

## **SEMESTER-I**

### **PAPER – I**

### **HISTORY OF MASS MEDIA**

#### Unit – I

Origin of press- News books – Evolution of modern Newspapers – Growth of Newspapers in India – Hickey's Gazette-Bombay Chronicle.

#### Unit – II

Early journalism in Bengal – Bombay and Madras Presidencies – Growth of National press-Press in 19<sup>th</sup> Century – Raja Ram Mohan Roy – Balagangadhar Tilak.

Indian Press and freedom movement – Gandhi's contribution to Indian Journalism – Nehru era- Government v/s Press – Indian Press and Emergency – Recent trends in English Journalism.

#### Unit – III

Brief history of Broadcasting in India – Characteristics of Radio – Objectives of Radio – AIR code – Special audience programmes – Women – Children – Youth – Industrial workers – Farm and Home programmes.

#### Unit – IV

TV as medium of communication – Origin and Growth – Characteristics – Audience – Women Youth – Children – Farmers – Students.

#### Unit – V

Press Council of India Act: Structure, codes, role, functioning and Impact of Press Council. Prasara Bharathi : Structure, Objectives and role.

#### **Reference Books:**

1. Nadig Krishna Murthy (1966): *Indian Journalism Mysore, Mysore University Press.*
2. S. Natarajan : *Indian journalism.*
3. R. Parthasarathi(1991): *Modern Journalism in India. New Delhi: Sterling Publishers.*
4. JV Seshagiri rao: *Studies in the history of journalism.*
5. R. Anand Sekhar: *Journalism charithra vyavastha.*
6. Publication Division: *Five Eminent Editor.s*
7. Bangalore: *Telugu journalism charithra.*
8. S.C. Bhatt (1999): *Indian Press since 1955. New Delhi, Publication Division.*
9. P.C. Chatterji: *Broadcasting in India. New Delhi : Sage.*
10. U.L. Barua : *This is All India Radio.*
11. Mehra Masani: *Broadcasting and the People.*
12. H.R. Luthra : *Indian Broadcasting.*
13. H.R. Luthra : *Indian Broadcasting.*

## **SEMESTER-I**

### **PAPER – II**

### **TELUGU JOURNALISM – PRINT MEDIA**

#### Unit – I

Origin and Development of Telugu Press. Contribution of Telugu Press to freedom struggle and social reform movement. Pioneers of Telugu Press : Kandukoori Veerasha Lingam Panthulu, Mutnoori Krishna Rao, Kashinathuni Nageshwara Rao, K. Rama Rao, Kasa Subha Rao, Narla Venkateshwar Rao, Shoibullah Khan, Suravaram Pratapa Reddy.

#### Unit – II

Contribution of Telugu Press before and after 1970. Sathya Dootha, Golkonda, Krishna Pathrika, Andhra Patrika, Andhra Prabha, Andhra Jyothi, Launching of Eenadu, Udayam, Vaartha, Saakshi. Evolution of contemporary Telugu Press.

#### Unit – III

Contribution of Telugu News Papers. Comparative study of Content and Design of contemporary Telugu News Papers. New era of Telugu Press. Prominent personalities of Telugu Press : ABK Prasad, Pothoori Venkateshwar Rao, Boodaraju Radhakrishna, K. Ramachandra Murthy, Vardhelli Murali, K. Srinivas, Tankashala Ashok.

#### Unit – IV

Trends in Telugu Journalism : A critical analysis. Content of Telugu News Papers Articles Feature, Middles, Editorials, Columns, Cartoon and Caricatures, Special pages, Supplements and Tabloids. Magazines in Telugu. Expansion of Regional Editions in Telugu Press. Use of Satellite and other Technologies. Impact of Globalization on Print Media in printing and transmission.

#### Unit – V

Telugu Journalism in Telangana: Evolution and Development of Press in Telangana, Tenugu, Neelagiri, Sujatha, Shobha, Kakatiya, Janadhama. Prominent personalities of Telangana Journalism: Vaddiraju Brothers, Shabnavis Venkatarama Narsimharao, Bukkapatnam Ramanujacharyulu, Veldurthi Manikya Rao, M.S. Acharya, Madapati Hanumantha Rao, Devulapalli Ramanuja Rao, Pamulaparthi Sadashiva Rao.

#### **Reference Books:**

1. Andhra Jaathi Akshara Sampda: *Telugu Dina Patrikalu* by Potturi Venkateshwar Rao.
2. Telugu Patrikathalu Aadhunika Dhoranulu by Gopala Reddy, Dr. Govindaraju Chakradhar.
3. Shabnavis Telangna Pratrikaaranga Charithra by Sangishetty Srinivas.
4. Telangana Patrikalu by G. Balasrinivasa Murthy.
5. Press Academy Publications on Telugu Journalism.

