media in intercultural communication – Importance of traditional media - Traditional media and mass media – Inter Cultural Broad casting – Communication technology – Cultural change – technology and change, Influence of technology on Culture.

Learning Outcomes:

1. The students can understand Role of media in intercultural communication.
2. They come to know about Inter Cultural Broad casting.
3. The learner comes to know cultural change and technology change.

4. Course Duration: The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Concept of Culture : Meaning, importance , Culture and tradition, Elements of Indian culture , Culture and the world, Intercultural communication – Origin – Need – Approaches – Behaviouristic – Humanistic – Moderate – Components – Definition – meaning..	19
II	Models in inter - cultural communication – Aristotlean – Cybernetic- Biological – Psychological modes – Perception of the world – Senses – Influence of culture – Greek culture –Hindu culture – Buddhist culture, different cultures influence.	17
III	Retention of information – ancient and modern views – Verbal communication – Language and Culture – different cultural theories in the world - Hindu – Buddhist – Greek and Islamic theories - industrial – non industrial cultures.	19

IV	Inter cultural communication – Non verbal communication – Hindu theories and modern theories - Cultural institutions – Family – temple, church, mosque, School- different cultures in India Mass media and culture.	17
V	Role of media in intercultural communication – Importance of traditional media - Traditional media and mass media – Inter Cultural Broad casting – Communication technology – Cultural change – technology and change, Influence of technology on Culture.	16

6. Teaching Methods:

The course teacher will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. Holliday Adrian, Kullman John, Hyde Martin (2017): *Intercultural Communication*, New York: Routledge.
2. CarbaughDonal (1990); *Cultural Communication and Intercultural Contact.*, New York, Psychology press.

9. Reference Books:

1. Frank J. Lechner and John Boli (2005). *World Culture: Origins and consequences* London. Blackwell Publishing Company.
2. Menasha Gigi Durcan and Douglas M. Kellener (2001). *Media and Cultural Studies*. London: Blackwell Publishing Company.
3. James Curran (2002). *Media and Power*. London: Routledge.
4. Amarthya Sen (2005). *The Argumentative Indian*. New Delhi. Penguin India.
5. Samuel P. Huntington. (1996). *The class of Civilizations and The Remaking of world order*. London: Penguin Books.

10. Websites:

1. http://personales.upv.es/mcandel/Hybels9_Ch3.pdf
2. <https://www.researchgate.net/publication/48513293>
3. <https://www.nios.ac.in/media/documents/SecIHCour/English/CH.02.pdf>
4. https://fsc.bsu.by/wp-content/uploads/2015/12/Konspekt-lektsij-po-distipline_-Osnovy-krosskul-turnogo-obshheniya.pdf
5. <https://www.press.umich.edu/pdf/9780472033577-ch1.pdf>
6. <https://www.wisenepali.com/2016/03/characteristicsprocess-functions-of.html>
7. <https://www.absolutemg.com/2014/12/23/traditional-media-balancing-effect/>
8. <http://download.nos.org/srsec335new/ch25-core.pdf>
9. <https://www.britannica.com/topic/language/Language-and-culture>
10. <https://www-edc.eng.cam.ac.uk/downloads/culturebookshort.pdf>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
Dr. Reddy.Tirupathi Rao Asst. Professor(c)	tirupathirao.reddy@gmail.com	Dept. of JMC	9440440966 08942-240900

Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year-II, Semester-III
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Development Communication, Course Code: MJ 302

1. Course Objective:

1. Disseminate the information on real concept of development communication.
2. The students learn about different theories of development around the world.
3. Enlighten the student on purpose of Development journalism.
4. Explain the details on Development support communication and its overview.
5. Discuss the need of participatory development for present day society.
6. Tell the students about multimedia approach for development.

2. Course Outcomes:

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

3. Learning Outcomes Unit wise:

UNIT I:

Development – Different concepts for development – Role of Communication in Development – Development support communication - Causes for under development - Theories of development - Economic theory – Walt Rostow – Sociological theory - Modernization theory - Dependency theory - Dominant paradigm - New paradigm of development- Sustainable development - Development dilemmas- Millennium development goals - diffusion of innovations - An over view.

Learning Outcomes:

1. The student can learn about different development concepts and theories.
2. The students got the information sustainable development and its need.
3. They can gain the knowledge on Millennium development goals.

Unit II:

0--Development journalism - origin - growth - Developmental journalism - concepts- case studies – Early years of development in India – Role of Evert M. Rogers, Wilbur Schramm for development communication – Development communication in agriculture and health sectors - Development news - Different concepts - Development reporting - problems – Indian Press contribution towards Development journalism - Development centric institutions – NIRD, USAID, Ford Foundation , World Bank, UNDP, WHO etc.

Learning Outcomes:

1. The learner can know the importance of development journalism.
2. The student can understand the problems in development journalism. .
3. They come to know about Indian press contribution to development journalism.

Unit III:

Development communication – definitions- nature- scope- merits and demerits – case studies of SITE and Jhabua development communication project – KHEDA Project, SEWA, DWCRA etc - Development support communication – an overview – Communication and Human development – literacy – population control- Sanitation – Swachh Bharat - health hazards and immunization programs - AIDS Control - Pulse Polio - Gram panchayat role in rural development.

Learning Outcomes:

1. The student can learn about the merits and demerits development communication.
2. They also understand about communication and Human development.
3. The learner can get the details on role of gram pachayat system.

Unit IV:

Participatory development – Communication – Participation and development / community development – Community development programmes in India – NGO’s role in community development activities – Role of media in community development programmes, social capital – and theories – participatory communication research – case studies – Communication profile in India – Reach – Access – Communication technologies - Use of traditional media in development programmes.

Learning Outcomes:

1. The learner can gain the knowledge Participatory development.
2. They also know about Community development.
3. They can understand about participatory approach in human development.

Unit V:

Multimedia approach to development issues – Interpersonal communication – traditional communication - Mass communication – Mass media for Development – News Paper, Magazines , Radio, T.V, Films, Documentaries’ and Social Media for development – Role of media in Agriculture , Health, Education, Environment, Drinking water , Cultural preservation etc - Case studies.

Learning Outcomes:

1. The students can understand the Multimedia approach in development issues.
2. The learner can got the information on importance of traditional communication.

3. The students can get the details on Radio, TV, films influence on development activities.

4. Course Duration: The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Development – Different concepts for development – Role of Communication in Development – Development support communication - Causes for under development - Theories of development - Economic theory – Walt Rostow – Sociological theory - Modernization theory - Dependency theory - Dominant paradigm - New paradigm of development- Sustainable development - Development dilemmas- Millennium development goals - diffusion of innovations - An over view.	19
II	Development journalism - origin - growth - Developmental journalism - concepts- case studies – Early years of development in India – Role of Evert M. Rogers, Wilbur Schramm for development communication – Development communication in agriculture and health sectors - Development news - Different concepts - Development reporting - problems – Indian Press contribution towards Development journalism - Development centric institutions – NIRD, USAID, Ford Foundation , World Bank, UNDP, WHO etc.	17
III	Development communication – definitions- nature- scope- merits and demerits – case studies of SITE and Jhabua development communication project – KHEDA Project, SEWA, DWCRA etc - Development support communication – an overview – Communication and Human development – literacy – population control- Sanitation – Swachh Bharat - health hazards and immunization programs - AIDS Control - Pulse Polio - Gram panchayat role in rural development.	19
IV	Participatory development – Communication – Participation and development / community development – Community development programmes in India – NGO’s role in community development activities – Role of media in community development programmes, social capital – and theories – participatory communication research – case studies – Communication profile in India – Reach – Access – Communication technologies - Use of traditional media in development programmes.	17

