



Yogi Vemana University
Vemanapuram:: Kadapa
YSR District, Andhra Pradesh

M.A. Journalism & Mass Communication
Regulations & Syllabus
(Effective from Academic Year 2018-19)

Department of Journalism and Communication
Yogi Vemana University, Vemanapuram, Kadapa
YSR District, Andhra Pradesh - 516005

About the Department & Course

The Department of Journalism & Communication, Yogi Vemana University, was established in 2009. The Department offers Two Years Post Graduate Programme with four semesters in Choice Based Credit System (CBCS) pattern. From the academic year 2015-17 the course nomenclature was changed to “M.A. Journalism and Mass Communication” duly adhering to the guidelines issued by the University Grants Commission, New Delhi.

. The M.A. programme is designed for giving theoretical and practical training to the students for preparing them to different roles in the media. Every semester of the course offers five theoretical and two practical papers emphasizing on the various aspects of electronic and new media. The course gives an insight into the basic writing, reporting and editing skills required for the media apart from giving the students information regarding various theories, laws, ethics and guidelines in the media profession. The course gives theoretical and practical information regarding various media professions like advertising and public relations etc.

The course work is a mixture of classroom theoretical instruction with lectures and practical laboratory sessions. The course aims to create talented and technically skill oriented students to fulfill the job requirements of media industry in particular apart from creating a pool of students for undertaking research on various issues related to media. The Department is committed to academic excellence, and its standards are reflected in the fact that a majority of the students in every semester find good placements in the major media organizations in the State and other relevant professions.

Rules and Regulations

1. Course Nomenclature:

The course **M.A. Journalism and Mass Communication** shall be of two years duration, consisting of four semesters.

2. Eligibility:

Candidates seeking admission into the Course shall be required to have passed

- (A) Any Bachelor degree of this university or from any other University recognized by Government of Andhra Pradesh.
- (B) He should have passed the entrance test conducted by the Yogi Vemana University and subsequently become eligible for the purpose of admission.

3. The Entrance Examination:

The entrance examination will be conducted as per the procedure adopted by the Yogi Vemana University and shall be according to the rules and regulations prescribed by the University from time to time. The question paper shall include the following broad topics:

- I) Current affairs and General knowledge
- II) Language and Comprehension skills
- III) Reasoning and Mental Ability

4. Academic Requirements:

- (A) The two-year study consists of four semesters, covering theory papers and practical papers.
- (B) Every student shall be required to attend 75% of theory and practical classes in all the four semesters.

(C) All the students are required to participate in the professional tour of media centers arranged by the department and submit a tour report to the Department.

(D) The students must participate in the Department Seminars wherein they should present oral and written papers on the theme given.

(E) The students in the semester break between the Second and Third Semester must undergo an internship in any media organization for a period of three weeks and produce a Certificate to that effect from the organization concerned

(F) No student shall be allowed to appear for the examinations both the theory and practical unless he/she produces a certificate of completion of all the academic requirements as the case may be.

5. Examination Evaluation:

(A) All the theory papers in the four semesters shall be valued by the external and internal examiners.

(B) The internal examinations will be valued by the internal examiners teaching the subject in the respective semesters

(C) Practical examination papers/assignments (if any) shall be valued by the internal examiners and external the respective semesters.

(D) The oral (Viva-voce) examination shall be conducted by both internal and external examiners.

(E) The medium of instruction and examination will be in **ENGLISH** only.

(F) A candidate shall be declared to have passed the examination he/she obtains not less than 45% of the total marks in all the semesters put together.

(G) A candidate shall be declared to have passed the examination if he obtains not less than 40% in each theory paper and 50% in the practicals.

(H) Candidates who have completed the course in each semester with required attendance after fulfilling other academic requirements shall be permitted to continue the next semester course.

(I) The candidate will be declared to have passed the semester exams only after fulfilling all the conditions and attain marks as prescribed by the rules and regulations of the Yogi Vemana University.

(J) The candidates must adhere to the rules and regulations of Yogi Vemana University in case of fail in any paper of any semester, improvement or any other provisions related to the examinations.

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Department of Journalism and Communication
Yogi Vemana University
Semester wise Syllabus

Semester -1

Paper Code	Paper Title	No of Credits	Hours per Week		Maximum Marks	
			Theory	Practical	Internal	External
101	History of Mass Media	4	6	-	25	75
102	Communication Theory	4	6	-	25	75
103	Print Journalism	4	6		25	75
104	Telugu Journalism	4	6		25	75
105	Computer Applications for Mass Media	4	3	3	25	75
106 P-1	Practical -1 – Print Media Reporting and Editing Skills	2		3		50
106 P-2	Practical -2 – Translation and Language Skills	2		3		50
TOTAL		24	27	9	125	475

Semester - 2

Paper Code	Paper Title	No of Credits	Hours per Week		Maximum Marks	
			Theory	Practical	Internal	External
201	Radio Journalism	4	4	-	25	75
202	Television Journalism	4	4	-	25	75
203	Media Laws and Ethics	4	6	-	25	75
204	Media Industry and Management	4	6	-	25	75
205	Science and Environment Communication	4	6	-	25	75
206 P-1	Practical -1 – Radio Writing Skills	2		3		50
206 P-2	Practical -2 – Television Writing skills	2		3		50
Non-Core Paper						
207	Film Studies	4	4	-	25	75
TOTAL (Core and Non- Core)		28	30	6	150	550

Semester - 3

Paper Code	Paper Title	No of Credits	Hours per Week		Maximum Marks	
			Theory	Practical	Internal	External
301	Photo Journalism	4	4	-	25	75
302	Film Studies	4	4	-	25	75
303	Social Media	4	6	-	25	75
304	Advertising and Brand Management	4	6	-	25	75
305	Corporate Communications	4	6	-	25	75
306 P-1	Practical -1 – Film writing Skills	2		3		50
306 P-2	Practical -2 - Advertising and Public Relations Writing Skills			3		50
Non-Core Paper						
307	Basics in Photography and Videography	4	4	-	25	75
TOTAL		28	30	6	150	550

Semester - 4

Paper Code	Paper Title	No of Credits	Hours per Week		Maximum Marks	
			Theory	Practical	Internal	External
401	Development Communication	4	6	-	25	75
402	International Media Studies	4	6	-	25	75
403	Gender & Human Rights	4	6		25	
404	Political Communication	4	6		25	75
405	Communication Research Methodology	4	6		25	75
406 P-1	Practical -1 – Dissertation	2		3		50
406 P-2	Practical -2 – Internship Report	2		3		50
TOTAL		24	30	6	125	475

