

OSMANIA UNIVERSITY
M.A. (Journalism & Mass Communication)
SYLLABUS (2022-23 onwards)

Course Duration: Two years
 Intake (On campus): 30 (Regular) + 10 (Self-finance) + Supernumerary

COURSE STRUCTURE
SEMESTER I

Paper Code	Paper	No. of teaching hours	Credits	Marks		
				Internal	Semester	Total
101	Communication, Media & Society	5	5	30	70	100
102	Writing for Media	5	5	30	70	100
103	Basics of Electronic Media	5	5	30	70	100
104	Digital Journalism	5	5	30	70	100
Total		20	20	120	280	400

SEMESTER II

Paper Code	Paper	No. of teaching hours	Credits	Marks		
				Internal	Semester	Total
201	News Reporting	5	5	30	70	100
202	Advanced Editing Methods	5	5	30	70	100
203	Media Laws & Ethics	5	5	30	70	100
204	Public Relations	5	5	30	70	100
Total		20	20	120	280	400

SEMESTER III

Paper Code	Paper	No. of teaching hours	Credits	Marks		
				Internal	Semester	Total
301	Communication Theory	5	5	30	70	100
302	Communication Research	5	5	30	70	100
303 (A) - OR - 303 (B)	Electronic Media (Elective) ---- OR ---- Print Journalism (Elective)	4	4	30	70	100

304 (A)	Advertising (Elective)					
- OR -	---- OR ----	4	4	30	70	100
304 (B)	Socioeconomic Affairs (Elective)					
	Seminars		2	50	--	50
Total		20	20	170	280	450

SEMESTER IV

Paper Code	Paper	No. of teaching hours	Credits	Marks		
				Internal	Semester	Total
401	Integrated Marketing Communication	5	5	30	70	100
402	Corporate Communications	5	5	30	70	100
403 (A)	Development & Rural Communication (Elective)					
- OR -	---- OR ----					
403 (B)	Data Journalism (Elective)	4	4	30	70	100
- OR -	---- OR ----					
403 (C)	Telugu Journalism (Elective)					
404	Project Report ~ Including	4	6	--	150	150
	Research Design Seminar		1		25	
	Progress Seminar		1		25	
	Dissertation		1		25	
	Final Presentation		2		50	
	Viva Voce During Final Presentation		1		25	
Total		20	20	90	360	450

Papers	Marks
Core	: 1200
Electives	: 300
Seminars	: 50
Project	: 150
Total	: 1700

DETAILED SYLLABUS

SEMESTER I

Paper 101: Communication, Media & Society (Core)

Unit I

Introduction to Communication: Nature, process and elements of communication. Functions of and barriers to communication, 7 Cs and principles for effective communication. Typology of communication – intrapersonal, interpersonal, group, mass, interactive communication. Mass communication characteristics, concept of gatekeeping, propaganda, Two-step flow hypothesis, multi-step flow of communication, knowledge gap hypothesis.

Unit II

Communication models- Lasswell formula, S M C R model, Shannon and Weaver, Osgood and Schramm, Dance's helical model, Spiral of silence, Newcomb's ABX model, Westley and McLean model, and Gerbner's model.

Unit III

Communication effects theories: Agenda setting, Framing theory, Cultivation, Uses & Gratification, Theory of Diffusion of Innovations. Normative media theories.

Unit IV

Communication, Media and Society linkage -- Media and Democracy, Public Opinion, Propaganda, Manufacturing Consent, National development, Social change, Market forces, Mass media audiences, Demassification.

Unit V

Historical development of the press as a media institution. History of print media in India – pre-independence and post-independence. Major issues and landmarks. Regional language press. An overview of media in India: Print media, Broadcast media, Status of Regional media; New media, Advertising / PR, Traditional media, Mass media audiences.

Recommended Reading

Larry L. Barker: *Communication*

McQuail, Denis: *Mass Communication Theory*

McQuail and Windahl: *Communication Models*

Keval J Kumar: *Mass Communication in India*

Rogers and Singhal: *India's Communication Revolution*

Emery, Ault & Agee: *Introduction to Mass Communication*

J.N. Basu: *Romance of Indian Journalism*

R. Parthasarathi: *History of Indian Journalism*

Paper 102: Writing for Media (Core)

Unit I

Concept of news and news process. Structure of a news report –Lead, body, headline, strapline, byline, dateline– Types of leads. Essentials of a news report: quotes, attribution, verification, balance, fairness and brevity. Single-incident and multiple-incident news stories. The concept of news values. Reporter - role, duties and qualities.

Unit II

Generating story ideas - Sources of news: documents/ institutional/ individual- Cultivating sources. Interviewing techniques. Different forms of reporting - spot news / live reporting, developing stories, curtain raisers, investigative, interpretative, trend, in-depth and advocacy reporting. Building and using background. Reporting public affairs, meetings, conferences, seminars, cultural, civic and social events. Crime news: nature / types of crime, sources of information, challenges.

Unit III

Distinction between reporting and editing. Why editing matters; News judgement and news values. Editorial department – organisational structure. Role and functions of the editor, news editor, chief sub-editor and sub-editors. News schedule / list. Different Desks – General, sports, features, business, etc. Types of copy.

