

# ADIKAVI NANNAYA UNIVERSITY

Structure and Syllabus under CBCS of Subject:

## **JOURNALISM & MASS COMMUNICATION**

Recommended Combinations – B.A.;  
Political Science, Economics and **Journalism & Mass Communication**  
*or*  
History, Political Science, **Journalism and Mass Communication**

A P STATE COUNCIL OF HIGHER EDUCATION

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**TADEPALLI, GUNTUR DT., AP**

**Course Structure of Journalism and Mass Communication**

Year	Sem	Paper	Title of the Course	Hours	Credits	Marks	
						Internal	External
Ist Year	I	1	History of Journalism in India	5	4	25	75
	II	2	Advertising	5	4	25	75
			<b>Practical</b> - Advertising	3	2	0	50
II nd Year	III	3	Reporting and writing for print media	5	4	25	75
	IV	4	Communication and Culture	5	4	25	75
			<b>Practical</b> - Reporting	3	2	0	50
III rd Year	V	5	Public Relations and corporate communication	5	4	25	75
		6	Media laws and ethics	5	4	25	75
	VI	7	General electives (select one ) Science communication Or Human rights and media	5	4	25	75
			<b>Practical</b> Public Relations and corporate communication practical Seminar	3 2	2 2		50 50
		8	<b>Cluster</b> A 1 : Radio Journalism 2 : TV Journalism 3 : Media issues (or) B 1 : Photo Journalism 2 : Magazine Journalism 3:Editing and newspaper production (or) C 1 : Globalization and ICT s 2: Internet and Social Media 3: Web journalism	5 5 5  5 5 5  5 5 5	4 4 4  4 4 4  4 4 4	25 25 25  25 25 25  25 25 25	75 75 75  75 75 75  75 75 75

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	P4	<b>Optional Addition:</b>				
		<b>Practical</b>	3	2		100
		Assignment in respective subjects	3	2		100
		Internship				100
		Viva Voce				
		<b>Total</b>				

**Syllabus of Journalism and Mass Communication**

**I. B.A.**

**Semester- I (Paper- I)**

**HISTORY OF INDIAN JOURNALISM**

**Unit 1:** Early Journalism in India - Hick's Gazette –Origin of Vernacular Press in India – Indian Press and Social Reforms – Contribution of Raja Ram Mohan Ray.

**Unit 2:** - Indian Press and Freedom Movement - Contribution of Mahatma Gandhi, Bala Gangadhar Tilak, Anne Besant – Dr.B.R.Ambedkar

**Unit 3:** Contribution of national eminent newspapers - Amrit Bazaar Patrika, Hitvad, Times of India, The Statesman, The Hindu, Free Press Journal, Indian Express, Leader.

**Unit 4:** The origin and growth of Telugu newspapers –Vrutathini, Dina Vruthamani - Telugu Press and Social Reforms - KandukuriVeeresalingam – Freedom Movement – Kasinadhuni NageswaraRao, Konda Venkatappaiah Panthulu,Mutnuri Krishna Rao, PattabhiSeetharamaiah.

**Unit 5:** Krishna Patrika, Andhra Patrika, Andhra Prabha - Telugu Press after 1970s - Changing trends in Telugu Journalism - Eenadu, Udayam, Andhra Jyothi, Visalandra, Prajasakhti – Vartha - Sakshi

**Reference Books:**

1. RangaswamyParthasarathy, (Reprint 2011)Journalism in India, Sterling publishers private limited
2. S.C.Bhatt, (2010), Indian press since 1955, Publication division
3. J.Natarajan,(2000)History of Indian Journalism, Publication division
4. Bangore, (1973)Brown jabulu-Telugu Journalism Charitra, Bangoreprachurana.
5. Potturi VenkateswaraRao, Telugu Patrikalu :, Press academy

**I. B.A.**  
**Semester- II (Paper- II)**  
**Advertising**

**Unit1**

Evolution of advertising – types of advertisements – Commercial advertisings – CSR Advertising – Public Service Advertising - Recent trends in Indian Advertising.

