Diploma in Journalism and Mass Communication

(DJMC)

Course Structure for the Academic Year 2025-26

Semester I			
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**

Semester	Theory Credits	Practical Credits	Total Credits
Semester I	15	5	20
Grand Total	**15**	**5**	**20**

K. Sarath Chandra

Syllabus for Diploma in Journalism and Mass Communication

(DJMC 2025-26)

INTRODUCTION TO JOURNALISM

SEMESTER: I CREDITS: 5 Paper – I THEORY

Course Objectives

1. To introduce students to the fundamentals of journalism, news, and news values.
2. To develop basic skills in news writing using standard journalistic formats and techniques.
3. To familiarize students with different types of reporting, interviews, and feature writing.
4. To provide practical knowledge of editing, proofreading, and headline writing.
5. To enable students to understand various types of media and their role in modern journalism.

Course Outcomes

CO1: Explain the meaning, functions, and responsibilities of journalism in society.

CO2: Identify news values, sources of news, and techniques used in news gathering and verification.

CO3: Apply journalistic writing styles and reporting techniques in preparing news stories and reports.

CO4: Demonstrate skills in headline writing, copy editing, proofreading, and editorial preparation.

CO5: Analyze different types of journalism and evaluate ethical issues and professional standards in journalism.

Syllabus

Unit I: Introduction to Journalism

Meaning and Definition of Journalism - History of Journalism - Functions of Journalism - Principles of Journalism - Qualities and Responsibilities of Journalists

Unit II: News

News: Meaning and Definition - Elements of News - News Values - Sources of News - Types of News

Unit III: News Writing and Reporting

News Writing - Structure of News Story - Inverted Pyramid Style - Leads - Reporting: Meaning - Types of Reporting - Beat Reporting - Interview Techniques

Unit IV: Headlines and Editing

Headline Writing - Types of Headlines - Principles of Headline Writing - Copy Editing - Proofreading - Editorial Writing - Role of Editor and Sub-Editor

Unit V: Types of Journalism

Print Journalism - Broadcast Journalism - Online Journalism - Investigative Journalism - Sports Journalism - Business Journalism - Photojournalism - Ethical Issues in Journalism

References

1. Rangaswami Parthasarathy. **Basic Journalism**. Macmillan India.
2. M. V. Kamath. **Professional Journalism**. Vikas Publishing House.
3. K. M. Shrivastava. **News Reporting and Editing**. Sterling Publishers.
4. Vir Bala Aggarwal. **Essentials of Journalism and Mass Communication**. Concept Publishing Company.
5. Melvin Mencher. **News Reporting and Writing**. McGraw-Hill Education.
6. Bruce D. Itule and Douglas A. Anderson. **News Writing and Reporting for Today's Media**. McGraw-Hill Education.
7. Carole Rich. **Writing and Reporting News: A Coaching Method**. Cengage Learning.
8. Harold Evans. **Essential English for Journalists, Editors and Writers**. Pimlico.
9. John Hohenberg. **The Professional Journalist**. Holt, Rinehart and Winston.
10. Keval J. Kumar. **Mass Communication in India**. Jaico Publishing House.



Syllabus for Diploma in Journalism and Mass Communication

(DJMC 2025-26)

ADVERTISING AND PUBLIC RELATIONS

SEMESTER: I CREDITS: 5 Paper – II THEORY

Course Objectives

1. To introduce students to the basic concepts, functions, and importance of advertising and public relations.
2. To familiarize students with different types of advertising, advertising agencies, campaigns, and media.
3. To develop skills in advertising copywriting, slogan writing, headline writing, and creative design.
4. To provide practical knowledge of public relations tools, press release writing, and media relations.
5. To enable students to understand contemporary trends in advertising, corporate communication, digital advertising, and social media public relations.

Course Outcomes

CO1: Explain the concepts, functions, and significance of advertising and public relations.

CO2: Identify different types of advertising, agencies, campaigns, and media used for communication.

CO3: Create effective advertising copy, slogans, headlines, and basic advertisement layouts.

CO4: Prepare public relations materials, including press releases, and demonstrate media relations skills.

CO5: Analyze contemporary practices in corporate communication, event management, digital advertising, and social media public relations.