Semester	No of Credits			No of Hours Per Week			Maximum Marks		
	Core	Non-Core	Total	Lecture	Practical	Total	Internal	External	Total
1	24	-	24	27	9	36	125	475	600
2	24	4	28	30	6	36	150	550	700
3	24	4	28	30	6	36	150	550	700
4	24	-	24	30	6	36	125	475	600
Total	96	8	104	117	27	144	550	2050	2600

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SEMESTER I
PAPER -101 – History of Mass Media

Unit -1

Origin of Newspapers in India – Early Journalism in Presidencies of Bengal, Madras and Bombay - Indian Press and Freedom Movement, Growth of Nationalist Press and Anglo-Indian Press - Changes in Indian Media in Post-Independence era - Indian Press and Emergency - History and Development of News Agencies in India

Unit -2

History of Broadcasting in India – Origin and growth of Broadcasting in India – Origin and Growth of Cable T.V, Satellite T.V in India – Origin and Growth of F.M. Radio, Community Radio in India – Important Committees on Radio and Television in India.

Unit-3

Origin and Growth of Internet – Features of Internet, WWW – Web Journalism, Web Portals – Online News Papers – e-Papers – Social Networking Sites – Face book, Twitter

Unit – 4

Contemporary issues of mass media - Growth of Mass media in India, Circulation, TRP's - Impact of new technology on mass media, Sting Operations – Reality T.V – Sensationalism and Breaking news – Violence against Media professionals.

Reference Books:

Nadig Krishna Murthy: Indian Journalism
S. Natarajan: History of Press In India
R. Parthasarathi: Modern Journalism in India
Meher Masani: Broadcasting and the People.
P.C. Chatterji: Broadcasting In India
H.R. Luthra: Indian Broadcasting
J.V. Vilanilam: Mass Communication in India
Keval .J. Kumar: Mass Communication in India
Social Media: Suman Kumar Kasturi & Prof. P. Bobby Vardhan
Rabindranath Manukonda: History of Telugu Journalism, Print & Electronic Media

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SEMESTER I
Paper-102 – Communication Theory

Unit - 1

Communication, Definition, Nature, Process, Elements, Functions, Barriers – Principles of Effective Communication – Types of Communication, Intrapersonal, Interpersonal, Group and Mass Communication, Characteristics - Verbal Communication, Characteristics, Oral, Written Communication - Non- Verbal Communication, Body Language, Space Communication - Semiotics, Signs and meaning.

Unit - 2

Basic Models of Communication - Aristotle, Harold Lasswell, Shannon & Weaver, David Berlo, George Gerbner, Westley and McLean, De Fleur, Osgood and Schramm –Convergence Models.

Unit -3

Media Effects – Hypodermic Needle Model, One Step, Multistep flow, Opinion Leaders, Gate Keeping Models - Psychological and Sociological Theories- Cognitive Dissonance Theory, Selective Perception, Cultivation Theory, Uses and Gratification Theory, Spiral of Silence - Normative Theories - Media Dependency Theory

Unit – 4

Major Schools of Communication Studies, Frankfurt School, Birmingham, Chicago- Role of Ideologies in understanding Mass media, Critical Theory, Multiculturalism, Functionalism, Structuralism - Marshal McLuhan, Medium is the Message, Mc Comb and Shaw Agenda Setting Theory- Jagan Habermas, Public Sphere- Noam Chomsky, Manufacturing of Consent - Walter Lippmann, Public Opinion and Democracy - James Bryce, Diffusion of Innovations - Manual Castles, Network Society and Digital Convergence

Reference books

David Berlo: The Process of communication
Uma Narula: Mass Communication Theory and Practice.
John Fiske: Introduction to communication studies
Mc Quail Dennis: Mass Communication Theory
Defluer and Ball Rotheach: Theory of mass communication
Dennis Mc Quail and Windhal: Mass Communication Models
D.V.R. Murthy, Mass Communication: Concepts and Issues
Rabindranath Manukonda: Communication and New Media

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SEMESTER I –
Paper -103 – Print Journalism

Unit- 1

Definition of News, Concepts, and Components - Types of News - News values – Hierarchy in Reporting, Qualifications & Responsibilities of Reporter - Writing skills, Accuracy, Brevity, Clarity, Readability, Balance & Fairness, Objectivity - Components of News story, Structure of News Story, 5 Ws, H, Inverted Pyramid Style of writing, Glass Hour Style– Kinds of Leads - News Sources, Press Conference, Interviews, Press Releases.

Unit – 2

Writing from Press Conference, Press Release, Writing reports - Interviewing techniques - Specializations in Reporting, Disasters and Accidents Reporting, Speech Reporting, Crime Reporting, Sports Reporting, Legislature Reporting, Budget Reporting, Legal Reporting – Investigative Reporting – Interpretative Reporting

Unit - 3:

Definition of Editing, Principles, Need for Editing - Editorial Desk, Hierarchy - Duties and Responsibilities of Editor, News Editor, Sub Editor –Different Editorial Desks - Editing Process in Print Media, Symbols, Re-writing, Integrating, Updating, Referencing, Translation, Proof Reading - Planning Special Supplements – Page Makeup, Types, Front Page, Layout and Design.

Unit – 4

Editorial writing – Types of editorials – Feature Writing – Human Interest Features - Columns - Headlines: Functions, Types - Writing Captions –Elements of newspaper Designing, Newspaper Formats – Importance of Graphics in designing – Newspaper Printing Technology

Reference books:

- M.V. Kamath: Professional Journalism
- Patanjali Sethi: Professional journalism
- Bruce Westley: News Editing. New Delhi: IBH Publishers.
- Frank Barton (1989): The newsroom: A Manual of journalism.
- Parthasarathy: Basic Journalism. New Delhi: McMillan
- Suman Kumar Kasturi & Prof. P. Bobby Vardhan: Reporting and Feature Writing
- T. Shyam Swaroop & M. Rabindranath: News Reporting – Techniques and Trends

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Semester -1
Paper – 104 – Telugu Journalism

Unit-I:

Brief History and Development of Telugu Press - Contribution of Telugu Press to freedom struggle and social reform movement - Pioneers of Telugu Press - Kandukuri Veeresalingam, Mutnuri Krishna Rao, Kasinathuni Nageswar Rao Panthulu, Narla Venkateswara Rao and others.

