

ACHARYA NAGARJUNA UNIVERSITY

CENTRE FOR DISTANCE EDUCATION

NAGARJUNA NAGAR,

GUNTUR

ANDHRA PRADESH



PROGRAM PROJECT

REPORT

**29. MASTER OF ARTS (JOURNALISM
& MASS COMMUNICATION)**

Master of Arts (Journalism & Mass Communication)

PROGRAMME CODE: 29

MISSION: Master of Arts (Journalism and Mass Communication) is a satisfying career that combines the thrill of covering the news story with the satisfaction of a way of life of public duty. It is also trained to analyze and figure out the complex events of our times as well as raise journalistic norms in all media.

OBJECTIVES: The objectives of the course include to make the students aware about the nuances of journalism integrating various facets of mass communication, to facilitate the acquisition of critical and strategically informed perspective of the evolving technologies used in the Mass Communication and Journalism Industry and their present applications and future development in this industry, to enhance the knowledge of students with regard to fundamentals of communication and its various forms and to develop the use of research methodologies appropriate to the discipline of Mass Communications and Journalism.

RELEVANCE: The Master of Arts (Journalism and Mass Communication) programme offered through Open and Distance Learning mode is purely relevant and aligned with the goals and mission of CDE, ANU. This programme is designed to enhance the core potential of the learner in relating historic perspective with the contemporary socio linguistic scenario, which is globally ever dynamic. The student will learn contemporary applications in the relevant subjects and become eligible to handle every kind of institutional demands which is conforming to the University vision and mission.

NATURE OF PERSPECTIVE TARGET GROUP OF LEARNERS: Aim of open and distance education is to enhance the academic competence in those who were deprived of higher education for various socio-economic reasons. This programme is designed for candidates to provide quality education at affordable cost to larger sections of population by facilitating the reach of education those who are interested in public relations, Reporting, Media management, Advertising, Corporate communication, Television and Film Production etc.

SKILLS AND COMPETENCE OF THE PROGRAMME: Inconsideration of the huge gap in education and industry and also in skill development now it is imperative on the part of every university to reach out every nook and corner of the country where the institutions with significant infrastructure are not available in order to elevate the status of the marginalised sections of the society especially living in rural areas of the country. The only solution appears to be "open and distance education" and Acharya Nagarjuna University takes initiative by reaching out those unreached by ICT enabled blended mode of distance learning programmes. M.A. (Journalism and Mass Communication) programme is an innovative programme. The learning outcomes of this programme are as follows:

- Professional development of teachers.
- Incorporating generic transferrable skills and competencies
- To develop critical learning, analytical skills and research skills.

M.A. (Journalism and Mass Communication) - Program code: 29**Program Structure**

Program code	Program	Internal assessment	External exams	Max. Marks	credits
Semester - 1					
101JM21	History of Journalism	30	70	100	5
102JM21	Reporting for Print Media	30	70	100	5
103JM21	Communication Theory	30	70	100	5
104JM21	International Communication	30	70	100	5
	Record Submissions				
105JM21	Reporting Record Submission		50	50	2
106JM21	Book and Cinema Review Record submission		50	50	2
Semester – 2					
201JM21	Public Relations	30	70	100	5
202JM21	Editing and Computer Application	30	70	100	5
203JM21	Radio Broadcasting	30	70	100	5
204JM21	Film Communication	30	70	100	5
	Practical				
205JM21	Four Pages Dummy Newspaper submission and Viva		50	50	2
206JM21	Radio Production (CD Submission and Viva)		50	50	2
Semester – 3					
301JM21	Research Methodology	30	70	100	5
302JM21	Television Journalism	30	70	100	5
303JM21	Traditional and Cultural Communication	30	70	100	5
304JM21	Media Laws and Management	30	70	100	5
	Record Submission				
305JM21	Field study report Submission		50	50	2
306JM21	Research proposal Submission		50	50	2
Semester – 4					
401JM21	Development Communication	30	70	100	5
402JM21	Advertising	30	70	100	5
403JM21	Environmental and Science Communication	30	70	100	5
404JM21	New Media	30	70	100	5
	Practical				
405JM21	TV/Documentary Production and Viva Voce		50	50	2
406JM21	Creative Advertising and Viva Voce		50	50	2

M.A. (Journalism and Mass Communication)**SEMESTER - I****101JM21 - HISTORY OF JOURNALISM**

Unit 1: Origin and Growth of Newspapers in India – Early Journalism in India - Hick's Gazette - Bombay Chronicle- Indian press and Freedom Movement.