## **SEMESTER-I**

### **PAPER – III**

### **REPORTING FOR PRINT MEDIA**

#### Unit – I

Detailed analysis of News – Definition – Concepts – Components – Values – Sources – Press conference – Interviews – Qualifications and Responsibilities of Reporter – Ethical aspects.

#### Unit – II

Reporting special events – Disasters and accidents – Crime –Sports – Budget – Courts – Legislature Reporting – Speech Reporting – Investigative Reporting – Science Reporting – Rural Reporting.

#### Unit – III

Features – Definitions – Scope – Types of Features – News features – Historical features – Seasonal – how – to-do it – Photo features – Scientific features – Human interest features – Profiles – Syndicate features.

#### Unit – IV

Reviews – Definitions – Scope – Types of reviews – Books – Films – Music – Theatre – TV Programmes – Performing arts – Contemporary trends in Reviews.

#### Unit – V

Column writing – Writing creative middles – Language as a tool of writing – Arts of translation – Practical exercises – Beats.

#### **Reference Books:**

1. Emery, Adult & Ages: *Reporting and writing the News*.
2. John Hohenberg: *The professional journalist*.
3. Ralph S. Izard: *Reporting the citizen's news*.
4. M.V. Kamath: *Professional journalism*
5. Curtis Macdougall (1953): *Interpretative reporting*. New York: George Allen & Unwin Ltd.
6. Patanjali Sethi: *Professional journalism*
7. Tom Wolfe: *The New Journalism*

## **SEMESTER-I**

### **PAPER – IV**

### **EDITING AND NEWS PAPER PRODUCTION**

#### Unit – I

Principles of writing – Rules of grammar – Writing news – Editing speech reports – Accidents – Floods and other Disasters – Education – Culture – Business – Labour and Industry.

#### Unit – II

Editor – News Editor – Sub-Editor – their responsibilities – News flow Management Editorial writing – Letters to Editor – Leads – Principles of rewriting – Rural News editing.

#### Unit – III

Fundamentals of copy – Editing – Editing and Proof – reading symbols – Style sheet – Headlines – Types of Headlines – Modern Trends in Headlines.

#### Unit – IV

Layout and design of different pages: Front page, inside pages, Principles of Layout, Picture selection – Picture page – Graphics – Illustrations.

#### Unit – V

Development and Growth of Printing – Printing process – process of Colour Printing – Desk Top Publishing (DTP) – Pagination – use of Communication Technology and satellites for newspaper production.

#### **Reference Books:**

1. Bruce Westly: *News Editing*. New Delhi: IBH Publishers.
2. Frank Barton (1989): *The newsroom: A manual of journalism*, New Delhi: Sterling Publishers.
3. R. Parthasarathy: *Basic Journalism*. New Delhi: McMillan

## **SEMESTER-I**

### **PAPER – V**

### **TRANSLATION STUDIES**

#### Unit – I

Translation, Definitions – Qualities of Translator, Interpreter, Importance of Translation, Source Language, Target Language, International Phonetic Alphabet (IPA), Importance of information. History and importance of Translation.

#### Unit – II

Types of translation – free translation, true translation multiple translation, simultaneous translation, time-orientated translation, Interpretative Translation, Literal/Faithful translation, cultural, literary translation, geographical translation, phonographic translation, bilingual methods and grammatical translation.

#### Unit – III

Introduction to fundamental and theoretical issues. Basic Principles of Translation of News, Articles, Columns, Features, Sports, Business and Agriculture News items, Science and Technology information, Target group readers.

#### Unit – IV

Language usage in translation. Perceptive Emphasis, development of vocabulary, idiomatic usage, sensitizing learners to various registers, comprehension, summarizing and paraphrasing.

#### Unit – V

Art of translation, problems of translation: language, equivalent words, grammatical mistakes, sentence formation, syntax.

## **SEMESTER – II**

### **Paper – I**

### **Computer applications for Mass Media**

#### Unit – I

Introduction to Computers – History and generations of computer ; Types of Computer, An Overview of the Computer System – The CPU, Memory, Input and Output device, Storage – Primary and Secondary Storage, Floppy and CD ROM.

#### Unit – II

Software: Operating Systems: MS DOS and MS Windows; Application Programs: MS Office.