Unit IV

News editing skills and tools, language aspects. Qualities of a sub-editor. Editing process - Re-writing, translation, integrating, updating, and proof-reading. Style book / guide; style sheet. Headlines – power, precision, poetry; using quotes and attribution in headlines, headline styles, Unit count. Dealing with numbers. Editing local stories, making non-local stories meaningful. Making long stories short, keeping short stories relevant, editing news briefs.

Unit V

Communication through design. Basic principles of Page Design and Layout. From modules to pages; laying out pages. Display headlines – words as images. Design with colour. Typography: Typefaces and families, choosing typefaces and sizes. Editing visuals: Image and reality, selecting, cropping and sizing photos; Ethical and legal issues, writing cutlines. Infographics.

Recommended Reading

Virbala Aggarwal, *Essentials of Practical Journalism*

John Bender et. al., *Reporting for the Media*

Friend & Challenger, *Contemporary Editing*

Daryl R Moen, *Newspaper Layout & Design*

Paper 103: Basics of Electronic Media (Core)

Unit I

Introduction to broadcasting: Radio as a Medium of Mass Communication, Evolution and growth of All India Radio and Doordarshan, Prasar Bharathi –structure, objectives and role. Growth of private television channels, Emerging trends in radio broadcasting-FM, Digital, satellite and Web, Podcasting. Committees relating to broadcasting. Developments in broadcast regulation and policy issues. History update. Status of broadcast industry.

Unit II

Types of television reporting—general and live. Different types of News-based programmes: Interviews, Talk shows, Live-In shows, Vox Populi, Production planning and Coordination, critical analysis of news and news based programmes. Television news process from spot to screen. Television news reporting: general and live. Structure of television news bulletin, formats. Editorial (News Planning, reporting). TV staff and crew, their functions. Qualities of a television news reporter. Television news production, scripting for TV. Studio production and Field production. Electronic news gathering (ENG) and Electronic Field Production (EFP).

Unit III

Programme formats of television; TV Production process-Pre-production, set up and rehearsal, Production and Post-production. Proposal writing, Script writing- Outline, treatment, visualisation, shooting script. TV Direction - TV language and grammar, Blocking the script, storyboard, time-line and budgeting. TV Studio layout, Production equipment-cameras, microphones and lights. TV production-studio and field production.

Unit IV

Classification of shots, role of audio. Special effects generators, digital video effects, Character Generator, computer graphic workstations. Editing: Linear and Nonlinear, Mastering: voice over, dubbing, mixing, titling, final mastering and preview. Final cut pro, Adobe premiere. Editing modes: Fiction, non-fiction, aesthetics. Rushes, Log sheets, TCR, SFX, Different types of graphics, animations. Television technology: broadcasting standards, PAL, NTSC and SECAM. News gathering and transmission technology: Use of cameras, OB vans, computers, servers, video phones, and hubs. VSAT, Fibre optic lines, earth station and satellites. Uploading videos on YouTube, live streaming. Marketing strategies—brand promotion (space/time)—Reach-Promotion.

Unit V

Radio production: Programmes for various audiences, Different Programme formats, creating audio space, sound perspective, voice casting, types of music, use of sound effects. Production crew and their functions: Role of producer. Production planning and execution. Radio studio, acoustics, recording equipment, types and use of microphones, Use of Digital Technology in production. Radio transmission process.

Recommended Reading

P.C. Chatterji: *Broadcasting in India*

Lynne Gross: *An Introduction to Radio, TV and the Developing Media*

Herbert Zettl: *Television Production*

Campbell, Meath & Johnson: *A Guide to Radio, TV Writing*

Robert McLeish: *The Technique of Radio Production*

Pane Sureyat: *Broadcast News Writing*

S.P.Jain: *The Art of Broadcasting*

Awasthy: *Broadcasting in India*

Paper 104: Digital Journalism (Core)

Unit I

Distinctive characteristics of digital journalism, New roles of journalists in the digital era (*writer, factchecker, editor, producer, visualizer etc*). Writing for the digital media - Digital Reporting / story-telling techniques; Writing blogs, tweets, posts for Instagram and other social media. Dos and don'ts for YouTube, Twitter. Mobile Journalism (MoJo): Tools & Operating Systems, Integrating multimedia components (*Text, Graphics, Audio, Video & Animation*) into news, Content generation; Apps for Digital Journalists, How to Work in a Fast-Paced Digital Media Landscape. Audience engagement techniques - SEO. Importance of algorithms in framing content. Virtual Communities, Convergence & Citizen Journalism

Unit II

Website-building tools and platforms - comparative strengths and weaknesses. Requirements for a functional website (*hosting, domain name, CMS, templates, plug-ins, etc.*) Building Own News Website Using Wordpress (*Choose The Right Platform - HTML V/S CMS Based System, Paid or Free Open Source CMS, Popular Website Building Platforms*). Getting a Domain name & Web Hosting (*Domain Name: Top Level / Sub Domain, Free or Paid Hosting, Website Hosting Plan - Various factors for choosing the plan*). Setting up & customising site (*Installing WordPress on Server, Click or Manual Installation Choice, Choosing a Theme/Template, WordPress Dashboard, Free / paid themes, installing a theme, adding content and creating new pages; Adding and editing posts, changing Title and Tagline, enabling / disabling Comments for Posts & Pages, Static Front Page, Editing Sidebar, installing Plug-ins*) Use of social media, instant messaging apps, and newsletters. Online advertising.