V	Multimedia approach to development issues – Interpersonal communication – traditional communication - Mass communication – Mass media for Development – News Paper, Magazines , Radio, T.V, Films, Documentaries’ and Social Media for development – Role of media in Agriculture , Health, Education, Environment, Drinking water , Cultural preservation etc - Case studies.	16
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6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text Books:

1. Vilanilam.J.V (2009): Development Communication in practice, Indi and the Millennium Development Goals, New Delhi, Sage Publications
2. Narula Uma (2007) Development Communication: Theory and Practice, New Delhi, HarAnand publications

9. Reference Books:

1. Avik Ghosh (2006): *Communication technology & Human development*, ND: Sage.
2. Murthy, DVR (2006): *Development Journalism: WhatNext* NewDelhi: Kanishka
3. Srinivas Melkote (2001): *Communication for development in the third World*: New Delhi: Sage publications
4. Jaya weera,N & Ammugave,S (1989): *Rethinking development communication*. Singapore: AMIC
5. Jan Servaes (1996): *Participatory communication for social changes* New Delhi: Sage Publication

6. Richard Peet (2005): *Theories of development* Jaipur: Rawat publications

10. Websites:

1. <http://siteresources.worldbank.org/EXTDEVCOMMENG/Resources/DevelopmentCommSourceBook.pdf>
2. <http://download.nos.org/srsec335new/ch4.pdf>
3. https://www.unicef.org/cbsc/files/Inter-agency_C4D_Book_2011.pdf
4. http://shodhganga.inflibnet.ac.in/bitstream/10603/93308/1/11_chapter%203.pdf
5. https://www.researchgate.net/publication/277583304_Development_Journalism_A_Catalyst_for_Positive_Change
6. https://gupea.ub.gu.se/bitstream/2077/33941/1/gupea_2077_33941_1.pdf
7. https://www.kas.de/c/document_library/get_file?uuid=03a0338f-9a27-0b51-56d5-4a313882080b&groupId=269323
8. <https://journalism.uonbi.ac.ke/sites/default/files/chss/journalism/journalism/IRENE%20SIMIYU%20FINAL%20RESEARCH%20PROJECT.pdf>
9. http://www.researchingcommunication.eu/reco_book4.pdf
10. <http://uafulucknow.ac.in/wp-content/uploads/2017/10/BA-JMC-2nd-year-2.pdf>

11. Details of Faculty:

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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept. of Journalism and Mass Communication

Programme: MJMC, Year: II, Semester: III
(W.E.F. Academic Year 2019 – 2020)

Title of the Course: Public Relations; Course Code: MJ 303.

1. Course Objectives:

1. To trace the history of the PR, mention factors that led to the evolution of PR in India.
2. To analyze the government information and public relations practices and also highlight the role and scope of PR in local bodies.

3. To list the various media that could be used for publicity and effective PR.
4. To understand the importance of communication planning, collect the information and monitoring.
5. To outline the growth of the PR professionals and list the activities of PRSI in building an academic and professional base.

2. Course Outcomes:

1. Gain the knowledge on historical appraisal and PR a comparative evaluation.
2. Acquire the information about local, state and central Govt. media organizations and its functions.
3. Practice start on special events like campaigns, demonstration, exhibitions, open house, press conference etc.,
4. Understand on application of communication methods for PR media.
5. Come to known about PR professional organizations and bodies.

3. Learning Outcomes (Unit wise)

Unit - 1:

Definitions of PR. Importance & Significance history and development of PR in India. Publicity – Public opinion – Propaganda – Advertising – PR a comparative evaluation – Social and psychological impact of PR.

Learning Outcomes

1. Identified & understand the PR in public affairs.
2. Know the knowledge about the evolution of PR in India.
3. Map out the scope of PR impact.

Unit- II:

Public Relations Setup & Structure. Types of PR: Public sector-Private Sector-Service Sector and NGO's- Govt.PR like Central, State, Local bodies. Activities of PR at organizational level. Role and functions of a PRO.

Learning Outcomes:

1. Gain the knowledge on PR structure and setup.
2. Aware on various departments and functions of Govt. PR in India.
3. Aware about functioning about PRO.

Unit-III:

PR for print, electronics and film, oral, press conference – special events. Tools and methods of PR: Annual reports-house journals –brochures-case studies -media releases/press briefing. Preparation for PR campaigns through mass media, open house, photography, exhibitions, press tours, advertising, speech planning and websites.

Learning Outcomes:

1. Understand about PR tools and related matters.
2. Know about conducting the PR campaigns.
3. Critical analyze on the PR communication methods.

Unit - IV:

PR policy – consultancy agency system. Planning in PR: planning – fact finding – implementation- feedback analysis. Media selection for the PR campaigns - advertising as a component of PR – direct communications – books and other publications.

Learning Outcomes:

1. Acquire the information about PR policies and agencies.
2. Students gain the information about PR planning.
3. Understand about media selection for better PR and some direct communication ways.

Unit - V:

PR professional organizations: IPRA, PRSA, PRSI, PRCI, BPRA - PR research areas – techniques – evaluation – laws and ethical aspects – PR education and recent trends.

Learning Outcomes:

1. Acquire the knowledge on PR professional bodies.
2. Understand on PR research areas, PR education and recent trends.
3. Known about laws and ethical aspects of PR.

4. Course Duration: The course with constructive sessions **80 of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Definitions of PR. Importance & Significance history and development of PR in India . Publicity – Public opinion – Propaganda – Advertising – PR a comparative evaluation – Social and psychological impact of PR.	22

II	Public Relations Setup & Structure. Types of PR: Public sector-Private Sector-Service Sector and NGO's- Govt.PR like Central, State, Local bodies. Activities of PR at organizational level. Role and functions of a PRO.	20
III	PR for print, electronics and film, oral, Press conference – special events. Tools of PR: Annual reports-House journals –brochures-case studies -media releases/press briefing. Preparation for PR campaigns through mass media, open house, photography, exhibitions, trade, advertising, speech planning and websites.	18
IV	PR policy – consultancy agency system – planning – fact finding – implementation- feedback analysis. Methods of PR- periodicals – controlled electronic communication – advertising as a component of PR – direct communication methods – books and other publications.	10
V	PR professional organizations: IPRA, PRSA, PRSI, PRCI, BPRA - PR research areas – techniques – evaluation – laws and ethical aspects – PR education and recent trends.	10

6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

8.

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

9. Suggested text books:

1. Bob Franklin, Mike Hogan, Quentin Langley, Nick Mosdell& Elliot Pill (2009).Key concepts in public relations. New Delhi: Sage Page.
2. Stephenson (2016).*Handbook of public Relations*. USA: Narcotics Anonymous World.

