

Department of M.A, Journalism and Mass Communication (SFC)
University College, Kakatiya University, Warangal

Scheme of Instruction and Examination
Choice Based Credit System (CBCS) w.e.f. 2017-2018

SEMESTER-I

Paper	Paper Title	Contact Hours	Credits	Internal	External	Total
101	Introduction to Communication Theory	4	4	20	80	100
102	History of Mass Media	4	4	20	80	100
103	Reporting for Print Media	4	4	20	80	100
104	Editing and Newspaper Production	4	4	20	80	100
105	Computer Application for Mass Media	4	4	20	80	100
106	Practical -I	4	4	20	80	100
107	Seminar		2	50	-	50
	Total	24	26	170	480	650

SEMESTER-II

Paper	Paper Title	Contact Hours	Credits	Internal	External	Total
201	Introduction to Communication Theory	4	4	20	80	100
202	History of Mass Media	4	4	20	80	100
203	Reporting for Print Media	4	4	20	80	100
204	Editing and Newspaper Production	4	4	20	80	100
205	Computer Application for Mass Media	4	4	20	80	100
206	Practical-II	4	4	20	80	100
207	Seminar		2	50	-	50
	Total	24	26	170	480	650

SEMESTER-III

Paper	Paper Title	Contact Hours	Credits	Internal	External	Total
301	Development Communication	4	4	20	80	100
302	Magazine Journalism	4	4	20	80	100
303	Advertising and Market Research	4	4	20	80	100
304	Media Management	4	4	20	80	100
305	Development Communication	4	4	20	80	100
306	Practical-III	4	4	20	80	100
307	Seminar		2	50	-	50
	Total	24	26	170	480	650

SEMESTER-IV

Paper	Paper Title	Contact Hours	Credits	Internal	External	Total
401	Public Relation: Theory and Practice	4	4	20	80	100
402	Science and Environmental Communication	4	4	20	80	100
403	Media and Human Rights	4	4	20	80	100
Elective Papers						
404	(A) Photo Journalism	4	4	20	80	100
	(B) Organizational Communication	4				
405	Practical -IV	4	4	20	80	100
406	Project / Document	-	4		100	100
407	Viva Voce	-	2	-	50	50
	Total	24	26	100	550	650

(A) * Electronic Media students should submit a Radio/TV Production under the guidance of any faculty member. Along with production, a written process document is to be submitted. And Print media students should submit a project report related to communication and allied subjects based on research.

(B) Practical-I (Computer Practical, Lab Newspapers Reading & Writing)

(C) Practical-II (Computer Practical, Public Relations & Advertisements)

(D) Practical-III (Computer Practical, Script Writing & Editing)

(E) Practical-IV (Computer Practical ,Field Visit & Group Discussions)

(1) **Total Marks Core Papers : 1800**

(2) **Electives : 100**

(3) **Project +Viva Voce : 150**

(4) **Practical's : 400**

(5) **Seminars : 150**

(6) **Total : 2600**

HEAD

M.A. JOURNALISM AND MASS COMMUNICATION (JMC)
KAKATIYA UNIVERSITY, WARANGAL
CBCS SYLLABUS

SEMESTER-I

Paper-I

Introduction to Communication Theory

Unit-I

Definitions of communication – scope – communication process – Variables of communication – Source – Message – Channel – Receiver – Feedback – Basic models of communication – Shannon & Weaver – Lasswell – Berlo – Types of communication – interpersonal – group – mass communication - Characteristics of Print , Radio ,Television, Film.

Unit –II

Advanced models of communication – Two step flow of communication-opinion leaders – characteristics – Diffusion of innovation – Rogers and Shoemakers model of communication – Gate keeping models – White’s model, Galtung and Ruge model of selective gate keeping – Models of communication – Verbal and Non-Verbal.

Unit – III

Market communication concept – Characteristics – reinforcement – sleeper effect.
Organizational communication – Newcomb’s balance theory – congruity – Dissonance – Social judgment model
Mass theory – Society – Magic bullet theory – Theories of selectivity.

Unit – IV

Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory.

Unit- V

Sociological theories of communication – Cultivation theory – Agenda setting – Socialization – Dependency theory.

