



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Model Syllabus for 4-Year UG Honours in B.A. (Journalism and Mass Communication) as Major in consonance with Curriculum framework w.e.f. AY 2025-26

Prepared by Andhra University, Visakhapatnam

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
I	I	1	Introduction Communication	4	4
		2	Introduction to Indian Journalism	4	4
	II	3	Reporting for Print Media	4	4
		4	Editing for Print Media	4	4
II	III	5	Radio Production	4	4
		6	Telugu Journalism	4	4
		7	Social Media Content Creation	4	4
	IV	8	Television Production	4	4
		9	Public Relations	4	4
		10	Media Laws and Ethics	4	4
III	V	11	Gender and Communication	4	4
		12	Advertising	4	4
		13	Photo Journalism	4	4
	VI	14	Film and Script Writing	4	4
		15	Political Communication	4	4
IV	VII	16	Environmental Journalism	4	4
		17	Development Communication	4	4
		18	Magazine Journalism	4	4
		19	Documentary Production	4	4
		20	Sports Journalism	4	4

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
	VIII	21	Communication Research Methodology	4	4
		22	International Communication	4	4
		23	Media and Society	4	4
		24	New Media	4	4
		25	Citizen Journalism	4	4

Note: In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set ‘A’ is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

SEMESTER-I

COURSE 1: INTRODUCTION TO COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives:

- Present an overview on the process of communication, different models of communication and semiotics
- Explain interpersonal skills and its various component
- Study media functions and different models of communication

Course Outcomes:

After completion of the course, the students:

- Understand the nature and process of communication.
- Comprehend the process and skills of interpersonal communication.
- Know different models of communication and study media functions.

Unit I

Definition, Nature, Scope, Importance, Process, Functions of communication, Barriers of communication.

Unit II

Types of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Verbal and Non-verbal Communication

Unit III

Models of Communication: • Aristotle's Model, Lasswell's Model, Berlo's SMCR Model, Charles Osgood Model, • Shannon-Weaver Model, Westley and MacLean's Model, Wilbur Schramm's Model, Dance's Model

Unit IV

Theories of Communication: Authoritarian theory, Libertarian Theory, Soviet Communist theory, Social Responsible theory

Unit V

Major theories of mass communication - The magic bullet theory, Two-step flow theory, Multi - step flow theory, Uses and Gratification theory, and Cultivation theory.

Reference Books:

- McLuhan, Marshall and Quentin Flore. (2001). *Medium is the Message*, New York: PenguinBooks.
- Mc Quail, D.&Windahl, S. (2013). *Communication Models for the Study of Mass Communications*. New York: Routledge.
- Kumar, J. K. (2020). *Mass Communication in India*, Jayco Publications.
- Fiske, J. (1982). *Introduction to Communication Studies*, Routledge, London.
- Rogers Everett: *Communication Technology: The News Media in Society*, Collier-Macmillan.

SEMESTER-I

COURSE 2: INTRODUCTION TO INDIAN JOURNALISM

Theory

Credits: 4

4 hrs / week

Course Objectives:

- Study the concepts, functions and role of Journalism
- List out various types of journalism and its uses
- Explain the growth of journalism and media in India

Course Outcomes:

- Understand the concepts, functions of Journalism
- Know different types of Journalism
- Become conversant with historical growth of journalism in India

Unit I

Journalism: Concept, Objective and Functions, Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate

Unit II

Types of Journalism: Watchdog Journalism, Investigative Journalism, Development Journalism, Citizen Journalism, Yellow Journalism

Unit III

History of Indian Journalism:— history of printing – Indian print media; - freedom movement, and newspapers role - Indian Press after independence — news agencies

Unit IV

Origin and development of radio- All India Radio; national, regional and external services — FM radio and Community radio

Unit V

History of Television;— Television in India; Doordarshan- cable tv — Commercial Private TV- Prasar Bharathi

Reference Books

M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
VirBala Agarwal: Handbook of Journalism, Concept Publishing, New Delhi
D.S. Mehta: Mass Communication and Journalism in India, Allied Publishers, Mumbai
Kumar, J. K. (2020). Mass Communication in India, Jayco Publications.
Kovvuri G. Reddy: Hand of Journalism and Media, Vikas Publishing, New Delhi

SEMESTER-II

COURSE 3: REPORTING FOR PRINT MEDIA

Theory

Credits: 4

4 hrs / week

Course Objectives

- To develop foundational skills in news reporting, including diverse reporting techniques and writing styles.
- To enhance proficiency in beat reporting such as, crime, sports, court, etc.
- To explain about specialized reports for magazines and supplements.

Course Outcomes:

- Learn basic skills in news reporting techniques
- Understand various beat reporting forms
- Knowledge about specialized reporting

Unit I

News Definition, meaning, nature and scope - Types of news –Differences in reporting for Newspapers/ News agencies, TV, Radio, Websites

Unit II

Reporting department in newspapers, magazines, agencies- Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief

Unit III

News Sources –Role and importance of news sources, attribution, Ethical aspect of Sourcing News and Reporting - News values

Unit IV

Covering press release and press conferences- Covering of beats- crime, courts, city reporting, health, education, sports – Interviewing

Unit V

Specialized Reporting;- Politics, Parliamentary, Legislative, Conflict and War, Science & Technology - Investigative Reporting

Reference Books

- Garrison, B. (2000). Advanced Reporting, LEA.
- George, A. H. (1990). News Writing, Kanishka Publications.
- Stein, P. & Burnett (2000). News writer's Handbook: An Introduction to Journalism, Prentice Hall.
- Trujillo, T. (2017). Writing and Reporting News You Can Use, Routledge.
- NaliniRajan, 21st Journalism in India, Jaico Publishers, New Delhi

SEMESTER-II

COURSE 4: EDITING FOR PRINT MEDIA

Theory

Credits: 4

4 hrs / week

Course Objectives

- To develop foundational skills in news editing, including diverse editing techniques
- To enhance proficiency in various writing forms such as feature articles,
- To explain about specialized reports for magazines and supplements.

Course Outcomes:

- Learn basic skills in news editing techniques
- Understand the structure of editorial department and responsibilities of editorial staff
- Knowledge about writing leads, headlines and column writing

Unit I

Fundamentals of Editing: concepts and significance, Levels of editing- Editing principles- Style book

Unit II

Editorial department news organizations, News bureau, News desk- Roles of editors - Chief Editor, Managing Editor, News Editor, Sub Editor- News Desk Management: News and Feature syndicates

Unit III

Editing process – Selection of news, checking facts, correction of language, Rewriting – Lead writing- types of leads

Unit IV

Headline writing, types and principles. Writing photo captions and cutlines.

Unit V

Column writing – writing features – Opinion pieces, editorials – language as a tool of writing- ethical aspects of editing, fact checking, gate keeping

Reference Books

- Prasad, S. (1993). *Editors on Editing/HY*, National Book Trust.
- Rogers, G. (1993). *Editing for Print*, Macdonald Book.
- George, T.J.S. (1989). *Editing: A Handbook for Journalists*. IIMC.
- Sarkar, N.N. (2013). *Art and Print Production*. Oxford University Press.
- Keeble, Richard. (2014). *The Newspaper's Handbook*. Routledge Publication.

SEMESTER-III

COURSE 5: RADIO PRODUCTION

Theory

Credits: 4

4 hrs / week

Course Objectives

- Trace the evolution and types of radio broadcasting
- Explain various radio production techniques
- Describe radio production and presentation techniques

Course Outcomes:

- Understand the basics of radio production
- Learn the methods of radio programme formats
- Knowledge about editing and presentation over radio

Unit – I

Evolution of Radio - Radio Characteristics-Different Types of Radio- Broadcast Formats
Public service advertisements - Jingles -Radio magazine -Interview -Talk Show-Discussion -
Feature -Documentary

Unit – II

Broadcast Production Techniques - Working of a Production Control Room & Studio: -
Types and functions, acoustics, input and output chain, studio console: recording and mixing.
- Personnel in Production process – Role and Responsibilities.

Unit – III

Stages of Radio Production - Pre-Production – (Idea, research, RADIO script) - Production–
Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite,
challenges) -- Editing, Creative use of Sound Editing.

Unit – IV

Writing and Editing Radio News - Elements of a Radio News Story: Gathering,
Writing/Reporting. - Elements of a Radio News Bulletins

UNIT V

News reading and presentation methods. Pronunciation. Vocal stressing. Inflection.- Errors
and emergencies. Listener's letters. Broadcasting policy. Ratings. Copy Right Issues.

Reference Books

- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987
- Carrol Fleming, The Radio Handbook, by, Routledge,London 2002
- Neelamalar, M. Radio Programme Production, PHI Learning 2018.
- Robert McLeish & Jeff Link; Radio Production; 6th edition, Routledge 2018.

SEMESTER-III

COURSE 6: TELUGU JOURNALISM

Theory

Credits: 4

4 hrs / week

Course Objectives

- To trace out the history of Telugu Journalism
- To explain the growth of Telugu journalism
- To present the trends in Telugu journalism

Course Outcomes:

- Understand the role of Telugu press during and after independence
- Learn the trends in Telugu Journalism
- Knowledge about Telugu radio and Television

Unit – I

Origin and Development of Telugu Press - Telugu Press during before independence -
Pioneers of Telugu Press :Mutnoori Krishna Rao, KashinathuniNageshwara Rao,
NarlaVenkateshwar Rao

Unit – II

Telugu Press after independence -Eenadu, Udayam, Vaartha, Saaksh- Evolution of
contemporary Telugu Press.

Unit – III

Trends in Telugu Journalism - . Content of Telugu News Papers Articles Feature, Special
pages, Supplements and Tabloids. Expansion of Regional Editions in Telugu Press

Unit – IV

All India Radio in Andhra Pradesh – Radio genres - Popular Telugu radio programmes –
Telugu FM radio

UNIT V

History and growth of Telugu Television channels- Saptagiri-Private Telugu channels-
Telugu News Channels

Reference Books

- K.R. SeshagiriRao,Studies in the history of Telugu Journalism,
- DurgamRavinder, Telugu Journalism, Suparna publications, Hyderabad
- K .Vasudeva Rao, Telugu PatrikaRangam, Logili Publications, Guntur

SEMESTER-III

COURSE 7: SOCIAL MEDIA CONTENT CREATION

Theory

Credits: 4

4 hrs / week

Course Objectives

- exploration of social media development and types of social media
- useful skills in content production, analytical paradigms,
- Learning content production analytics, profile administration and ethical issues,

Course Outcomes:

- Understand the Social Media Landscape
- Identify target audiences and emerging trends in the dynamic social media landscape.
- Develop an understanding of social media jargon, key metrics and analytical tools.

Unit – I

Introduction to Social Media - Historical Evolution of Social Media Platforms - Overview of Major Social Media Platforms.

Unit – II

Understanding Social Media Jargons: Engagement – Influencer - DM (Direct Message) - Hashtag – Trending – Viral – Geotagging – Reach – Carousel – Stories – Filter etc.

