



ADIKAVI NANNAYA UNIVERSITY :: RAJAMAHENDRAVARAM
B.A. Journalism and Mass Communication (w.e.f: 2020-21 A.Y)

UG PROGRAM (4 Years Honors)
CBCS-2020-21

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| B.A |
| JOURNALISM AND MASS COMMUNICATION |



Syllabus and Model Question Papers



ADIKAVI NANNAYA UNIVERSITY :: RAJAMAHENDRAVARAM

B.A. Journalism and Mass Communication (w.e.f: 2020-21 A.Y)

DETAILS OF COURSE TITLES & CREDITS

| Sem | Course No. | Title of the Course | Course Type(T/L/P) | Hrs./ Week (Arts:5) | Credits (Arts: 4) | Max. Marks Cont/ Internal/ Mid Assessment | Max. Marks Sem-end Exam |
|-------|------------|--|--------------------|---------------------|-------------------|---|-------------------------|
| I | 1 | History of mass media in India | T | 5 | 4 | 25 | 75 |
| II | 2 | Advertising | T | 5 | 4 | 25 | 75 |
| III | 3 | Reporting and writing for print media | T | 5 | 4 | 25 | 75 |
| IV | 4 | Communication Theory | T | 5 | 4 | 25 | 75 |
| | 5 | Public Relations and Corporate Communication | T | 5 | 4 | 25 | 75 |
| TOTAL | | | | 25 | 20 | 125 | 375 |

Note: *Course type code: T: Theory, L: Lab, P: Problem solving



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| | | |
|-----------------|---------------------------------------|------------------|
| B.A. | Semester - I | Credits:4 |
| Course:1 | History of mass media in India | Hrs/wk:5 |

UNIT I:

Origin of the Press and news books: The origin of the Press- Role and functions of the Press Evolution of printing and books: The evolution of printing- The early books printed with multiple printing machines. Early newsCourses in India and *Hicky's Gazette*- The evolution of early newsCourses- The history of Bengal Gazette- James Augustus Hicky and his contributions as father of Indian journalism.

Growth of early newsCourses in India: The growth of early newsCourses in India Early journalism in Madras: The early journalism and growth of newsCourses in Madras Presidency.

UNIT II:

Early newsCourses in Bombay presidency: The early newsCourses in Bombay presidency

Bengal Journal and William Duane: The early journalism in Calcutta- Launching of *Bengal journal*- William Duane, one of the greatest editors of those times.

Press in 19th century and growth of national Press: The growth of English as well as Vernacular newsCourses in India- Contributions of James Silk Buckingham as editor.

Growth of language journalism and Raja Ram Mohan Roy: The growth of language newsCourses- The contributions of Raja Ram Mohan Roy.

The role of press during the first war of independence: The role of newsCourses during First war of Independence-The Gagging Act, Editors room, and the first Press Commissioner.

UNIT III:

Bal GangadharTilak and the Indian Press: Bal GangadharTilak as Editor and his contributions to language journalism and freedom movement- Indian National Congress and Swadeshi movement- The growth of Indian Press.

Indian press in 20th century: The birth of the *Associated Press of India*- The Swadeshi Movement and the Press . Mahatma Gandhi and Indian journalism: Contributions of Mahatma Gandhi to Indian journalism.

Role of press during freedom movement: Major newsCourses during the freedom movement- The Press and the freedom movement, **The All India NewsCourse Editors' Conference:** The All India NewsCourse Editors' Conference- August revolution of 1942, Indian Press during Nehru era: The evolution of Press after independence Press in the modern era.

UNIT IV:

M. Chalapathi Rau and the *National Herald*: The contributions of M. Chalapathi Rau

Language journalism: The growth of vernacular press- Characteristics of the language Press

Origin and development of Telugu Press: The growth of the Telugu Press-New era in Telugu Press.

