

**P.R.GOVERNMENT COLLEGE(AUTONOMOUS)**

**KAKINADA- 533001**

**BACHELOR OF VOCATIONAL DEGREE IN  
JOURNALISM & MASS COMMUNICATION**



**BOARD OF STUDIES**

**2021-2022**



**Department of JOURNALISM & MASS COMMUNICATION**  
**Board of Studies for the Year 2021-2022**  
**Members present with signatures**

The Board of Studies of **JOURNALISM & MASS COMMUNICATION** Department was convened on 10 September 2019 from 10.00 AM onwards in the Department of JOURNALISM & MASS COMMUNICATION under the Chairmanship of **Dr.P. Hariram Prasad**, Lecture-in-Charge of the Department. The following members were present in the meeting.

The following documents are submitted to the IQAC/Academic Cell and Controller of Examinations:

S. No	NAME	Role in the Committee	Sigant ure
1	Sri Dr.P. Hariram Prasad  Lecture In- Charge  Department of Hindi & JOURNALISM & MASS COMMUNICATION	Chairman	
2	Dr P.Babjee  Lecture In Political Science & Course Co-ordianter , J&MC  GDC Rajahmundry	University Nominee	
3	Prof. D.v.r Murthy  Dept of JOURNALISM & MASS COMMUNICATION Andhra University	Subject Expert	
4	Sh.Arpanesh Mani, BOS MESC,Delhi Vice chairman	Industrial Nominee	
5	Dr.TKV Srinivas Department of English	Faculty	
6	Sri S.Gopalayya Lecture In- Charge Department of Telugu	Faculty	
7	Sri Ch.Advaitha	Faculty	
9	Sri P.Harish	Student Nominee	

1. Resolutions of Board of Studies Meeting
2. Syllabus of I and II Semesters
3. Model Question Papers of I and II Semesters
4. List of Examiners
5. List of Activities proposed during Odd Semesters 2019-20
6. Other new Proposals

Date:

Chairman

Board of Studies

## DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

### LIST OF EXAMINIERS 2021-22

S No	NAME	COLLEGE	CITY
1	Sri P.Babjee	GDC	Rajahmundry
2	Sri A.Chandra Sekhar Achari	SRR GDC	Vijayawada
3	Prof. P.Bobby Vardhan	Andhra University	Visakhapatnam
4	Dr G.Anitha	Acharya Nagarjuna University	Guntur
5	Dr Tirupati Rao	Dr.B.R.Ambedkar Univeristy	Srikakulam
6	Dr GKD Prasad	Andhra University	Visakhapatnam
8	Dr J Madhu Babu	Acharya Nagarjuna University	Guntur
9	Prof DNR Murthy	Andhra University	Visakhapatnam

### PROPOSED ACTIVITIES FOR 2022-23

The Department of Journalism and Mass Communication Proposes to conduct the following activities during the Academic Year 2022-23 for better understanding of the subject as well as to ensure active student involvement.

S. No	Month	Type of Activity	Description
1	July	Bridge Classes	To impart basic concepts in journalism
2	August	Remedial Coaching	To make the students cope with the syllabus
3	August	Guest Lecture	By Scholars
4	September	Field Trip	Nearby Press/Media Lab etc
5	October	Project Work	Student Project on Contemporary Issues and Challenges
6	November	Guest Lecture	By Eminent Professors
7	December/January	National Seminar	Estimation 1,50,000/-
8	February	Project Work	Editing of News

## **B.Voc Journalism and Mass Communication (Vocational)**

**(For the students admitted during the academic year 2016 Batch onwards)**

<b>NSQF Level</b>	<b>Skill component credits</b>	<b>General Education Credits</b>	<b>Total Credits for Award</b>	<b>Normal Duration</b>	<b>Exit point/ Awards</b>	<b>Job Role</b>
4	18	12	30	One Sem.	Certificate	1.Subeditor 2.News Reporter 3.Photo Journalist 4.Media relation 5.Online Translation
5	36	24	60	Two Sem.	Diploma	
6	72	48	120	Four Sem.	Advanced Diploma	1.Event Management 2.Media Management 3.Public Relation Manager 4.Graphic Artist 5.Radio Jockey 6.Book Publication 7.Video Editor
7	108	72	180	Six sem.	B.Voc Degree	1. Advertising agency Entrepreneur 2. Web page Designer 3. Television Journalist 4.Short film Maker 5.Social Media Analyst