Unit III

Elements and structure of news websites - review / case study of websites of major newspapers, TV channels, web-based publications and news agencies. News presentation and use of multimedia, interactive and embedded material. Sharing of information in a media house with print/electronic platforms for digital delivery, importance of metrics and web analytics, Contemporary trends.

Unit IV

Data journalism, misinformation/ disinformation - types, factchecking tools and techniques, podcasting, video storytelling, case studies and exercises. Generative A.I. and journalism. Social media and entrepreneurship.

Unit V

Regulatory issues, Guidelines of Youtube, platforms etc, Ethical dilemma in Digital journalism vis-a-vis ethics and media law in mainstream media. Plagiarism, Copyright issues, self-regulation, professionalism in digital journalism versus professionalism in mainstream media and its implications for journalists and online readers.

SEMESTER II

Paper 201: News Reporting (Core)

Unit I

Sensitisation to issues. Reporting live issues, violence and social unrest, calamities and disasters, among others. Issues in development, reporting education, health, consumer issues, gender issues, marginalised sections and human rights. Covering legislature, courts, agriculture, sports, fashion and lifestyle.

Unit II

Introduction to business journalism. Reporting business, finance and economy. Characteristics, trends, sources. Analysing business trends, interpreting and presenting statistical data of business, industry & finance. Policies - fiscal, industrial, agricultural & trade. Role of RBI, SEBI and other regulatory bodies. Understanding, analysing and reporting budgets - national and state.

Unit III

Specialising in science & technology journalism. Sources, techniques, writing, understanding and demystifying science & technology. Science news and features. Interpreting research reports, problems. Reporting Environment: Issues and trends. Understanding and covering national and global environmental campaigns. Case studies of media coverage.

Unit IV

Editorial writing – Concept, Types; Editorial policy and conferences. Letters to the Editor, Edit page, OpEd page articles, Middles. Types of columns, techniques of column writing, columnists. Syndication and sponsored syndicates. Advertorials.

Unit V

Feature writing: Characteristics of features, types of features, difference between articles and features, ideas for features, sources. Human interest stories. Travelogues, How-to-do features; Survey of market for features; Book / film review and criticism. Editing supplements, features and special pages.

Recommended Reading

Richard Keeble: *Print Journalism*

Matthew Winkler: *The Bloomberg Way: A Guide to Reporters & Editors*

Kaushik Basu: *Oxford Companion to the Indian Economy*

KSJ Science Editing Handbook

Paper 202: Advanced Editing Methods (Core)

Unit I

Contemporary practices – Slanting; writing of the lead, rewriting, integrating copy from different sources. Plagiarism. Synoptic writing, excerpting. Cartoons. News Analysis. Supplementing hard news with analysis. Interpreting news. Collection and use of background material. Sourcing from foreign newspapers, need, relevance.

Unit II

Editing online news: Editing for digital devices, Value of showing a story, Data visualisation, selecting pictures and working with videos, types of infographics, Data and distortion. Structuring online stories. Search Engine Optimisation.

Unit III

Selection & Editing of Photographs; Use of Graphics and photographs in magazines and newspapers, Picture categories, Qualities of a good photograph. Single picture and caption: Judging the single Photograph. News photos, People pictures. Role of a photo editor, selection and editing of photographs, writing captions. Photo features—planning and production. Cropping, photo syndicates. Ethics-the tragic photo, shooting tragic scenes, Photojournalism and the law, Issues of Libel and invasion of privacy, Freelancing.

Unit IV

Development and growth of printing. Desktop Publishing, Printing process, Different methods of printing – letterpress, Off-set and Gravure. Offset printing process, advantages and disadvantages, Process of colour printing, CMYK and RGB processes. Digital printing.

Unit V

Principles of newspaper management and their significance; Structure of a Newspaper organisation and functions of various departments – editorial, advertising, circulation, production, HR and administration. Relationship of other departments with editorial. Newspaper economics. Post-pandemic situation.

Recommended Reading

Friend & Challenger: *Contemporary Editing*

T.J.S. George: *Editing*

Helmut Kipphan: *Handbook of Print Media*

Vanita Kohli-Khandekar: *Indian Media Business*

Paper 203: Media Laws and Ethics (Core)

Unit I

Indian Constitution—Salient features, Fundamental Rights, concept of PIL, Directive Principles, Freedom of Speech and Expression, its limitations.

Unit II

Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Parliamentary Proceedings Protection of Publication Act 1956, Constitutional Amendment and Article 361 A (Protecting the publication of Parliament and Legislature).

Unit III

Contempt of Court Act, Indecent Representation of Women Prohibition Act, Censorship Act, Drugs and Magic Remedies Act, Children's Act. Law of Defamation. IPC sections-relevant to media.

