

PITHAPUR RAJAH'S GOVERNMENT COLLEGE

**AN AUTONOMOUS COLLEGE
ACCREDITED WITH NAAC A GRADE (3.17CGPA)**

KAKINADA- 533001



BOARD OF STUDIES MEETING

Department of JOURNALISM & MASS COMMUNICATION Semesters III,IV,V

B.A.STREAM

Board of Studies for the Year

2023-2024

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (AUTONOMOUS) KAKINADA



VISION & MISSION OF THE COLLEGE.

VISION, MISSION & OBJECTIVES FROM 2023-24

VISION:

To contribute its might for holistic and quality human capital formation for modern economy with focus on developing employment opportunity – enhancing skilling ecosystem, through Integration of research, value system and technology into teaching – learning process.

MISSION:

- To provide conducive and outcome-based skill development environment in the institution to brighten prospects for progression to higher education, employment opportunities in Government and Private agencies, for personal growth and enhanced productivity and economic growth.
- To collaborate with coaching centres or skill development institutions for skill development.
- To develop systems for quality enhancement in learning by student through promotion of ICT integration into learning, deployment of learning resources at the door steps of students for optimum utilization.
- Designing and implementing student-centric, inquisitive, practical-rich and research based curricula, including project works, problem-solving & applications oriented TLPs, field trips, etc., that facilitate experiential and participative learning.
- To strengthen research and development and create new research knowledge through intense research, collaborations, knowledge and technology transfer.
- To foster innovation among students through trainings and forging collaborations with outside organizations.

- To turn each student into a wholesome personality through initiatives in Community Service, Gender equity initiatives, Environment protection, personality, development, transferable skills, understanding constitution and its spirit and their role in nation building.
- To mould the character of each constitutional provisions-abiding and inquisition-arousing.

OBJECTIVES:

1. To prepare and introduce students to the world of work through development of cognitive skills, discipline-specific skills, technical and professional skills, information processing skills, problem-solving skills, social engagement and emotional skills.
2. To forge collaborations with industry, Government and third sector organizations
3. To promote intuition among students
4. To devise plans for rolling out socially conscious, culturally synchronizing and environmental friendly students.
5. To make students access to ICT infrastructure for enhanced quality higher education.
6. To make students find innovative solutions to societal problems and adapt themselves.

Preamble:

This course is designed for students desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media research. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching. The programmes are specially designed to train students in the emerging fields of media, entertainment, corporate communication and advertising industry. Courses have been structured to equip aspiring students for various platforms such as Television, Radio, Film, Advertising, Public Relations, Corporate Communications, Event Management, Newspaper/Magazine and Digital Media.

Journalism and mass communications programme under the graduation, focuses on imparting practical skills related to digital media and journalism. The convergence of media in the digital era is taken into special care when designing the syllabus and imparting the skills. The programme has a specific focus on digitally mediated forms of communication with foundations of print, TV and Radio journalism.

The learning outcome-based curriculum framework for B.Voc. (Bachelor of Vocation) Journalism and Mass communication is framed such that it fulfills the fast evolving nature of digital forms of communication. The framework is created to become a benchmark for such degree programmes, especially so because Digital Journalism programme under graduation deals with the emerging domain of communication. The requirements of the industry and basic requirements of a graduate are taken into consideration while framing the LOCF. **(LEARNING OUTCOMES BASED CURRICULUM FRAME WORK)**

As the nature of programme weighs more on the practical skills, the curriculum planning, including course overviews, objectives and are designed with the same in mind. All practical papers require submission of a project work at the end of each semester. Theory papers have assignments which take care of practical application of concepts and theories. At the same time the course doesn't deviate from the communication or mass communication programme and are considered equivalent to the same.

Largely as field based, industry oriented, lab based courses, the programme involves the excitement of covering news first hand or researching stories curating content or shooting and editing photographs or moving images. The programme is created with a scaffolding such that students get to learn basics in the beginning of the course and learn tougher aspects of the learning later on with an internship at the end of the programme. The training under internships of this vocational programme is designed such that students have enough time working in a media organization and enhance the possibilities of landing a job.

The Outcome Based Education (OBE) model is implemented for the degree programme mapping the learning outcomes not just with skills but also with development journalism orientation, social responsibility and other millennial goals apart from the ethical framework of Jesuit higher education. The curriculum is also aligned with the framework created by MESC (Media and Entertainment Skills Council) to improve skillsets and enhance job opportunities. MESC also conducts exams for various job roles,

which have national and international relevance. The programme is run in close association with media organizations, augmented by industry visits, workshops, seminars, field practices and lab sessions. The orientation is provided not just to make the students working journalists but also to make them entrepreneurial journalists, in an era of start-ups changing the landscape of media.

Journalism is a domain which is interdisciplinary in nature, inclusive of literature, sociology and political science. The curriculum, teaching pedagogy and assessment methods are designed with appropriate cognitive levels as per BLOOM's Taxonomy. This ensures the students attain all levels of cognitive growth through the learning process of this degree programme. The OBE based evaluation methods would ensure appropriate course outcome attainment.

Department of Journalism & Mass communications, Action Taken Report

2023-24

The following action / measures were taken on the suggestions given by the Members of the BOS 2023-24

S.NO	SUGGESTIONS OF THE BOS MEMBERS	ACTION TAKEN BY THE DEPARTMENT
1.	To Include BOS Agenda, Resolutions in the BOS copy	Included the BOS Agenda, Resolutions in the BOS copy of the present year BOS as per the suggestion given by the BOS members.
2.	Course outcomes & Programme outcomes are to be in tune with the vision mission of the college.	The course outcomes & programme out comes modified as per the college vision and mission and inserted in the BOS copy 2022-23.
3.	To frame the questions in according to Bloom's Taxonomy	Questions are framed according to Bloom's Taxonomy as per the suggestions of the BOS members.

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VISION AND MISSION

OF

THE DEPARTMENT OF JOURNALIS AND MASS COMMUNICATIONS:

VISION:

To create a sustainable industry aligned academic ecosystem that empowers students in innovation, entrepreneurship and employability.

MISSION:

- Providing inclusive and Job-oriented training
- Bridging gap between the academia and industry
- Boosting creativity and cultivating robust skill sets
- Encouraging faculty with learning on latest technological advancements
- Facilitating use of media to foster positive changes within society

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA

Department of Journalism and mass communications

**PROGRAMME EDUCATIONAL
OBJECTIVES (PEOs)**

PEO 1	PROFESSIONAL AND TECHNICAL SKILL DEVELOPMENT To impart industry specific skills, develop creativity, knowledge to the students in media studies and to make them socially responsible and prudent citizens.
PEO 2	CORE COMPETENCY AND ACADEMIC EXCELLENCE To develop scope and enhance the core competencies in the chosen area of specialization and to provide access to quality education through the use of modern tools and techniques and to empower them with entrepreneurial skills.
PEO 3	LOCALLY AND GLOBALLY RELEVANT CURRICULUM To constantly strive to innovate, revise, update and upgrade the curriculum on par with the international standards and teaching methodologies to cater to the needs of the students and to make the teaching and learning relevant to the local and global context.
PEO 4	SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY To integrate social responsibility, concern towards the environment and create content for sustainable development into the curriculum of all media and communication specializations.
PEO 5	HOLISTIC DEVELOPMENT AND PROFESSIONALISM ETHICS To prioritize experiential learning through specialized and customized training and to understand the importance of life skills, holistic development, professional attitude, ethics, collaboration, critical thinking, accountability and multidisciplinary approach.
PEO 6	INCLUSIVE AND ENABLING LEARNING ENVIRONMENT To provide access to students, preferentially the underprivileged, an academic environment which is conducive to academic excellence, the urge of discovery, creativity, inventiveness, leadership and life-long learning.