Unit – III

Creating and Managing Social Media Profiles- Types of Content on social media - Introduction to Hashtags and Trends.

Unit – IV

Definition and Importance of Social Media Analytics - Overview of Key Metrics (Likes, Shares, Comments, Impressions, Reach)- successful social media content campaigns

UNIT V

Introduction to Analytics Tools- assessing content performance and audience engagement, - Strategies for content optimisation based on analytics - Ethical considerations

Reference Books

- Mattson, Kristen. (2021). Ethics in a Digital World. International Society for Technology in Education.
- Riley, J. A. (2011). 2011 Social Media Directory: The Ultimate Guide to Facebook, Twitter, and LinkedIn Resources. Que.
- Sponder, Marshall. (2011). Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics. McGraw-Hill Education.
- Waters, Adam. (2022). Confident Digital Content. Kogan Page.
- Weldon, John. (2021). Content Production for Digital Media. Springer.

SEMESTER-IV

COURSE 8: TELEVISION PRODUCTION

Theory

Credits: 4

4 hrs / week

Course Objectives

- introduction to the fundamental principles and practices of television production.
- develop a strong foundation in all aspects of the television production process

Course Outcomes:

- Explain the characteristic features of TV as well as the power of visual representation
- Examine the various styles of writing that are used exclusively for TV production
- Examine the ethical principles in TV journalism

Unit – I

Concept of telecasting, History and evolution of TV – characteristics of TV – Growth of TV in India

Unit II

Formats of TV Programmes; News and news-based programmes - News bulletins, debates, Interviews, Live reports- TV Documentaries -News packaging- Non-news programmes – Sitcom, Serials, Reality shows,- Game shows, Chat shows, Talk shows, Interviews.

Unit III

TV Newsroom - The editorial board – News flow - News anchors - Interviewers – Reporters - The technical personnels - Graphics editor - Video Editors -Camera crew - Sound designers - Photographers and Videographers

Unit IV

Phases of TV production: Pre-production: Idea development,-Research, Synopsis, Scripting, Budgeting, Scheduling- Production: Studio and outdoor - The studio setup, Studio equipment,- Outdoor Productions-- Electronic News Gathering, Electronic Field Production, Location Ambience.

Unit V

Post Production: Editing, Adding special effects & graphics- Principles of sound recording,- Mixing and editing- Techniques of sound recording, Location sound and sound dubbing, Ambience, Noise and Sound effects.

Reference Books

- P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987
- Bignell, Jonathan, Jeremy, Orlebar, and Patrica Holland. (2005). *The Television Handbook*. Routledge.
- Block, Mervin and Durso, Joe Jr. (1998). *Writing News for TV and Radio*. Sage
- Frank, Lezzi. (2017). *Understanding Television Production*. Prentice-Hall.
- Owen, Jims and Millerson, Gerald. (2012). *Television Production*. Fifteenth Edition. Focal Press.

SEMESTER-IV

COURSE 9: PUBLIC RELATIONS

Theory

Credits: 4

4 hrs / week

Course Objectives

- Present the fundamentals of Public Relations
- List out the tools of Public Relations communication
- Describe the PR management techniques and various PR bodies

Course Outcomes:

- Explain the core concepts, aspects, characters and organizations related to Public Relations.
- Develop practical and professional skills in the field of PR.
- Demonstrate and implement the strategic communication plans for PR campaigns

Unit – I

Public relations: definitions, nature, scope and evolution- Functions of PR - Differentiation of PR from information, publicity, propaganda, Advertising and lobbying -PR and public affairs – Changing Trends in PR.

Unit II

Tools of Communication in Public Relations : House Journals -External and Internal, press Release, Press Conference, Brochures, Posters, Open House, Exhibitions, Audio visual aids ,television, Film, Radio, Internet, blogs and video conferencing

Unit III

PR Publics: Internal and External; PR Process :Four stages of PR – Fact Finding –Planning – implementation and evaluation – campaign Planning and stages - PR Research

Unit IV

PR and Management – PR as management function, Employee Relations – Consumer/customer relations – Financial Relations – Community Relations – Media Relations – Corporate Relations –Corporate Social Responsibility – Crisis Management.

Unit V

Government Public Relations – State and Central level, Media Units of Information and Broadcasting Ministry-Laws and Ethical Issues in PR-PR professional bodies – IPRA, PRSI – Code of ethics.

Reference Books

- Balan, K.R. (2010). Corporate Public Relations. Himalaya Publishing.
- Ghosh, Subir. (2014). Public Relations Today. Rupa& Co.
- Jethwaney, N JaishreeVerma, AK & Sarkar, NN. (1994). Public Relation: Concepts Strategiesand Tools. Sterling Publications.
- Leslie, Philip. (2007). Public Relations Handbook. McGrow Hill.
- Mehta, D.S. (1980). Handbook of Public Relations in India. Allied Publishers.

SEMESTER-IV

COURSE 10: MEDIA LAW AND ETHICS

Theory

Credits: 4

4 hrs / week

Course Objectives

- Explain the philosophy of the Constitution and its structural framework.
- Critically analyze how laws are formulated within the constitutional framework.
- Examine various media laws governing communication systems in India.

Course Outcomes:

- Understand the fundamental principles and concepts underlying the Indian Constitution
- Evaluate ethical dilemmas in media, information, and communication domains within the Indian context.
- Explore the relationship between technology, society, and law, particularly how legal frameworks adapt to technological advancements and their societal implications.

Unit – I

Indian constitution - Drafting of the Constitution - Preamble, Salient features of Indian constitution, Fundamental rights and duties- Directive principles of State Policy - Judicial System in India- - Role of fourth estate

Unit II

History and Evolution of Media Laws in India-Freedom of press- evolution. Freedom of speech and expression, Article 19 (1) a - Defamation-libel, slander-possibilities and challenges, Contempt of Court Act, Press and parliamentary privileges.

Unit III

Official Secret Act- Working Journalist Act- Press and Registration of Book Act - Indecent Representation of Women's Act - Copyright Act-Right to Information Act- Sedition laws, - Digital Media Ethics (Codes) Rules, 2021- Film Censorship. Central Board of Film Certification (CBFC)

Unit IV

Values and Ethics of Journalism(Objectivity, Truth and Impartiality Balance and Independence)- Ethical issues: Misinformation, Disinformation, -Fake News- Hate speech- Journalistic Norms by PCI

Unit V

Media regulatory bodies - • Press Council of India - Broadcast Regulatory bodies and TRAI, BRAI - Media Associations and Organizations: INS, Editors Guild, IJU

Reference Books

- Malpani, Purvee. (2017). Media Law (Indian & Abroad). Kamal Publishers
- Prabhakar, M. et. al. A. (1999). Compendium of Codes of Conduct for Media Professional. University Book House.
- Prasad, Kiran. (2011). Media Law in India. Kluwer Law International
- Dixit, A. (2006). Press Laws and Media Ethics, Reference Press, Delhi.
- Plaisance, P. L. (2013). Media Ethics: Key Principles for Responsible Practice. SAGE Publications, Thousand Oaks, CA.

SEMESTER-V

COURSE 11: GENDER AND COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives

- Learn about Feminism and types of Feminism and waves of Feminism.
- Discuss the Women role in media and identify the women journalist problems in media
- Identify the Gender Identity, Gender role and Gender values.

Course Outcomes:

1. Analyze the gender bias in mass communication in a global context.
2. Create awareness of the women role in different types of media.
3. Develop the opinion of the Gender equality and Generalized perspective on women

Unit I

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

Unit II

Feminist communication theories - Muted group theory–Performance and positioning theory – Transgender and Cyborg theory. Gender politics: Gender, sexuality and social exclusion, Social movements and gender

Unit III

Gender and communication, verbal interaction- non-verbal interaction- Women and international communication – Women's International Network (WIN) news, *Women's International News Gathering Service (WINGS)*, *Feminist International Radio Endeavour (FIRE)*

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

Unit V

Gender and violence- Screening and reporting violence - Effects of violence in media - news, violence - Films and feminism- women in Indian cinema- advertising and women

Reference Books

- Donna Allen, Susan J Kaufman, Ramona, R. Rush (Ed). *Women transforming Communications*. London: Sage Publications
- Philip Shaver and Clyde Hendrick (1987) *Sex and Gender* .London:Sage Publications
- Karen Boyle.(2002) *Media and Violence*. London: Sage Publications.
- Pamela Creedon and Judith Cramer (2007). *Women in Mass Communication*. London: Sage Publications
- Charlotte Krolokke and Anne Scott Sorensen. (2005). *Gender Communication: Theories and Analyses*. London: Sage Publications

SEMESTER-V

COURSE 12: ADVERTISING

Theory

Credits: 4

4 hrs / week

Course Objectives

1. Provide students with a comprehensive understanding of the principles, strategies, and techniques in advertising.
2. Foster critical thinking and creativity in developing effective communication and promotional materials.
3. Explore the role of advertising in shaping consumer behavior and brand perceptions.
4. Prepare students for entry-level roles in advertising agencies, marketing departments, or further academic pursuits in related fields.

Course outcomes

1. Demonstrate knowledge of advertising strategies and techniques.
2. Apply advertising concepts effectively in planning and executing campaigns.
3. Analyze and evaluate advertising from strategic, creative, and ethical perspectives.
4. Comprehend the influence of advertising on consumer behavior, brand management, and organizational goals.
5. Develop communication, strategic planning, and project management skills essential for success in advertising roles.

Unit1

Evolution, concept - functions of advertising – Elements of advertising- Types of advertising

Unit2

Advertising - newspapers – Magazines – Radio - Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins

Unit3

Commercial advertisings over - All India Radio -Doordarshan - Recent trends in Indian Advertising- Advertising agency system.

Unit 4

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Color – Graphics –Trademarks – Slogans – Evaluation of effectiveness

Unit 5

Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAAI, ASCI and their codes

Reference Books:

1. Chunawala S A (1999). Foundations of advertising: theory and practice. New Delhi. Himalaya publishing House
2. Dunn S. Watson (1961). Advertising: Its role in modern marketing. New York: Holt,
3. Rinehart and Winston Mohan, Manendra (1981). Advertising management: concepts and cases. New Delhi: McGraw Hill
4. Wilmschurst, John. (1985) Fundamentals of advertising. London: Heinemann.
5. Wright, John S. and Mertes, J. (1976). Advertising's role in society. St. Paul, Minn: West
6. Wells Burnett Moriarty (2003). Advertising: principles and practice. Singapore: Pearson

SEMESTER-V

COURSE 13: PHOTO JOURNALISM

Theory

Credits: 4

4 hrs / week

Course Objectives

- Learn the qualities and skills to prepare as a photojournalist.
- Enhance skills in documenting impactful images
- Introduce the different branches and styles of photography and photojournalism.

Course Outcomes

- Understand photo coverage and photojournalism
- Acquire techniques in documental images
- Introduced to different branches and styles of photography and photojournalism

Unit 1

Role and importance of photojournalism in media. - Introduction and development of photography. Evolution of technology: from traditional to digital. - History of photojournalism.