Unit IV

Official Secrets Act, Right to Know, Right to Information Act, 2005. Cyber Laws, Intellectual Property Rights and Copyright Act. Right to Privacy.

Unit V

Introduction to Media Ethics. Yellow Journalism, codes relating to Communal writing, Right to reply, Press Council of India Act—structure and codes, Role, functioning and impact of Press Council, Media and Human Rights and Civil Rights, SHRC, NHRC.

Recommended Reading

A.G. Noorani: *India's Constitution & Politics*
Durga Das Basu: *Constitution of India*
Durga Das Basu: *Laws of the Press*
B.N. Ahuja: *History of Press and Press Laws*
Press Institute of India, *Press and the Law*
Sita Bhatia: *Freedom of the Press*
PCI Reviews and Annual Reports

Paper 204: Public Relations (Core)

Unit I

Unit-I: Public Relations-Concept, Philosophy, meaning, definition, scope, dimension and distinction from advertising, propaganda, liaison, lobbying, PR and Public opinion, growth of PR; Staff and line function, structure and function of PR department. Profile of a public relations officer.

Unit II

Grunig's excellence theory. Four models of PR. PR publics – Internal and external, Importance of communicating to internal and external publics, case studies- PR process, four stages – fact finding, planning, execution and evaluation, case studies, challenges of Public relations.

Unit III

PR Campaign: steps in campaign planning; Tools of PR- Interpersonal;; Print: House journals, newsletters, brochures, pamphlets, circulars, notices, newspapers, annual reports, magazines, press releases, audio-visual : radio, television, corporate films, OCTV, VNRs, FNRs. Astroturfing, spin doctoring, art of storytelling, strategic narrative building, Visual public relations.

Unit IV

Freeman's stakeholder's theory. Media relations- Press conference, press kit, meet the press, press releases; Customer relations, Dealer relations, Community relations, investor and financial relations, employee relations, supplier relations; Rural PR, NGO PR, Government Relations- Nature and need for government relations. Structure and organisation in Governments- Centre and State- PR propagating Govt.policies – feedback mechanism, political public relations. PR code of ethics.

Unit V

P.R 2.0: Define PR 2.0, transition from traditional PR to PR 2.0- tools of PR 2.0 -RSS importance to clients, submitting news to RSS feeds: Blogging- Pitching a blogger, commenting on blogs, How can blogs benefit clients and media; blogs and microblogs,Vlogs, Podcasts as PR tool, launching an effective business podcast, Pitch podcasters, How to research podcasts; Social Networking-Adding clients to social network; Social Bookmarking; Social Media Press Release, Rules of the Social Media Press Release, optimising Social media release for search engines; IM and SMS, IM etiquette, Pitching via IM, SMS; functions and tools of online public relations

Recommended Reading

Ahil Basu: *Problems and Prospects of Public Relations*

Cutlip, Center: *Effective Public Relations*

J.M Kaul: *Public Relations in India*

Mehta: *Handbook of Public Relations*

Roy: *Corporate Image in India*

Sahai: *Public Relations – A Scientific Approach*

Philp Lesley: *Handbook of Public Relations*

SEMESTER-III

Paper 301: Communication Theory (Core)

Unit I

Major developments in communication theory-Dominant, Western perspectives - Marxist, structuralist, Neo-Marxist approaches. Concept of Mass society and Information Society. Theories of Attitude change. Propaganda models -Chomsky and others.

Unit II

Mass Communication and culture—Frankfurt School and Critical Theory, Antonio Gramsci and Hegemony, Birmingham School and Critical Cultural Theory, Gender and Mass Media, John Fiske and Semiotic Analysis, Postmodernism.

Unit III

Communication imbalances in news, radio, TV, film, ICT, advertising and PR; Technology – trans-border data flow; historical overview of international communication, NWICO – overview of the present order, emergence of the Third World demand for New Order, Critique of international news values, Non-Aligned News Agency Pool. Issues in international communication: Intercultural communication.

Unit IV

Democratisation of communication – new technology, alternative media. Concept of globalisation, Impact on media systems, culture, globalisation of dissent. Ownership and economics of international communication. International media and other organisations – ITU, IPDC, IPI, WTO, UNESCO and IFJ.

Unit V

Regional cooperation: satellites: Intelsat, Arabsat; co-productions; information exchange; Intellectual Property Rights regime. AMIC, SAARC, SAFMA.

Recommended Reading

Budd & Ruben: *Approaches to Human Communication*

Janowitz & Hirsch: *Reader in Public Opinion and Mass Comm.*

Katz, Blumler & Gurevitch: *The Uses of Mass Communication*

McQuail: *Sociology of Mass Communication*

Rogers & Kincaid: *Communication of Networks*

Schramm & Pool: *Handbook of Communication*

Sondhi: *Problems of Communication in Developing Countries*

Kincaid & Cushmar: *Communication Theory: Eastern & Western Perspectives*

Paper 302: Communication Research (Core)

Unit I

Philosophical foundations of research- ontology, epistemology,- positivism, interpretivism. Research Onion , Research methods in social sciences. Development of mass media research; Media research, methods of knowing, scientific method. Overview of typology of research- Basic, applied, formative, processual, evaluative, quantitative/ qualitative, action research, audience analysis, impact- effects and effectiveness studies.

