Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)

Course Structure for the Academic Year 2025-26

Semester I			
Course Code	**Course Title**	**Type**	**Credits**
PGDJMC 101	Introduction to Journalism and Mass Communication	Theory (T)	4
PGDJMC 102	Writing and Editing for Print Media	Theory (T)	4
PGDJMC 103	Broadcast and Online Journalism	Theory (T)	4
PGDJMC 104	Media Laws and Ethics	Theory (T)	4
PGDJMC 105	Development Communication	Theory (T)	4
	Total Credits		**20**

Semester II			
Course Code	**Course Title**	**Type**	**Credits**
PGDJMC 201	Dissertation	Practical (P)	4
PGDJMC 202	Internship	Practical (P)	4
	Total Credits		**8**

Semester	Theory Credits	Practical Credits	Total Credits
Semester I	20	–	20
Semester II	–	8	8
Grand Total	**20**	**8**	**28**

K. Sarath Chandra

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

(Academic Year 2025-26)

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

SEMESTER: I CREDITS: 4 Paper – I THEORY

Course Objectives: The objectives of this course are to:

1. To introduce students to the fundamental concepts, process, elements, models, types, and barriers of communication.
2. To provide an understanding of the nature, characteristics, functions, channels, and major theories of mass communication.
3. To familiarize students with the basics of print media, including news writing, reporting, editing, and the functioning of newspapers and magazines.
4. To develop an understanding of the meaning, scope, history, principles, functions, and ethical responsibilities of journalism and the qualities required of a professional journalist.
5. To examine the role of mass media in public opinion formation, social change, development, democracy, and contemporary issues in mass media.

Course Outcomes:

CO1: Explain the fundamental concepts, process, models, types, and barriers of communication and their significance in human interaction.
CO2: Describe the nature, characteristics, functions, channels, and major theories of mass communication and analyze their role in society.
CO3: Demonstrate an understanding of the fundamentals of print media, including news concepts, news writing, reporting, editing, and the functioning of newspapers and magazines.
CO4: Analyze the meaning, scope, history, principles, functions, and ethical responsibilities of journalism, and identify the essential qualities of a professional journalist.
CO5: Evaluate the role of mass media in shaping public opinion, promoting social change and development, strengthening democracy, and addressing contemporary media issues.

Syllabus

Unit I: Fundamentals of Communication

Communication: Definition - Process - Types - Elements - Models - Barriers

Unit II: Mass Communication

Mass Communication: Meaning and Nature - Characteristics – Functions, Mass Media and Society - Communication Channels - Communication Theories

Unit III: Print Media

News: Definition and Types - News Writing Basics - Newspapers and Magazines - Reporting - Editing

Unit IV: Introduction to Journalism

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

Unit V: Role of Mass Media

Function of Mass Media - Public Opinion Formation - Social Change and Development - Mass Media and Democracy - Contemporary Issues in Mass Media

References

1. Keval J. Kumar. **Mass Communication in India**. Jaico Publishing House, Mumbai.
2. Denis McQuail. **McQuail's Mass Communication Theory**. Sage Publications.
3. John R. Bittner. **Mass Communication: An Introduction**. Prentice Hall.
4. Wilbur Schramm. **The Process and Effects of Mass Communication**. University of Illinois Press.
5. Melvin L. DeFleur and Sandra Ball-Rokeach. **Theories of Mass Communication**. Pearson Education.
6. Ralph E. Hanson. **Mass Communication: Living in a Media World**. Sage Publications.
7. Vir Bala Aggarwal. **Essentials of Journalism and Mass Communication**. Concept Publishing Company.
8. Rangaswami Parthasarathy. **Journalism in India: From the Earliest Times to the Present Day**. Sterling Publishers.
9. Asha Kaul. **Effective Business and Technical Communication**. PHI Learning.
10. Uma Narula. **Mass Communication: Theory and Practice**. Har-Anand Publications.

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

(Academic Year 2025-26)

WRITING AND EDITING FOR PRINT MEDIA

SEMESTER: I CREDITS: 4 Paper – II THEORY

Course Objectives

1. To introduce students to the fundamentals of news writing, including news values, sources, gathering techniques, and the structure of news stories.
2. To develop students' skills in writing clear, accurate, and objective news stories using appropriate styles, leads, and headlines.
3. To familiarize students with various forms of reporting, interview techniques, feature writing, and investigative journalism.
4. To provide practical knowledge of copy editing, proofreading, fact-checking, and the principles and techniques of newspaper editing.
5. To enable students to understand newspaper production, page layout, typography, editorial writing, and the roles of editors and sub-editors.