Reference Books:

1. David Berlo (1960).*The process of communication*, London
2. Uma Narula (1976).*Mass communication Theory and Practice*. New Delhi Har Anand.
3. Denis Mcquail and Windhal.*Communication models*.
4. John Fiske : *Introduction to communication studies* London:Routledge.
5. Denis Mcquail (1993) *Media performance*.London:Sage.
6. Denis Mcquail (2005) *Mass communication theory*. New Delhi: Sage
7. Defluer and Ball Rockech, *Theory of mass communication*.

SEMESTER-I
Paper – II
History of Mass Communication

Unit-I

Origin of press – News books – evolution of modern newspapers – Growth of newspapers in India – Hickey’s Gazette – Bombay Chronicle.

Unit II

Early journalism in Bengal – Bombay and Madras presidencies – Growth of national press – press in 19th century – Raja Ram Mohan Roy – Balagangadhar Tilak – Indian press and freedom movement – Gandhi’s contribution to Indian journalism –Nehru era – Government v/s Press – Indian press and Emergency – Recent trends in English journalism.

Unit-III

Origin and development of Telugu press – Telugu press and freedom movement – Kandukuri Veeresalingam – Kasinadhuni Nageswara Rao – K.Rama Rao – Khasa Subba Rao – Tapi Dharma Rao – Mutnuri Krishna Rao – Narla Venkateswara Rao – Telugu Press after 1970’s – Recent trends.

Unit-IV

Brief history of broadcasting in India – characteristics of radio – objectives of radio- AIR code – special audience programmes – women – children – youth – industrial workers – farm and home programmes.

Unit-V

TV as medium of communication – Origin and growth – Characteristics – Audience – Women – Youth – Children – Farmers – Students.

Reference books:

1. Nadig Krishna Murthy (1966).*Indian Journalism Mysore*, Mysore University Press.
2. S.Natarajan. *Indian Journalism*.
3. R.Parthasarathi. (1991) *Modern Journalism In India*, New Delhi : Sterling Publishers.
4. JV.Sheshagiri rao. *Studies in the History of Journalism*.
5. R.Anand Sekhar. *Journalism charitha vyavastha*.
6. Publication Division: *Five Eminent Editors*.
7. Bangalore : *Telugu Journalism Charithra*.
8. S.C.Bhatt (1999): *Indian Press since 1955*, New Delhi, Publication Division.
9. P.C.Chatterji: *Broadcasting In India New Delhi*: Sage.
10. U.L. Barua: *This Is All India Radio*.
11. Mehra Masani: *Broadcasting and the People*.
12. H.R.Luthra : *Indian Broadcasting*.

SEMESTER-I
Paper-III
Reporting for Print Media

Unit-I

Detailed analysis of News – definition – concepts – values – sources – press conference – interviews – qualifications & responsibilities of reporter – ethical aspects.

Unit-II

Reporting special events – disasters and accidents – crime – sports – budget – courts – legislature reporting – speech reporting – investigative reporting – science reporting – rural reporting.

Unit-III

Features – definitions – scope – types of features – news features – historical features – seasonal – how – to – do it – photo features – scientific features – human interest features – profiles – syndicate features.

Unit-IV

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

Unit-V

Column writing – writing creative middles – language as a tool of writing – art of translation – practical exercise – beats.

Reference Books:

1. Emery, Adult & Ages: *Reporting and Writing the News*.
2. John Hohenberg: *The Professional Journalists*.
3. Ralph S. Izard: *Reporting the Citizen's News*.
4. M.V Khamath: *Professional Journalism*.
5. Curtis Macdougall (1953): *Interpretative Reporting*, New York: George Allen & Unwin Ltd.
6. Patanjali Sethi: *Professional Journalism*.
7. Tom Wolfe: *The New Journalism*.

SEMESTER-I
Paper-IV
Editing & Newspaper Production

Unit-I

Principles of writing – rules of grammar –writing news – Editing speech reports – accidents – Floods and other disasters – Education – Culture – Business – Labour and industry.

Unit-II

Editor – News editor – Sub- editor – their responsibilities – news flow management – Editorial writing – Letters to the editor – Leads – Principles of rewriting – Rural news editing.

Unit-III

Fundamentals of copy – editing – editing and proof – reading symbols – Style sheet – Headlines – Types of headlines – Modern trends in headlines.