#### Unit – III

MS Word – Word Processing, Entering and Editing text, Formatting text, Special features of Word, Tables, Mail merge, Adding graphics and sounds, Templates, Printing document, Converting documents into Web pages.

#### Unit – IV

MS Power Point, Creating a presentation, Formatting slides, Special features of presentation, integrating multiple data sources in a presentation, presenting slide shows.

#### Unit – V

Introduction networks, the internet, working of the internet, addressing skills, domains and sub domains, main features of the internet – www, e-mail, telnet, FTP, IRC, online services, Advertising on the Internet, Law relating to Cyber Media.

#### **Reference Books:**

1. Minasi (1999) Expert guide to Windows98, BPB Publications.
2. Stultz A Russel (2000) Office 2000, BPB Publications.
3. Thulow, Crispin, Laura Lengel and Alice Tomic (2004) Computer Mediated Communication, London, Sage.
4. Howard, Philip, N. and Steve Jones (2003) Society Online, Thousand Okas, Sage.
5. Suresh K. Basandra, (1999) Computers Today, Galgotia Publications Pvt., Ltd., New Delhi.
6. Donald H.Sanders (1994), Computers Today, McGraw-Hill Book Company, News Delhi.

## **SEMESTER – II**

### **PAPER – II**

### **ELECTRONIC MEDIA**

#### Unit – I

Introduction to Broadcasting. Origin and Development of Telugu Electronic Media Radio, Television and Cinema. Web Radio and Satellite Radio. Target group audience.

#### Unit – II

Origin and growth of Telugu Radio Stations, Deccan Radio, Aakashvani, Vividh Bharathi, New Era in Telugu FM Stations, launching of Radio Mirchi. FM Radios: Tools of information and Entertainment. Rainbow FM, Big FM, SFM.

#### Unit – III

Origin and growth of Telugu Cinema. Sathya Harischandhra, Bhaktha Prahladha, Pathala Bhairavi, Projecting of social issues and land reforms in Cinema, Epic and Devotional Cinemas, Film legends Nagireddy, Chakrapani, Vitalacharya, NTR, ANR, Krishna, Shobhanbabu, Chiranjeevi.

#### Unit – IV

Electronic Media : Origin and growth of Doordarshan, MANA TV, DD-8, Private Television Channels, Entertainment Channels, ETV, Gemini TV, MAA TV, ZEE TV, Reality Shows, Children, Youth, Fashion Programmes.

#### Unit – V

News and News based Programmes in Televisions, Journalist Dairy, News Channels: New Era in Television filed. Launching of TV9, TV5, NTV, Studio N, HM TV, ZEE 24 Gantalu, Saakshi TV, Raj News. Recent trends in Telugu News Channels, News and News-based Programmes, Crime Programmes.

## **SEMESTER – II**

### **PAPER – III**

### **REPORTING FOR ELECTRONIC MEDIA**

#### Unit – I

Writing for Radio – News, Current Affairs, Interview – News Writing Script and Sound Bytes – Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Radio.

#### Unit – II

Writing for Television – News, Current Affairs and Interview – News writing script, Visual Treatment and Sound Bytes. Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Television.

#### Unit – III

Reporting Political News, Sports News and Business News for Radio and Television – Budget for Radio and Television – Scripting, Principles, Types and Techniques, Writing Weather News Bulletins for Radio and Television.

#### Unit – IV

News Reading for Radio: Techniques – Principles – Speech Modulation – Pronunciation – News presentation for Television. Anchoring, Visual Appearance, Speech Delivery , Teleprompter.

#### Unit – V

Writing for Radio and Television Documentary – Writing for Radio and Television Commercials – Writing for special audience programmes of Radio and Television.

#### **Reference Books:**

1. Basic TV Staging-Millerson Gerald, Focal/Hastings House, New Delhi.
2. TV Sound Operations – Glyn Alkin
3. TV Camera operation – Millerson Gerald, Focal/Hastings House, New Delhi.
4. TV Lighting Methods-Millerson Gerald, Focal/Hastings House, New Delhi.
5. A Handbook for Scriptwriters – B.W. Welsch.
6. Broadcasting in India – Chettarji, Sage Publications, New Delhi.
7. Television in India: Changes and Challenges – Saksena. Gopal, Visas Publications, New Delhi.
8. Radio: A Guide to Broadcasting Techniques – E. Evans.
9. Handbook of Broadcasting – Waldo Abbot and R. Rider (McGraw Hill)



## **SEMESTER – II**

### **PAPER – IV**

## **EDITING AND PRODUCTION FOR ELECTRONIC MEDIA**

### Unit – I

Radio: Nature and characteristics of Radio broadcasting. Radio programme production – Structure and Operation of Broadcast Studio – Nature of sound – Sound recording – Microphones – Types of audio tapes – Recorders – Process of Radio programme production – Use of voice, Script, sound Effects, Editing.

