

**DEPARTMENT OF M.A. JOURNALISM AND MASS COMMUNICATION (JMC)
KAKATIYA UNIVERSITY, WARANGAL**

**MA.JMC, CHOICE BASED CREDIT SYSTEM (CBCS) REVISED SYLLABUS
W.E.F. 2023-24 CDOE (SDLCE) & 2024-25 REGULAR.**

SEMESTER-I

Paper-I

101-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.

Paper-II

102-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 1970s-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.

Paper III

103-Reporting and Editing For Print Media

Unit- I

Detailed analysis of news - definition - concepts- components values sources- press conference - Interviews - qualifications and responsibilities of reporter - ethical aspects-Reporting special events - disasters and accidents crime - sports budget courts -legislature reporting - speech reporting - investigative reporting - science reporting

Unit -II

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

Unit -III

Editor-News editor - Sub-editor- their responsibilities - Editorial writing - Letters to the editor - Leads - Principles of rewriting

Unit- IV

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

Unit- V

Column writing - writing creative middles - language as a tool of writing principles of grammar-practical exercises Photo editing/cropping - Layout and design of different pages - Magazine production techniques

Reference books:

- 1.WL Rivers. (1984). News in Print, New York: George Allen & Unwin Ltd.
- 2.Curtis Macdougall (1953). Interpretative Reporting, New York: George Allen & Unwin Ltd.
- 3.Rangaswami Parthasarathy (1984). Basic Journalism, New Delhi: Macmillan
- 4.Bruce Westley. (1985). News Editing, New Delhi: IBH Publishers.
- 5.Frank Barton. (1989). The Newsroom: A Manual of Journalism, New Delhi: Sterling Publishers.
- 6.R. Parthasarathy. (1984). Basic Journalism, New Delhi: Macmillan.
- 7.Lynette S. Burns (2002). Understanding Journalism. London: Sage Publications.

Paper-IV

104-Development Communication.

Unit -I

Development - Different concepts - causes for under development - theories of development economic theory-Walt Rostov - sociological theory-modernization theory – Dependency theory Dominant Paradigm-new paradigm of development - Sustainable development-Development-dilemmas - Millennium Development Goals- diffusion of innovations - An overview.

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

Multimedia 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 Serves (1996): Participatory communication for social changes New Delhi: Sage publications.
6. Richard Peet (2005): Theories of development Jaipur Rawat Publications.

Paper V

105-Magazine and Photo Journalism

Unit-I

Introduction to magazine journalism. Types of magazines - News, general interest, and specialized magazines - women, children, leisure, business, science and technology, sports, society, environment, among others. Use of visuals in magazines, Planning the editorial mix of a magazine-- articles, news stories, features etc., Trends in magazine publishing.

Unit-II

Process of magazine writing choosing a topic, Identifying sources, gathering information. Writing of various types of articles and features. Importance of rewriting.

Unit-III

Objectivity vs Subjectivity in magazine writing. Slanting, Content and writing style of different magazines. Approaches to editing specialised and glossy magazines-like fashion, city. travel etc., Studying the requirements of magazines. Concept of Freelance journalism and freelancing, Marketing features.

Unit-IV

Introduction to photography: Types of cameras, Understanding the camera-shutter types, The Shutter/Aperture relationship, Film size, Types of films, Lenses: the Basic Lens, Lens characteristics, Depth of field, Special lenses, Filters. Handling the camera, basics of exposure, camera angles, composition. Developing and Printing, the good negative, Lighting practices and sources, Basic flash lighting, types of light meters, Judging exposure.

Unit-V

An overview of Photo journalism, Trends in photo journalism. Use of Graphics and photographs in magazines and newspapers, Picture categories, Qualities of a good photograph. Single picture and caption: Judging the single Photograph. News photos, People pictures. Role of a photo editor, selection and editing of photographs, writing captions. Photo features-planning and production. Colour photography-films, lighting, exposure and printing, digital photography. Images- JPEG, TIFF etc. Cropping, Photo syndicates. Ethics-the tragic photo, shooting tragic scenes, staying out of the way, Photo journalism and the law, Issues of Libel and invasion of privacy, Freelancing.

Reference Books:

1. Abel- What's Wrong with Picture
2. Harold Evans- Picture on a page
3. Jack Price- News Photography
4. Kalish & Edom- Pictures Editing
5. K.Kobra- Photo Journalism: The Professional Approach
6. Milton F- Techniques of Photo Journalism
7. Hoy- Photo Journalism: The Visual Approach
8. Roland E. Wolseley- Understanding Magazines
9. Richard Geham-How to write and sell magazine articles
10. Roy Paul Nelson -Articles and Features.

