

P.R.GOVERNMENT COLLEGE(AUTONOMOUS)

KAKINADA- 533001

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



BOARD OF STUDIES

2020-21

Department of JOURNALISM & MASS COMMUNICATION

Composition of Board of Studies

The Board of Studies of **JOURNALISM & MASS COMMUNICATION** Department was convened on June 2020 in online of JOURNALISM & MASS COMMUNICATION under the Chairmanship of **Dr.P. Hariram Prasad**, Lecture-in-Charge of the Department. The following members are present in the meeting.

S.No	NAME	Role in the Committee
1	Dr.P. Hariram Prasad Lecture In- Charge Department of Hindi & JOURNALISM & MASS COMMUNICATION	Chairman
2	Dr P.Babjee Lecture In Political Science & Course Co-ordinator , J&MC GDC Rajamadendravarma	University Nominee
3	Prof. P.Bobby Vardhan Dept of JOURNALISM & MASS COMMUNICATION	Subject Expert
4	Arapnesh Mani Academic Head , Media Entertainment Skill Council (MESCC) New Delhi	Industrial Nominee
5	Sri GKD Prasad Senior Journalist , Visakhapatnam	Senior Journalist
6	Sri Ch.Advaitha	Faculty
7	Mr Harish	Student Nominee

The BOS members discussed the Agenda and passed the resolutions:

Resolutions:

1. Resolved to approve the I , II, III,IV,V and VI Semester end exams model papers and syllabus.
2. Resolved to approve the List of paper setters and Examiners.
3. Resolved to approve the action plan for the year 2020-21
4. Resolved to conduct internal assessment to the extent of 40 + 60 marks semester end examinations.
5. Resolved to Start Certificate course in Journalism and Mass communication
6. Resolved to adopt the APSCHE guidelines for I & II Semesters.
7. Any other Item permission with chair

Chairman BOS

1.

2.

3.

4.

Department of JOURNALISM & MASS COMMUNICATION

Board of Studies for the Year 2020-21

Members present with signatures

The Board of Studies of JOURNALISM & MASS COMMUNICATION Department was convened on June 2020 in online 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.

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

1. Resolutions of Board of Studies Meeting
2. Syllabus of I,II, III ,IV,V and VI Semesters
3. Model Question Papers of I,II, III ,IV,V and VI Semesters
4. List of Examiners
5. List of Activities proposed during Odd Semesters 2020-21
6. Other new Proposals

Chairman

Board of Studies

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

LIST OF EXAMINERS 2020-21

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

1. BOS Chairman -

2.

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5.

PROPOSED ACTIVITIES ACTION PLAN FOR 2020-21

The Department of Journalism and Mass Communication Proposes to conduct the following activities during the Academic Year 2019-20 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 Political Science
2	August	Remedial Coaching	To make the students cope with the syllabus
3	August	Guest Lecture	Judicial Controversy during the recent days
4	September	Field Trip	Nearby Government Office
5	October	Project Work	Student Project on Challenges and Opportunities after Bifurcation of Andhra Pradesh
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 2019-20 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

REGULATION AND CURRICULUM FOR THE BACHELOR OF VOCATIONAL DEGREE COURSE IN

B.Voc Journalism and Mass communication

1. Title of the Course: B.Voc Journalism and Mass Communication (VOCATIONAL)

2. Eligibility for Admission:

- A candidate seeking admission to the Bachelor of Vocational Degree Courses in Journalism and Mass communication shall have passed higher secondary examination (10 +2) or equivalent .

3. Sanctioned Student Strength: 50 Students.

4. Course Significance:

- The course aims to give practical oriented training to the students to meet the increasing demands for trained personnel to work in diverse areas of Media and Mass communication.
- Students has to go through the fundamentals and advanced concept and practices of print Media, TV, Radio, Film, Web and Digital Media.
- Students also get an opportunity to learn from the industry partners around the Pondicherry University Mahe Centre.

5. Course objectives:

- Students are shaped to acquire the practical skills and enable them to work in the areas ranging from reporting, editing to public relations, and advertising, video productions to web casting.
- The students are also expected to learn and use all modes of media and their applications.

6. Duration of the course:

The duration of the course shall be three years with semester pattern. The course has multiple exit provisions- A Diploma at the end of first year and advanced Diploma after two years and Bachelors Degree after three years of successful completion of the course.

7. Medium of instruction:

The medium of instruction and examination shall be in English.

8. Attendance:

- Every candidate should have attended at least 80% (compulsory) of the total number of classes conducted in an academic year from the date of commencement of the term to the last working day as notified by University in each of the subjects prescribed for that year, separately in theory and practical. Only such candidates are eligible to appear for the University examinations.

9. Course implementation:

- General education component of the curriculum would be imparted in Pondicherry University Mahe Centre and skill training by SKP (Skill Knowledge Providers) such as local and other Journalists and Media Persons from Media sectors.
- A log book would be maintained for students with SKP's and continuous Assessment and end semester evaluation of skill would be done by SKP.
- Only the necessary number of core faculties would be there in the institution and the remaining would be drawn as guest faculties from skill sectors and people with experience and expertise in the specific vocational skills.
- The expenses in connection with job training (training fees) educational tour, Field visits etc should be borne by the candidates.

10. Schedule of Examination:

The University shall conduct examinations semester wise as notified by the University from time to time. A candidate who satisfies the requirement of attendance, progress and conduct as stipulated by the University shall be eligible to appear for the University Examination.

11. Conducting Examination:

1. Theory Exams: Pondicherry University for general and Vocational papers.
2. Practical Exams:
 - (a) English and Computer examinations: Pondicherry University
 - (b) All Vocational periodic assessment and end semester exams are conducted by Skill Knowledge Providers (SKP) or trainers in the media settings and marks shall be submitted in sealed covers (in duplicates) to Pondicherry University Mahe Centre.

This will be forwarded to Pondicherry University from Mahe Centre.
 - (c) Also a certificate from the SKP / HOD / Institution shall be issued to each student at the end of each semester on the media training imparted in the respective institutions, giving the assessment of Skill performance of the candidate as grade marks.

12. Declaration of Class:

- A candidate having appeared in all the subjects in the same examination and passed that examination in the first attempt and secured 75% of marks or more of grand total marks prescribed will be declared to have passed the examination with Distinction.
- A candidate having appeared in all the subjects in the same examination and passed that examination in the first attempt and secured 65% of marks or more but less than 75% of grand total marks prescribed will be declared to have passed the examination in the First Class.
- A candidate having appeared in all the subjects in the same examination and passes that examination in the first attempt and secured 50% of marks or more but less than

65% of grand total marks prescribed will be declared to have passed the examination in the Second Class.

- A candidate passing the University examination in more than one attempt shall be placed in Pass category irrespective of the percentage of marks secured by him/her in the examination.

[Please note fraction of marks should not be rounded off clauses (a), (b) and (c).].