9. Reference books:

1. Balan, K.R. (2012). *Applied Public Relations*. New Delhi: Sultan Chand & Sons.
2. Abrar, R.(2016): *A text book of public relations and press*. NewDelhi: Dominant Publishers.
3. Cutlip& Centre. (2005).*Effective public relations*. New Delhi: Pearson.
4. Bertrand .R .Canfield (1985). *Public relation, Principles and canfield*. ND: R.D.Irwin.
5. Philip Lesly (2002): *Handbook of Public relations & Communication*, Jaico Publishing House

10. Websites:

1. <http://www.incentdigital.com>
2. <http://padillaspeerbeardsky.com>
3. <http://www.alisonpr>
4. <http://everything-pr.com>
5. <http://www.books.google.com>
6. <http://www.prnewswire.com>
7. <http://www.prsi.org.in>
8. <https://prdaily.com>

11. Details of Faculty:

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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year-II, Semester-III
(W.E.F. Academic Year 2019 – 2020)

Title of the Course: Environmental Communication, Course Code: MJ 304

1. Course Objectives:

1. To give an overview of various environment related issues
2. Enumerate factors which contribute to environmental pollution

3. Encourage public participation in environmental decision-making
4. Discuss in detail media's coverage of environmental issues

2. Course Outcomes:

After completion of the course, the students:

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

3. Learning Outcomes (Unit wise):

UNIT I:

Environnemental communication- nature, scope and définition, Environnement- citizens and community groups Environnement groups- scientistes, corporations, business lobbyistes, anti-environnemental groups, Global environmentalism-environmental movements in India, USA and Europe, Media and environmental journalism.

Learning Outcomes:

1. The student learn about the nature, scope and definition of environmental communication..
2. Understand different environmental groups.
3. Come to know of environmental movements in Indian and abroad
4. Gain knowledge about environmental journalism

Unit II:

Environment –causes and factors of environmental pollution - Constitutional and legal provisions in India - Environmental act, Environment (protection act, 1996) – Sustainable development - Commission on sustainable development - Earth summits- UN and climate change.

Learning Outcomes:

1. The learner gain knowledge on the causes of environmental pollution.
2. Understand Constitutional and legal provision for the protection of environment.
3. Gain knowledge of Sustainable development
4. Learn about Earth summits and climate change

Unit III:

Public participation in environmental decisions – The right to know and access to information – The right of public comment – Citizens communication and public- participation – Criticisms of traditional forms of public participation – The emergence of alternative forms of public participation - Collaboration and consensus in environmental disputes

Learning Outcomes:

1. The student understand Public’s right to know on environmental decisions
2. Gain insight of Public participation in decision making on environmental issues
3. Know the emergence of alternative forms of public participation.
4. Learn about collaboration and consensus in environmental disputes

Unit IV:

Media coverage of environment – Media depictions of nature - News production and the environment – Political economy – Gate keeping – Newsworthiness – Media frames – Norms of objectivity and balance – Media effects – Direct transmission – Agenda setting – Narrative framing and cultivation analysis – Rise of alternative environmental media -Newspapers – Films - Professional societies for environmental journalists

Learning Outcomes:

1. The learner understands media coverage of environment issues.
2. Become conversant of Rise of alternative environmental media.
3. Gain insight on Objectivity and balance in coverage of environmental issues
4. Come to know about rise of alternative environmental media

Unit V:

Risk communication –Assessing risk – Media reporting of risk – Environmental advocacy – Case studies- Dilemmas of environmental advocacy – Green marketing and corporate campaigns

Learning Outcomes:

1. The students will be enlightened on risk communication.
2. Become conversant with Environmental advocacy.
3. Gain knowledge about Green marketing and corporate campaign for conservation of environment.
4. Understand the dilemmas of environmental advocacy.

4. Course Duration: The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
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I	Environnemental communication- nature, scope and définition Environnement- citizens and community groups, Environnement groups, scientistes, corporations, business lobbyistes, anti-environnemental groups, Global environmentalism- environmental movements in India, USA and Europe, Media and environmental journalism.	18
II	Environment –causes and factors of environmental pollution - Constitutional and legal provisions in India - Environmental act, Environment (protection act, 1996) – Sustainable development - Commission on sustainable development - Earth summits- UN and climate change	17
III	Public participation in environmental decisions – The right to know and access to information – The right of public comment – Citizens communication and public- participation – Criticisms of traditional forms of public participation – The emergence of alternative forms of public participation - Collaboration and consensus environmental disputes	18
IV	Media coverage of environment – Media depictions of nature - News production and the environment – Political economy – Gate keeping – Newsworthiness – Media frames – Norms of objectivity and balance – Media effects – Direct transmission – Agenda setting – Narrative framing and cultivation analysis – Rise of alternative environmental media -Newspapers – Films - Professional societies for environmental journalists.	18
V	Risk communication –Assessing risk – Media reporting of risk – Environmental advocacy – Case studies- Dilemmas of environmental advocacy – Green marketing and corporate campaigns.	17

6. Teaching Methods

The course uses the following pedagogical tools:

1. Selected case studies on major topics.
2. Projects/Assignments/ students Participation, etc.
3. Employing visual presentation.
4. Newspapers Magazines, audio, video clips.

7. Student Evaluation Process:

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

8. Suggested text books

1. Peeples Jennifer, Depoe Stephen. (2014). *Voice and Environmental Communication* : New York, Palgrave.
2. Jurin R Richard, Roush Donny, Danter Jeff (2010). *Environmental Communication*: London, Springer.

10. Reference Books:

1. Robert Cox. (2006). *Environmental communication and public sphere*. London: Sage publications.
2. Binod Agarwal et al (ed). (1999). *Global Negotiations Vol I and II*, NewDelhi: Centre for Science and Environment.
3. Wallack et al,L(1999). *Media Advocacy And Public Health*. London: Sage publications.
4. Hair, Dan O' H. (2018). *Risk and Health Communication in a evolving media environment*: London, Routledge.
5. Deppen, Manfred (2000). *Communicating the environment*: London, Peter Lang.
6. Anderson, Alison. (2013). *Media, culture and the Environment*: London, Routledge.
7. Beamish, Richards. (1995). *Getting the world out in the fight to save the Earth*: London, John Hopkins Press.
8. Lester, Libby. (2010). *Media and Environment, conflict, politics and the news*: Cambridge, Polity press.
9. Hansen, Anders.(2010). *Environment, Media and Communication*: New York, Routledge.
10. Hansen, Anders, Cox Robert.(2010). *Routledge Handbook of Environmental Communication*: NewYork, Routledge.

10. Websites:

1. The international Environmental Communication Association <https://theica.org>
2. <https://us.sagepub.com>
3. <http://link.springer.com>
4. www://iacact.com
5. <http://www.igi-global.com>
6. Bconsi.blogspot.com
7. <https://www.tandfonline.com>
8. <https://academic.oup.com/joc/articles>
9. www.amity.edu.

10. <http://www.ricoh.com>

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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and mass communication

Programme: MJMC, Year –II, Semester – III
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Television and Film Production, Course Code: MJ 305

1. Course Objectives:

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

2. Course Outcomes:

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

3. Learning Outcomes (Unit wise):

UNIT I:

Meaning, Definition and uses of Television, characteristic of television medium, Television as tool of Journalism , Basic rules of composition, video tapes and standards, different formats, classification of shots, basic movements and angles of camera, components of video camera, white balance, Visual grammar for Television, writing for visuals , TV studio types of cameras lenses . Educational Experiments: SITE.

Learning Outcomes:

1. Identified & understand the origin & growth of the television
2. Improve the Camera movements for television
3. Know the knowledge about the technical terminology of television

Unit II:

Television Writing Techniques, Skills and types, Interviewing ,Short Talks, Soap Opera, Tele Films, Chat show, Talk shows, News writing, Feature writing, Television PSA Writing, Script

Writing for television, documentary and Commentary , Translation of Television, News and Oral News, Analytical story Writing, TV News, principle code sources of writings, New telecast techniques, program for special audience: women, youth, children, farmers, students, panel discussion, interviews.