**Unit2**

Various phases of advertising - Planning and campaigns – Media selection – newspapers – Magazines – Radio - Television - Direct mail - Outdoor advertising - Hoarding - Bus panels-spectacular- Bulletins– advertising agency system -market research.

**Unit3**

Outdoor advertising in India -Commercial advertisings over - All India Radio -Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

**Unit 4**

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Color – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness

**Unit 5**

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

**Reference Books:**

1. Chunawala S A (1999). Foundations of advertising: theory and practice. New Delhi. Himalaya publishing House
2. Dunn S. Watson (1961). Advertising: Its role in modern marketing. New York: Holt,
3. Rinehart and Winston Mohan, Manendra (1981). Advertising management: concepts and cases. New Delhi: McGraw Hill
4. Wilmshurst, John. (1985) Fundamentals of advertising. London: Heinemann.
5. Wright, John S. and Mertes, J. (1976). Advertising's role in society. St. Paul, Minn: West
6. Wells Burnett Moriarty (2003). Advertising: principles and practice. Singapore: Pearson

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**I. B.A.**  
**Semester- II (Paper- II)**  
**Advertising Practical**

In the final exam, the candidates will be asked to appear for an exam where the external examiner will conduct the practical exam by giving a practice-oriented question. The answer paper will be evaluated by internal /external examiner.

**II.B.A**  
**Semester -III (Paper- 3)**  
**Reporting and Writing for Print Media**

**UNIT 1:** News Definition- News Value- Source of News –Structure of News–5W and 1H - Inverted pyramid pattern - Different types of News

**Unit 2:** Report writing skills for news stories, - Introduction to lead and Intro, super lead, Kinds of leads,

**Unit 3:** Kinds of reporting: Press Conference, Interviewing techniques, Human interest stories. Reporting Special events: Disasters and accidents, crime, Sports, Public Speech Reporting, Investigative reporting, Mofussil reporting, Citizen Reporting, Advocacy Reporting.

**Unit 4:** Features – News features – historical features - photo features –profiles – syndicate features. Reviews – definitions – scope –types of reviews – books –films – performing arts – contemporary trends in reviews.

**Unit 5:** Editorial writing – Types of editorials –Column writing – writing creative middles – language as a tool of writing

**Suggested reading**

- Anna McKane (2006). *News Writing*: London, Sage.
- Curtis Macdougall (1953): *Interpretative reporting*. New York George Allen & Unwin Ltd.
- L. S. Burns (2002). *Understanding Journalism*. London. Sage
- Susan Pape and Sue Featherstone (2005). *Newspaper Journalism: A Practical Introduction*, London: Sage.
- Bonnie, M, Anderson (2004). *News Flash Journalism*: New York, Jossey-Bass.
- Ian Hargreaves (2005). *Journalism A very short introduction*: London, Sage.
- Barbie Zeliezer and Stuart Allan (2004). *Journalism after September 11*: London, Routledge.
- Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
- George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
- Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
- Rangaswamy Parthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
- L. S. Burns (2002). *Understanding Journalism*. London. Sage
- Anna McKane (2006). *News Writing*: London, Sage.
- Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.
- Bowles A. Dorothy and Borden L. Diane (2000). *Creative Editing*, Belmont: Wadsworth, Thomson Learning Inc.
- Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
- Mencher, Melvin (2003). *News Reporting and Writing*, New York: McGraw- Hill
- Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd.

**II.B.A**  
**Semester- IV (Paper- IV)**  
**Communication and Culture**

**Unit 1.** Communication: Meaning-Definition and scope-Process and functions of Communication- barriers of communication.

**Unit 2.** Types of Communication: Intra- personal, interpersonal, group communication and Mass Communication; Verbal and Non- verbal communication, Flow of communication.

**Unit 3.** Basic Models of Communication: Shannon Weaver Model, Harold Lass well Model- Advance Models of Communication: Two step flow of Communication – Rogers and Shoemakers Model – Gate keeping Models.