Semester-II
Paper I
201-Trends in Communication Theory

Unit- I

Introduction to communication- definition-communication process-source-message-channel-receiver-feedback Shannon & Weaver model of communication- redundancy-entropy-channel-medium-code Other communication models- George Gerbner- Lasswell- Newcomb- Westley & MacLean Semiotics-signs and meaning-categories of signs-convention- the organization of signs

Unit-II

Mass media-functions-characteristics Models of communication-two-step flow of communication-Gate-keeping models-White and Ruge and Galtung Diffusion of innovation of model News diffusion models

Media dependency model Agenda-setting

Unit-III

Marketing communication-characteristics- effective communication- ad clutter-reinforcement-sleeper

Effect Organization communication- vertical-horizontal-diagonal- information overload-bypassing-suggestions for improving organization communication Verbal and non-verbal communication-differences- similarities- types of verbal communication-types of non-verbal communication

Unit-IV

Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory- Communist media theory- Democratic participant Theory- Development Media Theory Media and accountability-types of accountability- media role in society Critical theory- the rise of cultural theories in Europe- Frankfurt School

Unit-V

Media effects-short-term and long-term Four models of media effects-direct effects-conditional effects-cumulative effects-cognitive-transactional model Socialization of effects of media

Reference books :

1. David Berlo. (1960). The Process of Communication. London: Holt, Rinehart and Winston
2. Stanley J Baran and Dennis K Davis. (2006). Mass Communication Theory: Foundations, Ferment and Future, New York: Thomson Wadsworth.
3. Uma Narula. (1976). Mass Communication: Theory and Practice, New Delhi: Har Anand.
4. Denis Mcquail and Windhal. (1986). Communication Models, London: Longman.
5. John Fiske (2002.) Introduction to communication studies. London: Routledge
6. Peter Hartley (1999). Interpersonal communication. London: Sage.
7. Elizabeth M Perse (2004). Media effects and society. London: Lawrence-Erlbaum Ltd.
8. Denis Mcquail (2005). Mass communication theory, New Delhi: Sage.
9. K. Abhishek and Ramakrishna Challa (2015), Elements of Print Media and Journalism: An Overview, New Delhi: Kanishka Publishers.
10. DeFluer and Ball Rockeach. (1989). Theories of Mass Communication, New York: Longman.

Paper-II

202-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- Writing 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.

Paper-III

203-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 Interview - News writing Script, Visual Treatment and Sound Bytes. Qualification, 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.Vasuki Belavadi. (2008). Video Production, New Delhi: Oxford University Press.
- 2.Stuart Hyde (1998). Radio and Television Announcing, New Delhi: Kanishka Publishers.
- 3.Chatterji P. C. (1991). Broadcasting in India, New Delhi: Sage Publications.
- 4.Saksena Gopal (2000). Television in India: Changes and Challenges, New Delhi: Visas Publications.
- 5.Chapman, Jane and Marie Kinsey (eds.) (2009). Broadcast Journalism: A Critical Introduction, London New York: Rout ledge.

Paper-IV

204-Media Laws, Ethics and Fact Checking

Unit-I

Indian Constitution - Salient features - Fundamental rights - Article 19(1) (A)- Freedom of the press. -Official Secrets Act, 1923 - Books and registration of newspaper act1956- working journalists Act, 1955- Press and publication (Parliamentary Proceedings) Act, 1976.

Unit-II

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 - Sakalnews papers vs Union of India - Benett Coleman and Co vs Union of India Indian Express vsUnion of India (1986).

Unit-III

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-IV

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.

Unit- V

Fake News, Deep Fakes, Misinformation, Disinformation, History of Fact Checking, Internal and External Fact-Checking, Types of Fact-Checking and Fact Checking Tools

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.
4. Brook Borel-The Chicago Guide to Fact Checking (Chicago Guides to Writing, Editing, and Publishing)
5. Brooks Jackson and Kathleen Hall-Jamieson- un-Spun finding facts in a world of (disinformation)

Paper V

205 (A)- Telugu Journalism

Unit-I

Brief history of the development of the Telugu Press. Pioneers of Telugu Press -Kandukuri Veereshlingam, Mutnuri Krishna Rao, Kasinathuni Nageshwar Rao Panthulu. Contribution of Telugu Press to freedom struggle and social reform movement. State of Telugu Press before the launch of Eenadu. Evolution of contemporary Telugu Press

Unit -II

Contribution of Telugu Newspapers. Comparative study of content and design of contemporary Telugu newspapers. Trends in Telugu Journalism. A critical analysis of content of Telugu newspapers- Articles, features, middles, editorials, columns and cartoons. Special pages, supplements and district editions. Magazines in Telugu. Online newspapers

Unit -III

Reporting news, editing and page design. Writing special reports, features, middles etc., News analysis, editorials and edit page articles. Interview story. Use of Internet by reporters and sub-editors. Writing for magazines.