Unit II

Research Process;selection of topic, problem formulation, review of literature -familiarisation with source materials like bibliographies, indexes, abstracts, monographs etc., rationale for the study. Use of Internet for review of literature research. Hypothesis- types. Hypothesis testing, Steps in hypothesis testing - Errors.

Unit III

Elements of Research: Concepts and constructs, types of variables, reliability and validity. Research Methods: Experiments, Survey, case studies, observations, content analysis, longitudinal studies, historical studies. Levels of measurement – nominal, ordinal, interval, ratio, scaling (Thurstone, Guttman, Likert, Semantic Differential), Ranking and Rating Scales. Research design

Unit IV

Sampling design & methods of data collection: Sampling Definition, characteristics of good sample, Advantages and Limitations, Sample size and its determination. Methods of sampling: A) Probability sampling - Simple random sampling, Stratified random sampling, Systematic sampling, Cluster sampling, B) Non random sampling (non - probability) methods: Judgement sampling, convenience sampling, quota sampling, volunteer sampling and Snowball sampling. Sampling and Non sampling errors. Data Collection: Types of data based on source - primary data and secondary data, Advantages and disadvantages. Sources of secondary data, precautions in the use of secondary data. Difference between primary data and secondary data. Methods of collecting primary data: Questionnaire method - Drafting of questionnaire. Interview- training of interviewers for collecting data using schedule. Observation method - Types, Inventory method, Use of checklists. Criteria for evaluation of instruments - reliability and validity of compilation of the data collected: geographical, chronological, qualitative and quantitative methods. Processing of data.

Unit V

Descriptive statistics: Measures of central tendency (Mean, Median, Mode, their relative advantages and disadvantages) Measures of dispersion: Mean deviation, Standard deviation, Coefficient of variation, percentile - their relative advantages and disadvantages; Correlation and Regression - Types - Positive and Negative; Linear and Nonlinear, simple and Multiple; Partial and Total; Methods of studying correlation- Scatter diagram, Graphic method, Coefficient of correlation and its interpretation. Pearson's coefficient of correlation and Spearman's Rank correlation r Regression analysis using regression lines and equations, Difference between correlation and Regression. Application of Parametric and non-Parametric statistics –Chi-square test. T-Test: Analysis of Variance. Ethical responsibilities of the researcher- required qualities of a researcher in fulfilling ethics, informed consent, confidentiality, protection from risk and injury, debriefing, plagiarism.

(See Appendix for Readings)

Paper 303 (A): Electronic Media (Elective)

Unit I

Unit- I: TV Production Process: Stages of Production, Pre-production, Production, Post-production, Technologies Used in Production, Single-Camera, Multiple-Camera, Studio and Field Production, Visualisation: Images, Sounds, and the Creative Process. Proposal Writing, Timeline, Production Budget, Production Management, Scripting for documentaries, short films. Shooting Schedule. Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Qualities of a reporter/presenter/ anchor: News sense, news gathering, language and diction. Structure of a newsroom, hierarchy. Editorial function: Story ideas, news planning – curtain raiser, event and closure. News selection process, news gathering and reporting. Ethical implications. Techniques of Field production: Breaking news, Phone-in, Piece to Camera, Live, production coordination with camera and studio. Logistics.

Unit II

Script writing: Visual Thinking, Preparation for Scriptwriting, Research, Recce, Synopsis, and Outline, Treatment. Script writing Formats, Fiction Scriptwriting: Dramatic Structure, Narrative Structure, Characterization and Theme, Short Fiction Forms and Formats, Series and serials, teleplays and tele-films. Interactive Programmes, Talk Shows, Game shows and reality shows. Non-fiction Scriptwriting—Documentary, Docu-drama, educational, ad films, Corporate and Institutional films. Camera: Positioning, White Balance, Lenses, Framing, Filters, Tape Formats, Composition, Natural and artificial light, Types of Lights: Spotlights, Floodlights, Portable Lights, Light Meters, Lighting for Single and Multiple- Cameras. Lighting Aesthetics, Low-Key and High-key Lighting, Lighting Control in the Studio and Location, Light and Colour.

Unit III

Types of News presentation – Studio and field, live and recorded. Phone-ins, discussions. Types of packaging. Types of news bulletins. Organising a news bulletin, time management, hard news, soft stories, news capsules, panel production, archiving and copyright. News gathering and transmission technology: Use of cameras, OB vans, computers, servers, video phones, and hubs. VSAT, Fibre optic lines, earth station and satellites. Editing process: Introduction, editing stages, preliminary editing, final editing. Editing systems: Linear, non-linear. Principles of Editing. Editing modes: Fiction, non-fiction, aesthetics.

Unit IV

An overview of Television News and reporting, structure of Televisions News, News production process—Spot to Screen: Production Meetings. Studio Production (Scripting, video clips, voiceover, story editing). public broadcasting. Post Production: Linear and non-linear editing, Rushes, Log sheets, TCR, paper edits, SFX, Different types of graphics, animations. Mastering: Voiceover, dubbing, mixing, titling and preview. Marketing strategies – brand promotion (space/time, circulation)- reach – promotion – market survey techniques.