Syllabus

Unit I: Introduction to Advertising and Public Relations

Meaning and Definitions - Nature and Scope - Functions of Advertising - Functions of Public Relations

Unit II: Advertising

Types of Advertising - Advertising Agencies - Advertising Campaigns - Advertising Media

Unit III: Advertising Copy and Creativity

Advertising Copy Writing - Slogans and Headlines - Layout and Design - Ethics in Advertising

Unit IV: Public Relations

Public Relations Tools - PR Writing - Press Release - Media Relations

Unit V: Contemporary Trends in Advertising and PR

Corporate Communication - Event Management - Digital Advertising - Social Media and Public Relations

References

1. S. A. Chunawalla and K. C. Sethia. **Foundations of Advertising: Theory and Practice**. Himalaya Publishing House.
2. J. V. Vilanilam and A. K. Varghese. **Advertising Basics: A Resource Guide for Beginners**. Response Books.
3. Frank Jefkins. **Advertising**. Pearson Education.
4. Sandra Moriarty, Nancy Mitchell, and William Wells. **Advertising and IMC: Principles and Practice**. Pearson.
5. Dennis L. Wilcox and Glen T. Cameron. **Public Relations: Strategies and Tactics**. Pearson.
6. C. S. Rayudu. **Public Relations**. Himalaya Publishing House.
7. Philip Kotler and Kevin Lane Keller. **Marketing Management**. Pearson.
8. K. M. Shrivastava. **Advertising in India**. Sterling Publishers.

Syllabus for Diploma in Journalism and Mass Communication

(DJMC 2025-26)

ELECTRONIC MEDIA

SEMESTER: I CREDITS: 5 Paper – III THEORY

Course Objectives

1. To introduce students to the fundamentals, characteristics, and role of electronic media in communication.
2. To familiarize students with radio broadcasting, programme formats, and basic radio production techniques.
3. To develop an understanding of television broadcasting, programme production, and news presentation.
4. To provide practical knowledge of script writing, audio-video production, camera handling, and editing techniques.
5. To enable students to understand emerging trends in electronic media, including digital broadcasting, podcasting, webcasting, and OTT platforms.

Course Outcomes

CO1: Explain the concepts, characteristics, and significance of electronic media in contemporary society.

CO2: Demonstrate basic skills in radio programme production and presentation.

CO3: Apply television production techniques in news presentation, programme production, and anchoring.

CO4: Prepare scripts and produce basic audio and video content using fundamental production and editing techniques.

CO5: Analyze the impact of digital broadcasting, webcasting, podcasting, OTT platforms, and other emerging electronic media technologies.

Syllabus

Unit I: Introduction to Electronic Media

Meaning and Nature of Electronic Media - Evolution of Radio and Television - Characteristics of Electronic Media - Role of Electronic Media in Society

Unit II: Radio Broadcasting

History of Radio Broadcasting - Types of Radio Programmes - Community Radio - Radio Production Techniques

Unit III: Television Broadcasting

Growth of Television in India - Television Programme Formats - News and Current Affairs Programmes - Television Production Process

Unit IV: Electronic Media Production

Script Writing for Radio and Television - Audio Recording Techniques - Video Production Basics - Editing Techniques

Unit V: Contemporary Trends in Electronic Media

Satellite Broadcasting - Digital Television - Webcasting and Podcasting - OTT Platforms and Streaming Media

References

1. Andrew Boyd. **Broadcast Journalism: Techniques of Radio and Television News**. Focal Press.
2. Ted White. **Broadcast News: Writing, Reporting, and Producing**. Focal Press.
3. Steve Ahern. **Making Radio**. Allen & Unwin.
4. Herbert Zettl. **Television Production Handbook**. Cengage Learning.
5. Gerald Millerson and Jim Owens. **Television Production**. Focal Press.
6. K. M. Shrivastava. **Broadcast Journalism**. Sterling Publishers.
7. Vir Bala Aggarwal. **Essentials of Journalism and Mass Communication**. Concept Publishing Company.
8. Ralph E. Hanson. **Mass Communication: Living in a Media World**. Sage Publications.



Syllabus for Diploma in Journalism and Mass Communication

(DJMC 2025-26)

PROJECT

SEMESTER: I CREDITS: 5 Paper – IV PRACTICAL

Course Objectives

1. To develop students' skills in planning and conducting professional interviews with individuals from diverse fields.
2. To enhance students' ability to prepare effective interview schedules through background research and question design.
3. To provide practical experience in conducting interviews using appropriate communication and interpersonal skills.
4. To develop competencies in writing, editing, and documenting interviews in a professional journalistic format.
5. To improve students' presentation, reporting, and analytical skills through project submission and viva-voce.

Course Outcomes

CO1: Identify and select suitable interviewees by conducting relevant background research.