**Unit 4.** Cultural rules and relationships- assertiveness v/s. Peace keeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements

**Unit 5.** Information, decisions and solutions- sources of business information-information and knowledge management-problem solving- conflict resolution- Intercultural negotiation -factors in negotiation-the phases in negotiation.

**Reference books**

1. Holt, Rinehart and Winston Stanley J Baran and Dennis K Davis. (2006):  
Mass Communication Theory: Foundations,
2. Uma Narula. (1976). Mass Communication: Theory and Practice, New Delhi: Har Anan
3. Denis Mcquail and Windhal. (1986). Communication Models, London: Longman.
4. John Fiske (2002). Introduction to communication studies. London:Routledge
5. Peter Hartley (1999). Interpersonal Communication. London: sage.
6. Denis Mcquail (2005). Mass communication theory, New Delhi:sage.
7. Defluer and Ball Rockeach. (1989) Theories of Mass Communication, New York:
8. Larry A Samovar and Richard E Porter (2003). Intercultural communication. London : Wadsworth Company
9. Linda Beamer and iris Varner (2009). Intercultural communication in the global work place. London: Tata McGraw Hill
10. Joann Keyton (2006). Communication and organization culture. London; Sage

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**II.B.A**  
**Semester -IV (Paper- 4)**  
**Reporting Practical's**

In the final exam, the candidates will be asked to appear for an exam where the internal/external examiner will conduct the practical exam by giving a practice-oriented question. The answer paper will be evaluated by internal /external examiner.



**III.B.A**

**Semester -V (Paper-5)**

**Public Relations and Corporate Communication**

**Unit-1**

Definitions – nature – scope- Evolution of PR in India – publicity – propaganda - Dynamic role of PR in public affairs – PR management– structure – PR policy – Four steps of PR - Methods of PR – Press relations – House journals- Periodicals – Books and other publications

**Unit- 2**

PR for central government –State government – Local bodies – Private Organizations – Employees relations Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – techniques – evaluation – recent trends.

**Unit 3**

Corporate Communication-Types - Marketing communications-Organizational communications- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams- Communication planning system-The communication agenda to build reputation.

**Unit 4**

Communication to Reputation- Brand, image, - The value of a good reputation- The influence of psychology, economics, strategic management, sociology, organizational science - Linking corporate communication to reputation- Defining identity- Corporate Identity

**Unit 5**

Communicating with the corporate Brand-The drivers of corporate branding-Strategy drivers-Organizational drivers- Employee drivers- Value drivers-Generating value from the corporate brand-Organizational associations-Typologies of corporate brands.

**Reference books:**

1. Cutlip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. J V Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. J V Vilanilam. (2005). Mass Communication in India. New Delhi; Sage.
5. Cees B.M. van Riel and Charles J Fombrun . Essentials of Corporate Communication: Implementing practicals for effective reputation management. Routledge. 2007
6. J Jaiswamy (2011). Corporate Communication, New Delhi: Oxford University.

**III.B.A**

**Semester -V (Paper-6)**

**Media Laws and Ethics**

**Unit 1**

Indian Constitution : The significance of the constitution and Preamble - Fundamental Rights and Directive Principle of State Policy- Nature of Judiciary.

**Unit 2**

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Article 19 (1) (A): Meaning, scope and importance of Article 19 (1) (A)- New Dimensions of Freedom of Speech and Expression - Important cases on Freedom of Speech and Expression-- Judgments of landmark cases - Freedom of Press and Right to Information.

**Unit 3**

Press Commissions: First press commission- Second press commission - Indian Working Journalist Movement and Wage Boards - Press council:History of Press Council of India- Composition of Press Council- Functions of Press Council.

**Unit 4**

Advertising policy of print media - Contempt of Court – Defamation - The Official Secrets Act, 1923- Books and Registration of Newspaper Act, 1956 Working Journalists Act, 1955

**Unit - 5**

Media and Ethics - Media Issues in India - accuracy-fairness-completeness- Journalism and objectivity- the influence of news values- objectivity in practice- redefining objectivity - use of language – Code of Conduct in Various Media – Ethical issues in Media – Social Responsibility of the Media Person.

