

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), Kakinada

**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,VI

B.Voc JOURNALISM

Board of Studies for the Year

2023-2024

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), 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.

VISION AND MISSION

THE DEPARTMENT OF JOURNALISM 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.Voc. Journalism

B.Voc. 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.VOC. 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.

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

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 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 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,	Representative from Industry

	Gummadi Consultancy & A training for GRE, TOFEL, IELTS & Competitive exams examinations M.G.Road, Vijayawada.	
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
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 I, II & III 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 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. 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), Kakinada

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 the **B.Voc Journalism** Course 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

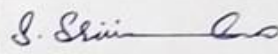
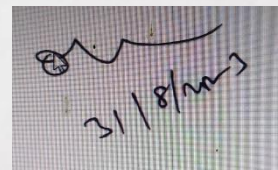
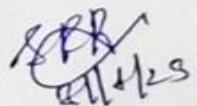
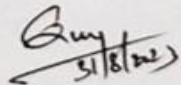
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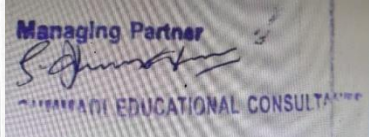
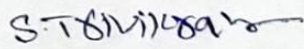
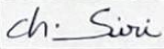
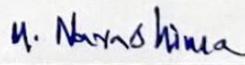
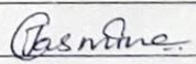
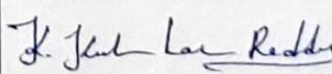
Department of Journalism & Mass Communications

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



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ACADEMIC CELL

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

Department Name: Sanskrit and Mass Communication

Name of the BOS Member : S. Srinivasan
(University Nomine/Subject Expert/Industriat/ 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. Srinivasan 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

TABLE SHOWING ADDITIONAL INPUTS/MODIFICATIONS IN THE SYLLABI

For Semesters III, IV, V and VI 2023-2024

S. n o	Subject & Title	Semester	Deletions	Additional Input/Modification	Justification
1	Paper 6B	VI	Clusters	Added Writing for media as paper 6B	As per the new syllabus given by APSCHE 6B was opted for VI semester from the given paper sets
2	Paper 7B	VI	Clusters	Added Photo Journalism as paper 7B	As per the new syllabus given by APSCHE 7B was opted for VI semester from the given paper sets.

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 set 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...?
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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), Kakinada
CURRICULAR FRAMEWORK FOR B. VOC COURSES UNDER NSQF FOR THE YEAR 2023-24

B.Voc. Journalism and Mass Communication

UBJECT/ SEMESTER		I		II		III		IV		V		V I	Thir d phas e of App renti cess hip For The Entir e 5 and 6 Semi sters	first and Second Phase (2 Spells) of Apprenticeship between 1st and 2nd year and between 2nd and 3rd year Summer Vacation
		H/ W	C	H/ W	C	H/ W	C	H / W	C	H / W	C			
English		4	3	4	3	4	3							
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					
Major Subject -2	C1 to C5 Political Science (Theory)	5	4	5	4	5	4	5	4					
Vocational	C1 to C14 including Theory Introduction to Mass Communication /History of journalism/ Adv ertising/Media Laws and ethics/Media management	5	4	5	4	5	4	5 5	4 4	5 5 5 5	4 4 4 4 4			
	C2, C4, C6 (Theory and Lab/ Institutional/Industrial Training) Communication	2+ 2	2 + 1	2+ 2	2+ 1	2+ 2	2 + 1							

	Lab/New Media Lab/Videography/Event Management/Video editing/Short film													
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)	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

B.Voc Journalism and Mass Communication (Vocational)

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

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

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), Kakinada
CURRICULAR FRAMEWORK FOR B. VOC COURSES UNDER NSQF FOR THE YEAR 2020-21

B. Voc. Journalism and Mass Communication

SUBJECT/ SEMESTER		I		II		III		IV		V		VI	Third phase of Apprenticeship For The Entire 5 and 6 Semesters	first and Second Phase (2 Spells) of Apprenticeship between 1st and 2nd year and between 2nd and 3rd year Summer Vacation
		H/W	C	H/W	C	H/W	C	H/W	C	H/W	C			
English		4	3	4	3	4	3							
Second Language (Telugu/ Hindi/ Sanskrit)		4	3	4	3	4	3							
Life Skill Courses		2	2	2	2	2+2	2+2							
Skill Development Courses		2	2	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/Advertising/Media Laws and ethics/Media management	5	4	5	4	5	4	5	4	5	4	5	4	
	C2, C4, C6 (Theory and Lab/Institutional/Industrial Training) Communication Lab/New Media Lab/Videography/Event Management/Video editing/Short film	2+2	2+1	2+2	2+1	2+2	2+1							
Total Hrs/Week(Academic Credits)		31	25	33	27	31	27	30	24	30	24	12	4	4
Extension Activities														
NCC/ NSS/ Sports/ Extra Curricular								2						
Yoga						1		1						
Extra Credits														
Hrs/ W(Total Credits)		34	28	36	30	36	31	36	30	36	30	12	4	4