UNIT V:

History of radio in India-origin and growth- Commercial radio-growth of private radio station in radio, History of television in India- origin and growth-Doordarsan-different phases of growth- Emergence of cable TV in India Origin of Indian cinema-Different phases of its growth Telugu cinema and its growth.



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FURTHER READING

1. Nadig Krishna Murthy (1966). *Indian journalism*. Mysore: Mysore University
2. Press S. Natarajan. *Indian journalism*
3. R. Parthasarathi.(1991) *Modern journalism in India*. New Delhi: Sterling Publishers
4. J V Seshagiri Rao. *Studies in the history of journalism*
5. R. AnandSekhar. *Journalism charithravyavastha*
6. S. C. Bhatt (1999): *Indian press since 1955*. New Delhi, Publication Division
7. Ramakrishna Challa (2002). *Historical perspective of press freedom in India*
8. Visakhapatnam: Andhra University of Press and Publications
9. Murthy DVR (2010). *Gandhian journalism*, New Delhi, Kanishka Publishers.
10. Kevl J Kumar. *Mass communication in India*. New Delhi: Jaico publications.



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| | | |
|-----------------|----------------------|------------------|
| B.A. | Semester - II | Credits:4 |
| Course:2 | Advertising | Hrs/wk:5 |

UNIT I:

Evolution of advertising – types of advertisements – Commercial advertisings – CSR Advertising – Public Service Advertising - Recent trends in Indian Advertising.

UNIT II:

Various phases of advertising - Planning and campaigns – Media selection – newsCourses – Magazines – Radio - Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins– advertising agency system -market research.

UNIT III:

Outdoor advertising in India -Commercial advertisings over - All India Radio -Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

UNIT IV:

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Color – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness

UNIT V:

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

REFERENCE BOOKS:

1. Chunawala S A (1999). Foundations of advertising: theory and practice. New Delhi. Himalaya publishing House
2. Dunn S. Watson (1961). Advertising: Its role in modern marketing. New York: Holt,
3. Rinehart and Winston Mohan, Manendra (1981). Advertising management: concepts and cases. New Delhi: McGraw Hill
4. Wilmshurst, John. (1985) Fundamentals of advertising. London: Heinemann.
5. Wright, John S. and Mertes, J. (1976). Advertising's role in society. St. Paul, Minn: West
6. Wells Burnett Moriarty (2003). Advertising: principles and practice. Singapore: Pearson



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| | | |
|-----------------|--|------------------|
| B.A. | Semester - III | Credits:4 |
| Course:3 | Reporting and Writing for Print Media | Hrs/wk:5 |

UNIT I:

News Definition- News Value- Source of News –Structure of News–5W and 1H - Inverted pyramid pattern - Different types of News.

UNIT II:

Report writing skills for news stories, - Introduction to lead and Intro, super lead, Kinds of leads,

UNIT III:

Kinds of reporting: Press Conference, Interviewing techniques, Human interest stories. Reporting Special events: Disasters and accidents, crime, Sports, Public Speech Reporting, Investigative reporting, Mofussil reporting, Citizen Reporting, Advocacy Reporting.

UNIT IV:

Features – News features – historical features - photo features –profiles – syndicate features. Reviews – definitions – scope –types of reviews – books –films – performing arts – contemporary trends in reviews.

UNIT V: Editorial writing – Types of editorials –Column writing – writing creative middles – language as a tool of writing