Unit -IV

Study of language and style, The art of translation. Problems of translation language, equivalent words etc., Coining of new words and phrases. Editing copy in Telugu, Headline writing. Photo captions and photo features. Rewriting and integration of stories. Magazine editing and design.

Unit -V

Writing for television and radio-news writing, features, humour and satire, special reports, specific audience programmes like youth, women and children. Interviewing, preparation for panel discussions.

Reference Books:

1. Rayprolu Ananda Bhaskar- Journalism Charitra Vikasam
2. Pothuri Venkateswara Rao- Telugu Prikalu-Andhrajathi Akshara Sampada
3. Mallampudi- Telegu Vignana Sarwasam
4. M.Venkatarangayya- Sangraha Andhra Vignana Kosam
5. Narla Venkateshwara Rao- Prabhandam Parijatam
6. Uma Shankar, Joshi & Panduranga Rao- Art of Translation
7. Rachamalla Ramachandra Reddy-Anuvada Samasyalu

Paper V

205 (B)-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, in formal channels-The grapevine-Rumours.

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 McGraw 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.

Special Instructions PAPER 206:

M.A. JOURNALISM & MASS COMMUNICATION (JMC)
KAKATIYA UNIVERSITY

I year (Second Semester)

206-Paper-VI

MAX.MARKS = 100

Students need to do Internship through field work and assignment submission on the assigned area or beat with the approval of the department.

FIELD WORK

Semester III
Paper I
301-Development and Rural Communication

Unit-I

Concepts of Development and underdevelopment - theories and models of development Dominant paradigm, modernisation, empowerment, participation, sustainable development etc. Concept and critique of HDI. Development as a right, intervention of civil society organizations, NAPM, MKSS.

Unit-II

Alternative models of development, different perspectives; Western and Indian view points. Issues in development social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, Millennium Development Goals.

Unit-III

Nature and concept of development communication. Role of different media in development Communication-Print, electronic and folk media. Use of ICTS and emerging technologies in development. Digital divide, Development-support-communication. Critical appraisal of efforts by government and non-government organisations (NGOs) economic uplift. Case studies in Devcom - Urban and rural perspectives. Education, health and irrigation

Unit-IV

India's rural scene, rural social structure, social change, patterns of rural communication, oral, informal and interpersonal communication. Traditional and folk forms, Barriers and accelerators to change.

Unit-V

Extension - nature, concept and characteristics of communication, structure of extension networks in India, Andhra Pradesh. Methods of extension- exhibitions, visual aids, training and visit system, case studies in extension. Krishi Vignan Kendras.

References books

1. O.P. Bhatnagar- Education, Communication and Development
2. Srinivas R.Melkote- Communication for Development in Third world Countries
3. K.N.Singh &S.N.Singh- Effective Media for Rural Audience
4. P.R.R. Sinha-Communication and Rural Development
5. B.Balaswamy- Communication for sustainable Development
6. J.B.Ambedkar- Communication and Rural Development
7. L.Vinod Kumar-: Traditional Folk Media in India
8. Shyam Parmar-: Development Communication for Agriculture.
9. R.K.Samanta-: Technology transfer and Communication
10. Alan Hancock-: Kurukshetra, Village, Journal of Rural Development, Social Action

Paper-II

302-Analytical News Writing and Editing

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

Analytical writing for newspapers, types of analytical writing, editorials, Open-Editorial (Op-Ed) articles writing, columns, special features writing.

Unit-III

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

Unit-IV

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

Unit-V

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

Reference Books:

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

PAPER -III
303-Media Management

Unit-I

Types of organizations - functions – newspapers departments-editorial circulation-advertising - Production - Types of ownership pattern - Advantages and disadvantages.

Unit-II

Newspapers finance and control - newspapers 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: Newspaper 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 Voll&II.
9. Vanita Kohli (2006)The Indian median Business: New Delhi: Sage.

Paper-IV

304-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 - newspapers - 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 - Trademarks - 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 behaviour- principles of campaign planning - allocation of advertising budget.

Unit-V

Advertising and Marketing information systems: Techniques of pre-test 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. Wamer: 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.

Paper-V

305-Freelance Journalism

Unit-I

Writing Process: Looking for story ideas, Planning, generating material, organizing material, selecting appropriate format, draft and edit-language elements etc. Different genres of media writing. Forms of Journalistic writing: News writing, column writing, article writing, feature writing, humour writing, editorial writing.