Course Outcomes

CO1: Explain the concepts, values, sources, and techniques of news gathering and news writing for print media.
CO2: Apply the principles of news writing, including inverted pyramid style, lead writing, headline writing, and objective reporting.
CO3: Demonstrate the ability to prepare different types of news reports, features, interviews, and investigative stories for newspapers.
CO4: Perform copy editing, proofreading, fact-checking, and editing using standard editorial principles and symbols.
CO5: Design newspaper pages using appropriate layout principles, typography, photo editing techniques, and prepare editorials while understanding the responsibilities of editors and sub-editors.

Syllabus

Unit I: Introduction to News Writing

News : Meaning and Nature - News Values - Elements - Sources - News Gathering Techniques - Structure of News Story

Unit II: Principles of News Writing

Inverted Pyramid Style - Lead Writing - Headlines Writing - News Story Development - Language and Style in News Writing - Accuracy and Objectivity

Unit III: Reporting for Print Media

Reporting: Meaning and Functions - Types of Reporting - Beat Reporting - Interview Techniques - Feature Writing - Investigative Reporting

Unit IV: Fundamentals of Editing

Editing: Meaning and Importance - Principles - Copy Editing - Proof Reading - Editing Symbols and Marks - Fact Checking and Verification

Unit V: Newspaper Production and Layout

Page Makeup and Design - Layout Principles - Typography - Photo Editing and Captions - Editorial Writing - Role of Editor and Sub-Editors

References

1. M. V. Kamath. **Professional Journalism**. Vikas Publishing House.
2. Bruce D. Itule and Douglas A. Anderson. **News Writing and Reporting for Today's Media**. McGraw-Hill Education.
3. Carole Rich. **Writing and Reporting News: A Coaching Method**. Cengage Learning.
4. Harold Evans. **Essential English for Journalists, Editors and Writers**. Pimlico.
5. K. M. Shrivastava. **News Reporting and Editing**. Sterling Publishers.
6. Fred Fedler, John R. Bender, Lucinda D. Davenport, and Michael W. Drager. **Reporting for the Media**. Oxford University Press.
7. Melvin Mencher. **News Reporting and Writing**. McGraw-Hill Education.
8. Vir Bala Aggarwal. **Essentials of Practical Journalism**. Concept Publishing Company.
9. R. Thomas Berner. **The Process of Editing**. Allyn & Bacon.
10. Rangaswami Parthasarathy. **Basic Journalism**. Macmillan India.

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

(Academic Year 2025-26)

Broadcast and Online Journalism

SEMESTER: I CREDITS: 4 Paper – III THEORY

Course Objectives

1. To introduce students to the fundamentals, characteristics, ethics, and professional practices of broadcast journalism.
2. To develop knowledge and practical skills in radio journalism, including news writing, reporting, bulletin preparation, interviews, and programme production.
3. To familiarize students with television journalism, including news writing, reporting, anchoring, visual storytelling, and television news production.
4. To provide an understanding of online journalism, digital media platforms, multimedia storytelling, web content management, and citizen journalism.
5. To enable students to explore digital journalism practices, including social media journalism, mobile journalism, podcasting, fact-checking, and emerging media trends.

Course Outcomes

CO1: Explain the concepts, characteristics, ethics, and professional responsibilities associated with broadcast journalism.

CO2: Demonstrate the ability to write and produce radio news bulletins, conduct interviews, and prepare radio programmes.

CO3: Apply television journalism techniques in news writing, reporting, anchoring, visual storytelling, and news production.

CO4: Create digital news content using online journalism practices, multimedia tools, and web content management techniques.

CO5: Evaluate and apply emerging trends in digital journalism, including social media journalism, mobile journalism, podcasting, blogging, and fact-checking practices.

Syllabus

Unit I: Introduction to Broadcast Journalism

Meaning and Nature of Broadcast Journalism - Characteristics of Radio and Television Journalism - Evolution of Broadcast Media - News Values in Broadcasting - Roles and Responsibilities of Broadcast Journalists - Ethics in Broadcast Journalism

Unit II: Radio Journalism

Radio News Writing - Radio Reporting Techniques - Radio News Bulletin Preparation - Radio Interviews - Radio Talk Shows and Features - Community Radio

Unit III: Television Journalism

Television News Writing - Television Reporting - News Presentation and Anchoring - Visual Storytelling - Television News Production - Live Coverage and News Broadcasting

Unit IV: Introduction to Online Journalism

Meaning and Scope of Online Journalism - Characteristics of Digital Media - Online News Writing - Multimedia Journalism - Web Content Management - Citizen Journalism

Unit V: Digital Media and Emerging Trends

Social Media Journalism - Mobile Journalism (MoJo) - Blogging and Vlogging - Podcasting - Fact Checking and Verification - Emerging Trends in Digital Journalism