**Reference Books:**

1. Reports of **Information** and Broadcasting Ministry: First press commission Report, Vol I & II.
2. Second press Commission Report Vol I & II.
3. VanitaKohli (2006) The Indian media Business: New Delhi. Sage.
4. B.N. Pandey, Indian Constitution: Central Law Publications
5. D. D. Basu, Introduction to Indian Constitution
6. D. D, Basu, (1996) Law of the Press Third Edition, Prentice Hall of India Private Limited, New Delhi

**III.B.A**  
**7 General Elective**  
**Paper**

**Semester -V (Paper-7)**  
**Science Communication**

**Unit 1**

Science communication – Definition – Nature – Scope and need – History of science communication – Key elements

**Unit 2**

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 3**

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 4**

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 5**

Health Communication-Overview- Issues and Trends- Opportunities and Disparities Health Communication- Sources-Barriers -Attributes -Community Outreach- Developing Effective Television Ads- Contemporary Approaches- Emerging Communication Techniques- Tele health and Telemedicine.

**Reference Books**

1. J V Vilanilam (1993): Science Communication and Development. Sage Publications, New Delhi
2. D.W.Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Texas, USA
3. Richard K Thomas (2006): Health Communication. Springer. USA

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4. Brian Brown, Paul Crawford and Ronald Carter (2006). Evidence-based health communication McGraw Hill. London

**Semester -V (Paper-7)**

**Human Rights and Media**

**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

**Suggested Reading**

- 1.GopalaBhargava (2001). *Human rights concern of the Future*. New Delhi: Gyan books.
- 2.H.OAggarwal (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.

**Practical**

In the final exam, the candidates will be asked to appear for an exam where the external examiner will conduct the practical exam by giving a practice-oriented question. The answer paper will be evaluated by internal /external examiner.

**Paper 8**

**CLUSTER ELECTIVE A**

**1. Radio Journalism**

**Unit I:** Radio as a medium- Radio as a medium of mass communication in today's context - Characteristics of radio - Limitations of radio

**Unit II:** Different modes of transmission & stations - Three Modes of transmission: AM, SW and FM - Different types of radio stations

**Unit III:** Radio journalism- Meaning & Definition -Qualities of an anchor/presenter - Importance of pronunciation & voice modulation

**Unit IV:** Radio Formats - Meaning & Importance- Radio news - Radio talks - Radio features

**Unit V:** Practical training in radio production- Preparation of audio brief - Write news for radio - Write a feature for radio -Write questions for a radio talk- Research and drafting of questions for interview.

### **Suggested Reading**

- P. C. Chatterji (1987). *Broadcasting in India*. New Delhi: Sage Publications
- U. L. Barua (1983) *This is All India Radio- a handbook of radio broadcasting in India*. New Delhi: Publications Division
- Mehra Masani (1976) *Broadcasting and the people*. New Delhi: National Book Trust
- H. R. Luthra (1986). *Indian Broadcasting*. Publications Division, Ministry of Information and Broadcasting, Govt. of India
- G. C. Awasthi (1965). *Broadcasting in India*. New Delhi: Allied Publishers
- [Vanita Kohli-Khandekar](#) (2010). *The Indian media business*. New Delhi: Sage Publications
- Sharafat Yar Khan (1993) *Fundamentals of broadcasting- A Broadcaster's Companion*. New Delhi: Ideal Impressions (P) Ltd.
- Vyas R.V. (2002). Educational radio in India, *Turkish online journal of education July 2002 Vol. 3 Number 3*
- Singh M. (1999). Role of radio is more vital today, *Communicator: July- September 1999 pg 53-56*
- <http://www.allindiaradio.org>