Scheme of syllabus and Examination Pattern

SL No:	Study Components	Course Title	Component	Hours	Examination		Credit
				Hrs (hours in a	CIA	MARKS	
I	Semester 1						
1	English		G	4	50	50	3
2	Hindi		G	4	50	50	3
3	Life skill Course		G	2		50	2
4	Skill Development Course		G	2		50	2
5	History		M1	5	50	50	4
6	Political Science		M2	5	50	50	4
7	Introduction Mass Communication and Journalism		V	5	50	50	4
8	Communication Lab		V	2 +2		50	3

			31			25
II	Semester 2					
1	English	G	4	50	50	3
2	Hindi	G	4	50	50	3
3	Life skill Course	G	2		50	2
4	Skill Development Course	G	2+2		50	2+2
5	History	M1	5	50	50	4
6	Political Science	M2	5	50	50	4
7	Reporting and Editing for Print	V	5	50	50	4
8	New Media lab	V	2 +2		50	3
			33			27
III	Semester 3					
1	English	G	4	40	60	3
2	Hindi	G	4	40	60	3
3	Life skill Course	G	2		50	2
4	Skill Development Course	G	2+2		50	2+2
5	History	M1	5	40	60	4
6	Political Science	M2	5	40	60	4
7	Advertising and Public Relation	V	5	40	60	4
8	Videography	V	2 +2		50	3
			33			27
IV	Semester 4					
1	History	M	5	40	60	4
2	History	M	5	40	60	4
3	Political Science	M	5	40	60	4
4	Political Science	M	5	40	60	4
5	Media Laws and Ethics	V	5	40	60	4

6	Introduction to Electronic Media	V	5	40	60	4
			30			24
V	Semester 5					
1	Social Media and Digital Marketing	V	5	40	60	4
2	Media Management and Entrepreneurship	V	5	40	60	4
3	Writing for Media	V	5	40	60	4

4	Video Editing Lab	V	5	--	100	4
5	Media Economics(Project)	V	5	--	100	4
6	Short Film Production Lab	V	5	--	100	4
			30			24
VI	Semester 6					
	Apprenticeship (OR) Project					12
	Study tour (OR) Assignment					8

Marks
Credits

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

distribution (History Stream*/ politics Stream**)

and

SYLLABUS

3	Advertising and Public Relation SEMESTER - III	CREDIT-4
Unit I: Definition&MeaningofAdvertising,RoleandfunctionsofAdvertising,Nature&Sc opeof 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 , Various phases of advertising – planning -structure of advertising agency and its functions-media selection -media scheduling- measurements of advertisement effectiveness Unit III: Definitions and concept of public relations, Concept of publicity, Concept of propaganda Concept of advertising, Concept of e-PR. Public Relations and Corporate Communications. Propaganda and Publicity 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 public.		

Unit V

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, Organizational Structure of Public Relations in Central Government and State Government.

Reference Books:

K.R. Balan: Corporate Public Relations; Himalaya Publishing.

Frank Jefkins: Public Relations Made Simple; Heinemann; London.

Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 11th edition

Anne Gregory: Public Relations; IPR Publications.

Subir Ghosh: Public Relations Today; Rupa & Co.

Samar Ghosh: Jana Sanjog; Paschim Banga Rajyo Pustak Parashad.

Kaul J.M., Noya Prakash, Public Relation in India, Calcutta.

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

Dennis L. Wilcoxe & Glen T, Public Relations, Pearson. (10) Jefkins Frank: Public Relation Techniques, Heinemann Ltd.

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), Kakinada
JOURNALISM & MASS COMMUNICATION
SEMESTER – III
MODEL QUESTION PAPER
PAPER – III – ADVERTISING AND PUBLIC RELATIONS

TIME : 2 ½

Max marks 50 M

SECTION – A

I Answer any THREE of the following questions

10x3= 30M

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

SECTION-B

II Answer any THREE of the following questions

5x4=20M

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

	Videography (Lab) SEMESTER - III	CREDIT-4
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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.

