

P.R. GOVERNMENT COLLEGER (AUTONOMOUS)

KAKINADA- 533001

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

BOARD OF STUDIES

2022-202

Department of JOURNALISM & MASS COMMUNICATION
Board of Studies for the Year 2022-2023
Members present with signatures

The Board of Studies for 2022–2023 was virtually organised by the department of Journalism and Mass communication, and meeting conducted on December 12, 2022, at 11:00 in the conference room. The following people were present under the chairmanship of the lecturer in charge of Journalism and Mass communication.

1	Sri S Sankararao Mallavarapu Lecturer, Department of Journalism and Mass Communication, P R Govt College(A), Kakinada	Chairman	
2	Bobbadi Neethu Prathyusha Lecturer in English P R Govt College(A), Kakinada	HOD	
3	Prof.D.V.R.Murthy Department of Journalism and Mass Communication, Andhra University Visakhapatnam	University Nominee,	ONLINE ATTENDED
4	Sri Singavarapu Raja Bhushanam Lecturer in Journalism Govt.Arts College, Rajamahendravaram	Subject Expert	ONLINE ATTENDED
5	Sri Chandra Sekhara Achari Lecturer in Journalism SRR and CVR Govt College, Vijayawada	Subject Expert	ONLINE ATTENDED
6	Sri Srirama Chandra Murthy Press Club, Kakinada	Media Professional	
7	Kusalava	B.A Journalism and Mass Communication student	
8	A.Siva II BVOC	B.Voc Journalism and Mass Communication Student	

The Board of studies meeting of the Department of Journalism and Mass Communication, P.R.Government College (A) Kakinada held on 12.12.2022 A.M under the chairmanship of Mr S Sankararao Mallavarapu and passed the following resolutions.

Resolutions

1. It resolved to adopt the new syllabus prescribed by the UGC for I, II, III, IV and V Semesters w.e.f the academic year 2022-2023.
2. It was resolved to change semester-I titled on Introduction to Communication and Journalism instead of Introduction to Mass Communication
3. It was resolved to change semester-II titled on Reporting and Editing for Print instead of History of Journalism
4. It was resolved to change semester-III titled on Advertising and Public Relations instead of Advertising
5. It was no changes semester-IV-A titled on Media and Law Ethics
6. It was resolved to change semester IV-B titled on Introduction to Electronic Media instead of Corporate Communication
7. It was resolved to change semester-V-A titled on Media Management and Entrepreneurship instead of Media and Management
8. It was resolved to change semester V-B titled on Social Media and Digital Marketing instead of Business and technical Communication
9. It was resolved to change semester VI titled on Writing for Media instead of Script Writing
10. Approved the Departmental Action plan 2022-2023
11. Approved the list of Examiners and papers setters.

Date:

Chairman

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

LIST OF EXAMINIERS 2022-2023

S No	NAME	COLLEGE	CITY
1	Sri Singavarapu Raja Bhushanam	GDC	Rajahmundry
2	Sri A.Chandra Sekhar Achari	SRR GDC	Vijayawada
3	S Hari Krishna	KLU	Vijayawada
4	Sarath Chandra	Maris Stella College	Vijayawada
5	Dr Ramadas	Dr.B.R.Ambedkar Univeristy	Srikakulam
6	Elisha M	Andhra Loyola College	Vijayawada
8	Dr Tarakeswara Rao Ippili	Central Tribal University of A.P	Vijyanagaram
9	Prof DVR Murthy	Andhra University	Visakhapatnam

PROPOSED ACTIVITIES FOR 2022-23

The Department of Journalism and Mass Communication proposes to conduct the following the activities during the academic year 2022-2023 for the better understanding of the subject as well as to ensure active student involvement.

