

KAKATIYA UNIVERSITY
U.G. Mass Communication & Journalism (Under CBCS)
B.A. Final Year
SEMESTER - V

PAPER- V REPORTING AND EDITING FOR ELECTRONIC MEDIA

UNIT-I

Writing for Radio-News, Current Affairs, Interview-News Writing Script and Sound Bytes Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Radio.

UNIT-II

Writing for Television-News, Current Affairs, and interviews-News writing Script, Visual Treatment and Sound Bytes. Qualifications, Functions and Principles of News reporting by Reporters and Correspondents of Television.

UNIT-III

Reporting Political News, Sports News and Business News for Radio and Television -Budget for Radio and Television-Scripting, Principles, Types and Techniques, Writing Weather News Bulletins for Radio and Television.

UNIT-IV

News reading for Radio: Techniques principles, Speech Modulation, Pronunciation, News Presentation for Television. Anchoring Visual Appearance Speech Delivery, Teleprompter

UNIT-V

Writing for Radio and Television Documentary-Writing for Radio and Television, Commercials-Writing for special audience programmes of Radio and Television.

Reference Books:

1. Techniques of TV Production – Rudy Bretz (Mc Graw Hill)
2. Video Production handbook – Miller (Focal Press)
3. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal.
4. The techniques of Television Production – Millerson Gerald Focal Press).
5. Multimedia – Tata McGraw Hill
6. Adobe Premiere and Adobe after Effects: Tata McGraw Hill
7. Visual Studio, Tata MCGraw Hill.

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PAPER VI (A) MEDIA AND DEVELOPMENT

UNIT-I

Understanding economic development and human development, education, health, nutrition, population, environment, gender issues, problems of dalits and tribals.

UNIT-II Coverage of Development issues in print and electronic media. Folk and traditional media and their role in development communication.

UNIT-III

Development of Telangana, Agriculture, irrigation, industrial development, employment, social sector, education, health, population etc.

UNIT-IV

Development, employment and welfare programmes of central and state governments. Use of different media in promoting development programmes. Effectiveness of demonstrations, group discussions, meetings and field visits. Introduction to extension. Government agencies in development

UNIT-V

Writing on developmental issues, reports, interviews, and articles and features. Development related features and special pages in newspapers, development related magazines and development related programmes on radio and television

Reference Books:

1. P.C Chatterji (1988), Broadcasting in India, New Delhi. Sage Publication
2. U.L Barua; This is All India Radio.
3. Mehra Masani (1986), Broadcasting and the people New Delhi, National Book Trust
4. H.R. Luthra; Indian Broadcasting.
5. Reports of Information and Broadcasting Ministry.
6. Vanita Kohli (2006) The Indian Media Business; New Delhi. Sage.

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PAPER VI (B) MEDIA LAWS AND ETHICS

UNIT-I Indian constitution, Salient Features, Fundamental rights, Article 19(1)(A), Freedom of the press

UNIT-II

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

UNIT-III

Press Council of India Act, 1978 Indian Cinematography Act, 1950, Laws of defamation, contempt of court, Freedom of the press, Ramesh Tapur vs state of Madras, Brij Bhushan vs state of Delhi, Sakal Newspapers vs Union of India, Benett Coleman and Co vs Union of India.

UNIT-IV

Censorship Law and internet, emerging trends, Laws relating to cable and satellite TV, Cyber Law, Cyber Crime, Cyber Ethics, Convergence Bill, Communications commission of India(CCI),Intellectual Property Rights, Right to Privacy and Internet

UNIT-V

Journalism ethics, accuracy, fairness, completeness, code of ethics, Journalism and objectivity, the influence of news values, objectivity in practice, redefining objectivity, objectivity as a perspective, use of language.

Reference Books:

1. B.N.Pandey : Indian constitution, Central Law Publication.
2. D.D Basu : Introduction to Indian constitutions.
3. D.D. Basu : Press laws

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Semester – V: Generic Elective Paper-I
(FOR ALL SOCIAL SCIENCE FACULTY DEPARTMENTS)

WATER RESOURCES MANAGEMENT

UNIT-I

1. Importance of Natural Resources – Different Types Resources
2. Significance of Water Resources and their uses
3. Conservation of water and recycling of the water – Global distribution of water
4. Water shed programmes and their management
5. Storing the rain water in tanks and recharging ground water.

Unit-II

6. Rain water harvesting in rural areas (chekdam, trenches etc.,)
7. Over use of surface and ground water and control measures.
8. Aims, objectives and implementation of Mission Bhagiratha (Telangana Government Drinking water programme)
9. Aims, objectives and implementation of Mission Kakatiya (Telangana Government minor irrigation programme)
10. Issues and challenges in Water Resources Management

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SEMESTER - V
Skill Enhancement Course

PAPER: III - TELANGANA HERITAGE AND CULTURE

Module-I:

Definition of Heritage and Culture: Tangible heritage: Archaeological sites, Art and Architecture- Buddhist heritage, Jain Heritage, Hindu Temple architectural heritage- Role of Government Museums, INTACH in preservation of Heritage Telangana- Kotilingala (Jagityal District), Peddabankur (Peddapalli District), Nelakondapally (Khammam District), Phanigiri (Suryapet District), Kolanupak, Vemulawada (Rajanna Sicilla District), Warangal, -Heritage related Government Departments-Museums.

Module-II:

Intangible Heritage: Religion, Languages, Literature, Telangana Fairs & Festivals-Emergence of composite culture.

Recommended Books:

Gangoly, O.C. *Andhra Sculpture*.

Gopala Krishna Murthy. S. , . *Jain Vestiges in Andhra*.

Telangana History and Culture: Telugu Academy, Hyderabad.

Krishna Sastry, V.V., *The Proto and Early Historical Cultures of Andhra Pradesh*.

Lakshimiranjanam, K., *Spot Lights on Telugu*.

Nigam. M.L., *Sculptural Art of Andhra*.

Radhakrishna Sarma, M. : *Temples of Telangana*.

Ramachandra Murthy, S.S.: *A Study Telugu Place-Names*.

Ramakantham, S. : *Guide Book to Kolanupaka Site Museum*.

Venkataramanyya, N., *The Chalukyas of L(V) Vemulavada*.

Rea, Alexander, *South Indian Buddhist Antiquities*

Subrhamanyam, B., *Buddhist Monuments in Andhra Pradesh*.

Jawaharlalnehru. G., *Jain Vestiges in Andhra*.

Jitendra Das, D., *The Buddhist Architecture in Andhra*.

J. Ramanaiah, *History and Culture of Karimnagar District, (A.P.)*.

Kamal Nathan, K: *Impact of Buddhism on Telugu Society*.

Telugu:

Salaam Hyderabad (Telangana Navala). Paravastru Lokeswar

A. Satyanarayana, *Telangana Charithra –Samskruthi Rasta Avatharana Udyamalu*.

Sunki Reddy Narayana Reddy, *Mungili*.

S. Narasaiah, *Telivaha Godavari*.

Sastri, B.N., *Vemulawada Charitra-Sasanamulu*.

----- *Nallagonda Mandala Sarvvaswamu*.

Venkateswarlu, P.B., *Bouddha Mahakshetramulu*.