Unit 2: - Growth of Nationalist Press - Journalism in 19th century - Contribution of Raja Ram Mohan Roy, Mahatma Gandhi, BalaGangadharTilak, Dr.B.R.Amedkar, Sadanand to Indian Journalism -Telugu Journalists in English Press.

Unit 3: Contribution of national eminent newspapers - Amrit Bazaar Patrika, Kesari, Hitvad, Times of India, The Statesman, The Hindu, Free Press Journal, Indian Express, Leader.

Unit 4: The origin and growth of Telugu newspapers – Freedom Movement and Telugu Press - KandukuriVeeresalingam, Konda VenkatappaiahPanthulu, KasinadhuniNageswaraRao, Tapi Dharma Rao, Mutnuri Krishna Rao, NarlaVenkateswaraRao.

Unit 5: Telugu Press after 1970s - Changing trends in Telugu Journalism - Modern Trends in Journalism Press.

Suggested reading :

1. Nadig Krishna Murthy :Indian Journalism.
2. R. ParthaSaradhi:Journalism in India.
3. J.V.SeshagiriRao(Ed.) : Studies in the History of Journalism.
4. AnandSekhar. R: Journalism Charitrvastha.
5. Five Eminent Editors : Publication Division.
6. Bangore: Telugu Journalism Charitra.
7. Rama Chandra Murthy. K :VarthaRachana.
8. S.C. Bhatt : Indian Press Since 1955.
9. PotturiVenkateswaraRao:Telugu Patrikalu, AP Press Academy Publications.
10. Ahuja.B.N. History of Indian press- growth of newspapers in India. New Delhi, surjeetpublications.
11. Bhargava, Motilal(1987), Role of press in the freedom movement, New Delhi, reliance.
12. Natarajan , History of Indian journalism, publications division , New Delhi.

102JM21 - REPORTING FOR PRINT MEDIA

Unit 1: Historical background of writing- Elements of language –Language as a tool of writing- Translation – Meaning, types and principles of translation and types in translation.

Unit 2: Definition of News – values – sources – Duties of reporter – ethical aspects - Structure of news story, Introduction to lead, Kinds of leads, Language in newspapers.

Unit 3: Kinds of reporting- Press Conference-Interpretative-Investigative-Opinion, Interviewing techniques-Uses of photographs-Human interest stories - Reporting Special events - Investigative reporting, Mofussil reporting..

Unit 4 : Reviews – Definitions – Scope –Types of reviews – Books –films – Music and Theatre – TV programmes – performing arts – contemporary trends in reviews.

Unit 5: Editorial writing – Types of editorials – Features- Feature writing –Column writing – Writing creative middles.

Suggested reading :

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenbrg : The professional journalist
3. Ralph S. Izard: Reporting the citizen's news
4. M.V. Kamath : Professional journalism
5. George A Hough: News writing: Kanishka publishers
6. Daniel R.Williamson, Feature writing for news papers: Hastings house publishers, Newyork
7. Brian R Hollowal: Technical writing Basics.

103JM21 -COMMUNICATION THEORY**Unit 1**

Definitions of communication – scope – Communication process – Variables of communication
Basic models of communication – Shannon & Weaver – Lasswell –Berlo models- Types of communication –Interpersonal – Group – Mass communication

Unit 2

Advanced models of communication – Two step flow of communication opinion leaders – Diffusion of Innovation -Gate keeping models - White's model, Galtung and Ruge model of Selective gate keeping

Unit 3

Newcomb's balance theory – Congruity – Dissonance – Social judgment model- Mass theory – Society -Magic bullet theory - Organizational communication

Unit 4

Sociological theories of communication – Cultivation theory – Agenda setting – Dependency theory- Verbal and non-verbal communication

Unit 5

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

Suggested reading :

1. David Berlo(1960). *The Process of communication*. London.
2. Uma Narula (1976). *Mass Communication Theory and Practice*. New Delhi :HarAnand.
3. John Fiske :*Introduction to communication studies* London: Routledge.
4. Denis Mcquail (1993) *Media performance*.London: Sage
5. Denis Mcquail (2005) *Mass communication theory*. New Delhi: Sage.
6. Defluer and Ball Roakech: *Theory of mass communication*.
7. Werner severin,j. And James. Tankard, *Communication theories, origins, methods, uses*. Longman publications (1988).
8. Mc.Quaildenis and S.VenWindah I, *Communication Models for study of mass communication*, New York, Longman, Singapore publications.
9. Melvin.I.Defluer and Sandra.J.BallRoakeach, *Theories of mass communication*, London Longman publications.