References

1. Andrew Boyd. **Broadcast Journalism: Techniques of Radio and Television News**. Focal Press.
2. Steve Ahern. **Making Radio**. Allen & Unwin.
3. Ted White. **Broadcast News: Writing, Reporting, and Producing**. Focal Press.
4. Stephen Quinn. **Digital Journalism**. Sage Publications.
5. Jim Hall. **Online Journalism: A Critical Primer**. Pluto Press.
6. Mike Ward. **Journalism Online**. Focal Press.
7. Richard Rudin and Trevor Ibbotson. **An Introduction to Journalism: Essential Techniques and Background Knowledge**. Focal Press.
8. Kevin Kawamoto (Ed.). **Digital Journalism: Emerging Media and the Changing Horizons of Journalism**. Rowman & Littlefield.
9. Vir Bala Aggarwal. **Essentials of Journalism and Mass Communication**. Concept Publishing Company.
10. K. M. Shrivastava. **Broadcast Journalism**. Sterling Publishers.

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

(Academic Year 2025-26)

Media Laws and Ethics

SEMESTER: I CREDITS: 4 Paper – IV THEORY

Course Objectives

1. To introduce students to the legal framework governing media, including constitutional provisions, freedom of expression, and press freedom.
2. To familiarize students with important laws related to print and broadcast media and their application in journalism.
3. To develop an understanding of ethical principles, professional standards, and responsible practices in journalism and mass communication.
4. To provide knowledge of media regulatory bodies, their functions, and the role of self-regulation in maintaining media accountability.
5. To examine contemporary legal and ethical challenges in digital and social media, including fake news, cyber laws, copyright, and media ethics.

Course Outcomes

CO1: Explain the constitutional and legal provisions governing media, press freedom, and freedom of expression in India.
CO2: Interpret and apply major media laws relating to print, broadcast, and digital journalism.
CO3: Analyze ethical issues in journalism and demonstrate professional decision-making based on established ethical principles.
CO4: Evaluate the functions and effectiveness of media regulatory bodies and self-regulatory mechanisms in ensuring media accountability.
CO5: Assess contemporary legal and ethical issues such as fake news, media trials, copyright, cyber laws, and social media ethics in the evolving media landscape.

Syllabus

Unit I: Introduction to Media Laws

Meaning and Importance of Media Laws - Constitution and Freedom of Expression - Freedom of the Press - Rights and Responsibilities of Media - Media Regulation in India - Legal Environment of Journalism

Unit II: Laws Related to Print and Broadcast Media

Press and Registration of Periodicals Act - Working Journalists Act - Contempt of Court - Defamation Law - Official Secrets Act - Broadcasting Regulations

Unit III: Media Ethics

Meaning and Scope of Media Ethics - Ethical Principles in Journalism - Accuracy and Fairness - Privacy and Public Interest - Conflict of Interest - Ethical Decision Making

Unit IV: Media Regulatory Bodies

Press Council of India - News Broadcasting Standards Authority (NBSA) - Advertising Standards Council of India (ASCI) - Prasar Bharati - Self-Regulation in Media - Role of Regulatory Bodies

Unit V: Contemporary Legal and Ethical Issues

Fake News and Misinformation - Media Trials - Intellectual Property Rights and Copyright - Cyber Laws and Digital Media - Social Media Ethics - Emerging Challenges in Media Ethics

References

1. P. K. Ravindranath. **Press Laws and Ethics of Journalism**. Author Press.
2. Dr. Anil Kumar. **Media Laws and Ethics**. LexisNexis Butterworths.
3. B. M. Sankhdher. **Media Laws and Ethics**. Deep & Deep Publications.
4. K. M. Shrivastava. **Media Ethics: Veda to Gandhi and Beyond**. Sterling Publishers.
5. M. Neelamalar. **Media Law and Ethics**. PHI Learning.
6. Justice Markandey Katju. **Freedom of the Press: Democracy and Media**. Academic Foundation.
7. Paras Diwan. **Law of Defamation and Media**. Wadhwa & Company.
8. Roy L. Moore, Michael D. Murray, and Kent T. Farrar. **Media Law and Ethics**. Routledge.
9. Louis A. Day. **Ethics in Media Communications: Cases and Controversies**. Cengage Learning.
10. P. K. Ravindranath and S. Parthasarathi. **Handbook of Media Laws and Ethics**. Author Press.

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

(Academic Year 2025-26)

DEVELOPMENT COMMUNICATION

SEMESTER: I CREDITS: 4 Paper – V THEORY

Course Objectives

1. To introduce students to the concepts, nature, scope, and significance of development communication in promoting social and economic development.
2. To familiarize students with major development communication theories, models, participatory approaches, and support communication strategies.
3. To develop an understanding of the role of various media, including print, radio, television, and folk media, in facilitating development.
4. To examine the application of development communication in rural development, health, education, and women empowerment initiatives in India.
5. To analyze contemporary issues, challenges, and emerging trends in development communication, including Sustainable Development Goals (SDGs) and environmental communication.

