

Potti Sreeramulu Telugu University (Code : D 5617)
Department of Communication & Journalism
(Effective from 2014-15)
MCJ course structure (code 2530)

SEMESTR -I

Sl. No	Title of the course	Paper Code	Teaching hours/week	Credits	Marks	Internal	Semester
1	Introduction to Mass Communication Theory	101	4	4	100	20	80
2	Basics of Reporting and Editing	102	4	4	100	20	80
3	Media language and translation	103	4	4	100	20	80
4	Practical	111	6	3	100	100	
5	History of the Press /traditional communication	c/122	3	3	100	20	80
6	Open elective	191	2	2	50	10	40

SEMESTER –II

Sl. No	Title of the course	Paper Code	Teaching hours/week	Credits	Marks	Internal	Semester
1	Reporting, Feature and Editorial Writing	201	4	4	100	20	80
2	Media Laws and ethics	202	4	4	100	20	80
3	Public Relations	203	4	4	100	20	80
4	Practicals	211	6	3	100	100	
5	ICTs and New Media/ Media Management	221/222	3	3	100	20	80
6	Open elective	291	2	2	50	10	40

SEMESTER –III

Sl. No	Title of the course	Paper code	Teaching hours/week	Credits	Marks	Internal	Semester
1	Development Communication	301	4	4	100	20	80
2	Communication Research	302	4	4	100	20	80
3	Writing for Radio and Television	303	4	4	100	20	80
4	Practicals	311	6	3		100	
5	Economic Journalism/ Environmental Journalism	321/322	3	3	100	20	80
6	Open elective	391	2	2	50	10	40

SEMESTER -IV

Sl. No	Title of the course	Code No	Teaching hours/week	Credits	Marks	Internal	Semester
1	Media Globalisation and International Communication	401	4	4	100	20	80
2	Television Production	402	4	4	100	20	80
3	Advertising and Market Research	403	4	4	100	20	80
4	Practicals	411	6	3	100	100	
5	Advanced Public Relations and Organisational communication/ Project report	421/422	3	3	100	20	80
6	Open elective	491	2	2	5	10	40

First Semester

Introduction to Mass Communication Theory

Unit-I	Definition, nature and process of communication; Verbal and non-verbal communication; Intra personal, inter personal, group and mass communication; Elements and barriers to communication. Basic Models – Laswell, Shannon and Weaver, Osgood and Schramm.
Unit –II	Mass Communication: Meaning- characteristics, process, functions and dysfunctions. Meaning of mass society. Nature of mass audience, mass media organisation and mass media content
Unit-III	Mass communication effects: Early perceptions; selective exposure, selective perception and selective retention. Communication flow: two step-Multi step. Agenda Setting, Gate Keeping- Uses and Gratifications, Cultivation analysis; Knowledge gap hypothesis. Spiral of silence, diffusion of innovations. Communication and socialization. Framing. Typologies of media effects.
Unit- IV	Media and Society: Mass media and public opinion; Normative theories of media – Authoritarian, Libertarian, Communist, Social Responsibility, Participatory and Development. Different schools of communication: political economy, Marxist etc.
Unit-V	Mass Media: Press, Radio, T.V. and Film and traditional media- Indian Scene -A critique Concept of information rich and information poor. Concentration of media, issues of cross media ownership.

Basics of Reporting and Editing

Unit – I	News definition - news values. Structure of news story-Intros and body; Intros-need and types; attribution, verification and slanting, accuracy; objectivity-meaning and problems of achieving objectivity; fairness-meaning; Straight reporting-curtain raiser.-follow-up and spot news.
Unit – II	Sources of News- press releases, beats. Cultivating sources and new contacts, gathering facts, using background information. , Interviewing principles and practice. Reporter role, duties, skills and qualities. Techniques of reporting- crime, press conference, meetings, public affairs etc.,
Unit –III	Feature -characteristics, difference between news, feature and article; ideas for features, types of features, human interest stories; Review-meaning and elements, difference between book review, film review etc., middles, Editorials and letters to editor.
Unit-IV	Editing: meaning and purpose. News process : source to news; different types of copy-Agency, Bureau and mofussil. Selection of news. Editing process-Symbols, re-writing, integrating, updating, style book, electronic editing. Headlines: types, functions- typographical and language aspects.
Unit-V	Economics of newspaper production. Structure of news paper organization; Editorial department set-up; Role and functions of an editor, news editors and sub-editors. Editor and proprietor changing relations, functions of circulation, advertising, promotion, marketing and production departments.