PROGRAMME OUTCOMES (POs)

PO 1	DISCIPLINARY KNOWLEDGE AND SKILL DEVELOPMENT Students will apply the inter-disciplinary knowledge acquired in classrooms and labs in real life situations and work environment. They will internalize the importance of arts that will enable them to become skilled professionals.
PO 2	REFLECTIVE THINKING AND EFFECTIVE COMMUNICATION Students will enhance their communication skills such as reading, writing, listening and speaking, visualizing which will help them to express their ideas and views clearly and improve/acquire critical thinking.
PO 3	PROFESSIONALISM AND ETHICS Students will demonstrate the core competencies and professional ethics in their discipline through Analytical reasoning, Problem-solving, Research-related skills, Cooperation/ Teamwork, Scientific reasoning and Reflective thinking and will emerge as entrepreneurs and become employable in various positions.
PO 4	SOCIAL SKILLS AND INCLUSIVITY Students will imbibe moral and social values in personal and social life leading to highly cultured and civilized personality and sensitized to gender, age, caste, religion, race, ethnicity and region and use education as a tool for equity, emancipation and empowerment of humanity.
PO 5	MEDIA EDUCATION AND ENVIRONMENT SUSTAINABILITY Students will understand socio-cultural, economic, political and media issues and will contribute towards the betterment of the human living environment and sustainable growth.
PO 6	SELF- DIRECTED AND LIFELONG LEARNING Through media and communication literacy, students will engage in self-paced and self-directed learning for personal development, professional accomplishment and social advancement.
PO 7	MULTICULTURAL COMPETENCE AND LEADERSHIP QUALITY Students will exhibit moral and ethical awareness/reasoning, Leadership readiness/qualities, multicultural competence, diversity and become competent, committed, conscious, creative, and compassionate men and women for others.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

B.A. Journalism	
PSO 1	Identify concepts, techniques and practices of traditional and digital journalism and enhance communicative abilities.
PSO 2	Develop skills to write, edit and translate news stories for different news platforms creating local and global impact.
PSO 3	Demonstrate proficiency in news gathering, programme production and the ability to critically evaluate and interpret news with sensitivity to sustainable environment and social responsibility.
PSO 4	Visualize and execute news photography, newsreels and documentaries to infuse awareness, entertain and persuade the public.
PSO 5	Design magazines, newspapers, news portals and websites, applying media laws and ethics, exhibiting research and technical excellence and leadership qualities.
PSO 6	Build industry exposure and collaborations through internships, field visits, workshops and projects aiming at specialized training and job opportunities.
PSO 7	Create a professional portfolio to showcase skill competency, augment employability and entrepreneurial skills.

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA

JOURNALISM AND MASS COMMUNICATIONS

LOCF - MAPPING

Vision and Mission - PEO

	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
Vision	3	3	3	3	3	3
Mission 1	3	3	3	2	3	3
Mission 2	3	3	3	2	3	3
Mission 3	3	2	2	3	3	3
Mission 4	3	2	2	3	3	3

High Correlation – 80% Moderate Correlation – 20% Low Correlation – 0%

PEO – PO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
PEO 1	3	3	3	3	3	3	2
PEO 2	3	3	3	3	2	2	2
PEO 3	3	3	3	3	3	3	3
PEO 4	2	3	3	3	3	3	2
PEO 5	3	3	3	3	3	3	3
PEO 6	3	3	3	3	3	3	3

High Correlation – 86% Moderate Correlation – 14% Low Correlation – 0%

PEO – PSO – B.A. JOURNALISM

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
PEO 1	2	3	3	2	3	3	3
PEO 2	2	3	3	3	3	2	3
PEO 3	3	3	3	3	3	3	3
PEO 4	2	3	3	3	3	3	2
PEO 5	2	3	3	3	3	3	3
PEO 6	3	3	3	3	3	3	3

High Correlation – 83% Moderate Correlation – 17% Low Correlation – 0%

PO – PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
PO 1	3	3	3	3	3	3	3
PO 2	3	3	3	3	3	3	3
PO 3	3	3	3	3	3	3	3
PO 4	2	3	3	3	3	3	2
PO 5	2	3	3	3	3	3	3
PO 6	3	3	3	3	3	3	3
PO 7	2	2	3	3	3	3	2

High Correlation – 88% Moderate Correlation – 12% Low Correlation – 0%

Course Learning Outcome: The following learning outcomes are expected of each student graduating with a bachelor's degree in Communication and Mass Media Production:

CSO1: Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards.

CSO2: Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

CSO3: Demonstrate an understanding of key concepts of Mass Media with emphasis on historical perspective, theories and characteristics.

CSO4: Acquire an understanding and skill of creating, producing and disseminating content according to different media platforms.

CSO5: Understand the media research and importance of Analytics.

CSO6: Knowledge about the receivers of the communication i.e. reader, viewer, listener and user.

CSO7: Capability for program production including content creation, making, packaging and dissemination.

CSO8: Demonstrate effective communication skills in writing, oral presentations with the effective knowledge of computer applications and digital technology.

CSO9: Equip with creative, managerial and marketing skills with a good knowledge of legal framework

At the end of the three year program in Journalism the students will able to:

- Think critically, creatively, independently; carry out journalistic research and take up internships and jobs.

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA-A. P
PROCEEDINGS OF THE PRINCIPAL,

Present: Dr. B. V. Tirupanyam, M. Sc; Ph.D.

R.C.No.1/A.C./BOS/2023-24, Dated: 29.08.2023

SUB: P.R. Government College(A), Kakinada-UG Board of Studies (BOS)- Program/Course- Nomination of Members-Orders issued.

REF: 1. UGC Guidelines of for Autonomous Colleges-2018.

ORDERS:

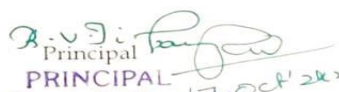
The Principal, P.R. Government College(A), Kakinada is pleased to constitute UG Boards of Studies in **Journalism and Mass Communication** for framing the syllabi in respective Subject for all Semesters duly following the norms of the UGC Autonomous guidelines.

S. No	Name of the Person	Designation
1	Dr. S. Srinivasa Rao Lecturer in English.	Chairman & Lecturer In charge, Department of Journalism
2	Prof.D.V.R.Murthy, Head Department of Journalism and Mass Communication Andhra University Visakhapatnam.	University Nominee
3	Sri Singavarapu Raja Bhusanam, Lecturer in Journalism Government Arts College(A) Rajamahendravaram.	Subject Expert -I Lecturer in Journalism
4	Sri Chandra Sekhara Achari A Lecturer in Journalism SRR and CVR Government College (A) Vijayawada.	Subject Expert - II Lecturer in Journalism
5	Gummadi.Sampath Kumar, Gummadi Consultancy & A training for GRE, TOFEL, IELTS & Competitive exams examinations M.G.Road, Vijayawada.	Representative from Industry

6	S .Trivikaram, Journalism ana Mass Communication ,Acharya Nagarjuna Univercity.	Member
15	Siri Alumni member	Student Alumni Member
16	M.Narasimha, II B.A HEJ	Student Member
17	Jasmine, II B.A HEJ	Student Member
18	K.Kusa Lava Reddy, II B.A HHJ	Student Member

The above members are requested to attend the BoS meeting on 31-08-2023 and share their valuable reviews, and suggestions on the following functionaries.

- Prepare syllabi for the subject keeping in view the objectives of the college, interest of the stake holders and National requirement for consideration and approval of the IQAC and Academic Council.
- Suggested methodologies for innovative teaching and evaluation techniques.
- Suggest the panel of Names to the academic council for appointment of Examiners.
- Coordinate research, teaching, extension and other activities in the Department of the college.