Course Outcomes

CO1: Explain the concepts, scope, and significance of development communication and its role in the development process.
CO2: Analyze major theories, models, and participatory approaches used in development communication.
CO3: Evaluate the effectiveness of different media in planning and implementing development communication programmes.
CO4: Assess the role of development communication in rural development, health, education, and women empowerment initiatives in India.
CO5: Examine contemporary issues and challenges in development communication, including SDGs, environmental communication, social change campaigns, and future trends.

Syllabus

Unit I: Introduction to Development Communication

Meaning and Concept - Nature and Scope - Development and Communication - Role of Media

Unit II: Development Communication Approaches

Development Theories - Communication Models - Participatory Communication - Support Communication

Unit III: Media for Development

Print Media - Radio - Television - Folk Media

Unit IV: Development Communication in India

Rural Development - Health Communication - Educational Communication - Women Empowerment

Unit V: Issues and Challenges

Sustainable Development Goals (SDGs) - Environmental Communication - Social Change Campaigns - Communication Barriers - Future Trends

References

1. Srinivas R. Melkote and H. Leslie Steeves. **Communication for Development: Theory and Practice for Empowerment and Social Justice**. Sage Publications.
2. Bella Mody. **International and Development Communication: A 21st Century Perspective**. Sage Publications.
3. Jan Servaes. **Communication for Development and Social Change**. Sage Publications.
4. Everett M. Rogers. **Diffusion of Innovations**. Free Press.
5. Wilbur Schramm. **Mass Media and National Development**. Stanford University Press.
6. Uma Narula. **Development Communication: Theory and Practice**. Har-Anand Publications.
7. K. E. Eapen. **Development Communication**. Sage Publications.
8. Vir Bala Aggarwal. **Essentials of Development Communication**. Concept Publishing Company.
9. A. Singhal and E. M. Rogers. **India's Communication Revolution: From Bullock Carts to Cyber Marts**. Sage Publications.
10. Denis McQuail. **McQuail's Mass Communication Theory**. Sage Publications.

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DISSERTATION

SEMESTER: I CREDITS: 4 Paper – V PRACTICAL

Course Objectives

1. To enable students to identify and formulate a research problem relevant to journalism and mass communication.
2. To develop the ability to conduct a comprehensive review of literature and design an appropriate research methodology.
3. To provide practical experience in collecting data using suitable primary and secondary research methods.
4. To develop analytical skills for organizing, interpreting, and presenting research findings systematically.
5. To train students in preparing a well-structured dissertation report and effectively presenting and defending their research through a viva-voce.

Course Outcomes

CO1: Identify and formulate a research problem and define appropriate objectives for a dissertation in journalism and mass communication.
CO2: Design and implement a suitable research methodology, including literature review, theoretical framework, and sampling techniques.
CO3: Collect, organize, and manage primary and secondary data using appropriate research tools and techniques.
CO4: Analyze and interpret research data to draw meaningful findings and conclusions.
CO5: Prepare a scholarly dissertation following academic standards and effectively present and defend the research through a viva-voce examination.

Syllabus

Unit I: Introduction

Selection of Topic - Identification of Research Problem - Objectives of the Study - Scope and Significance of the Study

Unit II: Review of Literature and Research Design

Review of Literature - Theoretical Framework - Research Methodology - Sampling Design

Unit III: Data Collection

Primary Sources - Secondary Sources - Questionnaire/Interview Schedule - Field Work

Unit IV: Data Analysis and Interpretation

Data Classification - Tabulation - Analysis and Interpretation - Findings and Discussion

Unit V: Dissertation Report Writing

Chapterization - References and Bibliography - Appendices - Viva-Voce Presentation

Marks Distribution (100 Marks)

Research Proposal and Synopsis : 10 Marks
Review of Literature : 10 Marks
Data Collection and Field Work : 20 Marks
Data Analysis and Interpretation : 20 Marks
Dissertation Report Writing : 20 Marks
Presentation and Viva-Voce : 20 Marks

References

1. C. R. Kothari's Research Methodology: Methods and Techniques. New Age International Publishers.
2. Ranjit Kumar's Research Methodology: A Step-by-Step Guide for Beginners. Sage Publications.
3. John W. Creswell's Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.
4. W. Lawrence Neuman's Social Research Methods: Qualitative and Quantitative Approaches. Pearson Education.
5. Arthur Asa Berger's Media and Communication Research Methods. Sage Publications.
6. Anders Hansen, Simon Cottle, Ralph Negrine, and Chris Newbold's Mass Communication Research Methods. Palgrave Macmillan.
7. Roger D. Wimmer and Joseph R. Dominick's Mass Media Research: An Introduction. Cengage Learning.
8. Uma Narula's Research Methodology in Communication. Har-Anand Publications.
9. Klaus Krippendorff's Content Analysis: An Introduction to Its Methodology. Sage Publications.
10. Donald Ary, Lucy Cheser Jacobs, Christine K. Sorensen, and David A. Walker's Introduction to Research in Education. Cengage Learning.