CO2: Design structured interview schedules and questionnaires appropriate to different categories of interviewees.

CO3: Conduct professional interviews using effective communication, listening, and interviewing techniques.

CO4: Prepare well-organized and edited interview reports following journalistic writing standards.

CO5: Present the interview project confidently and demonstrate professional learning through documentation and viva-voce.

Activity/Assignment

Total 5 Interviews from given options as under

1. Journalist (Newspaper / Magazine/ TV News Channel)
2. Author/Poet
3. Artist (Singer/Painter/Actor/Dancer/Story Teller/Musician)
4. Sports Person (Played on state level)
5. Academician (Professor, Principal, School Director, Teacher)
6. Public Administrator (Collector/Mamalatdar/TDO/DDO/Muni Commissioner etc.)
7. Politician (Taluka & District Level)
8. Social Worker (NGO)

Marks Distribution (100 Marks)

Selection of Interviewees and Background Research – 15 Marks

Preparation of Interview Schedule/Questionnaire – 15 Marks

Conducting Five Interviews – 25 Marks

Writing, Editing and Documentation of Interviews – 25 Marks

Presentation, File Submission and Viva-Voce – 20 Marks

Total: 100 Marks



(Dr. G.Kondala Rao)

IIS (rtd) &former Head of RNUs of AIR & DD

Syllabus for Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)

(Academic Activities 2025-26)

S. No.	Activity	Tentative Schedule
1	Student Induction and Media Orientation Programme	Beginning of the Programme
2	Workshop on News Writing, Reporting and Interview Techniques	Month 1
3	**World Photography Day** – Photography Competition and Photo Exhibition *(19 August)*	August
4	Field Visit to a Newspaper Office, Television Channel, Radio Station, or Digital Media Organization	Month 2
5	Guest Lecture by a Senior Journalist/Media Professional	Month 3
6	**International Day for Universal Access to Information** – Media Literacy and Information Awareness Programme *(28 September)*	September
7	News Reading, Anchoring and Podcasting Competition	Month 4
8	**National Press Day** – Seminar on Press Freedom and Journalism Ethics *(16 November)*	November
9	Media Quiz, Debate and Press Release Writing Competition	Month 5
10	**Media Fest** (Documentary Screening, Editorial Writing, Photography Exhibition, Award Distribution and Valedictory Programme)	End of the Programme

Krishna University, Machilipatnam
Board of Studies Meeting

DIPLOMA – JOURNALISM AND MASS COMMUNICATION

MODEL QUESTION PAPER

Semester:	**I**	**Paper :**	**1**
Course:	**Diploma**	**Title:**	**Introduction to Journalism**
Max. Marks:	**100**	**Time:**	**3 Hours**

Section – A

- **Answer any Five questions.**
- **Each question carries Eight marks.** **5 x 8 = 40 M**

1. Define journalism and explain its nature and scope.
2. Discuss the history and development of journalism.
3. Explain the functions and principles of journalism.
4. Describe the qualities and responsibilities of a journalist.
5. Define news and explain the elements of news.
6. Discuss news values and various sources of news.
7. Explain the structure of a news story and the inverted pyramid style.
8. Describe the different types of reporting and beat reporting.
9. Explain the principles of headline writing and discuss the types of headlines.
10. Discuss the role and responsibilities of the editor and sub-editor in a newspaper.

Section – B

- **Answer all the questions.**
- **Each question carries Twelve marks.** **5 x 12 = 60 M**

11. (a) Explain the meaning, history, and functions of journalism.

OR

(b) Discuss the principles of journalism and the qualities and responsibilities of journalists.

12. (a) Define news and explain the elements and values of news.

OR

(b) Discuss the various sources and types of news with suitable examples.

13. (a) Explain the structure of a news story and the inverted pyramid style of news writing.

OR

(b) Discuss the types of reporting, beat reporting, and interview techniques.

14. (a) Explain the principles and types of headline writing.

OR

(b) Discuss copy editing, proofreading, editorial writing, and the role of the editor and sub-editor.

15. (a) Explain the different types of journalism with suitable examples.

OR

(b) Discuss the ethical issues in journalism and their importance in professional media practice.

