

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	Environment 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 - KandukuriVeerasingam, 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 Rockech: *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 & Mc Acharya Nagarjuna University will be awarded marks.

SEMESTER - II

201JM21 -Public Relations

Unit 1

Definitions – nature – scope- Evolution of PR in India– publicity – Public opinion – Propaganda – Advertising – Social and psychological impact of PR – Dynamic role of PR in public affairs

Unit 2

Components of PR – Principles of persuasion – Effective communication – Attitude change – PR for print , electronics and film, oral- Open house, photography -Campaigns , demonstration, exhibitions, trade, press – press conference – special events.

Unit3

PR organisations – Structure – PR policy –planning – Fact finding – Implementation- Feedback analysis – Methods of PR – Press relations – House journals- Periodicals – Advertising as a component of PR – Books and other publications.

Unit4

International PR – PR for central government –State government – Local bodies – PR and extension – Employees relations

Unit 5

Professional organizations of PR PRSI – A brief survey of PR in India – PR research areas – Techniques – Evaluation – Laws and ethical aspects – Recent trends – PR education

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

Editing – definition – principles of editing – Using correct grammar and punctuation – Consistent style and correct words, numerals, abbreviations, capitalization, time, dateline, checking facts, reliability of different source, editing stories

Unit 2

Hierarchy of editing department – Qualities – Duties and responsibilities of news editor/copy editor/sub editor – news flow management – leader writers – editorial board

Unit 3

Leads and Headlines arrangement – Types of headlines – Purpose – Characteristics – Guidelines – Placement – alignment – Typography – Type size – Width – Style – Weights.

Unit 4

Design and layout – Design principles – Contrast – Proportion – Unity – Design element – Body type – Borders – Open space – Art – Color – Layout style - newspaper layout – Basic guidelines – Inside pages – Pagination layout.

Unit 5

Editing pictures – Photo shop – Info graphics – Selecting pictures – Selecting the best shot – Preparing images for publication – Scanning – Selecting a file format – Cropping and scaling photographs – Editing information graphic – Types – Guidelines – Evolution Printing Technology

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 1

History and origin of TV - Doordarshan evolution of India -Video revolution origin and growth- Television as medium of mass communication

Unit 2

Stages in TV Programme Production – Pre Production – Production – Post Production- Writing for TV – Teleplay – Theme – Plot

Unit 3

Production for TV – Shooting basics- Shooting outdoor and Indoor – Floor planning – Lighting- Cameras and Technology for TV – Types of cameras – Resolutions

Unit 4

Audio Production and editing for TV – Microphones – Live recording - Dubbing
Directing Basics – Shot divisions – Production Management -Editing for TV

Unit 5

Introduction to TV News – Multi Camera Production – PCR- Advertising for TV – Audience Research

Suggested reading :

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) – Cyber crimes – Media and Law and women and children – Cinematograph act 1952, Media Ethics – Code of ethics

Unit 4

Types of managements – Functions – Newspaper departments – Ownership pattern – Newspaper finance and control – RNI – Recruitment policy – Training – Wage policy – Wage boards – Readership surveys ABC – Press Commissions – Press Council of India

Unit 5

Organization structures of AIR – DD – Prasarabharati – Status of FM Radio – Cable TV – Private Satellite channels – DTH - CAS

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
4. MehraMasani (1986); Broadcasting and the people. New Delhi. National Book Trust.
6. Reports of Information and Broadcasting Ministry.
9. VanitaKohli (2006) The Indian Media Business: New Delhi. Sage.
10. Durga Das Basu :Laws of the Press in India
- 13.Universal Publications Limited : Press, Media and Telecommunications Laws
Press laws :D.D.Basu
15. 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 dissertaion. 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. Vilani (1993) : Science Communication and Development, Sage Publishers, New Delhi.
2. DW 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.