Unit-II:

Post emergency and Contemporary Telugu press - Study of Content and Design of contemporary Telugu newspapers - Trends in Telugu Journalism, Politicization of Telugu Journalism - Magazines in Telugu

Unit-III:

Brief overview of Telugu Radio Stations and Television Channels- Radio Programming in Telugu – 24 Hours news channels in Telugu – T.V. Programming in Telugu Channels

Unit-IV:

Study of language and style – SVO formula – Punctuation, Sentence Structure – Objectivity – Concision - Translation Techniques – Problems of Translation

Reference Books:

Rayaprolu AnandaBhaskar: Journalism Charitra Vikasam
Pothuri Venkateswara Rao: Telugu Patrikalu - Andhrajathi Akshara Sampada
Narla Venkateshwara Rao: Prabhandha Parijatam
Uma Shankar, Joshi & PandurangaRao: Art of Translation
Rachamalla Ramachandra Reddy: Anuvada Samasyalu
Nagasuri Venugopal: Media Nadi

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SEMESTER I
Paper -105 - Computer Applications for Mass Media

Unit – 1

History and Generation of Computers – Types of Computers – An overview of Computer System – CPU – Memory – Input and Output Device - Storage – Primary and Secondary storage - Software Operating System MS Windows.

Unit – 2

MS Office Word – Word processing, Entering and Editing text, Formatting Text, Tables, Mail merge, Printing Document - MS Power point, Creating a presentation, Formatting slides, Special features of presentation – Presenting slide shows

Unit- 3

Introduction to Photoshop, Applications and Uses – Introduction to Page Maker, Applications and Uses

Unit- 4

Introduction to Quark Express, Corel Draw, Applications and Uses - Introduction to DTP, Applications of DTP, Use of DTP in media

Reference Books

Stutz A. Russell: Office 2000,
Howard, Phillip & Steve Jones: Society Online.
Donald H. sanders: Computers Today
Adobe Photoshop 5 – Classroom Techmedia
Learning Guides to the interne, Techmedia
Best, Samuel J: Internet Data Collection, London
Norton, Peters: Introduction to Computers
Green, Leila: Communication Technology and Society

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Semester I- Practical -106 –P1 – Print Media Reporting & Editing Skills

The Practical – I will be conducted to test the skills of the candidate in Print Media Reporting and Editing. The candidate needs to write a test for 50 marks in a time of one and half hours. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University / from other Universities and marks would be awarded by him along with the concerned faculty member of the Department. Students will be asked to write different news stories on specialized reporting areas and edit news items, articles as mentioned below

- Write different types of News Intro's
- Write news items based on Press release and information or data given
- Write news stores on accidents, crime, political and economic issues.
- Editing the information.
- Write different types of Headlines.
- Correct the information for various typographical, grammatical mistakes.

Semester I - Practical –106- P2 – Translation and Language Skills

The Practical –II will be conducted to test the translation and language skills of the candidate. The test will be 50 marks in a time of one and half hours. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University / from other Universities and marks would be awarded by him along with the concerned faculty member of the Department. Students will be tested for their language and comprehension skills especially in Telugu & English as mentioned below

- Translate news items from English to Telugu and from Telugu to English
- Write the meaning of various phrases given in English & Telugu with usage
- Correct the sentences for English and Telugu grammatical mistakes
- Correct the English and Telugu words used in different sentences

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SEMESTER-2
Paper 201 – Radio Journalism

Unit-1

Radio - Characteristics of Radio –Objectives of Radio - AIR Code – Structure of AIR - Who is who in Radio – Various divisions of AIR - Status of Community Radio in India, problems and prospects – Status of FM Radio in India, FM Channels in India, problems and prospects – Educational Radio – Radio in today's scenario, Strengths and Weakness

Unit-2

Radio Formats, News Features, Interviews, Special Audience Programmes - Covering Special Events, Festivals, Sports – Radio Bridge – A.M (Medium & Short Wave), F.M Broadcasting – Digital Radio, Internet Radio, Web Radio – Broadcasting Code – Broadcasting Policies

Unit-3

Writing for Radio, Writing for Ear, Conversational Style – Writing Radio News, Radio News Script - Radio News Bulletins, News Presentation – Writing for Bytes, Vox-Pops - Radio Drama – Story treatment, Voicers, Sound bites, Wraps and packages -Radio Jingles – Radio Spots

Unit-4

Radio Programme Production, Recording Studio Operations, Microphones, Audition - Microphone talents, Radio Jockey, Digital Studio Mixer, Recording formats -Audio Editing and Post Production, Editing Software: Sound forge, Pro tools, Cool edit - Outdoor Radio Broadcasting

Reference books

P.C. Chatteji: Broadcasting in India
U.L. Baruah: This is All India Radio.
Mehra Masani: Broadcasting and the People.
H.R. Luthra: Indian Broadcasting.
G.C. Awasthi: Broadcasting in India.
Keval J. Kumar: Mass Communication in-India.

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SEMESTER-2
Paper -202 – Television Journalism

UNIT 1

Characteristics of TV as Medium of Communication –Development of Television in India - Doordarshan, Golden Period (1983-1993) - Growth of Cable T.V - Liberalization, Satellite T.V, Role of MSO's - HITS, DTH, IPTV - Types of TV Programmes - TV News, Panel Discussions, Interviews - Entertainment Programmes, Soap Operas, Sitcoms, Reality T.V - Documentaries – Docu dramas - Educational TV - Diversification of T.V Channels - Public Service TV Broadcasting

UNIT 2

Modern TV News room, Input, Output, Assignment Desks - Duties of the TV Crew, Roles and Responsibilities – News Anchors and Presenters, Qualities of a Newsreader / Presenter - T.V. Studio Layout, operations, Cameras, PCR, Microphones, Lights – Outdoor Broadcasting - Video editing

UNIT 3

TV News Programms - News Bulletin, 24 Hour News, Organizing News Bulletin, Item Selection and News order - Different Formats of TV News, Special News Stories, Voiceovers and Sound Bites, Structure of TV News Story - The Split Screen Format, Piece-To-Camera (PTC), Going Live, Phone in - Breaking News- flash News – Debates - Script Writing for Television - T.V. Script for News, Script Format, Reporter Script, Anchor Script – Script for T.V. Features, Plays

UNIT-4

Television Production- Video Camera Formats and understanding camera: VHS, SVHS, U-Matic, Beta-Cam, Analogue, Digital, HDTV, DVC-Pro, DV Cam, Mini DV 3CCD Camera – Camera Operations, Shutter, Iris, Lenses, Focal Length, Depth of Field, Filters, Viewfinder, White Balance, Exposure, Power Supply, Sound Level, Recording Medium, Mounting, Gain - Monopod, Tripod - Production Planning and Coordination, SNG, DSNG, OB Vans - VSAT, Earth Station and Satellite Uplink

Reference Books

Gerald Millerson: Video camera Techniques
Vasuki Belavadi: Video Production
R. N. Acharya: Television in India. .
P.C. Chatterjee: Broadcasting In India
B. N. Ahuja: Audio-Visual Journalism
Zettl, H.: Handbook of Television Production
Thota Bhavanarayana: Television Journalism

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SEMESTER-2
Paper 203- Media Laws and Ethics

Unit 1

Indian Constitution, Salient Features– Fundamental Rights - Article 19 (1) (a), Freedom of the Press – Cases related to freedom of Press – Restrictions on Freedom of Press before and after Independence.