Unit-IV

Layout and design of different pages – front page – inside pages – principles of layout- picture selection – picture page – graphics – illustrations.

Unit-V

Development and growth of printing – Printing process – process of color printing – Desk Top Publishing(DTP)- Pagination – use of communication technology and satellites for news paper production.

Reference Books:

1. Bruce Westley: *News Editing*, New Delhi: IBH Publishers.
2. Frank Barton (1989) : *The News Room: A manual Of Journalism*, New Delhi :Sterling Publishers.
3. R. Parthasarathy : *Basic Journalism*, New Delhi ,McMillan.

SEMESTER-I
Paper-V
Computer Applications for Mass Media

Unit-I

Introduction to computers – History and generations of computers – Types of computers – An overview of the Computer System – the CPU, memory, input and output device, Storage – primary and secondary storage, Floppy and CD ROM.

Unit-II

Software: Operating systems: MS DOS and MS Windows, Application Programmes : MS Office.

Unit-III

MS Word – Word processing – entering and editing text, formatting text, special features of Word, Tables, Mail merge, adding graphics and sounds, templates, printing documents, converting document into web pages.

Unit-IV

MS Power Point, Creating a presentation, formatting slides, special features of presentation, integrating multiple data source in a presentation, presenting slides shows.

Unit-V

Introduction to networks, the internet, working of the internet, addressing skills, domains and sub domains, main features of the internet – WWW, e-mail, telnet, FTP, IRC, online services, advertising on the internet, law relating to Cyber Media.

Reference Books:

1. Minasi (1999) *Expert guide to Windows98*, BPB Publications.
2. Stultz A Russel (2000) *Office2000*, BPB Publications.
3. Thurlow, Crispin, Laura Lengel and Alice Tomic (2004) *Computer mediated communication*, London, Sage.
4. Howard, Philip, N. and Steve Jones (2003) *Society online*, Thousand Oaks, Sage.
5. Suresh K Basandra, (1999) *Computers Today*, Galgotia Publications Pvt. Ltd, New Delhi.
6. Donald H.Sanders (1994) *Computers Today*, Mc Graw- Hill book company, New Delhi.

SEMESTER –II

Paper-I

International communication

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Unit-V

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

Reference Books:

1. Ingrid Volkmer (2001): *News in the global sphere*. A study of CNN and its impact on global communication, Luton, University of Luton Press.
2. William Hachten (2002) : *World News Prison*, Iowa. Iowa State Press.
3. Tehri Rantaner (2006) : *Globalization and Media*. London: Sage Publications.
4. Howard H Frederick (1993) : *Global Communication & International Relations*.
5. Anos Owner Thomas (2006) *Transnational Media and Controlled Markets*. Sage Publications New Delhi.
6. Cees Hamlink (1996) : *The Politics Of World Communication*, London. Sage Publications London.

SEMESTER-II
Paper-II
Communication Research Methods

Unit-I

Introduction to mass communication research – meaning of research, scientific method – characteristics - steps in research identification and formulation of research problem in communication research.

Unit-II

Basic elements of research – Concepts – definitions, variables ,hypothesis and causation – hypothesis - types of hypothesis – characteristics of good hypothesis – hypothesis testing – research designs in mass communication research outlines of important designs, approaches: Survey research, content analysis and historical methods, Measurement meaning – levels and types of measurements.

Unit-III

Sampling in communication research, types, their applications and limitations, Methods of Data collection: Interview, Questionnaire, observation and case study application and limitations of different methods.

Unit-IV

Use of statistics in communication research, basic statistical tools: measures of central tendency, mean, mode and median: measures of dispersion(standard deviation, correlation and chi-square).

Unit-V

Data processing, analysis, presentation and interpretation of data. Use of graphics in data presentation- Writings a research proposal ; writing research report – components and style.

Reference Books:

1. Winner and Dominic (2012) *Mass Media Research: An introduction*, Singapore: Thomson publishing company.
2. A. Hanson et al (1998) *Mass Communication research methods* London: Palgrave.
3. S. H. Priest (1996) *Doing Media Research: An introduction* London Sage Publications.
4. B Gunter (2000) *Media Research methods*, London: Sage publications.

SEMESTER-II
Paper-III
Reporting for Electric Media.