SYLLABUS

Semester: I

1	General English	CREDIT-4 TOTAL HOURS: 60
Unit I : PORSE 1. The Knowledge Society – APJ Abdul Kalam. 2. The Language of African Literature – NgugiWaThiongo. 3. The Astrologer’s day – R.K. Narayan. Unit II: POETRY 1. The Solitary Reaper – William Words Worth. 2. The Road Not Taken – Robert Frost. 3. Night of the Scorpion – Nissim Ezekiel. Unit III: NON- DETAILED 1. The Lost Child – Mulkrat Anand. 2. The Last Leaf – O’Henry Unit IV: 1. The Marchant of Venice – William Shakespeare (Casket Scene Act – ii/ Scene V-IX) Unit V : GRAMMER PART 1. Antonyms & Synonyms. 2. One Word Substitutions. 3. Jumbled Sentences. 4. Eliciting information from given table. 5. Filling Up the form. 6. Articles. 7. Correction of Sentences (On Nouns & Adjectives) 8. Degrees of Comparison 9. Tree Diagram.		

2	Communication Lab	CREDIT-5 TOTAL HOURS: 60
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		

3	Digital Media Skills	CREDIT-5 TOTAL HOURS 75
Unit I: Introduction to Computer: Input and Output Devices, System Software and Application Software Computer Language, Compiler and Assembler. Unit II: Basics of Word Processing: Starting Word Program, Word Screen Layout, Typing Screen Objects, Managing Documents, Protecting and Finding Documents, Printing Documents, Formatting Documents Working with text, Formatting Text, Formatting Paragraphs, Bulleted and Numbered Lists, Copying and Moving Text, Spelling and Grammar, Page Formatting, Creating Tables, Mail Merge, Types of documents in Mail merge, Creating data Source, Creating Mailing Labels, Merging Data into Main Document. Unit III: Basics of Spreadsheet Selecting: Adding and Renaming Worksheets, Modifying a Worksheet, Resizing Rows and Columns, Workbook Protection, Formatting Worksheets , Formatting Toolbar, Formatting Cells, Formatting Rows and Columns, Formatting Worksheets Using Styles, Protect and Unprotect Worksheets, Formulas, Functions and Charts Formulas and Functions, Copying a Formula , Types of Functions, Types of Charts, Auto Shapes and Smart art Unit IV: Creating Presentation: Creating Slides, Slide Sorter View, Changing Slide Layouts, Moving Between Slides Unit V: Introduction to Internet: Getting Connected to Internet, Types of Internet Connections, Internet Terminology, Understanding Internet Address , Computer Viruses and Security Threats. Undergo training in Networking topologies, types of servers, server software, Internet protocols (TCP/IP, FTP, HTTP)		

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

Semester – I

Paper -III

Sub: Digital Media Skills

Time: 21/2 Hours

Max. Marks : 60

Section – A

10 x 4 = 40Marks

Answer any four questions

- 1.What are the various formatting tools provided for Adobe Page Maker Software?
- 2.Explain various designs used for presenting a News Story on the Web.?
3. Explain about the word screen layout ?
4. how to create a mailing labels and merging data into main document?
5. Define computer what are the input and output devices?
6. what are the basic of spread sheet selecting ?
7. what are the types of internet connections ?
8. what are the types of servers ?

Section – B

Answer any four questions

4 X 5 = 20Marks

- 1.What are uses of a PDF document?
2. Define Social Media
3. What is a USB
4. Explain HTTP
5. Define Mail-merge ?
6. what are types of flow charts ?
7. what are the work sheets ?
8. write about computer viruses and security threats ?

4	Introduction to Mass Communication	CREDIT- 5 TOTAL HOURS :60
Unit I: 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. Unit II: Communication Models – Aristotle – Lass well, Schramm, Berol, Shanon & Weaver and dance’s model – Seven C’s for effective communication. Unit III: 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. Unit IV: 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. Unit V: Visual and New Media – Television as a Mass Media, Origin, Growth in India, Nature and characteristics – Film Origin, Growth in India, Characteristics – Digital/New Media Characteristics and Features. Reference Books: 1. David Berlo, The Process Of Communication. 2. Emery & Others, Introduction To Mass Communication.		

3. Wilbur Schram, Mass Communication.
4. Keval J Kumar, Mass Communication In India.
5. Rivers, W L Mass Media.
6. Fedler F, Introduction To Mass Media.
7. Bitner J, Mass Communication- An Introduction.
8. Subir Ghosh, Communication in India.
9. Schramn Wilbur, Men, Messages and Media.
10. Gupta, Handbook of Mass Communication and Journalism.

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

Semester – I

Paper – IV

Sub: Introduction to Mass Communication

Time: 21/2Hours

Max. Marks : 60

Section – A

1.Answer any 4 of the following questions.

10 X 4 = 40Marks

- .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.Shanon & Weaver Communication Model?
5. Origin and growth of Television in India.?
- 6.Define Communication ? what are the types of communication?
7. What are the types of news media?
- 8.Define communication ? explain its nature and scope ?

Section – B

11 .Answer any four of the following questions

4 X 5 = 20 Marks

- 1.Define Communication?
2. What is Non-Verbal Communication? Explain its various forms.?
3. What is Online Broadcasting?
- 4.Explain the characteristics of a Magazine.?
5. Explain Traditional Media and its various forms?
- 6.Define communication? What are the types of communication?
7. Write about different types of radio station?
8. Discuss about the origin and growth in India ?

5	General Reporting	CREDIT-5 TOTAL HOURS :75
Unit I: What is News – Various Definitions – Duties and Responsibilities - Organisational structure of a News Bureau – Basics of Reporting -Qualification of a Reporter – Embargo – Follow- up, Style book, Dead line, Date line, By-line – News Sources –.Elements of News - Immediacy, Proximity, Prominence, Conflict, Tools of Reporting. Unit II: Selection of News- Priorities-Beats- Skills for various Beats like Crime, Hospital, Sports, -News Value - Exclusive Stories – types of Interview, Interview Techniques - Profile, Accuracy of News- Development Reporting. Concept and Story Idea Unit III: News planning- Scoops - Brainstorming, Deciding Story angle and Approach, Proof reading, Research, Idea for Features, Features with flair, Profile, News Documentary, Journalist and law - Defamation, Libel, Slander. Unit IV: Various types of Leads – Relevance of Intro - Developing a Story. Reporting Political Meetings, Assembly, Crime, Film, Science, Agriculture, accidents, deaths, natural disasters, court, sports, business, budget, elections, speech.science and environment. etc. Film Review, Rural Reporting and News Agency Journalism – Difference between News Agency Reporting, Print Media Reporting & Reporting for Electronic Media- Scripts for Visual Media		

Unit V:

Investigative Reporting - Interpretative Reporting - News generation by Right for Information Act, Editorial Writing, Letters to Editor, Middle piece, Cropping, Photo Journalism, Cartoons.

Editing News - Headline Writing & Editing – Various Editing Software – Online Journalism – DTP, Alternative Media And Proof Reading.

Reference Books:

1. Marie Colvin, On the Front Line: The Collected Journalism of Marie Colvin Marie Colvin.
2. Mervin Block, Broadcast News writing: The RTDNA Reference Guide.
3. Stuart Allan, Citizen Witnessing: Revisioning Journalism in Times of Crisis.
4. Stephen Sheppard, Deadlines and Disruption: My Turbulent Path from Print to Digital.

