

**GOVERNMENT DEGREE FOR WOMEN, BEGUMPET, HYDERABAD**

**Autonomous**

Accredited with "B" Grade by NAAC

**FACULTY OF JOURNALISM**

MEETING OF BOARD OF STUDIES ON June 9, 2016

**MINUTES RECORD**

The meeting of the Board of Studies of the Department of Journalism under Choice Based Credit System (CBCS), Government Degree College for Women, Begumpet, Hyderabad was held on 9 June at 2016 in the Department of Journalism, Osmania University.

The following resolutions taken in the meeting are:

1. It was resolved to introduce the Journalism as 4 credits course per semester following UGC guidelines for allocation of credits as per the teaching hours per week.
2. The adoption of syllabus prescribed by Osmania University for B.A. 3<sup>rd</sup> year under CBCS for the batch of students in the academic year 2016-17.
3. The division of syllabus for V & VI semesters consists of Units I, II, III & IV of Osmania University syllabus.

**Semester-V**

**MODULE -V**

**Paper III (A) Advertising Core**

Unit-I	-	Concept of Advertising
Unit-II	-	Media and Advertising
Unit-III	-	Ad agency
Unit - IV	-	Creation and Visualisation

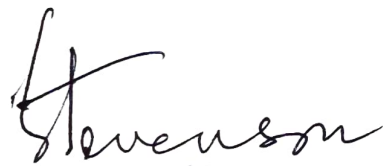
**Paper IV (A) Elective**

**Media and Development**

Unit-I	-	Development
Unit-II	-	Media Coverage
Unit-III	-	Traditional media



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<b>Paper III (B) Public Relations Core</b>	
Unit-I	- Concept of Public Relations
Unit-II	- Organization and Functions
Unit-III	- PR in various Sector
Unit – IV	- Corporate Communications

<b>Paper IV (B) Elective Business Communication</b>	
Unit-I	- Communication Concept
Unit-II	- Types of Business comm
Unit-III	- Effective Communication
Unit – IV	- Event Management and comm

- The Board approved the division and adoption of syllabus as mentioned above.
- It was resolved the prescribed text books and the reference books recommended by Osmania University.
- It was resolved to conduct 2 internal assessment test for 25 marks during each semester and having average of two internal marks to be considered as internal marks for the semester results.
- The maximum marks for the end semester theory examination is 75 marks with the examination pattern as follows.

**Section – A: Very Short Questions**

5 out of 7 questions – each question carries 2 marks  
 $5 \times 2 = 10$  marks.

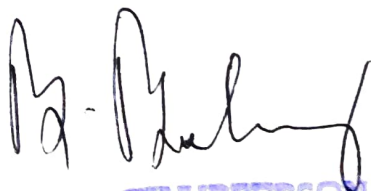
**Section – B: Short Questions**

4 out of 6 questions – each question carries 5 marks  
 $4 \times 5 = 20$  marks

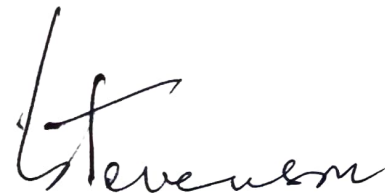
**Section – C: Essay Questions**

Internal choice from each unit  
 3 out of 6 questions  
 $3 \times 15 = 45$  marks

**Total = 75 marks**



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8. The Board approved the above mentioned examination pattern and scheme of evaluation.
9. The Board approved the panel of examiners which was provided.

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**SEMESTER-V**

**SUBJECT: ADVERTISING**  
**PAPER:III(A)**  
NUMBER OF CLASSES PER WEEK: 6 THEORY  
NUMBER OF CREDITS: 4  
INTERNAL MARKS: 25M  
EXTERNAL MARKS: 75M

**SUBJECT: MEDIA AND DEVELOPMENT (Elective)**  
**PAPER:IV(A)**  
NUMBER OF CLASSES PER WEEK: 5  
NUMBER OF CREDITS: 3  
INTERNAL MARKS: 25M  
EXTERNAL MARKS: 75M  
  
TOTAL MARKS: 200M

**SEMESTER-VI**

**SUBJECT: PUBLIC RELATIONS**  
**PAPER:III(B)**  
NUMBER OF CLASSES PER WEEK: 6 THEORY  
NUMBER OF CREDITS: 4  
INTERNAL MARKS: 25M  
EXTERNAL MARKS: 75M

**SUBJECT: DEVELOPMENT COMMUNICATIONS (Elective)**  
**PAPER:IV(B)**  
NUMBER OF CLASSES PER WEEK: 5 THEORY  
NUMBER OF CREDITS: 3  
INTERNAL MARKS: 25M  
EXTERNAL MARKS: 75M

TOTAL MARKS: 200M  
TOTAL CREDITS FOR SEM V AND VI – 14 CR



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*Reading Booklist for V and VI semester*

- 1) Keval J Kumar: Advertising in India
- 2) C N Sontakki: Theory of Advertising
- 3) Seethia and Chunawalla: Advertising Theory and Practice
- 4) Cutlip, Centre: Effective Public Relations
- 5) Roy: Corporate Image
- 6) J M Kaul: Handbook of Public Relations
- 7) Ahuja and Chandra: Public Relations
- 8) Srinivas R Melkote: Communication and Development in Third world countries
- 9) Journals: Kuruksheetra, Village, Journal of Rural Development, Social Action
- 10) Doctor, Aspi and Farzana Chaze, Mass communication- A Basic Study, Mumbai:
- 11) Malik, Madhu: Traditional Form of Communication and the Mass Media in India,
- 12) Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi
- 13) Parmar Shyam: Traditional Folk Media in India New Delhi
- 14) Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication
- 15) Modern Business Organization by S. A. Sherlekar
- 16) Business Organization and Management By Jallo, Tata McGraw Hill 4
- 17) Business Organization and Management By Dr. C. B. Gupta
- 18) Anton Shene, Bryn Parry Successful Event Management Thomson
- 19) Judy Alley Event Planning

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