104JM21 -INTERNATIONAL COMMUNICATION

Unit 1: Definition, Nature and Scope of International Communication - Characteristics – political, economic and cultural dimensions of international communication. Communication and information as too of equity and exploitation- International news flow, imbalances and disparities.

Unit 2: Transnational News Agencies – Origin and growth of AP, UPI, AFP, REUTERS, TASS ITAR etc. – Origin and growth of The New York Times - International Propaganda – Disinformation- New Communication Technology - World Patterns of Elite Media

Unit 3 Dimensions of International Communication – Policies – News Systems - Non Aligned News Agencies Pool (NAM POOL) - UNESCO – New World Information and Communication Order (NWICO) – Mac Bride Commission – Impact of new communication technology on news flow

Unit 4 Globalization and Mass Media – Different phases of globalization – Global Village – Emergence of STAR TV, CNN – Globalization and ICT – Communication Satellites

Unit5 Media organizations – International Press Institute (IPI) – International Telecommunication Union (ITCU) – British Broadcasting Corporation (BBC) – Voice of America (VOA) – European Broadcasting Union (EBU)– Asia Pacific Institute for Broadcasting Development (APIBD)

Suggested reading :

1. International Communication : V.S.Gupta
2. International Communication : H.D.Fischer and J.C.Merril
3. The Politics of World Communication : CeesHamelink
4. National Sovereignty and International Communication : Nerbert Schiller
5. Communication and Third World : Robertson
6. International and Development Communication: Bella Mody Sage Publications

Semester I**Practicals****105JM21 -Practical / Task – 1 : Reporting Record**

Each and every student shall submit a record consisting of 5 types of news i.e. crime, political, accidents, cultural, sports and 5 stories from above categories. It would be conducted to test the skills of the candidate in Reporting.

106JM21 -Practical /Task –II : Book / Cinema review Record

Each and every student shall submit a record consisting of one book and one cinema review. The candidate may choose as per their own choice.

These two practical records shall be submitted to the University through the Study Centre. The faculty members of the department of Journalism & Mass Communication, Acharya Nagarjuna University will be awarded marks.

SEMESTER - II

201JM21 -Public Relations

Unit 1

Public Relations, Need and Scope of Public Relations, Basic Elements and Model of Public Relations, Concepts of Public Relations.

Unit 2

Advertising and Lobbying, PR Publics, PR and Other Departments, Process of PR Campaign

Unit 3

Planning PR Campaign, Public Relation and Organization, PR Consultancy

Unit 4

PR and Mass Media, Media Relations and Tools, PR with Audio Visual Aids, Outdoor PR

Unit 5

PR in government and Private Sector, International Public Relations, Evolution of PR, Professional Organizations of Public Relations.

Suggested reading:

- 1.Cutlip& Centre(2005) Effective public relations. New Delhi: Pearson.
- 2 Bertrand R .Canfield :Public relations.
- 3 Stephenson: Handbook 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.

202JM21 -EDITING AND COMPUTER APPLICATIONS

UNIT-1

Print Media, News Room, Editorial Department, Consistency and Typography: A Fou. For Design

UNIT-2

Style Book, Editing Tools and Processes, Leads, Headlines

UNIT-3

Copy Editing, Regular Pages Vs Edit Page, Editorials, Letters to the Editors

UNIT-4

Editing of Stories, Photographs and Print Media, Editing of Photos, News Paper Design

UNIT-5

Page Make-Up, Printing, Magazine Production, Ethics: Objective and Fair Play

SUGGESTED READING:

1. Bruce Westley: 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

203JM21 -RADIO BROADCASTING**Unit 1**

Brief history of broadcasting in India – Characteristics of radio – Objectives of radio- All India Radio, AIR code– special audience programmes – women – children – youth – industrial workers – farm and home - Education programmes

Unit 2

Studio operations – sound and acoustics – recording software - Different formats – dubbing techniques – AM (Amplitude Modulation) and FM (Frequency Modulation) - Audition – digitalization - microphone talents – mikes – Outdoor broadcast — Stages in programme production – Writing for radio – news feature – interviews – audience profile - Covering special events – Festivals – Sports – Radio Bridge.