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

Semester – I

Paper – V

Sub: General Reporting

Time: 2 1/2Hours

Max. Marks : 60

Section – A

1 Answer any four questions

10 X 4 = 40Marks

- 1 What is a News Source? Explain various types of News Sources.?
- 2 What is a Lead? How do you develop a story from a Lead?
- 3 Give an example of how a News Report has been generated using the Right to Information Act.?
- 5.Explain Crime Beat and the various skills required for Crime Reporting.?
6. Define – a) Defamation b) Libel and c) Slander?
7. Define news write about their duties and responsibilities?
8. Write about qualification of a reporter?

Section – B

11Answer any four questions

5 X 4 = 20marks

- 1.What are the various Editing Software presently used?
2. What are the peculiarities of News Agency Reporting.
3. What is a News Embargo?
4. What are the points to be remembered while reporting a political meeting?
5. What is interpretative Reporting?
6. What are the reporting tools ?
7. Write about few interview techniques ?
8. What are the types of leads ?

6	Editing News (Project)	CREDIT-5 TOTAL HOURS: 75
Exercise 1: <i>Visit a Media Organization</i> Draw the Organizational structure of editorial department. Discuss the Role and responsibilities of editorial staff Create a General principles and functions of editing. Exercise 2: <i>Practice the Newsman's language; sentences and their structure;</i> Tense in news writing; negative and double negative expressions; adjectives; modifiers; split infinitives. Subject and verb agreement of nouns and attributions and identification of sources; punctuations; paraphrasing and transition devices in news writing. Exercise 3: <i>Practicing Editing a manuscript to a news story</i> Editing process-checking facts, correcting languages, rewriting leads, condensing stories, slanting of news, localizing of news. Exercise 4: <i>Familiarize and Practice the various contents of print media</i> Style Sheet. Techniques of Headline Writing – News and Feature Headlines – types and Functions of Headlines. Editorials – Function, Principles, Types; Letters to the Editor. Obituary, columns, classifieds, cartoons, Graphics and images, sports, etc. Exercise 5: <i>Prepare a Newspaper Design and Layout and for other print media</i>		

Understand Newspaper Design and Layout – Design of inside pages; Forms of Design; Picture Editing and Caption Writing; Comparative study of Newspaper Makeup, Introduction to photo editing software. Selection, cropping, importing and toning a Photograph.

Exercise 6:

Knowing Computer Page Makeup

Computer Page Makeup; Principle & Techniques of Page Makeup..

Introduction to page- making software. Adobe Indesign, Quark Express, Adobe Page Maker.

Fundamentals of typography, types and type setting process. Page makeup and design, traditional and contemporary design, dummy preparation; space saving techniques.

Reference Books:

1. M K Verma, News Reporting and Editing.
2. Alain de Botton, The News: A User's Manual.
3. K.M. Shrivastava, News Reporting and Editing.
4. Allan Bell : The Language of the News
5. Harold Evans : Newsman's English
6. Harold Evans : Handling Newspaper Text
7. Harold Evans : News Headlines
8. Harold Evans : Picture editing
9. Harold Evans : Newspaper design
10. George A Hough : News writing
11. Bruce Westly : News Editing
12. Baskette et al : Art of Editing
13. Lestlie Sellers : The simple Subs Book
14. Michel Hides : The Sub-editors' Companion
15. William E. Francois : Beginning News Writing : A Programmed text
16. Martin L Gibson : Editing in the Electronic Era
17. Allen Hull and Bob John : Newspaper Design Today
18. Robert L. Kerns : Photo Journalism
19. Ken Metzler : News Writing Exercise

P.R. GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA
B.VOC JORNALISM & MASS COMMUNICATION
SEMISTER – II
SUB: GENRAL HINDI - PAPER – I (GADYA SANDESH)
SYLLUBUS

Course I

- 1\ lkfgR; dh egRrk A
- 2\ ,p\vk bZ\oh\,M~l A
- 3\ fe(rk A

Course II

- 1\ i(ys[ku A
- 1\NqV~Vh i(A 2\fkdk;r i(A 3\iqLrd fo+srk ds uke ij i(A

Course III

- 1\ lkekU; fuca/k A
- 1\ iqLrdky; A 2\ lekpkj i(A 3\ i;kZoj.k vkSj iznw”k.k A

Course IV

- O;kdj.k
- 1\ foykse ‘kCn A
 - 2\ fgUnh esa vuqokn dhft, A
 - 3\ in uke fgUnh esa fyf[k, A
 - 4\ laf/k foPNsn A
 - 5\ dkjd fpUg A

P.R. GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA

B.VOC JORNALISM & MASS COMMUNICATION

SEMISTER – II

SUB: GENRAL HINDI - PAPER – I (GADYA SANDESH)

TIME 2 ½ HOURES

Max.Marks : 50

SECTION - A

I. **fdUgh rhu iz'uksa dk mRrj fyf[k, A**

3 X 10 = 30

1\ lkfgR; dh egRrk A

2\ ,p\vkBZ\oh\,M~I A

3\ chekjH ds dkj.k NqV~Vh ds fy, iz/kkukpk;Z dks izkFkZuk % i(fyf[k, A

4\ vius eqgYys esa liQkbZ dk Bhd izca/k ugh gS Aml dh f'kdk;r djrs gq, LokLF;
O;oLFkkid ds uke ,d i(fyf[k, A

5\ lepkj i(A

6\ iqLrdky; A

SECTION – B

II. **fdUgh pkj iz'uksa dk mRrj fyf[k, A**

4 X 5 = 20

1\^^Kkku jk'kh dk lafpr dks"K dk uke gh lkfgR; gS A ^^ % lanHkZ lfgr O;k[k; fyf[k, A

2\ 'kjhj dk [kk] Hkkstuh; inkFkZ gS vkSj efLr"d dk [kk] lkfgR; A ^^ % lanHkZ lfgr O;k[k; fyf[k, A

3\ ykx dPph feV~Vh dh ewfrZ ds leku jgrs gSa ftls tks :id k pkgs ml :i dk djs % pkgs jk{kl cukos pkgs nsork A % lanHkZ lfgr O;k[k; fyf[k, A

4\bu jksxksa ds fy, lekt esa fu;fer vkSj vko';d :i ls tkx:drk vfHk;ku pykus dh vko';drk gS A

% lanHkZ lfgr O;k[k; fyf[k, A

5\ foykse 'kCn A

1\vdK'k 2\u;k 3\va/kdkj 4\dfBu 5\iki

6\ fgUnh esa vuqokn dhft, A

1. Acceptance 2. Absence 3. Bonifide 4. Agreement 5. Circular

7\ in uke fgUnh esa fyf[k, A

1. Cashier 2. Governer 3. Collector 4. Chief Editor 5. Chief Justice

8\ laf/k foPNsn A

1\erkuqlkj 2\fgcky; 3\johUnz 4\lw;ksZn; 5\egkl;

SYLLABUS

Semester: II

2	CSS - I	CREDIT-4 TOTAL HOURS: 60
Unit I : PORSE 1. The Annihilation of Caste – Dr.B.R. Ambedkar. 2. The Scientific Points Of View – JBS Haldane. 3. On Shaking Hands – AG Gardiner. Unit II: POETRY 1. Ode to Autumn – John Keats. 2. This is a Photograph of me – Margaret Atwood. 3. I am not that women – Kishwanaheed. Unit III: ONE- ACT PLAY 1. The Proposal – Anton Chekov. 3. The Last Leaf – O’Henry Unit IV: LANGUAGE ACTIVITIES 1. Words often confused. 2. Expansion of an idea/proverb. 3. Mind mapping. 4. Tenses/ Correction of sentences on verbs. 5. Prepositions. 6. Reported Speech. 7. Tag Questions. 8. Voice Change.		