Exercises in reporting, feature writing, translation and editing.

Media Language and Translation

Unit-I	Development of different styles of language; Characteristics of Media Language: Readability, syntactic mechanics in Media writing.
Unit - II	Language and society: Language and Dialect: Regional and social dialects. Language standardation and standard variety. Diglossia, Development of different styles of language.
Unit-III	Nature and Significance words: word Formation, Meaning -Dominant and extended, poly- semi, Homonymy, Synonyms, Antonyms and Equivalents
Unit-IV	Telugu sentence: word order, simple sentence, complex sentence and compound sentence. Structure of Telugu sentence in Media; Technical Terms: Definition and Characteristics. Approaches to Developing Technical Terms: Technical Terms in Telugu.

Unit-V Definition and nature of translation, translation across cultures, Art and science of translation, source language and target language. Types of translation: Cultural and linguistic problems, expression of idioms and proverbs; Aids and tools of translation; Precision and elaboration.

History of the press

Unit -I Brief history of the press in India: characteristics of early newspapers- Gandhian journalism; Role of press in freedom movement; genesis of language press in pre independent- India- role of regional language press in Indian freedom movement and social awakening; Vernacular Press Act; pioneers in language journalism before independence; Raja Ram Mohan Roy, Tilak etc

Unit-II Origin and growth of Telugu press in Andhra and Telangana before independence; pioneers of Telugu press-leading Telugu newspapers and their content, language; role of Telugu newspapers in freedom movement and social reforms.

Unit- III Growth of press in India after independence with special reference to Telugu Press; Trends in post independence leading non-Hindi regional language newspapers, problems of Regional language newspapers till 1970. Press relationship with governments,

Unit- IV Telugu press after emergency; Trends in content-District editions, special pages, multi edition; Use of modern printing technology. Telugu press during and after television era. Telugu Press in 21st century-its characteristics;

Unit- V Role of press in formation of Andhra Pradesh and Telangana; Role of Telugu newspapers in social and other movements; critique of changing patterns of ownership, editorial policies, language, content of Telugu newspapers; Contemporary issues in Telugu Journalism;

Traditional communication

Unit I Traditional media – nature – meaning – Definition – Historical background – characteristics – Classification of formats – Different phases –

Unit II Traditional media and communication-communication models – Folk arts and social perspectives – Folk arts and religious communication

Unit III Folk arts in India – Jatra, Yakshagana – Tamasha – Koodiyattam – Palla therkuttu –other popular folk arts in different regions

Unit IV Folk formats in Andhra pradesh – Origin and growth – Harikatha – Burrakatha – Jamukulakatha –Street plays (Veedhi Natakaalu) – Tolu bimmalatalu (Pupperty) – Tappetagal - Yallamma Jatra – Oggukathala –

Unit V Folk arts and political communication – Traditional media in Health education andCommunication – Folk media in promoting tourism – Environment - Change agents – Traditional Media and social relevance.

Second semester

Reporting, Feature and Editorial Writing (Paper –I)

Unit I Impact of television and internet on print media. Changing concept of news. Skills required for journalists. Recent trends in journalism with special reference to Telugu newspapers.

Unit-II Forms of reporting –interpretative, depth, advocacy, trend reporting. Investigative reporting: meaning, strategies, issues and ethical aspects.

Specialized reporting: difference between specialized reporting and general reporting. Skills required for specialized reporting. Nature of business, sports and agriculture reporting; status, importance and sources of data.