**P. R. GOVERNMENT COLLEGE  
(AUTONOMOUS) KAKINADA  
CURRICULAR FRAMEWORK FOR B. VOC  
COURSES UNDER NSQF FOR THE YEAR 2020-21**

**B.Voc. Journalism and Mass  
Communication (BA stream)**

SUBJECT/ SEMESTER		I		II		III		IV		V		VI	first and Second Phase (2 Semesters) of Apprenticeship For The Entire 5 and 6 Semesters	
		H/W	C	H/W	C	H/W	C	H/W	C	H/W	C			
English		4	3	4	3	4	3						Third phase of Apprenticeship For The Entire 5 and 6 Semesters	
Second Language (Telugu/ Hindi/ Sanskrit)		4	3	4	3	4	3							
Life Skill Courses		2	2	2	2	2+2	2+							
Skill Development Courses		2	2	2+2	2+2	2	2							
<b>Core Subjects</b>														
Major Subject -1	C1 to C5 History/ (Theory )	5	4	5	4	5	4	5	4					
Major Subject -2	C1 to C5 Political Science (Theory )	5	4	5	4	5	4	5	4					
Vocational	C1 to C14 including Theory Introduction to Mass Communication/History of journalism/Advertising/Media Laws and ethics/Media management	5	4	5	4	5	4	5	4	5	4	5	4	
	C2, C4, C6 (Theory and Lab/Institutional/Industrial Training) Communication Lab/New Media Lab/Videography/Event Management/Video editing/Short film	2+2	2+1	2+2	2+1	2+2	2+1							
<b>Total Hrs/Week(Academic Credits)</b>		31	25	33	27	31	27	30	24	30	24	1	4	4
<b>Extension Activities</b>														
NCC/ NSS/ Sports/ Extra Curricular								2						
Yoga						1		1						
Extra Credits														
Hrs/ W(Total Credits)		34	28	36	30	36	31	36	36	30		1	4	4

## Scheme of syllabus and Examination Pattern

SL No:	Study Components	Course Title	Component	Hours	Examination		Credit
				Hrs (hours in a week)	CIA	MAR KS	
<b>I</b>	<b>Semester 1</b>						
1	English		G	4	50	50	3
2	Hindi		G	4	50	50	3
3	Life skill Course		G	2		50	2
4	Skill Development Course		G	2		50	2
5	History		M1	5	50	50	4
6	Political Science		M2	5	50	50	4
7	Introduction Mass Communication		V	5	50	50	4
8	Communication Lab		V	2 +2		50	3
				31			25
<b>II</b>	<b>Semester 2</b>						
1	English		G	4	50	50	3
2	Hindi		G	4	50	50	3
3	Life skill Course		G	2		50	2
4	Skill Development Course		G	2+2		50	2+2
5	History		M1	5	50	50	4
6	Political Science		M2	5	50	50	4
7	History of Journalism		V	5	50	50	4
8	New Media lab		V	2 +2		50	3
				33			27
<b>III</b>	<b>Semester 3</b>						
1	English		G	4	40	60	3
2	Hindi		G	4	40	60	3
3	Life skill Course		G	2		50	2
4	Skill Development Course		G	2+2		50	2+2
5	History		M1	5	40	60	4
6	Political Science		M2	5	40	60	4
7	Advertising		V	5	40	60	4
8	Videography		V	2 +2		50	3
				33			27
<b>IV</b>	<b>Semester 4</b>						
1	History		M	5	40	60	4
2	History		M	5	40	60	4
3	Political Science		M	5	40	60	4
4	Political Science		M	5	40	60	4
5	Media Laws and Ethics		V	5	40	60	4