Unit 2

Tools of photography: exposure and exposure triangle, shutter speed, aperture and ISO. Understanding light: Photography elements and principles: depth of field. Digital camera, shooting modes and menu. Digital photography: crop factor, colour temperature, pixelation and noise.

Unit 3

Photo composition: rules of composition and in-camera composition. Different types of lighting and its uses- The use of flash in photography. Writing captions for photographs- Newspaper vs magazine photography

Unit 4

Selecting images. Photograph editing: basic techniques cropping, enlarging and reducing. Clipping and grouping: mind mapping, - photo essays, features and human-interest stories. - sports, wildlife photography.

Unit 5

Roles and responsibilities of photojournalists -. Ethics in photojournalism. -Career opportunities: news organisations, NGOs, freelancing

Reference Books

- Good, J., & Lowe, P. (2020). *Understanding photojournalism*. Routledge.
- Kobre, K. (2004). *Photojournalism: The professionals' approach*. Gulf Professional Publishing.
- Lester, P. M. (2015). *Photojournalism: An ethical approach*. Routledge.
- Trikha, Poorva. (2014). *Photojournalism: A Tool for Social Change*. Arun, Chandigarh.

SEMESTER-VI

COURSE 14: FILM AND SCRIPT WRITING

Theory

Credits: 4

4 hrs / week

Course Objectives

1. Understand the fundamentals of film narrative structure and storytelling techniques.
2. Analyze and interpret films from critical, cultural, and aesthetic perspectives.
3. Develop original screenplays, including short films, feature films, and adaptations.
4. Translate ideas into visual storytelling suited for screen.
5. Collaborate in a creative environment, simulating writers' rooms or development teams.
6. Prepare for careers in screenwriting, content creation, film criticism, and related fields.

Course Outcomes

1. Write original scripts for short and feature-length films.
2. Analyze and critique films using cinematic language and theoretical frameworks.
3. Pitch story ideas effectively, both verbally and in written formats (e.g., treatments, loglines).
4. Work collaboratively in developing creative film and scriptwriting projects.
5. Build a professional writing portfolio suitable for internships or industry entry.

Unit 1:

Silent Era, Talkies, Golden Age of Indian Cinema - Parallel cinema: Film studios, Cinema on the digital platform - National awards- Film Institutes

Unit 2:

Major film directors: Satyajit Ray, Alfred Hitchcock, Kurosawa, MajidMajidi, GirishKasaravalli - Indian Film Directors and current trend

Unit 3:

Documentary films with examples

Social crusades, animation film - Feature films, popular films - Cinema and society.

Unit 4:

Promoting film culture in India -FTII, NFAI, NFDC Films Division - Directorate of Film Festivals - Film Awards

Unit 5:

Story elements: screenplay format, three act structure, writing screenplay - Film appreciation

Reference books:

1. The Encyclopedia of Indian Cinema by Ashish Rajyadhyaksha and Paul Willeman, Routledge, 1999
2. Routledge Handbook of Indian Cinemas, by K. MotiGokulsing and WimalDissanayake, Routledge, 2013
3. Telugu cinema Sahityamu, silpam, kadha, kadhanam by ParachuriGopalakrishna, V-Tech publications, Hyderabad, 2003
4. The Definitive Guide to Screen Writing by Syd Field
5. The Tools of Screenwriting: A Writer's Guide to the Craft and Elements of a Screen play by David Howard and, Edward Mabley , St. Martin's Griffin,1995

SEMESTER-VI

COURSE 15: POLITICAL COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives

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

Course Outcomes

1. Analyze political speeches, media coverage, and campaign materials critically.
2. Identify the role of media in influencing political opinions and voter behavior.
3. Apply political communication principles to design campaigns or advocacy strategies.
4. Recognize ethical challenges in political messaging, such as fake news / manipulation.
5. Engage in informed discussion and critique of political messaging in democratic processes.

Unit 1

Political communication: definition, scope and nature - Politics, democracy and media: public opinion and public sphere - Political journalism in India: status and dynamics

Unit 2

Congress, BJP, CPI, CPI (M)- The emergence of regional political parties: Akali Dal, Shiv Sen, DMK, AIDMK, Telugu Desam, Samajwadi party -BSP Elections in India: setting up elections commission in India, conduct of elections, model - media and elections

Unit 3

Political advertising, Political campaigns -News coverage of political campaigns: agenda setting, gate keeping and the media

Unit4

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

Unit 5

Corruption and politics -Television and politics - National identity and communications - role of media in democracy

Reference books

1. Brian McNair (2012). Introduction to political communication (fifth edition).London: Routledge.
2. Eric Louw. (2010). *Media and Political Process*, New Delhi: Sage.
3. Peter Gonsalves. (2010). *Clothing for Liberation*, New Delhi: Sage.
4. John Corner. (eds) (2003). *Media and Restyling of Politics*, New Delhi: Sage
5. ArvindRajgopal. (ed). (2009) *Indian Public Sphere: Reference Books in Media History*, New Delhi: Oxford University Press..
6. Peter De Souza and E Sridharan (2012). *India's political parties*. New Delhi: Sage
7. S P Qurashi (2014). *An undocumented wonder; the making of Great Indian Election*. New Delhi
8. ArvindRajgopal (2005). *Politics after television*. New Delhi: Oxford University Press.

SEMESTER-VII

COURSE 16: ENVIRONMENTAL COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives

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

Course Outcomes

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

Unit 1

Nature, scope and definition - Environment groups: citizens, community groups, scientists, corporations - Environmental movements in India, USA, Europe- Media and environmental journalism

Unit 2

Causes and factors of environmental pollution - Constitutional and legal provisions in India Environment (protection act, 1996) - Sustainable development

Unit 3

Public participation in environmental decisions- The emergence of alternative forms of public participation - Collaboration and consensus in environmental disputes

Unit 4

Media depictions of nature- Agenda setting, Narrative framing and cultivation analysis - Rise of alternative environmental media : Newspapers, Films, Professional societies

Unit 5

Risk Communication, Assessing risk: Media reporting of risk - Environmental advocacy: Dilemmas of environmental advocacy - Green marketing and corporate

Reference Books

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

SEMESTER-VII

COURSE 17: DEVELOPMENT COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce the concept, scope, and significance of Development Communication
2. To familiarize students with major theories, models, and approaches
3. To enable students to critically analyze case studies of development campaigns and communication strategies.
4. To train students in designing effective development communication strategies with ethical and inclusive perspectives.

Course Outcomes

1. Demonstrate an understanding of theories and models of communication for development and social change.
3. Evaluate the role of various media (print, radio, television, folk, digital) in development initiatives.
4. Analyze development communication programs, campaigns, and policies
5. Design and propose communication strategies to address issues like health, education, gender equality, environment, and rural development.

Unit 1

Development: concept, causes for under development- Sustainable development: Development dilemmas, Millennium development goals, diffusion of innovations: An overview

Unit 2

Development news: Different concepts - Development reporting: Problems and Challenges - Indian Press and Development journalism

Unit 3

Case studies of SITE and Jabua development communication project–Development support communication: an overview - Communication and Human development

Unit 4

Communication: Participation and development - Community development: - Participatory communication research - Case studies

Unit 5

Development issues - Mass communication – Radio – Video- films – case studies

Reference books

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

SEMESTER-VII

COURSE 18: MAGAZINE JOURNALISM

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce students to the history, nature, and scope of magazine journalism.
2. To familiarize learners with the structure, style, and characteristics of different types of magazines (news, lifestyle, literary, investigative, etc.).
3. To train students in feature writing, profiles, columns, and long-form journalism suitable for magazines.
4. To develop editing, design, and layout skills required for magazine production.
5. To encourage critical thinking about the role of magazines in society, culture, and democracy.

Course Outcomes

1. Differentiate between newspaper journalism and magazine journalism in terms of content, style, and audience.
2. Demonstrate the ability to research, write, and edit features, profiles, and opinion pieces for magazines.
3. Apply knowledge of layout, design, and visual presentation in magazine production.
4. Critically evaluate the ethical, cultural, and commercial aspects of magazine journalism.
5. Produce a sample magazine issue (individually or in groups) showcasing reporting, writing, and design skills.

Unit 1

Types of magazines: general interest magazines - special interest magazines, newsmagazines - literary magazines - scientific magazines and research journals, online magazines

Unit 2

Magazine journalism in India - magazine journalism v/s newspaper journalism - current trends in magazine journalism - magazines in the social media era.

Unit 3

Content in magazines: articles, features -Reviews, columns – Cartoons- Features- profiles- interviews- columns- reviews- travelogues - photos for magazines

Unit 4

Magazine design: design formats, cover design - Use of space in magazines, free make up - Layout, typography - Use of info graphics, colour selection

Unit 5

Digital tools for magazine design (InDesign, Canva, Scribus basics) - Transition from print to e-magazines and online platforms.

Reference Books·

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

SEMESTER-VII

COURSE 19: DOCUMENTARY PRODUCTION

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce students to the history, theory, and aesthetics of documentary films.
2. To familiarize learners with different documentary genres, styles, and modes of representation.
3. To train students in documentary research, scriptwriting, and production planning.
4. To provide hands-on experience in cinematography, sound, and editing for documentary production.
5. To encourage critical thinking about ethical, cultural, and political dimensions of documentary practice.

Course Outcomes

1. Explain the history, genres, and modes of documentary cinema.
2. Develop concepts, scripts, and production plans for documentaries.
3. Apply cinematography, sound, and editing skills to documentary production.
4. Critically analyze the ethical, cultural, and political implications of documentaries.
5. Produce a short documentary film as part of practical coursework.
6. Evaluate contemporary trends in documentary distribution and audience engagement.

Unit1

Documentary definition - Origin and history of documentary cinema (global & Indian context) - Functions of documentary: informative, persuasive, activist, creative - Pioneers: Robert Flaherty, Dziga Vertov, John Grierson, Anand Patwardhan

Unit 2

Idea development – Concept - Script writing - Budgeting, scheduling, and production planning - treatment and budget development, pitching, and audience analysis.

Unit 3

Cinematography techniques- sound recording - location research - team management- scheduling, and crowd funding - ethical considerations, and construction of narrative voice

Unit 4:

Principles of documentary editing: continuity – montage – rhythm - Use of voice-over, commentary – narration - Incorporation of archival material, photographs, graphics, and music - Editing grammar, transitions, use of sound and visual effects

Unit 5:

Ethics in documentary filmmaking (representation, bias, manipulation) - Documentaries in the digital age: OTT platforms, YouTube, short-form docs - Piracy

References

1. Barnouw, Erik (1993). Documentary: A History of the Non-Fiction Film, Oxford University Press.
2. Nichols, Bill (2017), Introduction to Documentary, Indiana University Press.
3. Renov, Michael (1993), Theorizing Documentary, Routledge.
4. Winston, Brian (2013), Claiming the Real: Documentary Film Revisited, Palgrave Macmillan.
5. Vasudevan, Ravi (2000), Making Meaning in Indian Cinema, Oxford University Press.