3	Environmental Studies	CREDIT-3 TOTAL HOURS: 45
Unit I: Multidisciplinary nature of environmental studies-Definition, scope and importance, need for public awareness. Natural Resources: Renewable and non-renewable resources, Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles. Unit II: Ecosystems: Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)		

Biodiversity and its conservation Introduction – Definition: genetic, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity Nation, Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit III :

Environmental Pollution: Definition , Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

Unit IV:

Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and Rehabilitation of people; its problems and concerns. Case Studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act. Wildlife Protection Act Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

Unit V:

Human Population and the Environment. Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and Human health. Case Studies.

Reference Books:

Mike Hulme, Climates and Cultures.

Mark Garrett, Encyclopaedia of Transportation Social Science and Policy.

Steel, Science An A-to-Z Guide to Issues and Controversies.

John A Matthews, Encyclopaedia of Environmental Change.

4	Introduction to Electronic media	CREDIT - 5 TOTAL HOURS: 75
Unit I: Defining Electronic Media: Characteristics of Electronic Media, Types of Electronic Media, Scope and Limitations of Electronic Media. Unit II: Radio Broadcasting-Origin and Growth, All India Radio, FM Radio stations bands, Radio Jockeys- Programs Formats: News talks, Interviews, Documentaries and advertisements. Radio program productions-Studio, Recording, Editing, and Radio station Structure and staff. Unit III: An overview of Television Industry, TV as a domestic Medium, Popularity, Entertainment-Education format, Formats of TV News packaging, Programs- structure and format in the new era, live talk, Sitcoms and Soap Operas, Station structure and staff Unit IV: Broadcast Language- Clarity, Brevity,& Simplicity, Gate keeping & Credibility, The local identity, Rewriting, Basic Style rules, Voice of the station, Attributions, Headlines, Writing to visuals. Unit V: Production Practice: Radio and television programme.		

P.R. GOVERNMENT COLLEGE (A) KAKINADA
B.VOC JORNALISM&MASS COMMUNICATION
SEMISTER - II
Paper - IV
SUBJECT : Introduction to electronic media

Time 21/2hours

max marks 60

Section-A

1 Answer any four of the following questions

10x4=40 marks

1. Define electronic media? what are its characteristics of electronic media?
2. What are the types of electronic media ?
3. Define origin and growth of radio broadcasting?
4. Describe an overview of television industry?
5. Define headline and what are the functions and types of head line ?
6. What are the differences between documentaries and advertisements ?
7. Write about the station structure and staff?
8. What are the steps involve in writing visuals?

Section- B

11 Answer any four of the following questions

5x4=20 marks

1. Write the scope and limitations of electronic media?
2. Write the advantages of electronic media ?
3. Write the few words about ALL INDIA RADIO ?
4. Write few words about FM RADIO ?
5. What is meant by entertainment ?
6. Write few about live tale caste ?
7. Write few words about broad caste language ?
8. What is attributions ?

5	HISTORY OF INDIAN JOURNALISM	CREDIT-5 TOTAL HOURS: 60
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:		
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 - KasinadhuniNageswaraRao, KondaVenkatappaiahPanthulu,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		
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, Bangoreprachurana.		
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: 60M

PART- A

Answer Any Four of the Following Questions.

10 X 4 = 40M

1. Explain the Contribution of Indian Press in Bringing Social Reforms in India?
2. Explain the Contribution of News Papers in Indian Freedom Movement?
3. Explain the Origin and Growth of Telugu News Papers in India?
4. Explain the Contribution of Mahtma Gandhi in Freedom Movement in India through His News Papers?
5. Explain about the Krishna Patrika and Andhra Patrika?
6. Explain the origin and Growth of Amrit Bazar Patrika and Hitavad?
7. Explain the Changing Trends in Telugu Journalism ?
8. Explain about Indian freedom movement ?

PART- B

Answer any FOUR of the following questions

4X5 = 20M

9. Hicks Gazette
10. Annebesent
11. Dr. B. R. Ambedkar
12. KondaVenkatappaiah
13. PattabhiSeethaRamaiah
14. Telugu Press after 1970s.
15. Kandukuri veeresalingam
16. Sakshi

6	New Media Lab	CREDIT-5 TOTAL HOURS: 75
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.		

7	Public Relations	CREDIT-4 TOTAL HOURS: 60
Exercise / Unit I: Definitions – Origin and Development – Role of Public Relations in Modern Society – PR as a Leadership function- Difference between Public Relations, Publicity, propaganda and Advertisement - Opinion leaders – Public opinion and Community Relations - Quality of a PR practitioner - Professional Organizations. Unit II: Organizational set up of a PR department/agencies. Various Publics – PR in Private and Public sectors. Central and State Government departments, Basics of Advertising & Copy writing, Design of advertisements. Exercise / Unit III: <i>Conducting a PR campaign</i> Prepare a PR Campaign – Planning PR campaign and implementation & Feedback. Selection of Media, Govt. Information services and its functions, Organising Meetings, Event Management, Corporate communication. Exercise /Unit IV: PR Counselling & Consultancy. PR in support of Marketing & sales promotion. Media relations, PR tools. House Journals and Newsletters. Hand-outs, Community Relations, Open House. Unit V: Conduct of Press Conferences. Meet the press. Preparation of hand-outs, Production of Annual Reports, Design, Printing & Production of Brochures, Diaries, Notice etc. Reference Books:		

P.R. GOVERNMENT COLLEGE (A) KAKINADA
B.VOC JORNALISM&MASS COMMUNICATION
SEMISTER II- Paper VII
Sub: PUBLIC RELATIONS

Max. Marks : 60

TIME 21/2 HOURS

Section – A

1. Answer any four of the following questions.

10 X 4 = 40 Marks

1. Define public relations (P R) what are its role and functions ?
2. What are the factors relevant for public opinion formation ? How is it important in p.r ?
3. What are the steps taken to organise a p.r. campaign ? Explain with examples ?
4. What are the quality of a P .R practitioner in professional organizations?
5. Discuss the difference in p.r activities of public sector undertaking and private sector Companies?
6. What is media relation? Discuss how will you maintain good contacts with the media?
7. Discuss in detail the role of p.r department (or) agencies in a modern day organization?
8. Write in detail about the conduct of a press conferences and the press meets ?