S.No.	Course Type	No. of Courses	Course wise Teaching Hrs/Week	Credits for each Course	Total Credits	Each Course Evaluation				Total(Theory +Practical)	Total Marks (Arts Stream*/ Arts Stream**)
						Theory			Practical (Maths Stream/ Biology)		
						Continuous Assessment	End Semester	Total			
1	English	3	4	3	9	40	60	100		100	300
2	Second Language	3	4	3	9	40	60	100		100	300
3	Life Skill Courses	4	2	2	8	0	50	50		50	200
4	Skill Development Courses	4	2	2	8	0	50	50		50	200
5	Core/ SE –I History	5	5	4	20	40	60	100	0/ 50	100	500*
6	Core/ SE –II Political science	5	5	4	20	40	60	100	0/ 50	100	750
7	Vocational Courses(C1 to C14) Journalism	11	5	4	44	40	60	100	50	150	1650
	Vocational Courses C2, C4, C6 Mass Communication	3	2+2	3	9		50	50	50	100	300
8	Summer Vacation Internship	2		4	8					100	200
9	Industrial Internship for one full Semester	1		12	12					200	200
10	Extension Activities(Non Academic Credits)										
	NCC/ NSS/ Sports/ Extra Curricular			2	2						
	Yoga	2		1	2						
	Extra Credits										
	Hrs/ W(Total Credits)&Marks		<b>43</b>		<b>151</b>						<b>4300*/ 4150**</b>

Marks and Credits distribution (History Stream\*/ politics Stream\*\*)

# SYLLABUS

## Semester: I

1	<b>Introduction to Mass Communication</b>	CREDIT- 4
<p><b>Unit I:</b> Communication – Definition – Nature, Scope – Functions of Communication – Process and Elements of Communication – Source, Message, Channel, Receiver, Noise, Feedback, Context and Effect – Types of Communication – Intrapersonal, Interpersonal, Group, Mass Communication, Verbal and Nonverbal Communication.</p> <p><b>Unit II:</b> Communication Models – Aristotle – Lass well, Schramm, Berol, Shanon &amp; Weaver and dance’s model – Seven C’s for effective communication.</p> <p><b>Unit III:</b> Print Media – Origin and Development of Print Media-Nature and Characteristics of Print Media – types of news Media – Newspaper, Magazine – Print Media in India – Evolution of Printing in India and new Printing Technology.</p> <p><b>Unit IV:</b> Radio Media – Radio as a Mass Media – Origin and Growth in India – Nature and Characteristic – Different types of Radio Stations – Public, Private and Community Radio – Online Broadcasting.</p> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"><li>1. David Berlo, The Process Of Communication.</li><li>2. Emery &amp; Others, Introduction To Mass Communication.</li></ol>		

**2****Communication Lab****CREDIT-4****Exercise1:**

Conversation between two students recorded on camera. To be self critiqued

**Exercise2:**

Reporting on various types of radio programmes monitored by them

**Exercise3:**

Presentation on TV programmes watched on the previous day

**Exercise4:**

Rewriting Headlines of Newspapers (Hindi & English) on the display boards

**Exercise5:**

Reading of day's newspapers followed by discussions

**Exercise6:**

Writing exercises to inform, report and persuade

**Exercise7:**

Using microphones (Public Speaking/Presentation Situations)

**Exercise8:**

Interview and Group Discussion sessions

**Exercise9:**

Book Reading, Reviews, Appreciation

**Exercise 10:**

Effective Presentation using various audio – visual aids

**P.R. GOVERNMENT COLLEGE (A) KAKINADA**  
**B.VOC JORNALISM&MASS COMMUNICATION**

**Semester – I**

**Paper – IV**

**Sub: Introduction to Mass Communication**

**Time: 2 1/2 Hours**

**Max. Marks : 50**

**Section – A**

**1. Answer any 3 of the following questions.**

**10 X 3= 30 Marks**

- .1 Explain the functions of Mass Communication and its various elements and processes involved.?
- .2 Elaborate on the New Printing Media Technologies?
- .3 What are the various Digital / New Media? Explain their features and characteristics?
- .4. Explain the Lass well Model of communication ?
5. Origin and growth of Television in India.?
6. Define Communication ? what are the types of communication?