Unit 3

Public Broadcasting- News Services Division (NSD) - Autonomy – PrasaraBharathi – Commercial broadcasting – Non-lapsable Fund (NLF) – Committees for development of AIR.

Unit 4

Organization structure of radio - Station director – Asst. Station Director - Programme Executive – Transmission Executives – Announcer – Other crew - Audience Research Unit.

Unit 5

Radio for development – Community radio Stations (CRS) – Campus Radio – Commercial FM radio - Emerging trends in Radio broadcasting - Terminology in Radio Production.

Suggested reading :

1. P.C.Chatterji: *Broadcasting in India*. New Delhi: Sage.
2. U.L.Barua: *This is All India Radio*.
3. MehraMasani: *Broadcasting and the People*.
4. H.R.Luthra: *Indian Broadcasting*.
5. G.C.Awasthi: *Broadcasting in India*.
6. Keval T. Kumar: *Mass Communication in India*.

204JM21 -FILM COMMUNICATION

Unit 1: A brief history of films: Silent era – Talkies – popular cinema in 1950s – New wave cinema – Types of films.

Unit 2: Problems and prospects of the Indian film industry, film organizations – FTII, NFDC – Censorship – Laws: Khosla Committee report – National/State Film policies. State of the film industry; regional cinemas; problems and issues; future prospects.

UNIT 3: Stage in film making - pre-production, production and post-production; sound Recording– Animation techniques- editing – linear and non-linear; special effects; emerging trends.

Unit 4: Evaluation of finished film- Effectiveness of storytelling - Principles of script writing - Aesthetic considerations: style, pace, creativity.

Unit 5: Film reviews – Film appreciation – Film Societies – Film Festival International and National – NFDC, FTII – Film Archives.

Suggested reading :

1. Broadcasting in India : P.C. Chatterjee
2. TV Programme production : G.B. Millerson
3. Television in India : R. N . Acharya
4. Making a Television programme : Breyer – Johnson
5. TV for Education and Development: B.s. Bhatia
6. Now the Headlines : S. P. singh
7. TV News writing, Editing Filming, Broadcasting: I. E. Fang
8. A Handbook for script writers : B.W. Welsch
9. Our films and their films : Satyajit Ray
10. Indian cinema today : KabitaSakar
11. The Art of Film : Lindgrad
12. How to read a Film : James Monaco
13. Film – a reference Guide : Armour
14. 75 years of Indian cinema : FerozRangoonwallah
15. Film Censorship : G.D. Khosla
16. Black & White : RaaviKondalaRao

Practicals

205JM21 -Practical/Task - 1: House Journal

The student shall publish a four pages dummy house journal. Every student has to bring out an edition of *Suhrulekha* of four pages at the end of the second semester. He has to report, edit and publish it on his own for which 50 marks will be awarded. The faculty members of the department of Journalism, AcharyaNagarjuna University will award marks.

206JM21 -Practical/Task- II: Radio Production

The radio capsule has to be produced by candidate and its quality of production and content would be evaluated for 50 marks. The candidates have to prepare radio capsule for any three of the following items: News bulletin magazine, Review, Music programme, Drama, Play let, Advertisement, Promo, Bumper etc. The faculty members of the department of Journalism & Mc AcharyaNagarjuna University will award marks.

SEMESTER - III**301JM21 -RESEARCH METHODOLOGY**

Unit 1: Introduction to Mass Communication research: Meaning of research, scientific method – Characteristics – Steps in research identification and formulation of research problem in communication research.

Unit 2: Basic elements of research – concepts, definitions, variables, hypothesis and causation. Hypothesis – type of hypothesis – hypothesis testing - Research designs in Mass Communication - Survey research. Content analysis and historical method.

Unit 3: Sampling in communications Research: Types, their applications and limitations. Methods of data Collection: Interview, Questionnaire, Observation and Case study – Applications and limitations of different methods.

Unit 4: Use of statistics in communication research: Basic statistical tools, Measures of central tendency (mean, mode and median), measure of dispersion (standard deviation, correlation and chi-square).

