



**ADI KAVI NANNAYA UNIVERSITY: RAJAHMAHENDRAVARAM**  
**B.A Journalism and Mass Communication Syllabus (w.e.f:2020-21A.Y)**

Skill Enhancement Courses (SECs) for Semester -V,  
From 2022-23 (Syllabus-Curriculum)  
Structure of SECs for Semester-V  
(To choose one pair from the Four alternate pairs of SECs)

Uni code	Course No 6&7	Name of Course	Hours/ Week	Credits	Marks	
					IE: 20 Field Work :5	Sem End
	6A	Radio Journalism	5	4	25	75
	7A	Television Journalism	5	4	25	75

**OR**

	6B	Writing for Media	5	4	25	75
	7B	Photo Journalism	5	4	25	75

**OR**

	6C	Social Media	5	4	25	75
	7C	Mobile Journalism	5	4	25	75

**Note-1:** Note: For Semester-V, for the domain subject Journalism and Mass Communication any one of the three pairs of SECs shall be chosen as courses 6 and 7, i.e., 6A & 7A or 6B & 7B or 6C & 7C. The pair shall not be broken (ABC allotment is random, not on any priority basis).

**Note-2:** One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate skills related to the domain subject in students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skills embedded in syllabus citing related real field situations.





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

<b>B. A</b>	Semester – V (Skill Enhancement Course- Elective)	<b>Credits: 4</b>
<b>Course: 6A</b>	<b>RADIO JOURNALISM</b>	<b>Hrs/Wk:5</b>

**Learning Outcomes:**

Students after successful completion of the course will be able to;

1. Understanding the medium of Radio, its evolution in contemporary broadcasting
2. Improve the skills required for Radio Journalist
3. Students can write and produce programmes for Radio
4. Understand and use various modes of radio transmission.
5. Recognise and appreciate the services of radio to the society.

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)

**Unit I:**

Radio as a medium- Radio as a medium of mass communication in today's context - Characteristics of radio - Limitations of radio

**Unit II:**

Different modes of transmission & stations - Three Modes of transmission: AM, SW and FM - Community Radio and its importance - Different types of radio stations

**Unit III:**

Radio journalism- Meaning & Definition - Qualities of an anchor/presenter - Importance of pronunciation & voice modulation – presentation techniques.

**Unit IV:**

Radio Formats - Meaning & Importance- Radio news - Radio talks - Radio features

**Unit V:**

Practical training in radio production- Preparation of audio brief - Write news for radio - Write a feature for radio -Write questions for a radio talk- Research and drafting of questions for interview.

**References:**

1. P. C. Chatterji (1987). Broadcasting in India. New Delhi: Sage Publications
2. U. L. Barua (1983) This is All India Radio- a handbook of radio broadcasting in India. New Delhi: Publications Division
3. Mehra Masani (1976) Broadcasting and the people. New Delhi: National Book Trust
4. H. R. Luthra (1986). Indian Broadcasting. Publications Division, Ministry of Information and Broadcasting, Govt. of India





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5. G. C. Awasthi (1965). Broadcasting in India. New Delhi: Allied Publishers
6. Vanita Kohli-Khandekar (2010). The Indian media business. New Delhi: Sage Publications
7. Sharafat Yar Khan (1993) Fundamentals of broadcasting- A Broadcaster's Companion. New Delhi: Ideal Impressions (P) Ltd.
8. Vyas R.V. (2002). Educational radio in India, Turkish online journal of education July 2002 Vol. 3 Number 3
9. Singh M. (1999). Role of radio is more vital today, Communicator: July- September 1999 pg 53-56
10. Valerie Geller (2007). Creating Powerful Radio, Elsevier Focal Press, 2007
11. Web sources suggested by the teacher concerned and the college librarian including reading material.