SEMESTER-VII

COURSE 20: SPORTS JOURNALISM

Theory

Credits: 4

4 hrs / week

Course Objectives

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

Course Outcomes

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

Unit 1

Sports: History, Scope - Characteristics of sports reporting- Role of sports journalism in society and culture

Unit 2

News writing, match reports, previews & reviews - Sports features, profiles, and interviews- Language and style of sports writing - Freelance writing and sports blogs.

Unit 3

Role of sports editor and newsroom structure - Headline writing and use of statistics - Photo editing and use of visuals in sports pages - Sports magazines, supplements, and e-zines.

Unit 4

Radio and TV commentary – techniques and challenges - Anchoring sports programs and panel discussions - Sports coverage in online and social media - podcasts, YouTube, live-tweeting.

Unit-5

Ethics in sports journalism (bias, betting, sensationalism) - Gender inclusivity - representation in sports media - Sports and commercialization, IPL & global leagues - Careers in sports journalism – print, TV, digital, data journalism.

References:

1. Raney, Arthur A and Bryant, Jennings (2006). Handbook of sports and media. New York: Lawrence Erlbaum associates.
2. Schultz, Brad (2007). Sports media: Planning, Production and Reporting. Oxford: Focal press.
3. Rajsekhar, T (2007). Media and sports Journalism. New Delhi: Sonali publications.
4. Fink, Conrad C (2004). Sports Writing: The lively game. New Delhi, Surjeet publications.
5. Reinardy, Scott and Wanta, Wayne (2009). The essentials of sports reporting and writing. London, Routledge.
6. Garrison, Bruce (2004). Sports Reporting and Writing, Routledge.

SEMESTER-VIII

COURSE 21: COMMUNICATION RESEARCH METHODOLOGY

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce the concepts, scope, and significance of research in communication
2. To familiarize with various research methods – qualitative, quantitative, and mixed.
3. To train in research design, data collection, analysis, and interpretation.
4. To develop skills for preparing research reports, dissertations, and media projects.
5. To encourage critical thinking and ethical practices in communication research.

Course Outcomes

1. Formulate research problems, objectives, and hypotheses.
2. Apply appropriate research methods to communication issues.
3. Collect, analyze, and interpret data using scientific tools.
4. Prepare structured research reports adhering to academic standards.
5. Demonstrate ethical practices in conducting and reporting research.

Unit 1

Meaning – scope - Characteristics of communication research -Types of research: basic vs. applied, quantitative vs. qualitative - Steps in research identification - Formulation of research problem in communication research

Unit 2

Hypothesis: meaning - characteristics, and testing - Variables: independent, dependent, control, extraneous - Sampling techniques: probability and non-probability sampling - Survey research - content analysis and historical method - Measurement: meaning - levels and types of measurement

Unit 3

Quantitative methods: surveys, content analysis, experimental design - Qualitative methods: interviews, focus groups, case studies, ethnography - Tools of data collection - questionnaire, schedule, observation, interview guide - Sampling in communication: types

Unit 4

Level of Measurements: Nominal, Ordinal, Ratio and Interval - Measures of central Tendency: Mean, Mode and Median - Measure of Dispersion: standard deviation, correlation and chi-square - Software applications in data analysis (SPSS, Excel, NVivo basics)

Unit 5

Data processing: analysis - presentation and interpretation of data -Structure of research report, dissertation, or project - Referencing styles (APA, MLA, Chicago) - Plagiarism and research ethics

References

1. Wimmer and Dominic. (2002). *Mass Media Research: An Introduction*, Singapore: Thomson Publishing Company.
2. A. Hansen et al (1998). *Mass Communication Research Methods*, London: Palgrave.
3. Kothari, C. R. (2014). *Research Methodology: Methods and Techniques*, New Age International
4. B. Gunther. (2000). *Media Research Methods*, London: Sage.
5. Ranjit Kumar (2019). *Research Methodology: A Step-by-Step Guide for Beginners*, Sage John C. Reinard. (2006). *Communication Research Statistics*, London: Sage.

SEMESTER-VIII

COURSE 22: INTERNATIONAL COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce the nature, scope, and evolution of international communication.
2. To familiarize with theories, models, and institutions shaping global information flow.
3. To examine the role of media in diplomacy, international relations, and cultural exchange.
4. To analyze issues of globalization, media imperialism, NWICO, and digital divide.
5. To encourage critical thinking about contemporary trends in global communication and their impact on developing countries.

Course Outcomes

1. Explain the scope, evolution, and significance of international communication.
2. Analyze the role of international institutions, agencies, and laws in communication.
3. Critically evaluate issues like cultural imperialism, media ownership & digital divide.
4. Assess the role of global news, social media, and OTT platforms in shaping international relations.
5. Apply knowledge of international communication to debates on globalization and developing countries.

Unit 1

International Communication: Nature and scope - historical evolution - Early communication channels - post traditional forms – newspapers - news agencies – telegraph – telephone - Global communication networks and agencies (Reuters, AFP, AP, etc.)

Unit 2

Free Flow of Information theory - Global village - Modernization theory, Dependency theory – Media imperialism - NWICO (New World Information and Communication Order) & MacBride Commission Report - emergence of IPDC- propaganda - Use of mass media

Unit 3

International broadcasting (BBC World, CNN, Al Jazeera, DW, CGTN) - Public diplomacy and propaganda- Satellites, COMSAT (Communications Satellite) – war and media

Unit 4

Different phases of globalization - Digital divide and global inequalities - Role of UNESCO, ITU, WTO, IMF, World Bank in communication policies

Unit 5

Satellite communication - internet governance - cyber politics - Social media and transnational activism - Global streaming platforms (Netflix, Amazon, Hotstar, etc.) - Challenges for developing countries in global communication order.

Reference books

1. Boyd-Barrett, Oliver (2015), Media Imperialism, Sage
2. Thussu, DayaKishan (2019). International Communication: Continuity and Change, Bloomsbury.
3. TehriRantaner (2006): *Globalization and Media*. London: Sage Publications.
4. CeesHamlink(1996): *The Politics of World communication*. London. Sage publication. London
5. Thussu, DayaKishan (2006), Media on the Move: Global Flow and Contra-Flow, Routledge.

SEMESTER-VIII

COURSE 23: MEDIA AND SOCIETY

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce students to the relationship between media and society from historical, cultural, and political perspectives.
2. To examine how media influences social institutions such as politics, family, economy, and education.
3. To explore concepts like media effects, public opinion, representation, and identity.
4. To encourage critical analysis of issues like gender, caste, class, religion, and globalization in media.
5. To develop an understanding of ethical, responsible, and inclusive media practices in a democratic society.

Course Outcomes

1. Explain the relationship between media, culture, and society.
2. Analyze the role of media in shaping politics, democracy, and public opinion.
3. Critically evaluate issues of identity and representation in media content.
4. Apply media effects theories to real-world communication scenarios.
5. Assess the impact of globalization, digital media, and social networking on society.
6. Demonstrate awareness of ethical, inclusive, and socially responsible media practices.

Unit I

Media as a social institution - Relationship between media and society - Media and social change - Media, culture, and communication - Theories of media and society (Functionalism & Marxist theory).

Unit II

Media and political communication - Public opinion and agenda setting - policy, and governance - Hypodermic Needle theory - Two-step flow theory - Social Responsibility theory

Unit III

Media and social identity: caste – class – religion – region – Minorities - Media's role in shaping culture

Unit IV

Impact of cinema- TV- digital media on society- Violence – children - media ethics - civil society, citizen journalism, and media accountability

Unit V

Media and development in India - Social media – networks - participatory culture - Challenges of misinformation - fake news - and digital divide - market-driven media

References

1. Mc Chesney, Robert (2000), Rich Media, Poor Democracy: Communication Politics in Dubious Times, New Press.
2. Keval J. Kumar (2010). Mass Communication in India, Jaico Publishing House.
3. Denis McQuail (2010).Mc Quail's Mass Communication Theory, Sage Publications
4. Wilbur Schramm (1960). Mass Communication, Sage Publishers.
5. Baran, S. J., Davis, D. K. (2014). Mass Communication Theory: Foundations, Ferment, and Future, Cengage.
6. Elizabeth M. Perse (2001). Media Effects and Society, Lawrence Erlbaum.

SEMESTER-VIII

COURSE 24: NEW MEDIA

Theory

Credits: 4

4 hrs / week

Course Objectives:

1. Understand the evolution and characteristics of New Media and its impact on journalism.
2. Examine the role of digital technologies in transforming news production, distribution, and consumption.
3. Gain skills in multimedia reporting, blogging, podcasting, and social media content creation.
4. Critically analyze ethical, legal, and professional challenges in online journalism.
5. Explore how digital platforms influence public opinion, participatory culture, and democracy.

Course Outcomes

1. Demonstrate knowledge of the history and theories of New Media.
2. Create and manage journalistic content for online platforms.
3. Apply multimedia tools (text, audio, video, and graphics) for digital storytelling.
4. Analyze case studies of online journalism, fake news, and social media influence.
5. Apply ethical principles and legal norms in digital reporting.

Unit 1

Definition, features, and evolution of New Media - Web 1.0, Web 2.0, and Web 3.0 - New Media - Principles of New Media -Digitization and convergence - Introduction to Internet: World Wide Web (WWW),Search Engines

Unit 2

Online news writing: style and techniques - Multimedia reporting: text – audio – video – infographics - Mobile journalism (MoJo) tools and techniques - Podcasting, vlogging - digital storytelling

Unit 3

Role of Face book - X (Twitter) – Instagram - YouTube in news - Viral content, memes, and digital campaigns – Algorithms - echo chambers - filter bubbles - Fake news, misinformation - fact-checking

Unit 4

Cyber laws - IT Act - copyright issues - Online privacy and data security - Ethical dilemmas in digital journalism - Professional codes of conduct in online platforms

Unit 5

AI in journalism - automated news writing - Virtual reality (VR) and augmented reality (AR) storytelling - Data journalism - investigative reporting with digital tools

References:

1. Flew, T. (2014), New Media, Oxford University Press.
2. Pavlik, J. V. (2001), Journalism and New Media, Columbia University Press
3. Deirdre K. Breakenridge (2008) New Media: New Tools, New Audiences, Pearson.
4. Francisco.J.Ricardo (2009) Cyber-culture and New Media, Rodopi.
5. Rao, S. (2017), Digital Journalism: Emerging Trends, Kanishka Publishers
6. Briggs, M. (2015), Journalism Next: A Practical Guide to Digital Reporting and Publishing, CQ Press.