### Unit – II

Production of Radio News, Talks, Interviews, Discussions, Play, Music and Special Audience programmes (Practical).

### Unit – III

Television – Nature and characteristics of Television Broadcasting – Television programme production – Structure and Organization of Television Studio, Television programme production, Stages of production, Television crew.

### Unit – IV

Television camera – Types, Function and Operations – Lighting, Sound – Producing Television programmes – News, Documentary, Interview and Special Audience programmes.

### Unit – V

Television post production techniques: Editing – Linear and non-linear editing – Working with software: Adobe Premier, Adobe After Effects and Visual Studio.

### **Reference Books:**

1. Techniques of TV Production – Rudy Bretz (McGraw Hill).
2. Video Production handbook – Miller (Focal Press)
3. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal.
4. The techniques of Television Production – Millerson Gerald (Focal Press).
5. Multimedia – Tata McGraw Hill,
6. Adobe Premiere and Adobe after Effects: Tata McGraw Hill.
7. Visual Studio, Tata McGraw Hill.

**II SEMESTER**  
**V-PAPER**  
**LANGUAGE SKILLS- REPORT WRITING**  
(భాషా నైపుణ్యాలు- వార్తా రచన )

విభాగము I :-

భాషా ఆవశ్యకత - ప్రయోజనాలు, సంభాషణా నైపుణ్యం, ఉచ్చారణా నైపుణ్యం, పదసంవిధాన నైపుణ్యం, పఠనా నైపుణ్యం, లేఖననైపుణ్యం, భావ ప్రదర్శన నైపుణ్యం.

విభాగము II :-

వార్తా రచన ఆవశ్యకత, ప్రచార-ప్రసార సాధనాలు, పత్రికల తొలిదశలో తెలుగు భాష, కాలానుగుణంగా మారుతున్న భాష, రచనాశైలి.

విభాగము - III :-

వార్తా రచనా సేకరణ పత్రికలు - పరిభాష, పత్రికానుగుణ భాషా ప్రయోగాలు - వాక్య ధోరణులు, దిన, వార, పక్ష, పత్రికల్లో భాష, ప్రయోగాలు, ప్రయోజనాలు.

విభాగము - IV :-

పత్రికలలో వివిధ శీర్షికలు, రచనా వైవిధ్యం, వాక్య నిర్మాణంలో గ్రాంథిక, వ్యవహారిక, మాండలిక శైలి, ప్రామాణిక భాష, ప్రయోగాలు, ప్రయోజనాలు.

విభాగము - V :-

ముసాయిదా రచనలో తెలుగు, శుద్ధప్రతి నిర్మాణంలో ప్రాంతాల దృష్టితో భాషలో అనుసరించే మార్పులు - పత్రికల సంపాదక రచనలో తెలుగు, క్లుప్తీకరణ, ఆదాన ప్రధానాలు

## ఆధార గ్రంథాలు

1. తెలుగు జర్నలిజం, అవతరణ వికాసం : వి. లక్ష్మణరెడ్డి
2. జర్నలిజం చరిత్ర వ్యవస్థ : రాపోలు ఆనంద భాస్కర్
3. పత్రికా భాషా నిఘంటువులు : తెలుగు విశ్వవిద్యాలయం
4. తెలుగు దినపత్రికలు, భాషా సాహిత్య స్వరూపం : డా॥ జె. చెన్నయ్య
5. అనువాద సమస్యలు : రాచమల్లు రామచంద్రారెడ్డి
6. తెలుగు మాండలికాలు (అన్నిసంపుటాలు) : తెలుగు అకాడమి
7. మంచి జర్నలిస్టు కావాలంటే : బూదరాజు రాధాకృష్ణ
8. పత్రికల్లో భాష : డాక్టర్ కసిరెడ్డి వెంకటరెడ్డి
9. తెలుగు పత్రికల్లో భాషా ప్రమాణాలు : పొత్తూరి వెంకటేశ్వరరావు
10. జర్నలిస్టులకోసం అనువదించడం ఎలా? : గోవిందరాజు చక్రధర్
11. వ్యావహారిక భాషావికాసం : అక్కిరాజు రమాపతిరావు
12. వ్యావహారిక భాషావికాసం : బూదరాజు రాధాకృష్ణ
13. భాష ఆధునిక దృక్పథం : పోరంకి దక్షిణామూర్తి
14. తెలుగు వాక్యం : డాక్టర్ చేకూరి రామారావు
15. తెలుగు బోధనా పద్ధతులు : డా॥ డి. సాంబమూర్తి
16. రచన - జర్నలిజం(తెలుగు) కళాశాల వారి అన్ని పాఠ్యగ్రంథాలు