**Section – B**

**11 .Answer any four of the following questions**

**4 X 5= 20 Marks**

7. Define Communication?
8. What is Non-Verbal Communication? Explain its various forms.?
9. What is Online Broadcasting?
10. Explain the characteristics of a Magazine.?
11. Explain Traditional Media and its various forms?
12. Write about different types of Radio station?

<b>3</b>	<b>HISTORY OF INDIAN JOURNALISM</b>	<b>CREDIT-4</b>
	<b>SEMESTER -2</b>	

**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. . James Augustus Hickey

**Unit 2: -**

Indian Press and Freedom Movement - Contribution of Mahatma Gandhi. BalaGangadharTilak, Anne Besant - Dr.B.R.Ambedkar,

**Unit 3:**

The origin and growth of Telugu newspapers Vrutathini, Dina Vruthamani - Telugu Press and Social Reforms - KandukuriVeerasingam - Freedom Movement - KasinadhuniNageswaraRao, KondaVenkatappaiahPanthulu,Mutnuri Krishna Rao, PattabhiSeetharamaiah.

**Unit 4:**

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

**The following topic added in Unit-I**

1. James Augustus Hickey

**Reference Books:**

1. Rangaswamy Parthasarathy, (Reprint2011)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, Bangaloreprachurana.
5. Potturi VenkateswaraRao, Telugu Patrikalu: Press academy

**Subject: Journalism and Mass Communication**

**Paper- V History of Indian Journalism**

**Model Question Paper**

**II SEMESTER END EXAMINATIONS**

**Duration: 2.30 Hrs.**

**Max. Marks: 50M**

**4**

**New Media Lab**

**CREDIT-4**

On completion of the course students should be able to Use search engines effectively and Design and develop a website

**Exercise 1:**

To create and maintain blogs

**Exercise 2:**

Analyse different elements and content of a news website. Distinguish between news, views, opinions, advertisements

**Exercise 3:**

Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document

**Exercise 4:**

Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.



**5****Advertising SEMESTER - III****CREDIT-5****Unit I:**

Definition&MeaningofAdvertising,RoleandfunctionsofAdvertising,Nature&Scopeof Advertising ,Growth& Development of Advertising in India &World , Global Scenario of Advertising , Ethical & Regulatory Aspects of Advertising.

**Unit II:**

Advertising as communication tool, communication process & advertising, Models of Advertising Communication. AIDA model, DAGMAR model, Maslow's Hierarchy Model , Advertising as a social process- consumer welfare, standard of living and cultural values

**Unit III:**

Classification of Advertising on the basis of Target Audience. Geographical Area. Medium. Purpose, Advertising Creativity- Definition & importance. , Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.

**Unit IV:**

Characteristics, Advantages & Disadvantages of Broadcast media – Television, Radio, Audio-VideoCassettes&CD's,Cybermedia.PrintMedia–Newspaper,Magazines.Support Media – Out-of–home, in-store, transit, yellow pages, and Movie theatre, in flight. Direct marketing

**Unit V:**

Concept of advertising agencies, Ad agency-Role, Types, Structure & functions, The advertisers; client –agency relationship, Criteria to select an ad agency.

**Reference Books:**

**P.R GOVERNMENT COLLEGE (A)KAKINADA**  
**JOURNALISM&MASS COMMUNICATION**  
**SEMESTER –III**  
**MODEL QUESTION PAPER**  
**PAPER –IV – ADVERTISING**

TIME :Two and half hours

Max marks 60 M

**SECTION –A**

**I Answer any four of the following questions**

**10x4= 40**

- 1.What are the functions and role of advertising .
- 2.Explain the nature and scope of advertising .
- 3.Explain the definition and meaning of advertising.
- 4.Explain the growth and development of advertising in India .
- 5.What are the models of advertising communication.
- 6.What are the characteristics of broadcast media .
- 7.Explain the advantages and disadvantages of broadcast media .
- 8.what are the types and role of advertising agency.