## **Paper 8**

### **CLUSTER ELECTIVE A**

#### **2. Television Journalism**

**UNIT I:** Television as medium of mass communication – Video revolution Origin and growth – Characteristics -- Doordarsan origin and Growth in India – SITE - of Stages in TV programme production – Audience

**UNIT II:** Types of TV Programmes - TV News – Principle Code - News telecast technique – Programmes for special audience – Women – Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics

**UNIT III:** Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization – DTH TV – HD TV

**UNIT IV:** Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays. **UNIT V:** Studio operations: Sound and acoustics – Microphones –Lighting – Floor planning – Duties of the TV crew - Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmes – Role of producer and News presenter -- Tapes and recording – different formats – dubbing - Cameras – Lenses – Basic shots – Movements – Video editing

### **Suggested Reading**

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- Vasuki Belavadi. (2008). *Video Production*, New Delhi: Oxford University Press.  
Stuart Hyde (1998). *Radio and Television Announcing*, New Delhi: Kanishka Publishers.  
Chatterji P. C. (1991). *Broadcasting in India*, New Delhi: Sage Publications.  
Saksena Gopal (2000). *Television in India: Changes and Challenges*, New Delhi:  
Visas Publications.  
Chapman, Jane and Marie Kinsey (eds.) (2009). *Broadcast Journalism: A Critical  
Introduction*, London New York: Routledge.

**Paper 8**  
**CLUSTER ELECTIVE A**

**3. Media Issues**

**Unit I:** Indian Press- Types of ownership pattern – Advantages and disadvantages- Newspaper registration process– Registrar of Newspapers of India- Structure and duties- newspaper circulation– Readerships surveys – Audit bureau of circulation-Advertising policy of Government of India- Indian newspaper society- origin and present status.

**Unit II:** Press commissions – Recommendations first press commission - second press commission-recommendations- Wage policy - Wage boards-Indian working journalists' movement- Indian press-expansion of newspapers-circulation strategies- import of newsprint- Foreign direct investment in print media.

**Unit III:** Autonomy of radio and television in India-Committees of Information and Broadcasting ministry-Chanda-Verghese- Varadhan committees- PrasarBharthi- Liberalization of airways.

**Unit IV:** Privatization of radio-FM radio in India-growth of FM radio-business trends-content in FM radio-broadcasting news and issues in FM radio- Community radio in India-guidelines –content-present status of community radio/campus radio-the future of community radio.

**Unit V:** Television – Private TV – Uplinking and down linking policy of government of India.-Cable TV- DTH- Internet protocol television (IPTV)-TV ads. Regulations- Digital television-TRP ratings-Television regulatory authority of India.

**Suggested Reading**

- Herbert Lee: *Newspaper Organization and Management*. New Delhi: Surjeet publications  
P.C.Chatterji (1988).*Broadcasting in India*. New Delhi. Sage Publications  
MehraMasani (1986); *Broadcasting and the people*. New Delhi. National Book Trust.  
*Reports of Information and Broadcasting Ministry*.  
*First press commission Report , Vol I & II*.  
*Second press Commission Report Vol I & II*.  
VanitaKohli (2010) *The Indian media Business*: New Delhi: Sage  
Ravidra Kumar (2014). *Three scores and fifteen*. New Delhi: Indian Newspaper Society  
Publication

## **Paper 8**

### **CLUSTER ELECTIVE B**

#### **1. Photo Journalism**

**Unit I:** Photo Journalism - History of photojournalism- Photographer vs Photojournalist. Understanding visuals- Human interest visuals- Photography for different media- Newspaper, magazine, internet-Importance of visuals in journalism- Timeliness, unbiased and narrating the story.

**Unit II:** Techniques of Photojournalism- Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras- Different types of lenses- tripod, flash- Aesthetics of photojournalism- Composition- Camera angles-Types of image formats- Raw, JPEG, TIFF. Understanding Lights- Mobile phone for photo journalism.

**Unit III:** Types of Photojournalism- Sports photojournalism- Travel photojournalism- Food, Still Life- Science- Medical- spot news-War photojournalism - Wildlife photojournalism.