\* \* \*

## **SEMESTER – III**

### **PAPER – I**

## **INTRODUCTION TO COMMUNICATION THEORY**

### Unit – I

Definitions of Communication – scope – Communication process – Variables of communication – Source – Message – Channel – Receiver – Feedback – Basic models of communication – Shannon & Weaver – Lasswell – Berlo.

Types of communication – interpersonal – group – mass communication. Mass communication: characteristics of print, radio, television, film.

### Unit – II

Advanced models of communication – two step flow of communication, opinion leaders – characteristics – Definitions of innovation – Rogers and Shoemakers model of communication.

Gate keeping models – White’s model, Galtung and Ruge model of selective gate keeping – Models of communication – Verbal and non-verbal.

### Unit – III

Market communication concept: characteristics – reinforcement – sleeper effect. Organizational communication – Newcomb’s balance theory – congruity – Dissonance – Social judgment model.

Mass theory – Society – Magic bullet theory – Theories of selectivity.

### Unit – IV

Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory.

### Unit – V

Sociological theories of communication – Cultivation theory – Agenda setting – Socialization – Dependency theory.

### **Reference Books:**

14. David Berlo (1960). *The Process of Communication*. London.
15. Uma Narula (1976), *Mass Communication Theory and Practice*. New Delhi: Har Anand.
16. Denis Mcquail and Windhal. *Communication models*.
17. John Fiske: *Introduction to communication studies* London: Routledge.
18. Denis Mcquail (1993) *Media performance*. London: Sage.
19. Denis Mcquail (2005) *Mass communication theory*. New Delhi: Sage.
20. DeFluer and Ball Rockech: *Theory of Mass communication*.

## **SEMESTER – III**

### **PAPER –II**

### **MEDIA LAWS AND ETHICS**

#### Unit – I

Indian constitution – Salient Features – Fundamental rights – Article 19 (1) (A) – Freedom of the press.

#### Unit – II

Official secrets Act 1923 – Books and Registration of newspapers Act 1956 – Working Journalists Act 1955 Press and Publication (Parliamentary Proceedings) Act 1976.

#### Unit – III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Laws of defamation – Contempt of court – Freedom of the press – Ramesh Tappar v/s state of Madras – Brij Bhushan v/s state of Delhi – Virendra v/s state of Punjab – Ramji Lal Modi v/s state of Uttar Pradesh – Sakal Newspapers v/s Union of India – Bennett Coleman and Co v/s Union of India – Indian Express v/s Union of India (1986).

#### Unit – IV

Censorship Law and Internet – emerging trends – Laws relating to cable and satellite TV – Cyber Law – Cyber Crime – Cyber Ethics – Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Rights to Privacy and Internet.

#### Unit – V

Journalism ethics – accuracy – fairness – completeness – code of ethics – Journalism and objectivity – the influence of news values – objectivity in practice – redefining objectivity – objectivity as a perspective – use of language.

Concept of Paid News and Its Impact on the Freedom of the Press. Credibility of the Press in the backdrop of the Paid News. Right to Information Act (RTI) and its implementation. Issues relating to Privacy.

#### **Reference Books:**

1. B. N. Pandey: Indian constitution, Central Law Publications
2. D.D. Basu: Introduction to Indian constitution
3. D.D. Basu: Press Laws.

## **SEMESTER – III**

### **PAPER – III**

### **DEVELOPMENT COMMUNICATION**

#### Unit – I

Development – Different concepts – causes for under development – theories of development – economic theory – Walt Rostow – Sociological theory – Modernization theory – Dependency theory – Dominant paradigm – New paradigm of development – Sustainable development – Development dilemmas – Millennium development goals – diffusion of innovations – An over view.

#### Unit – II

Development Journalism – Origin – Growth – Developmental Journalism – Concepts – Case studies – development news – Different concepts – Development reporting – Problems – Indian Press and Development Journalism.

#### Unit – III

Development Communication – Definitions – Nature – Scope – Merits and Demerits – case studies of SITE and Jabua development communication project – Development support communication – an over view – Communication and Human development – Literacy – population control – Sanitation – Gram Panchayat – AIDS.