**SECTION-B**

**II Answer any four of the following questions**

**5x4=20**

- 09.DAGMAR model.
- 10.yellow pages.
- 11.news papers.
- 12.magazines.
- 13.slogan.
- 14.hierarchy model.
- 15.audio-video cassettes.
- 16.cyber media .

<b>6</b>	<b>Videography (Lab) SEMESTER - III</b>	<b>CREDIT-4</b>
<p><b>Exercise 1:</b></p> <p>Basic concepts and characteristics of Videography: learning the job of Cast and crew, Producer, Director, Associate. Stage or floor manager, Cameraman, Tele prompter, Lighting Director, Audio operator, Technical Director, Graphics artist.</p> <p><b>Exercise 2:</b></p> <p>Practical workshop on Lighting and camera: Using digital photographic equipment. Camera types, camera setting up, Using a Tripod, Types of light, usages of other lighting instruments, adjusting colour and contrast, Basic lighting, Lens characteristics, Field of view.</p> <p><b>Exercise 3:</b></p> <p>Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects. Picture composition, Camera movements.</p> <p><b>Exercise 4:</b></p> <p>Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera</p> <p><b>Exercise 5:</b></p> <p>Pre- production. Idea generation, Budgeting and planning, paperwork, discussion, casting, story board and screenplay, blocking, location sound recording.</p> <p><b>Exercise 6:</b></p> <p>Indoor and Outdoor Shooting methods. Shooting of ceremonies and wedding, special occasions, sports and action, theatre performances, natural scenes, informal parties, family outings, class room lectures, group Discussions, quiz programmes. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting Micro objects.</p> <p>Wide angle shooting, trolley and crane shots.</p>		

**Unit I:**

Indian Constitution– Preamble – Characteristics– Basic legal concepts - Judicial system in India – Media systems–Constitutional Provisions for Freedom of speech and expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) – freedom of the press in India – Supreme Court Cases related to Article 19 – Indian Penal Code

**Unit II:**

Acts for Media – Working Journalist Act – Official Secrets Act 1923 – Law of Defamation – Copyright Act – Contempt of Court act – Legislative privileges and contempt of legislature – obscenity – cinematography Act

**Unit III:**

Laws for Media – press and registration of book act – AIR and DD codes for commercial advertising –Prasara Bharathi Act – Cable TV Network Act – Intellectual propertyrights–RighttoInformationAct–HumanRightsandMedia–Cyber laws inIndia – Right to Privacy

**Unit IV:**

Council for Media – First Press Commission – Second Press Commission– Recommendations — Structure and functions of Press Council of India – Professional code of conduct for media persons– Media and Globalization,

**Unit V:**

Pressures on Media– Political, Corporate, Religious, Social – Press during Emergency – Press as a Fourth Estate – Advertisers and Lobbies– Censorship v/s Self-

Regulation – Embedded Journalism – Sting Journalism – Issues relating to  
FDI – Case Studies

**Reference Books:**

1. Crone, Law and the Media – An Everyday Guide for Professionals
2. S. K. Aggarwal, Media and Ethics
3. K.S. Venkataramaiah, Mass Media Laws and Regulations in India
4. An Grover, Press and the Law
5. Zamir Naizi, Press in Chains
6. KS Venkataramaiah, Freedom of the Press – Some Recent Incidents
7. KSPadhy, Mass Media and Freedom of Press in India
8. KSPadhy, Battle for Freedom of Press in India
9. BBasu, Laws of Press in India
10. TNTrekha, The Press Council

**P.R.GOVERNMENT COLLEGE(A) KAKINADA**  
**JOURNALISM&MASS COMMUNICATION**  
**SEMISTER –IV**

**MODEL QUESTION PAPER**

**PAPER : III- MEDIA LAWS &ETHICS**

**TIME** : Two and half hours

Max marks: 60

**SECTION-A**

**I . Answer any four of the following questions**

**10x4=40**

- 1.Explain about Indian constitution preamble ?
2. Explain about the Judicial system in India ?
3. Explain about the law of defamation ?
- 4.What are the Legislative privilegesand contemptof legislature?
5. Write in detail about the working journalist Act ?
6. Write in detail about the official secrets Act 1923 ?
7. Write in detail about the press registration of book act ?
8. What are structure and functions of press council in India ?