Unit 2

Laws related to Press – Copy Right Act, Press and the Registration of Books Act 1867, Working Journalists Act, Press Council Act - Laws related to Broadcast Media, Cinematography Act 1952, Censorship, Self-Censorship, Prasara Bharathi Act 1990, Cable T.V. Act 1995, Conditional Access System (CAS) - Convergence Bill - Cyber Laws, Information Technology Act 2000

Unit 3

Restrictions on Media - IPC & Cr.PC sections relevant to media - Prevention of Publication and Objectionable Matter Act, 1955 - Press and Publication (Parliamentary Proceedings) Act, 1976 - Constitutional amendment Article 361 (Protecting the publication of Parliament and Legislature) - Contempt of Court - Indecent Representation of Women Prohibition Act - Drug and Magic Remedies Act- Defamation – Libel and slander - RTI Act 2005, - Intellectual Property rights – Copy right act – Right to Privacy – Data Privacy – Personal Information Security

Unit-4

Defining Media Ethics – Media Ethics in India - Code of ethics in News Profession – T.V. Self-regulation - Press Council of India guidelines – Truth, Fairness and Objectivity in Indian Scenario - Paid News – Ethics in Reality T.V – Ethics related to Sting Journalism – Ethics in Advertising, Public Relations and Social Media.

Reference Books:

Durga Das Basu: Laws of the Press in India
Rayudu C.S.: Communication Laws
Durga Das Basu: Introduction to Indian Constitution
Paranjaya Guha Tahkurta: Media Ethics – Truth, Farness and Objectivity
Phillip Patterson & Lee Wilkins: Media Ethics – Issues and Cases
D.V.R. Murthy: Media and Accountability

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SEMESTER-2

Paper- 204: Media Industry and Management

Unit-I:

Media as an Industry and Profession - Indian Media, Diversity, Growth, Regionalization - Ownership patterns of Print and Electronic Media in India - Foreign equity in Indian Media – Liberalization impact on Indian Media Industry - Ministry of Information and Broadcasting, Various wings and departments

Unit-2

Newspaper Management – Organizational Management, Various Departments in Newspaper Organization - Press Commissions, Finance Management, Wage Boards - Circulation, RNI, IRS, MRUC - Advertising Management, DAVP, I&PR,- Newsprint Management in India, INS- Circulation, ABC - Content Management, Press Ombudsmen, People's Editor- Editors Guild of India

Unit-3

Broadcast Management in India – Organization Management – Various Departments in Radio and Television Organizations - Business and Financial aspects. Audience Research, TRP's, TAM, BARC - Satellite Channels Guidelines, Content and Programming Guidelines, EMMC – Advertisement Guidelines - News Broadcasters Association (NBA) - BCCC, IBF, TRAI – Digitalization, Indian TV Industry, Trends and Issues - Diversification of T.V Channels

Unit-4

Film Management in India – Film Associations - Regulations for Film Certification and Exhibition – Film Policy in India -Social Media Management – Online Advertising – Social CRM – Social Media Integration and value creation - Internet Security and Privacy Policy. Net neutrality, Ethical hacking,

Reference Books

Vanita Kohli- Khandekar: Indian Media Business
George Sylvie: Media Management - A Casebook Approach
Pringle & Starr: Electronic Media Management
Herbert Lee: Newspaper Organization and Management

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SEMESTER-2

Paper – 205- Science and Environment Communication

UNIT-1

Science Communication, Definition, Nature, Scope, Need - History of Science Communication - Key Elements - Science Communication and Development- Progress in Science and Technology in Post- Independence Period

UNIT-2

Introduction to Science Writing, Science Writing in Media - Writing Science News, Writing Science Stories - Scientific Temperament – Science reporting in Radio, Newspapers, Television, Vigyan Prasar – Science Magazines Problems in Reporting science stories – Essential skills for Science reporting

UNIT-3

Environmental Communication, Nature, Scope, Definition – Elements in Environment Communication – Stakeholders - Environmental Movements in World & India - Sustainable Development, Commission on Sustainable Development - Earth summits- UN and Climate Change.

UNIT-4

Media coverage of Environment, Media effects, Agenda-setting - Media Framing of Environment, Cultivation analysis - Environmental Documentaries & Films - Environmental Magazines, Environmental Blogs - Professional Societies for Environmental Journalists - Risk communication, Media Reporting of Risk - Environmental Advocacy, Case studies.

Reference Books

- Bertrand Russell: Scientific Outlook.
- J V Vilanilam: Science Communication and Development
- D. W. Burkett: Writing Science News for Mass Media
- Robert Cox: Environmental communication and public sphere
- Binod Agarwal: Global Negotiations Vol I & II Centre Science and Environment.
- L. Wallack et al. Media Advocacy and Public Health.

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SEMESTER-2

Paper - 206: Practical -1 - Radio writing skills

The students will be tested for their writing skills for Radio programmes. The candidate needs to write a test for 50 marks in a time of one and half hours. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University / from other Universities and marks would be awarded by him along with the concerned faculty member of the Department. Students will be asked to write Script as mentioned below.

- Recording and writing Script writing for 2 minute Radio Ads, Jingles, Spots etc.
- Recording and writing Script for a 15 minute News Feature with headlines & news
- Recording and writing script for 15 minutes Radio Documentary.
- Recording and writing script for Radio Interview
- Recording and writing script for a musical or song based programme / satire etc.

SEMESTER-2

Paper - 206: Practical -2 – Television Writing Skills

The students will be tested for their Television writing skills. The candidate needs to write a test for 50 marks in a time of one and half hours. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University / from other Universities and marks would be awarded by him along with the concerned faculty member of the Department. The students will be asked to write Script for Television news, T.V. Feature as mentioned below

- Writing Television News Script, Reporter, Anchor Script, T.V Documentary Script
- Shooting and Editing VOX-POP project on any subject for 2-3 minutes
- Shooting & Editing a news bulletin for 15 – 20 minutes in AV, AVO or AVOSOT formats
- Shooting and Editing an Interview for 10-15 minutes.