- Unit- III Feature writing: types of features-travelogues, how to do features etc. ideas for features. Opinion writing: humour, editorials, middles, edit-page articles etc. Characteristics of magazine features, articles.
- Unit - IV Editing functions. Editing copy to suit different kinds of readers; techniques of rewriting and integrating copy from different sources. News analysis: Supplementing analysis to hard news. Interpreting news to the reader. Techniques in collection and use of background material on various events, subjects, issues and problems.
- Unit -V Principles of newspaper design – contemporary newspapers design. Relationship between writing, editing and design. Planning front page and inside pages. Use of colour; Designing special pages. Use of pictures, charts and illustrations. Photo-cropping, caption writing.

Media laws and ethics (Paper- II)

- Unit-I Salient features of the Indian constitution, Directive principles of state policy, Fundamental Rights, Judicial review. Public Interest litigation
- Unit-II Freedom of speech and expression, media freedom, constitutional provisions and limitations; Media organisation as business and institution and limitations on media freedom. Study of some important judgments pertaining to Media.
- Unit – III - Media Laws: Laws relating to defamation, libel, slander, contempt of court and legislature, copyright act, 1957, Drugs and Magic Remedies (Objectionable Advertising) Act 1954 and 1963. Working Journalist Act 1955, Parliamentary Proceedings (protection of publication) Act, 1956. Official Secrets Act, Right to Information Act, Press Council Act, 1978 functioning of Press Council.
- Unit –IV Prasar Bharti Act 1990, Cable TV Network regulation Act 1995, Cinematography Act 1952, Information Technology Act 2000, Convergence Laws; Media laws and new media technologies.
- Unit – V - Media Ethics: Self-regulation vs legislation; code of ethics for Journalists, Business reporters, PCI's guidelines for journalists and media; codes for radio, television and public relations. Trial by Media, Yellow journalism, Invasion of Privacy, Plagiarism, Sting Operations, Cheque-book Journalism, photo-journalism : ethical issues; concept of ombudsman

Public Relations (Paper- III)

- Unit – I Public Relations: philosophy, definition, dimension and distinction from advertising, propaganda, liaison, lobbying. PR and Public opinion, Growth of PR. Types of organisations: Publics. Staff and line function. Structure and function of PR department. Profile of a public relations officer.
- Unit – II PR process: four stages – fact-finding, planning, execution and evaluation. Case studies, corporate identity, corporate image. PR Publics – Internal and External, Importance of communicating to Internal and External publics. Case studies. Event management: principles of management, different types of events. Planning and execution. Case studies.
- Unit – III Elements of corporate PR: corporate citizen. PR strategy/campaign. Steps in campaign planning. Tools of PR – Interpersonal: Talks, discussions, meetings, and open house. Use of public Address system, Telephones, Exhibitions. Print: House Journals/Newsletters, brochures, pamphlets, circulars, notices,

annual reports, press releases. Use of social media. Radio, television, corporate films and internet. Corporate identity/image: concept and building corporate image.

Unit – IV Financial PR: Background, growing importance. Role of PR in raising capital and finances. Annual General meeting. Investor relations. Marketing and PR. Customer Relations. Role of Advertising-institutional and product advertising, Media Relations: organizing press conferences, facility visits, proactive and reactive relations. Ethical aspects of media relations. Role of technology in PR.

Unit – V Government Relations-Nature and need for government relations. Structure and organisation in government PR; propagating Government Policies, feedback mechanisms. Community Relations: Definition of Community, need and scope. Rural PR multi-media campaigns.

Information and Communication Technologies and New Media (Paper- V)(Optional-I)

Unit - I Evolution of Information and Communication Technologies. Information revolution and the concept of Information Society. Internet and communication across boundaries, Development of Digital Technology--Convergence and its impact on journalists and media organisations. Digital Divide, Evolution of new media, social media and their impact on radio, TV and newspapers. Cyber-activism and democratization of information.

Unit - II Origin and growth of World Wide Web and Internet basics- URLs, HTML, hyper links, Search engines, Web databases, search and retrieval; Internet Service Providers (ISPs), bandwidth, Internet in India—Status and new developments and problems New media technologies— Multimedia and emerging technologies. Video on Demand, Internet Radio and Web TV. Search engines in Telugu, problems of software.