Learning Outcomes:

1. Know the knowledge about the script writing.
2. Understand the new telecast techniques in broadcasting.
3. Develop the writing skills for special audience programs.

Unit III:

Stages in program production: pre-production, production and post production, techniques of Making Television Serials and its channel, member of Television Serials production Unit, Shooting: Indoor, Outdoor, Location survey, variety programs, Studio operations, Micro phones, lighting, floor planning, duties and responsibilities of the TV production team.

Learning Outcomes:

1. Identified & understand the program production
2. Know the making skills
3. Gain the knowledge about the shooting part.

Unit IV:

A brief history of films: Images, motion pictures, cinema as mass media, cinema and communication, Characteristics, Silent and Talkies films, Popular cinema, New wave cinema, Types of films, stage in film making, Cinematic Storytelling : Narrative, Fiction and Non-fictional, significance and structural elements of narrative, story and plot, Sound Recording , post production, Animation techniques , film reviews, film appreciation

Learning Outcome

1. Gain the knowledge about the film in India & world.
2. Learn the type of films, waves of the films & trends in film industry.
3. Develop the skill in film making, sound recording & editing techniques.

Unit V:

Crossover films, Documentary Film making, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Study of Indian Classic, Film and Ideology, Star, Studio system, Film and gender, class, class, caste and Indian society, Problems and prospects of the Indian Film industry, Film organization, FTII, NFDC, censorship & laws, Khosla committee report, Film policy.

Learning Outcomes:

1. Gain the knowledge about the problems & prospects of the Indian film industry.
2. Recognize the film originations Film and Television Institute of India (FTII), National Film Development Corporation (NFDC) & censorship laws.
3. Understand Khosla committee and film policy

4. Course Duration: The course with constructive 88 sessions of **50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Meaning, Definition and uses of Television, characteristic of television medium, Television as tool of Journalism , Basic rules of composition, video tapes and standards, different formats, classification of shots, basic movements and angles of camera, components of video camera, white balance, Visual grammar for Television, writing for visuals , TV studio types of cameras lenses . Educational Experiments: SITE.	18
II	Television Writing Techniques, Skills and types, Interviewing ,Short Talks, Soap Opera, Tele Films, Chat show, Talk shows, News writing, Feature writing, Television PSA Writing, Script Writing for television, documentary and Commentary , Translation of Television, News and Oral News, Analytical story Writing, TV News, principle code sources of writings New telecast techniques program for special audience: women, youth, children, farmers, students, panel discussion , interviews.	16
III	Stages in program production: pre-production, production and post production, techniques of Making Television Serials and its channel, member of Television Serials production Unit, Shooting: Indoor, Outdoor, Location survey, Variety program, Studio operations, Micro phones, lighting, floor planning, duties and responsibilities of the TV production team.	17
IV	A brief history of films: Images, motion pictures, cinema as mass media, cinema and communication, Characteristics, Silent and Talkies films, Popular cinema, New wave cinema, Types of films, stage in film making, Cinematic Storytelling : Narrative, Fiction and Non-fictional, significance and structural elements of narrative, story and plot, Sound Recording , post production, Animation techniques , film reviews, film appreciation	17
V	Crossover films, Documentary Film making, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Study of Indian Classic, Film and Ideology, Star, Studio system, Film and gender, class, class, caste and Indian society, Problems and prospects of the Indian Film industry, Film organization, FTII,	20

	NFDC, Censorship& laws, Khosla committee report, Film policy.	
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6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. Millerson.G.B. TV Programme production.
2. Acharya.R.N: Television in India.
3. Breyer -Johnson: Making a television programme.
4. Bobby Vardhan P, Suman Kumar Kasturi (2018). Broadcasting Journalism: The Golden mean of mass media. Dominant publishers and distributors Pvt Ltd. New Delhi, India.

9. Reference books:

1. Benoit, Herve. (2006): *Digital Television*, 4th edition Oxford: Focal Press
2. Monaco, James. (2009): *How to read a film: Movies, media and beyond*. New Delhi: Oxford University Press.
3. Nelmes, Jill. (2012): *Introduction to Film studies (5th edition)*, New york: Routeldge.
4. Fang, I.E. (1970) : *TV News writing, Editing, Filming, Broad casting*, Hastings House.
5. Saran, Renu. (2014): *History of Indian cinema*, New Delhi: Deep & Deep Publications Ltd.
6. Sinha, Nikhil. (1995): *Indian Television and National Politics*.

10. Websites:

1. <http://cbfcindia.gov.in/>
2. http://www.indiatelevision.com/regulators/ib_ministry/total-of-private-tv-channels-rises-to-883-six-more-cancellation-in-june-2017-170713
3. <https://www.htstillwork.com>
4. <https://www.indianmediastudies.com>
5. <https://www.shodhganga.inflibnet.ac.in>
6. <https://www.television-history.net>
7. <https://www.acewill.com/articles>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
Dr.P.Padma Asst. Professor(c)	padmaponugoti123@gmail.com	Dept. of JMC	8790341580 08942-240900

Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year-II, Semester-IV
((W.E.F. Academic Year 2019 – 2020))

Title of the Course: International Communication Course Code: MJ 401

Course Objectives:

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

2. Course Outcomes:

After completion of the course, the students:

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

3. Learning Outcomes (Unit wise):

UNIT I:

International Communication- nature and scope- historical evolution Emergence of long-distance communication- early communication channels- post- traditional forms- newspapers- news agencies- telegraph-telephone- Types and channels of communication- interpersonal-technical and global International communication and national identity.

Learning Outcomes:

1. The student can learn about the nature and scope and definition of international communication.
2. Get enlightenment about post traditional forms of communication.

3. Gain knowledge about different types of channels of communication
4. Become familiar with global international communication and national identity

Unit II:

Dimensions of international communication- global village- war of ideas- communication and national sovereignty- increasing concentration and Trans nationalization- International news system- international news flow and controversy- news values controversy- media imperialism- communication policies- UNESCO – mass media declaration- New World Information and Communication Order- McBride Commission- emergence of IPDC, Propaganda and forms of propaganda – use of mass media.

Learning Outcomes:

- a) The learner will gain knowledge about global village and war of ideas.
- b) International news system and media imperialism
- c) New information and communication order.
- d) Propaganda and different forms of propaganda

Unit III:

Satellites- comstats- emergence of CNN and its impact on world of communication
War and media-public diplomacy and political warfare- new ways to report the world

Learning Outcomes:

- a) The learner will gain knowledge about comstats
- b) CNN and its impact on world of communication
- c) War and media, public diplomacy and political warfare
- d) New ways to report the world.