SEMESTER-VIII

COURSE 25: CITIZEN JOURNALISM

Theory

Credits: 4

4 hrs / week

Course Objectives

- Present the principles of citizen journalism and its growth
- Explain the importance of role of ethics in citizen journalism
- Describe the techniques of citizen journalism

Course Outcomes

- Understand the historical growth, importance and ethical concerns in citizen journalism
- Utilize story publishing platforms for citizen journalism
- Analysis of news originating from multiple media outlets for bias and reliability

Unit I

Introduction to Citizen Journalism - Basic principles of journalism - truthfulness, accuracy and fact-based communications, objectivity, clarity

Unit II

Role of ethics - bias, subjectivity, credibility, respect for others and public accountability, and framing while writing and reporting

Unit III

Writing and Broadcasting in Citizen Journalism - Defining the news - writing, reporting, interviewing techniques.- Broadcasting techniques - filming; using mobile, multimedia editing; free video editing software –

Unit IV

Publishing techniques - blogging, vlogging, podcast - Available publishing platforms in major news media outlets - Alternate Journalism

Unit V

News analysis – insights into the politics of news production, role of fact checking, measures to curb fake news - famous citizen journalists and their works

Reference Books

- Allan, Stuart. (2015). *Photojournalism and Citizen Journalism: Co-operation, Collaboration and Connectivity*. Routledge.
- Kumar, Rajesh. (2011). *Citizen and Community Journalism*. Summit Publishers.
- Nah, Seungahn and Chung, Deborah S. (2020). *Understanding Citizen Journalism as Civic Participation*. Routledge.
- Pandey, Rajesh. (2009). *Citizen Journalism*. Adhyayan Publishers & Distributors



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Model Syllabus for Journalism and Mass Communication (Minor) in consonance with Curriculum framework w.e.f. AY 2025-26

Prepared by Andhra University, Visakhapatnam

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
II	III	1	Media Organization	4	4
	IV	2	Media language & Translation	4	4
III	V	3	Family communication	4	4
		4	Human Rights and Media	4	4
	VI	5	Broadcast Media anchoring	4	4
		6	Traditional and cultural communication	4	4

SEMESTER-III

COURSE 1: MEDIA ORGANIZATIONS

Theory

Credits: 4

4 hrs / week

Course Objectives

- Present the media ownership patterns and FDI
- Explain the structure of newspaper organization
- Radio and TV industry and structure of media bodies

Course Outcomes:

- Understand the media organization patterns
- Learn about the newspaper and broadcasting industry
- Knowledge about media bodies organizations

Unit – I

Media Organisations : definition and function- Ownership patterns of media organizations – Chain, Cross media ownership, conglomerates – FDI in Media

Unit – II

Structure of newspaper organization; Editorial, Advertising, Circulation and Technical departments–newspaper registration RNI – News Agencies

Unit – III

Radio industry- platforms –AM broadcasting- FM Radio-Digital Audio Broadcasting- structure of radio station – All India Radio

Unit – IV

Television industry – Doordarshan–Cable TV industry in India - Private TV organizations in India

UNIT V

Media Bodies- Press Information Bureau-Press Council of India PrasaraBharati — Central Bureau of Communication– Broadcast Audience Research Council – Indian Readership survey

Reference Books

1. News Paper Management in India, Gulab Kothari, Intercultural Open University.
2. Media Development & Management : New Horizons, Biswajeet Guha, Kanishka Publishers.
3. Media Management, K.P. Yadava, Adhyayan Publishers.
4. Vanita Kohli (2006) *The Indian media Business*: New Delhi. Sage.

SEMESTER-IV

COURSE 2: MEDIA LANGUAGE AND TRANSLATION

Theory

Credits: 4

4 hrs / week

Course Objectives

- Explain the importance of media language in India
- Introduce the role of translation in Indian journalism
- Examine various types of translation

Course Outcomes:

- Understand the importance of media language
- Knowledge about the role of translation in Journalism
- Familiarity with the types of translation

Unit – I

Introduction to Media language and characteristics of media language – need and importance of translation in journalism - Definition and nature of translation-Essential concepts in translation theory.

Unit II

Types of translation: Cultural and linguistic problems- Aids and tools of translation - Guidelines for Translation - Translation in the digital era –Qualifications of a Translator.

Unit III

Translating news articles, features, press releases, scripts - Translating Advertisements-Subtitling in media.-Challenges of Translation between Vernacular and English and vice-versa for Print, Electronic and New Media.

Unit IV

Language skills - English language in Mediawriting; print, broadcasting and digital

Unit V

Telugu language in Media. – writing for print, broadcasting and digital - Technical Terms- Practical exercise in Translation for Print Media

Reference Books

1. AnuvadaSamasyalu: R. RamachandraReddi
2. VadukaBhasherastunnamu? Ranganayakamma
3. Functional English, Usha Ram
4. Fluency in Functional English, Prof. Kev Nair

SEMESTER-V

COURSE 3: FAMILY COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives

- Introduce the concept of family and theories and types of families
- Familiarity with family communication methods
- Present various issues and angles of family communication

Course outcomes

- Understand the concept of family and types in Indian context
- Learn various forms of family communication
- Knowledge about the process of communication in the family

Unit I

Family; Definitions; biological, legal & sociological definitions- Theories; theories of family relationships – Different types of families in the Indian context

Unit II

Family Communication: Multiple Methods and Multiple Sources - Communication across the Family Life Course; Communication in Marriage- Extended Family and Social Networks

Unit III

Communication in Various Family Forms - Communication in Intact Families - Communication in Divorced and Single-Parent Families- Communication in Stepfamilies -2 Communication, Families, and Cultural Diversity

Unit IV

Communication among the Family Members - Mothers and Fathers Parenting Together- The Developmental Origins of Communication: Interactional Systems in Infancy - Communication in Middle Childhood - Parent---Child Communication during Adolescence

Unit V

Family Communication Processes -Privacy in Families - Communication, Conflict, and the Quality of Family Relationships - Emotion and Communication in Families - Social Support Communication in Families - Imagining Families Through Stories and Rituals

Reference Books

- Sven wahlroos , family communication: the essential rules for improving communication, 1995, contemporary books
- Segrinchris, family communication, 2010, taylor&francisinc
- Dawn o. Braithwaite, family communication: cohesion and change, 2024, routledge
- Aparajitachowdhury, david k. Carson and cecyle k. Carson, family life education in india,2006, Rawat publications

SEMESTER-V

COURSE 4: HUMAN RIGHTS AND MEDIA

Theory

Credits: 4

4 hrs / week

Course Objectives

- Awareness on the concept and kinds of Human rights.
- Develop the knowledge on HR commissions at National and state level.
- Give a comprehensive view about agenda setting of media in HR issues coverage.

Course Outcomes:

- Gain knowledge on media role on HR and universal declaration.
- Understand the functions of HR commissions.
- Learn the media role for promoting the HR.

Unit I

Human rights – Concept — Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights

Unit II

Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - India and the universal declaration

Unit III

International conventions on inhuman acts – Genocide – Apartheid- Slave trade – Forced or compulsory labour- Traffic in person and prostitution –racial discrimination – Death penalty

Unit IV

Vulnerable groups and human rights – women, children, Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India

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

Reference Books:

- Gopala Bhargava (2001). *Human rights concern of the Future*. New Delhi: Gyan books.
- H.O Aggarwal (2000) *International Law & Human rights*. Allahabad: Central Law Publications.
- NJ Wheeler and Timothy Dunne (1999).*Human Rights in Global politics*. London: Oxford University Press.
- Bannerjee, Menon&Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010

SEMESTER-VI

COURSE 5: BROADCAST MEDIA ANCHORING

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce the fundamentals of broadcast media and anchoring.
2. To familiarize them with television, radio, and digital anchoring skills.
3. To develop voice modulation, body language, and on-camera presentation techniques.
4. To train students in preparing scripts, conducting interviews, and live anchoring.
5. To encourage ethical, responsible, and professional anchoring practices.

Course Outcomes

1. Explain the nature, scope, and role of broadcast media anchoring.
2. Demonstrate effective voice modulation, diction, and on-camera presentation skills.
3. Prepare and present news bulletins and infotainment programs.
4. Apply anchoring skills in interviews, discussions, and live shows.
5. Practice ethical, responsible, and professional standards in anchoring.

Unit 1

Broadcast media: Radio, Television, Digital platforms- Role and responsibilities of an anchor - Types of anchoring: news, infotainment, sports, talk shows, panel discussions- Differences between anchoring and reporting.

Unit 2

Basics of voice culture: pitch, tone, pace, and clarity - Diction, pronunciation, and language usage- Body language, eye contact, and gestures - Microphone techniques and on-camera presence.

Unit 3

Newsroom structure and flow - News reading vs. news anchoring - Script preparation, cue sheets, teleprompter use - Live reporting and breaking news anchoring.

Unit 4

Anchoring for talk shows- interviews- debates- reality shows- events - Handling guests and audiences - Improvisation skills and crisis management during live shows - Anchoring for radio (RJ techniques).

Unit 5

Ethics of broadcast media anchoring - Gender sensitivity and inclusive communication - Challenges in the digital age (fake news, TRP pressure, sensationalism) - Career opportunities in broadcast media anchoring.

References

1. Keval J. Kumar (2019), Mass Communication in India, Jaico Publishing House.
2. P. C. Chaturvedi & B. K. Chaturvedi (2007), Broadcast Journalism, Global Vision Publishing.
3. Srivastava, K. M. (2005), Broadcast Journalism in the 21st Century, New Dawn Press.
4. Usha Raman (2018), Writing for the Media, Oxford University Press.
5. Andrew Boyd, Peter Stewart & Ray Alexander (2019). Broadcast Journalism: Techniques
6. of Radio and Television News. Routledge.

SEMESTER-VI

COURSE 6: TRADITIONAL AND CULTURAL COMMUNICATION

Theory

Credits: 4

4 hrs / week

Course Objectives

1. To introduce the concepts and forms of traditional and cultural communication in India.
2. To explore folk and indigenous communication practices in community life.
3. To analyze the impact of traditional media in development, education, and social change.
4. To train students to critically evaluate the cultural communication in the digital era.
5. To encourage preservation, documentation, and use of traditional and folk media

Course Outcomes

1. Explain the nature, scope, and importance of traditional and cultural communication.
2. Identify and describe various forms of folk and indigenous communication (puppetry, theatre, folk songs, festivals, rituals, etc.).
3. Analyze the role of traditional media in rural development, social awareness, and nation-building.
4. Apply traditional forms of communication in designing development communication strategies.
5. Critically assess the challenges and opportunities of integrating traditional communication with modern mass media.

Unit 1

Definition Nature, Characteristics of Traditional Media – Historical background–Different types of Traditional Media.

Unit 2

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

Unit 3

Folk Formats in Andhra Pradesh : Origin and growth of Harikatha, Burrakatha, Jamukula Katha, Street plays (VeedhiNatakalu), ToluBommalata (Puppetry), Tappetagullu, Oggu Katha, YellammaJatra.

Unit 4

Origin and meaning of Cultural Communication – Origin, need and models in Intercultural communication – Aristolean, Cybernetic, Biological, Psychological models – cultural institutions – family, school and mass media.

Unit 5

Verbal and Non-verbal communication – Role of media in intercultural communication – communication technology – cultural changes – modern technology and change.