S. No	Month	Type of Activity	Description
1	June	Bridges classes	To impact basic concept in Journalism
2	July	Remedial coaching	To make the students cope with the syllabus
3	August	Field Visit	To have hands on training
4	September	Radio Talk	Radio ala F.M
5	October	Videography	Student Project
6	November	Guest Lecture	Media Professionals
7	December/January	National Seminar	Estimation 1,50,000/-
8	February	Project Work	Fact checking news

B.Voc Journalism and Mass Communication (Vocational)

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

NSQF Level	Skill component credits	General Education Credits	Total Credits for Award	Normal Duration	Exit point/ Awards	Job Role
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.GOVERNMENTCOLLEGE (A) KAKINADA
CURRICULARFRAMEWORKFORB.VOCCOURSE
SUNDERNSQFFORTHEYEAR2022-23

B.Voc. Journalism & Mass Communication (Best-read)

SUBJECT/SEMESTER		I		II		III		IV		V		VI				
		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		
SecondLanguage(Telugu/Hindi/Sanskrit)		4	3	4	3	4	3									
LifeSkillCourses		2	2	2	2	2+2	2+									
SkillDevelopmentCourses		2	2	2+2	2+2	2	2									
Core Subjects																
MajorSubject-1	C1 to C5History/(Theory)	5	4	5	4	5	4	5	4	5	4					
MajorSubject-2	C1 to C5Political Science (Theory)	5	4	5	4	5	4	5	4	5	4					
Vocational	C1toC14includingTheory 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 andLab/Institutional/IndustrialTraining) Communication Lab/New Media Lab/Videography/Event Management/Video editing/Short film	2+2	2+1	2+2	2+1	2+2	2+1									
TotalHrs/Week(AcademicCredits)		31	25	33	27	31	27	30	24	30	24	1	2	4	4	
ExtensionActivities																
NCC/NSS/Sports/ExtraCurricular								2								
Yoga						1		1								
ExtraCredits																
Hrs/W(TotalCredits)		3	28	3	30	36	3	3	3	36	30	1	2	4	4	

firstandSecondPhase(2Spells)ofApprenticeshipbetween1stand2ndyearandbetween2ndand3rdyearSummer vacation

Scheme of syllabus and Examination Pattern

SL No:	Study Components	Course Title	Component	Hours		Examination		Credit
				Hrs (hours in a	CIA	MARKS		
I	Semester 1							
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 and Journalism		V	5	50	50	4	
8	Communication Lab		V	2 +2		50	3	
				31			25	
II	Semester 2							
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	Reporting and Editing for Print		V	5	50	50	4	
8	New Media lab		V	2 +2		50	3	
				33			27	
III	Semester 3							
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 and Public Relation		V	5	40	60	4	
8	Videography		V	2 +2		50	3	
				33			27	
IV	Semester 4							
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	

6	Introduction to Electronic Media	V	5	40	60	4
			30			24
V	Semester 5					
1	Media Management and Entrepreneurship	V	5	40	60	4
2	Social Media and Digital Marketing	V	5	40	60	4
3	Writing for Media	V	5	40	60	4
4	Video Editing Lab	V	5	--	100	4
5	Media Economics(Project)	V	5	--	100	4
6	Short Film Production Lab	V	5	--	100	4
			30			24
VI	Semester 6					
	Apprenticeship (OR) Project					12
	Study tour (OR) Assignment					8