**Unit IV:** Photo feature and Editing- The online photo editors- Manipulating the images- Applying effects- Technical skills for photo journalism.

**Unit V:** Ethical and Legal Issues- Staging versus truthfulness- Treating subjects with respect- Privacy, Stereotyping- Public interest visuals- Photography and digital technology- Photojournalism as a profession and business- Photo Agencies- Their role in media- Photo freelancing as a profession-Photojournalist as a writer.

#### **Suggested Reading**

1. Parrish, Fred S., (2001). Photojournalism: An Introduction, Wadsworth Publishing.
2. Brill, Betsy. (2001). Photo Journalism: The Professionals' Approach, Focal Press.
3. Hoy, Frank P., (1993) Photojournalism: The Visual Approach, Prentice Hall Books.
4. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press
5. Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing.

## **Paper-8**

### **CLUSTER ELECTIVE B**

#### **2. Magazine Journalism**

**Unit I:** Definition and types of magazines – News- Special interest- General, lifestyle, glamour, gossip.

**Unit II:** Brief history of the magazine-International Magazines- Magazines in India- Their boom- Glorious years of the new magazine.

**Unit III:** Magazine formats and their difference from other media- magazine formats within a genre -Unique features of magazines.

**Unit IV :** Overview of English and Telugu language magazines today- Vernacular magazines- specialized magazines such as literary, interior, fashion, food, travel magazines

**Unit V:** Editing for a magazine - Niche' journalism- Financial, Cultural, Women, Sports, health, Entertainment, Travel, Developmental magazines

#### **Suggested Reading**



- Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
- Baird, Click; Magazine and Production; 4th edition
- Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson-Hall
- Melkote, Srinivas; Communication for development in the third world; (1991); Sage
- Ed. Glasser, Theodore; The idea of Public, Journalism;(1999); Guilford Press
- Bathla, Sonia; Women, Democracy and the Media; (1998); Sage Publication
- Joseph, Ammu and Abraham; Whose News
- Venkateswaran, R.J; How to Excel in Business Journalism; (1994); Sterling

### **Paper-8**

#### **CLUSTER ELECTIVE B**

### **3. Editing and Newspaper production**

**Unit I:** Editing – definition – principles– Hierarchy of editing department – Qualities – Duties and responsibilities of news editor/copy editor/sub editor – news flow management – leader writers – editorial board

**Unit II:** Using correct grammar and punctuation – Consistent style and correct words, numerals, abbreviations, capitalization, time, dateline, checking facts, reliability of different source, editing stories

**Unit III:** Leads and Headlines arrangement – Types of headlines – Purpose – Characteristics – Guidelines – Placement – alignment – Typography – Type size – Width – Style – Weights

**Unit IV:** Design and layout – Design principles – Contrast – Proportion – Unity – Design element – Body type – Borders – Open space – Art – Color – Layout style - newspaper layout – Basic guidelines – Inside pages – Pagination layout.

**Unit V:** Editing pictures – Photo shop – Selecting pictures – Selecting the best shot – Preparing images for publication – Scanning – Selecting a file format – Cropping and scaling photographs – Editing information graphic – Types – Guidelines – Evolution Printing Technology.

**Suggested Reading**

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. Parthasarathy: Basic Journalism. New Delhi: McMillan

**Paper-8**

**CLUSTER ELECTIVE C**

**1.Globalization and ICTs**

**Unit I :** Globalization- Definition, Context and Challenge- Globalization and International Politics- Globalization and International Institutions- UN, World Bank, IMF, GATT and WTO, NGOs, MNCs

**Unit II:** Globalization networks and their impact- Globalization, ICT and Development- Technical Origin, Innovations and Productivity, Socio-economic impacts, Political impacts, ICT and E-commerce

**Unit III:** Diffusion of ICT- the Digital Divide- Indian Economy, Employment and ICT- ICT markets and labor markets- Software and Hardware industries- Indian IT industry