#### Unit – IV

Participatory Development – Communication – Participation and development – community development – Social capital and theories – Participatory communication research – case studies.

#### Unit – V

Multi media approach to development issues – Interpretational communication – traditional communication – Mass Communication – Radio – Video – Films – case studies.

Globalisation and Its Impact on Development Programmes and Policies. Special Economic Zones (SEZs) and their Impact on Development. Human Development Index (HDI).

#### **Reference Books:**

1. Avik Ghosh (2006): *Communication technology and Human Development*: New Delhi: Sage Publicaions
2. DVR Murthy (2006): *Development Journalism: What Next* New Delhi: Kanishka Publicaitons
3. Srinivas Melkote (2001): *Communication for Development in the third World*: New Delhi: Sage Publication.
4. n. Jayaweera and S. Ammugave (1989) *Rethinking development communication*: Singapore: AMIC
5. Jean Serves et al (1996): *Participatory communication for social changes* New Delhi: Sage Publication.

## **SEMESTER – III**

### **PAPER –IV**

### **ADVERTISING AND MARKET RESEARCH**

#### Unit – I

Evolution of advertising – socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system – market research – vocational aspects of advertising.

#### Unit – II

Planning and campaigns – Media selection – newspapers – Magazines – Radio – Television – Direct mail – Outdoor advertising – Hoarding – Bus panels – spectacular – Bulletins – Outdoor advertising in India – Commercial advertisings over – All India Radio –

Doordarshan – Recent trends in Indian Advertising – Legal and ethical aspects of advertising – Advertising policy.

#### Unit – III

Advertising copy – Visualisation – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – Evaluation of effectiveness.

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code.

#### Unit – IV

Campaign Planning – stages of campaign planning – Types of approach, Consumer Behaviour – Principles of Campaign Planning – allocation of advertising budget.

#### Unit – V

Advertising and Marketing Information System: Techniques of pretest and post test, process of Market Research and Research methods in Market Research.

#### **Reference Books:**

1. Cohen: Advertising
2. Dunn: Advertising its role in modern society
3. Hepner: Advertising psychology and research
4. Warner et al: Advertising
5. Chunn Wallah: Fundamentals of advertising
6. Mahendra Mohan: Advertising Management: Concepts & Cases
7. Wright: Advertising campaigns
8. Thomas Jefkins: Advertising made simple
9. Leon Quera: Effective advertising

## **SEMESTER – III**

### **PAPER – V**

### **MEDIA MANAGEMENT**

#### Unit – I

Types of Organisation – functions – Newspaper departments – Editorial circulation – advertising – Production – Types of ownership pattern – Advantages and disadvantages.

#### Unit – II

Newspapers finance and control – newspaper registration – RNI – Recruitment policy – training – Wage policy – Wage boards – Readerships surveys – ABC – Advertising policy.

#### Unit – III

Press commissions – Recommendations – Press Council of India – Structure – Composition – Guidelines.

#### Unit – IV

Origin and growth of radio network – All India Radio and Doordarshan – Prasar Bharathi – Organizational structure – FM Radio.

#### Unit – V

Television – Growth – Private TV – Cable TV – DTH – CAS – TV ads. Regulations.

TRP ratings. The Concept of HR and its relevance to Media Management.

#### **Reference Books:**

1. Herbert Lee: *Newspaper Organisation and Management*. New Delhi; Surjeet Publications
2. P.C. Chatterji (1998). *Broadcasting in India*. New Delhi. Sage Publicatins.
3. UL Barua: *This is All India Radio*.
4. Mehra Masani (1986). *Broadcasting and the people*. New Delhi. National Book Trust
5. HR Luthra: *Indian Broadcasting*.
6. *Reports of Information and Broadcasting Ministry*.
7. *First Press Commission Report, Vol.I & II*.
8. Vanita Kohli (2006) *The Indian Media Business*: New Delhi. Sage.



## SEMESTER – IV

### PAPER – I

## INTERNATIONAL COMMUNICATION

### Unit – I

International Communication – Nature and Scope – Historical Evolution – Emergency of long-distance communication – early communication channels – post-traditional forms – Newspapers – News agencies – Telegraph-Telephone – Types and Channels of communication – interpersonal – Technical and global International communication and National Identity.

### Unit – II

Dimensions of International communication – global village – war of ideas – communication and national sovereignty – increasing concentration and Trans Nationalization – International new system – International news flow and controversy – News values – controversy – media imperialism – communication policies – UNESCO – mass media declaration – New World Information and Communication Order – Mc Bridge Commission – Emergence of IPDC.

