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**

<table>
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<tr>
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(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

Unit –II

Unit – III

Unit – IV

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

Reference Books:
7. Defluer and Ball Rockech, Theory of mass communication.
SEMESTER-I
Paper – II
History of Mass Communication

Unit-I

Unit II

Unit-III

Unit-IV

Unit-V

Reference books:

2. S.Natarajan. Indian Journalism.
6. Publication Division: Five Eminent Editors.
10. U.L. Barua: This Is All India Radio.
Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V

Reference Books:

1. Emery, Adult & Ages: Reporting and Writing the News.
SEMESTER-I
Paper-IV
Editing & Newspaper Production

Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V

Reference Books:
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:
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

Reference Books:

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:
SEMESTER-II
Paper-III
Reporting for Electric Media.

Unit-I

Unit-II

Unit-III

Unit-IV

Unit-V

Reference Books:

2. TV Sound Operations – Glyn Alkin
4. TV Lighting Methods - Miller Son Gerald, Focal/Hastings House, New Delhi.
SEMESTER-II
Paper-IV
Editing For Electronic Media

Unit-I
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 programe
production – sS strture 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

Reference Books:

2. Video Production Hand Book – Miller (Focal Press)
   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.
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

Unit-III

Unit-IV

Unit-V

Reference Books:

**SEMESTER-III**
**Paper-I**
**Development Communication.**

**Unit-I**

**Unit-II**

**Unit-III**

**Unit-IV**

**Unit-V**

**Reference Books:**
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, Competitions, 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:

   Publishers.
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  

Unit-III  

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:  
2. Dunn: Advertising its role in modern society.  
7. Wright: Advertising Campaigns  
SEMESTER-III
Paper-IV
New Media Technologies.

Unit-I

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:
SEMESTER-III
Media Management
Paper-V

Unit-I

Unit-II

Unit-III

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

Unit-V

Reference Books:
3. U.LBarua: *This is all India Radio*.
5. HR luthra: *Indian broadcasting*.
6. Reporters of information and Broadcasting ministry.
SEMESTER IV
Paper – 1
Public Relations: Theory and Practice

Unit -I

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
2. Bertrand R. Canfield: Public Relations.
3. Stephenson: Handbook of public Relations,
4. Sam Black: Practical public Relations.
5. J. H. Kaul: Public Relations in India,
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

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 & Unwif Ltd  
D.W. Burkett (1973): Writing science news for the mass media, Gulf publishing company, Rodas, Texas, USA
SEMESTER-IV
Paper III
Media and Human Rights

Unit -I

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

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
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

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

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 Circle - 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
3. Durga Chandra Nadurijanakiram, Quality Circle Growing Big through small groups, Tata Megraw Hill Publishing Company, New Delhi
5. Sengupta Subrato, Brand Positioning, Himalayan Publications Company Ltd, New Delhi