	Government College (Autonomous) Rajahmundry	Program & Semester I B.A (I Sem)			
Course Code 120701	Paper- I: FUNDAMENTALS OF SOCIAL SCIENCES				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To understand the nature and various approaches
- To acquire knowledge on the organs of the state
- To understand the social perspectives
- To know about the application of ICT

Course Outcomes:

On the completion of this course, the student will be able to:

- Learn about the nature and importance of social science.
- Understand the Emergence of Culture and History
- Know the psychological aspects of social behaviour
- Comprehend the nature of Polity and Economy
- Knowledge on application of computer technology

I. Syllabus

Unit-I: What is Social Science

1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

Unit-II: Understanding History and Society

1. Defining History, Its Nature and Scope
2. History- A Science or an Art
3. Importance of History in the Present Society
4. Types of History and Chronology of Indian History

Unit-III: Society and Social Behaviour

1. Definition, Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought process and Social Behavior

Unit-IV: Political Economy

1. Understanding Political Systems
2. Political Systems – Organs of State

3. Understanding over Economics - Micro and Macro concepts
4. Economic Growth and Development - Various aspects of development

Unit-V: Essential of Computer

1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection

II. References

1. The social sciences: An Integrated Approach by James M. Henslin and Danniell F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

III. Co-circular Activities

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			



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GOVERNMENT COLLEGE (AUTONOMOUS), RAJAHMUNDRY
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
2023-24

Blue Print for Question Paper Setting (50 Marks Question Paper)

TIME: 2 ½ Hours

Max. Marks: 50

Unit No.	No. of Questions for 10 marks	No. of Questions for 5 marks	Total No. of Questions with choice	Total marks allotted to each Unit
Unit- I	1	1	2	15
Unit- II	1	1	2	15
Unit- III	1	1	2	15
Unit- IV	1	1	2	15
Unit- V	1	1	2	15
From Any Unit	1	1	2	15
Total no. of questions with choice			12	
Total no. of marks with choice				90

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code 120702	Paper- II: PERSPECTIVES ON INDIAN SOCIETY	I B.A (I Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To demonstrate the significance of social sciences
- To understand various fields of social sciences in a better way
- To apply methods and approaches to social phenomena

Course Outcomes:

On the completion of this course, the student will be able to:

- Learn about the significance of human behavior and social dynamics.
- Remembers the Indian Heritage and freedom struggle
- Comprehend the philosophical foundations of Indian Constitution
- Knowledge on Indian Economy

I. Syllabus

Unit-I: Man in Society

1. Human Nature and Real Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns
4. Human Life – Social Influence and Social Impact

Unit-II: Indian Heritage and Freedom Struggle in India

1. Cultural & Heritage sites of Tourism in India
2. Indian Dance, Music and Yoga
3. Rise of Nationalism Under British Rule in brief (1857-1947)
4. Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit-III: Indian Constitution

1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to State

Unit-IV: Indian Economy

1. Indian Economy - Features – Sectoral contribution in income
2. Role of Financial Institutions - RBI - Commercial Banks
3. Monetary and Fiscal Policies for Economic Development
4. Economic Reforms - Liberalization - Privatization- Globalization

Unit-V: Impact on Society and Analytics

1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences

II. References

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

III. Co-circular Activities

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			



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GOVERNMENT COLLEGE (AUTONOMOUS), RAJAHMUNDRY
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
2023-24

Blue Print for Question Paper Setting (50 Marks Question Paper)

TIME: 2 ½ Hours

Max. Marks: 50

Unit No.	No. of Questions for 10 marks	No. of Questions for 5 marks	Total No. of Questions with choice	Total marks allotted to each Unit
Unit- I	1	1	2	15
Unit- II	1	1	2	15
Unit- III	1	1	2	15
Unit- IV	1	1	2	15
Unit- V	1	1	2	15
From Any Unit	1	1	2	15
Total no. of questions with choice			12	
Total no. of marks with choice				90

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code 120703	Paper- III: HISTORY OF MASS MEDIA	I B.A (II Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To understand the myriad facets of Journalism in the world
- To acquire clear perspective about the historicity associated with the subject.
- To understand the subject at international, national and regional level.
- To comprehend the basic terminologies.
- To identify the role of Press in pre-Independent India.

Course Outcomes:

On the completion of this course, the student will be able to:

- Understand the roots of Journalism in different countries
- Understand the history of Journalism in India and famous newspapers by freedom fighters and social reformers.
- Evaluate the role of press in the country
- Analyse the role of press during pre and post independent India
- Understand the basic terminologies of newspaper and present trends of journalism.