Unit IV:

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

Learning Outcomes:

- a) The students will be acquainted with Globalization and Media.
- b) Mediating globalization.
- c) Emergence of STAR TV
- d) Globalization and ICT

Unit V:

Media organizations- International Press Institute- International Telecommunication Union- British Broadcasting corporation- Voice of America-European Broadcasting Union- Asia-Pacific Institute for Broadcasting Development

Learning Outcomes:

- a) The students will come to about media organizations, International press institute.
- b) International telecommunication Union.
- c) Brief history of BBC and Voice of America
- d) Asia Pacific Institute for Broadcasting Development

4. Course Duration: The course duration is of **88 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	International Communication- nature and scope- historical evolution, Emergence of long-distance communication- early communication channels- post- traditional forms- newspapers- news agencies- telegraph-telephone-Types and channels of communication- interpersonal-technical and global International communication and national identity.	18
II	Dimensions of international communication- global village- war of ideas- communication and national sovereignty- increasing concentration and Trans nationalization- International news system- international news flow and controversy- news values controversy- media imperialism- communication policies- UNESCO – mass media declaration- New World Information and Communication Order- McBride Commission- emergence of IPDC, Propaganda and forms of propaganda –use of mass media.	18
III	Satellites- comstats- emergence of CNN and its impact on world of communication War and media-public diplomacy and political warfare- new ways to report the world.	17
IV	Globalization and media – different phases of globalization- mediating globalization-Media and communications- emergence of STAR TV- Globalization and ICT.	17
V	Media organizations- International Press Institute- International Telecommunication Union-British Broadcasting corporation- Voice of America-European Broadcasting Union- Asia-Pacific Institute for Broadcasting Development.	17

6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. Mohammadi, Ali (1997). *International Communication and Globalization, A Critical Introduction*: Nottingham, Nottingham Trent University.
2. Silverblatt, Art & Zlobin Nikolai.(2015). *International Communications, A media literacy approach*: London, Routledge

9. Reference books:

1. Ingrid Volkmer (2001): *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. William Hachten (2002): *World News Prison*. Iowa. Iowa state press,
3. Tehri Rantaner (2006): *Globalisation and Media*. London: Sage Publications.
4. Howard H Frederick (1993): *Global communication & International relations*.
5. Anos Owner Thomas (2006): *Transnational media and controlled Markets*. Sage publications, New Delhi
6. Cees Hamlink (1996): *The Politics of World communication*. London. Sage publication. London.
7. Gudykunst B Williams. (2003). *Crosscultural and intercultural communication*: London, sage
8. Chin- Chauan Lee. (2015). *Internationalizing "International Communication"*: Michigan, University of Michigan press.
9. Thussu, Diya Kishan.(2015). *International Communication A Reader*: London, Routledge.
10. Casmir L Fred. (1997). *Ethics in intercultural and international Communication*: Bradford, Sage.

10. Websites:

1. International Communication Association (ICA) <http://www.ica.org>
2. Kuliahonlinekomunikasi.blogspot.com
3. <https://www.eolss-net/sample-chapters>
4. <https://journals.sage.com>
5. <https://www.ica.org>
6. <https://www.hauze.nl/eng>
7. <https://www.igi-global.com>

8. <https://www.bu.edu/com>
9. <https://www.tandfonline/current>
10. <https://jstor.org/stable>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of Journalism and Mass Communication

Programme: MJMC, Year-II, Semester-IV
(W.E.F. Academic Year 2019 - 2020)

Title of the Course: Social Media And Society: Course Code: JMC- 402

1. Course Objectives:

1. Explain about Internet and Mass media, Social Media and its developments in around the world.
2. Inform the students about significance of social media in present day context, legal and ethical issues.
3. Enlighten the student on Mainstream Media vs. Alternative Media.
4. Explain the student on expansion of Social Media and internet in India and world.
5. Discuss the need of Social Media Democracy and contemporary politics.
6. Tell the students about Social Media Vs Traditional media.

2. Course Outcomes:

1. The student can understand about different stages of social media developments.
2. They get an overall idea on expansion of internet and social media.
3. The learners come to know the role of social media in modern day politics.
4. They also understand about supremacy of new media over traditional media.
5. The students get the knowledge on globalization through Social Media.
6. They student can get the awareness on New media and New challenges.

3. Learning Outcomes (Unit wise):

UNIT I:

History of Internet: Viewing the Internet as a Mass Medium, New Developments in the field of Internet, Definition of Social Media, Understanding Social Media, Significance of Social Media Categories of Social Media, Identity and Reputation, Social Media and Organizations, Law and Ethics, Privacy, Mainstream Media Vs Alternative Media.

Learning Outcomes:

1. The student can learn about history of internet development.
2. They also come to know about the significance of social media.
3. The students can learn about Categories of social media, legal and ethical issues.

Unit II:

Genesis of the Internet: Stages of development, The early World Wide Web, Emergence of Social networks, Cloud Computing, Leading Social networks such as Twitter, Face book, Blog, YouTube, What's App Etc, new ways of communicating, new words and meanings in Social media., Social networking and Social capital, Interacting visually.

Learning Outcomes:

1. The learner can know about the emergence of social networks.
2. The student can understand about leading social networks such as Twitter, Face book ect.
3. They came to know the new ways of communication.

Unit III:

Social Media Democracy and Public Sphere, Social media and Public Opinion, Social Media and Political participation, The role of Social Media in Modern day Politics, Role of Social Media in Political participation and Civic Engagement – Social Media and modern Politics, The use of Social Media by Politicians, Twitter's Impact on Elections around the World, Political Communication in India Through Social Media, New challenges and New Media in Indian Politics, Social media and Government / Diplomacy.

Learning Outcomes:

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

2. They also understand about Role of social media in modern day politics.
3. The learner can get the details political communication through social media.

Unit IV:

Perspicacity of Social media and Traditional media, Supremacy of new media over traditional media, Media censorship: New Media Vs Traditional Media, Advantages of social media over traditional media, Flexibility of social media, social media community Vs traditional media audience, Advantages of social media marketing, Social Media and Activism, Economic and Censorship, Culture and Overview.

Learning Outcomes:

1. The learner can gain the knowledge difference between social media and traditional media.
2. They will understand about flexibility of Social media.
3. The student can aware about the supremacy of social media.

Unit V:

Definitions of Globalization, Globalization through Social Media, Globalization and the social media menace, mediation and social media - expansion towards the Convergence: Three moments, Technological Convergence and the Rise of the Mobile technology, Race, Class and Digital Divide, Measuring, monitoring and Analyzing Social Media Trends and impacts, Central issues in Social Media

Learning Outcomes:

1. The students can understand the definition of Globalization.
2. The learner can get the information on Globalization through Social Media.
3. The students can get the details overall developments in Social media.

4. Course Duration: The course duration is of 88 sessions of 50 minutes each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	History of Internet: Viewing the Internet as a Mass Medium, New Developments in the field of Internet, Definition of Social Media, Understanding Social Media, Significance of Social Media Categories of Social Media, Identity and Reputation, Social Media	19

	and Organizations, Law and Ethics, privacy, Mainstream Media Vs Alternative Media.	
II	Genesis of the Internet: Stages of development, The early World Wide Web, emergence of social networks, Cloud Computing, Leading Social networks such as Twitter, Face book, Blog, YouTube, What's App Etc, new ways of communicating, new words and meanings in Social media., Social networking and Social capital, interacting visually	17
III	Social Media Democracy and Public Sphere, Social media and Public Opinion, Social Media and Political participation, The role of Social Media in Modern day Politics, Role of social media in Political participation and Civic Engagement – Social Media and modern Politics, The use of social media by Politicians, Twitter's Impact on Elections around the World, Political Communication in India Through Social Media, New challenges and New Media in Indian Politics, Social media and Government / Diplomacy	19
IV	Perspicacity of Social media and Traditional media, Supremacy of new media over traditional media, Media censorship: New Media Vs Traditional Media, Advantages of social media over traditional media, Flexibility of social media, social media community Vs traditional media audience, Advantages of social media marketing, Social Media and Activism, Economic and Censorship, Culture and Overview.	17
V	Definitions of Globalization, Globalization through Social Media, Globalization and the social media menace, mediation and social media - expansion towards the Convergence: Three moments, Technological Convergence and the Rise of the Mobile technology, Race, Class and Digital Divide, Measuring, monitoring and Analyzing Social Media Trends and impacts, Central issues in Social Media.	16

6. Teaching Methods:

The course will use the following pedagogical tools:

1. Usage of smart phones and tabs
2. Assignments/ students Participation, etc.

3. Use of internet and visual presentation.
4. Use of Block board, News paper, Magazines, audio, video clips.

7. Student Evaluation Process:

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

8. Suggested text books:

1. Suman Kumar Kasturi and Bobby Vardhan. P. (2017). *Social Media Connecting the World 24*7*, New Delhi: Dominant Publishers & Distributors Pvt Ltd.
2. Lipschultz Jeremy Harris (2015) *Social Media Communication: Concepts, practices, Data, Law and Ethics*, New York: Routledge.