Unit 5: Data processing, analysis, presentation and interpretation of data. Use of graphs in data presentation – Writing a research proposal; writing research report – Its components and style

Suggested reading:

1. Research Methods in the Behavioural Science -Festinger L. and Katz. D
2. Foundation of Behavioural Research -Kerlinger. F.N
3. Content Analysis. An Introduction to Methodology – Krippendorff. K
4. Research Methods in Mass Communication – Westley Bruce. N and Guido. H
5. Introduction to Mass Communication Research-Nafziger, Ralph, David and White.
6. The tools of Social Science – Madge. J
7. Survey Methods in Social Investigation – Moser and Kalton
8. Using Statistics for Psychological Research –Walker. J.T.
9. Methods in Social Research: W.J Goode & P.K. Hatt.
10. Methodology and Techniques of Social Science research: Wilkison and Bhandarkar
11. Research Methodology, Methods and Techniques: C.R. Kotari
12. Scientific Social surveys and Research: Pauline.
13. Winner & Dominic: Mass Media Research, an introduction.

302JM21 -TELVISION JOURNALISM**UNIT- I**

History of Television - Doordarshan and its Evolution - The Video Revolution - Television as medium of mass communication

UNIT-II

Stages of Program Production – Theme, Plot & Teleplay –Writing for TV – Introduction to TV News.

UNIT – III

Different Formats of Television Production – Television Production Process - Shooting outdoor and Indoor Locations – Shooting Visuals for News

UNIT- IV

Production Management & Professionals - Multi Camera Production and PCR – Specialized Formats of television – Broadcast News

UNIT – V

Dubbing – Editing - Advertising for TV – Audience Research

SUGGESTED READINGS:

1. Video camera Techniques – Gerald Millerson
2. Television News and the new Technology – Richard. D. Yonkam and Charlea.F
3. Making a television programme. Breyer – Johnson
4. Radio and TV Journalism: S. Kumar, Shubhi Publications
5. Now the headlines: S.P. Singh.
6. Communication Policies in India. Desai, M. V. Paris: UNESCO, 1977.
7. Broadcasting and the People. Mehra, M. New Delhi: National Book Trust, 1976
8. Mass Communication and Journalism in India. Mehta, D. S. New
9. The Rise of National Programming: the Case of Indian Television.” Rajagopal, A.
10. Television in India. . R. N. Acharya
11. TV for Education and Development. B.S.Bhatia
12. TV News writing, Editing, Filming, Broadcasting. I.E.Fang
13. A Handbook for script writers. B.W.Welsh.

303JM21 -Traditional and Cultural Communication

Unit 1: Definition of Traditional Media – Historical background of Traditional Media – Nature, Characteristics and Different phases of Traditional Media. Traditional media for Development

Unit 2: Folk Arts in India – Jatra, Yakshagana, Tamasha, Koodiyattom, Therikothu – Popular Folk Arts in different regions – Folk Arts and Social perspective – Folk Arts and political communication .

Unit 3: Folk Formats in Andhra Pradesh: Origin and growth of Harikatha, Burrakatha, Jamukula Katha, Street plays (Veedhi Natakalu), Tolu Bommalata (Puppetry), Tappetagullu, Oggu Katha, Yellamma Jatra.

Unit 4: Origin and meaning of Cultural Communication – Models in Intercultural communication – Aristolean, Cybernetic, Biological, Psychological models – Cultural Institutions: Family, Religious Place, School and Mass media.

Unit 5: Role of media in intercultural communication – Communication Technology — modern technology and cultural change.

Suggested reading :

1. Folk Lore of Andhra Pradesh : B. Rama Raju
2. The Role of Traditional Folk Media in Rural India : N. Vijaya
3. Telugu VariJanapadaKalarupalu : MikkilineniRadhaKrishna Murthy
4. Folk Performing Arts of Andhra Pradesh : M. Nagabhushana Sharma
5. Folk Arts and Social Communication : DugadasMukhopadhyaya
6. Intercultural Communication : John Beatty, Junichi Takahashi
7. Foundations of Intercultural : K.S.Sitaram and R.T. Cogdelt
8. Culture and Communication: A World View : K.S. Sitaram
9. Mass Communication : A Sociological Perspective

304JM21 -MEDIA LAWS AND MANAGEMENT**Unit 1**

History of media law in India – Indian Constitution – Fundamental Rights – Directive Principles – Centre State relations – Emergency provisions – Amendment of the Constitution – Parliamentary privileges – Cases related to freedom of Media.

Unit 2

Defamation – Libel and slander – Cases related defamation – IPC – CrPC 1973 – Official Secrets Act 1923 – Contempt of court act 1971 – RTI Act 2005 – Print media acts – Press and Registration of Books Act 1867 – Registration of Newspapers – Press Council Act 1978 – Working Journalists and other newspapers employees (Condition of Service) and Miscellaneous Provisions act.