**SECTION –B**

**II .Answer any four of the following questions**

**5x4 =20**

9. Copy right act ?
- 10.Contempt of court act?
- 11.Cinematography act ?
- 12 . Indian penal code
- 13.Freedom of speech and expressions ?
- 14.Article 19 (2) Freedom of the press in India ?
- 15 .Prasara Bharathi Act ?
- 16.Sting Journalism ?

**8****Corporate Communication SEMESTER - IV****CREDIT-4****Unit I:**

Corporate communication- definition, historical perspective, contemporary relevance  
Communication in organizations: Types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication.

**Unit II:**

Facets of corporate communication-organizational communication, marketing communication, management communication.

**Unit III:**

Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Costumer Relations (CR) and Public Relations (PR). Audiences, objectives, functions, principles and tools of communication in ER, IR, MR, GR, CR and PR.

**Unit IV:**

Corporate Reputation and Image building: Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity, corporate image and corporate brands. Building a distinct corporate identity, Corporate social responsibility

**Unit V:**

Corporate communication professionals: Qualities, qualifications, duties and responsibilities

**Reference Books :**

**P.R.GOVERNMENT COLLEGE(A) KAKINADA  
JOURNALISM&MASS COMMUNICATION  
SEMISTER –IV**

**MODEL QUESTION PAPER**

**PAPER : V– CORPORATE COMMUNICATION**

**TIME** : Two and half hours

Max marks: 60

**SECTION-A**

**I . Answer any four of the following questions**

**10x4=40**

1. Explain the definition of corporate communication?
2. Explain the types of internal and external of corporate communication?
3. What are the principals of effective communication?
4. Explain the facets of corporate communication?
5. Explain in detail about the organizational communication?
6. What are the differences between marketing and management communication?
7. What are the functions of corporate communication?
8. What are the principles and tools of communication in ER ,IR ,MR, ?

**SECTION –B**

**II .Answer any four of the following questions**

**5x4 =20**

- 9.stakeholder perception?
- 10.corporate image and corporate brands?
- 11.componets of corporate personality?
- 12.qualities of corporate communication ?
- 13.costumer relation ?
- 14.employee relations ?
15. public relations ?
16. Audience objectives .?



<b>9</b>	<b>Business and Technical Communication Semester - V</b>	<b>CREDIT-4</b>
<p><b>Unit I:</b></p> <p>Business Communication; Brief History, Scope in new corporatized world. Various job opportunities</p> <p><b>Unit II:</b></p> <p>7 Cs of communication, Interpersonal and group communication in business organization. Principles of better interpersonal and group communication</p> <p><b>Unit III:</b></p> <p>Basic principles of business writing and editing. End products of business communication- Letters, Memos, Reports, Proposals etc. Preparing presentations using various software like PowerPoint</p> <p><b>Unit IV:</b></p> <p>Technical Communication Defined. Scope of technical communication, Career opportunities Duties and responsibilities of technical communicators</p> <p><b>Unit V:</b></p> <p>End products of technical communication/technical writing- User manuals, Help menus, project proposals, e-learning materials etc.</p>		

**P.R.GOVERNMENT COLLEGE(A) KAKINADA  
JOURNALISM&MASS COMMUNICATION  
SEMISTER –V**

**MODEL QUESTION PAPER**

**PAPER : I – BUSINESS AND TECHNICAL COMMUNICATION**

**TIME** : Two and half hours

**Max marks: 60**

**SECTION-A**

**I . Answer any four of the following questions**

**10x4=40**

1. Explain about the definition of business communication?
2. Write about brief history of business communication?
3. What are the various job opportunities in business communication?
4. Explain about the 7c s model of communication?
5. What are the basic principles of business writing and editing ?
6. Explain about the technical communication definition?
7. Explain about the scope of technical communication?
8. What are the duties and responsibilities of technical communication?

**SECTION –B**

**II .Answer any four of the following questions**

**5x4 =20**

- 9.e-learning materials ?
- 10.help menus ?
11. project proposals?
- 12.memos ?
- 13 reports ?
- 14 user manuals?
- 15 letters ?
- 16.Proposals ?