Section – B

11 .Answer any FOUR of the following questions

5x4= 20 Marks

1. Explain about opinion leaders ?
2. Explain about the basics of advertising and copy writing ?
3. Explain in detail about the propaganda and P.R.?
4. What are the P.R tools
5. Discuss about the house journals and news letters ?
6. Write about hand – outs ?
7. What are the production of annual reports ?
8. Explain about the printing and production of brochures?

EMESTER III

1	Indian Culture	CREDIT-5 TOTAL HOURS: 75
Unit I History and Geography , Society: Ethnic Diversities, Religions and Languages		
Unit II Social Structure and the Process of Modernization , Gender Issues and Empowerment		
Unit III Culture: South Asian Cultural Influences and its Impacts , Traditional Art Forms		
Unit IV Major Trends in Religious Traditions , Economic Resources		
Unit V Developmental Process , Impact of Globalization and IT Revolution		
Reference Books: 1. Baviskar, Amita, In the Belly of the River (Oxford University Press,2005). 2. Bose, Sugata and Ayesha Jallal, Modern South Asia: History, Culture, Political economy (London: Taylor and Francis, 2004) 2ndedition. 3. Bose, Sugata and Jalal, Ayesha, Modern South Asia (London: Routledge,2003). 4. Chapman, Graham P, The Geopolitics of South Asia: FromEarly Empires to the Nuclear Age (Aghgate Publishers,2009). 5. Dirks, Nicholas B., Castes of Mind (Princeton: Princeton University Press,2001). 6. Hay, Stephen, ed., Sources of Indian Tradition, (Columbia: Columbia University Press, 1988)		

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

MODEL QUESTION PAPER

PAPER : I - INDIAN CULTURE

TIME : Two and half hours**Max marks:** 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

1. Explain the society of history and geography ?
2. What are the religions and languages of history and geography ?
3. Explain the social structure and the process of modernization ?
4. What are the gender issues and empowerment ?
5. Explain the traditional art forms of culture ?
6. What are the economic resources?
7. What are the major trends in religious traditions ?
8. Explain the development process and impact in globalization ?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

9. It revolution
10. Modernization
11. Empowerment
12. Traditional art forms
13. South Asian culture
14. Economic resources
15. Development process
16. History
17. Geography

2	National & International Affairs	CREDIT-5 TOTAL HOURS: 75
Unit I: Introduction to International Politics -International Politics: Definition, nature and scope Unit II : Theoretical interpretations of international Politics-Idealism, Realism, Systems theory, Game theory, Decision making theory, Marxian theory, Dependency theory and Communications theory. Unit III: Core concepts and ideologies in international politics - Power ; elements of Power, national power, balance of power, collective security - State System: Development and nature, contemporary state system, nation and nationalism - Imperialism , colonialism and neo-colonialism, Unit IV: Instrument for Promotion of National Power: Foreign policy and national interest - Diplomacy: functions and limitations –war-International Law Unit V: Development of International system-Concept of International system, Treaty of Westphalia, Hauge conventions, League of Nations: Objectives, structure, achievements, failure Unit VI: United Nations Organization: UN: Evolution, Objectives, Organisational structure, specialised agencies of UN: UNESCO, WHO, ILO Reference Books: 1. Ahuja, Kanta, Huup Coppens and Herman van der Wusten (eds.) Regime Transformation and World Realignment, New Delhi, SAGE,1993. 2. Bajpai, Kanti and ShukulHariss (eds.) Interpreting World Politics, New Delhi, SAGE,1995. 3. Bruce L. Sanders and Durban Alanc, Contemporary International Politics: Introductory Readings, New York, John Wiley,1971. 4. Bull, Hedley and Adam Watsom, The Expansion of the Internal Society, Oxford, ClarendonPress, 1984.		

1. Buzan, Barry, People, States and Fear, Sussex, Wheat Sheaf Books,1983.
2. Calvocoressi, World Politics, New York, Longman,1982.
3. Carr, EH., The Twenty Years Crises 1919-1939, London, Macmillan,1981.
4. Giddens, Anthony, The Third Way, Cambridge, Polity Press,1998.
5. Halliday, Fred, Making of the Second Cold War, London, Verso,1989.
6. Halliday, Fred, Rethinking International Relations, London, Macmillan,1994
7. Harshe, Rajen, Twentieth Century Imperialism, New Delhi, SAGE,1997.
8. Malhotra V. Kuman, International Relations, New Delhi, Anmol,1993.
9. Mayall, James, Nationalism and International Society, Cambridge, Cambridge University Press, 1990.

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

MODEL QUESTION PAPER

PAPER : II- NATIONAL &INTERNATIONAL AFFAIRS

TIME : Two and half hours**Max marks:** 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

1. Define international politics and explain its nature and scope ?
2. What are the core concepts and ideologies in international politics ?
3. What are the elements of power ?
4. Explain the state system development and nature ?
5. Define colonialism and neo colonialism?
6. What are the functions and limitations of diplomacy ?
7. Explain the league of nation its objective , structure achievements and failure ?
8. What are the concept of international system?
9. Explain the united nations organization evolution and objectives ?
10. What are the specilised agencies of UNSECO and WHO ?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

- 11.Idealism
12. dependency theory
- 13.contemprory state system
- 14.foregin policy
- 15.ILO
- 16.Imperialism
- 17.International politics

4**Advertising****CREDIT-5
TOTAL HOURS: 75****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 COMUNICATION
SEMESITER –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=40marks

- 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.
- 9.Explain the concept of advertising agencies .
- 10.Explain the structure and functions of advertising agency .

SECTION-B

II Answer any four of the following questions

5x4=20marks

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

6	Photography (PROJECT)	CREDIT-5 TOTAL HOURS: 75
Exercise 1: Nature and Scope Photography – Definition — Elements and Principles – practical analysis on Visual language – Early Experiments– Photography as an art form and Composition – Elementary rules of Creative Composition – Subject and Light– How to take Aesthetically Pleasing Photographs. Exercise 2: Introducing Camera – Types of Camera, Digital SLR and Various Digital Cameras – Parts of the Camera – Types of Lenses – Filters – Lighting Devices. Exercise 3: Learning techniques of Photography – Understanding ISO, Shutter speed, Aperture and Depth of Field – Concept of Exposure –Creative use of Exposure – Attributes of a Good Picture – Composing Different Types of Subjects such as Portrait, Still, Landscape and Action– Digital Photography Exercise 4: Practicing different types of Photography – Nature, Architecture, Life, Landscape, Wildlife, Sports, Environment, Candid, Aerial, Travel Industry, Fashion, Performance, Industrial, Disasters, Press Photography, Social Photography and Photography for Advertising etc. Exercise 5: Professionalism in Photography – Photo journalist , News Photographs – Photo Agencies – Photo Editing –Photo Features – Computerised Photography–understanding Legal and Ethical Aspects of Photography – Practical Assignments in Photography, Photographing News Events. Marriage and party, Accidents. Cultural Events.Human Interests Stories.		