Unit - III Multimedia production - Writing for multimedia, integrating text, graphics, audio, video. Image and video formats. Interactive Multimedia and its applications in education and training.

Unit - IV Web-based newspapers, web-journalism. Unique features of Web, language, Web Pages, home pages, design and layout. Languages for Web-Page content, Internet newspaper editions, updates, Internet News Groups, e-mail, blogs, RSS, podcasting. Internet as a tool for data gathering, issues of veracity and credibility. Wikileaks

Media Management (Optional – II)(Paper- V)

Unit I Unique nature of media industry; media as an industry and profession. Economics of newspapers, magazines, television and internet. Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operative, religious institutions and franchisees. Problems and prospects of launching new media ventures. Implications for management.

Unit-II Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect);advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system. RNI: Process of newspaper registration and television channels

Unit-III Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Unit-IV 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. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)– reach – promotion – market survey techniques - human resource development for media.

Unit-V Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure. Cross media activities: Convergence-economic, managerial, political and social implications

III semester

Development Communication

- Unit - I Development: meaning and process, theories and models of development. Perspectives on development: dominant paradigm, orientation of Rostow, Lerner, McClelland, Friere, Gandhi Measurement and Indicators of development. Issues in development. Development dichotomies. Meaning of Empowerment. Growth, equity and redistribution. Concept of inclusive growth. MDGs, development and deprivation, development as human right; Gender, child rights
- Unit-II Development communication: meaning and theories. Development -support – communication and participatory communication. Role of media in development communication. Case studies in development communication. Communication policy for development in India. Role of civil society in development. Participatory communication, Paulo Friere.
- Unit -III Social Marketing Perspective on Communication for Development. Using Communication for Planned Communication. Research in Development Context. Campaign/Project Evaluation. Participatory

Research Approaches. Communication for Development in different contexts- Health, Agriculture, AIDS awareness, Family Planning etc.

Unit- IV Development Journalism – origin and meaning of development news, current practice and trends. Development reporting for print, radio and visual media. Problems reporting development.

Unit- V Issues in development reporting: agriculture, industry, education, population: Covering industrial management, ecological and environmental issues.

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Communication Research

Unit-I Meaning of scientific research. Nature and elements of communication research. Areas of communication research-source channel, receiver and impact. Elements of research: concepts and constructs, types of variables, measurement-nature and levels, reliability and validity.

Unit-II Research process : Formulation of the problem, Survey of literature, Ofamiliarisation with source materials like bibliographies, indexes, abstracts, monographs etc., Rationale for the study and hypotheses.

Unit –III Research Methods : Experimental, Survey, qualitative research (field observation, focus group, intensive interviews, case studies) content analysis, longitudinal studies, historical studies. Anthropological approach to communication research.

Unit -IV Tools of data collection: Questionnaires, interview schedule, case study and observation. Sampling Methods: Probability & Non-probability sampling procedures, types of sampling methods sample size, sample error, sample weightage .

Unit – V Data analysis and Report writing: Introduction to statistical procedure; measures of central tendency and dispersion. Use of computers in research. Report writing: topic outline, chapterisation, note taking, documentation, footnotes, endnotes, references, bibliography. Importance of style manuals. SPSS

Writing for Radio and Television

Unit-I Growth and development of Radio and TV in India. Characteristics of radio and television as a medium of communication. Committees and Commissions on Indian Broadcasting. Broadcasting policy.

Unit–II Programmes for various types of audience on Radio. Different formats-Feature, documentary, talk and discussions. Script writing for Radio. Writing news for radio. Elements of radio production – creating audio space. music; use of sound effects, production crew-role of producers planning execution.

Unit–III TV news language, Principles of writing TV news. Layout of a TV news story. Grammar and style. Use of quotations and attributions. Writing for documentaries, plays, process of scripting: outline, treatment, visualization.

Unit-IV TV staff and crew. TV Budgeting. TV production, TV technology, Major systems and gauges in use and their applications. TV Studio, production, equipment.