4.Media Laws and Ethics SEMESTER - IV	CREDIT-4
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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:

Include section 66 A of the IT act -2000 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 property rights–Right to Information Act–Human Rights and Media–Cyber laws in India
– Right to Privacy

Unit IV:

Press during emergency -Press as a Fourth Estate 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:

Paid News – Media Trail Pressures on Media– Political, Corporate, Religious, Social – 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

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), Kakinada
JOURNALISM & MASS COMMUNICATION
SEMISTER –IV

MODEL QUESTION PAPER
PAPER : IV- MEDIA LAWS & ETHICS

TIME : 2 ½

Max marks: 50

SECTION-A

I . Answer any THREE of the following questions

10x3=30M

1. Explain about Indian constitution preamble ?
2. Explain about the Judicial system in India ?
3. Explain about the law of defamation ?
4. What are the Legislative privileges and contempt of legislature?
5. Write in detail about the working journalist Act ?
6. Write in detail about the official secrets Act 1923 ?

SECTION –B

II .Answer any FOUR of the following questions

5x4 =20M

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

5	Introduction to Electronic Media SEMESTER - IV	CREDIT-4
Unit I: Brief History of broadcasting, Broadcast in India- A Retrospect, Objectives and Policies of A.I.R, Committees on B' casting: Chanda Committee, Vargeese Committee, Prasar Bharti Act, Radio Programme Formats and Writing process. Unit-II Radio Newsroom, Employee and Working Process, Collection and Writing of Radio News, Formats of News based Programmes., Preparation of News Bulletin and Editing of News Traits of News Reporter and News Editor F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio. Unit-III News room set up ,Brief History & Characteristics of T.V. B' casting in India and the World, P.C. Joshi Committee, SITE Experiment, Programme Pattern of Different D.D. Channels & Private News Channels Unit - IV Concept of Scripting, Objectives of Scripting, Script Writing and Presentation (Voice Quality, Modulation & Pronunciation) Steps and Formats of Script Writing, Writing for Anchoring Unit-V Basics of Website Operations ,Concept of web Journalism, Internet and its functions Search and Conceptualization of online Material, Major Newspapers, Magazines and their E-paper on internet. Reference books: 1.Chatterji, P.C. (1993) — “ Indian Broadcasting”. 2. “Television Journalism and Broadcasting”-Bhatt. 3. “Writing for Television, Radio and New Media” by Robert L Hilliard 4. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon: Routledge		

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

MODEL QUESTION PAPER

PAPER: V – INTRODUCTION TO ELECTRONIC MEDIA

TIME: 2 ½

Max marks: 50

SECTION-A

I . Answer any THREE of the following questions

10x3=30M

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

SECTION –B

II .Answer any FOUR of the following questions

5x4 =20M

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

6.	Social Media and Digital Marketing – V Semester	CREDIT-4
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Unit I

Concept of Information Technology, Growth and development
Use of communication technology, Media convergence, Internet

Unit II

Fact checking, New Digital Media , Social Media Concept , Evolution and Characteristics,
Usage of Social Media., Impact of Social Media Social Media: Risks and Challenges

Unit-III

Social media; Introduction; platform, Online Community, Web portals, Social Networking
sites introduction, Facebook, Instagram, Linkedin, Pinterest

Unit-IV

Blogging: Introduction, Blog writing (twitter), Social media marketing, Social media
management tools

Unit-V

SEO and key words Web indexing, metadata, Introduction to Digital Marketing, The new
digital world - trends that are driving shifts from traditional marketing practices to digital
marketing practices, the modern digital consumer and new consumer's digital journey.
Marketing strategies for the digital world-latest practices.

Reference Books:

1. Rogers M. Everett, Communication Technology : The New Media Society, The Free Press,
Collier Macmillan Publisher, London, 1986.
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd.
Longman, New York, 1997.
3. Webster Frank, Theories of the information Society Routledge, New York, 1995.