**Co-Curricular Activities:**

**A. Mandatory** (Training of students by teacher in field related skills: 10 hours)

1. **For Teacher:** Training of students in the classroom for a total of not less than 10 hours on techniques, radio formats and radio features, acquire required skills for radio production, application of ICT in radio programmes, understand the various things involved in radio journalism, analyse the various radio formats.
2. **For Student:** Students have to listen and understood the radio programmes and develop analytical and critical thinking. Students have to go for field visit to nearest radio station and prepare Field Work Report not exceeding 10 pages in given method and format.
3. Suggested Field work format:  
Title page, Student details, acknowledgements, contents page, introduction, work done, findings, conclusion and reference.
4. Max marks for field work report: 05
5. Unit tests/ Internal Examinations

**b). suggested Co-Curricular Activities:**

1. Training of students by technical expert in radio production.
2. Listening radio programmes and preparing reviews
3. Preparing news for radio bulletins
4. Invited lectures on pronunciation and voice modulation
5. Preparation of Podcasts on famous personalities
6. Seminars, Group Discussions, Quiz, Debates
- etc.
7. Collection of audio files of national leaders
8. visit to radio station and observe radio production
9. Invited lectures by senior radio journalists





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<b>B. A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits: 4</b>
<b>Course: 7A</b>	<b>Television Journalism</b>	<b>Hrs/Wk:5</b>

**Learning Outcomes:**

Students at the successful completion of the course will be able to:

1. Understand the importance of television as an audio-visual medium.
2. Can able to self-shoot and edit a TV programme and present on Television
3. Understanding of Television, its newsroom, organisational structure and reporting process.
4. Analyse the reporting process for television programmes.
5. Recognise challenges and issues in television journalism

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)

**UNIT I:**

Television as medium of mass communication – Video revolution Origin and growth – Characteristics – Doordarsan origin and Growth in India – Prasar Bharati.

**UNIT II:**

Stages in TV programme production – Types of TV Programmes - TV News – Principle Code - News telecast technique – Programmes for special audience – Women - Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics

**UNIT III:**

Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization - DTH TV - HD TV

**UNIT IV:**

Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays.

**UNIT V:**

Studio operations: Sound and acoustics – Microphones –Lighting – Floor planning – Duties of the TV crew - Shooting in Indoor and Outdoor – Location survey – Documentaries – Dramas – Variety programmes – Role of producer and News presenter — Tapes and recording – different formats – dubbing - Cameras – Lenses – Basic shots – Movements – Video editing

**References:**

1. Vasuki Belavadi. (2008). Video Production, New Delhi: Oxford University Press.
2. Stuart Hyde (1998). Radio and Television Announcing, New Delhi: Kanishka Publishers.
3. Chatterji P. C. (1991). Broadcasting in India, New Delhi: Sage Publications.
4. Saksena Gopal (2000). Television in India: Changes and Challenges, New Delhi: Visas Publications.
5. Chapman, Jane and Marie Kinsey (eds.) (2009). Broadcast Journalism: A Critical Introduction, London New York: Routledge.





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6. Jacoby Barrera (2020) Broadcast Journalism, ED Tech Press.
7. Ted White and Frank Bernas (2010) Broadcast News: Writing, Reporting and Producing, Focal Press, Oxford.
8. Roberts B. Musburger (2007), An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Focal Press, Oxford
9. Web sources suggested by the teacher concerned and the college librarian including reading material.

**Co-Curricular Activities:**

**a. Mandatory** (Training of students by teacher in field related skills: 10 hours)

1. **For Teacher:** Training the students in the classroom for a total of not less than 10 hours on techniques of reporting and editing TV script and features, training to take the pictures and shoot programmes, able to gather news from different sources and judging their authenticity.
2. **For Student:** Students learn introductory techniques of producing 'News Bulletins' of duration of 5 minutes. Students have to visit nearest TV studio for direct experience. Grouping the students for Project work and video record interviews on any topic. Project work Report not exceeding 10 pages in given method and format.

3. Suggested project work format:

Title page, Student details, acknowledgements, contents page, introduction, work done, findings, conclusion and reference.