Unit–V TV direction : production planning, creating video space shots, composition, lighting sets, camera placements movement, use of graphics – casting; techniques of studio production. Editing/ post production packaging.

Unit - V Identification and formulation of communication projects. Concept of organisational development. Networks – importance of and application of network techniques in organisational communication. Concept of equifinality . Network Analysis.

Economic Journalism

Unit- I Meaning and Scope of business journalism, difference between general and business journalism; overview of global economy. Indian economy-various sectors and their interdependence. Comparative analysis of business pages in dailies, business dailies and business magazines. . Role of agriculture Indian economy, agriculture and business, agro-based industries, corporatization of agriculture.

Unit II fiscal and monetary policies: Central and state government budgets, sources of revenue for governments; budget analysis, Reserve Bank of India and its role in monetary policy. Import and export policy, balance of payments

Unit III Ownership patterns of business: partnership, sole proprietorship, private limited, public limited companies, public sectors companies, corporations; sources of finance- equity, debt, deposits; ADRs and GDRs, judging and analyzing company results.

Unit IV financial and commodity markets: stock markets, SEBI, terminology relating to stock markets, writing and reviewing stock markets; commodities markets and their functioning . Mutual Funds: Their types and relevance, changing trends Credit rating agencies (CRISIL, ICRA, CARE) & their role, currency markets

Unit V Major economic and corporate events. Dealing with numbers and statistics. Business journalism-ethics. Sources of business information, issues of corporate governance, corporate social responsibility

Environmental Journalism

Unit 1- Environment and development: What is environment? Basic concepts and perspectives, global and local issues. Environment and society, relation with development, economy and health, sustainable development. Need for environment journalism, future prospective,

Unit 2- National perspective: India's national environment policy, background, principles, instruments and institutions involved. Role of NGOs, advocacy for environment protection, peoples rights and environment, traditional practices and modern ways to protect environment, public awareness.; Energy security, energy and development, various sources of energy- problems and prospects.

Unit 3- Climate change: Why and how of global warming, basic terminology. Impact of climate change, response of the communities and governments, need for international cooperation, the IPCC, Kyoto and other protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact of global warming on local level.

Unit 4- Biodiversity: meaning of biodiversity. Importance and impact. Wild life, endangered species, need for conservation, natural habitats and communities. Reporting nature and bio-diversity, diversity of issues, style and format, India specific issues.

Unit 5- Water Pollution and Waste management: Water as a vital resource, pollution of water bodies, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, land degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.

Open Elective (Inter disciplinary Paper)

Freelance Journalism

Unit 1

Basics of news writing: News writing, essentials of news writing - objectivity, attribution, structure of news stories, spot reporting, in-depth reporting, investigative reporting. Newsgathering - Sources- Types, Importance

Unit 2

Forms of Journalistic writing: News writing, column writing, article writing, feature writing, humor writing, editorial writing. Reviewing

Unit 3

Writing Process: Looking for story ideas, planning, generating material, organizing material, selecting appropriate format, draft and edit-language elements etc.

Unit 4

Writing for specialized audiences/magazines: General interest, and specialized magazines in niche areas-women, children, culture, leisure, business, science and technology, fashion, travel etc., subjectivity in magazine writing.

Unit 5

Freelancing/content development: Freelance writing - Choosing a topic, Identifying sources, gathering information, importance of rewriting, Slanting, Studying the requirements of magazines/newspapers, Marketing features, Content development for newspapers, E-Journals, On-line magazines. Blogging, Avenues for freelance marketing.

Semester - IV

Globalisation and International Communication

- Unit –I Globalisation: Meaning, origin of globalisation; technological, economic, political and ideological factors contributing to globalisation. Theories of globalisation; Media globalisation.
- Unit-II Impact of globalisation on media, national sovereignty, national culture and nation state with particular reference to India and developing countries; Indian government's response and media response.
- Unit-III International communication: News values in developed and developing countries; Imbalances and inequalities in news flows between developing and developed countries; Media imperialism, cultural imperialism.
- Unit-IV New world information and communication order; McBride commission report; Efforts toward free, fair and balanced flow of information. Role of UNESCO, IPDC
- Unit-V Regional cooperation: satellites: Intelsat, Arabsat; co-productions; information exchange; Intellectual Property Rights regime. AMIC, SAARC, SAFMA and SAMA Reuters, A.P, IPS etc,. International communication organizations: ITU, IOJ, AMIC, Press Foundation of Asia, IFJ, IPI; Role of NGOs.