**Unit IV:** State, ICT and Development- ICT and Good Governance- Governance Virtual to real- Bridging the Digital Divide- ICT Options for India- Policy issues- ICT in rural India- the Kerala Experience

**Unit V:** ICT enabled partnerships in rural India, E-Governance through partnerships, ICT and service delivery- E seva- Case studies, Cyber laws and its implications

**Suggested Reading**

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1. Sumit Roy. (2005). *Globalization, ICT and Developing Nation*, New Delhi: Sage.
2. R. K. Bagga, et al. (2005). *The State, IT and Development*, New Delhi: Sage.
3. James N. Rosenau and JP Singh. 2006). *Information Technologies and Global Politics*, New York: State University of New York Press.
4. David Held et al. (2005). *Debating Globalization*, New York: Polity Press.
5. Peter N. Stearns. (2010). *Globalization in World History*, London: Routledge.

**Paper-8**

**CLUSTER ELECTIVE C**

**2. Internet and Social Media**

**Unit I:** Humanity in the Age of the Internet- The Internet before the Internet- “Pulling” the Internet into Existence- Human Nature and the Internet

**Unit II:** What the internet did – Privacy- Fidelity- Volume- Velocity- Range- Persistence- Searchability

**Unit III:** Introduction to Networks – the Internet –Working on Internet –Addressing Skills-Domains and Sub Domains- Main features of Internet-WWW-e-mail-Tools for Web Search.

**Unit IV:** Websites-Blogs-Micro Blogs-social Networks-YouTube-Twitter-linked in-Pod Casting- Photo sharing – Social Book Markings-Online communities.

**Unit V:** Digitalization-Web Design –Electronic publication –e-News Papers-Screen- Typography Navigation-printer friendly web pages – Advertising on Internet-Viral Marketing-Law relating to Cyber Media.

**Suggested Reading**

1. Marshall. T.Poe. (2012). A history of communications: Cambridge University Press
2. Deborah Chambers (2012). Social media and personal relationships, Palgrave MacMillan

**Paper-8**  
**CLUSTER ELECTIVE C**  
**3. Web journalism**

**Unit I:** Web journalism-characteristics- Audience demands- History of web journalism – Need for web journalism- Growth of web journalism- Web journalism in India- Origin and growth

**Unit II:** Web writing- Characteristics- Forms of writing- Lateral writing- Web journalism vs print journalism- Objectivity vs subjectivity- Code of ethics in web journalism

**Unit III:** On-line journalism- Gate keeping- Accuracy and verification- source transparency as a new ethic- Bloggers vs journalists- Watchdogs in web journalism

**Unit IV:** User-generated content-citizens initiatives- Polling and the web- Interactive dialogue through emails- case studies

**Unit V:** Citizen Journalism and the public sphere- Freedom of expression-Ethical issues and case studies

**Suggested Reading**

Andhra Pradesh State Council of Higher Education  
Course Structure and Syllabus of Journalism and Mass Communication under CBCS w.e.f.  
2017-18

1. Arun Sandhu. (2000). *Internet Journalism: Yesterday, Today and Tomorrow*, Pune: Pune University.
2. Cecilla Friend and Jane B Singer. (2009). *Online Journalism Ethics*, New Delhi: PHI.
3. NaliniRajan. (ed) (2008). *Practicing Journalism*, New Delhi: Sage Publications.
4. J G Stovall. (2006). *Writing for the Mass Media*, New Delhi: Pearson.
5. David Berry. (2009). *Journalism, Ethics and Society*, London: Ashgate.

**Practical**

1. **Production.** The student shall submit an assignment (newspaper/ small magazine/ news photo album/ radio capsule/ TV capsule/ create an e-paper) that is given by the examiner in respective clusters.
2. **Internship.** The student may be sent for an internship of minimum of 6 weeks to a media organization for hands-on-experience, and submit a report on return from internship to the department for evaluation by an examiner.
3. **Viva voce:** The student needs to attend to a Viva voce exam to be conducted by internal/external examiner after the end of third year.