Reference Books:

1. Newnes, BasicPhotography
2. Hamlyn, The Hanlyn Basic Guide toPhotography
3. CyernshemGR, History ofPhotography
4. Rothsteline , PhotoJournalism
5. MiltenFeinberg , Techniques of PhotoJournalism

Bergin, Photo Journalism

5	Videography (Lab)	CREDIT-5 TOTAL HOURS: 75
Exercise 1: 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. Exercise 2: 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. Exercise 3: Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects. Picture composition, Camera movements. Exercise 4: Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera Exercise 5: Pre- production. Idea generation, Budgeting and planning, paperwork, discussion, casting, story board and screenplay, blocking, location sound recording. Exercise 6: 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. Wide angle shooting, trolley and crane shots.		

Exercise 7:

Post- production: Video Editing : Types of editing, Preparation for editing, Non- linear editing, editing aesthetics, preparing and logging graphics, virtual and traditional, transition and effects, titling, subtitling, overlay and merging. Finalizing the disc.

Reference Books:

SEMESTER IV

1	Indian Constitution	CREDIT-3 TOTAL HOURS: 45
Unit I: Making of the Indian Constitution: Constitutional Development and national movement, Government of India Act 1919, 1935 and Indian Independence Act 1947. Constituent Assembly. Unit II: Features of the Constitution, Preamble: Philosophical and Ideological Base of the Constitution. Basic structure of the constitution Unit III: Citizen and State Fundamental Rights, Directive Principles of state policy, Fundamental duties Unit IV: Government of the Union. The Union Executive- the President and the Vice-President- The Council of Ministers and the Prime Minister - Powers and functions The Union Legislature - The Parliament: composition, powers and functions - Speaker. Legislative Process, Committee system The supreme court of India :structure powers and functions, Judicial review Unit V: Government of the States - Governor- the Council of Ministers and the Chief Minister- Powers and functions, State Legislature- composition, powers and functions. High courts and lower courts, Powers and function Unit VI: Major Provisions in constitutions - Amendment and Amendment procedure article 368,		

Emergency Provisions, Jammu and Kashmir Article 370. Elections and Election Commission

Constitutional Bodies. Union Public Service Commission, Attorney General, Comptroller and Auditor General, The Finance Commission, Election commission

Reference Books :

1. D.D. Basu: An Introduction to the Constitution of India, New Delhi, Prentice Hall:2013.
2. G. Austin: 'Working a Democratic Constitution – The Indian Experience' Delhi, Oxford Uni. Press,2000.
3. S. K. Chaube : Constituent Assembly of India – Spring board of Revolution, New Delhi, Peoples' Publishing House,1973.
4. S. Kaviraj : Politics in India, Delhi, OUP.1998.
5. W. H. Morris Jones : Government and Politics in India, Delhi,1974..
6. M. V. Pylee- Constitutional Government in India, Bombay, AsiaPub. House, 1977.
7. M. V. Pylee– An Introduction to Constitution of India, New Delhi, Vikas,1998.
8. Brij Kishore Sharma : Introduction to the Constitution of India,Prentice Hall : New Delhi,2005.

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

MODEL QUESTION PAPER

PAPER : I – INDIAN CONSTITUTION

TIME : Two and half hours

Max marks: 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

1. Explain about Basic structure of the constitution?
2. Explain about the Philosophical and Ideological Base of the Constitution?
3. What are the fundamental duties ?
4. Explain the structure powers and functions of Indian constitution?
5. Describe about the making of the Indian constitution and constitutional development ?
6. What are the features of constitution preamble ?
7. Describe the citizen and state fundamental rights ?
8. Explain in detail about the president and vice president of Indian constitution?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

9. Speaker
10. Legislative Process
11. Judicial review
12. High courts and lower courts
13. State legislature
14. Governor
15. Preamble

2 Value Education

CREDIT-3
TOTAL HOURS: 45

Unit I:

Values-Meaning, Nature and their importance. Relation between needs and values hierarchy of values, place of values in character development and education.

Unit II:

Awareness of one's self-Definition of self, assessing one's self. Self-Management – self-discipline, Ambition, self-confidence, Determination, Motivation, Self-control, Self-satisfaction. Personal values–Humility and simplicity, Sympathy and empathy, Honesty and commitment. Life-skills for individual and social living. Behavioural values-Good manners at home and outside, openness in thought and action. Role of religious values, Religious tolerance, Truthfulness to self and others. Leadership as a life skill, Leadership in other Life skill, Interpersonal and intrapersonal skills.

Unit III:

Intervention strategies of value education and assessment of value pattern Krathwohl's Taxonomy of Education: Objectives selection of value as recommended by NCERT, National Policy on Education and constitution of India. Models of value education; rationale Building Model–The consideration Model–Value analysis model–Value clarification model–Social Action Model–Jurisprudential Enquiry Model, Role Playing model, Cognitive Moral Development Model, and value Discussion Model.

Unit IV:

Understanding family life-Definition of family, Family life in the context of a rapidly changing society. Organising family life- Responsibility, Mutual respect, Sharing and caring, Accommodation and adjustment, individual interests Vs. Family interests. Providing continuity in traditional values-Traditional norms and family norms changing values-joint

families Vs. Nuclear families, Family responsibilities in the changing societal and living standards. Learning to live together –Definition of society, Units of society-Community living social awareness, Equity, Equality and brotherhood. Challenging the diversities – Value differences, Sex and gender related issues, Differences of opinions, tolerance, Conflicts,AvoidanceofconflictsDialogue,Conflictrresolution,andSocialresponsibility.

UnitV:

Professional values, National and International values Planning and organizing for transition in the changing work culture-Definition of profession, Vocation and career, Professional values and ethics, Professional Competence, devotion and confidence, professional efficiency, Accountability and Responsibility. Transition in the world of work- Learning as a dynamic process in the world of work-Awareness of the changing career options, Understanding the work culture, Willingness to change, team Spirit. Knowledge of IndianConstitution–Basisvaluesofcitizens.Globalvillage–Globalvalues,valuesofhealth and health care population and environmental issues, Aggression and violence, Deviance, Discrimination, Drugs, Racial and ethnicrelations.

Reference Books:

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JOURNALISM&MASS COMMUNICATION
SEMISTER –IV

MODEL QUESTION PAPER

PAPER : II – VALUE EDUCATION

TIME : Two and half hours

Max marks: 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

- 1.Explain the meaning of values?
- 2.Define nature and their importance in values?
- 3.explain the awareness of one s self?
- 4.explain the definition of self assessing onesself ?
- 5.explain the difference between interpersonal and intrapersonal skills?
6. what are the models of value education ?
- 7.explain the role playing model and enquire model ?
8. explain the definition of family and understanding family life ?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

9. professional values and ethics ?
- 10 . mutual respect
- 11.sharing and caring.
- 12.professional values
- 13.Gender related issues
- 14.Difference of opinions
- 15.Racial and ethnic relations

3	Media Laws and Ethics	CREDIT-4 TOTAL HOURS:60
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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 : Two and half hours

Max marks: 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

- 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 =20Marks

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 BharathiAct

4	Corporate Communication	CREDIT-5 TOTAL HOURS: 75
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: CorporateReputationandImagebuilding:Conceptofcorporatepersonality, 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=40Marks

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, ?
9. Write in detail about the qualifications duties and responsibilities of corporate communication?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

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

5	Event Management (Lab)	CREDIT-3 TOTAL HOURS: 45
Exercise 1: Practical participations in Events and Event Management: Attending various types of Events & Event Management. Understanding how to organise Events like exhibitions, seminars and conventions, trade shows, wedding planning, sports events, government civic and political events getting training with Organizers, Sponsors, and Logistics. Exercise 2: Conceptualization and Planning- Event planning in an organization, Project Planning, Planning the Setting, Location and Site of the event. Planning correctly for right type of event Operations of Plan, Planning and organization. Setting up an Event Organization structure -The Committee Systems, Developing a Program Portfolio. The Programme Life Cycle, Scheduling, Exercise 3: Human Resource Management. Assessing the event team leadership and goal. Team building and work distribution, Recruitment and Motivation. Exercise 4: Financial and Risk Management. Making of The Budget with Cost-Revenue analyse, Practical understanding of Accounting. Exercise 5: Market Research. Active participation on an event of marketing, generate an event marketing process, Learning the need of client, targeting clients, selecting event categories, collaborating with event management and media. Brand building and management. Case studies.		