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

(Academic Year 2025-26)

INTERNSHIP

SEMESTER: I CREDITS: 4 Paper – II PRACTICAL :240hrs

Duration: 2 Months (8 Weeks)

Course Objectives

1. To provide students with practical exposure to professional practices in journalism, mass communication, and media organizations.
2. To enable students to apply theoretical knowledge and communication skills in real-world media environments.
3. To develop professional competencies, including reporting, content creation, production, teamwork, ethical practices, and time management.
4. To encourage reflective learning through the maintenance of a work diary/portfolio and preparation of a comprehensive internship report.
5. To assess students' professional growth, practical skills, and learning outcomes through internship performance and viva-voce.

Course Outcomes

CO1: Demonstrate the ability to apply theoretical knowledge and practical skills effectively in a professional media organization.
CO2: Perform assigned journalistic and media-related tasks while adhering to professional ethics and organizational standards.
CO3: Develop technical, interpersonal, communication, and problem-solving skills through workplace experience.
CO4: Prepare and maintain a systematic work diary/portfolio and a comprehensive internship report documenting learning experiences and achievements.
CO5: Present and defend internship experiences, learning outcomes, and professional competencies successfully in the viva-voce examination.

Syllabus

Each student shall maintain a **Work Diary/Portfolio** documenting daily assignments, learning experiences, and outputs produced during the internship period. At the completion of the internship, students shall submit a comprehensive **Internship Report** detailing the organization, nature of work undertaken, skills acquired, challenges faced, and overall learning outcomes. The internship shall conclude with a **Viva-Voce Examination** before an evaluation committee.

Assessment

Industry Supervisor Evaluation: 40 Marks

Internship Report: 30 Marks

Work Diary/Portfolio: 10 Marks

Viva-Voce: 20 Marks

Total Marks: 100



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Who will pursue the Courses?

* Students and professionals looking to start a career in journalism.
* Aspiring freelance journalists seeking opportunities in print, electronic and digital media.
* Writers and bloggers who want to enhance their story telling and reporting skills.
* Aspiring freelance journalists seeking opportunities in print and digital media.

*** With expert guidance and hands on training, the PG Diploma Journalism provides the perfect foundation for anyone passionate about storytelling, news and media.

Marks:

Theory - 80 M, Mid Marks -20 M (1st mid -10 + 2nd mid -10)

Total = 100 Marks

Credits : Each Theory paper -4 credits

Practical paper - 4 credit



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Details of Regulations, Course Structure and Syllabus for

Post Graduate Diploma in Journalism & Mass Communication

1. **Title of the Course** : Post Graduate Diploma in Journalism and Mass Communication
2. **Duration of the Course** : One Year
3. **Eligibility Criteria for Admission** : Candidates who have passed a bachelor's degree course from any recognised University is eligible
4. **Admission Procedure** : Admission into the course shall be made according to the rules as prescribed by the University from time to time
5. **Academic Requirement** : a) The one-year study consists of two semesters, covering theory papers and Practical's.

   b) Every student shall be required to attend 75% of theory and practical classes in all the semesters.

   c) The Course shall include along with theory papers, Tests, Seminars, Group discussions, project report and Viva-voce.

   d) Students are required to take active part in the seminar wherein they should present papers and participate in the discussion that follows.

6. **Examination Evaluation** a) All the theory papers in the two semesters shall be valued by external and internal examiner

   b) Practical examination paper/assignments (if any) shall be valued by the internal examiners in the respective semesters.

   c) The oral (Viva -Voce) examination shall be conducted by both internal and external examiners.

d) The medium of the instruction and the examination shall be in English and Telugu

e) A Candidate shall be declared to have passed the examination he/she obtains not less than 45% of the total marks in all the semesters put together. A candidate shall be declared to have passed the examination if he obtains not less than 40 % in each paper, including practical.

f) Candidates who have completed the course in each semester with required attendance after fulfilling other academic requirements shall be permitted to continue the next sem course irrespective of whether they have appeared to or not at the previous examination(s). Such candidates may be permitted to appear for the examinations of earlier semester with the examinations of later sem simultaneously.

g) If candidate is unable to appear Or fails, he/she shall be allowed to have two more chances in the coming year following the semester.

h) If he/she fails in theory papers, he/she may be allowed to appear for theory examination, which includes all theory papers in the respective sem's. Similarly, if he/she fails in practical examination only. In any case, the candidates need not have to submit dissertations and seminar papers afresh.

7. **Improvement Provision:** The candidate declared to have passed in the examination of the PDGJMC Course might re appear for the same examination after completing the course to improve their marks in the succeeding two years.