Propaganda and forms of propaganda – use of mass media.

### Unit – III

Satellites – comstats – emergence of CNN and its impact of world of communication – War and media – Public diplomacy and political warfare – new ways to report the world.

### Unit – IV

Globalization and media – Different phases of globalization – mediating globalization – Media and communications – emergence of STAR TV – Globalization and ICT.

### Unit – V

Media organisations – International Press Institute – International Telecommunication Union – British Broadcasting corporation – Voice of America – European Broadcasting Union – Asia Pasific Institute for Broadcasting Development.

### Reference Books:

1. Ingrid Volkmer (2001): *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. William Hachten (2002): *World News Prison*. Iowa. Iowa state press.
3. Tehri Rantaner (2006): *Globalization and Media*. London: Sage Publications.
4. Howard H Frederick (1993): *Global Communication & International Relations*.
5. Anos Owner Thomas (2006): *Transnational media and controlled Markets*. Sage publications, New Delhi
6. Cees Hamlink (1996): *The Politics of World Communication*. London. Sage publication. London.

## **SEMESTER – IV**

### **PAPER –II**

### **NEW MEDIA TECHNOLOGIES**

#### Unit – I

Multimedia, Interactivity, Hypermedia – User Directed Navigation, Hardware Considerations for Multimedia, Applications of Multimedia – Education, Commerce and Entertainment.

#### Unit – II

The New Media, Creating New Media Content, Defining The Audience, Design and Storyboarding, Choosing Tools, Authoring, Technologies that support New Media – MPEG and JPEG, Quick Time and Quick Time VR, Video for Windows (AVR formats), Real Audio and Real Video, Shockwave, Distributing New Media Content – CD ROM, Internet, Television.

#### Unit – III

Computer graphics and Design, Window Based PC's Types of Graphic files, working with Bitmaps, working with Vectors, File formats and compatibility issues.

#### Unit – IV

Getting Images into the Computer – Scanners, Digital Cameras, Clip Art, Electronic Photographs, Introduction to Photoshop – Applications and Use of Photoshop, Optical Fibers.

#### Unit – V

e-Publishing, Security issues on the Internet.

Emergence and Role of Social Media, Social Networking, Google, Blogs, Face Book, Twitter, WikiPaedia, You Tube.

#### **Reference Books:**

1. Adobe Photoshop 5 – Classroom (2001) Techmedia.
2. Learning guides to the Internet (2000) Techmedia.
3. Best, Samuel J (2004) Internet Data Collection, London, Sage.
4. Norton, Peters (2001) Introduction to Computers, Tata McGraw Hill.
5. Green, Lelia (2002) Communication Technology and Society, Thousand Oaks, Sage.
6. Shyles, Leonard (2003) Deciphering Cyberspace, London: Sage.

## **SEMESTER – IV**

### **PAPER –III**

## **COMMUNICATION RESEARCH METHODS**

### Unit – I

Introduction to mass communication research – meaning of research, scientific method – characteristics – steps in research identification and formulation of research problem in communication research.

### Unit – II

Basic elements of research – concepts – definitions, variables, hypothesis and causation – hypothesis – type of hypothesis – characteristic of good hypothesis – hypothesis testing – research designs in mass communication research outlines of important designs, approaches : Survey research, content analysis and historical method. Measurement: meaning – levels and types of measurement.

### Unit – III

Sampling in communication research, types, their applications and limitations Methods of Data collection: Interview, Questionnaire, observation and case study – application and limitations of different methods.

### Unit – IV

Use of statistics in communication research, basic statistical tools (measurement of central tendency) mean, mode and median: measure of dispersion (standard deviation, correlation and chi-square).

### Unit – V

Data processing, analysis, presentation and interpretation of data. Use of graphics in data presentation – Writings a research proposal; writing research report – components and style

### **Reference Books:**

1. Winner and Dominic (2002) *Mass media research: An introduction*. Singapore: Thomas publishing company.
2. A. Hansen et al (1998). *Mass Communication Research Methods* London: Palgrave.
3. S. H. Priest (1996) *Doing Media research: An Introduction*. London: Sage Publications.
4. B. Gunter (2000). *Media Research Methods* London: Sage Publications.

## **SEMESTER – IV**

### **PAPER –IV**

### **PUBLIC RELATIONS: THEORY AND PRACTICE**

#### Unit – I

Definitions – Nature – Scope – Evolution of PR in India – A historical appraisal – publicity – public opinion – propaganda – Advertising – PR a comparative evaluation – Social and Psychological impact of PR – Dynamic role of PR in public affairs – PR management.