9. Reference books:

1. Daniel Trottier and Christian Fuchs (Ed). (2015), *Social Media, Politics and the State, Protests, Revolutions, Riots, Crime and Policing in the Age of Facebook, Twitter and YouTube*. New York, Routledge Research in Information Technology and Society,.
2. Gayo –Avello, Daniel. (2015). *Social Media, Democracy and Democratization*.IEEE MultiMedia (Volume: 22 , Issue: 2 , Apr.-June 2015)
3. Hanson and Jarice (2016). *The social media revolution*, California, Greenwood publications.
4. Goldbeck, Jennifer (2015). *Introduction to social media Investigation: A Hands on Approach*.
5. Boulianne, Shelley (2015) *Social Media use and participation: A Meta Analysis of current Research in information, Communication & Society*. New York: Routledge.

10. Websites:

1. https://betterbusinesscontent.com/ebooks/prince_albert/pdfs/eBook-Social-Media-for-Small-Business.pdf
2. <https://www.socialmediatoday.com/content/top-25-free-ebooks-social-media>

3. <http://www.pauladaunt.com/books/Social%20Media%20Marketing.pdf>
4. https://www.icrossing.com/uk/sites/default/files_uk/insight_pdf_files/What%20is%20Social%20Media_iCrossing_ebook.pdf
5. <https://www.pdfdrive.com/social-media-books.html>
6. https://www.queenslibrary.org/sites/default/files/Social_Media/Beginners.pdf
7. <https://buffer.com/resources/wp-content/uploads/2015/07/SocialMediaStrategiesEbook.pdf>
8. <https://www.ox.ac.uk/sites/files/oxford/Social%20Media%20Impact%20-%20Jessica%20Turner%20UAS.pdf>
9. <https://www.hubspot.com/resources/ebook/social-media>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept of journalism and mass communication

Programme: MJMC, Year-II, Semester – IV
(W.E.F Academic Year: 2019-20)

Title of the Course: Research methodology, Course Code: MJ 403

1. Course Objectives:

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

2. Course Outcomes:

1. Identify the types, steps, methods and importance of research.
2. Understand the basic concepts, research design and hypothesis testing.

3. Know the knowledge about the methods of data collection.
4. Improve the selection of method and use of statistics in communication research.
5. Acquire the importance of the research in media.
6. Analyze the area of media research.

Learning Outcomes (Unit wise):

UNIT I:

Introduction to mass communication research : Meaning, Definition and Nature of Research, importance of Research, scientific method , characteristics , steps in research identification and formulation of research problem in communication research, Research methods and Approach in Social Sciences.

Learning Outcomes:

1. Identify the importance, objectives, characteristics, types of research and scientific methods in mass communication research
2. Know the knowledge and recognize the science method in mass communication Research
3. Improve the skills with research area.

Unit II:

Basic elements of research concepts: definitions, variables, hypothesis and causation hypothesis , type of hypothesis , characteristic of good hypothesis , hypothesis testing , research designs in mass communication research outlines of important designs , approaches : Survey research , content analysis and historical method . Measurement: meaning - levels and types of measurement

Learning Outcomes:

1. Recognize the research concepts with definition of research
2. Summarizing the overall techniques of research in mass communication
3. Interpretation the methods and levels of measurements

Unit III:

Sampling in communications research, types, their applications and limitations, Methods of Data collection: Primary data, Secondary data, Interview, Questionnaire, observation and case study - application and limitations of different methods

Learning Outcomes:

1. Understand the sampling procedure
2. Know the knowledge about difference types of data collection

3. Improve the selection of method in research process

Unit IV:

Use of statistics in communication research, basic statistical tools: measures of central tendency) mean, mode and median: measure of dispersion (standard deviation, correlation and chi-square). Tabulation, Classification, data analysis and interpretation of data. Use of graphics in research Writings a research proposal; writing research report, components and style

Learning Outcomes:

1. Know the knowledge of the statistics in research.
2. Practice the statistics tools for research purpose.
3. Acquire the importance of the Research proposal and research report.

Unit V:

Importance of Research in Media, Application Research in Print and Electronic media, Formative, Processual and Summative Research, Ethical issues in Media Research, Research Reporting, importance of Media Research, Area of Media Research: Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feedback /Forward Analysis

Learning Outcomes:

1. Identify the Media related Research articles on Print and Electronic Media
2. Analyze the Media case studies
3. Know the process of how find out the media issues through Research

4. Course Duration: The course with constructive 88 sessions of **50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Introduction to mass communication research : Meaning, Definition and Nature of Research, importance of Research, scientific method , characteristics , steps in research identification and formulation of research problem in communication research, Research methods and Approach in Social Sciences.	16
II	Basic elements of research concepts: definitions, variables, hypothesis and causation hypothesis , type of hypothesis , characteristic of good hypothesis , hypothesis testing , research designs in mass communication research outlines of important designs , approaches : Survey research , content analysis and	22

	historical method . Measurement: meaning - levels and types of measurement.	
III	Sampling in communications research, types, their applications and limitations, Methods of Data collection: Primary data, Secondary data, Interview, Questionnaire, observation and case study - application and limitations of Different methods.	16
IV	Use of statistics in communication research, basic statistical tools: measures of central tendency) mean, mode and median: measure of dispersion (standard deviation, correlation and chi-square). Tabulation and Classification of data, Data analysis and interpretation of data. Uses of graphics in data present ion Writings a research proposal; writing research report, components and style.	18
V	Importance of Research in Media, Application Research in Print and Electronic media, Formative, Processual and Summative Research, Ethical issues in Media Research, Research Reporting, importance of Media Research, Area of Media Research: Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feedback/Forward Analysis.	16

6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. Winner and Dominic (2002) *Mass media research, an introduction*.Singapore: Thomson publishing company.
2. Hansen et al, A (1998). *Mass Communication research Methods*.London: Palgrave.