8. **Classification for Pass division:** a) 60% and above.....First Class

b) 50% and above, but below 60% Second Class

c) 40% and above and below 50%.Third Class

The student in the second semester shall undergo an Internship in any media organization for a period of two months and produce a Certificate to that effect from the Organization concerned.



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

(Academic Activities 2025-2026)

S.No.	Academic Activity	Frequency
1.	Student Induction and Programme Orientation	Once
2.	Guest Lectures by Media Professionals	Monthly
3.	Workshops on News Writing and Editing	Once per Semester
4.	Workshops on Broadcast and Digital Journalism	Once per Semester
5.	Media Ethics and Fact-Checking Workshop	Once
6.	Field Visits to Newspapers, Television Channels, Radio Stations, and Digital Media Organizations	Two Visits
7.	Industry Interaction Sessions with Editors, Reporters, and Media Entrepreneurs	Once per Semester
8.	Internship Orientation Programme	Once
9.	World Radio Day	13 February
10.	National Press Day	16 November
11.	World Press Freedom Day	3 May
12.	World Photography Day	19 August
13.	World Television Day	21 November
14.	World Telecommunication and Information Society Day	17 May
15.	International Day for Universal Access to Information	28 September
16.	World Social Media Day	30 June (if it falls within the academic calendar, otherwise observed as an awareness programme)
17.	National Youth Day (Communication for Youth Development Activities)	12 January
18.	Constitution Day (Media, Democracy and Freedom of Expression Lecture)	26 November
19.	International Literacy Day (Media Literacy Awareness Programme)	8 September
20.	International Women's Day (Women and Media Seminar)	8 March

Krishna University, Machilipatnam
Board of Studies Meeting

PG DIPLOMA IN JOURNALISM & MASS COMMUNICATION

MODEL QUESTION PAPER

Semester:	I	**Paper :**	I
Course:	PG Diploma in JMC	**Title:**	Introduction to Journalism & Mass 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 communication and explain its importance.
2. What is agenda-setting theory?
3. Define gatekeeping theory.
4. Explain hard news and soft news.
5. Explain the inverted pyramid structure.
6. Explain objectivity in journalism.
7. Define investigative journalism.
8. What is media convergence?
9. Define media ethics.
10. Explain the concept of digital divide.

Section – B

Answer all the questions.

Each question carries Ten marks. **5 x 10 = 50 M**

11. (a) Discuss the various types of communication with suitable examples.

(Or)

(b) Discuss the barriers to effective communication and suggest remedies.

12. (a) Discuss the functions of mass communication in modern society.

(Or)

(b) Examine the role of communication channels in mass communication.

13. (a) Describe the role and functions of newspapers and magazines.

(Or)

(b) Discuss the importance of reporting and editing in print journalism.

14. (a) Examine the role of journalism in a democratic society.

(Or)

(b) Trace the history and evolution of journalism.

15. (a) Analyse contemporary issues and challenges in mass media.

(Or)

(b) Analyse the role of mass media in democracy and social development.

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Krishna University, Machilipatnam

Board of Studies Meeting

PG DIPLOMA IN JOURNALISM & MASS COMMUNICATION

MODEL QUESTION PAPER

Semester:	**I**	**Paper :**	**II**
Course:	**PG Diploma in Journalism & Mass Communication**	**Title:**	**Writing & Editing for Print Media**
Max. Marks:	**70**	**Time:**	**3 Hours**

Section – A

Answer any Five questions.
Each question carries Four marks. **5 x 4 = 20 M**

1. What are news values?
2. What is news sense?
3. Write a note on journalistic language.
4. What are the qualities of a good lead?
5. What is fact checking?
6. Explain proof reading.
7. Explain the concept of visual hierarchy in newspaper design.
8. Differentiate between editing and proof reading.
9. What is feature writing?
10. Distinguish between factual and opinion writing.

Section – B

Answer all the questions.
Each question carries Ten marks. **5 x 10 = 50 M**

11. (a) Explain the techniques of news gathering with suitable examples.

(Or)

(b) Discuss the significance of beat reporting in journalism.

12. (a) Discuss the significance of language, style, accuracy, and objectivity in news writing.

(Or)

(b) Explain interview techniques and their importance in reporting.

13. (a) Describe the role and functions of newspapers and magazines.

(Or)

(b) Discuss the importance of reporting and editing in print journalism.

14. (a) Evaluate the importance of copy editing in maintaining newspaper quality.

(Or)

(b) Explain how accuracy and objectivity contribute to journalistic credibility.

15. (a) Discuss the principles of page makeup and newspaper layout.

(Or)

(b) Describe the importance of photo editing and caption writing.