Principal
PRINCIPAL
P.R.Govt. College (A)
KAKINADA

PRINCIPAL
P. R. Government College(A), Kakinada

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA-A. P
BOARD OF STUDIES MEETING 2023-2024

DEPARTMENT OF JOURNALISM & MASS COMMUNICATIONS

AGENDA

The following proposals are submitted as a part of the agenda for the consideration and approval of the honorable members of Board of Studies, at the meeting held on 31 .08.2023

Syllabi and Question Paper Models:

1. To consider and approve the syllabus prescribed by APSCHE for III& IV,V and VI semester Journalism and mass communication papers with minor modifications together with the model papers designed by the Department for the academic year 2023-2024.
2. To consider and approve the syllabus prescribed by APSCHE with minor modifications as shown in the **"Modification Table"** provided for both the B.Voc Journalism and the B.A Journalism Courses for the academic year 2023-2024.
3. To consider and approve all the additions, deletions and replacements listed out under **"Additional Inputs Table"**.
4. To consider and approve the inclusion of CSP modalities into a document providing freedom to the members of the department to choose a topic from within those already provided or devise one which is relevant and pertinent with application value.
5. To consider and approve delivering 25% syllabus Online if need be via Google Meet 75% syllabus offline as a Blended Teaching Method in view of prevailing Sufficient working days and the recommendations of National Educational Policy.
6. To consider and approve to arrange student centric Guest Lectures and webinars on relevant topics .
7. To consider and approve to arrange Guest Lectures and Webinars by Subject Experts @ 2 per Semester rounded up to 4 per academic year.

8. To consider and approve the implementation of Pedagogy methods like Quiz, classroom seminar, Assignment or Case study, Test, puzzles, viva and few more innovative methods in classroom teaching as indicated in the curricular plans.
9. To consider and approve all the Proposed Activities of the Department of Journalism & Mass communications for **2023-2024**.

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A)

BOARD OF STUDIES MEETING 2023-2024

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS

RESOLUTIONS

The following proposals are submitted as a part of the agenda for the consideration and approval of the honorable members of Board of Studies, at the meeting held on 31 .08.2023.

Syllabi and Question Paper Models:

1. It is resolved to approve the syllabus prescribed by APSCHE for III IV, V, and VI semesters Journalism and mass communication papers with minor modifications together with the model papers designed by the Department for the academic year 2023-2024.
2. It is also resolved to design the syllabus prescribed by APSCHE with minor modifications as shown in the "**Modification Table**" provided for both the B.Voc Journalism and the B.A Journalism Courses for the academic year 2023-'24.
3. It is resolved to approve all the additions, deletions and replacements listed out under "**Additional Inputs Table**" or "**Modification Table**".
4. It is also further resolved to approve the inclusion of CSP modalities into a document providing freedom to the members of the department to choose a topic from within those already provided or devise one which is relevant and pertinent with application value.
5. It is resolved to approve delivering 40% syllabus Online, if need be, via Google Meet as a Blended Teaching Method in view of prevailing pandemic and the recommendations of National Educational Policy.
6. It is also further resolved to arrange student centric Guest Lectures and webinars on relevant topics.
7. It is resolved to arrange Guest Lectures and Webinars by Subject Experts @ 2 per Semester rounded up to 4 per academic year.

8. It is resolved to approve the implementation of Pedagogy methods like Quiz, classroom seminar, Assignment or Case study, Test, puzzles, viva and few more innovative methods in classroom teaching as indicated in the curricular plans.
9. It is resolved to approve all the Proposed Activities of the Department of Journalism & Mass communications for **2022-2023**.
10. It is resolved that anonymously accept the Community Outreach Programme such as Local ,College Everyday News, Essay Writing ,Using The Students For Preparation Of College Press Note.
11. It is also further anonymously resolved that MOUs with Local News Channels and T.V Channels Field Trips with another departments.
12. It is also further resolved that the Best Practices of the Department of Journalism and Mass Communication is the student's participation in monthly college Magazine and also Newspaper Formal Reports and Adobe Photoshop.
13. It is also finally resolved that the Department needs Media centre with five Computers and also provide the Trainer.

BOS CONSTITUTION COMMITTEE APPROVAL

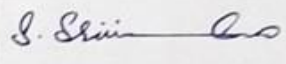
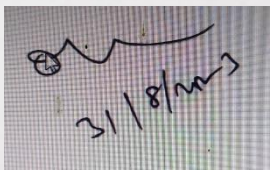
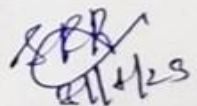
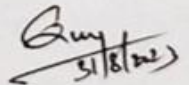
P.R. Government College (A), Kakinada

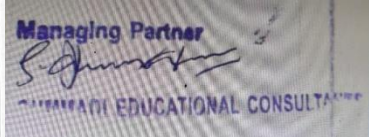
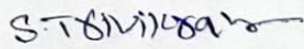
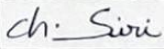
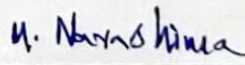
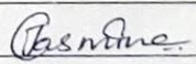
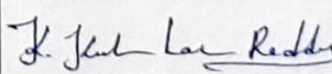
Department of Journalism & Mass Communications

Members present with signatures

The Board of Studies of JOURNALISM & MASS COMMUNICATION Department was convened 31-08-2023 from 10.00M onwards in the Department of JOURNALISM & MASS COMMUNICATION under the Chairmanship of Dr.S. Srinivasa Rao, Lecturer-In charge, Journalism & Mass Communications P.R.G.C (A), Kakinada of the college. The following members were present in the meeting.

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

S. No	Name of the Person	Designation	Signature
1	Dr.S. Srinivasa Rao Lecturer in English .	Chairman & Lecturer Incharge, Department.	
2	Prof.D.V.R.Murthy, Head Department of Journalism and Mass Communication Andhra University Visakhapatnam.	University Nominee	
3	Sri Singavarapu Raja Bhusanam, Lecturer in Journalism Government Arts College(A) Rajamahendravaram.	Subject Expert -I Lecturer in .	
4	Sri Chandra Sekhara Achari A Lecturer in Journalism SRR and CVR Government College (A)	Subject Expert - II Lecturer in	

	Vijayawada.		
5	Gummadi.Sampath , Gummadi Consultancy & A training for GRE, TOFEL, IELTS & Competitive exams examinations M.G.Road, Vijayawada	Representative from Industry 	
6	S.Trivikaram Journalism ana Mass Communication ,Acharya Nagarjuna Univercity	Member	
15	Siri Alumni member	Student Alumni Member	
16	M.Narasimha, II B.A HEJ	Student Member	
17	Jasmine, II B.A HEJ	Student Member	
18	K.Kusa Lava Reddy, II B.A HHJ	Student Member	



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ACADEMIC CELL

(Certificate to be issued by the University Nomine/Subject Expert/Member of BOS)

Department Name: Journalism / English

Name of the BOS Member :

(University Nomine/Subject Expert/Industriallist/ Member)

I certify that the syllabus submitted by the Journalism Department is verified by me and I recommend the following suggestions:

1. The APSCHE Syllabus suggested by the experts
2. Can be adopted for the Semesters. of
3. Any or the subjects are required to be
4. replaced, I can suggest the replacement.
- 5.