6	Film Appreciation (Project)	CREDIT-5 TOTAL HOURS: 75
Exercise I: Practical lab work on Film review, Appreciation, Criticism and Definitions. Collecting and analyzing different types of films and its reviews. Practical exploration of different types of film journals, articles and write- ups. Write reviews for selected films. Exercise II: Practical analysis on the impact of technical elements in film making like Shot, scene and sequence. Cameramovements and subject movements. Lighting. Setting. Sound. Understand the techniques like montage and mise-en-scene. Deep focus, jump cut, etc. Exercise III: Study the audience manners. Conducting surveys and Collect data about major studios and distribution network. Exercise IV: Watch and evaluate classic films made from different cultures around the world. Exercise V: Study and appreciate the works of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Pier Paolo Pasolini, Alfred Hitchcock, Federico Fellini, Andrei Tarkovsky, Robert Bresson and Ingmar Bergman etc. Exercise VI: Conceptualize, Create and Edit a short telefilms or documentary film. Reference books • Bordwell K. and Thomson K. (1990): Film Art An Introduction, New York. Knopff. • Mast S. and Cohen M (ed) (1985): Film Theory and Criticism, Oxford, OUP. • Newbold, Chris (2000) The Media Book, Arnold. Dick, Berbn		

7	Internship	CREDIT-6 TOTAL HOURS:
Soon after the Fourth Semester End-Term Examination, students will undergo training in Print Media for two weeks and will submit a comprehensive Internship Report (IR) of the work done during the training. The hard copy of the Internship Report (in duplicate) is to be submitted at least 4 weeks before the commencement of End Term Examination of the fifth semester. Internship Report (IR) will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately.		

SEMESTER: V

2	Media Economics	CREDIT-5 TOTAL HOURS: 75
Unit I: Media and the business world, Media as a Business Media ownership patterns, Indian scenario, Global scenario Unit II: Print media industry- Various types of print media and their income generation patterns and management principles Unit III: Radio&Musicindustry,Commercialaspectsofradioandmusic.Incomegenerationpatterns and managementprinciples Unit IV: Television – Various types of television. Commercial aspects of television. Income generation patterns and management principles Unit V: New trends in media industry. Organizations related to media industry- WanIfra, INS, Editors’ guild etc. Diversification for business development- examples from various media houses		

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SEMISTER –V

MODEL QUESTION PAPER

PAPER : II – MEDIA ECONOMICS

TIME : Two and half hours

Max marks: 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

1. Explain about the media and the business world definition?
2. Explain about the business media ownership partners ?
3. Explain about the Indian scenario and global scenario?
4. Explain about the print media industry ?
5. What are the various types of print media and their income generation patterns?
6. What are the commercial aspects of radio and music ?
7. What are the various types of television ?
8. What are the new trends in media industry ?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

9. Television
10. Radio
11. Indian scenario
12. Global scenario
13. Editors guild
14. Wanflra
15. Ins

3	Business and Technical Communication	CREDIT-5 TOTAL HOURS: 75
Unit I: Business Communication; Brief History, Scope in new corporatized world. Various job opportunities Unit II: 7 Cs of communication, Interpersonal and group communication in business organization. Principles of better interpersonal and group communication Unit III: Basic principles of business writing and editing. End products of business communication- Letters, Memos, Reports, Proposals etc. Preparing presentations using various software like PowerPoint Unit IV: Technical Communication Defined. Scope of technical communication, Career opportunities Duties and responsibilities of technical communicators Unit V: End products of technical communication/technical writing- User manuals, Help menus, project proposals, e-learning materials etc.		

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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=40Marks

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 =20Marks

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

4	Media Management	CREDIT-5 TOTAL HOURS: 75
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Unit I:

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

Unit II:

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

Unit III:

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.

Unit IV:

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

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

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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=40Marks

- 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 =20Marks

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

5	Script Writing for Media	CREDIT-4 TOTAL HOURS: 60
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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.

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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=40Marks

- 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 ?
9. what are the three dimensional characteristics ?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

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

6	Multimedia Production (Project)	CREDIT-5 TOTAL HOURS: 75
Exercise I: Labwork on Multimedia systems, elements, applications, system architecture, Digital media and Hypermedia. Exercise II: Practical work to understand Multimedia file formats, standards, communication protocols, conversions, Data compression and decompression. Image authoring and editing tools, image file formats–JPEG, TIFF, GIF, PNG. Layers, RGB, CMYK, Contrast, Brightness, Slicing, Contrast Ratio, Aspect Ratio, Gray Scale, filters, blending tools, Image enhancing designing technique. Exercise III: Practical learning of 2D animation, definition and its characteristics, Authoring tools for 2D animation, Introduction to 3D animation. SWF, FLA, FLV. Streaming Media, key frame animation, shape animation, path animation, action script, use of action script in animation, integrating audio with animation. Exercise IV: Create Multimedia production: idea/concept, outline, script, storyboarding, templates, user interface, production and delivery strategies, design and navigation structures – linear, hierarchical, non-linear, and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and post production problems and solutions. Exercise V:		

Apply Multimedia in business, education and entertainment, Understand the job of a multimedia team like project manager, designers, writers, video/audio specialists, multimedia programmers

Exercise VI:

Final Project on Multimedia -Students should conceive, execute and submit a multimedia project of 10 minute duration on any topic/theme. The project must encompass all building blocks (text, picture, graphics, video, sound) and these should be assembled using appropriate authoring software.

