

**GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET
(AUTONOMOUS)**

Re-Accredited with 'B' Grade by NAAC



**BOARD OF STUDIES
CBCS (w.e.f. 2019 onwards)**

of

**B A Journalism UG Programme
under MOOCS/Virtual classrooms**

**DEPARTMENT OF JOURNALISM
(AY 2021-2022)**

**GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET
(AUTONOMOUS)**

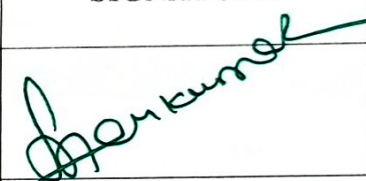

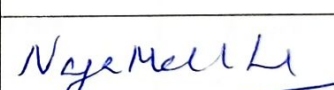
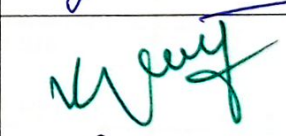

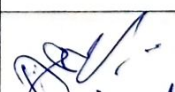
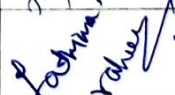
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**DEPARTMENT OF JOURNALISM
Constitution of Board (AY 2021-22)**

Board of Studies Meeting on _____

The Board of studies meeting for the Department of Journalism was held at _____ on _____ in the Department of Journalism, Govt. Degree College for Women, Begumpet, Hyderabad.

The following members are present in the meeting are:

S.N O	NAME	ADDRESS	SIGNATURE
1	T. Satish Kumar Professor. Chairman BOS. University Nominee OU	Department of Journalism Osmania University, Hyderabad.	
2	K Stevenson Professor. HoD. Department of Journalism	Department of Journalism Osmania University, Hyderabad	
3	G Naga Mallika Professor. Subject Expert	Department of Journalism EFL University, Hyderabad.	
3	Dr K Vijay Kumar (History) I/C dept Faculty members I. Ms. Parveen Sultana Assistant Professor (C)	Dept. of Journalism Government Degree College for Women Begumpet, Hyderabad.	 
4	A Sanjeev J Kumar, Chief Reporter	Saakshi TV Hyderabad	
5	Fatima Raheem (Ph D) in Journalism OU	Alumni	

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Faculty of Social Sciences

B A Journalism under MOOCs/Virtual Classrooms

GDCW Begumpet, Hyderabad

Scheme for CBCS in BA Journalism

Sl. No	Code	Course Title	HP W	Credit s	Exam Hrs	Marks	
SEMESTER - I							
I Yr	DSC103	Introduction to Communication and Journalism	5	5	3 hrs	60+40	
	SEMESTER - II						
	DSC203	Mass Media in India	5	5	3 hrs	60+40	
SEMESTER - III							
II Yr	SEC1	UGC specified English Skills	2	2	1 ½ hrs	40+10	
	SEC2	Specialized Reporting	2	2	1 ½ hrs	40+10	
	DSC303	Reporting and Editing in Print	5	5	3 hrs	60+40	
	SEMESTER - IV						
		SEC3	UGC specified English Skills	2	2	1 ½ hrs	40+10
	SEC4	Online Journalism	2	2	1 ½ hrs	40+10	
	DSC403	Broadcast Journalism	5	5	3 hrs	60+40	
SEMESTER - V							
III Yr	GE	TV News Anchoring presentation and script writing	4	4	3 hrs	60+40	
	DSC 503	a) Media and Development/	5	5	3 hrs	60+40	
		b) Telugu Journalism	5	5	3 Hrs	60+40	
	SEMESTER - VI						
	DSC 603	a) Media Literacy	5	5	3 hrs	60+40	
		b) Advertising	5	5	3 Hrs	60+40	
			52	52			
	Project work by students		4	4	3Hrs	60+40	

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Department of Journalism (AY 2021-22)

Board of Studies Meeting on 26/10/2021

AGENDA OF THE MEETING

1. Approval of Choice Based Credit System (CBCS) for I and II and III year B.A. Journalism under Moocs/Virtual classrooms
2. Prescribing division and adoption of Journalism syllabus for I to VI Semesters.
3. Approval of SECs for III and IV Semesters for Second year
4. Approval of GE syllabus as Inter-disciplinary course, division and adoption of syllabus.
5. Scheme of Evaluation and Examination pattern to be followed for each.
6. Approval of Model Question Paper.
7. Approval of list of panel of examiners for both semesters.
8. Any other matter with the permission of the chair.