The syllabus is approved with the above suggested modification

Signature with Date

31.8.2023
Prof. D.V.R. Murthy

Note: BOS Members are requested to fill the above details with necessary suggestions and send back to the Head of the department along with the syllabus



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ACADEMIC CELL

(Certificate to be issued by the University Nomine/Subject Expert/Member of BOS)

Department Name: *Journalism and Mass communication*

Name of the BOS Member : *S. Raja Bhushanam*
(University Nomine/Subject Expert/Industrialist/ Member)

I certify that the syllabus submitted by the Department is verified by me and I recommend the following suggestions:

1. *Additions and deletions were made in B.A three groups & B.Voc Journalism*
2. *Gave suggestion of bringing out*
3. *monthly magazine as part of best practice*
4. *As part of internship, students can be sent*
5. *to photo studios and video making units to learn practical skills*

The syllabus is approved with the above suggested modification

S. Raja Bhushanam
Signature with Date

Note: BOS Members are requested to fill the above details with necessary suggestions and send back to the Head department along with the syllabus



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ACADEMIC CELL

(Certificate to be issued by the University Nomine/Subject Expert/Member of BOS)

Department Name: JOURNALISM & MASS COMMUNICATION.

Name of the BOS Member : CHANDRA SEKHARACHARI. ARIKATLA
(University Nomine/Subject Expert/Industrialist/ Member)

I certify that the syllabus submitted by the Department is verified by me and I recommend the following suggestions:

1. Curriculum for B.A Journalism and B.Voc Journalism Sem- III, IV & V.
2. Deletions and Additions were made.
3. Discussed about Best Practices
- 4.
- 5.

The syllabus is approved with the above suggested modification

Gangadhar
Signature with Date

Note: BOS Members are requested to fill the above details with necessary suggestions and send back to the Head department along with the syllabus



PITHAPUR RAJAH'S GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA
KAKINADA 533 001-ANDHRA PRADESH
An AUTONOMOUS and NAAC Accredited Institution (A Grade- 3.17 CGPA)
(Affiliated to ADI KAVI NANNAYA UNIVERSITY, Rajamahendravaram.)

ACADEMIC CELL

(Certificate to be issued by the University Nomine/Subject Expert/Member of BOS)

Department Name: Social Science and Mass Communication

Name of the BOS Member : S. R. S. R. S. R.
(University Nomine/Subject Expert/Industrialist/ Member)

I certify that the syllabus submitted by the Department is verified by me and I recommend the following suggestions:

1. Addition's and deletions were made in B.A. Hons. Syllabus.
2. Give suggestions of teachers.
3. Monthly magazine as part of text practice.
4. 'PR' management.
5. Use of college press notes.

The syllabus is approved with the above suggested modification

S. R. S. R. S. R. 31-08-23
Signature with Date

Note: BOS Members are requested to fill the above details with necessary suggestions and send back to the Head department along with the syllabus

BLOOM'S TAXONOMY SAMPLE QUESTION FORMAT

Knowledge	
Useful Verbs	Sample Question Stems
Tell	What happened after...?
List	How many...?
Describe	Who was it that...?
Relate	Can you name the...?
Locate	Describe what happened at...?Who spoke to...?
Write	Can you tell why...?
Find	Find the meaning of...?
State	What is...?
Name	Which is true or false...?

Understanding	
Useful Verbs	Sample Question Stems
Explain	Can you write in your own words...?
Interpret	Can you write a brief outline...?
Outline	What do you think could happened next...?
Discuss	What do you think...?
Distinguish	Can you distinguish between...?
Predict	What differences exist between...?
Restate	Can you provide an example of what you mean...?
Translate	Can you provide a definition for...?
Compare	
Describe	

Application	
Useful Verbs	Sample Question Stems
Solve	Do you know another instance where...?
Show	Could this have happened in...?
Use	Can you group by characteristics such as...?
Illustrate	What factors would you change if...?
Construct	Can you apply the method used to some experience of your own...?
Complete	What questions would you ask of...?
Examine	From the information given, can you develop a se of instructions about ?
Classify	Would this information be useful if you had a...?

Analysis

Useful Verbs	Sample Question Stems
Analyze	Which events could have happened...?How was this similar to...?
Distinguish	
Examine	What was the underlying problem with...?
Compare	What do you see as other possible outcomes?
Contrast	Why did...changes occur?
Investigate	Can you compare your...with that presented in...?
Categorize	Can you explain what must have happened when...?
Identify	What are some of the problems of...?
Explain	Can you distinguish between...?
Separate	What was the problem with...?

Creation	
Useful Verbs	Sample Question Stems
Create	Can you design...to ...?
Invent	Can you see a possible solution to...?
Compose	If you had access to all resources how would you deal with...?
Predict	What would happen if...?
Plan	How many ways can you...?
Construct	Can you create new and unusual usesfor...?
Design	Can you develop a proposal which would...?
Propose	
Devise	
Formulate	

Evaluation	
Useful Verbs	Sample Question Stems
Judge	Is there a better solution to...?
Select	Judge the value of...?
Choose	Can you defend your position about...?
Decide	Do you think...is a good or a bad thing?
Justify	How would you have handled...?
Debate	What changes to...would you recommend?
Verify	Do you believe....?
Argue	How effective are...?
Recommend	What do you think about...?
Assess	

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A)
CURRICULAR FRAMEWORK FOR B.
VOC COURSES UNDER NSQF FOR
THE YEAR 2023-24

BA. Journalism and Mass
Communication (BA stream)

UBJECT/ SEMESTER		I		II		III		IV		V		V	I
		H/ W	C	H/ W	C	H/ W	C	H / W	C	H / W	C		
English		4	3	4	3	4	3						Thir d phas e of App renti cess hip For The Entir e 5 and 6 Semi sters
Second Language (Telugu/ Hindi/ Sanskrit)		4	3	4	3	4	3						
Life Skill Courses		2	2	2	2	2+	2 2						
Skill Development Courses		2	2	2+	2+	2	2						
Core Subjects													
Major Subject -1	C1 to C5 History/ (Theory)	5	4	5	4	5	4	5	4	5	4		
Major Subject -2	C1 to C5 Political Science (Theory)	5	4	5	4	5	4	5	4	5	4		
Vocational	C1 to C14 including Theory Introduction to Mass Communication /History of journalism/ Adv ertising/Media Laws and ethics/Media management	5	4	5	4	5	4	5	4	5	4	5	

first and Second Phase (2 Spells) of Apprenticeship between 1st and 2nd year and between 2nd and 3rd year Summer Vacation

	C2, C4, C6 (Theory and Lab/Institutional/Industrial Training) Communication Lab/New Media Lab/Videography/Event Management/Video editing/Short film	2+ 2	2 + 1	2+ 2	2+ 1	2+ 2	2 + 1								
Total Hrs/Week(Academic Credits)		3 1	2 5	33	2 7	3 1	27	3 0	2 4	30	2 4	1 2	4	4	
Extension Activities															
NCC/ NSS/ Sports/ Extra Curricular								2							
Yoga						1	1								
Extra Credits															
Hrs/ W(Total Credits)		3 4	2 8	3 6	30	3 6	3 1	3 6	3 3	3 6	3 0		1 2	4	4

Scheme of syllabus and Examination Pattern

SL No:	Study Components	Course Title	Component	Hours	Examination		Credit
				Hrs (hours in a week)	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		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	History of Journalism		V	5	50	50	4
8	New Media lab		V	2 +2		50	3
				33			27
III	Semester 3						
1	English		G	4	40	50	3
2	Hindi		G	4	40	50	3
3	Life skill Course		G	2		50	2
4	Skill Development Course		G	2+2		50	2+2
5	History		M1	5	40	50	4
6	Political Science		M2	5	40	50	4
7	Advertising		V	5	40	50	4
8	Videography		V	2 +2		50	3
				33			27
IV	Semester 4						
1	History		M	5	40	50	4
2	History		M	5	40	50	4
3	Political Science		M	5	40	50	4

4	Political Science	M	5	40	50	4
5	Media Laws and Ethics	V	5	40	50	4

6	Corporate Communication	V	5	40	50	4
			30			24
V	Semester 5					
1	Apprenticeship					
VI	Semester 6					
1		V	5	40	60	4
2		V	5	40	60	4

S.No .	Course Type	No. of Courses	Course wise Teaching Hrs/ Week	Credits for each Course	Total Credits	Each Course Evaluation				Total (Theory +Practical)	Total Marks (Arts Stream*/ Arts Stream**)
						Theory			Practical (Maths Stream / Biology)		
						Continuous Assessment	End Semester	Total			
1	English	3	4	3	9	50	50	100		100	300
2	Second Language	3	4	3	9	50	50	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	50	50	100	0/50	100	500*
6	Core/ SE -II Political science	5	5	4	20	50	50	100	0/50	100	750
7	Vocational Courses(C1 toC14) Journalism	11	5	4	44	50	50	100	50	150	1650
	Vocational CoursesC2, C4, C6 Mass Communication	3	2 + 2	3	9		50	50	50	100	300
8	Summer Vacation Internship	2		4	8		100			100	200
9	Industrial Internship for one full Semester	1		12	12		100			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**

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

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

LIST OF EXAMINIERS 2023-2024.