Reference Books :

1. Maidarani Dinesh, Multimedia applications webdesigning
2. Francic Anne Crany, Multimedia
James E Shumar, Multimedia

7	Video Editing (Lab)	CREDIT-3 TOTAL HOURS: 45
Exercise I: Practical learning of the fundamentals of editing. Elements of videos: Sound, Visuals, Graphics and Texts. Linear and Non Linear editing. Editing in Digital World. Exercise II: Introduction to editing Tools- Adobe Premier Pro, Final Cut Pro etc or Open Software Exercise III: Working In the Timeline, Transitions, Key framing, Applying Filters, Ingesting, Exercise IV: Practicing Visual Editing, NLE Compositing, Colour Correction & Colour Grading, Working On Audio, Titling, Final Review and Project Exercise V: Editing assignments		

SEMESTER: VI

1	Graphic design	CREDIT-4 TOTAL HOURS: 60
Exercise 1: Exercising the Fundamentals of computer graphics- file format, bitmapped and object oriented graphics, colour depth and resolution, compression, image modes, print and online formats. ExerciseII: Lab work on Creating effective design- basic design applications using Photoshop in Logo design, stationery design and package design. Photoshop tool box and palette, selection and path tools, painting, drawing and editing tools; colourmodes, colour picker, colour palette, colour options and editing modes. Maintain a journal with Exercises on Photoshop ExerciseIII: Practical learning of Layer techniques and paths-creating, deleting and manipulating layers, translucent layers, special effects, merging layers and masks. Paths-drawing tools, importing and exporting, converting, filling and stroking, silhouettes and clipping. Exercise IV: Filters and retouching techniques- blur, distortion, noise, pixilated, render, sharpen, and stylize, video, etc. tonal correction, color correction, dust spots, blemishes, wringles corrections and backgrounds. Exercise V: 3 D Modeling and Animation. Primitive and Polygonal modeling, geometric shapes. 3 D shapes with realistic textures, buttons with beveled edges, 3D lettering, shadows, multimedia techniques, 3D lights. 3D camera. Key frame animation. Create A 3D Animation exercise with storyboarding and sketches to support. Reference Books : • Ackerman C.: Mastering Multimedia- Advantage II, BPS publication. Mulin Eileen: The Essential Photoshop Book		

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SEMISTER –VI

MODEL QUESTION PAPER

PAPER : I – GRAPHIC DESIGN

TIME : Two and half hours

Max marks: 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

- 1 . Explain the fundamentals of computer graphics ?
- 2 . What are the basic design applications for using photo shop logo?
3. What are the techniques of layer and paths ?
4. How to create delete and manipulating layers ?
5. Write about differences between importing and exporting layers ?
6. Explain the techniques of filters and retouching ?
- 7 .Explain in detail about the 3d modeling and animation ?
8. What are the key frame animation?
9. What are the multimedia techniques ?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

- 10 .color correction
- 11 .blemishes
- 12.backgrounds
- 13 .merging layers
14. clipping
- 15.3D lettering
- 16.colour modes
- 17 . shadows
- 18 .3D lights

2	Sound Editing	CREDIT-4 TOTAL HOURS: 60
Exercise 1: Practical learning to understand the characteristics of sound waves and its propagation like Pitch, Acoustics, echo RT decibels, etc. Quality of sound, frequency reference, S/N ratio diversions. Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling. Exercise 2: Usages of Microphones – different types: wireless, lapel, shotgun. Directional response and polar diagram. Factors governing the selection of mikes. Types of cables and connectors and their uses. Exercise 3: Writing for the ear, discussions on formats, voice modulation, presentation skills DJ techniques, skills. Exercise 4: Lab work on Recording techniques: digital and analogue (old and new). Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalising, noise reduction, location research, Creating sound: sound effects, silence (functions of sound in relation to picture, sound parallel to picture, sound defines picture, picture defines sound etc.) Exercise 5: Mixing and editing: why; how "Studio manipulation' (editing, improving quality, construction) and making of a complete program. Exercise 6:		

Two periods a week covering sound waves and propagation, microphones and accessories, magnetic recording, tape-recorders, DVDs, mixing of sound, audio sweetening, synthesizers, monitoring, background music.

Practicals in Radio scriptwriting formats- news reading, radio dramas, jingle, promos, and talk shows.

Reference Books:

- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.

- Belavadi Vasuki, Oxford University Press, 'Video Production'.

Millerson Gerald, Focal Press

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SEMISTER –VI

MODEL QUESTION PAPER

PAPER : II – SOUND EDITING

TIME : Two and half hours

Max marks: 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

1. What are the characteristics of sound waves ?
2. Explain the quality of sound and frequency reference ?
3. What are the usages of microphones ?
4. What are the different types of wireless, lapel, shotgun?
5. What is the writing for era and discuss about formats ?
6. What are the presentation skills DJ techniques ?
7. What are the techniques of recording ?
8. What are the differences between mixing and editing ?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

- 9 .Location research
- 10 .sound effects
- 11 .monitoring
- 12 . back ground music
- 13.mixing of sound .
14. magnetic recording
- 15.voice modulation
- 16.cables
- 17.conncetors

3	Social Media Analysis	CREDIT-4 TOTAL HOURS: 60
Unit I: Online Communication, Meaning and definition , Characteristics of Online Communication Unit II: Internet & Web, Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types iv. Email: Need & Importance v. Web tools: Blogs, Social Media & Search Engine Unit III: Newspaper, Brief History of the E-newspaper in English & Hindi, Reasons for the growing popularity of e- newspaper, Present & Future of E-newspaper, Limitations of online newspapers Unit IV: Web Journalism, Traditional vs Web Journalism Elements of Web newspapers, Reporting Writing, and Editing for Web Journalism. Unit V: Journalism & Law: Information & Technology Act 2000 & Copy Right Act. Reference Books:		

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JOURNALISM&MASS COMMUNICATION
SEMISTER –VI

MODEL QUESTION PAPER

PAPER : III – SOCIAL MEDIA ANALYSIS

TIME : Two and half hours **Max marks:** 60

SECTION-A

I . Answer any four of the following questions

10x4=40Marks

1. Explain about meaning and definition about online communication ?
2. What are the characteristics of online communication ?
3. What are the characteristics of internet ?
4. Explain the brief idea about ISP and browsers ?
5. What are the reasons for growing popularity in e – newspapers ?
6. Explain the brief history of e-newspaper in English and Hindi?
7. Explain about the limitations of online news paper?
8. Explain about report writing and editing of web journalism?

SECTION –B

II .Answer any four of the following questions

5x4 =20Marks

9. Blogs
10. Social media
11. Search engine
12. Web tools
13. Copy right act
14. Web journalism
15. Online communication
16. Journalism and law information ?
17. Technology act 2000

4	Short Film Production (Lab)	CREDIT-5 TOTAL HOURS: 75
Exercise 1: Concept mapping, discussion with experts and outline writing techniques. Exercise 2: Making of Story, screenplay and storyboard Exercise 3: Casting, crew selection, budgeting and allocating the production cost. Identifying the resources and location Exercise 4: Production stage: Shot division. Two and three camera production. Rehearsal Exercise 5: Post production, Censorship, Promotion and Selling.		

5	Project	CREDIT-5 TOTAL HOURS: 75
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Every student will be assigned the Final Project at the end of the Fifth Semester.

The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final project on the subject/theme approved by the Director of the Institute/HOD in the fifth semester.

The Project Reports (induplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester.

At the time of viva, the students will make a Power Point Presentation of the Final Project.

6	Study Tour	CREDIT-6 TOTAL HOURS:
Objective: The objective of the study tour is to get students acquainted with the media industry or for media activities (reporting, editing, photography etc.). Instruction for assignment/report: 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 submittedbythestudentsatleastfourweekspriortothedateofcommencementoftheEnd- Term Examination of the sixthSemester		