4. Max marks for field work report: 05

5. Unit tests/ Internal Examinations

**b). suggested Co-Curricular Activities:**

1. Training of students by technical expert in TV production.
2. Technical discussions on TV Programme production
3. Preparing news for TV bulletins
4. Invited lectures on pronunciation and voice modulation
5. Seminars, Group Discussions, Quiz, Debates etc.
6. Collection of video files of national leaders
7. visit to TV studio and observe TV production
8. Invited lectures by senior TV journalists





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<b>B. A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits: 4</b>
<b>Course: 6B</b>	<b>WRITING FOR MEDIA</b>	<b>Hrs/Wk:5</b>

**Learning Outcomes:**

1. Understanding of the rules of good grammar, punctuation, spelling, registers and idioms of language.
2. Write creatively for multi-media formats.
3. Can understand and edit proofs on specialized programmes.
4. Able to identify and produce different writing styles.
5. Evaluate the quality of writings and presentations

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)

**Unit 1.**

Media Writing: Authenticity, Brevity, Clarity and Discernment

- Understanding the Target Audience
- Media Styles: Print, Radio, TV, Cinema, Digital Media
- Language Tools and Strategies

**Unit 2.**

Freedom of expression vs Privacy - New Media and regulatory challenges - cyber security - ethical concerns - copy right – Open-source licences – creative commons

**Unit 3.**

Creative Writing for Multi-Media

- Writing for Print: News, Feature, Editorial, Story
- Scripting for Radio: News, Feature, Discussion, Talk
- Scripting for Television: Storyboard
- Screenplay for Cinema: The Audio-Visual Format
- Writing for New Media: SMS, Social Media, Blog, Emoticons

**Unit 4**

Specialized Writing

- Book Reviews
- Film Reviews
- Press Release
- Reportage

**Unit 5.**

Proofreading and Copy Editing

- Editing and Proofreading Symbols
- Using Software
- Photo Caption and Cutline
- Translation and Media: Transliteration and Translation





**References:**

1. Abend-David, D. (2014). Media and Translation: An Interdisciplinary Approach, London: Bloomsbury
2. Associated Press Stylebook (2011). The Associated Press Stylebook and Briefing on Media Law 2011. New York: Basic Books
3. Briggs, M. (2009). Journalism Next: A Practical Guide to Digital Reporting and Publishing. Washington D.C: CQ Press
4. Burgess, G et al. (2009). YouTube: Online Video and Participatory Culture. Cambridge: Polity Press
5. Desjardins, R. (2017). Translation and Social Media: In Theory, in Training and in Professional Practice. London: Palgrave Macmillan
6. Garrand, T. P. (2017). Writing for multimedia and the web: A practical guide to content development for interactive media. Oxford: Routledge.
7. Gillmor, D. (2006). We the Media: Grassroots Journalism by the People, For the People. Massachusetts: O'Reilly Media, Inc.
8. Hilliard, R.L. (2011). Writing for Television, Radio, and New Media (Broadcast and Production). Boston: Cengage Learning
9. Johnson, M. C. (2000). New Script Writers Journal. Oxford: Focal Press.
10. Web resources suggested by the teacher concerned and the College Librarian including reading material.

**Co-Curricular Activities:**

- a. Mandatory** (Training of students by teacher in field related skills: 10 hours)

**1.For Teacher:**

Training the students to understand the writing process and write for all types of media, aptitude for presenting information in a precise and effective manner, enhance the skills of information gathering, processing and delivering. Training of students in the classroom for a total of not less than 10 hours on writing techniques, trained to write a press release. They identify the importance of correct grammar and punctuation.

**2 For Student:**

Students can understand the creative writing process. Discuss a magazine or newspaper articles of their interest. Writing narratives for media. Recreating events from beginning to end. Differentiate journalistic writing and creative writing. Write a review essay based on your reading a book/ a film/ TV show. Write a short description on a scene of your inspiration.

Interview a friend on an incident, that has changed them significant way. Project Work on writing a article to a newspaper on current issues not exceeding 10 pages in given method and format.