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

Course Overview

1. The Understanding Journalism course introduces the basics of journalism.
2. The course outlines the historical development of Indian Journalism.
3. The course enables the development of writing skills required for journalism.
4. It provides an overview of various theories of the press to appreciate different perspectives of media.
5. The course would enhance the understanding on worldviews and ideologies

Course Objectives:

1. To understand the nature of communication.
2. To understand the types of Communication.
3. To make students aware of the basics of Journalism.
4. To help students analyze and discuss the dissemination of news across the globe.
5. To assist the students develop the knowledge of skills of journalism.
6. To enable students critically look at the happenings of the society at large.

Course outcomes:

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO 1:- Identify concepts, techniques and practices of traditional and digital journalism and enhance communicative abilities.

PSO 2 Develop skills to write, edit and translate news stories for different news platforms creating local and global impact.

PSO 3:- Demonstrate proficiency in news gathering, programme production and the ability to critically evaluate and interpret news with sensitivity to sustainable environment and social responsibility.

PSO 4:- Visualize and execute news photography, newsreels and documentaries to infuse awareness, entertain and persuade the public.

PSO 5:- Design magazines, newspapers, news portals and websites, applying media laws and ethics, exhibiting research and technical excellence and leadership qualities.

PSO 6:- Build industry exposure and collaborations through internships, field visits, workshops and projects aiming at specialized training and job opportunities.

PSO 7:- Create a professional portfolio to showcase skill competency, augment employability and entrepreneurial skills.

4	New Media Lab	CREDIT-4
On completion of the course students should be able to Use search engines effectively and Design and develop a website Exercise 1: To create and maintain blogs Exercise 2: Analyse different elements and content of a news website. Distinguish between news, views, opinions, advertisements Exercise 3: Web publishing, learning HTML, creating a simple web page with links to text document, graphics and audio & video document Exercise 4: Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.		

	THAPUR RAJAH'S GOVERNMENT COLLEGE (A) Kakinada	Program & Semester Semester -III B.A., EJJ, HHJ			
Course Code	TITLE OF THE COURSE				
Journalism	ADVERTISING				
	PAPER - III				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

Course Objective: To enable the students to learn about the concepts and practices of advertising and public relations for different media and use tools of mass communication to develop audience-specific informational and promotional messages.

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

CO1. Understand the concept and principles of advertising and Public relations.

CO2. Gain familiarity with the concept of targeting, positioning and market segmenting.

CO3. Develop an understanding about the ethical issues related to advertising .

CO4. Understand about how to manage the dissemination of information about individual or organizations to public

CO5. Demonstrate the Planning, designing and use PR tools effectively.

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A)
JOURNALISM & MASS COMMUNICATION
SEMESTER – III
MODEL QUESTION PAPER
PAPER – IV – 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 THREE of the following questions

5x4=20M

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

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA

Department of journalism & mass communication

SEMESTER - III

PAPER III -ADVERTISING

SYLLABUS

SYLLABUS				
UNIT	CONTENT	HOURS	Cos	COGNITIVE LEVEL
Unit I:	Definition & Meaning of Advertising	18	CO1,	K1, K2, K3, K4,
	Role and functions of Advertising, Nature & Scope of Advertising Growth & Development of Advertising in India & World Global Scenario of Advertising Ethical & Regulatory Aspects of Advertising		CO2, CO3, CO4, CO5.	K5, K6.
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	12	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
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	08	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
UNIT IV	Characteristics, Advantages & Disadvantages of Broadcast media - Television, Radio, Audio-Video Cassettes & CD's, Cybermedia	20	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6. 40

	.PrintMedia- Newspaper, Magazines. Support Media - Out-of-home, in-store, transit, yellow pages, and Movie theatre, in flight. Direct marketing			
Unit V	Various phases of advertising- planning- structure of advertising agency and its functions-media selection-media scheduling- measurement of advertisement effectiveness-Critics to Ad Agency.		CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.

After completion of the course the students will be able to learn

- 1- Advertising- history, definition, objectives, classification, Ad agency, structure, media planning, brand management.
- 2- Print advertising, radio advertising, television advertising, digital advertising and their components.
- 3- Professional bodies of advertising, Laws and ethical issues in advertising, case studies, prominent advertising agencies
- 4- Corporate advertisements, types, importance and production.

Reference Books:

1. Belch, George E.; Belch, Michael A.; Advertising and Promotion: An IMC Perspective; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; Foundations of Advertising; Himalaya Publishing House

3. Wells, William D.; Burnett, John; Moriarty, Sandra; Advertising Principles and Practice; Pearson Education
4. Arens, William F.; Contemporary Advertising; McGraw Hill
5. Sengupta, Subrato; Brand Positioning; McGraw Hill
6. De Mooji, Marieke; Effective Advertising; Pearson Education
7. Pricken, Mario; Creative Advertising ; Thames & Hudson Ltd
8. Aaker, David A.; Myers, John; Advertising Management; Pearson Education
9. Lesly, Philip; Handbook of Public Relation and Communication; Pearson Education
10. Heath, Robert L.; Vasquez, Gabriel M.; Handbook of Public Relation; Sage Publications
11. Cottle, Simon; News, Public Relations and Power ;Sage Publications

Suggested Readings:

1. Belch, George E.; Belch, Michael A.; Advertising and Promotion: An IMC Perspective; McGraw Hill
2. Chunawala, S.A.; Sethia, K.C.; Foundations of Advertising; Himalaya Publishing House
3. Wells, William D.; Burnett, John; Moriarty, Sandra; Advertising Principles and Practice; Pearson Education
4. Arens, William F.; Contemporary Advertising; McGraw Hill
5. Sengupta, Subrato; Brand Positioning; McGraw Hill 6. De Mooji, Marieke; Effective Advertising; Pearson Education

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA
JOURNALISM & MASS COMMUNICATION
SEMESTER -III

Bloom's taxonomy-based MODEL QUESTION PAPER
PAPER -III- ADVERTISING

TIME : 2 1/2 HRS

Max marks 50 M

SECTION -A

I. Answer any four of the following questions

10x3= 30

1. Define the functions and role of advertising.
2. Analyse 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 ?

SECTION-B

II Answer any four of the following questions

5x4=20

07. DAGMAR model.
08. Yellow pages.
09. News papers.
10. magazines.
11. Slogan.
12. Hierarchy model.

Videography (Lab) SEMESTER - III

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 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

	THAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA	Program & Semester r Semester -IV B.A.,EJH,HHJ			
Course Code Journalism	TITLE OF THE COURSE MEDIA LAWS AND ETHICS PAPER IV				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

COURSE OUTCOMES: *At the end of the course, students will be able to...*

Co1: Discuss media laws in India and the world

Co2: Discuss the Right of Freedom of Speech and reasonable restrictions applicable

Co3: Discuss media regulation in India

Co4: Demonstrate an understanding of the nature of ethics and morality in journalism

Co5: Determine the ethical issues of media with case studies

Co6: Determine the provision provided to the journalist

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA
JOURNALISM & MASS COMMUNICATION
SEMESTER -IV

PAPER: IV

Media Laws and Ethics

SYLLABUS

SYLLABUS				
UNIT	CONTENT	HOURS	Cos	COGNITIVE LEVEL
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	18	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
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	12	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
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 property rights Right to Information Act – Human Rights and Media Cyber laws in India Sec 66(A) of IT Act 2000 Right to Privacy	08	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.