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SEMESTER-3
Paper – 301 – Photo Journalism

Unit 1

History of Photojournalism - Difference between a Photographer and Photojournalist -Photography for different media- Newspaper, Magazine, Internet - Importance of visuals in Journalism - Types of Photojournalism – Sports, Travel, Still, Science, War and Wildlife Photojournalism

Unit 2

History of Photography -Types of Digital cameras- Key components of DSLR, Lens elements, Mirror, Viewfinder, Sensor, Resolution, Memory cards – Working of DSLR Camera, Basic Principles, Auto Focus , Light controls - Aperture, Shutter, Exposure, Lenses - Zoom, - Use of Lenses – Lighting Methods - Using of Camera Accessories, Filter, Reflector, Lens hood, Tripod

Unit -3

Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, – Shot, Classification of shot, Effect of Focal length on Perspective and angle of view, Frame, lens angle, Headroom, Nose room - Photo Captions - Photo Editing

Unit -4

Ethical and Legal Issues- Staging versus Truthfulness- Treating subjects with respect- Privacy - Public interest visuals - Photography in the age of new Digital technology - Photo Magazines, Photo freelancing as a profession.

Reference Books

Parrish, Fred S: Photojournalism: An Introduction
Brill, Betsy: Photo Journalism: The Professionals' Approach
Hoy, Frank P: Photojournalism: The Visual Approach.
McCartney, Susan: Mastering the Basics of Photography
Drew, Helen. The Fundamentals of Photography
Chapnick, Howard: Truth Needs No Ally: Inside Photojournalism

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SEMESTER-3
Paper - 302: Film Studies

UNIT-1

A brief history of films, Lumiere Brothers - Silent era – Talkies – Pioneers of Indian Cinema, Dadasaheb Phalke, Hiralal Sen, Raghupathi Venkaiah Naidu – The Golden Age of Indian Cinema, Popular Actors, Directors, Popular Cinema in 1950s – Growth of Studio System – Emergence of Star System – Indian Art Cinema - New Wave cinema – Film Genres – Film Noir- Problems and prospects of Indian film industry

UNIT-2

Contribution of George Melies, D. W. Griffith– Alternative Cinema, Sergei Eisentien, Montage and Soviet Cinema, German Cinema Expressionism, Italian Neo-realism, Jean Luc Godard, French New Wave – Auteur Theory – Film Organizations in India, FTII, NFDC, CBFC, FCAF – Film Censorship in India – Film Committees in India

UNIT 3

Types of Films, Feature Films, Non Feature Films and Documentary Films - Film Narrative Structure, Dramatic Structure - Film Script – Process of Film Script Writing, Idea, Story, Synopsis, Screenplay, Script, Visualization, Shooting Script - Principles of Script Writing for Films, Three Act Structure, Premise and Characterization - Film Review - Film Appreciation – Film Magazines in India. – Film Awards in India

UNIT 4

Film production Techniques - Stages in Film making, Pre-production, Production, Post-production– Direction, Cinematography, Dubbing, Mixing, Sound Recording, Editing, SFX, Animations, Distribution, Exhibition–Emerging trends

Reference Books:

B.W. Welsch: A Handbook for script writers:
Satyajit Ray: Our films and their films:
Kabita Sarkar: Indian cinema today:
Lindgrad: The Art of Film:
James Monaco: How to read a Film:
FerozRangoonwallah75 years of Indian cinema
G.D. Khosla: Film Censorship

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SEMESTER-3
Paper - 303: Social Media

UNIT 1

Social Media – Definition, Characteristics – Concepts of Web 2.0, User Generated Content – Mainstream Media Vs. Social Media – Globalization and Social Media – Social Media as a tool of communication – Use and misuse of Social media.

UNIT 2

Social Media Types - Social Communities - Text Publishing Tools - Micro-blogging Tools - Photo Publishing Tools - Audio Publishing Tools- Video Publishing Tools - Social Gaming Tools- Really Simple Syndication - Theories of Social media – Revisiting Diffusion of Innovation, Social Exchange, Social Penetration, Social Presence

UNIT 3

Social media and their impact on Radio, TV and Newspapers - Public participation and Social Media; Networked Societies - Credibility of information – Social Media impact on Politics and Culture

UNIT 4

New Media and Society - New media and New Audience - Social Change Communication and New Media - Civil Society and New Media - New media and Popular Culture, New media and Networked Activism

Reference books

Leah A. Lievrouw & Sonia Livingstone: The Handbook of New Media
Albarran and Goff: Understanding the Web
Crispin Thurlow, Laura Lengel: Computer Mediated Communication
Balan K.R.: Conspectus for information & Communication
Ghosh, Avik: Communication Tech. & Human Development
Jones, Steve: Doing Internet Research
Albarran, Allan B, Goff .David H: Understanding the web
Neth, Shyama: Assessing the state of Web Journalism
Syed, M.H: Journalism and Information Technology
Hassan, Robert: The information society
Frank Webster: Theories of Information Society

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SEMESTER-3
Paper -304- Advertising & Brand Management

Unit 1

Definitions of Advertising - Functions and Advertising – Relevance of Advertising in Marketing mix – Types of advertising - Various media for advertising Print, Radio, Television, Film, Internet, OOH – Pioneers in Advertising, David Ogilvy, Claude C. Hopkins, A.G.Krihsnamurthy, Piyush Pandey Prasoon Joshi, R. Balakrishnan, Sam Balsara, Prahlad Kakkar

Unit 2

Copy Writing, Idea Generation, Principles, Copy devices - Elements in ad copy, Visualization, Logo, Slogan, Headlines – Planning Advertising Campaigns – Theories of Advertising – Stimulus Response Theory, AIDA, AIDCA, DAGMAR approach– Information Processing Model

Unit-3

Advertising Agencies, Structure and Functions of various departments in Advertising Agency – Professional Advertising Bodies, AAAI, ISA, ASCI, IAA, WFA - Social and Economic aspects of Advertising –Media Planning, Media strategy, media scheduling, media mapping - Advertising Research –Pre Testing – Post Testing Methods – Recall Test – Recognition Test – PACT – Advertising Codes and Ethics – DD and AIR Advertising Code - Using Women and Children in Ads -Surrogate ads – Celebrities in Advertising

Unit-4

Definition of Brand – USP - Brand Architecture – Brand Audit –Brand Community – Brand Culture – Brand Equity – Brand Icons – Brand Loyalty - Brand Positioning - Different approaches to Brand Management – Brand Communication – Advertising as a Brand Building Tool -Brand Campaigning - Success stories of Branding -

Reference Books:

Jethwaney, Jaishri & Jain, Shruti: Advertising Management,
Ogilvy, David.: Ogilvy on Advertising
Valladares, June A.: The Craft of Copywriting
Sandage: Advertising Theory and Practice
Sethia and Chunawala: Advertising- Principles and Practice
Otto Kleppner: Advertising Procedure
Adrian R. Mackay: The Practice of Advertising
Angela Goddard: The Language of Advertising

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SEMESTER-3
Paper – 305 – Corporate Communications

Unit-1

Corporate Communication– Definition - Scope - Functions - Evolution of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations - Professional bodies in PR / Corporate Communication – PRSI, IPRA, Professional code of ethics; PR digital platforms, Use of Social Media, PR Pioneers, P.T. Barnum, Ivy Lee, Rex Harlow, Edward Bernays, Carl Byoir, George Creel, C.V. Narasimha Reddy - Important PR Agencies in India

Unit II

Media Relations- Benefits of media relations, Public Relations and Media, Media Relations tools and techniques – Press Conference, Press Tour. Preparing Press Kits - Writing Press Releases

Unit III

Corporate Reputation Management and Crisis Communication – Corporate Reputation, Image repair theory, Building corporate identity - Crisis Management, Crisis vs. problem, Guidelines for preparedness and planning, Crisis Response Strategy

Unit IV

Various applications of Corporate Communication - Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer Relations, Corporate Communication in Brand Promotion - Corporate Communication and ethics, Legal aspects of Corporate Communication – CSR and Media Originations – Case Studies

Reference Books:

Jethwaney, Jaishri : Corporate Communication – Principles and Practice,
Sachdeva, Iqbal S: Public Relations – Principles and Practices,
Black, Sam: Practical Public Relations
Ries, Al & Reis, Laura: The Fall of Advertising and the Rise of PR.

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SEMESTER-3
Practical – 306 - 1- Film writing Skills

The students will be tested for their Film writing skills. The candidate needs to write a test for 50 marks in a time of one and half hours. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University / from other Universities and marks would be awarded by him along with the concerned faculty member of the Department. The Student will be asked to write Film Synopsis, Script apart from Film reviews, Film Appreciations as mentioned below
Writing a film script for two pages with imaginary characters to a given situation

- Writing a film Synopsis
- Writing Film Review
- Writing a Film Appreciation

SEMESTER-3
Practical -306- 2 – Advertising & PR Writing Skills

The student will be tested for the Advertising and Public Relations writing skills. The candidate needs to write a test for 50 marks in a time of one and half hours. He will be asked to write Captions for Ads, Design Ads, Write a plan for Advertising Campaign. The practical examination shall be conducted by the faculty member drawn from interdisciplinary departments of Yogi Vemana University / from other Universities and marks would be awarded by him along with the concerned faculty member of the Department. The Students has to write Press Releases, design Press Kits, Broachers or News Letters as part of PR Skills as mentioned below

- Writing a Press Release for an event / occasion
- Writing a Press Rejoinder to a published news item
- Designing a Brochure / Pamphlet/ News Letter / House Journal
- Conceiving and hosting a PR Event.

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SEMESTER-4
Paper - 401: Development Communication

Unit 1

Development - Different Concepts – Causes for under development – Theories and models of development, Economic Theory, Walt Rostow Sociological Theory, Modernization Theory, Dependency Theory, Dominant Paradigm – Alternative Models of Development - New Paradigm of Development - Sustainable Development – Human Development Index, World Development Index - Development dilemmas.

Unit 2

Development Journalism, Origin, Growth, Concept, Case studies - Development News, Development Reporting- Problems of Indian Press in Development Journalism- Case Studies.

Unit 3

Development Communication, Definition, Nature, Scope, Merits and demerits - Case studies of SITE and Jabua Project- Development Support Communication, Concept, Overview – Communication and Human Development, Development Communication Concepts and case studies

Unit 4

Participatory development – Community development – Participatory communication research – case studies – Multimedia approach to development issues – Interpersonal communication – Traditional communication – Mass communication – Community Radio, TV, Film – Case studies

Reference Books

Uma Narula: Development Communication:
Wilbur Schram: Mass Communication and National Development
S.C. Dube: Development and Modernization
Daniel Lerner: The passing of Traditional Society
Participatory Communication for Social Change: Hean Serraes
D V R Murthy & K Vijai Kumar: Development Journalism: an Analysis
Manyozo, Linje: Media Communication and Development: Three Approaches
D.V.R.Murthy: Development Journalism: What Next

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SEMESTER-4
MJMC 402: International Media Studies

UNIT 1

Definition, Nature and Scope of International Communication - Characteristics of International Communication - Objectives of International Communication - Types of International News - Channels of International Communication, - International communication and National identity

UNIT 2

United Nations Educational, Scientific and Cultural Organization (UNESCO), New World Information and Communication Order (NWICO), McBride Commission, Non Aligned News Agencies Pool (NAM POOL), International Telecommunication Union (ITU), SAARC and Mass Media - International Press Institute (IPI), Association of Newspapers and News Publishers (WAN-IFRA), International Association for Media and Communication Research (IAMCR), Asian Media Information and Communication Centre (AMIC). International Federation of Journalist (IFJ), International Center for Journalists (ICFJ), World Global Investigative Journalism Network (GIJN), International Consortium of Investigative Journalists (ICIJ)- Watergate Scandal, Pentagon Papers, Paradise Papers, Panama Papers, Reporters Without Borders

UNIT 3

International News Papers - The New York Times, The Wall Street Journal, The Times, The Guardian, and People's Daily. International News Agencies- AP, UPI, Reuter, AFP, IPS, TASS, DPA, Interfax News, Kyodo News, CCTV+ - International Magazines -Time, Forbes, Reader's Digest, Fortune, Vogue, National Geographic, ESPN The Magazine - International Radio Broadcasters, BBC Radio, Voice of America (VOA), Radio Moscow, United Nations Radio, International News networks CGTN, CNN, BBC, RT, CNBC, AL JAZEERA, France 24.

UNIT 4

International Communication Policies and Media Regulation, Media Policy and Globalization, Global Media Trends, Nielsen Holdings, Media companies - Thomson Reuters, Time Warner, CBS Corporation, Cox Media Group, News Corp, Viacom, Walt Disney Company, 21st Century Fox, Media Moguls- Rupert Murdoch, Richard Branson, Stanley Hubbard, Anne Cox

Reference Books

V. S. Gupta: International Communication
H.D. Fischer and J. C. Merril: International Communication
Cees Hamelink: The Politics of World Communication
Nerbert Schiller: National Sovereignty and International Communication
Robertson: Communication and Third World

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SEMESTER-4

Paper– 403- Gender and Human Rights

Unit-1

Human Rights, Concept, Meaning, Evolution- Kinds of Human Rights, Civil and Political rights, Economic, Social and Cultural Rights - Universal Declaration of Human Rights - International Bill of Human Rights, India and the Universal Declaration -Human rights commissions in India - NHRC- SHRC – Human Rights Organizations, Amnesty International, Human Rights Watch, FIDH

Unit-2

Vulnerable Groups and Human rights – Rights of Women, Children - Human Rights and Media, Coverage of Human Rights issues in Newspapers, Television, Films - Human Rights Agenda setting by Media, Framing of Human Rights issues – Reporting Human Rights Reports.