Unit 3

Intellectual Property rights – Designs act – Patent act – Copy right act - IT Act 2002) – Cybercrimes – Media and Law and women and children – Cinematograph act 1952, Media Ethics – Code of ethics

Unit 4

Media Management and Ownership Patterns: An Overview- Departments in Newspaper Organization - Working Journalists Act - Indian Readership Survey

Unit 5

Air Vs Doordarsahn - Prasar Bharati (Broadcasting Corporation Of India) Act - The Cable Television Networks (Regulation) Act, 1995 - Private Television In India

SUGGESTED READING :

1. Herbert Lee: Newspaper Organisation and Management. New Delhi: Surjeet publications
2. P.C. Chatterji (1988) Broadcasting in India. New Delhi. Sage publications
3. MehraMasani (1986); Broadcasting and the people. New Delhi. National Book Trust.
4. Reports of Information and Broadcasting Ministry.
5. VanitaKohli (2006) The Indian Media Business: New Delhi. Sage.
6. Durga Das Basu :Laws of the Press in India
7. Universal Publications Limited : Press, Media and Telecommunications Laws Press laws :D.D.Basu
8. Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

Practicals

305JM21 -Practical /Task –I : Field Study Report

The students have to visit a place of their choice, observe the activities of development and submit a report. In fieldstudy, the student's performance during the field study and report based on the tour will be awarded for 50 marks. The faculty member's of the department of Journalism, Acharya Nagarjuna University will award marks.

306JM21 -Practical/ Task - II: Research Proposal

Students have to select a topic and present a dissertation in a proper manner under the prescribed lines of dissertation. It shall be evaluated by all the faculty members consider for award of 50 marks.

SEMESTER - IV**401JM21 -DEVELOPMENT COMMUNICATION**

Unit 1 Development – Meaning- Concept- Nature- process – models of development – Approaches of Development – Problems and issues of Development – Characteristics of developing societies- Gap between developed and developing societies – impact of globalization on local development

Unit 2 Development Journalism – Origin – growth – concepts – development news – Development reporting – Problems – Indian Press

Unit 3 Development Communication – Definition- diffusion of innovations- Case studies of SITE and Jabua development communication project – Development support communication – Communication and Human development – Literacy- population control- sanitation-Gram panchayat – AIDS.

Unit 4 Participatory development – Community development – Participatory communication research – case studies – development and communication campaign on population control- literacy, health management-, environmental issues, women, and girl child, problems- Folk media as a tool for development

Unit 5 Development in the Third World – international agencies on development aid- FAO- ILO-UNDP-UNESCO- UNFPA- UNICEF and WHO- role of radio, TV, internet, ICTs. (Information and Communication Technologies) and Print media.

Suggested reading :

1. Development Communication: Uma Narula
2. Mass Communication and National Development : Wilbur Schram
3. Development and Modernization :S.C.Dube
4. The passing of Traditional Society : Daniel Lerner
5. Participatory Communication for Social Change :HeanSerraes
6. Manual of Development Journalism : Alan Chakle

402JM21 -ADVERTISING**Unit1**

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

Unit2

Planning and campaigns – Media selection – newspapers – Magazines – Radio - Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins

Unit3

Commercial advertisings - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

Unit4

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

Unit5

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

Suggested reading :

1. Dunn: Advertising its role in modern society -
2. Hepner: Advertising psychology and research – Warner
3. Cohen: Advertising.
4. vertising.
5. ChunnaWallah: Fundamentals of advertising
6. Mahendra Mohan: Advertising Managemnet Concepts & Cases
7. Wright: Advertising campaigns
8. Thomas Jefkins: Advertising made Simple
9. Leon Quera: Effective advertising

403JM21 -ENVIRONMENTAL AND SCIENCE COMMUNICATION**Unit-1**

Environmental communication –nature, scope, and definition - Global environmentalism - environmental movements in India - Media and environmental journalism.

Unit-2

Environment-causes and factors of environmental pollution, constitutional and legal provisions in India. Environmental acts. Earth summits, UN and climate change. Citizen's communication and public participation. Criticisms of traditional forms of public participation- the emergence of alternative forms of public participation.