**3.Suggested project work format:**

Title page, Student details, acknowledgements, contents page, introduction, work done, findings, conclusion and reference.

**4.Max marks for field work report: 05**





5. Unit tests/ Internal Examinations

**b). suggested Co-Curricular Activities:**

1. Invited lectures on writing for media by poets and writers
- 2.Seminars, Group Discussions, Quiz, Debates etc.
3. Collection of audio and video files of creative writing.
4. Connect with your readers with your own life experience.
5. Conducting essay writing competitions
6. Writing Book reviews, film Reviews to newspaper, magazine





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<b>B. A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits: 4</b>
<b>Course: 7B</b>	<b>PHOTO JOURNALISM</b>	<b>Hrs/Wk:5</b>

**Learning Outcomes**

1. Understanding and interpreting the photograph as a historical and technological artefact.
2. Familiarise with the elements of a still camera and techniques of their usage.
3. Know the Skills of lighting and editing photography.
4. Production of a piece of photo journalism.
5. Gain hands on experience on photography for media

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)

**Unit I:**

Photo Journalism - History of photojournalism- Photographer vs Photojournalist. Understanding visuals- Human interest visuals- Photography for different media- Newspaper, magazine, Internet-Importance of visuals in journalism- Timeliness, unbiased and narrating the story.

**Unit II:**

Techniques of Photojournalism- Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras- Different types of lenses- tripod, flash- Aesthetics of photojournalism- Composition- Camera Angles-Types of image formats- Raw, JPEG, TIFF. Understanding Lights- Mobile phone for photo journalism.

**Unit III:**

Types of Photojournalism- Sports - Travel and Tourism - Food, Still Life- Science- Medical- Sports - War – Wildlife – fashion and advertisement photography

**Unit IV:**

Photo feature and Editing- The online photo editors- Manipulating the Images-Applying effects- Technical skills for photo journalism - Photography and digital technology

**Unit V:**

Ethical and Legal Issues- Staging versus truthfulness- Treating subjects with respect- Privacy, Stereotyping- Public interest visuals- Photojournalism as a profession and business- Photo Agencies- Their role in media- Photo freelancing as a Profession-Photojournalist as a writer.

**References:**

1. Parrish, Fred S., (2001). Photojournalism: An Introduction, Wadsworth Publishing.
2. Brill, Betsy. (2001). Photo Journalism: The Professionals' Approach, Focal Press.
3. Hoy, Frank P., (1993) Photojournalism: The Visual Approach, Prentice Hall Books.
4. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press
5. Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing.
6. Freeman John Collins & Brown (2005), The Photographers Guide to Light
7. Ashok Diwali (2010), All About Photography, National Book Trust
8. Kenneth Kobre (2022): Photo Journalism: The professionals Approach
9. Time Eye witness of 150 Years of Photo Journalism
10. Web sources suggested by the teacher concerned and the College Librarian including reading material.





**Co-Curricular Activities:**

**a. Mandatory** (Training of students by teacher in field related skills: 10 hours)

**1.For Teacher:** Training of students in the classroom for a total of not less than 10 hours on techniques, on understanding photo as a medium of communication. Train the students in the fields of photo editing, Page design, digital imaging, caption writing, technical knowledge on camera and lenses.

1. **For Student:** Students can understand the importance of Photo Journalism and develop analytical and critical thinking on the programmes and analyses the various photo formats. Prepare a project on different types of cameras and lenses.  
Field Work Report not exceeding 10 pages in given method and format.
2. Suggested project work format:  
Title page, Student details, acknowledgements, contents page, introduction, work done, findings, conclusion and reference.
3. Max marks for field work report: 05
4. Unit tests/ Internal Examinations

**b). suggested Co-Curricular Activities:**

1. Training of students by technical expert in photo production.
2. Visit related websites
3. Collecting photos and categorization and display for reference
4. Invited lectures by renowned photo journalists
5. Monthly exhibitions
- 7.Seminars, Group Discussions, Quiz, Debates etc.
8. Collection of photos of national leaders
9. story telling through photography
10. Assignments on Year book photography





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<b>B. A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits: 4</b>
<b>Course: 6C</b>	<b>SOCIAL MEDIA</b>	<b>Hrs/Wk:5</b>

**Learning Outcomes**

- 1 Understand the impact of social media technologies and platforms
2. Ability to redefine the private and the public sphere.
3. Critically evaluate social media technologies and its application
4. Able to design and manage a website.