Unit-3

Gender and Communication - Need for the Study - Gender Values - Feminism - Three waves of Feminism - Women and International Communication – WIN News, WINGS, FIRE- Women Communicating Globally – Women’s Magazines in India – Women’s Organizations in India, IMWF, LAWRT

UNIT-4

Feminist Communication Theories – The Structuralism Paradigm, Muted Group Theory, Stand Point Theory - Conversation Analysis - Critical Discourse Analysis - The Post Structuralism Paradigm, Performance and Positioning Theory, Transgender and Cyborg Theories. - Post Structuralism Discourse Analysis - Transverse Discourse Analysis

Reference Books

Donna Allen, Susan J Kaufman, Ramona, R. Rush: Women transforming Communications
Philip Shaver and Clyde Hendrick: Sex and Gender
Karen Boyle: Media and Violence
Marian Meyers. Engendering Blame: News Coverage of Violence against Women
Pamela Creedon and Judith Cramer: Women in Mass Communication.
Charlotte Krolokke & Anne Scott Sorensen: Gender Communication: Theories and Analyses

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SEMESTER-4
Paper – 404 -Political Communication

Unit 1

Definition of Political communication- Relationship between Politics and Communication – Role of Media in Politics, Public Participation, Public Opinion and Public Policy- Role of media in Democracy - Political journalism in India: Status and dynamics

Unit 2

Political Communication Theories – Agenda Setting - Priming, Framing – Media impact on formation and change of political attitudes – Gate Keeping and regulation of political information - Spiral of Silence and the social nature - Public Relations and Political Communication

Unit 3

Political Messages - Political Advertising- Political Campaigns - Coverage of Political campaigns by Media – Reporting of Pre Polls and Exit Polls – Political Research Organizations in India – Psephology, Important Psephologists in India – Coverage of Elections in Indian Media - Film stars and Politics

Unit 4

Liaison of Media organizations and Political Parties - Political messages in Print and Broadcasting Media - Social Media and Political campaigning – Ethics in Political Communication – Case Studies

Reference books

Brian McNair: Introduction to Political Communication
Eric Louw: Media and Political Process
Peter Gonsalves: Clothing for Liberation
John Corner: Media and Restyling of Politics
ArvindRajgopal: Indian Public Sphere: Readings in Media History, New Delhi
PeterDeSouza and E Sridharan: India's political parties
S P Qurashi: An Undocumented Wonder; The Making of Great Indian election
Arvind Rajgopal: Politics after Television. New Delhi
Asha Sarangi: language and politics in India
Praminda Jacob: Celluloid deities. New Delhi:
Vasanthi : Cut-outs, caste and cinema.
Linda L. K. and H. Christina: Handbook of Political Communication

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SEMESTER-4

Paper – 405 –Communication Research Methodology

UNIT-1

Development of Mass Communication research - Meaning of research, Scientific method – Characteristics – Types of Research – Steps in Research Process – Research areas in Print, Electronic, Advertising, Corporate Communications, Internet and Social Media.

UNIT-2

Basic elements of research – Concepts, Definitions, Types of Variables, Hypothesis – Types of hypothesis, Characteristics of Good Hypothesis, Hypothesis testing - Research designs in Mass Communication, Survey research, Focus Group Method, Experiment, Content analysis, Longitudinal Studies, Historical method –Levels of Measurement –Types of scales- Reliability, Validity

UNIT-3

Sampling in communications Research: Types, Applications and Limitations - Tools of data Collection, Interview, Questionnaire, Schedules, Observation and Case study, Applications and limitations of different methods

UNIT-4

Use of statistics in communication research- Quantitative, Qualitative Research, Descriptive and Inferential Statistics, Parametric and Non-Parametric Statistics - Basic Statistical Tools, Measures of central tendency, Mean, Median and Mode - Measure of Dispersion - Standard deviation, Chi-Square Test, T- Test –Correlation - Data Presentation, Use of graphics in data presentation

Reference Books:

- Festinger. L. and Katz. D: Research Methods in the Behavioural Science
- Kerlinger. F. N: Foundation of Behavioural Research
- Krippendorff. K : Content Analysis. An Introduction to Methodology
- Westley Bruce. N and Guido. H: Research Methods in Mass Communication
- Mosor and Kalton : Survey Methods in Social Investigation –
- Walker. J. T: Using Statistics for Psychological Research
- Wilkison and Bhandarkar: Methodology and Techniques of Social Science research
- C. R. Kotari: Research Methodology, Methods and Techniques
- Pauline: Scientific Social surveys and Research:
- Winner & Dominic: Mass Media Research, an introduction.

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SEMESTER-4
Paper – 406- P1 - Dissertation

During the fourth semester, all students will submit a **Dissertation project** on any issues related to Journalism and Mass Communication. The students shall take up research to identify specific issues in the context of journalism and mass communication and submit the report. The dissertation Document would be submitted before the semester-end examination. Dissertation will be evaluated by both **internal (Guide) and one external examiner from interdisciplinary departments of Yogi Vemana University / outside university for 30 Marks**. There shall be a Viva-voce on the dissertation for **20 marks given by a committee comprising Coordinator of the Department and External examiner drawn from interdisciplinary departments of Yogi Vemana University / other University**

SEMESTER-4
Paper – 406- P2 –Internship Report

Students have to undergo a three-week internship in the **month of May / June or December/ January** in any Print, Broadcast, Advertising, Public Relations or Online news organisation of their choice They have to submit a report on the Internship programme. 50 marks would be awarded based on the work done in the internship, overall opinion of the person in-charge of media house in which the student has undergone the Internship etc. The internship would be dedicated to general overall functioning of a journalist including one week of Editing at the News / Features Desk another week of reporting news and final week if field work.