Unit-3

Media coverage of environment. News production, political economy, gate keeping, objectivity, and balance, agenda setting. Rise of alternative environmental media – newspapers, films, professional societies for environmental journalists, environmental advocacy, case studies, dilemmas of environmental advocacy- green marketing and corporate campaign

Unit-4

Science communication-definition-nature-scope and need. History of science communication, key elements. Science communication and development, introduction to science writing in media, expanding fields for science writing, news and science story writing.

Unit-5

Scientific temperament –science convention- three principles of usefulness, science reporting radio, newspapers, magazines TV – communication for health and medicine. Science and censorship-safe guarding the future.

Suggested reading :

1. J. V. Vilanilam (1993) : Science Communication and Development, Sage Publishers, New Delhi.
2. D. W. Burkett (1973): Writing Science News for the Mass Media, Gulf Publishing Company, Redas, Texas, USA
3. Pamela Creedon, Women Mass Communications
4. Charlotte Krolokke, & Annie Scott Sorensen (2005), Gender Communication : Theories and Analysis, Sage Publications.
5. H. O. Aggarwal (2000), International Law and Human Rights, Central Law Publications, Allahabad.
6. N. J. Wheeler & Tomothy Dunne (1999), Human Rights in Global Politics, Oxford, London.
7. Robert Cox (2006), Environmental Communication and Public Sphere, Sage, London
8. L. Wallack, et.al. Media Advocacy and Public Health, Sage, London

404JM21 -NEW MEDIA**Unit 1**

Introduction and Evolution of New Media -Features of New Media - Relevance of New Media – Dynamics – Opportunities

Unit 2

Introduction to search engines – Utility-Introduction to computer networks - LAN, MAN, WAN-Tools and services on internet (FTP, EMAIL, CHAT, NEWS GROUPS, RSS)- Definition of Multimedia – Systems – Elements

Unit 3

Content generation – Basics – Principles -Elements of digital storytelling - Packaging for people – Understanding the Mass Psyche - Digital Photography – Introduction – Basics - Visual Design – Aesthetics and dynamics

Unit 4

Video Design – Packaging – Delivering -Introduction to podcasting – Microphones – Audio editing - Writing for online media – Research – Publishing – Techniques
E- Journalism

Unit 5

Web design – Basics – Technology - Web marketing basics – SEO – SEM – Organic search- Blogs – Design – Relevance -Future of New Media – Opportunities – Growth

Suggested Reading

1. Introduction to Online Journalism, Publishing news and information - Roland De Wolk (2001), Allyn and Bacon
2. The Online Journalism Handbook: Skills to survive and thrive in the Digital Age - Paul Bradshaw and Liisa Rohumaa, (2001), Longman, Paperback
- 3..A Text Book of Internet & Web Page Design, Srivastav Raj Kumar, Dominant Publishers and Distributors, 2001, New Delhi
4. The Internet Book, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, New Delhi
5. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi
- 6 Webmasters Handbook, Galgotia, Prima Publishing, 0, New Delhi
7. The Complete Reference Web Design, Powell Thomas.A., Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi
8. Professional Web Design - Theory and Technique On The Cutting Edge, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi

Practicals**405JM21 -Practical/ Task - 1: TV/Documentary Production**

In Television capsule/ Documentary evaluation, the student's performance of Preproduction, Script format, breakdown, content development, videography, post production etc. will be tested for 50 marks. Evaluation shall be conducted by the faculty of the department of AcharyaNagarjuna University

406JM21 -Practical/ Task: Creative advertising

The candidate would be asked to write a copy for the advertisement the questions of which would be given by the examiner. The candidate would be awarded 50 marks for creating advertisement on the spot and it shall be conducted by the faculty members of the university.

DURATION OF THE PROGRAMME:

Minimum: Two Academic Years from the year of joining of the course (Four Semesters).

Maximum: Five Academic Years from year of joining of the course for securing First Class or Second Class.

INSTRUCTIONAL DELIVERY MECHANISM: University has its own faculty for M.A. (Journalism and Mass Communication) department and all the faculty members will act as resource persons. Our University has blended mode delivery mechanism i.e., ICT and Conventional modes.