9. Reference books:

1. Priest, S.H. (1996) *Doing Media research: An Introduction*.London: Sage Publications.
2. Gunther, B. (2000). *Media Research Methods*London: Sage Publications.
3. Kaplan, D (2001). *The Sage Handbook of Quantitative methodology for Social Sciences*, London, Sage.
4. Ringer, Fritz (1997). *Max Weber's methodology: The Unification of the cultural and Social Science*, Cambridge, Mass, Harvard unipress.
5. Smith, L T (2012), *Decolonizing methodologies: Research and indigenous people*, Zed Books.
6. Kothari, C.R (2004). *Research methodology: methods and techniques*, New Delhi: New Age

10. Websites:

1. <http://i..sagepub.com/sasbook265660>
2. <http://m.grin.com/documents>
3. <https://www.ncu.libguides.com>
4. <https://www.study.com/academy>
5. <https://www.open.edu>
6. <https://www.ebooks.com>
7. <https://www.macmillanhe.com>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept. of Journalism and Mass Communication

Programme: MJMC, Year: II Semester: IV
(W.E.F. Academic Year 2019 – 2020)

Title of the Course: Human Rights and Media, Course Code: MJ 404

1. Course Objectives:

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

2. Course Outcomes:

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

3. Learning Outcomes (Unit wise):

Unit- I

Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights – UN high commissioner for human rights – International conclaves on human rights

Learning Outcomes:

1. The Student should able to understand importance of Human Rights.
2. The Learner should aware on international conclaves on Human Rights.
3. The student will acquire basic proficiency on human rights.

Unit -II

Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration. International news agencies and syndicates role on human rights.

Learning Outcomes:

1. The student is gain the knowledge on international news agencies on HR.
2. Become knowledgeable on civil and political rights.
3. The students are able to master the some HR acts.

Unit- III

International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel , inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty.

Learning Outcomes:

1. The Student is able to knowledge on inhuman acts.
2. Acquainted with the information of slavery.
3. The understand about elimination of racial discrimination.

Unit- IV

Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India – NHRC – SHRC – Human rights courts in districts.

Learning Outcomes:

1. The student is able to update about Child labour, migrant workers.
2. Gain insights of NHRC and SHRC.
3. The student understands on human rights courts in districts.

Unit- V

Human rights and media – Newspapers – TV and Films – Agenda setting – Framing of issues – Newsworthiness – Assessment of reports – Reporting and writing of human rights report.

Learning Outcomes:

1. The student is able to farming of issues...Newsworthiness.
2. The student is able to write formats to create reports and presentations of HR.
3. Make a practice exercise on assessments of reports.

4. **Course Duration:** The course with constructive sessions **80 of 50** minutes each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights – UN high commissioner for human rights – International coverants on human rights .	20
II	Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration. International news agencies and syndicates role on human rights.	16
III	International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel, inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty.	16
IV	Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons –Indigenous people –Older people –Human rights commissions in India –NHRC –SHRC –Human rights courts in districts.	14
V	Human rights and media – Newspapers – TV and Films – Agenda setting – Framing of issues – Newsworthiness - Assessment of reports – Reporting and writing of human rights report.	14

6. Teaching Methods:

The course will use the following pedagogical tools:

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

3. Exhibited some verdicts given by courts.

7. Student Evaluation Process:

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

8. Suggested text books:

1. Gopala Bhargava (2001): *Human rights concern of the Future*. New Delhi: Gyan books.
2. Aggarwal, H.O. (2000): *International Law & Human rights*. Allahabad: Central Law Publications.

9. Reference books:

1. Boxi, Upendra. (2002): *Two notions of Human rights: Modern and contemporary in the future of Human rights*. New Delhi: Oxford University Press.
2. Rahee Jain (2016): *Text book on Human rights Law and practice*. New Delhi: Universal Law Publishing.
3. Wheeler, N.J. and Timothy Dunne (1999): *Human Rights in Global politics*. London: Oxford University Press.

10. Websites:

1. <http://www.researchgate.net>
2. <http://www.emeraldinsight.com>
3. <http://nhrc.nic.in>
4. <http://www.presscouncil.nic.in>
5. <http://www.univrrsal-rights.org>
6. <http://cnds.cau.edu>
7. <http://fair.org>
8. www.nhrc.nic.in
9. <http://www.cgpr-polis.com>
10. <http://www.newtactics.org>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication..
Dr.G.L.V.Prasada Rao	leelaprasad939@gmail.com	Dept. of JMC	7893641736

Asst. Professor(c)			08942-240900
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Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept. of Journalism and Mass Communication

Programme: MJMC, Year-II, Semester- IV
(W.E.F. Academic Year 2019 – 2020)

Title of the Course: Political communication, Course Code: MJ 405

1. Course Objectives:

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

3. Course Outcomes:

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

3. Learning Outcomes (Unit wise):

Unit -1

Political Communication as an emerging Discipline. Political communication-definition-scope and nature. Relationship of politics with communication. Politics, democracy and media. Political journalism in India: status and dynamics. Theoretical approaches, The role of media in politics; mediation, political socialization, political participation, political processes, public opinion, public policy, rights and responsibilities of the media..

Learning Outcomes:

1. Gain the knowledge on Indian political system.
2. Acquire the information about political journalism and status.
3. Come to known on political socialization.

Unit -II

Political parties in India-National: INC- BJP-CPI-CPI(M)-BSP- TNC- NCP. The emergence of regional political parties-Akali Dal- Shiv Sena-DMK-AIDMK-Telugu Desam-Samajvadi party. General elections from 1952 to still. Coalition governments-National Front- United Front- NDA, UPA.

Learning Outcomes:

1. Fully aware on recognized political parties at national and regional.
2. Understand about coalition governments.
3. Received better information for general elections.

Unit- III

Elections in India- Setting up elections commission in India- conduct of elections- model code of conduct- voter education- use of technology- media and elections- Political messages-political advertising and paid news- Role of MCMC. Political campaigns-news coverage of political campaigns-agenda setting-gate-keeping -the spiral silence.

Learning Outcomes:

- 1) Come to known about election commissions and duties.
- 2) Receive better information for political campaigns and coverage.
- 3) To create aware on paid news and its impact.

Unit- IV

Spin-doctoring –the art of political public relations, Selling politicians and creating celebrity status, Selling policies and beliefs , Film stars and political images, Political campaigns and their impact..

Learning Outcomes:

1. Aware on legends in various sectors turned as politicians.
2. Students gain information on art of political PR.
3. Gain the information on film stars turned politicians.

Unit -V

Political issues in India-corruption- language and politics- television and politics-national identity and communications. States mans and Prominent Politicians in India.

Learning Outcomes:

1. Should learn on national identity and communications.
2. Received the knowledge on television role in political campaigns.
3. Gain the knowledge on art of political PR.

4. Course Duration: The Course with constructive **56 sessions of 50 minutes** each.

5. Course Contents:

Unit No.	Units with its Contents/Chapters	No. of Sessions
I	Political Communication as an emerging Discipline. Political communication-definition-scope and nature. Relationship of politics with communication. Politics, democracy and media. Political journalism in India: status and dynamics. Theoretical approaches, The role of media in politics; mediation, political socialization, political participation, political processes, public opinion, public policy, rights and responsibilities of the media..	14
II	Political parties in India-National: INC- BJP-CPI-CPI(M)-BSP-TNC- NCP. The emergence of regional political parties -Akali Dal-Shiv Sena-DMK-AIDMK-Telugu Desam-Samajvadi party. General elections from 1952 to still. Coalition governments-National Front-United Front- NDA, UPA.	14
III	Elections in India- Setting up elections commission in India- conduct of elections- model code of conduct- voter education- use of technology- media and elections- Political messages-political advertising and paid news- Role of MCMC. Political campaigns-news coverage of political campaigns-agenda setting-gate-keeping - the spiral silence.	10
IV	Spin-doctoring –the art of political public relations , Selling politicians and creating celebrity status, Selling policies and beliefs ,Film stars and political images, Political campaigns and their impact.	10
V	Political issues in India-corruption- language and politics- television and politics-national identity and communications. States mans and Prominent Politicians in India.	6