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SYLLABUS - NON-CORE PAPER
SEMESTER -2 –Paper 207 – Film Studies

Unit-1

A brief history of films, Lumiere Brothers - Silent era – Talkies – Pioneers of Indian Cinema, Dada Saheb Phalke, Hiralal Sen, Raghupathi Venkaiah Naidu – The Golden Age of Indian Cinema, Popular Actors, Directors, Popular Cinema in 1950s – Growth of Studio System – Emergence of Star System –Film Genres – Problems and prospects of the Indian film industry

Unit-2

Types of Films, Feature Films, Non Feature Films and Documentary Films - Film Script – Process of Film Script Writing: Idea, Story, Synopsis, Screenplay, Script, Visualization, Shooting Script - Principles of script writing for films: Three Act Structure, Premise and Characterization

Unit 3

Film Review- Film Appreciation –Film Magazines in India – Film Awards in India - Film Censorship in India

Unit 4

Stages in film making – Production Process - Pre-production, Production, Post-production – Direction, Cinematography, Dubbing, Mixing, Sound Recording, Editing, SFX, Animations, Distribution, Exhibition –Emerging trends

Reference Books:

B.W. Welsch: A Handbook for script writers:
Satyajit Ray: Our films and their films:
KabitaSarkar:Indian cinema today:
Lindgrad: The Art of Film:
James Monaco: How to read a Film:
FerozRangoonwallah 75 years of Indian cinema
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SEMESTER -3

Non –Core Paper – Paper – 307 –Basics in Photography & Videography

UNIT - 1:

History of Photography- Various parts of camera - Key components of DSLR- light path, lens elements, mirror, viewfinder, sensor, resolution, memory cards – Working of digital Camera - Basic Principle, Auto Focus , Light controls- Aperture, Shutter, Exposure, Lenses – Zoom - Use of Lenses – Using of Camera Accessories – Filter, Reflector, Lens hood, Tripod

UNIT - 2:

Picture Composition- Rule of Thirds - Headroom, Nose Room, Depth of field & Depth of Focus techniques - Branches of photography- Nature, Still, Architecture, Wedding, Sports, Photo Journalism – Photo Editing

UNIT-3:

Types of Video Cameras – White and Black Balance - Camera Angles – Camera Movements – 180⁰ axis of action rule - Basics of Lighting- Tripod Setting – Tracks and Trolleys –Use of lenses - Outdoor and Indoor Shooting

UNIT – 4:

Single and Multiple camera productions – Types of Shots, Scenes, Sequence - Types of video formats – Audio equipment – Mikes

Reference Books

Burrows, Thomas D., et.al: *Video Production: Disciplines and Techniques*
Zettl,H.: *Handbook of Television Production*
Rabinger, Michael: *Directing the Documentary*
Shelley, S.L.: *A Practical Guide to Stage Lighting*
Compesi, Ronald J et.al: *Video field Production and Editing*

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Scheme of Examination – Internal Examination

The internal examinations will be conducted twice in each semester. The first internal examination will be conducted in unit 1 & 2 of the syllabus and the second internal exam in unit 3 & 4. The internal examination will be for 25 marks and will be conducted for One hour. It will have two sections i.e. Section – A consisting of Short Answer and Section – B consisting of Essay questions.

Section – A

- Section – A will consist of Short Answer Questions
- The total marks for the Section – A is 10
- It will consist of 8 Questions given from 2 units i.e. 4 questions from each unit. For the first internal examination questions will be from Unit-1 & 2 and for second internal exam the questions will be from Unit-3 & 4.
- The student has to answer five questions and each question carries two marks.
- The answer should not exceed one page.

Section – B

- Section – B will consist of Essay Questions
- The total marks for the Section – A is 15
- It will consist of 6 Questions given from 2 units i.e. 3 questions from each unit with internal choice. For first internal examination questions will be from Unit-1 & 2 and for second internal exam the questions will be from Unit-3 & 4.
- The student has to answer three questions and each question carries five marks.
- The answer should not exceed three pages

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Internal Examination -Model Question Paper
Department of Journalism and Communication
Yogi Vemana University
Internal Examination- 1st Semester
Paper – 102- Introduction to Communication Studies

Time: 1 1/2 Hour

Max.Marks:25

PART-A

5 x 2=10 Marks

Answer any FIVE questions.

Each question carries Two (2) Marks

1. Cognitive dissonance
2. Johari window model
3. Opinion Leaders
4. Body Language
5. Magic bullet theory
6. Space Communication
7. Authoritarian theory
8. Uses & Gratification Theory

PART-B

3 x 5 =15 Marks

Answer ALL questions.

Each question carries FIVE (5) marks

9. Discuss the significance of agenda-setting Theory?
(OR)
10. Explain the functions of non-verbal communication?
11. Explain Cultivation theory with examples?
(OR)
12. Discuss the principles of effective oral and written communication
13. Explain in detail the gate-keeping models?
(OR)
14. Discuss the principles of Verbal communication?

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Scheme of Examination – External Examination

The External examination will be conducted once in each semester. The External examination will be for 75 marks and will be conducted for Three hours. It will have two sections i.e. Section – A consisting of Short Answer and Section – B consisting of Essay questions.

Section – A

- Section – A will consist of **Short Answer Questions**
- The total marks for the Section – A is 15
- It will have **8 Questions** given from **all four units** i.e. **2 questions from each unit**
- The student has to answer **five questions** and each question carries **three marks**.
- The answer should not exceed **one page**.

Section – B

- Section – B will consist of **Essay Questions**
- The total marks for the Section – A is 60
- It will consist of **8 Questions** given from **all four units** i.e. **2 questions from each unit with internal choice**.
- The students have to answer **4 questions** and each question carries **fifteen marks**.
- The answer should not exceed **three pages**

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External Examination -Model Question Paper

Department of Journalism and Communication

Yogi Vemana University

External Examination – 4thSemester

Paper – 403- Gender and Human Rights Studies

Time: 3 Hours

Max.Marks:25

5 x 3=15 Marks

PART-A

Answer any FIVE questions.

Each question carries Three (3) Marks

1. NHRC
2. Woman and ICT
3. Media Agenda Setting of Human Rights
4. Post-Structuralism Paradigm
5. WINGS
6. Gender Values
7. Gender Stereotyping
8. Human Rights courts in Districts

PART-B

4 x 15 = 60 Marks

Answer ALL questions.

Each question carries Fifteen (15) marks

9. What do you understand by the term Human Rights? Why are they important?
(OR)
10. Discuss the Universal Declaration of Human Rights?
11. Discuss with examples the coverage of Human Rights issues in Indian Media?
(OR)
12. Why are human rights of vulnerable groups important? What is the role of media in covering the human rights of women and children?
13. What is role of New Media in Women's empowerment?
(OR)
14. Discuss the coverage of Women's issues by Indian mass media?
15. Write about Two Feminist Communication theories?
(OR)
16. Discuss the Performance and Positioning theory?

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