Unit-II

Writing news for newspapers: Newsgathering - Sources- Types, Importance. News writing, essentials of news writing - objectivity, attribution, structure of news stories, Spot reporting, in-depth reporting, investigative reporting.

Unit-III

Writing for specialized audiences / magazines: General interest, and specialized magazines in niche areas - women, children, leisure, business, science and technology, fashion, travel etc., subjectivity in magazine writing. Reviewing art and culture. Writing on science and technology.

Unit-IV

Use of visuals in magazines, planning the editorial mix of a magazine - article, news stories, features etc., Trends in magazine publishing.

Unit-V

Freelancing/content development: Freelance writing - Choosing a topic, Identifying sources, gathering information, importance of rewriting, Slanting, Studying the requirements of magazines/newspapers, Marketing features, Content development for newspapers, E-Journals, On-line magazines. Blogging, Avenues for freelance marketing, and Basics of page make-up

Reference Books:

1. Tony Harcup - Journalism
2. Louisa Peat O'Neil- Travel Writing: See the World, Sell the Story
3. Terri Thompson-:Writing about Business: The New Columbia Knight-Fashion Design-
4. James C. Foust, Holcomb Hathaway : Online Journalism: Principles and Practices of News for the Web
5. James Glen Stovall- Web Journalism: Practice and Promise of a New Medium
6. Matthew Ricketson- Writing Feature Stories
7. Mencher, Melvin-Basic news writing
8. Chakravarthy, Jagadish :Cyber media journalism
9. Yudkin, Marcia-Freelance Writing For Magazines And Newspapers
Breaking in without selling out
10. Murthi, R K- :Journalism: A Guide to Free-Lancing,

SEMESTER IV
Paper-I
401-Public Relations and Corporate Communications

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

Unit-IV

Corporate Communications, Definition, Concept and Genesis of Corporate Communication, Types of Corporate Communication, Differences and Similarities between Public Relations and Corporate Communication.

Unit-V

Corporate Communication Tools-Lobbying, Sponsorship, Corporate Reputation, Corporate Identity, Crisis Communication, stakeholder expectations, target audiences, corporate Citizenship, Corporate Social Responsibility, Feedback.

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. Finn. Public Relations and the Management.
- 5.J.E. Marsen: Modern public relations.
6. Roy-Corporate Image in India
7. Dr. Sapna. M.S-Corporate Communication
8. Dr. Nitin Singh Sikarwar, Prof. Lalit Prasad Jaiswal and others- The Basic Principles of Corporate Communication

Paper -II

402-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:

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

Paper -III

403-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 covenants 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.

Paper IV

404-New Media Technologies and Digital Journalism

Unit-I

Information and Communication Technologies & and New Media, Evolution of ICTs and New Media, Characteristics, Traditional media giving way to ICTS/ New media; Origin and growth of World Wide Web and Internet basics - components, technology- protocol, structure, governance, uses, accessibility; Internet Service Providers (ISPs), bandwidth. Internet in India - status, developments and problems.

Unit-II

Information revolution, Concept of Information society - Frank Webster and Daniel Bell, Network Society- Castells; Anthony Giddens - the idea of surveillance society, Post modernism and Information society; Regulation School Theory Herbert Schiller on Information and market; Habermas on information and democracy, Virtual Public Sphere, Democratization of information, Digital Divide

Unit-III

New Media and Society -New media and new audience, New media and the prospects for democracy Internet as alternative source of information in non-democratic states, New media route to development- e-governance, e-commerce, informatization, technopolis /agglomeration, social construction of technology: Customized content; Impact of new media on communication, law, art, political science, history, science, Game Theory, economics, international relations and rhetoric

Unit-IV

Digital/Online Convergent journalism- characteristics- integrating text, audio, video, infographics, power points, slides, image and video formats; Tools - hangouts, video on demand, internet radio and web TV, Twitter, what's app, skype, hike

Unit-V

New roles of journalists in the digital era- producer, visualiser etc; Citizen journalism/User Generated content- Social media and journalism: YouTube, Face book, Twitter, Crowd sourcing -issues of veracity and credibility, Social media use by the Central/State Governments and guidelines.