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Krishna University, Machilipatnam
Board of Studies Meeting

DIPLOMA – JOURNALISM AND MASS COMMUNICATION
MODEL QUESTION PAPER

Semester:	**I**	**Paper :**	**2**
Course:	**Diploma**	**Title:**	**Advertising and PR**
Max. Marks:	**100**	**Time:**	**3 Hours**

Section – A

- **Answer any Five questions.**
- **Each question carries Eight marks.** **5 x 8 = 40 M**

1. Define Advertising and explain its functions.
2. Define Public Relations and discuss its scope.
3. Explain the different types of advertising.
4. Discuss the structure and functions of an advertising agency.
5. What is an advertising campaign? Explain its objectives.
6. Explain the principles of advertising copy writing.
7. Write a note on slogans and headlines in advertising.
8. Discuss the importance of press releases in Public Relations.
9. Explain the role of media relations in PR.
10. Write a note on digital advertising and social media PR.

Section – B

- **Answer all the questions.**
- **Each question carries Twelve marks.** **5 x 12 = 60 M**

11. (a) Explain the meaning, nature and scope of Advertising and Public Relations.

(Or)

(b) Discuss the functions of Advertising and Public Relations in modern society.

12. (a) Explain the various types of advertising and advertising media.

(Or)

(b) Discuss the role of advertising agencies and advertising campaigns.

13. (a) Explain advertising copy writing and the elements of an effective advertisement.

(Or)

(b) Discuss slogans, headlines, layout and design in advertising.

14. (a) Explain the major tools of Public Relations and their significance.

(Or)

(b) Discuss PR writing, press releases and media relations in detail.

15. (a) Explain corporate communication and event management as PR functions.

(Or)

(b) Discuss digital advertising and the role of social media in Public Relations.

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Krishna University, Machilipatnam
Board of Studies Meeting

DIPLOMA – JOURNALISM AND MASS COMMUNICATION

MODEL QUESTION PAPER

Semester:	**I**	**Paper :**	**3**
Course:	**Diploma**	**Title:**	**Electronic Media**
Max. Marks:	**100**	**Time:**	**3 Hours**

Section – A

- **Answer any Five questions.**
- **Each question carries Eight marks.** **5 x 8 = 40 M**

1. Define Electronic Media and explain its characteristics.
2. Discuss the role of Electronic Media in society.
3. Trace the history of Radio Broadcasting in India.
4. Explain the different types of radio programmes.
5. What is Community Radio? Discuss its importance.
6. Explain the growth of Television in India.
7. Describe the various television programme formats.
8. Discuss the process of script writing for radio and television.
9. Explain the basics of audio and video recording techniques.
10. Write a note on OTT platforms and streaming media.

Section – B

- **Answer all the questions.**
- **Each question carries Twelve marks.** **5 x 12 = 60 M**

11. **(a)** Explain the meaning, nature and evolution of Electronic Media.

(Or)

(b) Discuss the characteristics and social role of Electronic Media.

12. **(a)** Trace the history and development of Radio Broadcasting in India.

(Or)

(b) Explain the types of radio programmes and radio production techniques.

13. **(a)** Discuss the growth of Television in India and its impact on society.

(Or)

(b) Explain television programme formats and news and current affairs programmes.

14. **(a)** Discuss script writing techniques for radio and television.

(Or)

(b) Explain audio recording, video production and editing techniques.

15. **(a)** Explain satellite broadcasting, digital television and their significance.

(Or)

(b) Discuss webcasting, podcasting, OTT platforms and streaming media.

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Board of Studies in Diploma in Journalism and Mass Communication

Meeting: Board of Studies Meeting
Programme: Diploma 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

Diploma in Journalism and Mass Communication (DJMC)

Board of Studies in Diploma in Journalism and Mass Communication (DJMC)

Date: 06 July 2026

Time: 2:30 PM

Mode: Online

The following resolutions were unanimously passed by the Board of Studies:

1. **Resolved** to approve the **Course Structure** for the **Diploma in Journalism and Mass Communication (DJMC)** as a **six-month, one-semester programme** comprising **20 credits**.
2. **Resolved** to approve the syllabus for the following courses:
    - Introduction to Journalism
    - Advertising and Public Relations
    - Electronic Media
    - Project
3. **Resolved** to approve the **Course Objectives, Course Outcomes, and References** for all the courses included in the programme.
4. **Resolved** to approve the **Project Guidelines**, including interview-based assignments, project report preparation, documentation, evaluation, and viva-voce examination.
5. **Resolved** to approve the academic and co-curricular activities, including workshops, guest lectures, field visits, media competitions, and the observance of important media-related days such as **World Photography Day**, **International Day for Universal Access to Information**, and **National Press Day**.
6. **Resolved** to recommend the implementation of the **Diploma in Journalism and Mass Communication (DJMC)**.