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)

**Unit 1**

Basics of Social Media Concept, History and characteristics - theory of New Media - Indian history of Social Media

**Unit – II**

Social Media Apps and sites- Facebook, YouTube, WhatsApp, Telegram, Twitter, Instagram, Blog, Skype, LinkedIn and others

**Unit III**

Journalistic usage of Social Media Creation and maintenance of Facebook page - Creating and maintaining a YouTube channel – WhatsApp, Telegram and its applications - Twitter, Instagram - Reporting through Blog, Websites - Online webpages and e - newspaper

**Unit IV**

Impact of social media Benefits and drawbacks – regulatory challenges - limitations and code of ethics

**Unit V**

Design a website – planning, execution using open sources

Role of navigation, colour, text, images, Hyperlinks and multimedia elements

**References:**

1. Howard, Philip and Steve Jones (2003), *Society Online: The internet in Context*, London Sage Publication
2. Thulow, Crispin, Laura Lengel and Alice Tomic (2004) *Computer Mediate Communication*, London, Sage publication
3. Rajgopalan, S., (2006). *The digital divide*. Hyderabad: ICFAI University Press.
4. Robbins, J. N. (2018). *Learning web design: A beginner's guide to HTML, CSS, JavaScript, and web graphics*. California: O'Reilly.
5. Barker, M. S. et al. (2013). *Social media marketing: A strategic approach*. Ohio: South-Western Cengage Learning.
6. D. Satish., & Kaila, R. (2006). *Blogs: Emerging communication media*. Hyderabad: The ICFAI University Press.
7. Martin, P., & Erickson, T. (2011). *Social media marketing*. New Delhi: Global Vision Publishing House.
8. Schiller, J. (2005). *Mobile Communication*. Amsterdam: Pearson Education.
9. Sunetra Sen Narayan and Shalini Narayanan (2016), *India Connected: Mapping the Impact of New Media*, Sage, India,
10. Web sources suggested by the teacher concerned and the College Librarian including reading material.





**Co-Curricular Activities:**

- a. Mandatory** (Training of students by teacher in field related skills: 10 hours)
  - 1. For Teacher:** Training of students in the classroom for a total of not less than 10 hours on techniques to use images and videos for journalistic purpose. Students train to prepare blog, website and webpage, creating and maintain Facebook page for journalistic use, train to report online newspaper/ online magazine.
  - 2. For Student:** Students have to create content and programmes for social media and develop analytical and critical thinking on the programmes. They use online resources in daily life. Students have to share their content on social media platforms. Prepare a website as project work. This project work Report not exceeding 10 pages in given method and format.
  - 3. Suggested project work format:**  
Title page, Student details, acknowledgements, contents page, introduction, work done, findings, conclusion and reference.
  - 4. Max marks for field work report: 05**
  - 5. Unit tests/ Internal Examinations**

**b). suggested Co-Curricular Activities:**

1. Training of students by technical expert in social media
2. Visit social media websites and explore the knowledge
3. Preparing news for online newspapers/ social media platforms
4. Invited lectures on Online Journalism
5. Hands on training on website creation
6. Preparation of Podcasts on famous personalities
7. Seminars, Group Discussions, Quiz, Debates  
etc.
8. prepare ICT supported presentations





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<b>B. A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits: 4</b>
<b>Course: 7C</b>	<b>MOBILE JOURNALISM</b>	<b>Hrs/Wk:5</b>

**Learning Outcomes:**

Students at the successful completion of the course will be able to;

1. Identify and produce mobile multimedia stories.
2. Present stories with fairness, accuracy and quality.
3. Can make shot selections suitable for professional broad cast.
4. Update and Utilise smart phone apps for journalistic purpose.