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Krishna University, Machilipatnam

Board of Studies Meeting

PG DIPLOMA IN JOURNALISM & MASS COMMUNICATION

MODEL QUESTION PAPER

Semester:	**I**	**Paper :**	**III**
Course:	**PG Diploma in Journalism & Mass Communication**	**Title:**	**Broadcast & Online Journalism**
Max. Marks:	**70**	**Time:**	**3 Hours**

Section – A

Answer any Five questions.
Each question carries Four marks. **5 x 4 = 20 M**

1. Write a note on the evolution of broadcast media.
2. What is a radio news bulletin?
3. Define radio talk shows.
4. Define visual storytelling.
5. What is live coverage?
6. Explain hypertext in online journalism.
7. Define Mobile Journalism (MoJo).
8. Define podcasting.
9. Explain the role of artificial intelligence in journalism.
10. What is blogging?

Section – B

Answer all the questions.
Each question carries Ten marks. **5 x 10 = 50 M**

11. (a) Examine ethical issues and challenges in broadcast journalism.

(Or)

(b) Discuss the role of community radio in rural development and public communication.

12. (a) Discuss the challenges and opportunities of live news broadcasting.

(Or)

(b) Evaluate the impact of citizen journalism on mainstream media.

13. (a) Explain the role of multimedia journalism in contemporary media.

(Or)

(b) Explain the importance of fact-checking and verification in combating misinformation.

14. (a) Discuss the role and impact of social media journalism in contemporary society.

(Or)

(b) Analyse emerging trends and future prospects in digital journalism.

15. (a) Examine the impact of social media platforms on traditional journalism.

(Or)

(b) Analyse the opportunities and challenges of convergence journalism in the digital era.

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Krishna University, Machilipatnam

Board of Studies Meeting

PG DIPLOMA IN JOURNALISM & MASS COMMUNICATION

MODEL QUESTION PAPER

Semester:	**I**	**Paper :**	**IV**
Course:	**PG Diploma in Journalism & Mass Communication**	**Title:**	**Media Laws & Ethics**
Max. Marks:	**70**	**Time:**	**3 Hours**

Section – A

Answer any Five questions.
Each question carries Four marks. **5 x 4 = 20 M**

1. What is freedom of the press?
2. Explain broadcasting regulations.
3. Write a note on journalistic privileges.
4. What is conflict of interest?
5. Write a note on ethical decision-making.
6. Explain plagiarism in media.
7. What are the core ethical principles of journalism?
8. Differentiate between libel and slander.
9. Explain the objectives of the Working Journalists Act.
10. Write a note on Article 19(1)(a) of the Indian Constitution.

Section – B

Answer all the questions.
Each question carries Ten marks. **5 x 10 = 50 M**

11. (a) Define media laws and discuss their importance in a democratic society.

(Or)

(b) Explain the law of contempt of court and its implications for media professionals.

12. (a) Discuss the concept of defamation and legal safeguards available to journalists.

(Or)

(b) Explain the role of Prasar Bharati in public service broadcasting.

13. (a) Discuss the objectives and functions of the Advertising Standards Council of India.

(Or)

(b) Discuss the structure and functions of the Press Council of India.

14. (a) Discuss intellectual property rights and copyright issues in media.

(Or)

(b) Examine the role of cyber laws in regulating digital media.

15. (a) Explain constitutional provisions relating to freedom of expression and freedom of the press.

(Or)

(b) Explain the concept of media trials and their impact on justice.

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Krishna University, Machilipatnam

Board of Studies Meeting

PG DIPLOMA IN JOURNALISM & MASS COMMUNICATION

MODEL QUESTION PAPER

Semester:	**I**	**Paper :**	**V**
Course:	**PG Diploma in Journalism & Mass Communication**	**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. Explain the modernisation theory.
2. Explain the diffusion of innovations theory.
3. What is participatory communication?
4. Define folk media.
5. Explain the role of newspapers in rural development.
6. What is development reporting?
7. Define health communication.
8. Write a note on literacy campaigns.
9. What is agricultural communication?
10. Explain educational communication.

Section – B

Answer all the questions.
Each question carries Ten marks. **5 x 10 = 50 M**

11. (a) Discuss the evolution and significance of Development Communication.

(Or)

(b) Analyse the role of television in educational and social development.

12. (a) Discuss the importance of folk media in rural communication.

(Or)

(b) Discuss the contribution of the media to women empowerment.

13. (a) Examine the challenges posed by technological disparities in development communication.

(Or)

(b) Discuss the role of communication in achieving the Sustainable Development Goals.

14. (a) Assess the impact of social change campaigns on public behaviour.

(Or)

(b) Explain the significance of radio as a medium for development communication.

15. (a) Explain various communication models used in Development Communication.

(Or)

(b) Examine the importance of Development Communication in social transformation.