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. Paid News Media Trial	20	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
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		CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.

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

Reference books:

1. Zelezný, John D., Communications Law, 6th ed. (Belmont, CA: Wadsworth, 2011). Weston,
2. Anthony, A Practical Companion to Ethics, 3rd ed. (New York: Oxford University Press, 2006).

Web sources:

The Law of Journalism and Mass Communication study page:

<https://study.sagepub.com/medialaw5e3>

The Law of Journalism and Mass Communication website:

https://www.ohiobar.org/General%20Resources/LawandYou/TLAY_Chapter15.pdf

iMedia Ethics: <http://www.imediaethics.org/>

SPECIFIC LEARNING OUTCOMES

At the end of each unit of learning, students will be able to...

SLO1: Define the fundamental rights enjoyed by the citizens of India the fundamental principles of mass media law

SLO2: Define the essential features of media laws of India

SLO3: Define the essential features of media laws of countries like U.S.A and England

SLO4: Practice reporting with an understanding of dos and don'ts as per the law and ethics

SLO5: Demonstrate an understanding of the privileges under freedom of speech and expression and also reasonable restrictions imposed on it.

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA
JOURNALISM & MASS COMMUNICATION
SEMESTER -IV

Bloom's taxonomy-based MODEL QUESTION PAPER

PAPER: IV- MEDIA LAWS & ETHICS

TIME : 2 hrs

Max marks: 50

SECTION-A

I . Answer any four of the following questions

10x3=30

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 ?
7. Write in detail about the press registration of book act ?
8. What are structure and functions of press council in India ?

SECTION -B

II .Answer any four of the following questions

5x4 =20

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

	THAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA	Semester -IV B.A., EJJ, HHJ			
Course Code Journalism	TITLE OF THE COURSE Corporate communication Paper - V				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

COURSE OUTCOMES

At the end of the course students will be able to...

Co1: Discuss the structure of Corporate Communication and its functions

Co2: Describe the tools of corporate communication

Co3: Discuss the role of strategic communication in brand building

Co4: Determine the role of communication for social interaction and effective relationship

Co5: Discuss the importance of building and maintaining effective relationship with internal and external audience

Co6: Determine corporate social responsibility adopted by various organisation

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA
SEMESTER -IV

Corporate Communication PAPER: V SYLLABUS

SYLLABUS				
UNIT	CONTENT	HOURS	C o s	COGNITIVE LEVEL
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.	18	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
UNIT II	Facets of corporate communication- organizational, communication, marketing communication, management communication.	12	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
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.	08	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
UNIT IV	Corporate Reputation and Image building: Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity, corporate image and corporate brands. Building a distinct corporate identity, Corporate social responsibility	20		K1, K2, K3, K4, K5, K6.
Unit V	Corporate communication professionals: Qualities, qualifications, duties and responsibilities Crisis Communication			K1, K2, K3, K4, K5, K6.

Reference Books :

Alsop, R. J. (2004). *The 18 immutable laws of corporate reputation: creating, protecting, and restoring your most valuable asset*. New York: Free Press.

Alsop, R. J. (2008). *The trophy kids grow up*. New York: Wall Street Journal Books.

The authentic enterprise: An Arthur W. Page society report (2007). Retrieved from Arthur W. Page Society: www.awpagesociety.com

Baker, R. S. (1906, March). Railroads on trial: How railroads make public opinion. *McClure's Magazine*, 537.

Beatty, J. (2007). *Age of betrayal: The triumph of money in America, 1865–1900*. New York: Knopf.

Carson, R. (1962). *Silent spring*. Boston, MA: Houghton Mifflin.

SPECIFIC LEARNING OUTCOMES:

At the end of each unit of learning students will be able to...

Unit I

SLO1: Define Corporate Communication(K)[MA]

SLO2: Identify and evaluate the role of corporate communication in large companies and conglomerate saluate the role of cor(K)[MA]

SLO3: Outline the function of corporate communication(K)[MA]

SLO4: Identify the tools to effective communication(K)[MA]

Unit II

SLO5: Identify the difference between corporate communication and marketing communication(K)[MA]

SLO6: Highlight the role played by Advertisement, Public Relation and Propaganda in brand building(K)[MA]

SLO7: Outline the structure and management of corporate communication(K)[MA] 3

SLO8: Demonstrate the role of communication in social interaction(K)[MA]

Unit III

SLO9: Apply the corporate communication tools effectively targeting internal and external audience(S)[MA]

SLO10: Building and maintaining relationship with the media(K)[MA]

SLO11: Draft a Press release to communicate through and to media(S)[MA]

SLO12: Organise a Press Conference for a public event(S)[DA]

Unit IV

SLO13: Analyse the specialist areas of corporate communication like organisational relation, investor relation and community relation(K)[MA]

SLO14: Strategies corporate communication to reach out to public(S)[MA]

SLO15: Planning and execution of corporate advertisements(S)[MA]

SLO16: Analyse , plan and conduct corporate strategy for image building and branding(S)[MA]

Unit V

SLO17: Explain the role of internet and intranet in marketing communication easier(K)[MA]

SLO18: Evaluate the role of CSR activities in building corporate identity(K)[MA]

SLO19: Evaluate the importance of communication in local bodies(K)[MA]

SLO20: Organise a public event(S)[DA]

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA
JOURNALISM & MASS COMMUNICATION
SEMESTER -IV

MODEL QUESTION PAPER

PAPER : V- CORPORATE COMMUNICATION

TIME : 2 Hrs

Max marks: 50

SECTION-A

I . Answer any Three of the following questions

10x3=30

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

SECTION -B

II .Answer any four of the following questions

5x4 =20

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

Video Editing (Lab) --Semester - IV

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

Internship (OR) Study Project

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 submitted by the students at least four weeks prior to the date of commencement of the End- Term Examination of the sixth Semester

	THAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA	Program & Semester r Semester -V B.A., EJH, HHJ			
Course Code	TITLE OF THE COURSE				
Journalism	6. WRITING FOR MEDIA Paper - 6				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

COURSE OUTCOMES

At the end of the course students will be able to...

CO 1: Students will develop a comprehensive understanding of the theories and practice of language use.

CO 2: Students will demonstrate advanced critical thinking skills, inclusive of information literacy across a range of print and electronic genres.

CO 3: Students will demonstrate sophisticated rhetorical abilities and rhetorical flexibility.

CO 4: Students will be able to communicate to diverse audiences in a variety of contexts and genres.

CO 5: Students will be prepared for a wide range of writing-related careers or graduate programs.

CO 6: Students will have the ability to use, analyze, and learn communication technologies.

CO 7: Students will develop exceptional textual, visual, and verbal communication abilities.

Domain Subject: Journalism and Mass Communication

B. A. – Semester – V

Max Marks: 60

6. WRITING FOR MEDIA

(Skill Enhancement Course (Elective), 4 credits)

Learning Outcomes:

1. Understanding of the rules of good grammar, punctuation, spelling, registers and idioms of language.
2. Write creatively for multi-media formats.
3. Can understand and edit proofs on specialized programmes.
4. Able to identify and produce different writing styles.
5. Evaluate the quality of writings and presentations.