**Syllabus: (Hours: Teaching: 60, Training: 10, Others incl. unit tests: 05)**

**Unit-I.**

Mobile Journalism -Basic concept, definition, nature and scope - Origin and development of Mobile Journalism - Advantages - Challenges to Mobile Journalism.

**Unit-II.**

Skills required for Mobile Journalism - Workflow of Mobile Journalism - Mobile Journalism Apps - Apps for iOS and Apps for Android

**Unit-III.**

Mobile phone as audio recording and editing podcasting - Usage of Mobile camera for Photography and editing - Videography and editing - Video Uploading.

**Unit-IV.**

Practical on Live streaming of audio and video platforms - Recent trends and innovations in live streaming.

**Unit-V.** The students have to complete the following Practical Assignment/ Project work

- 1) Audio News and audio Interview for podcasting
- 2) Video news and video interview
- 3) Live streaming of Audio, Video.

**References:**

- 1.Ivo Burum and Stephen Quinn: MOJO The Mobile Journalism Hand Book
2. Robb Montgomery (2018): Smart Phone Video Story Telling
3. Jochen Schiller: Mobile Communications, Pearson
4. Anthony Adornato: Mobile and Social Media Journalism, Taylor& Francis Ltd.
5. Kathleen. M, Cumiskey and Larissa Hiorth: Mobile Media Practices, Presence and Politics
6. Konrad Adenauer Stiftung: Mobile Journalism Manual
7. Steve Hill and Paul Bradshaw (2018) : Mobile Journalism, Taylor and Francis Ltd
8. Web resources suggested by the teacher concerned and the College Librarian including reading material.





**Co-Curricular Activities:**

**a. Mandatory** (Training of students by teacher in field related skills: 10 hours)

1. **For Teacher:** Training of students in the classroom for a total of not less than 10 hours on techniques for effectively use tools like double-take, YouTube, Multi Resize, video editor, voice recorder glovebox for mobile journalism
2. **For Student:** Conduct professional video interviews editing with their devices make use essential apps while reporting and create mobile videography. Publishing comment on social media. The project work Report not exceeding 10 pages in given method and format., Suggested project work is shooting an interview and publishing in YouTube.

3.Suggested project work format:

Title page, Student details, acknowledgements, contents page, introduction, work done, findings, conclusion and reference.

4. Max marks for field work report: 05

5. Unit tests/ Internal Examinations

**b). suggested Co-Curricular Activities:**

1. Training of students by technical expert in Mobile Journalism
2. Create e- content through mobile applications
3. Preparing news for online newspapers/ social media platforms
4. Invited lectures on Mobile Journalism
6. Preparation of Podcasts on famous personalities
- 7.Seminars, Group Discussions, Quiz, Debates etc.
8. prepare ICT supported presentations





**Model Question Paper**  
**B.A DEGREE EXAMINATION**

**Course: 6A Radio Journalism**

**Time: 3hrs.**

**Max.Marks:75**

**SECTION- A**

**Answer any FIVE Questions. Each answer carries 5 marks.**

**5 x 5 =25 M**

1. Radio as a medium has certain characteristic features. Explain
2. Explain in detail the limitations of radio.
3. Make a list of the common terms that you have learnt on radio broadcast explain briefly
4. Describe the objectives of radio with examples
5. List some developments which hold great future for radio
6. What are the different types of radio broadcasting?
7. Examine the qualities of a radio presenter
8. Explain and brief introduction of radio formats

**SECTION-B**

**Answer the following Question. Each answer carries 10 marks.**

**5 x 10 =50M**

9. A) Distinguishes limitation of radio  
(OR)  
B) What steps need to be taken to make radio broadcasting more absorbing?
10. A) What is community radio and explain the role of community radio in India  
(OR)  
B) Briefly describe the function of a radio reporter.
11. A) Write a radio feature on Traffic Police Service in Vijayawada. Prepare your script with necessary sound bites  
(OR)  
B) Categorising the different modes of transmission & stations
12. A) Choose the importance of pronunciation, voice modulation & presentation techniques in radio talks  
(OR)  
B) Explain types of radio interviews? Give brief explanation
13. A) Write down your points and discuss with the Highlights of the Union Budget 2023-24  
(OR)  
B) List the various steps common to all formats while planning a programme.