Reference Books

1. Leah A. Lievrouw & Sonia Livingstone Albarran and Goff
2. Crispin Thurlow, Laura Lengel
3. Balan K.R
4. Theories of Information Society, by Frank Webster.
5. Ligimol Fernando-Digital Journalism
6. Dr. Kiran Thakur, Dr. Makarand Pandi, and Dr. Yogesh Joshi-Fundamentals of Digital Journalism

Paper V

405 (A) -Political Communication

Unit-I

Political communication-definition-scope and nature Politics, democracy and media-the theory of liberal democracy-constitutionality-participation-rational choice-public opinion and public sphere-the role of media in democracy Political journalism in India: status and dynamics

Unit- II

Parties-Akali Dal- Shiv Sena-DMK-AIDMK-Telugu Desam-Samajvadi party-BSP- Bharatha Rashtira samithi – YSRCP- Janasena- Telangana Jana Samithi Political parties in India-Congress- BJP-CPI-CPI (M)-the emergence of regional political Elections in India-setting up elections commission in India-conduct of elections- model code of conduct- voter education-use of technology-media and elections

Unit-III

Campaigns - agenda-setting-gate-keeping and the media-the spiral silence and the social Political messages-political advertising-political campaigns-news coverage of political nature of man

Unit- IV

Spin-doctoring -the art of political public relations Selling politicians and creating celebrity status Selling policies and beliefs Film stars and political images Political campaigns and their impact

Unit-V

Political issues in India-corruption- language and politics- television and politics-national identity and communications.

Reference books

1. Brian McNair (2012). Introduction to political communication (fifth edition). London:Routledge.
2. Eric Louw. (2010). Media and Political Process, New Delhi: Sage.
3. Peter Gonsalves. (2010). Clothing for Liberation, New Delhi: Sage.
4. John Corner. (eds) (2003). Media and Restyling of Politics, New Delhi: Sage
5. Arvind Rajgopal. (ed). (2009) Indian Public Sphere: Readings in Media History, New Delhi: Oxford University Press..
6. Peter DeSouza and E Sridharan (2012). India's political parties. New Delhi: Sage
7. SP Qurashi (2014). An undocumented wonder; the making of Great Indian election. New Delhi:Rupa
8. Arvind Rajgopal (2005). Politics after television. New Delhi: Oxford University Press.
9. Asha Sarangi (2009). language and politics in India. New Delhi: Oxford.
10. N Vittal (2012). Ending corruption. New Delhi: Penguins

Paper V

405 (B)-Gender and Media

Unit- I

Gender- Sex, Gender Identity and Gender role -Masculine and Feminine cultures- Gender values
Feminism - Types of feminism- Marxist- Socialist- Radical feminism Waves of feminism- first, second and third wave

Unit- II

Feminist communication theories - Structuralism- Muted group theory- Stand point theory-Post structuralism- Performance and positioning theory - Transgender and Cobourg theory Gender politics: Gender, sexuality and social exclusion, Social movements and gender

Unit -III

Gender and communication, verbal interaction- non-verbal interaction-topics of discourse- perception and evaluation of speech Women and international communication - Women's International Network (WIN) news, Women's International News Gathering Service (WINGS), Feminist International Radio
Endeavour (FIRE)

Unit-IV

Gender and Mass Media in a Global Context-Challenge of re-visioning gender values, Women journalists in the western world, Global context of women in communication- Women in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism, Gender issues and Media Activism, Special features, pages, and supplements for women.

Unit-V

Gender and violence- Screening and reporting violence - Effects of violence in media – News and mythology of anti-woman violence - Unusualness and crime news- Reforming the news -news, violence & women s Films and feminism- women in Indian cinema- Paradoxes within the image Women and TV images- Mass disconnect- advertising and women

Reference books

1. Donna Allen, Susan J Kaufman, Ramona, R. Rush (Ed). Women transforming
2. Communications. London: Sage Publications
3. Krijnaen Tonny-Gender and Media
4. Philip Shaver and Clyde Hendrick (1987) Sex and Gender. London: Sage Publications
5. Karen Boyle.(2002) Media and Violence. London: Sage Publications.
6. Marian Meyers. Engendering Blame: News Coverage of Violence against Women. London: Sage Publications
7. Pamela Creedon and Judith Cramer (2007). Women in Mass Communication. London: Sage Publications

Special Instructions -PAPER 406:

M.A. JOURNALISM & MASS COMMUNICATION (JMC)
KAKATIYA UNIVERSITY

II Year (Second – SEMESTER)

406-Paper-VI

MAX.MARKS = 100

Students need to do Internship in any media organizations or allied organizations like Ad agencies, publication centres etc., and submission of a hand written project report on the assigned topic. Viva-Voce will be conducted on the submitted project report.

PROJECT WORK

**Revised Syllabus With Effect From the Academic Year
2023-24 CDOE & 2024-25 REGULAR**



**Department of M.A. Journalism and Mass Communication (JMC)
KAKATIYA UNIVERSITY,WARANGAL-(TG)**