Unit-I

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

Unit-II

Writing for Television -- News, Current Affairs, Interview- News Writing Script, Visual Treatment and Sound Bytes. Qualification, Functions and Principles 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. Basic TV Staging – Miller Son Gerald, Focal/Hastings House, New Delhi.
2. TV Sound Operations – Glyn Alkin
3. TV Camera Operation - Miller Son Gerald, Focal/Hastings House, New Delhi.
4. TV Lighting Methods - Miller Son Gerald, Focal/Hastings House, New Delhi.
5. A Hand Book for Script writers – B.W.Welsch.
6. Broadcasting In India – Chettarji, Sage Publications New Delhi.
7. Television in India Changes and Challenges – Saksena. Bhopal, Visas Publications New Delhi.
8. Radio : A Guide To Broadcasting Techniques – E. Evans.
9. Hand Book of Broadcasting – Waldo Abbot and R. Rider (McGraw Hill).

SEMESTER-II
Paper-IV
Editing For Electronic Media

Unit-I

Radio – Nature and characteristics of radio broadcasting. Radio programmes production – structure and operation of Broadcast Studio – Nature of sound – Sound recording – Microphones – Types of audio tapes – Recorders – Process of Radio programmes production – Use of voice, script, sound effects, editing.

Unit-II

Production of Radio News, Talks, Interviews, Discussions, Play, Music and Special audience programs, (Practical).

Unit-III

Television – Nature and characteristics of television broadcasting – Television programme production – sStructure and organization of television studio , television programme production, stages of production television crew.

Unit-IV

Television Camera – Types, function and operation – Lighting, sound – Producing television programmes – News, Documentary, Interview and special audience programmes.

Unit-V

Television Post Production Techniques – Editing – Linear and non- linear editing – Working with software like: Adobe premiere, Adobe After Effects and Visual Studio.

Reference Books:

1. Techniques of TV Production – Rudy Bretz (Mc Grew Hill).
2. Video Production Hand Book – Miller (Focal Press)
3. Working With Video: A comprehensive Guide to the World of Video Production – Winston Brain and Julta Kevdal.
4. The Techniques of Television Production – Miller Son Gerald (Focal Press).
5. Multimedia – Tata Mc grew Hill.
6. Adobe premiere and Adobe after Effects : Tata Mc grew Hill.
7. Visual Studio: Tata Mc grew Hill.

SEMESTER-II
Paper-V
Media Laws and Ethics.

Unit-I

Indian Constitution – salient features – fundamental rights – Article 19(!) (A)- freedom of the press.

Unit-II

Official secrets Act, 1923 – Books and registration of newspaper 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 – Law of defamation – Contempt of court – Freedom of the press – Ramesh Tapar vs State of Madras – Brij Bhushan vs State of Delhi- Virendra vs state of Punjab – Ramji Lal Modi vs state of Uttar Pradesh – Sakal news papers vs Union of India – Benett Coleman and Co vs Union of India _Indian Express vs Union of India (1986).

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 Publications.
2. D.D. Basu: Introduction to Indian Constitution.
3. D. D. Basu: Press Laws.

SEMESTER-III
Paper-I
Development Communication.

Unit-I

Development – Different concepts – causes for under development – theories of development – economic theory – walt rostow – sociological theory – modernization theory – Dependency theory Dominant Paradigm– new paradigm of development – Sustainable development – Development dilemmas – Millennium development goals – diffusion of innovations – An over view.

Unit-II

Development journalism – origin – growth – developmental journalism – concepts – case studies – development news – development concepts – Development reporting – problems – Indian press and Development journalism.

Unit-III

Development communication – definitions – nature – scope – merits and de merits – case studies of SITE and jabua development communication project – development support communication – an over view – communication and Human development – literacy – population control – Sanitation – Gram panchayat – AIDS.

Unit-IV

Participatory development – communication – participation and development/community development – social capital – and theories – participatory communication research – case studies.

Unit-V

Multi media approach to development issues – Interpersonal communication – traditional communication – Mass communication – Radio – Video – films – case studies.

Reference Books:

1. Avik Gosh (2006): *Communication technology and Human Development*: New Delhi : Sage Publications.
2. DVR Murthy(2006): *Development Journalism What next* New Delhi: Kanishka Publications.
3. Srinivas Melkote (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. Jean Servis (1996) : *Participatory communication for social changes* New Delhi: Sage publications.
6. Richard Peet (2005): *Theories of development* Jaipur : Rawat Publications.