References

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Krishna University, Machilipatnam
UG

– JOURNALISM AND MASS COMMUNICATION

MAJOR MODEL QUESTION PAPERS
V, VI, VII & VIII

SEMESTER V
MAJOR MODEL
QUESTION PAPERS



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	V	Paper :	MAJOR 1
Course:	JMC	Title:	Gender & communication
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define Gender and explain its significance in communication.
2. Differentiate between Sex and Gender.
3. What is Gender Stereotyping in media?
4. Explain the concept of Gender Sensitivity.
5. Discuss the role of communication in women's empowerment.
6. What is Feminist Media Theory?
7. Explain the representation of women in advertising.
8. What are the objectives of Gender Mainstreaming?
9. Write a short note on Gender Bias in news reporting.
10. Explain the role of social media in promoting gender equality

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Discuss the concept of Gender and its social construction.

(Or)

(b) Explain the relationship between Gender and Communication in contemporary society.

12. (a) Analyze the portrayal of women in print and electronic media.

(Or)

(b) Examine the impact of media on gender perceptions and attitudes.

13. (a) Discuss major Feminist Theories and their relevance to media studies.

(Or)

(b) Explain Gender Stereotypes in media content with suitable examples.

14. (a) Evaluate the role of media in promoting gender equality and social justice.

(Or)

(b) Discuss the challenges faced by women journalists in the media industry.

15. (a) Explain the role of digital media in addressing gender issues and women's rights.

(Or)

(b) Discuss media ethics and gender-sensitive reporting practices.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	V	Paper :	MAJOR 2
Course:	UG JMC	Title:	Advertising
Max. Marks:	70	Time:	3 Hours

Section – A

➤ **Answer any Five questions.**

➤ **Each question carries Four marks.**

5 x 4 = 20 M

1. Define Advertising and explain its functions.
2. What are the different types of advertising?
3. Explain the AIDA model in advertising.
4. Write a short note on advertising agencies.
5. What is copywriting? Explain its importance.
6. Discuss the role of advertising in marketing communication.
7. Differentiate between advertising and publicity.
8. Explain the significance of advertising ethics.
9. What are the characteristics of a good advertisement?
10. Write a note on digital advertising.

Section – B

➤ **Answer all the questions.**

➤ **Each question carries Ten marks.**

5 x 10 = 50 M

11. (a) Discuss the evolution and growth of advertising in India.
(Or)
(b) Explain the functions and objectives of advertising in modern society.
12. (a) Describe the structure and functions of an advertising agency.
(Or)
(b) Explain the advertising campaign planning process.
13. (a) Discuss the principles of copywriting with suitable examples.
(Or)
(b) Explain the creative aspects involved in advertisement design.
14. (a) Analyze the role of print, electronic, and digital media in advertising.
(Or)
(b) Discuss consumer behavior and its influence on advertising strategies.
15. (a) Evaluate the ethical and legal issues in advertising.
(Or)
(b) Explain the impact of social media and online platforms on advertising practices.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	V	Paper :	MAJOR 3
Course:	UG JMC	Title:	Photo Journalism
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define Photo Journalism.
2. Explain the importance of photographs in news reporting.
3. What are the qualities of a good news photograph?
4. Write a short note on photo captions.
5. Explain the rule of thirds in photography.
6. What is photo editing?
7. Differentiate between hard news and feature photography.
8. Discuss the role of photojournalists in society.
9. What are the ethical issues in photo journalism?
10. Explain the significance of digital photography in journalism.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Discuss the history and development of photo journalism.
(Or)
(b) Explain the role and responsibilities of a photojournalist.
12. (a) Describe the basic principles and techniques of photography.
(Or)
(b) Explain composition techniques used in news photography.
13. (a) Discuss different types of photographs used in newspapers and magazines.
(Or)
(b) Analyze the importance of visual storytelling in journalism.
14. (a) Explain the ethical and legal issues involved in photo journalism.
(Or)
(b) Discuss the impact of digital technology on photo journalism.
15. (a) Evaluate the role of photographs in shaping public opinion.
(Or)
(b) Explain the process of photo selection, editing, and caption writing in newspapers.

**SEMESTER VI
MAJOR MODEL
QUESTION PAPERS**



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VI	Paper :	MAJOR 1
Course:	UG JMC	Title:	Film & Script Writing
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define script writing.
2. Explain the elements of a screenplay.
3. What is a film treatment?
4. Differentiate between story and screenplay.
5. What is characterization in films?
6. Explain the importance of dialogue writing.
7. What is a shooting script?
8. Describe the three-act structure.
9. Explain the role of a script writer.
10. What is screenplay formatting?

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the process of script writing for films.

(OR)

(b) Discuss the stages of screenplay development.

12. (a) Explain the elements of visual storytelling.

(OR)

(b) Discuss the importance of characterization in screenplay writing.

13. (a) Explain the role of dialogue in film scripts.

(OR)

(b) Describe the structure of a feature film screenplay.

14. (a) Discuss adaptation of novels into films.

(OR)

(b) Explain script formatting and industry standards.

15. (a) Discuss the responsibilities and career opportunities of script writers.

(OR)

(b) Explain the process of writing scripts for documentaries.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VI	Paper :	MAJOR 2
Course:	UG JMC	Title:	Political Communication
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define political communication.
2. Explain propaganda.
3. What is political advertising?
4. Define public opinion.
5. Explain political campaigns.
6. What is agenda setting?
7. Define election communication?
8. Explain media and democracy.
9. What is political branding?
10. Explain digital political communication.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the nature and scope of political communication.

(OR)

(b) Discuss the evolution of political communication.

12. (a) Explain the role of mass media in elections.

(OR)

(b) Discuss political campaigns in India.

13. (a) Explain propaganda techniques.

(OR)

(b) Discuss opinion polls and exit polls.

14. (a) Explain the impact of social media on politics.

(OR)

(b) Discuss political advertising and public relations.

15. (a) Explain ethical issues in political communication.

(OR)

(b) Discuss the role of political communication in democracy.

**SEMESTER VII
MAJOR MODEL
QUESTION PAPERS**



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VII	Paper :	MAJOR 1
Course:	UG JMC	Title:	Environmental Communication
Max. Marks:	70	Time:	3 Hours

Section – A

- Answer any Five questions.
- Each question carries Four marks.

5 x 4 = 20 M

1. Define environmental communication.
2. Explain climate change communication.
3. What is environmental journalism?
4. Define sustainable development.
5. Explain environmental awareness.
6. What is environmental advocacy?
7. Explain biodiversity communication.
8. Define eco-friendly campaigns.
9. Explain environmental ethics.
10. What is environmental reporting?

Section – B

- Answer all the questions.
- Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the scope and importance of environmental communication.
(OR)
(b) Discuss environmental communication in sustainable development.
12. (a) Explain the role of media in environmental protection.
(OR)
(b) Discuss climate change communication strategies.
13. (a) Explain environmental reporting and its challenges.
(OR)
(b) Discuss environmental campaigns in India.
14. (a) Explain the role of NGOs.
(OR)
(b) Discuss environmental education through media.
15. (a) Explain the use of digital media.
(OR)
(b) Discuss the future of environmental communication.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VII	Paper :	MAJOR 2
Course:	UG JMC	Title:	Development Communication
Max. Marks:	70	Time:	3 Hours

Section – A

- Answer any Five questions.
- Each question carries Four marks.

5 x 4 = 20 M

1. Define development communication.
2. Explain participatory communication.
3. What is rural communication?
4. Define social change.
5. Explain extension communication.
6. What is community media?
7. Explain development journalism.
8. Define ICT for development.
9. Explain communication campaigns.
10. What is behaviour change communication?

Section – B

- Answer all the questions.
- Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the concept and scope of development communication.
(OR)
(b) Discuss the theories of development communication.
12. (a) Explain the role of communication in rural development.
(OR)
(b) Discuss participatory communication approaches.
13. (a) Explain development journalism.
(OR)
(b) Discuss ICTs in development communication.
14. (a) Explain communication strategies in health and education.
(OR)
(b) Discuss the role of community media.
15. (a) Explain the challenges.
(OR)
(b) Discuss the future of development communication in India.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VII	Paper :	MAJOR 3
Course:	UG JMC	Title:	Magazine Journalism
Max. Marks:	70	Time:	3 Hours

Section – A

- Answer any Five questions.
- Each question carries Four marks.

5 x 4 = 20 M

1. Define magazine journalism.
2. Explain feature writing.
3. What is a magazine layout?
4. Define editorial planning.
5. Explain magazine design.
6. What is a niche magazine?
7. Explain copy editing.
8. Define cover story.
9. Explain magazine production.
10. What is digital magazine publishing?

Section – B

- Answer all the questions.
- Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the evolution and scope of magazine journalism.
(OR)
(b) Discuss different types of magazines.
12. (a) Explain feature writing techniques.
(OR)
(b) Discuss the process of magazine editing.
13. (a) Explain magazine design and layout principles.
(OR)
(b) Discuss the role of photographs and illustrations.
14. (a) Explain magazine production and printing.
(OR)
(b) Discuss digital magazines and online publishing.
15. (a) Explain the challenges faced by magazine journalism.
(OR)
(b) Discuss the future prospects of magazine publishing.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VII	Paper :	MAJOR 4
Course:	UG JMC	Title:	Documentary Production
Max. Marks:	70	Time:	3 Hours

Section – A

- Answer any Five questions.
- Each question carries Four marks.

5 x 4 = 20 M

1. Define documentary and explain its major functions.
2. Discuss the contribution of Robert Flaherty to documentary cinema.
3. What is documentary script writing? Explain its importance.
4. Describe the role of audience analysis in documentary production.
5. Explain the importance of location research in documentary filmmaking.
6. What are the ethical considerations in documentary production?
7. Differentiate between continuity editing and montage editing.
8. Explain the role of voice-over and narration in documentaries.
9. Discuss the impact of OTT platforms on documentary filmmaking.
10. What is piracy? Explain its effects on documentary films.