Minutes of the Board of Studies Meeting

Diploma in Journalism and Mass Communication (DJMC)

Date: 06 July 2026
Time: 2:30 PM
Mode: Online

The meeting of the **Board of Studies in Diploma in Journalism and Mass Communication (DJMC)** 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 briefed them on the agenda of introducing the **six-month Diploma in Journalism and Mass Communication** for students who have completed Intermediate (10+2). The members discussed the proposed curriculum and unanimously approved the following:

Agenda and Minutes

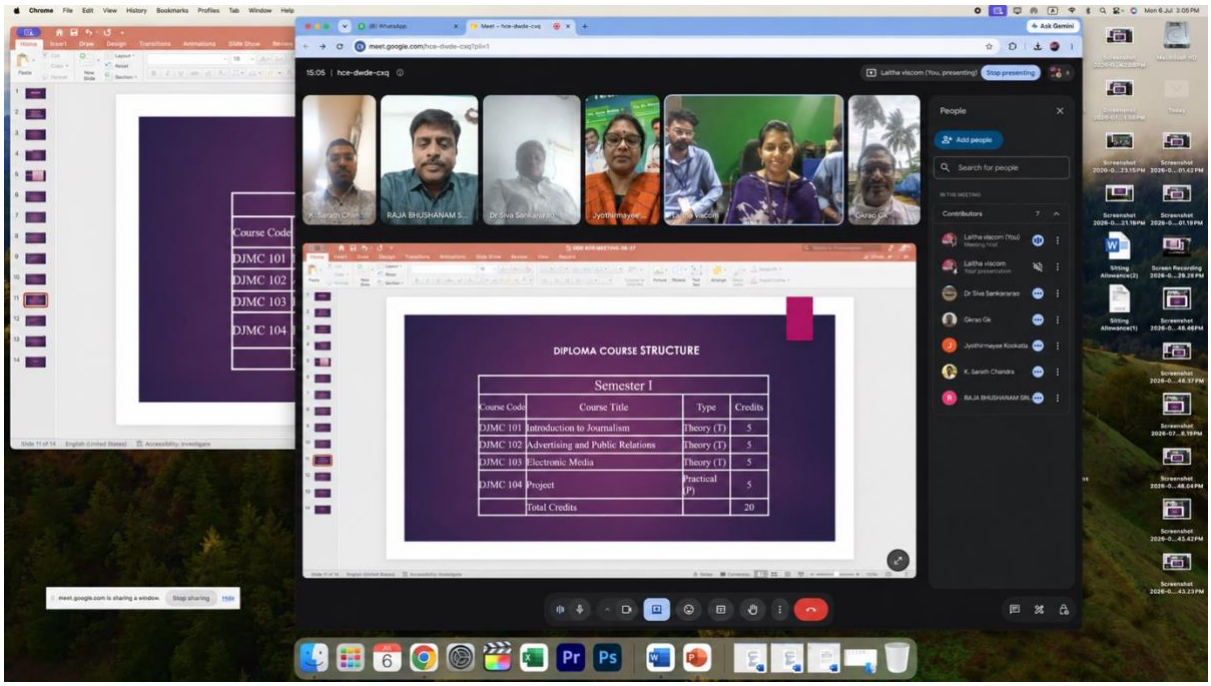
1. The Board discussed and approved the **Course Structure** of the Diploma in Journalism and Mass Communication consisting of **one semester with four courses carrying a total of 20 credits**.
2. The Board approved the syllabi for the following courses:
    - Introduction to Journalism
    - Advertising and Public Relations
    - Electronic Media
    - Project
3. The Board approved the **Course Objectives, Course Outcomes, and References** for all the courses.
4. The Board approved the **Project Guidelines**, including interview-based assignments, documentation, project report submission, and viva-voce examination.
5. The Board approved various **academic and co-curricular activities**, including workshops, guest lectures, field visits, media competitions, and the observance of important media-related days such as **World Photography Day**, **International Day for Universal Access to Information**, and **National Press Day**.

6. The members emphasized providing practical exposure through interaction with media professionals, visits to media organizations, and hands-on activities in reporting, news writing, advertising, and electronic media.

The members appreciated the curriculum for its focus on practical learning and employability. There being no other item for discussion, the meeting concluded with a vote of thanks to the Chair.

Chairperson

Board of Studies in Diploma in Journalism and Mass Communication (DJMC)



Proof of BOS

K. Sarath Chandra