<b>10</b>	<b>Media Management --Semester - V</b>	<b>CREDIT-4</b>
<p><b>Unit I:</b></p> <p>Management concept – Principles of Management – Functions –Nature of leadership – Understanding Motivation–Decision Making–Factors influencing good management–Flow of communication in an organization - Bottom step, top down vertical and horizontal – Management decision in media</p> <p><b>Unit II:</b></p> <p>Media Organization – Structure and Characteristics of Media Organizations –Newspapers, Cinema, Radio, Television, Magazines and Online Media –Ownership Patterns of Print and Electronic Media – Merits and demerits –Media as an industry and profession</p> <p><b>Unit III:</b></p> <p>Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems of Small, Medium, and Large newspapers –Advertisement v/s circulation– Media Promotion.–Professionalism –Trade Unionism–Public Relations for Newspaper Organization.</p> <p><b>Unit IV:</b></p> <p>Electronic Media – Principles of Television and Radio Management in India –Economics and Administrative concerns of government owned electronic media – Present Status Electronic Media in India – Private Channels – Social Commitment v/s Profit making – Quality Control and Cost Effective Techniques</p>		

## **Unit V:**

Media Bodies– DAVP, INS and ABC – News agencies and syndicates –  
Ownership and Organization structures – Various Committees to study the  
problems of media in India– Global Competition on Indian Media

### **Reference Books:**

1. Mehra, Newspaper Management.
2. Rucker & Williams, Newspaper Organization And Management.
3. Sindhvani, Newspaper Economics And Management.4.  
Herbert Williams Newspaper Organization And Management
4. Ra Yudu C S, Media And Communication Management.  
Mocavatt & P

**P.R.GOVERNMENT COLLEGE(A) KAKINADA  
JOURNALISM&MASS COMMUNICATION  
SEMISTER –V**

**MODEL QUESTION PAPER**

**PAPER : IV– MEDIA MANAGEMENT**

**TIME** : Two and half hours

**Max marks: 60**

**SECTION-A**

**I . Answer any four of the following questions**

**10x4=40**

- 1 . What are the concepts of management ?
2. Explain about the principles of management and functions ?
3. Explain about the structure and characteristics of media organization ?
4. What are the merits and demerits of media organization ?
5. Explain about the economics for media ?
6. What are the news agencies and syndicates ?
7. Explain about the ownership and organization structure of media bodies ?
8. Explain about media bodies like davp, ins , and abc?

**SECTION –B**

**II .Answer any four of the following questions**

**5x4 =20**

9. Quality control ?
- 10 .Media promotion?
- 11.Newspaper organization?
- 12.Large news papers ?
- 13.circulation?
- 14.online media ?
- 15.television ?
- 16.magazines ?

**Exercise 1:**

Practical knowledge on Script-writing: Creative thinking -creative process -Stages in the craft of script-writing. Basic story idea - Narrative synopsis outline – scene breakdown and full-fledged script. Build a storyline on a social theme

**Exercise2:**

Practical Understanding of the Narrative structure: Beginning – middle – end, Conflict, development, climax, and denouement. Story, storyline, plot and treatment. Principles of suspense and surprise. Write an audio-visual script for television news or an audio script for a radio talk show

**Exercise3:**

Understanding the elements of a narrative: Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter etc. Write a shooting script for a documentary

**Exercise 4:**

Characterisation: Character biography, tags, stereotyping, two-dimensional versus three-dimensional characters, guiding principles for evolving effective and credible characters. Write a shooting script for a short film

**Exercise 5:**

Writing for current affairs for TV and radio – news, sports, cultural, documentaries converting the narrative into a video script, Students have to maintain a journal. Extra classes will be held for viewing films reading and reviewing scripts

**Reference Books:**

- Serger, Linda (1994): Making a Good Script, Samuel FrenchTrade.