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**Model Question Paper**  
**B.A DEGREE EXAMINATION**  
**Course: 7A Television Journalism**

**Time: 3hrs.**

**Max.Marks:75**

**SECTION- A**

**Answer any FIVE Questions. Each answer carries 5 marks.**

**5 x 5 =25 M**

1. Write in detail about Television as medium of Mass Communication?
2. What is the Television Production? Give an example of TV Production Role and Responsibilities
3. Explain A About History of the Television Broadcasting?
4. What is the Satellite Television? Give an example of Satellite Television Channels
5. Describe the role of TV in development
6. Discuss elaborately the Script writing for Television
7. What are the functions of a News Producer in television?
8. What are the basic qualities of an anchor person?

**SECTION-B**

**Answer the following Question. Each answer carries 10 marks.**

**5 x 10 =50M**

9. A) Describe the origin of the Door darshan  
(OR)  
B) What are the video revolution origin and growth and its characteristics?
10. A) Write in brief note on 'the Big boss show coverage on Telugu television'. You can give a suitable example  
(OR)  
B) Television has changed the definition of news. Is it an exaggerated statement? Discuss with reasons and examples
11. A) Discuss elaborately the types of television channels  
(OR)  
B) Examine critically how the government's reversal on the Farm Laws Bill was reported in the television  
(OR)
12. (A) Television script gives us new ideas. Do you agree? Briefly discuss important aspects of television writing scripts  
(OR)  
B) Write down the specialties of Reporting for television  
(OR)
13. A) Write down the Image sizes and uses of the Basic shots  
(OR)  
B) Describe the relation between News Editor, News Presenter, and the news Producer in television set-up





**Model Question Paper**  
**B.A DEGREE EXAMINATION**  
**Course: 6B WRITING FOR MEDIA**

**Time: 3hrs.**

**Max.Marks:75**

**SECTION- A**

**Answer any FIVE Questions. Each answer carries 5 marks.**

**5 x 5 =25 M**

1. Explain the ABCD of media writing?
2. Describe the Media Writing Professions and Strategies
3. Interpret the New Ethical Concerns in Online Privacy and Data Security
4. Arranging News and Feature stories
5. How to Write a Movie Script
6. 'Writing for media is an art' Explain.
7. What do you understand by Social Network Sites?
8. Discuss about Film Reviews

**Section - B**

**Answer any FIVE of the following.**

**5 x 10 = 50 M**

9. A) Classify the different types of Media and its importance.  
(OR)  
B) Defend the Cyber security as an ethical obligation.
10. A) Describe the difference between Creative writing and New Media  
(OR)  
B) Develop the Script writing for Radio and Television
- 11 A) Elaborate on Screenplay for Cinema: The Audio-Visual Format  
(OR)  
B) Discuss in detail about the Book Reviews and Press Releases.
12. A) Differences between Copy Editing and Proofreading  
(OR)  
B) What Is the Difference Between Translation and Transliteration?
13. A)Write an essay Television as a Mass Medium  
(OR)  
B) Briefly discuss about the different writing styles in Media.