Recommended Reading

Millerson: *Effective TV Production*
Hilliard: *Writing for Television and Radio*
Herbert Zettl: *Television Production*
B.N. Ahuja: *Audio-Visual Journalism*

Paper 303 (B): Print Journalism (Elective)

Unit I

Major trends in print journalism—Content, language and design. Threats and opportunities to newspapers. Contemporary newspapers and magazines, styles in writing and editing. Alternative Story Forms (ASF). Impact of multi-platform information flows on newspapers. Crowdsourcing. Balancing community journalism and citizen participation. Role of Ombudsman. Reporting and writing for alternative Press. Tabloids and eveningers. Role of Small/ district newspapers and their problems.

Unit II

Magazine Desk- Planning pages, features, articles, freelancers, columnists, pictures, Planning special supplements and pullouts. Trends in Sunday magazines, special sections; Magazine editing; Editing Tabloids, Concept of WED (Writing, Editing and Designing) in newspapers and magazines.

Unit III

Reporting conflicts and rights. Challenges in reporting conflict, human rights, child rights, gender, social exclusion; humanitarian rights; Pitfalls to avoid. achieving balance, attribution, verification from multiple sources, avoiding bias and stereotyping. NHRC, NCW, NCPCR. Reporting war – guidelines, propaganda. Issues of information control and embedded journalism. Education and opportunities. State education policies and private enterprise. Status of higher education. Institutions in education. Evaluating academic courses, curricula and career opportunities. Understanding and reporting academic research. Reporting seminars and conferences. Study abroad programmes. Hiring agencies

Unit IV

Lifestyle reporting. Trends in living – fashion, food, health, travel, tourism. Celebrity, gossip, city life, Page 3. Social trends. Leisure reporting, fine arts and performing arts, film, television and culture. Architecture and heritage.

Recommended Reading

Nalini Rajan: *Practising Journalism*

Jenny McKay: *The Magazines Handbook*

Kreighbaum: *Facts in Perspectives*

MacDougall: *Interpretative Reporting*

Paper 304 (A): Advertising (Elective)

Unit-I

Evolution and growth of advertising (Global, National) - definitions of advertising - functions and relevance of advertising in the marketing mix - classification and types of advertising - various media for advertising (Print, Radio, Television, Film, Digital, OOH).

Unit II

Ad agency management, various specialist departments in an ad agency - Types of Agencies - Selection of ad agency - Client related issues and the process, business development, pitching for accounts - agency--client interface; the parameters - creative and media briefing process - agency - media client interface; agency revenue earning and sources.

Unit III

Types of Copy, types of Layout, Design and production of advertisements - print, radio, television, Digital media (Websites, Facebook, Linked in, Twitter, Blogs), Digital advertising, Social media advertising, Role of Influencers in advertising, Media planning, selection and scheduling - claims and appeals in advertising - Campaign Plan - Campaign Objectives - Brief Elements of a Campaign and their Relevance/Importance - Advertising and Brand personality, Unique Selling Proposition (USP)

Unit IV

Models of advertising - AIDA - DAGMAR - Hierarchy of effects model - Quick Action model - Language, Symbols and logos in ads - Women in Ads - Children in ads - Advertising research (copy research, media research and evaluation measures). Media laws and ethics concerning advertising; Current unethical practices- Private treaties, Paid News, Surrogate ads, Product Placement; DD and AIR guidelines - IBF guidelines - socio-economic and cultural effects of advertising - Criticism of Advertising - Apex bodies in advertising (AAAI, ASCI) - ASCI and its code of conduct, case studies from ASCI.

Recommended Reading

Keval J. Kumar: *Advertising in India*

Sandage: *Advertising Theory and Practice*

Sethia and Chunawala: *Advertising - Principles and Practice*

Otto Kleppner: *Advertising Procedure*

Adrian R. Mackay: *The Practice of Advertising*

Paper 304 (B): Socio-economic Affairs (Elective)

Unit I

Basic understanding of the Indian Constitution – Federalism, Secularism, Functioning of the Parliament and Legislative institution, State and Central Secretariats, Judiciary, Civil society, political parties and function of democracy, Election commission, CAG and other Constitutional offices; issues of Governance.

Unit II

Understanding of Society, social justice, civil liberties, human rights, issues of deprivation, social structure, gender issues, Welfare State, Empowerment of marginalised sections. Policy issues, social sector policies-education, health, poverty, employment, demographic dividend, environmental policy, economic policy, developmental issues, legal entitlement for citizens.

Unit III

Understanding of Indian Economy, growth, inflation, sectoral trends-agriculture, industry, services, financial inclusion, budget making, Planning, Human Development, Macro-economic indicators and concepts, trade issues.

Unit IV

Contemporary social, political and economic issues, foreign policy, international institutions like UNO, WTO, Current national and international issues.