MEDIA OF DELIVERY MECHANISMS:

- **Printing:** The study material delivery media include Printing of books which are issued to the students who are enrolled for the programme.
- **Online:** On line PDF format content is also given access to the students who wish to study through online mode.
- **Audio Video Materials:** Audio Video material is also available for students for better understanding of the course material.
- **Conducting virtual classes:** Virtual classes are also being conducted at regular intervals for students.
- **Interactive sessions, and Discussion boards:** In distance Education, face to face contact between the learners and their tutors is relatively less and therefore interactive sessions are conducted. The purpose of such interactive session is to answer some of the questions and clarify doubts that may not be possible in other means of communication. This programme provides an opportunity to meet other fellow students. The Counsellors at the study centres are expected to provide guidance to the students. The interactive sessions are conducted during week ends and vacations to enable the working students to attend.
- **Student support services:** Student support services include Internet enabled student support services like e-mails, SMS and even an app is planned. Student feed back mechanism is created and feed back is designed. Student Learning Management System (LMS) is customized to every student. For every student customized examination management system (EMS) is also created facilitating self evaluation, demo tests, model question papers and periodical Internal Assessments.
- **Credit System:** University has adopted Choice Based Credit System (CBCS) under semester mode from 2013. The same has been approved by relevant Statutory boards in Distance mode also.
- **Admission procedure:** In M.A. (Journalism and Mass Communication) programme candidates can take admission directly. For this purpose, CDE, ANU will advertise for admissions. Then candidates should apply in prescribed format of the CDE after publication of the advertisement.
- **Eligibility Criteria:** The eligibility for admission of this course is Any Bachelor's Degree.
- **Fee Structure:** The total course fee is Rs. 17.280/-.
- **Policy of programme delivery:** Our University has blended mode delivery mechanism i.e., ICT and Conventional modes. In conventional mode printed material is given and also online mode of delivery with learning management system is adopted.

• **Activity planner:** There is an yearly academic plan and as per plan interactive sessions, assignments, examinations etc are conducted to the candidates.

• **Evaluation System:** Periodical progress of learning is evaluated by web based feed back mechanism in the Learning Management System. Evaluation of learner progress is conducted as follows:

(i) The examination has two components i.e., continuous evaluation by way of assignments (30 %) and term end University Examination (70 %).

(ii) Each student has to complete and submit assignment in each of the theory paper before appearing to the term end examination. The term end examination shall be of 3 hours duration.

(iii) Minimum qualifying marks in each paper is 40 % individually in internal and term end examination. The candidates who get 60 % and above will be declared as pass in First Division, 50 % to below 60 % as Second Division and 40 % to below 50 % as Third Division.

(iv) The Centre for Distance Education, Acharya Nagarjuna University will conduct the examinations, evaluations and issue certificates to the successful candidates.

(v) All the term end examinations will be conducted at the examination centres fixed by the CDE.

(vi) Qualitatively the examinations conducted for the students of the Distance Education are on par with the examinations conducted for the regular University students.

LIBRARY SUPPORT AND LIBRARY RESOURCES: The M.A.(Journalism and Mass Communication) programme is based on the theory and does not contain practical papers. Hence, no need of Laboratory support. However, University Library is accessible to all the students of distance education. University provides computer library facility with internet facility to learners for their learning. Additionally every department in the University has a well equipped library which is accessible to all the students. CDE also provides a compendium of web resources to every student to support learning.

COST ESTIMATE : The Programme fee for I year is Rs.7,730/-, and II year is Rs.9,550/-. The university will pay the remuneration to Editors and lesson writers as per university norms. DTP charges, Printing of books and Examination fees will be paid by the ANUCDE as per prescribed norms. This institution is providing high quality programmes at low cost.

QUALITY ASSURANCE: Quality assurance comprises the policies, procedures and mechanisms which that specified quality specifications and standards are maintained. These include continuous revision and monitoring activities to evaluate aspects such as suitability, efficiency, applicability and efficacy of all activities with a view to ensure continuous quality improvement and enhancement. The programme is designed with a focus on the proposed learning outcomes aimed at making the learner industry ready also for career advancement, enterpreneurial development, and as wealth creators. There is a continuous evaluation of learning and of competence internally and also by ICT enabled feed back mechanism and Centre for Internal Quality Assurance (CIQA). The University ensures maintaining quality in education provided through open and distance learning mode. As per the need of the information society and professional requirement, the University ensures to change the mechanism from time to time along with enhancement of standard in course curriculum and instructional design. Therefore, the outcomes of the programme can meet the challenges in the changing society.



DIRECTOR

CENTRE FOR DISTANCE EDUCATION
ACHARYA NAGARJUNA UNIVERSITY
NAGARJUNA NAGAR - 522 510.



REGISTRAR
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