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Board of Studies in Post Graduate Diploma in Journalism and Mass Communication

Meeting: Board of Studies Meeting
Programme: Post Graduate 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

Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)

Board of Studies in Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)

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 **Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)** comprising **two semesters with a total of 28 credits**.
2. **Resolved** to approve the syllabus for the following courses:
    - Introduction to Journalism and Mass Communication
    - Writing and Editing for Print Media
    - Broadcast and Online Journalism
    - Media Laws and Ethics
    - Development Communication
    - Dissertation
    - Internship
3. **Resolved** to approve the Course Objectives, Course Outcomes, and References for all the courses included in the programme.
4. **Resolved** to approve the scheme of assessment, internship guidelines, dissertation guidelines, and evaluation procedures, including the viva-voce examination.
5. **Resolved** to approve the academic activities, including guest lectures, workshops, field visits, seminars, industry interaction programmes, and observance of important media-related days for enhancing practical learning.
6. **Resolved** to recommend the implementation of the approved syllabus and course structure for the **Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)**.



Minutes of the Board of Studies Meeting

Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)

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

The meeting of the Board of Studies (BoS) in **Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)** 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.

As requested by the Chairperson, **Mr. K. Sarath Chandra** read out the proposed resolutions before the members for discussion and approval.

Agenda and Resolutions

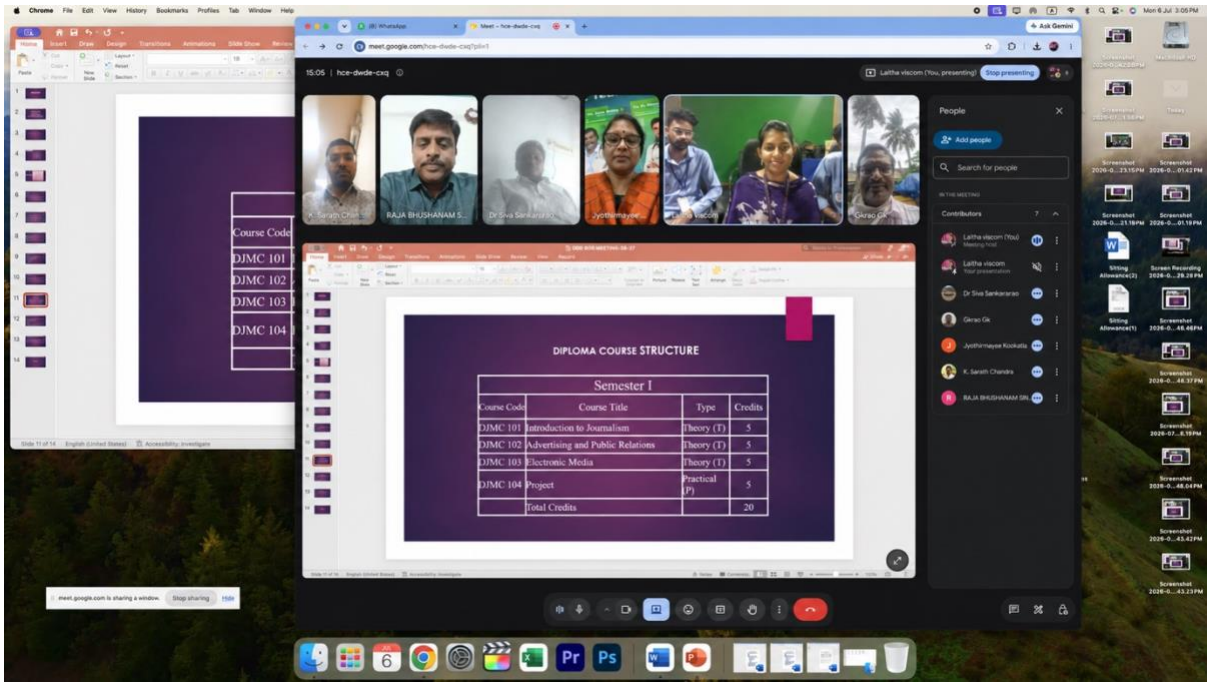
1. The Board discussed and approved the **Course Structure** of the **Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)** consisting of **two semesters with a total of 28 credits**.
2. The Board approved the syllabi of the following courses:
   - Introduction to Journalism and Mass Communication
   - Writing and Editing for Print Media
   - Broadcast and Online Journalism
   - Media Laws and Ethics
   - Development Communication
   - Dissertation
   - Internship
3. The Board approved the Course Objectives, Course Outcomes, and References for all the courses.
4. The Board approved the academic activities, including guest lectures, workshops, field visits, media-related celebrations, and skill development programmes to enhance students' practical learning.

5. The Board approved the internship guidelines, dissertation format, and evaluation procedures, including the submission of the internship report, dissertation, and viva-voce examination.
6. The members suggested encouraging students to participate in media competitions, photography exhibitions, journalism workshops, and interactions with media professionals to strengthen industry exposure.

There being no other item for discussion, the meeting concluded with a vote of thanks to the Chair.

Chairperson

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



Proof of BOS

K. Sarath Chandra