IV. Syllabus

Unit I: Introduction to Mass Media

1. Mass Media: definition
2. Functions and characteristics
3. Types of mass media: professions
4. Journalism, PR and advertising

Unit II: History of Print Media

1. Print Media: history of printing
2. Indian print media
3. Growth & language media
4. Telugu print media: growth and trends

Unit III: History of Broadcast Media

1. Broadcasting: history of broadcasting
2. Growth and regional radio and TV
3. Broadcasting in Telugu
4. Growth and trends

Unit IV: History of Motion Pictures

1. Motion pictures: history of motion pictures

2. Indian motion pictures
3. Growth and regional cinema
4. Telugu motion pictures; growth and trends

Unit V: History of Digital Media

1. Digital and online media: history of digital and online media
2. Digital and online media in India
3. Growth and trends
4. Digital and online media in Telugu

V. Reference Books

1. Siebert, Peterson and Schramm. (1978). Four Theories of the Press. University of Illinois Press, USA.
2. Jeffery, Robin. (2000). India's Newspaper Revolution. Oxford University Press, New Delhi.
3. Parthasarthy, Rangaswami. (1989). Journalism in India. Sterling Publications Pvt. Ltd. New Delhi.
4. Mehta, D.S. (1982). Mass Communication and Journalism in India. Allied Publications, New Delhi.
5. Venkatramiah, Jus. E.S. (1987). Freedom of the Press- Some Recent Trends. B.R. Publications, Delhi.
6. Dash, A. (2010). Basic Concept of Journalism. Discovery Publishers, New Delhi.
7. R. Anand Sekhar. Journalism Charithravayavastha
8. S. C. Bhatt (1999): Indian press since 1955. New Delhi, Publication Division
9. Murthy DVR (2010). Gandhian journalism, New Delhi, Kanishka Publishers.
10. Keval J Kumar. Mass communication in India. New Delhi: Jaico publications


VI. Co-Curricular Activities:

1. Project on Current scenario of the press.
2. Flowchart of newspapers in chronological order
3. Pictorial presentation of freedom fighters, social reformers and their newspapers.
4. Deconstructing the parts of newspaper.
5. Working on the theories of press with case studies.

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code 120704	Paper- IV: BROADCAST JOURNALISM	I B.A (II Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To build blocks of communication through broadcast media
- To emphasize on components of broadcast media
- To trace the evolution and growth of broadcast media in India
- To enhance the basic writing skills for broadcast media
- To understand the reporting formats for different broadcast media

Course Outcomes:

On the completion of this course, the student will be able to:

- Understand the code of conduct for broadcasting in India
- Analyse the programmes in Broadcast Media
- Create and enhance writing skills
- Understand the shooting and Programme production techniques
- Examine the current and emerging trends in Broadcast Journalism

I. Syllabus

Unit I: Radio Broadcasting

1. Characteristics of Radio
2. Different Types of Radio: AM (Medium & short wave), FM
3. Community Radio
4. Evolution and Growth of Broadcasting

Unit II: Radio Production

1. Microphones – Designs, Categories and Applications.
2. Recording formats. - Understanding sound recording
3. Perspective of sound - Sound transfer
4. Editing and post-production.

Unit III: Public service broadcasting

1. Broadcasting code and limitations
2. Roles of AIR and private broadcasters
3. Community Radio policy
4. Organization and structure - Various functionaries and their roles

Unit IV: Broadcast News

1. Newsroom organization: structure and functions
2. Different editorial positions in newsroom and their roles and responsibilities
3. Types of news bulletins: 15-minute bulletin, 5 minute, news-on-phone,
4. Radio News Magazine: New Format News

Unit V: Writing for voice dispatches

1. Bytes and Outside Broadcast (OB) copy,
2. Production of different formats of news
3. Headline writing Different types of Headlines: Checking Language, Spelling and Grammar
4. Writing for radio programmes - Radio features/documentaries - Radio commentaries - Spotlight/Talks, etc

II. Reference books

1. Style Book AIR
2. GC Awasthy - Broadcasting in India
3. HK Luthra- Indian Broadcasting
4. MehraMasani - Broadcasting and the People
5. Robert Mcleish - Radio Production
6. Rick Thomson - Writing for Broadcast Journalists,
7. Radio Programme Production: A Manual for Training, Paris, 1971
8. Paul Chantler & Peter Stewart - Basic Radio Journalism
9. Andre Boyd - Broadcast Journalism: Techniques of Radio and TV News (Media Manuals)


III. Co- Curricular Activities:

1. Scripting for an ongoing Radio show
2. Presentation on any current issue
3. Project on Emerging trends in Broadcast Journalism
4. Working on Programme production techniques.