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), Kakinada
JOURNALISM & MASS COMMUNICATION
SEMISTER –V

MODEL QUESTION PAPER

PAPER : VI – SOCIAL MEDIA AND DIGITAL MARKETING

TIME : 2 ½ hours

Max marks: 50

SECTION-A

I . Answer any THREE of the following questions

10x3=30M

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

SECTION –B

II .Answer any FOUR of the following questions

5x4 =20M

9. Learning Management System
10. Digital Media
11. Online payments
12. Crypto Currency
- 13 Virtualisation
- 14 Web Series

7	Media Management and Entrepreneurship --Semester - V	CREDIT-4
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: Influence of Ownership on News, Chain Newspapers, 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

PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A), Kakinada
B.VOC. JOURNALISM & MASS COMMUNICATION
SEMISTER –V

MODEL QUESTION PAPER

PAPER : VII – MEDIA MANAGEMENT AND ENTERPRENUERSHIP

TIME : 2 ½ hours

Max marks: 50

SECTION-A

I . Answer any THREE of the following

10x3=30M

- 1 . What are the concepts of management ?
2. Explain about the principles of management and functions ?
3. Explain about the structure and characteristics of media organization ?
4. What are the merits and demerits of media organization ?
5. Explain about the economics for media ?
6. What are the news agencies and syndicates ?

SECTION –B

II .Answer any FOUR of the following questions

5x4 =20 M

9. Quality Control
- 10 Media Promotion?
11. Newspaper organization?
12. Large newspapers?
- 13.ABC
14. Online media?

1	Video Editing (Lab) --Semester - V	CREDIT-4
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		

2	Media Economics -- Semester – V (Project)	CREDIT-4
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 management principles. 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		

3	Short Film Production (Lab) -- Semester - V	CREDIT-4
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.		

	Semester - VI Study Tour(OR) Assignment & Internship (OR) Study Project	CREDIT – 8 CREDIT -12
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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

B.Voc. Journalism and Mass Communication

ADDITIONS AND DELETIONS on 31-08-2023

S e m	P. N o.	Course Name	Additions	Deletions	Justification
3	3	Adverti sing and Public Relation s Unit II	Various phases of advertising- planning- structure of advertising agency and its functions-media selection-media scheduling- measurement of advertisement effectiveness	Advertising as a social process- consumer welfare, standard of living and cultural values	To make students understand the importance of advertising agency in creation of advertisements as there is large scope for jobs
		Unit IV	Include press release writing and writing for internal publics	Nil	It is must for students of JMC to understand PR structure in Centra and state governments because jobs are filled by UPSC, SSC, Public Sector Undertakings, I&PR Department of AP government
		Unit V	Organisational structure of Public Relations in Central government and State government	Shift topics Poster writing, Wall, Pamphlet and leaflet writings to Writing for Media	
4	4	Media Laws and Ethics Unit II	Include Section 66A of the IT Act, 2000		Section 66(A) of the Act criminalise the sending of offensive messages through a computer or other communication devices. The Supreme Court on September 6, 2009

		Unit IV	Press during Emergency – Press as a Fourth Estate		2022 ordered States and their police forces to stop prosecuting free Speech on social media under Section 66A of the IT Act, 2000	
		Unit V	Paid News-Media Trial	Press during Emergency – Press as a Fourth Estate		
4	5	Introdu ction to Electron ic Media Unit-III	Newsroom set up	General Activities of a T.V. Centre Expansion and Reach of T.V. Media	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 Output Desk: Preparing and executing the Run-down Getting Stories on Air Information on Screen-Scrolling Role of video editors and special effects designer Features of news website such as home page and other section pages, formats for uploading photos and videos, setting up links, technical knowledge to make navigation easy between pages	
		Unit-V	Basics of website operations	Comparative Role of Print Medium, Channel Medium and Internet Medium in our Society		
5	6	Social Media and Digital Marketi ng	Fact-checking	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	58

		Unit-II	SEO and key words, web indexing, metadata		writing news based on key words for garnering more likes and views	
		Unit-V				
5	7	Media Management and Entrepreneurship				

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
ideography (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

Paper 5-Introduction to Electronic Media

Semester 5

Paper 6 – Social Media and Digital Marketing-Business and technical Communication

Paper-7 - Media Management and Entrepreneurship-Media and Management

FINAL UNIT

Writing News stories

Headlines, Rules guiding headlines, News stories, Inverted pyramid style.

Lead, Snippets. **Poster writing, Wall, Pamphlet and leaflet writings,**

Paper-9 Photo Journalism

Video Editing (Lab)

Media Economics (Project)

Short Film Production (Lab)

B.VOC. JOURNALISM SYLLABUS

Semester	Paper	Title	Hours	Credits
III	III	ADVERTISING	5	4
IV	IV	MEDIA LAWS & ETHICS	5	4
IV	V	INTRODUCTION TO ELECTRONIC MEDIA	5	4
V	VI	SOCIAL MEDIA AND DIGITAL MARKETING	5	4
V	VII	MEDIA MANAGEMENT AND ENTERPRENUERSHIP	5	4
VI		SIX MONTHS INTERNSHIP		