University Nominee

A. Anurag

Members of BOS

Naga Mallesh

H. Anurag

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**GOVERNMENT DEGREE COLLEGE FOR WOMEN
(AUTONOMOUS)
BEGUMPET, HYDERBAD**

Subject: Mass Communication and Journalism

List of Visiting Professors

1. Dr. K. Rajaram
Assistant Professor
Department of Journalism and Mass Communication
EFLU - Hyderabad. ph.no: 9849893673

2. Dr. Suchitra
Asst Prof
Dept MCJ
EFLU - OU Campus.

3. PUN Srinivas.
Asst Prof
Dept MCJ
EFLU - OU Campus


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PROGRAMME OUTCOMES

PO 1 Domain Expertise:

- Acquire comprehensive knowledge and skills.
- Make use of the knowledge in an innovative manner.
- Effectively apply the knowledge and skills to address various issues.

PO 2 Modern equipment Usage

- Use ICT effectively.
- Access, retrieve and use authenticated information.
- Access, retrieve and use authenticated information. Have knowledge of software applications to analyze data.

PO 3 Computing Skills and Ethics

- Develop rationale and scientific thinking process.
- Use technology intelligently for communication, entertainment and for the benefit of mankind.
- Ensure ethical practices throughout ones endeavors for the wellbeing of human race.

PO 4 Complex problem Investigation & Solving

- Predict and analyze problems.
- Frame hypotheses.
- Investigate and interpret empirical data.
- Plan and execute action.

PO 5 Perform effectively as Individuals and in Teams

- Work efficiently as an individual
- Cooperate, coordinate and perform effectively in diverse teams/groups.

S. Srinivas

Naga Mallesh

H. Srinivas

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- Prioritize common interest to individual interest.
- Express thoughts in an effective manner
- Listen, understand and project views in a convincing manner.
- Decide appropriate media to share information
- Develop skills to present significant information clearly and concisely to interested groups.

PO 6 Efficient communication and life skills.

- * Express thoughts in an effective manner.
- * Listen, understand and project views in a convincing manner.
- * Decide appropriate media to share information.
- * Develop skills to present significant information clearly and concisely to interested groups.

PO 7 Environmental Sustainability

- Understand sensibly the Environmental challenges.
- Think critically on environment sustainability measures.
- Propagate and follow environment friendly practices.

PO 8 Societal contribution

- Render service for the general good of the society.
- Involve voluntarily in social development activities at Regional, National, global levels.
- Have own pride in volunteering to address societal issues viz: calamities, disasters, poverty, epidemics.
- Be a patriotic citizen to uphold the values of the nation

PO 9 Effective Project Management

- Identify the goals, objectives and components of a project and decide the appropriate time of completion.

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Naze Mallick

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- Plan, organize and direct the endeavors of teams to achieve the set targets in time.
- Be competent in identifying opportunities and develop strategies for contingencies.

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DSC 10: Introductions to Communication & Journalism

Unit-I: Communication: Definition-Nature Scope and Functions. Process and elements of Communication. Communication and its role in society. 7Cs of communication. Types of Communication-Verbal, Non-verbal, Intra-personal, Interpersonal, Group Communication and Mass Communication. Mass communication characteristics functions and Mass Media: Print, Radio, Television and film.

Unit-II: Models of Communication – Laswell , Berlo's SMCR model, Shannon and Weaver, Osgood and Schramm. Dance Helical, NewComb ABX model.

Unit-III: Theories of Communication – Effects theories: Agenda setting theory, Uses and gratifications theory, Cognitive dissonance theory, cultivation theory. Normative media theories: Authoritarian theory Libertarian theory Social responsibility and Soviet Communist theory. Knowledge Gap Hypothesis: Information rich and Information poor.

Unit-IV: Journalism- Definition, scope and nature of Journalism. Role of journalism in a democracy/ society: Creating awareness, Propaganda Publicity, building public opinion- Journalism and social change.

Unit-V: Kinds of Journalism: Print, Broadcast, On-line (Cyber) Journalism, Sports, Science, Education, Development, Community, Paid Journalism and Yellow Journalism.