SEMESTER-III
Paper-II
Magazine Journalism.

Unit-I

Definition and types of Magazines – News magazines, special interest magazines, opinion magazines. PR magazines in languages with emphasis on telugu and English.

Unit-II

Magazine contents, Advice columns, Backgrounders, Book-campaigns, Competitors, Fiction, Horoscope, Readers letter, Quiz, reviews, Opinion Columns.

Unit-III

Editing a magazine, Magazine formats, Planning special and other issues – writing features for magazines – layout of magazines.

Unit-IV

Editorial administration – Magazine production – Photograph illustration, graphics, printing, management, advertising sales and subscription, promotion and public relations.

Unit-V

Magazine research – readership, surveys, content studies, advertising research: freelancing for magazines – important magazines and anatomy of recent success.

Reference Books:

1. Bruce Westley : *News Editing*. New Delhi:IBH Publishers.
2. Frank Barton(1989): *The Newsroom: A manual of journalism*. New Delhi: sterling Publishers.
3. R.Partha sarathy: *Basic journalism*. New Delhi :McMillan.

SEMESTER-III
Paper-III
Advertising and Market Research.

Unit-I

Evolution of advertising socio economic effects of advertising – types of advertisements – various phases of advertising – advertising agency system – market research – vocational aspects of advertising.

Unit-II

Planning and campaigns – Media selection – news papers – Magazines – Radio – Television – Direct mail – Outdoor advertising – Hoarding – Bus panel – spectacular Bulletins – Outdoor advertising in India – Commercial advertising over – All India Radio – Doordarshan – Recent trends in Indian Advertising – Legal and ethical aspects of advertising – Advertising policy.

Unit-III

Advertising copy – visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – evaluation of effectiveness. Advertising – problems of measurements – opinions ratings – Concurrent methods – Recall tests – Recognition test – Audience evolution of various media – Advertising code.

Unit-IV

Campaign planning - stages of campaign planning – types of approach, consumer behavior – principles of campaign planning – allocation of advertising budget.

Unit-V

Advertising and Marketing information systems: Techniques of pretest and post test, process of Market Research and Research methods in Market research.

Reference Books:

1. Cohen: Advertising.
2. Dunn: Advertising its role in modern society.
3. Hepner: Advertising psychology and research.
4. Warner : : Advertising.
5. Chuna Wallah: Fundamentals of Advertising.
6. Mahendra Mohan: Advertising management: Concepts and cases.
7. Wright: Advertising Campaigns
8. Thomas Jefkins: Advertising made Simple.
9. Leon Quera: Effective Advertising.

SEMESTER-III
Paper-IV
New Media Technologies.

Unit-I

Multimedia, Interactivity, Hypermedia – User directed navigation, Hardware considerations for multimedia, Application of Multimedia – Education, Commerce And Entertainment.

Unit-II

The New media, Creating New Media Content, Defining The Audience, Design And Storyboarding, Choosing Tools, authoring, Technologies That support new Media – MPEG and JPEG, Quick time and quick time VR, Video for windows(AVR format), Real audio and real video, Shock wave, Disturbing New media content – CD ROM, Internet, Television.

Unit-III

Computer Graphics And design, window Based PC's, Types of Graphic Files, working with bitmaps, working with vectors, File formats and compatibility issues.

Unit-IV

Getting images into the computer – Scanners, Digital Cameras, Clip art, Electronic photographs, introduction to Photoshop – Applications And use of Photoshop, optical fibers.

Unit-V

e-publishing, security issues on the internet.

Reference Books:

1. Adobe Photoshop5 - Classroom(2001)Tec media.
2. Learning guides to the internet(2000) Techmedia.
3. Best,Samuel J(2004) Internet data collection,London , Sage.
4. Norton, Peters (2001) Introduction to the computers, Tata McGraw Hill.
5. Green, Lelia (2002) Communication Technology and society, Thousand oaks, Sage.
6. Shyles, Leonard(2003) Deciphering cyberspace, London, Sage.

SEMESTER-III
Media Management
Paper-V

Unit-I

Types of organizations – functions – news papers departments – editorial circulation – advertising – Production – Types of ownership pattern – Advantages and dis;advantages.