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

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		43		151						4300*/4150**

SYLLABUS
Semester: I

1	Introduction to Mass Communication and Journalism	CREDIT- 4
<p>Unit I: Communication concept elements and process Defining meaning and scope of communication, Types of communication, Barriers to communication , Function of communication</p> <p>Unit II: Models of Mass Communication, Aristotle’s model, Lasswell model,Shanon and Weaver model, Osgood’s model</p> <p>Unit III: Theories of Communication, Dependency Theory, cultivation theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory,Diffusion of Innovations, Participatory Communication, Social Learning.</p> <p>Unit IV: Early origin of Newspaper in India, Issues of Political Freedom and Press, Freedom in India, Birth of Indian Language Press Contribution of Raja Ram Mohan Roy, Birth of Indian Newspapers and Agencies, Mahatma Gandhi and Journalism, History of Journalism in India with special reference to Telugu Journalism</p> <p>UnitV: Darkness period of Democracy, Freedom of Expressions, role of press in Democracy, The role of the Press in Social Sciences.</p> <p>Reference Books:</p> <ol style="list-style-type: none">1 · Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers2 · Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers3 · Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge4 · Mc Quail, Dennis (2000), Mass Communication Theory: An Introduction, London, Sage5 · Baran, Stanley J. & Dennis K. Davis (2006), New Delhi, Cengage Learning India6 · Vivian, John (2013), The Media of Mass Communication, New Delhi, PHI Learning		

P.R. GOVERNMENT COLLEGE (A) KAKINADA
B.VOC JORNALISM&MASS COMMUNICATION
Semester – I

Sub: Introduction to Communication and Journalism

Time: 21/2Hours

Max. Marks: 50

Section – A

1. Answer any THREE of the following

10 X 3= 30M

- .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

4 X 5= 20 M

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?

Subject: Journalism and Mass Communication
Paper- II Reporting and Editing for Print

Unit –I

Concept, definitions and elements of Reporting, Sources of News, News gathering, Verification and Validation, Reporting hierarchy in News Organizations General Interests. Cultivation of sources. Ethics and laws related to reporting.

Unit - II

Reporting Techniques and skills. Types of Reporting, Beat Reporting. Reporting hierarchy in News Organizations, General Interests. Press conference, Press briefing and Meet the press. Human interest stories v/s hard stories.

Unit – III

Understanding of Political Trends and Political Parties, Conducting Political Interview. Legislative Reporting (Parliament, Assembly and Local Bodies), Rural Reporting ,Reporting of Autonomous

Unit – IV

How to Report Cultural Events (Drama, Music, Dance etc.),Difference between Cultural Reporting and Review Articles, Film Coverage ,General Introduction of Sports Journalism How to Report Cricket, Football, Hockey, Athletics and Tennis Events.

Unit - V

Basics of Investigative Reporting, How to Cover a Crime Incident, Analytical Coverage of Crime, Complete Understanding of Rural-Urban Crime Pattern, Court Reporting

Practical / Assignments

- Write any five news report for print medium.
- Write any five news report for Television
- Write any five news report for web.

Reference books:

- 1.M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage
- 5.George, A. H. (1990). News Writing, Kanishka Publications.

Subject: Journalism and Mass Communication
Paper- II Reporting and Editing for Print
Model Question Paper

II SEMESTER END EXAMINATIONS

Duration: 2.30 Hrs.

Max. Marks: 50M

PART- A

Answer Any THREE of the Following Questions.

10 X 3 = 30M

1. Define news. What do you understand about the special supplement of a Newspaper?
2. What are the essential steps for features writing in print media?
3. Describe the importance of column in Newspaper and Magazine
4. Describe the origin and fundamentals of good writing
5. 'The essential is the soul of a Newspaper' Explain.
6. Explain the News structure and the process of news gathering.