Recommended Reading

Prominent newspapers / news magazines / news websites

SEMESTER IV

Paper 401: Integrated Marketing Communication (Core)

Unit I

Concept of IMC process - covering Product (Classification of products, product levels, Analysis of product line; product mix), Price (Pricing Strategies), Place (Role of marketing channels, Channel design decisions, Vertical Marketing systems & Horizontal Marketing System), Promotion (Advtg, Sales Promotion, Personal Selling, PR, Direct Marketing, Online communication / Interactive marketing) -IMC in digital era, IMC planning process, David Ogilvy and Rosser Reeves.

Unit II

Marketing objectives – STP (Purpose of Segmentation, Demographic, Geographic, Psychographic & Behavioral, Targeting and Positioning) - Product positioning strategies, PLC (Introduction, Growth, maturity, Decline – criticism of PLC).

Unit III

Digital Marketing: Introduction to digital marketing, Importance of digital marketing, Evolution of Digital marketing, Difference between digital marketing and traditional marketing, Tools of digital marketing, Digital marketing strategy, Advantages and disadvantages of digital marketing, Future and growth of digital marketing. Is of digital marketing, Digital marketing strategy, Advantages and disadvantages of digital marketing, Future and growth of digital marketing.

Unit IV

Branding concepts: Meaning of brand, characteristics of brand, Factors for Brand building, Brand communication, Brand image, Branding strategies, Brand equity, Brand loyalty, Brand value, Brand positioning, Brand extension, and Brand experience.

Unit V

Marketing and Market research - nature, scope and importance , Areas of research, Price research, sales promotion research - Product research (brand/logo), packaging research, stages in the marketing research process – sources of information – methods of marketing research, motivation research – market research organisations in India. Case studies and evaluation

Recommended Reading

Adrian Mackay: *The Practice of Advertising*

Aker & Myers: *Advertising Management*

Al Ries, Laura Ries: *The Fall of Advertising and the Rise of PR*

Angela Goddard: *The Language of Advertising*

Gunter: *Advertising to Children on TV, Content, Impact and Regulation*

Belch & Belch: *Advertising and Marketing: An Integrated Marketing Communications Perspective*

Blankenship: *Marketing Research Management*

Paper 402: Corporate and Organisational Communication (Core)

Unit I

Various kinds of organisations Organisational Communication: nature, application, scope and its relevance in India and elsewhere. Schools of thought- Scientific Management, Human Relations and Systems approach. Organisational structure and communication behaviour. Communication process in an organisation; types of communication; Cliques Grapevine, rumour, Interface of corporate communication department with various management disciplines.

Unit II

Corporate Communication: Definitions, concept and genesis of CC, Role and scope of corporate communication Corporate identity, corporate image, Corporate reputation, Difference and similarities between PR and CC, CC and public affairs, CC and corporate affairs, Present state of CC, Organising corporate communication activities, Ethics and laws in corporate communication. Strategy in Corporate Communication :Defining strategy and its role; Areas of strategic thinking in corporate communication - internal TA, CC and brand management/ digital branding , public affairs/issue management , communication audit, change management.

Unit III

Corporate Social Responsibility–Concepts of issue analysis, issue management. Environmental analysis; Crisis PR. Advance planning for Crisis Management and information dissemination; Crisis PR in a digital environment Corporate PR dossiers, Corporate Public Relations consultancies- Case studies of Corporate PR campaigns / departments in India.

Unit IV

Financial Communication: Defining financial communication, Growth and role of financial communication in present context . Overview of Indian financial system, Capital market – stock exchanges, SEBI- functioning and mandate, Financial institutions, financial products (bonds, debentures, shares, ESOPs, et al), Legal and ethical aspects in financial communication, Financial communication campaigns

Unit V

Concept of Public Information - Disseminating agencies of Public Information in Government of India, State Governments; PR in the Voluntary sector, Research and Evaluation in PR, Corporate PR ethics corporate governance and issues.

Recommended Reading

Ahil Basu: *Problems and Prospects of Public Relations*

Cutlip, Center: *Effective Public Relations*

Kaul: *Public Relations in India*

Mehta: *Handbook of Public Relations*

Roy: *Corporate Image in India*

Sahai: *Public Relations – A Scientific Approach*

Lesley: *Handbook of Public Relations*

Bennis: *OrganisationCommunication*

Allen: *Organisational Management through Communication*

Hicks, et al: *Organisations: Theory and Behaviour*

Rogers & Aggarwala: *Communication in Organisations*

W. Timothy Coombs: *Ongoing Crisis Communication*

Paper 403 (A): Development and Rural Communication (Elective)

Unit I

Concepts of Development and underdevelopment - theories and models of development - Dominant paradigm, modernisation, empowerment, participation, sustainable development etc. Concept and critique of HDI. Development as a right, intervention of civil society organisations, NAPM, MKSS.

Unit II

Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, Millennium Development Goals.

Unit III

Nature and concept of development communication. Role of different media in development communication—Print, electronic and folk media. Use of ICTs and emerging technologies in development. Digital divide, Development support communication. Critical appraisal of efforts by government and non-government organisations (NGOs) economic uplift. Case studies in Devcom - Urban and rural perspectives. Education, health and irrigation

Unit IV

India's rural scene, rural social structure, social change, patterns of rural communication, oral, informal and interpersonal communication. Traditional and folk forms, Barriers and accelerators to change Extension – nature, concept and characteristics of communication, structure of extension networks in India, Andhra Pradesh. Methods of extension- exhibitions, visual aids, training and visit system, case studies in extension. Krishi Vignan Kendras.