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)

SYLLABUS				
UNIT	CONTENT	HOURS	Cos	COGNITIVE LEVEL
Unit I:	Media Writing: Authenticity, Brevity, Clarity and Discernment • Understanding the Target Audience • Media Styles: Print, Radio, TV, Cinema, Digital Media • Language Tools and Strategies	18	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
UNIT II	Freedom of expression vs Privacy New Media and regulatory challenges Cyber security, Ethical concerns Copy right, Open-source licenses Creative commons	12	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
UNIT III	Creative Writing for Multi-Media Writing for Print: News, Feature, Editorial, Story Scripting for Radio: News, Feature, Discussion, Talk Scripting for Television: Storyboard Screenplay for Cinema: The Audio-	08	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.

	Visual Format Writing for New Media: SMS, Social Media, Blog, Emoticons. Writing for Public Relation and Corporate Communication.			
UNIT IV	Specialized Writing • Book Reviews • Film Reviews • Press Release • Reportage	20	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
Unit V	Proofreading and Copy Editing • Editing and Proofreading Symbols • Using Software • Photo Caption and Cutline • Translation and Media: Transliteration and Translation		CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.

Reference Books:

1. Abend-David, D. (2014). Media and Translation: An Interdisciplinary Approach, London: Bloomsbury
2. Associated Press Stylebook (2011). The Associated Press Stylebook and Briefing on Media Law 2011. New York: Basic Books
3. Briggs, M. (2009). Journalism Next: A Practical Guide to Digital Reporting and Publishing. Washington D.C: CQ Press
4. Burgess, G et al. (2009). YouTube: Online Video and Participatory Culture. Cambridge: Polity Press
5. Desjardins, R. (2017). Translation and Social Media: In Theory, in Training and in Professional Practice. London: Palgrave Macmillan
6. Garrand, T. P. (2017). Writing for multimedia and the web: A practical guide to content development for interactive media. Oxford: Routledge.
7. Gillmor, D. (2006). We the Media: Grassroots Journalism by the People, For the People. Massachusetts: O'Reilly Media, Inc.
8. Hilliard, R.L. (2011). Writing for Television, Radio, and New Media (Broadcast and Production). Boston: Cengage Learning
9. Johnson, M. C. (2000). New Script Writers Journal. Oxford: Focal Press.
10. Web resources suggested by the teacher concerned and the College Librarian including reading material.

Specific Learning Outcomes

SLO1: Students will demonstrate knowledge of the principles of journalistic industry standards in publication layout and design.

SLO2: Students will demonstrate knowledge of the components of producing a multimedia journalism package – text, photography, video, audio, social media.

SLO3: Students will demonstrate an understanding of the components of a various journalistic stories and styles.

SLO4: Students will demonstrate understanding of the impact of the press on society.

SLO5: Students will display knowledge of AP style and journalistic reporting and writing to industry standards.

SLO6: Students will demonstrate knowledge of publication organization structure, workflow and practice.

SLO7: Students will demonstrate digital photography skills.

SLO8: Students will demonstrate advanced photography skills and knowledge of composition, lighting, and the photography marketplace.

SLO9: Students will demonstrate knowledge of the components of multimedia story packages.

SLO10: Students will demonstrate knowledge of still photography, videography and audio principles in journalism.

SLO11: Students will demonstrate knowledge of various multimedia platforms for publication production.

SLO12: Students will demonstrate an understanding of ethical and legal aspects of media.

SLO13: Students will write stories for publication across multiple platforms and industries.

SLO14: Students will demonstrate an understanding of faith-based media writing and reporting.

Journalism and Mass Communication
III Year B. A. – Semester – V Max Marks: 50

6. WRITING FOR MEDIA

Blooms taxonomy-based model paper

Time: 2 Hrs

Max. Marks: 50M

I. Answer the following question briefly. Each question carries two marks. 10X2=20M

1. Feature Agencies
2. Language Tools and Strategies
3. Correspondence
4. News magazine
5. Column writer
6. 'Publics in public relation'
7. Folk media
8. Print media
9. Internal public
10. Cyber security

II. Answer any four of the following question in 75 words each. 4X5=20 M

1. What are the essential steps for feature writing in print media?
2. What do you understand by target audience?
3. Describe the qualities of a feature writer
4. What do you understand by writing for mass media?
5. Describe the basic elements of writing.
6. What do you understand by editorial?

III. Answer any two of the following questions in about 200 words each. 1x10= 10M

1. Describe the difference between daily newspaper and magazine writing.
2. 'Editorial is a soul of newspaper.' Explain.
3. What is reportage? How it is different from newspaper.
4. What is the importance of language and dialogue in play

	HAPUR RAJAH'S GOVERNMENT COLLEGE (A), KAKINADA	Program & Semester Semester - V B.A.,EJH,HHJ			
Course Code Journalism	TITLE OF THE COURSE PHOTO JOURNALISM- Paper - 7				
Teaching	Hours Allocated: 60 (Theory)	L	T	P	C
Pre-requisites:		4	1	-	4

COURSE OUTCOMES

At the end of the course students will be able to...

CO 1: Discuss the history of Photography, moving images and Photo Journalism

CO 2: Demonstrate a brief understanding of news values, photo journalism and sources.

CO 3: Explain various types of cameras, its components and accessories

CO 4: Discuss the legal and ethical aspects of photography and photojournalism.

CO 5: Assess the importance of digital technology in photography

CO 6: Critically analyse and appreciate photographs

CO 7: Compose a photograph with the knowledge of aesthetic principles

CO 8: Shoot a photograph displaying technical knowledge of a digital camera

Domain Subject: Journalism and Mass Communication

III Year B. A. – Semester – V Max Marks: 50

Course 7. PHOTO JOURNALISM

(Skill Enhancement Course (Elective), 4 credits)

Learning Outcomes

1. Understanding and interpreting the photograph as a historical and technological artefact.
2. Familiarize with the elements of a still camera and techniques of their usage.
3. Know the Skills of lighting and editing photography.
4. Production of a piece of photo journalism.
5. Gain hands on experience on photography for media

II. Syllabus: (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)

SYLLABUS				
UNIT	CONTENT	HOURS	Cos	COGNITIVE LEVEL
Unit I:	Photo Journalism - History of photojournalism- Photographer vs Photojournalist. Understanding visuals- Human interest visuals- Photography for different media- Newspaper, magazine, internet- Importance of visuals in journalism- Timeliness, unbiased and narrating the story.	18	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
UNIT II	Techniques of Photojournalism- Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras- Different types of lenses- tripod, flash- Aesthetics of photojournalism Composition- Camera angles-Types of image formats- Raw, JPEG, TIFF.	12	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.

	Understanding Lights- Mobile phone for photo journalism.			
UNIT III	Types of Photojournalism- Sports - Travel and Tourism - Food, Still Life- Science- Medical Sports -War – Wildlife – fashion and advertisement photography	08	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
UNIT IV	Human Interest Photography, Photo feature and Editing- The online photo editors- Manipulating the images-Applying effects- Technical skills for photo journalism - Photography and digital technology	20	CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.
Unit V	Ethical and Legal Issues- Staging versus truthfulness- Treating subjects with respect- Privacy, Stereotyping- Public interest visuals- Photojournalism as a profession and business- Photo Agencies- Their role in media- Photo freelancing as a profession-Photojournalist as a writer.		CO1, CO2, CO3, CO4, CO5.	K1, K2, K3, K4, K5, K6.

Reference Books:

1. Parrish, Fred S., (2001). Photojournalism: An Introduction, Wadsworth Publishing.
2. Brill, Betsy. (2001). Photo Journalism: The Professionals' Approach, Focal Press. 65
3. Hoy, Frank P., (1993) Photojournalism: The Visual Approach, Prentice Hall Books.

4. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press
5. Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing. 12
6. Freeman John Collins & Brown (2005), The Photographers Guide to Light
7. Ashok Diwali (2010), All About Photography, National Book Trust
8. Kenneth Kobre (2022): Photo Journalism: The professionals Approach
9. Time Eye witness of 150 Years of Photo Journalism
10. Web sources suggested by the teacher concerned and the College Librarian including reading material.

SPECIFIC LEARNING OUTCOMES

At the end of each unit of learning students will be able to...

Unit I

SLO1: Review the history of Photography and Photo Journalism.

SLO2: Discuss the history of Montages.

SLO3: Discuss stop motion and animation.

SLO4: Identify and analyse the different techniques of animation.

Unit II

SLO5: Discuss the nature and scope of Photo Journalism.

SLO6: Discuss the qualifications and responsibilities of a Photo Journalist.

SLO7: Discuss the qualities of a news photographer.

SLO8: Demonstrate a brief understanding of news values.

SLO9: Differentiate the types of photographs

Unit III

SLO10: Identify and discuss different sources for news photographs

SLO11: Develop captions for photographs.

SLO12: List the various selection criteria for news photographs.

Unit IV

SLO13: Discuss legal and ethical aspects of photography.

SLO14: Discuss professional photography organisations and their functions.

SLO15: Demonstrate a basic understanding of the various types of cameras and its components.

SLO16: Explain the various types of lenses.

SLO17: Demonstrate a basic understanding of the various types of filters.

SLO18: Analyse the importance of lighting and lighting equipment .

SLO19: List and recognise various photography accessories

SLO20: Critically analyse and appreciate a photograph

Unit V

SLO21: Demonstrate a basic understanding of a digital camera.

SLO22: Assess the importance of digital technology and its future.

SLO23: List out different stages in processing a film in a darkroom process.

SLO24: Demonstrate a brief understanding of developing and printing a film.

SLO25: Demonstrate an understanding of photo blogging and marketing.

SLO26: Discuss social media and photography.

Journalism and Mass Communication
III Year B. A. – Semester – V Max Marks: 50

7. PHOTO JOURNALISM

Blooms taxonomy based model paper

Time: 3 Hrs

Max. Marks: 50M

SECTION-A

I. Answer all the questions briefly, each question carries TWO marks 10X2=20M

- | | |
|--------------------------|------------------|
| 1. Focal Length | 2.Parallax Error |
| 3.Role of mirror in DSLR | 4.Aperture |
| 5.Shutter Speed | 6.Prime Lens |
| 7.Cropping | 8.Lead room |
| 9.Film Speed | 10.CCDL |

SECTION-B

II. Answer any Four of the following questions. 4X5=20M

1. Why is a prime lens preferred over zoom lens?
2. What do you mean by looking room? What does it indicate in the photograph? Explain with examples.
3. Describe the structure of a DSLR.
4. How do you find the normal focal length of a 35mm camera?
5. What are the different types of lenses?
6. Define Photojournalism. “A photograph says thousand words”-Explain the statement with example.

SECTION-C

III. Answer any Two of the following questions 1x10=10M

1. How do aperture, focal length and distance from subject vary the Depth of field?
2. “A photograph is worth a thousand words” Discuss.
3. What should be the qualities of a press photograph?
4. What is the difference between analog photography and digital photography? How you can re-size the image size by using Adobe Photoshop?

PROPOSED ACTIVITIES FOR 2023-24

The Department of Journalism and mass communications 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	November	Bridge Classes	To impart basic concepts in Political Science
2	December/January	Remedial Coaching	To make the students cope with the syllabus
3	February	Guest Lecture	Judicial Controversy during the recent days
4	MARCH	Field Trip	Nearby Government Office
5	APRIL	Project Work	Student Project on Challenges and Opportunities after Bifurcation of Andhra Pradesh
6	JUNE	Guest Lecture	By Eminent Professors
7	JULY	National Seminar	Estimation 1,50,000/-
8	AUGUST& SEPTEMBER	Project Work	Editing of News

B.A. Journalism and Mass Communication (BA stream HHJ,HEJ)

ADDITIONS AND DELETIONS on 31-08-2023

Se me ste r	Pap er No.	Course Name	Additions	Deletions	Justification
3	3	Advertisi ng Unit V	Various phases of advertising-planning- structure of advertising agency and its functions- media selection- media scheduling- measurement of advertisement effectiveness-Critics to Ad Agency	Concept of advertising agencies	To make students understand the importance of advertising agency in creation of advertisements as there is large scope for jobs It is must for students of JMC to understand PR structure in Central and state governments because jobs are filled by UPSC, SSC, Public Sector Undertakings, I&PR Department of AP government
4	5	Corporat e Commun ication Unit-V	Crisis Communication		Students will acquire knowledge about functioning of Input and Output desks. Input Desk: Assigning tasks to reporters by Input Editor. Arranging live telecast and phone-in with reporters

5	6	Social Media and Digital Marketing Unit-II Unit-V	Fact-checking SEO and key words, web indexing, metadata	Nil	In the wake of social media popularity, spread of fake news is growing, facts and figures should be cross-checked from reliable sources Students should be taught about Search Engine Optimisation for writing news based on key words for garnering more likes and views
6	6B	Writing for Media Unit-III	. Writing for Public Relation and Corporate Communication.		These topics were shifted from Paper-3 Advertising and Public Relations
6	7B	Photo Journalism	Human Interest Photography		

Semester 3

Paper-3: Advertising and Public Relations

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]

Addition: Various phases of advertising-planning- structure of advertising agency and its functions-media selection-media scheduling-measurement of advertisement effectiveness

Various phases of advertising: communication objective, allocation of budget based on communication objective, taking decision on message-role of advertising agency come into play at this stage-Media choice-selection of communication channels for the message-types of media-reach, frequency and timing-pretest (consumer jury and focus group tests) and post-test methods (recall test).

Unit IV:

Tools of public Relation, Newspaper and magazine, Radio, television and film, New media and social media, Fundamentals of public relations writings,. Press release writing, Writing for internal publics

Unit V

Press release writing, Poster writing, Wall, Pamphlet and leaflet writings, Writing for internal publics 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

Addition: Organisational structure of Public Relations in Central government and State government
.Videography (Lab)

Semester 4

Paper 4-Media Laws and Ethics

Unit II

Include Section 66A of the IT Act, 2000

Explanation: Section 66(A) of the Act criminalises the sending of offensive messages through a computer or other communication devices. The Supreme Court on September 6, 2022 ordered States and their police forces to stop prosecuting free speech on social media under Section 66A of the IT Act, 2000

Unit IV

Press during Emergency – Press as a Fourth Estate

Unit V

Paid News-Media Trial

Semester-4

Paper-5-Corporate Communication

Crisis Communication

Unit-V

Paper 5-Introduction to Electronic Media

Semester 5

Paper 6 – Social Media and Digital Marketing Unit-II

Fact-checking

Unit-V

SEO and key words, web indexing, metadata

Social Media and Digital Marketing-Business and technical Communication
Paper-7 - Media Management and Entrepreneurship-Media and Management

Semester-6

Paper-6 Writing for the Media

Writing for Public Relation and Corporate Communication

Paper-7 Photo Journalism

Human Interest Photography

B.A JOURNALISM SYLLABUS

Semester	Paper	Title	Hours	Credits
III	III	ADVERTISING	5	4
IV	IV	MEDIA LAWS & ETHICS	5	4
IV	V	CORPORATE COMMUNICATION	5	4
V	VI	WRITING FOR MEDIA	5	4
V	VII	PHOTO JOURNALISM	5	4
VI		SIX MONTHS INTERNSHIP		