Television Production

- Unit- I A Typical Television Studio and Equipment. Production team .Grammar of Television. Types of Production. Production process: pre-Production, production and post production.
- Unit- II Scripting for Television .T.V program formats. News, Interviews, Panel discussion , Documentaries ,Tele plays, Concert ,game shows, Film based programmes ,series and serials -Scripting and production Approaches .
- Unit -III Television Camera -Parts and Functions .Types of Microphones. Lighting – Types of light and deferent lighting sources. Principles of shot composition -Rule of thirds, framing ,balance, unity ,visual rhythm, Tonal gradation subject prominence and color .
- Unit- IV Television news production : Introduction to television news, news values . Essential Characteristics of a television news reporter. Elements of Television news story. Phone-in , Piece to camera, bytes , Vox-pop. Hard news soft stories . Organizing a bulletin and Presentation of news.
- Unit- V Editing: functions of editing. Types of editing - Online , offline , Assemble ,and insert modes . Process of editing; logging, voice recording, use of music and sound effects, preliminary editing and final editing ..Principles of editing ,Editing systems- linear and non linear

Advertising and Market Research

- Unit – I Advertising : definition, functions, classification of advertising. Effects of Advertising on Society. Advertising as mass communication, its role in the marketing process. Difference between publicity and advertising, Advertising and public relations.
- Unit – II Structure and functions of the various departments of the Advertising Agency. Client servicing. Creative, media, production, etc. Small advertising agencies- Budget. Campaign planning & execution. Brief- Collection of information Analysis of market. Target Audience Budget.
- Unit – III Elements of an Advertisement. Functions of headlines and copy. Types of copy, copy for different media. Layout, types of layout, and principles of Design – Thumbnail sketches to final art works. Production process for print Radio, TV Film and printed literature. Direct advertising. Point of purchase, sales promotion - kinds of sales promotion. Copy editing for Telugu ads-scope.
- Unit – IV Media : Types of Media. Relative merits & demerits, media rate structures, sources of information for media planning and scheduling. Practical workshops on media planning. Evaluation: copy research: pre-testing and post testing methods. Media research.
- Unit –V Nature, scope and importance of Marketing Research. Stages in the marketing research process. Sources of information, methods of marketing research. Market research organisations in India. Areas of marketing: research: price research, sales promotion research. Application of market research to help management in decision making. Case studies and evaluation.

Study paper

The Dissertation/Practical Work is required to be submitted at least fifteen days before the commencement of the final second year examination. Those students who fail to do so will not be allowed to appear in the examination. Students will be required to submit a Dissertation on a communication-related topic after conducting research under the guidance of a faculty member and with the approval of the departmental committee.

Corporate and Organizational Communication

- Unit - I Review of fundamentals in PR, public opinion, philosophy need and functions of PR. Various areas of PR practice. Trends in PR. Management functions of PR. PR as an advisory role. Lobbying
- Unit - II Concepts of issue analysis, issue management. Environmental analysis for building and influencing policy. Planning PR campaigns; Crisis PR: planning for crisis management and information dissemination.
- Unit - III Public affairs: pressure groups, lobbying, engineering public opinion. Concept of social marketing. Adaptation of technology in contemporary PR. Dossiers, case studies of PR campaigns/departments. Disseminating agencies of public information in Government of India, State governments, public sector undertakings, etc.
- Unit - IV Organisational Communication: Introduction to organisational communication. Application and its relevance in India. Nature and types of organisations. Communication process in an organisation: types of communication, grapevine, rumour, interpersonal relations, and organisational culture. Communication audit, evaluation and maintaining system.