Unit-II

News papers finance and control – news papers registration - RNI – Recruitment policy – training – wage policy – wage boards – Readership surveys – ABC – advertising policy.

Unit-III

Press commissions – Recommendations – Press council of India – structure – Composition – Guidelines.

Unit-IV

Origin and growth of radio network – All India radio and Doordarshan – prasar bharathi – Organizational structure – FM radio.

Unit-V

Television – Growth – Private TV – Cable TV – DTH – CAS – TV ads. Regulations.

Reference Books:

1. Herbert Lee: *News paper Organization and management*. New Delhi : Surjeet publications.
2. P.C.Chatterji (1998) *Broadcasting in India*. New Delhi. Sage publications.
3. U.LBarua: *This is all India Radio*.
4. Mehra Masani(1986): *Broadcasting and the people*. New Delhi. National book Trust.
5. HR luthra: *Indian broadcasting*.
6. Reporters of information and Broadcasting ministry.
7. First Press Commission Report, Vol I&II.
8. Second Press commission report VolI&II.
9. Vanita Kohli (2006)*The Indian median Business* : New Delhi: Sage

SEMESTER IV

Paper – 1

Public Relations: Theory and Practice

Unit -I

Definitions - Nature - scope-Evolution of PR in India - A historical appraisal-publicity - Public opinion-propaganda-Advertising - PR a comparative evaluation - Social and psychological impact of PR-dynamic role of PR in public affairs - PR management

Unit-II

Components of PR - Principles of persuasion - effective communication-attitude change-application of communication techniques for PR media - PR for print, electronics and film, oral, open house, photography, campaigns, demonstration, exhibitions, trade, press - press conference-special events

Unit-III

PR organizations - structure - PR policy - consultancy agency system - planning-fact finding-implementation- Feedback analysis - methods of PR-Press relations - periodicals - controlled electronic communication-advertising as a component of PR direct communication methods - books and other publications

Unit-IV

Applied PR-International PR – PR for central government-state government - local bodies - PR and extension - employees relations

Unit-V

Preparation of literature for PR campaigns through mass media house journals - case studies - professional organizations of PR PRSI, PASA, IPRA, BPRA-A brief survey of PR in India-PR research areas - techniques - evaluation-Laws and ethical aspects - recent trends - PR education.

Reference books

- 1.Cutlip & Centre(2005) Effective public Relations, New Delhi: Pearson.
- 2 Bertrand R. Canfield: Public Relations.
- 3 *Stephenson: Handbook of public Relations,*
- 4.*Sam Black: Practical public Reations.*
- 5.*J. H.Kaul: Public Relations in India,*
6. *Leslie. Public Relations Handbook.*
7. *Finn. Public Relations and the Management.*
- 8.*J.E. Marsen: Modern public relations.*

SEMESTER-IV
Paper II
Science and Environmental Communication

Unit - I

Science communication - Definition-Nature - Scope and need - History of science communication - Key elements Science communication and development-Science and technology in the ancient world-In ancient and medieval India - Diffusion of science and technology in British India-Progress in science and technology in post 1947 India communication and communication in modern India

Unit - II

Introduction to science writing-Science writing in media- Introduction and skills Expanding fields for science writing-Science news-Writing science news-How to write a story

Unit - III

Environmental communication-nature, scope and definition Environment- citizens and community groups Environment groups - scientists, corporations, business lobbyists, anti-environmental-groups Global environmentalism-environmental movements in India, USA and Europe Media and environmental journalism,

Unit - IV

Environment-causes and factors of environmental pollution - Constitutional and legal provisions in India - Environmental act, Environment (protection act, 1996) - Sustainable development - Commission on sustainable development - Earth summits-UN and climate change Media coverage of environment-Media depictions of nature - News production and the environment-Political economy – Gate keeping-Newsworthiness - Media frames Norms of objectivity and balance - Media effects - Direct transmission-Agenda setting - Narrative framing and cultivation analysis - Rise of alternative environmental media - Newspapers - Films - Professional societies for environmental journalists.