6. Teaching Methods:

The course will use the following pedagogical tools:

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

7. Student Evaluation Process:

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

8. Suggested text books:

1. Eric Louw. (2010): *The Media and Political Process*, New Delhi: Sage Publication.
2. Arvind Rajgopal. (2009): *Indian Public Sphere: Readings in Media History*, ND: Oxford University Press.
3. Peter DeSouza and E Sridharan (2012): *India's political parties*. New Delhi: Sage

9. Reference books:

- 1 Arvind Rajgopal (2005). *Politics after television*. New Delhi: Cambridge University Press.
2. Asha Sarangi (2009). *Language and politics in India*. New Delhi: Oxford University Press.
3. Vittal, N. (2012). *Ending corruption*. New Delhi: Penguins
4. PramindaJacob(2009). *Celluloid deities*. New Delhi: Oriental Black swan
5. John Corner. (2003): *Media and Restyling of Politics*, New Delhi: Sage Publication.
6. Qurashi, S.P. (2014): *An undocumented wonder; the making & Great Indian election*. New Delhi: Rupa

10. Websites:

1. www.com.washington.edu
2. <http://mpa.gwa.edu>
3. <http://www.ukessays.com>
4. <http://www.ipsa.org>
5. <http://polcom.univie.ac>

6. <http://www.oxfordhandbooks.com>
7. <http://isr.umich.edu>
8. <http://www.uio.no>
9. <http://ecrea.eu>

11. Details of Faculty:

Name of the faculty	e-mail	Academic Address	For communication.
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Chapter VII

Dr. B. R. AMBEDKAR UNIVERSITY, SRIKAKULAM
Dept. of Journalism and Mass Communication
Programme: MJMC
(W.E.F. Academic Year 2019 - 2020)

Suggestions for the Department

- The department proposes to introduce *four* elective *courses* in Journalism programmes for multi- disciplinary learning like Corporate communication, Computer application for media, online journalism, Sports Journalism.
- It is also proposes to send our students for internships in the fourth semester for a period of three weeks to give them more practical exposure.

- The department plans to utilize the services of experts in the areas of Multimedia Video Editing, News paper layout and design, Photo Journalism to impart practical knowledge to the students in these areas.
- The departments intend to invite eminent personalities and senior editors/journalists to deliver guest lectures.
- To introduce the Journalism at UG level

Note: Proposed elective courses, syllabus and references are follows.

Chapter VIII

Syllabus for MJMC elective courses

1. Corporate Communication

Unit I

Review of fundamentals in PR, public opinion, philosophy and need and functions of PR. Various areas of PR practice. Trends in PR. Management functions of PR. PR as an advisory role.

Unity II

Concepts of issue analysis, issue management. Environmental analysis for building and influencing policy. Planning PR campaign; crisis PR: planning for crisis management and information dissemination.

Unit III

Public affairs: pressure groups, lobbying, engineering public opinion. Concept of social marketing. Adaptation of technology in contemporary PR. Dossiers, case studies of PR

campaigns/departments. Disseminating agencies of public information in Government of India, State governments, public sector undertaking, etc.

Unit IV

Organizational Communication: Introduction to organizational communication. Application and its relevance in India. Nature and types of organizations. Communication process in an organization: types of communication, grapevine, rumors, interpersonal relations, and organizational culture. Communication audit, evaluation and maintaining system.

Unit V

Identification and formulation of communication projects. Concepts of organizational development. Networks – importance of and application of network techniques in organizational communication. Network Analysis.

Suggested text books:

1. Cutlip, Center and Broom : Effective Public Relation
2. Seitel : The Practice of Public Relations
3. Sam Black : Practical Public Relations
4. David W. Uragg : Public Relations Handbook
5. Jethwaney and others : Public Relations – Concepts, Strategies and Tools
6. Ashok Arya : Dynamics of Public Relations
7. Rober L Heath : Handbook of Public Relations

2. Computer Application for Media

Unit I

Concept and scope of communication technology and information technology. Introduction to the internet, web, Hypertext, ect.

Unit II

Ownership and administration of Internet, Types of Internet connections: ISPs, WAP, Dial-up, Leased Line, ISDN, Major Search engines, e-mail, creation of e-mail ID, Search engines in Telugu, Problems of software, review of websites, registration of websites, concept of digital divide.

Unit III

Convergence: Production technology and transmission technology; implications for journalists and media organizations. Video on demand. Use of computers in print and electronic media.

Unit IV

Publishing software, Photoshop, illustration, Quark Xpress. In design, web publishing, Dream weaver, Flash, Adobe.

Unit V

Cyber journalism, characteristics of cyber page: interactivity, etc; IPR, ethical and security issues on the net.

Suggested text books:

1. John pavlik : The New media technology: Cultural and commercial perspectives.
2. Fidler : Mediamorphosis, Understanding new media.
3. Winston : Media Teachnology and socieity.
4. Challahan : A Journalist guide to the internet: the net as a reporting tool.

3. Online Journalism

Unit I

Online Journalism-Introduction, Forms of online journalism-main stream news sites, index and category sites, Meta and comment sites, Share and discussion sites, Characteristics of online news, multimodality, interactivity

Unit II

History of online news in India, the web as a mainstream news medium in present context, changing landscape of online news.

Unit III

Evolution of participatory journalism forms of participatory journalism-discussion groups- user-generated content- weblogs-Collaborative publishing. Function of participation

Unit IV

Citizen journalism, the beginning of citizen journalism in India, mediate interactivity

among users, citizen reporters.

Unit V

Online Journalism- impact on readers, impact on publishers, implication on traditional journalism.

Suggested text books:

1. Heinonen, A. (1999). *Journalism in the Age of the Net*. Tampere: Acta Universitatis Tamperensis.
2. Callahan, C. (1998). *A Journalist's guide to the Internet: The Net as a reporting Tool*. Boston: Allyn & Bacon.
3. Carlson, D.E. (2001). "Online timeline," at http://iml.jou.ufl.edu/carlson/professional/new_media/
4. De Wolk, R.(2001). *Introduction to online journalism: Publishing news and Information*. Boston: Allyn & Bacon R.
5. Reddick and King, E. (2001). *The Online journalist: Using the Internet and other electronic resources*. Third edition. Forth Worth: Harcourt Brace.

4. Sports Journalism

Unit - I

Definition of Sports News, Characteristics of Sports Journalist, Sports Journalism: Trends and Theories.

Unit – II

Analysis of Sports News, Sports News for Doordarshan and Radio. Writing for magazines and cyber media.

Unit – III

Heading of Sports News: Theories and Importance, Various Types of Sports Headings.

Unit - IV

Sports Journalism: Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism.

Unit - V

Introduction of Photo Journalism, Forms of Photo Journalist, Methods of Photography and videography, Selection of visuals, visuals in Mass Communication and its Impact, Audio-visual mediums for sports, audio editing, technology audio recording

Suggested Text Books:

1. Abraham Aamidor: Real Sports Reporting.
2. K. C. Thakur: Sports Journalism; Delhi.
3. Kathryn T Stofe: Sports Journalism: An Introduction to Reporting and Writing.
4. L Jones Robyn, Robyn L Jones, Mike Hughes: An Introduction to Sports
5. Phil Andrews: Sports Journalism: A Practical Introduction; Sage Publications.
6. Prasad Kumar Mishra: Sports Journalism.