**P.R.GOVERNMENT COLLEGE(A) KAKINADA  
JOURNALISM&MASS COMMUNICATION  
SEMISTER –V**

**MODEL QUESTION PAPER**

**PAPER : V– SCRIPT WRITING FOR MEDIA**

**TIME** : Two and half hours

Max marks: 60

**SECTION-A**

**I . Answer any four of the following questions**

**10x4=40**

- 1.Explain the basic story idea ?
2. what are the practical knowledge on script writing ?
- 3 .explain the understanding of narrative structure?
4. write a view on audio visual script for television?
5. what are the stages in craft of script writing ?
6. what are the elements in understanding narrative ?
7. explain the shooting script for a documentary ?
8. what are the characteristics of biography ?

**SECTION –B**

**II .Answer any four of the following questions**

**5x4 =20**

- 9 .scene breakdown?
- 10 .build a story line on a social theme ?
11. climax?
12. story?
- 13.point of view?
14. two dimensional versus?
- 15.principles of suspense ?
- 16.Three dimensional characteristics ?

<b>1</b>	<b>Video Editing (Lab) --Semester - V</b>	<b>CREDIT-4</b>
<p><b>Exercise I:</b></p> <p>Practical learning of the fundamentals of editing. Elements of videos: Sound, Visuals, Graphics and Texts. Linear and Non Linear editing. Editing in Digital World.</p> <p><b>Exercise II:</b></p> <p>Introduction to editing Tools- Adobe Premier Pro, Final Cut Pro etc or Open Software</p> <p><b>Exercise III:</b></p> <p>Working In the Timeline, Transitions, Key framing, Applying Filters, Ingesting,</p> <p><b>Exercise IV:</b></p> <p>Practicing Visual Editing, NLE Compositing, Colour Correction &amp; Colour Grading, Working On Audio, Titling, Final Review and Project</p> <p><b>Exercise V:</b></p> <p>Editing assignments</p>		



<b>2</b>	<b>Media Economics -- Semester – V (Project)</b>	<b>CREDIT-4</b>
<p><b>Unit I:</b></p> <p>Media and the business world, Media as a Business Media ownership patterns, Indian scenario, Global scenario</p> <p><b>Unit II:</b></p> <p>Print media industry- Various types of print media and their income generation patterns and management principles</p> <p><b>Unit III:</b></p> <p>Radio&amp;Musicindustry,Commercialaspectsofradioandmusic.Incomegenerationpatterns and management principles.</p> <p><b>Unit IV:</b></p> <p>Television – Various types of television. Commercial aspects of television. Income generation patterns and management principles</p> <p><b>Unit V:</b></p> <p>New trends in media industry. Organizations related to media industry- WanIfra, INS, Editors’ guild etc.</p> <p>Diversification for business development- examples from various media houses</p>		

<b>3</b>	<b>Short Film Production (Lab) -- Semester - V</b>	<b>CREDIT-4</b>
<p><b>Exercise 1:</b></p> <p>Concept mapping, discussion with experts and outline writing techniques.</p> <p><b>Exercise 2:</b></p> <p>Making of Story, screenplay and storyboard</p> <p><b>Exercise 3:</b></p> <p>Casting, crew selection, budgeting and allocating the production cost. Identifying the resources and location</p> <p><b>Exercise 4:</b></p> <p>Production stage: Shot division. Two and three camera production. Rehearsal</p> <p><b>Exercise 5:</b></p> <p>Post production, Censorship, Promotion and Selling.</p>		

	<p style="text-align: center;"><b>Semester - VI</b>  <b>Study Tour(OR) Assignment &amp; Internship (OR) Study Project</b></p>	<p style="text-align: center;"><b>CREDIT – 8</b>  <b>CREDIT -12</b></p>
<p><b>Objective:</b></p> <p>The objective of the study tour is to get students acquainted with the media industry or for media activities (reporting, editing, photography etc.).</p> <p><b>Instruction for assignment/report:</b></p> <p>Every student has to submit the assignment of the media activities (reporting, editing etc.) or tour report. The hard copy of the assignments/study tour report (induplicate) has to be submitted by the students at least four weeks prior to the date of commencement of the End- Term Examination of the sixth Semester</p>		