Unit - V

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

Reference Books

- Bertrand Russell (1954); *Scientific Outlook*. London: George Allen & Unwin Ltd
J. V. Vilanilam (1993): *Science Communication and Development*. Sage Publications. New Delhi
D.W. Burkett (1973): *Writing science news for the mass media*, Gulf publishing company, Rodas, Texas, USA
Robert Cox, (2006). *Environmental communication and public sphere*, London; Sage publications.
Binod Agarwalaal(ed). *Global Negotiations Vol I and II* Centre for Science and Environment.
L. Wallackctetal. *Media Advocacy And Public Health*, London: Sage publications.

SEMESTER-IV
Paper III
Media and Human Rights

Unit -I

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

Unit-II

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

Unit- III

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

Unit - IV

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

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

- 1.Gopala Bhargava (2001). *Human rights concern of the Future*, New Delhi: Gyan
- 2.H.O Aggarwal (2000) *International Law & Human rights*. Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999). *Human Rights in Global politics*. London: Oxford University Press.

SEMESTER-IV
Paper IV (Optional)
Photo Journalism

Unit- I

Photojournalism: definition - Nature - functions, Types and sources of news pictures - photo elements - photo editing - photo features - writing captions, Legal and ethical aspects of photojournalism.

Unit- II

Techniques of photography working of a camera - F-stops and shutter speeds – Exposure control - Using Camera's Meter - Media Speeds - Different Metering Situations -TTL Light meter - Middle or 18%. Gray, Four Shooting Modes, Depth of Field: Compensation With Shutter Speeds – Selective Depth Of Field Examples – Using The Scale and Preview.

Unit- III

Film Media: Types of Film - Advantages of Different Films - Indoor/Outdoor Films - Digital Media: Removable Memory Cards - Types of Cards - The 'Formatting Option, Media Speed and Color: Light sensitivity and ISO Numbers - Using ISO Ratings - Media Color and K Settings - Color Temperature and Light,

Unit- IV

Lenses: Lens Focal Length - Lens Speed - Lens 'angle-of-view'. Lens Extenders, Daylight Photography: Using Light - changing Sunlight - Shooting in Bright Sunlight, Flash Photography: Creating Light- Flash . Types & Sizes - Exposure Controls - Filters: Using Color Filters - Skylight And UV Filters - The Polarizing Filter - Special Effects Filters.

Unit- V

Steady Shooting: Holding the Camera-Tripod Use - Cable Releases - Film vs. Digital, Photographic Brightness Range - Applications for the Digital Media.

Reference books

- 1, Newness. Basic Photography
- 2, Hamlyn; The Hamlyn Basic Guide to Photography
3. Cyernsheim, GIR: History of Photography
4. Bergin; Photo Journalism Manual
5. Rothsteline. A : Photo Journalism
- 6, Mcintosh; Successful Freelance Photo Journalism
7. All India Conference on Photo Journalism -1973
8. Milton Feinber: Techniques of Photo Journalism

SEMESTER-IV
Paper IV (Optional)
Organizational Communication

Unit-I

Organization; Basic concepts, functions, Types and Theories of Organization - Traditional Vs. Modern approaches - formal and informal organizations - growing size and complexity of modern organizations,

Unit-II

Introduction to Organizational communication - application, scope, role and its relevance in private and public sector organizations-management communication, flow and direction-formal communication channels - downward, upward, horizontal and diagonal channels, informal channels-The grapevine-Rumors.

Unit-III

Influence of environment on organizations-environmental analysis - communication audit-Social audit.

Unit-IV

Human Relations Approaches -Theories of Human Relations, Human motivation, Quality Circles - Case studies, decision-making process - models of decision making small group decision making-group dynamics,

Unit-V

Organizational crisis-types, crisis management-concepts and role of communication Community relations - society's demands to improve quality of life-government relations - Future scenario of organizational communication-

References books

1. Dharam Vira Agarwal; *Organisational Communication Management concepts practice & techniques*, Deep and Deep publications, E-1/24, Rajouri Garden, New Delhi-27
2. Katherine Miller, *organizational Communication, approaches & Process*, Wadsworth Publishing Company London, New York
3. Durga Chandra Nadurijanakiram, *Quality Circles Growing Big through small groups*, Tata Megraw Hill Publishing Company, New Delhi
4. Nair Rajan. N. *Marketing*, Sultan Chand Publications, New Delhi
5. Sengupta Subrato, *Brand Positioning*, Himalayan Publications Company Ltd, New Delhi