**ADI KAVI NANNAYA UNIVERSITY: RAJAHMAHENDRAVARAM**  
**B.A Journalism and Mass Communication Syllabus (w.e.f:2020-21A.Y)**

**Model Question Paper**  
**B.A DEGREE EXAMINATION**  
**Course: 7B PHOTO JOURNALISM**

**Time: 3hrs.**

**Max.Marks:75**

**SECTION- A**

**Answer any FIVE Questions. Each answer carries 5 marks.**

**5 x 5 =25 M**

1. Explain about the History of photojournalism.
2. Discuss the Importance of visuals in Journalism.
3. Explain about the Techniques of Photojournalism
4. Differentiate between Photography and digital technology.
5. 'Photojournalist as a writer' Explain.
6. Discuss about the Mobile phone for photojournalism.
7. What are the primary ethical issues that a photojournalist should adhere to?
8. Discuss the different types of shot used in photojournalism?

**Section - B**

**Answer any FIVE of the following.**

**5x 10 = 50 M**

- 9.A) Trace the history and development of Photography.

(OR)

B) Why editing is important in photography process?

10. A) What qualities are essential for becoming a Photojournalist

(OR)

B) Discuss the recent trends in Photojournalism

11. A) good photographer can be a good investigator Too-Comment.

(OR)

B) Define the digital photography? Explain the advantages.

12. A)Discuss the process of developing a negative film into positive in a dark room

(OR)

B)Briefly discuss the career and challenges in photojournalism

13. A) What are the ethics followed by photojournalist?

(OR)

B) Formulate the new trends for the photographic industry?





**Model Question Paper**  
**B.A DEGREE EXAMINATION**  
**Course: 6C - SOCIAL MEDIA**

**Time: 3hrs.**

**Max.Marks:75**

**Section- A**

**Answer any FIVE Questions. Each answer carries 5 marks.**

**5 x 5 =25 M**

1. Explain about the History and characteristics of social media.
2. Write a note on social media apps.
3. Classify the Journalistic use of social media.
4. What are the positive and negative uses of social media?
5. How do you plan an open Design website?
6. Examine the limitations to the code of ethics.
7. Difference between Hypertext and Hypermedia
8. What is JPG, JPEG and PNG file type?

**Section - B**

**Answer any FIVE of the following.**

**5 x 10 = 50 M**

9. A) Evolution of social media and its Impact on Journalism.  
(OR)  
B) Does social media is good for the youth? Explain it.
10. A) Interpret the Political figures with the most Twitter followers.  
(OR)  
B) Write a note on social media analytics.
11. A) Explain the features of Face book and Twitter.  
(OR)  
B) Differentiate the merits and demerits of social networking sites
12. A) Discuss communication strategies of social media.  
(OR)  
B) Identify the social media and the changing pattern of news consumption.
13. Discuss the strategies for integrating digital and social media.  
(OR)  
Explain the different strategies in Mobile Marketing





**Model Question Paper**  
**B.A DEGREE EXAMINATION**  
**Course: 7C - MOBILE JOURNALISM**

**Time: 3hrs.**

**Max.Marks:75**

**SECTION- A**

**Answer any FIVE Questions. Each answer carries 5 marks.**

**5 x 5 =25 M**

1. Define Mobile Journalism and explain its concept, nature.
2. Justify the skills required for Mobile Journalism.
3. Demonstrate of Mobile camera for Photography and editing
4. Examine the Recent trends and innovations in live streaming.
5. Discuss the advantage of an interview podcast?
6. Construct the Origin and development of Mobile Journalism.
7. Define the Citizen journalism and its importance.
8. List some strengths of Mobile Journalism?

**Section - B**

**Answer any FIVE of the following.**

**5 x 10 = 50 M**

9. A) Identify the challenges of mobile journalism.  
(or)  
B) Brief note on videography and editing.
10. A)What points should be kept in mind while buying a smart phone for MOJO?  
(or)  
B) Critic on mobile phone is changing the landscape of journalism.
- 11.A) Create a video on your mobile and upload it to YouTube.  
(or)  
B) State the Mobile Journalism and it uses smart phone in journalistic work.
12. A)Why should Mobile Journalism follow the codes of ethics of journalism?  
(or)  
B)Justify the fact checking in Mobile journalism.
13. A) Draft a press release for a company launching a new mobile phone by an eminent film personality.  
(or)  
B) Write short note on Pros and Cons of Mobile Journalism.