Reputation Management.

#### Unit – II

Components of PR – Principles of persuasion – effective communication – attitude change – application of communication techniques for PR media – PR for print, electronics and film, oral, open house, photography, campaigns, demonstration, exhibitions, trade, press – press conference – special events.

#### Unit – III

PR Organisations – structure – PR policy – consultancy agency system – planning – fact finding – implementation – Feedback analysis – methods of PR – Press relations – Periodicals – controlled electronic communication – advertising as a component of PR – Direct communication methods – books and other publications.

#### Unit – IV

Applied PR – International PR – PR for central government – State government – Local bodies – PR and extension – employees relations.

#### Unit – V

Preparation of literature for PR campaigns through mass media house journals – case studies – professional organisations of PR, PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – PR research areas – techniques – evaluations – Laws and ethical aspects – recent trends – PR education.

#### **Reference Books:**

1. Cutlip & Centre (2005) *Effective public relations*. New Delhi: Pearson.
2. Bertrand R. Canfield: *Public relations*
3. Stephenson: *Hand book of Public Relations*
4. Sam Black: *Practical Public Relations*
5. J. H. Kaul: *Public Relations in India*
6. Leslie: *Public Relations Handbook*
7. Finn: *Public Relations and the Management*
8. J.E. Marsen: *Modern Public Relations*

## Course Requirement:

The course shall include Seminars, Assignment, Test, Practical, Field Work and Internship. The Chairperson of the Department shall certify as to the completion of all the academic requirements before the students are admitted to the examination.

## Seminars, Tests and Assignments:

Participation in the seminars to be organized periodically is compulsory for all students. Students shall submit class assignments, tests given to them from time to time by the teachers.

## Practicals:

It includes evaluation of writing skills of the students throughout the four semesters. They are:

1. Lab Newspapers Reports.
2. Published article in any Newspaper / Magazine / Journal.
3. One Radio / TV Broadcast.
4. Computer Practicals / Wall Newspaper.
5. Public Relations / Advertising Assignment.

## Internship:

Students have to do two internships, one at the end of the second semester for a period of two weeks in a newspaper organization and another in a recognized newspaper, News Agency, Public Relations Department, Advertising Agency any other media organization for a period of 6 weeks at the end of Fourth Semester. If any student fails to fulfill these requirements, his/her results will be with-held.

## Dissertation:

The students have to take up a dissertation / production thesis for 100 marks of which 20 marks are allotted to Viva-Voce.

**DEPARTMENT OF MASS COMMUNICATION**  
**TELANGANA UNIVERSITY, DICHPALLY, NIZAMABAD - 503 322**

Code No.	Title of the Paper	No. of hours per Week		Marks (Theory)		Marks (Practical)		Total
		Theory	Practical	Internal	External	Internal	External	
<b><i>I - SEMESTER</i></b>								
1.1	History of Mass Media	5	-	20	80	-	-	100
1.2	Telugu Journalism Print Media	5	-	20	80	-	-	100
1.3	Reporting for Print Media	3	2	20	80	10	40	150
1.4	Editing & Newspaper Production	3	2	20	80	10	40	150
1.5	Translation Studies	3	2	20	80	10	40	150
<b><i>II - SEMESTER</i></b>								
2.1	Computer Application for Mass Media	5	-	20	80	-	-	100
2.2	Electronic Media	5	-	20	80	-	-	100
2.3	Reporting for Electronic Media	3	2	20	80	10	40	150
2.4	Editing and Production for Electronic Media	3	2	20	80	10	40	150
2.5	Bhasha Naipunyaalu - Vaartha Rachana (Language Skills - Report Writing)	3	2	20	80	10	40	150
<b><i>III - SEMESTER</i></b>								
3.1	Introduction to Communication Theory	5	-	20	80	-	-	100
3.2	Media Laws and Ethics	5	-	20	80	-	-	100
3.3	Development Communication	5	-	20	80	-	-	100
3.4	Advertising and Market Research	3	2	20	80	10	40	150
3.5	Media Management	5	-	20	80	-	-	100
<b><i>IV - SEMESTER</i></b>								
4.1	International Communication	5	-	20	80	-	-	100
4.2	New Media Technologies	5	-	20	80	-	-	100
4.3	Communication Research Methods	5	-	20	80	-	-	100
4.4	Public Relation Theory and Practice	3	2	20	80	10	40	150
4.5	Dissertation / Production Thesis	-	-	20	80	-	-	100
Grand Total								2400