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code 120101	Paper- I (Minor): FUNDAMENTALS OF POLITICAL SCIENCE	I B.A (II Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To understand the nature and various approaches,
- TO know the knowledge of the state and its origin
- To understand the evolution of the modern state in Political Science

Course Outcomes:

On the completion of this course, the student will be able to:

- Learn nature, importance, and relationship with other social sciences
- Understand the traditional and modern approaches
- Know the origin and evolution of the state
- Comprehend the development of social contract theory
- Understand the birth of modern state

I. Syllabus:

Unit I: Introduction

1. Definition Nature of Political Science
2. Scope and Importance of Political Science
3. Relations with allied disciplines: History and Economics
4. Relations with allied disciplines: Philosophy and Sociology

Unit II: Approaches

1. Approaches to the study of Political Science:
2. Traditional Approaches: Philosophical, Historical.
3. Modern Approaches: Behavioral and Post-Behaviouralism
4. Modern Approaches: System Approach and Structural - Functional

Unit III: State

1. Definition of the State, Nature
2. Elements of the State
3. Theories of Origin of the State: Divine Origin
4. Theories of Origin of the State: Force and Evolutionary

Unit IV: Theory of Social Contract

1. Social Contract Theory: Origin of the theory
2. Social Contract Theory: Thomas Hobbes
3. Social Contract Theory: John Locke
4. Social Contract Theory: Jean Jacques Rousseau

Unit V: Modern State

1. Concepts of Modern State: Meaning, Origin
2. Nature of Modern State
3. Welfare State: Origin
4. Nature of Welfare State

IV. References:

1. Political Ideologies-An Introduction: Andrew Heywood
2. Principles of Political Science: A.C. Kapoor
3. Contemporary Political Theory: J.C.Johari
4. An Introduction to Political Theory: O.P.Gauba
5. Political Theory: Eddy Ashirvadam & K.K.Misra


V. Activities

1. Assignments: A two-minute presentation on the topic.
2. Discussion: Team evaluation by the faculty.
3. Quiz Program: Based on the scores.
4. Classroom Seminar: Faculty evaluation.
5. Open forum: A PPT presentation

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code	Paper- 3: REPORTING AND WRITING FOR PRINT MEDIA	II B.A (III Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To make students well-versed with pattern, structure and elements of news writing and editing
- To inform about sources of news copy and improve editing skills
- To make them acquaint with various types reporting and styles of writing the news reports

Course Outcomes:

- On the completion of this course, the student will be able to:
- Understand news values and qualities needed for reporters
 - Acquire knowledge on reporting and various aspects of editing
 - To understand different forms of journalistic writing
 - To understand newspaper organization structure and editorial department

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-backgrounders-selection of news pictures

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.

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code	Paper- 4: COMMUNICATION AND CULTURE	II B.A (IV Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To make students enlighten about the culture and its origin
- To educate the students about inter cultural communication and other forms of communication
- To make them understand about the role of media in intercultural communication

Course Outcomes:

- On the completion of this course, the student will be able to:
- Acquire the knowledge on importance of cultural communication
 - Learn different models related to communication
 - Understand different verbal and non-verbal communication
 - Gain knowledge about the relationship between culture and communication

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

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code	Paper- 5: TV JOURNALISM	II B.A (IV Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- Students will learn the origin and growth of the television
- They will know about the educational experiments in television
- Students will be educated on the script writing techniques
- They will understand about the responsibility and functions of a news channel

Course Outcomes:

- On the completion of this course, the student will be able to:
- Understand the importance of television as an audio-visual medium
 - Gain knowledge of Television newsroom, organisational structure and reporting process
 - Learn the activities and logistics involved in the process of Broadcast Journalism
 - Recognise challenges and issues in television journalism

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

UNIT 2: 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 3: 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 4: 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 5: 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-Animation and Special Effects


Suggested Reading

- 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.

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code	Paper- 6: PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS	III B.A (V Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- Students will concepts of Public Relations and Corporate Communication
- They will learn various elements of corporate communication in managing organizations
- Students will develop a critical understanding of the different practices associated with corporate communication

Course Outcomes:

On the completion of this course, the student will be able to:

- Understand the scope, functioning of Public Relations
- Understand the various PR tools and publics
- Gain knowledge of role of PR in government and private sectors
- Acquire knowledge about Corporate Communication and Branding
- Recognise the value of a good reputation

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-crisis communication

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. JV 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.

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			

	Government College (Autonomous) Rajahmundry	Program & Semester			
Course Code	Paper- 7: MEDIA LAWS AND ETHICS	III B.A (V Sem)			
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		5	1	-	4

Course Objectives:

- To provide students basic understanding on various media laws and ethics
- Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analyse the issue of media regulation in India

Course Outcomes:

- On the completion of this course, the student will be able to:
- Define and relate to basics of media laws and ethics
 - Privileges under freedom of speech and expression
 - Understand about the defamation law and its types
 - Learn about the functions of Press Council of India

Unit 1: Indian Constitution - The significance of the constitution and Preamble - Fundamental Rights and Directive Principle of State Policy- Nature of Judiciary.

Unit 2: 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, Cinematography Act,

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-Fake news

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

CO-PO Mapping:

(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	3	2			
CO2	3	3	3	3	3	2	3	2	3	3			
CO3	3	2	3	3	3	2	2	2	2	3			
CO4	3	3	2	2	3	2	2	2	3	3			
CO5	3	3	3	2	3	2	2	3	3	2			