PART- B

Answer any FOUR of the following questions

5X4 = 20M

7. PARI
8. News laundry
9. Mook Naik
10. Vicekavardhini
11. The Hoot
12. The Deccan Herald

3	Advertising and Public Relation SEMESTER - III	CREDIT-5
<p>Unit I:</p> <p>Definition&MeaningofAdvertising,RoleandfunctionsofAdvertising,Nature&Scopeof Advertising ,Growth& Development of Advertising in India &World , Global Scenario of Advertising , Ethical & Regulatory Aspects of Advertising.</p> <p>Unit II:</p> <p>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</p> <p>Unit III:</p> <p>Definitions and concept of public relations, Concept of publicity, Concept of propaganda Concept of advertising, Concept of e-PR. Public Relations and Corporate Communications. Propaganda and Publicity</p> <p>Unit IV:</p> <p>Tools of public Relation, Newspaper and magazine, Radio, television and film, New media and social media, Fundamentals of public relations writings,.</p> <p>Unit V</p> <p>Press release writing, Poster writing, Wall, Pamphlet and leaflet writings, Writing for internal public Ethics of public relations, Ethics of e-PR, Code of ethics by professional bodies, Laws relating to public relations and corporate communications, Laws relating to e-PR</p> <p>Reference Books:</p> <p>K.R. Balan: Corporate Public Relations; Himalaya Publishing.</p> <p>Frank Jefkins: Public Relations Made Simple; Heinemann; London.</p> <p>Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition</p> <p>Anne Gregory: Public Relations; IPR Publications.</p> <p>Subir Ghosh: Public Relations Today; Rupa& Co.</p> <p>Jamar Ghosh: Jana Sanjog; PaschimbangaRajyoPustakParshad.</p>		

Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta.

Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.

Dennis L. Wilcose& Glen T, Public Relations, Pearson. (10)Jefkins Frank: Public Relation
chniques, Heinmann Ltd.

P.R GOVERNMENT COLLEGE (A) KAKINADA
JOURNALISM&MASS COMMUNICATION
SEMESITER –III
MODEL QUESTION PAPER
PAPER –III ADVERTISING AND PUBLIC RELATIONS

TIME: 2 ½

Max marks 50 M

SECTION –A

I Answer any THREE of the following questions **10x3= 30M**

1. Define advertisement and explain the functions and scope of Advertising.
2. What are the different types of advertising? Explain.
3. Define structure and functions of advertising agencies.
4. Explain the differences between an advertisement and PR
5. What are the Public Relations Models?
6. Explain the role, functions and principles of Public Relations.

SECTION-B

II Answer any FOUR of the following questions **5x4=20M**

07. DAGMAR model.
08. I &PR
09. DAVP
10. Spin Doctors
11. Outdoor Advertisement
12. Hierarchy model.

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

PAPER: III- MEDIA LAWS ÐICS

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 ÐICS

TIME: 2 ½

Max marks: 50

SECTION-A

I. Answer any THREE of the following

10x3=30M

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 privileges and contempt of legislature?
5. Write in detail about the working journalist Act?
6. Write in detail about the official secrets Act 1923?

SECTION –B

II .Answer any FOUR of the following

5x4 =20M

07. Copy right act?
08. Contempt of court act?
09. Cinematography act?
10. Indian penal code
11. Freedom of speech and expressions?
12. Article 19 (2) Freedom of the press in India?

5	Introduction to Electronic Media SEMESTER - IV	CREDIT-4
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Unit I:

Brief History of broadcasting, Broadcast in India- A Retrospect, Objectives and Policies of A.I.R, Committees on B' casting: Chanda Committee, Vargeese Committee, Prasar Bharti Act, Radio Programme Formats and Writing process.

Unit-II

Radio Newsroom, Employee and Working Process, Collection and Writing of Radio News, Formats of News based Programmes., Preparation of News Bulletin and Editing of News Traits of News Reporter and News Editor F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.

Unit-III

Brief History & Characteristics of T.V. B' casting in India and the World, P.C. Joshi Committee, SITE Experiment, General Activities of a T.V. Centre Expansion and Reach of T.V. Media, Programme Pattern of Different D.D. Channels & Private News Channels

Unit - IV

Concept of Scripting, Objectives of Scripting, Script Writing and Presentation (Voice Quality, Modulation & Pronunciation) Steps and Formats of Script Writing, Writing for Anchoring

Unit-V

Concept of web Journalism, Internet and its functions Search and Conceptualization of online Material, Major Newspapers, Magazines and their E-paper on internet, Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society

Reference books:

1. Chatterji, P.C. (1993) — “ Indian Broadcasting”.
2. “Television Journalism and Broadcasting”-Bhatt.
3. “Writing for Television, Radio and New Media” by Robert L Hilliard
4. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon:Routledge

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

MODEL QUESTION PAPER

PAPER: V– INTRODUCTION TO ELECTRONIC MEDIA

TIME: 2 ½

Max marks: 50

SECTION-A

I . Answer any THREE of the following questions

10x3=30M

1. Explain the different types of News copy?
2. Do you think the news agencies enriched the news coverage of the Indian press?
Justify your answer.
3. Discuss the history of Radio in the pre Independence India. Do you think Prasar Bharathi is now as days facing stiff competition from private FM radio stations?
4. Discuss the about the development of Television in India?
5. Explain in detail about the chanda committee, Varghese Committee.
6. What is the hierarchical structure of a Newspaper Organization?

SECTION –B

II .Answer any FOUR of the following questions

5x4 =20M

7. Akashvani
- 8 Sansad TV
9. NDTV
10. Radio broadcasting
11. SITE
12. Electronic Media

6	Media Management and Entrepreneurship - -Semester - V	CREDIT-4
<p>Unit I:</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>Unit II:</p> <p>Media Organization – Structure and Characteristics of Media Organizations –Newspapers, Cinema,Radio,Television,MagazinesandOnlineMedia–OwnershipPatternsofPrintand Electronic Media – Merits and demerits –Media as an industry and profession</p> <p>Unit III:</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>Unit IV:</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 AND ENTERPRENUERSHIP

TIME: 2 ½

Max marks: 50

SECTION-A

I . Answer any THREE of the following

10x3=30M

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?

SECTION –B

II .Answer any FOUR of the following questions

5x4 =20M

7. Quality Control
8. Media Promotion?
9. Newspaper organization?
10. Large newspapers?
11. ABC
12. Online media?

7	<p>Social Media and Digital Marketing– V Semester</p> <p>Unit I</p> <p>Concept of Information Technology, Growth and development Use of communication technology, Media convergence, Internet</p> <p>Unit II</p> <p>New Digital Media , Social Media Concept , Evolution and Characteristics, Usage of Social Media., Impact of Social Media Social Media: Risks and Challenges</p> <p>Unit-III</p> <p>Social media; Introduction; platform, Online Community, Web portals, Social Networking sites Introduction, Facebook, Instagram, LinkedIn, Pinterest</p> <p>Unit-IV</p> <p>Blogging: Introduction, Blog writing (twitter), Social media marketing, Social media management tools</p> <p>Unit-V</p> <p>Introduction to Digital Marketing, The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world-latest practices.</p> <p>Reference Books:</p> <p>1. Rogers M. Everett, Communication Technology : The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.</p> <p>2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.</p> <p>3. Webster Frank, Theories of the information Society Routledge, New York, 1995.</p>	CREDIT-4
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**P.R.GOVERNMENT COLLEGE (A) KAKINADA
JOURNALISM&MASS COMMUNICATION
SEMISTER –V**

MODEL QUESTION PAPER

PAPER: I – SOCIAL MEDIA AND DIGITAL MARKETING

TIME: 2 ½

Max marks: 50

SECTION-A

I . Answer any THREE of the following questions

10x3=30M

1. Explain about the Social network society?
2. Write about brief history of Digital Marketing?
3. What are the various job opportunities in Social Media?
4. Explain about the Search Engine Optimization
5. What are the basic principles of Digital Marketing?
6. Explain about the technical issues in Social Media?

SECTION –B

II .Answer any FOUR of the following questions

5x4 =20M

7. Learning Management System
8. Digital Media
9. Online payments
10. Crypto Currency
11. Virtualisation
12. Web Series

8	Semester - VI Internship & Study Project	CREDIT – 8 CREDIT -12
<p>Objective:</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>Instruction for assignment/report:</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>		