Section – B

- Answer all the questions.
- Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the origin and history of documentary cinema in global and Indian contexts.
(Or)
(b) Analyze the functions of documentaries with suitable examples.
12. (a) Describe the process of idea development and concept creation in documentary production.
(Or)
(b) Discuss treatment writing, budget development and pitching in documentary filmmaking
13. (a) Examine the role of cinematography and sound recording techniques in documentary production.
(Or)
(b) Discuss team management, scheduling, crowdfunding and narrative voice construction.
14. (a) Explain the principles of documentary editing including continuity, montage and rhythm.
(Or)
(b) Discuss the use of archival materials, photographs, graphics, music and sound effects in documentary editing.
15. (a) Critically examine ethics in documentary filmmaking with reference to representation, bias and manipulation.
(Or)
(b) Analyze the opportunities and challenges of documentaries in the digital age, including OTT platforms and YouTube



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VII	Paper :	MAJOR 5
Course:	UG JMC	Title:	Sports Journalism
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define sports journalism and explain its scope.
2. Discuss the characteristics of sports reporting.
3. Explain the importance of sports journalism in society and culture.
4. What are sports features? Give suitable examples.
5. Describe the language and style of sports writing.
6. Explain the role of a sports editor in a newsroom.
7. How are statistics used in sports reporting?
8. Explain radio and television sports commentary.
9. What is the role of social media in sports coverage?
10. Explain the importance of ethics in sports journalism.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Trace the history and development of sports journalism and explain its significance in modern society.
(Or)
(b) Discuss the characteristics of sports reporting and the role of sports journalism in shaping sports culture.
12. (a) Explain the techniques of writing match reports, previews and reviews in sports journalism.
(Or)
(b) Discuss sports features, profiles, interviews, freelance writing and sports blogs
13. (a) Examine the importance of the sports editor and explain the structure of a sports newsroom.
(Or)
(b) Discuss headline writing, photo editing and the role of sports magazines, supplements and e-zines.
14. (a) Analyze the techniques and challenges of radio and television sports commentary.
(Or)
(b) Evaluate the role of online media, podcasts, YouTube and live-tweeting in sports coverage.
15. (a) Critically examine bias, betting and sensationalism in sports journalism with suitable examples
(Or)
(b) Discuss gender inclusivity, representation in sports media and commercialization of sports

**SEMESTER VIII
MAJOR MODEL
QUESTION PAPERS**



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VIII	Paper :	MAJOR 1
Course:	UG JMC	Title:	Communication Research Methodology
Max. Marks:	70	Time:	3 Hours

Section – A

➤ **Answer any Five questions.**

➤ **Each question carries Four marks.**

5 x 4 = 20 M

1. Define communication research and explain its scope.
2. Distinguish between basic research and applied research with suitable examples.
3. What is a research problem? Explain the characteristics of a good research problem.
4. Define hypothesis and discuss its major characteristics.
5. Differentiate between probability and non-probability sampling techniques.
6. Explain the significance of content analysis in communication research.
7. Describe the role of questionnaires in data collection.
8. Differentiate between nominal and ordinal levels of measurement.
9. Explain the concept of standard deviation and its importance in research.
10. What is plagiarism? Discuss its impact on academic research.

Section – B

➤ **Answer all the questions.**

➤ **Each question carries Ten marks.**

5 x 10 = 50 M

11. (a) Discuss the characteristics and importance of communication research in the contemporary media environment.
(Or)
(b) Explain the differences between quantitative and qualitative approaches in communication research
12. (a) Discuss the role of independent, dependent, control, and extraneous variables in communication research.
(Or)
(b) Analyze the various sampling techniques used in communication research and evaluate their advantages and limitations.
13. (a) Critically examine survey research as a method of communication research. Discuss its procedure, merits, and limitations
(Or)
(b) Evaluate the importance of qualitative research methods such as interviews, focus groups, case studies, and ethnography in media research.
14. (a) Explain the levels of measurement and discuss the application of mean, median, and mode in communication research.
(Or)
(b) Discuss the importance of statistical tools such as correlation and chi-square in analyzing communication data.
15. (a) Describe the process of data processing, analysis and interpretation in communication research. Explain how software tools such as SPSS and NVivo assist researchers.
(Or)
(b) Discuss the structure of a research report.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VIII	Paper :	MAJOR 2
Course:	UG JMC	Title:	International Communication
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define International Communication and explain its scope.
2. Write a short note on the evolution of telegraph and telephone as international communication channels.
3. Explain the concept of the Free Flow of Information Theory.
4. What is Media Imperialism? Briefly discuss its significance.
5. Define propaganda and explain its role in international communication.
6. What is public diplomacy? How does it differ from propaganda?
7. Explain the concept of the Digital Divide with suitable examples.
8. Describe the role of UNESCO in promoting global communication.
9. What is Internet Governance? Discuss its importance in the digital era.
10. Explain the role of social media in transnational activism.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the role of news agencies and telephone in the development of global communication.
(Or)
(b) Examine the significance of international news agencies such as Reuters, AFP, and AP in the global communication system.
12. (a) Critically analyze the Global Village concept in the context of contemporary international communication.
(Or)
(b) Discuss Modernization Theory and Dependency Theory and evaluate their relevance in understanding communication development
13. (a) Explain the recommendations of the MacBride Commission Report and discuss the significance of the NWICO.
(Or)
(b) Analyze the role of BBC World, CNN, Al Jazeera, DW, and CGTN in shaping global public opinion.
14. (a) Explain how satellite communication and COMSAT have transformed international communication.
(Or)
(b) Examine the various phases of globalization and evaluate their impact on communication systems across the world.
15. (a) Discuss the role of UNESCO, ITU, WTO, IMF and the World Bank in formulating global communication policies.
(Or)
(b) Critically examine the impact of satellite communication and global streaming platforms on the contemporary global communication order.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VIII	Paper :	MAJOR 3
Course:	UG JMC	Title:	Media & Society
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define media as a social institution and explain its significance in society.
2. Discuss the relationship between media and social change.
3. Explain the Functionalist perspective on media and society.
4. What is the Hypodermic Needle Theory? State its main assumptions.
5. Define public opinion and explain the role of media in its formation.
6. Explain the concept of social identity with reference to media representation.
7. How does media influence cultural values and practices?
8. Discuss the concept of citizen journalism and its importance in contemporary society.
9. What is digital divide? Explain its impact on society.
10. Define fake news and mention its consequences for democratic societies.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Critically analyze the role of media in bringing social change in the society.
(Or)
(b) Evaluate the Functionalist and Marxist theories of media and society.
12. (a) Discuss agenda setting, public opinion, policy-making, and governance in political communication
(Or)
(b) Compare and contrast the Two-Step Flow Theory and Social Responsibility Theory in understanding media effects.
13. (a) Analyze the representation of caste, class, religion, region, and minorities in Indian media.
(Or)
(b) Evaluate the role of media in shaping cultural norms, values, and collective identities in contemporary society.
14. (a) Assess the impact of cinema, television, and digital media on society, particularly on children and youth.
(Or)
(b) Discuss media ethics, civil society and media accountability in ensuring responsible communication.
15. (a) Explain participatory culture and the significance of social media networks in development communication.
(Or)
(b) Critically evaluate the challenges posed by misinformation, digital divide and market-driven media in the digital age.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VIII	Paper :	MAJOR 4
Course:	UG JMC	Title:	New Media
Max. Marks:	70	Time:	3 Hours

Section – A

➤ **Answer any Five questions.**

➤ **Each question carries Four marks.**

5 x 4 = 20 M

1. Define New Media and explain its major features.
2. Distinguish between Web 1.0, Web 2.0, and Web 3.0.
3. Explain the concept of digitization and convergence in New Media.
4. What are search engines? Discuss their role in accessing information on the Internet.
5. Describe the essential techniques of online news writing.
6. Explain the concept of Mobile Journalism (MoJo) and its significance in digital reporting.
7. What are echo chambers and filter bubbles? How do they influence users?
8. Define fake news and explain the importance of fact-checking.
9. Discuss the significance of online privacy and data security in digital communication.
10. Explain the role of Artificial Intelligence in modern journalism.

Section – B

➤ **Answer all the questions.**

➤ **Each question carries Ten marks.**

5 x 10 = 50 M

11. (a) Discuss the evolution and principles of New Media. Explain how digitization and convergence have transformed communication.
(Or)
(b) Examine the development of the Internet with reference to the World Wide Web. Evaluate their impact on communication and society.
12. (a) Discuss the challenges and opportunities of digital journalism.
(Or)
(b) Analyze multimedia reporting and digital storytelling. Discuss the use of text, audio, video, infographics, podcasting, vlogging in news production.
13. (a) Evaluate the role of social media platforms such as Facebook, X (Twitter), Instagram, and YouTube in news dissemination and public engagement
(Or)
(b) Critically examine the influence of viral content, memes, digital campaigns and algorithms on public opinion and communication.
14. (a) Discuss cyber laws in India with special reference to the Information Technology Act and copyright issues in digital communication.
(Or)
(b) Analyze the ethical dilemmas in digital journalism. Explain the importance of professional code of conduct for media practitioners.
15. (a) Discuss automated news writing and its implications for the future of media.
(Or)
(b) Discuss the applications of Virtual Reality (VR), Augmented Reality (AR) and data journalism in contemporary media practice.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VIII	Paper :	MAJOR 5
Course:	UG JMC	Title:	Citizen Journalism
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define Citizen Journalism and explain its significance in the digital age.
2. Explain truthfulness and clarity in journalism
3. Differentiate between objectivity and accuracy in news reporting.
4. Explain the importance of credibility in Citizen Journalism.
5. What is bias in journalism? How can it affect news reporting?
6. Discuss the essential interviewing techniques used in Citizen Journalism.
7. Explain the role of mobile phones in news gathering and reporting.
8. What are blogging and vlogging? Mention their importance in Citizen Journalism.
9. Define fact-checking and explain its role in combating fake news.
10. Write a short note on famous Citizen Journalists and their contributions.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Discuss the concept and evolution of Citizen Journalism. Explain how it differs from traditional journalism.
(Or)
(b) Examine the basic principles of journalism and discuss their relevance to Citizen Journalism.
12. (a) Analyze the role of ethics in Citizen Journalism. Discuss public accountability in reporting.
(Or)
(b) Examine the concept of framing in news reporting. Explain how framing influences public perception and understanding of events.
13. (a) Explain the process of news writing and reporting in Citizen Journalism
(Or)
(b) Evaluate the importance of broadcasting techniques in Citizen Journalism.
14. (a) Discuss various publishing techniques used in Citizen Journalism, including podcasting. Explain their role in audience engagement.
(Or)
(b) Analyze the role of publishing platforms and alternative journalism in expanding democratic participation and public discourse.
15. (a) Examine the politics of news production and discuss the importance of news analysis in understanding media content.
(Or)
(b) Evaluate the measures that can be adopted to strengthen responsible Citizen Journalism.



Krishna University, Machilipatnam
UG

– JOURNALISM AND MASS COMMUNICATION

MINOR MODEL QUESTION PAPERS
V & VI

SEMESTER V
MINOR MODEL
QUESTION PAPERS



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	V	Paper :	MINOR 1
Course:	JMC	Title:	Family communication
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. Define family from biological, legal, and sociological perspectives.
2. Explain the major characteristics of family relationships.
3. Describe the different types of families found in the Indian context.
4. What is family communication? Discuss its significance in maintaining family relationships.
5. Explain the role of extended families and social networks in family communication.
6. Differentiate between communication in intact families and single-parent families.
7. Discuss the importance of communication during infancy and early childhood.
8. Explain the role of parent-child communication during adolescence.
9. What is privacy in families? Why is it important?
10. Discuss the significance of social support communication in family relationships.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the major theories of family relationships
(Or)
(b) Evaluate the role of various forms of families in shaping interpersonal communication and social relationships.
12. (a) Discuss communication patterns in marriage and family development
(Or)
(b) Evaluate the influence of extended families in decision-making, and emotional support within families.
13. (a) Analyze communication patterns in divorced and stepfamilies. Discuss the challenges and opportunities associated with each family form.
(Or)
(b) Discuss the role of cultural diversity in shaping family communication. How do cultural values influence family relationships?
14. (a) Discuss communication processes during infancy, middle childhood, and their impact on personality development.
(Or)
(b) Explain the major theories of family relationships
15. (a) Analyze the role of conflict management, and emotional communication in maintaining healthy family relationships.
(Or)
(b) Discuss the importance of family stories and rituals in strengthening family identity and cohesion.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	V	Paper :	MINOR 2
Course:	UG JMC	Title:	Human Rights & Media
Max. Marks:	70	Time:	3 Hours

Section – A

- Answer any Five questions.
- Each question carries Four marks.