Recommended Reading

O.P. Bhatnagar: *Education, Communication and Development*
Srinivas R. Melkote: *Communication for Development in Third world Countries*
K.N. Singh & S.N. Singh: *Effective Media for Rural Audience*
P.R.R. Sinha: *Communication and Rural Development*
B. Balaswamy: *Communication for Sustainable Development*
J.B. Ambedkar: *Communication and Rural Development*
L. Vinod Kumar: *Rural Development in India*
Shyam Parmar: *Traditional Folk Media in India*
R.K. Samanta: *Development Communication for Agriculture*
Alan Hancock: *Technology transfer and Communication*
Journals: *Kurukshetra, Village, Journal of Rural Development, Social Action*

Paper 403 (B): Data Journalism (Elective)

Unit I

Introduction to Data Journalism. How Data is Used for Public Interest Stories: How to Find a Story in Data: Sector-Specific Data Stories From Data to Stories: Common Data Formats: Finding Data Online: Alternative Data Sources: Planning a Data Story: Hypothesis and Questions ; Enriching Stories With Data Lesson : Analysing Fact Sheets.

Unit II

Data-Driven Stories: Reaching your Audience: Data Driven Interviews: Anatomy of a Data Story: Data-Driven Leads: Data-Driven: Solution Journalism; Scraping and Cleaning Scraping : Scraping PDFS Scraping : Scraping websites Cleaning 1: Cleaning in Excel Cleaning 2: Cleaning in OpenRefine

Unit III

Understanding Data: Organizing Data: Verifying Data: Summarising and Simplifying Data Insights: Essential Statistics: Evaluating Data Interpretation: Data Privacy Analysis Excel 1: Basic calculations Excel 2: Summary Statistics Excel 3: Percentage change Excel 4: Working with large datasets Excel 5: Pivot Tables Excel 6: Advanced merging and formulas Visualisation

Unit IV

Data Visualisation: Purpose of Data Visualization: Matching Data and Graph Types: Design and Color Basics Lesson 4: Map Theory: Ethics of Data Visualization: Visual Storytelling, Visualisation 1: Data Wrapper Visualisation :Piktochart Visualization : Tableau Visualization : Mapping CARTO Visualization:Tableau Public Visualisation 6 Tableau Public Dashboard.

Recommended Reading

Jonathan Grey, et. al.: *Data Journalism Handbook*

Paper 403 (C): Telugu Journalism (Elective)

Unit I

Brief history of the development of the Telugu Press. Before and after independence Pioneers of Telugu Press - Kandukuri Veereshalingam, Mutnuri Krishna Rao, Kasinathuni Nageshwar Rao Panthulu and Suravaram Pratap Reddy. Contribution of Telugu Press to freedom struggle and social reform movement. Post emergency and Contemporary Telugu press till date) Telugu Blogosphere, Alternative Press in Telangana.

Unit II

Comparative study of content and design of contemporary Telugu newspapers. Trends in Telugu Journalism. Politicisation of Telugu journalism. A critical analysis of content of Telugu newspapers-- Articles, features, middles, editorials, columns and cartoons. special pages, supplements and district editions. Magazines in Telugu. Online newspapers

Unit III

Reporting news, editing and page design. Writing special reports, features, middles etc., News analysis, editorials and edit page articles, Interview story. Use of the Internet by reporters and sub-editors. Writing for magazines.

Unit IV

Study of language and style, The art of translation. Problems of translation-language, equivalent words etc., Coining of new words and phrases. Editing copy in Telugu, Headline writing. Photo captions and photo features. Rewriting and integration of stories. Magazine editing and design. Brief overview of Telugu Television and Radio; Writing for television and radio-news writing, features, humour and satire, special reports, specific audience programmes like youth, women and children. Interviewing, preparation for panel discussions.

Recommended Reading

Rayaprolu Ananda Bhaskar: *Journalism Charitra Vikasam*
Pothuri Venkateswara Rao: *Telugu Prikalu-Andhrajathi Akshara Sampada*
Mallampudi: *Telugu Vignana Sarvasvam*
M. Venkatarangayya: *Sangraha Andhra Vignana Kosam*
Narla Venkateshwara Rao: *Prabandha Parijatam*
Uma Shankar Joshi & Panduranga Rao: *Art of Translation*
Rachamalla Ramachandra Reddy: *Anuvada Samasyalu*

Paper 404: Project Report (Core)

APPENDIX

Recommended Reading for Paper 302

S.P. Gupta: *Statistical Methods*
C.R. Kothari: *Research Methodology - Methods and Techniques*
Priti Majhi: *Resesarch Methodology*
Rajammal Devadas: *A Handbook of Methodology of Research*
B.H.V. Sharma: *Research Methods in Social Science*
O.R. Krishnaswami: *Methodology of Research in Social Sciences*

Additional Reading for Paper 103

Welsch. *Handbook for Scriptwriters*
Thota Bhavanarayana. *Television Journalism*