REFERENCE BOOKS

1. Anna McKane (2006). *News Writing*: London, Sage.
2. Curtis Macdougall (1953): *Interpretative reporting*. New York George Allen & Unwin Ltd.
3. L. S. Burns (2002). *Understanding Journalism*. London. Sage
4. Susan Pape and Sue Featherstone (2005). *NewsCourse Journalism: A Practical Introduction*, London: Sage.
5. Bonnie, M, Anderson (2004). *News Flash Journalism*: New York, Jossey-Bass.
6. Ian Hargreaves (2005). *Journalism A very short introduction*: London, Sage.
7. Barbie Zeliezer and Stuart Allan (2004). *Journalism after September 11*: London, Routledge.
8. RangaswamyParthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
9. George, T J S (1981). *Editing- Principles and Practices*. Indian Institute of Mass Communication, New Delhi
10. Frank Barton (1989): *The Newsroom: A manual of journalism*. New Delhi: Sterling Publishers
11. RangaswamyParthasarathy (1984). *Basic Journalism*: New Delhi, Sterling.
12. L. S. Burns (2002). *Understanding Journalism*. London. Sage
13. Anna McKane (2006). *News Writing*: London, Sage.
14. Ian Hargreaves (2005). *Journalism: A very short introduction*: London, Sage.
15. Bowles A. Dorothy and Borden L. Diane (2000). *Creative Editing*, Belmont: Wadsworth, Thomson Learning Inc.
16. Ahuja, B. N. and Chhabra, S. S. (2004). *Editing*, Delhi: Surjeet Publications.
17. Mencher, Melvin (2003). *News Reporting and Writing*, New York: McGraw- Hill
18. Shrivastava, K. M. (2003). *News Reporting and Editing*, New Delhi: Sterling Publishers Pvt. Ltd.



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|-----------------|-----------------------------|------------------|
| B.A. | Semester - IV | Credits:4 |
| Course:4 | Communication theory | Hrs/wk:5 |

UNIT I:

Communication: concepts -Why communication is relevant? -Definitions of communication. Communication process-The process of communication. Characteristics of communication-The seven Cs of communication-Functions of communication, Types of Communication-Different types of Communication-Characteristics of mass Communication-Characteristics of mass media Basic models of Communication-Basic communication models- Lasswell model,

UNIT II:

Shannon & Weaver of model of communication, Two step & multi-step flow of communication-Two-step flow of communication-Opinion leaders-Multi-step flow of communication, Gate keeping models-Gate keeping-Selective gate keeping-Galtung and Ruge's list of news values, Verbal and non-verbal communication-Verbal communication: advantages and disadvantages-Non-verbal communication: characteristics

UNIT III:

Marketing communication-Concepts of marketing communication-Promotion mix-Reinforcement-Sleeper effect Organizational communication-Employee/organizational communication-Communication networks-Principles of successful internal communication-Theories of balance and dissonance-Newcomb's balance theory-Three-way communication-Cognitive dissonance theory , Social judgment theory-Development of social judgment theory-Judgment process and attitudes-Latitudes of rejection, acceptance, and non-commitment

UNIT IV:

Mass society and magic bullet theory-Mass society theory-Magic bullet theory-Latitudes of rejection, acceptance, and non-commitment, Theories of selectivity-Selective attention-Selective perception-Selective recall-Selective action, Normative theories of media-Authoritarian theory-Libertarian theory-Social responsibility - Communist media theory-Development media theory-democratic participant theories-Principles of development media theory-Principles of democratic-participant theory

UNIT V:

Cultivation theory-Cultivation theory and mainstreaming-Criticism of cultivation theory- Agenda setting theory-Agenda-Processes in agenda setting-Significance of agenda setting, Dependency theory-Dependency theory: assumptions-Conceptual model, Uses and gratification theory-Cognition-Diversion-Withdrawal-Theories of media effects-Functionalist and critical approach-Theories of media –effects,Mass media and democratic society-Role of media in the society-Media and society in the Indian context-Sunshine journalism



REFERENCE BOOKS

1. David Berlo (1960). *The Process of communication*. New York: Holt,
a. Rhinehart and Winston
2. Uma Narula (1976). *Mass Communication Theory and Practice*. New Delhi:
a. HarAnand.
3. Denis McQuail (1987). *Mass communication theory: An introduction (2nd ed.)*. Thousand
Oaks, CA, US: Sage Publications
4. Denis Mcquail and Windhal (1993). *Communication Models for the study of*
a. *Mass Communications*: Longman
5. John Fiske (2002) *Introduction to Communication Studies* London:
a. Routledge
6. Denis Mcquail (1993) *Media performance*. London: Sage
7. Denis Mcquail (2005) *Mass Communication Theory*. New Delhi: Sage.
8. Defluer and Ball Rockech (1993): *Theory of Mass Communication*: May
a. Field
9. Stanley J. Baran, Dennis K. Davis (2009). *Mass Communication Theory: Foundations,
Ferment, and Future*. USA: Wadsworth