5 x 4 = 20 M

1. Define trafficking in persons.
2. Write a note on international conventions against slavery.
3. How do television and films influence public opinion on human rights?
4. Explain media advocacy.
5. What is gender equality?
6. Why are women considered a vulnerable group?
7. Explain racial discrimination.
8. What are crimes against humanity?
9. Explain slave trade.
10. Explain children's rights.

Section – B

- Answer all the questions.
- Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Examine the role of the United Nations in the promotion and protection of Human Rights.
(Or)
(b) Discuss the International Bill of Human Rights and its components.
12. (a) Examine India's contribution to and commitment towards the UDHR.
(Or)
(b) Explain apartheid and international efforts to eliminate it.
13. (a) Critically evaluate arguments for and against the death penalty from a human rights perspective.
(Or)
(b) Examine international conventions against racial discrimination.
14. (a) Discuss the rights of persons with disabilities and the role of governments in protecting them.
(Or)
(b) Evaluate the human rights concerns of indigenous and older persons.
15. (a) Analyse the challenges faced by refugees and stateless persons.
(Or)
(b) What is investigative reporting in human rights journalism?

**SEMESTER VI
MINOR MODEL
QUESTION PAPERS**



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VI	Paper :	MINOR 1
Course:	UG JMC	Title:	Broadcast Media Anchoring
Max. Marks:	70	Time:	3 Hours

Section – A

- Answer any Five questions.
- Each question carries Four marks.

5 x 4 = 20 M

1. Explain the role of a news anchor.
2. What are the qualities of a successful anchor?
3. Distinguish between anchoring and reporting.
4. What are reality shows?
5. Define pitch and tone.
6. Define cue sheet.
7. Define gender sensitivity in media.
8. What is inclusive communication?
9. Define on-camera presence.
10. Define event anchoring.

Section – B

- Answer all the questions.
- Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Explain the role and responsibilities of a broadcast media anchor.
(Or)
(b) Analyse the significance of anchors in contemporary broadcast media.
12. (a) Discuss the elements of voice culture essential for effective anchoring.
(Or)
(b) Explain the importance of diction, pronunciation, and language usage in broadcasting.
13. (a) Discuss the role of teleprompters in television news presentation.
(Or)
(b) Discuss the structure and workflow of a newsroom.
14. (a) Analyse the techniques and responsibilities of radio jockeys (RJs).
(Or)
(b) Analyse the challenges posed by fake news, TRP pressure, and sensationalism.
15. (a) Explain improvisation and crisis management during live broadcasts.
(Or)
(b) Discuss the impact of digital media on broadcast journalism and anchoring.



Krishna University, Machilipatnam

UG – JOURNALISM

MODEL QUESTION PAPER

Semester:	VI	Paper :	MINOR 2
Course:	UG JMC	Title:	Traditional & Cultural Communication
Max. Marks:	70	Time:	3 Hours

Section – A

➤ Answer any Five questions.

➤ Each question carries Four marks.

5 x 4 = 20 M

1. How do folk arts contribute to cultural preservation?
2. What is the role of puppetry in communication?
3. Explain cultural change.
4. How does modern technology influence culture?
5. What are the challenges of cultural preservation in the digital age?
6. Explain the importance of body language.
7. Examine the importance of Oggu Katha, Tappetagullu, and Yellamma Jatra in preserving folk traditions.
8. Analyse the models and institutions of cultural communication.
9. Examine the role of media and communication technology in cultural change.
10. Examine the relationship between media, globalisation, and cultural transformation.

Section – B

➤ Answer all the questions.

➤ Each question carries Ten marks.

5 x 10 = 50 M

11. (a) Compare Yakshagana, Tamasha, and Koodiyattam.
(Or)
(b) Discuss the origin and growth of Harikatha.
12. (a) Explain the history and significance of Burrakatha in Andhra Pradesh.
(Or)
(b) Analyse the role of family, school, and mass media as cultural institutions.
13. (a) Analyse the influence of modern technology on traditional cultural practices.
(Or)
(b) Compare the Aristotelian, Cybernetic, Biological, and Psychological models of communication.
14. (a) Analyse the role of street plays in social communication.
(Or)
(b) Explain the role of folk arts in social awareness and education.
15. (a) Analyse the contribution of folk arts to political communication.
(Or)
(b) Examine the relevance of folk arts in contemporary society.



**Board of Studies in Under Graduate in Journalism and Mass
Communication**

Meeting: Board of Studies Meeting

Programme: Under Graduate in Journalism and Mass Communication

Date: 06 July 2026 (Monday)

Time: 2:30 PM

Mode: Online

S. No.	Name of the BOS Member	Designation/Institution	Category	Signature
1	Peddiboina Lalitha	Assistant Professor, Visual Communication and Electronic Media, Andhra Loyola College, Vijayawada	Chairperson	
2	Dr. Raja Bhushanam S	Government College (Autonomous), Rajahmundry	Member	
3	M. S. Sankara Rao	Vignan University, Vadlamudi	Member	
4	K. Sarath Chandra	Maris Stella College, Vijayawada	Member	
5	Dr. K. Jyothirmayee	Assistant Professor & Head, Department of Journalism & Mass Communication, ANU, Guntur	University Nominee	
6	Dr. G. Kondala Rao	IIS (Retd.), Research Director, AU; Member, BOS (ANU & DBRAU); Former Head, Regional News Unit, AIR & DDK, Andhra Pradesh	Industry Expert	
7	Syed Asif	Merit Student	Student Member	
8	D Adithya	Merit Student	Student Member	

Resolutions of the Board of Studies Meeting

Under Graduate in Journalism and Mass Communication (UGJMC)

Board of Studies in Under Graduate in Journalism and Mass Communication (UGDJMC)

Date: 06 July 2026

Time: 2:30 PM

Mode: Online

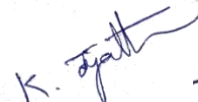
1. Resolved to approve the revised syllabus, course objectives, course outcomes, practical components, references, and evaluation pattern of the Semester–V Major Courses, namely Gender and Communication, Advertising, and Photo Journalism.
2. Resolved to approve the revised syllabus, course objectives, course outcomes, references, and evaluation pattern of the Semester–V Minor Courses, namely Family Communication and Human Rights and Media.
3. Resolved to approve the revised syllabus, course objectives, course outcomes, practical components, references, and evaluation pattern of the Semester–VI Major Courses, namely Film and Script Writing and Political Communication.
4. Resolved to approve the revised syllabus, course objectives, course outcomes, references, and evaluation pattern of the Semester–VI Minor Courses, namely Broadcast Media Anchoring and Traditional and Cultural Communication.
5. Resolved to approve the revised syllabus, course objectives, course outcomes, practical components, references, and evaluation pattern of the Semester–VII Major Courses, namely Environmental Communication, Development Communication, Magazine Journalism, Documentary Production, and Sports Journalism.
6. Resolved to approve the revised syllabus, course objectives, course outcomes, practical components, references, and evaluation pattern of the Semester–VIII Major Courses, namely Communication Research Methodology, International Communication, Media and Society, New Media.
7. Resolved that all the above courses have been designed in accordance with the principles of Outcome-Based Education (OBE), NEP 2020, and the revised Choice Based Credit System (CBCS), with due emphasis on industry relevance, skill development, experiential learning, research orientation, and interdisciplinary learning.

Lali

S.P.B.

Anshu

K. Sarathi Chandra

K. Jagath

K. Jagath

Minutes of the Board of Studies Meeting

Under Graduate in Journalism and Mass Communication (UGJMC)

Board of Studies in Under Graduate in Journalism and Mass Communication (UGDJMC)

Date: 06 July 2026

Time: 2:30 PM

Mode: Online

The meeting of the Board of Studies (BoS) in **Under Graduate in Journalism and Mass Communication (UGJMC)** was held on **06 July 2026 at 2:30 PM** through online mode under the chairmanship of **Ms. Peddiboina Lalitha**.

The Chairperson welcomed all the members and thanked them for attending the meeting. The agenda of the meeting.

The Chairperson **Ms. P. Lalitha** read out the proposed resolutions before the members for discussion and approval.

Agenda and Resolutions

1. **Resolved** to approve the revised syllabus, Course Objectives, Course Outcomes, references, and evaluation pattern of the **Semester V Major Courses**, namely **Gender and Communication, Advertising, and Photo Journalism**.
2. **Resolved** to approve the revised syllabus, Course Objectives, Course Outcomes, references, and evaluation pattern of the **Semester V Minor Courses**, namely **Family Communication and Human Rights and Media**.
3. **Resolved** to approve the revised syllabus, Course Objectives, Course Outcomes, references, and evaluation pattern of the **Semester VI Major Courses**, namely **Film and Script Writing and Political Communication**.
4. **Resolved** to approve the revised syllabus, Course Objectives, Course Outcomes, references, and Credits of the **Semester VI Minor Courses**, namely **Broadcast Media Anchoring and Traditional and Cultural Communication**.
5. **Resolved** to approve the revised syllabus, Course Objectives, Course Outcomes, and references, of the **Semester VII Major Courses**, namely **Environmental**

Communication, Development Communication, Magazine Journalism, Documentary Production, and Sports Journalism.

6. **Resolved** to approve the revised syllabus, Course Objectives, Course Outcomes, and references, of the **Semester VIII Major Courses**, namely **Communication Research Methodology, International Communication, Media and Society, and New Media.**
7. **Resolved** that all the above courses have been designed in accordance with the principles of **Outcome-Based Education (OBE), NEP 2020**, and the revised **Choice Based Credit System (CBCS)**, with due emphasis on industry relevance, skill development, experiential learning, research orientation, and interdisciplinary learning.

The University Nominee, Industry Expert, and Board Members appreciated the comprehensive revision of the curriculum and expressed their satisfaction that the proposed courses address the emerging trends and professional requirements of the media and communication industry.

The screenshot displays a Google Meet session with a presentation titled "DIPLOMA COURSE STRUCTURE Semester I". The presentation slide contains the following table:

Course Code	Course Title	Type	Credits
DJMC 101	Introduction to Journalism	Theory (T)	5
DJMC 102	Advertising and Public Relations	Theory (T)	5
DJMC 103	Electronic Media	Theory (T)	5
DJMC 104	Project	Practical (P)	5
Total Credits			20

The meeting interface shows several participants in a grid view at the top and a list of participants on the right. The participants listed include Latha elcom, Dr. Siva Sankaranarayanan, K. Sarathi Chandra, and Balaji Bhargavanam.

Proof of BOS

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AT

SARATHI CHANDRA

K. Sarathi Chandra

K. Sarathi Chandra