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| | | |
|-----------------|---|------------------|
| B.A. | Semester - IV | Credits:4 |
| Course:5 | Public Relations and Corporate Communication | Hrs/wk:5 |

UNIT I:

Definitions – nature – scope- Evolution of PR in India – publicity – propaganda - Dynamic role of PR in public affairs – PR management– structure – PR policy – Four steps of PR - Methods of PR – Press relations – House journals- Periodicals – Books and other publications.

UNIT II:

PR for central government –State government – Local bodies – Private Organizations – Employees relations Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – techniques – evaluation – recent trends.

UNIT III:

Corporate Communication-Types - Marketing communications-Organizational communications-Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams- Communication planning system-The communication agenda to build reputation.

UNIT IV:

Communication to Reputation- Brand, image, - The value of a good reputation- The influence of psychology, economics, strategic management, sociology, organizational science - Linking corporate communication to reputation- Defining identity- Corporate Identity.

UNIT V:

Communicating with the corporate Brand-The drivers of corporate branding-Strategy drivers-Organizational drivers- Employee drivers- Value drivers-Generating value from the corporate brand-Organizational associations-Typologies of corporate brands.

REFERENCE BOOKS:

1. Cutlip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. J V Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. J V Vilanilam. (2005). Mass Communication in India. New Delhi; Sage.
5. Cees B.M. van Riel and Charles J Fombrun . Essentials of Corporate Communication: Implementing practicals for effective reputation management. Routledge. 2007
6. J Jaiswany (2011). Corporate Communication, New Delhi: Oxford University.



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MODEL QUESTION COURSE – THEORY

B.A DEGREE EXAMINATIONS

Semester: I

Course 1: History of mass media in India

Time: 3 Hours.

Max Marks: 75

SECTION – A

Answer any 5 questions. Each question carries 5 marks.

5 X 5 = 25M

1. Explain the James Augustus Hicky?
2. Briefly explain the contribution of Raja Ram Mohan Roy?
3. Explain about the Swadeshi movement ?
4. Explain about vernacular press ?
5. Explain about Telugu cinema ?
6. Explain about origin of Indian cinema?
7. Explain about language journalism?
8. Briefly explain about the freedom movement ?

SECTION – B

Answer all the questions. Each question carries 10 marks.

5 X 10 = 50M

9. A. What are the role and functions of press evolution.
(OR)
B. Explain about the early newsCourses in India .
10. A. Explain about the first press commissioner
(OR)
B. Explain the Launching of Bengal journal
11. A. Briefly explain about the Bala Gangadhar Tilak.
(OR)
B. What are the growth of Indian press .
12. A. Explain the New era in Telugu press.
(OR)
B. What are the characteristics of language press .
13. A. Explain about the origin and growth of commercial raido.
(OR)
B. What are the different phases in Telugu cinema growth.



MODEL QUESTION COURSE – THEORY

B.A DEGREE EXAMINATIONS

Semester: II

Course 2 : Advertising

Time: 3 Hours.

Max Marks: 75

SECTION – A

Answer any 5 questions. Each question carries 5 marks. 5 X 5 = 25M

1. Explain about commercial advertising.
2. Explain about Bulletins .
3. Explain about All India Radio.
4. Explain about Headlines.
5. What are the opinion ratings .
6. Explain about the market research.
7. Explain about Layout
8. Explain about Graphics .

SECTION – B

Answer all the questions. Each question carries 10 marks.

5 X 10 = 50M

9. A. What are the types of advertisements.
(OR)
B. What are the Recent trends in Indian Advertising.
10. A. What are the systems in advertising agency.
(OR)
B. Explain the various phases in advertising.
11. A. What are legal and ethical aspects of advertising.
(OR)
B. Briefly explain about the outdoor advertising in India .
12. A. what are the psychological factions in advertising .
(OR)
B. Explain about the advertising copy .
13. A. What are the problems and measurements of advertising.
(OR)
B. Explain about the concurrent methods.



MODEL QUESTION COURSE – THEORY

B.A DEGREE EXAMINATIONS

Semester: III

Course 3: Reporting and Writing For Print Media

Time: 3 Hours.

Max Marks: 75

SECTION – A

Answer any 5 questions. Each question carries 5 marks

5 X 5 = 25M

1. Briefly explain about the 5W and 1H.
2. Explain about super lead.
3. Explain about the crime reporting .
4. Explain about the performing arts.
5. Explain the column writing.
6. Explain about editorial writing .
7. Explain about the Mofussil.
8. Explain about the historical features.

SECTION – B

Answer all the questions. Each question carries 10 marks.

5 X 10 = 50M

9. A. Define news and what are the different types of news .
(OR)
B. Define news and what are the news values .
10. A. Briefly explain the kinds of Leads .
(OR)
B. How to write news stories report writing skills.
11. A. What are the kinds of reporting .
(OR)
B. Explain about the Investigative reporting.
12. A. What are the recent trends and reviews in contemporary.
(OR)
B. Explain the news features.
13. A. What are the types of editorials.
(OR)
B. Explain the language of tools of writing .



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MODEL QUESTION COURSE – THEORY

B.A DEGREE EXAMINATIONS
Semester: IV
Course 4: Communication Theory

Time: 3 Hours.

Max Marks: 75

SECTION – A

Answer any 5 questions. Each question carries 5 marks.

5 X 5 = 25M

1. Define Lass well model.
2. Explain about opinion leaders .
3. Define marketing communication.
4. Define mass society theory.
5. Define Gratification theory,
6. Explain about social Judgment theory.
7. Define non –verbal communication.
8. Define Agenda setting theory.

SECTION – B

Answer all the questions. Each question carries 10 marks.

5 X 10 = 50M

9. A. Define communication. What are the different types of communication.
(OR)
B. Define communication . Explain about basic models of communication.
10. A. Explain about Shannon& waver model of communication.
(OR)
B. Explain about Two-step flow of communication model.
11. A . Define communication .Explain about marketing communication.
(OR)
B. What are the principles of successful internal communication.
12. A. What are the principles of democratic mass society.
(OR)
B. Explain about development media theory.
13. A. Explain about cultivation theory.
(OR)
B. Explain about Dependency theory.



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MODEL QUESTION COURSE – THEORY

B.A DEGREE EXAMINATIONS

Semester: IV

Course 5 : Public Relations and Corporate Communication

Time: 3 Hours.

Max Marks: 75

SECTION – A

Answer any 5 questions. Each question carries 5 marks.

5 X 5 = 25M

1. Explain about the methods of pr.
2. Explain about PRSI
3. Explain about planning system
4. Define about the brand
5. Define value drivers .
6. Define corporate communication.
7. Describe about Local bodies.
8. Define press relations.

SECTION – B

Answer all the questions. Each question carries 10 marks.

5 X 10 = 50M

9. A. Define PR . Explain its nature and scope of PR.
(OR)
B. What are the four steps of PR methods .
10. A. What are the techniques of PR in India.
(OR)
B. Explain about evaluation and recent trends in PR in India .
11. A. What are the types of corporate communication.
(OR)
B. What are the types of marketing communication.
12. A. Explain about the corporate identity .
(OR)
B. Explain about strategic management .
13. A. What are the typologies of corporate brand .
(OR)
B. Explain about the value of corporate brand .