Shenkar

N. J. Reddy

Shenkar

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SEMESTER- II

DSC -201 Mass Media in India

Unit-I: Press

History of the Press in India: Colonial Period – Printing in India - James Augustus Hicky - James Silk Buckingham- Raja Rammohun Roy - Major English newspapers- Early Indian Language Newspapers. Press Acts and regulations in British rule. Press and Social Reforms. Press and National Freedom Movement, Gandhi as Journalists. Post Independence Era, Post Emergency Era. Changing Readership. Recent Developments in Print Media.

Unit-II: Films-Evolution

Early films- Pioneers of Indian Cinema- Dadasaheb Phelka, Satyajit Ray, Shantaram, Bimal Roy Mehboob and Guru Dutt - Parallel cinema- Commercial cinema- Regional cinema.

Unit – III: Radio

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy- Formation of Prasar Bharati. FM: Radio Privatization. Community radio, Satellite and Web radio.

Unit – IV: Television

Historical perspective of television in India Development of television as a Medium of Mass Communication — Satellite and Cable Television in India and Development of networks and regional Channels.

Unit – V: Origin, growth and Present status of New Media in India.

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance. Online media , podcast, digital divide.

Shen Kumar

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Book list for Sem I and II:

1. Larry L.Barker : Communication
2. Mcquail, Denis : Mass Communication Theory
3. McquailandWindah I : Communication Models
4. Rogers and Singhal : India's Communication Revolution
5. Emery, Ault &Agee : Introduction to Mass Communication
6. J.N.Basu : Romance of Indian Journalism
7. RangaswamyParthaSarathi : History of Indian Journalism.
8. P.C. Chatterji : Broadcasting in India
9. Lynne Gross : An Introduction to Radio, TV and the Developing Media
10. Herbert Zettle : Television Production
11. Campbell, Meath&Johnson : A Guide to Radio, TV Writing
12. Robert McLeish : The Technique of Radio Production
13. Pane Sureyat : Broadcast News Writing
14. S.P.Jain : The Art of Broadcasting
15. Awasthy : Broadcasting in India
16. H.R.Luthra : Indian Broadcasting

Shyam Kumar

Naga Melika

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SEMESTER- III

DSC 301: Reporting & Editing for Print Media

Unit-I: Introduction to News - Definitions – Nature – Scope of News – News Values – Hard News and Soft News. Sources of News – News gathering and its importance. Qualities of a reporter - Fairness, balance, attribution.

Unit-II: News writing – Elements of news story- Inverted pyramid- Leads- types. Reporting – Politics, Crime, Finance, Science, Health and environment, beat reporting.

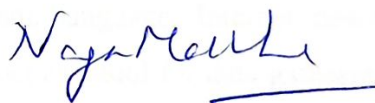
Unit-III: Newspaper organization structure - Organisation of Editorial Department and the News Bureau.- Hierarchy, Different roles Path of a News Copy from event to the reader-

Unit-IV: The Editing Process: Editing – News Selection – Qualities of a sub-editor Integrating Copy – Rewriting; Types of Copy- Agency, Bureau, Wire, Mofussil – Functions of Headlines – Headline Writing – Excerpts – Blurbs – Highlights – Infographics. Photo Essay – Caption writing

Unit-V: Media Ethics and Laws: Freedom of speech and expression, Article 19 (1) (a) , reasonable restrictions, Media Laws and Ethics –Defamation, Libel, slander, , Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957, Fairness – Public Interest and privacy, Press Council of India (PCI) – Recommendations and status – Code of Ethics for Journalists.

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SEMESTER-IV

DSC 401: Broadcast and New Media Journalism

Unit-I: Introduction to Broadcast Media: Broadcasting- Radio Transmission Process, Television Transmission Process, Impact and role of Broadcast media in society, Concept of Public Broadcasting: Contribution of AIR and Doordarshan towards development, community Radio.

Unit-II: Introduction to Radio Journalism: Basic features of radio news .Sources of radio news, qualities and responsibilities of a radio reporter, criteria for selection of radio news .Radio news bulletin structure. News room set-up in a radio station. Different radio programme formats

Unit-III: Television Journalism: Basic characteristics and elements of television news, elements of a TV news bulletin .Writing style for television news. Duties, responsibilities and qualities of a TV reporter. Writing for Television, Television Programme formats, Television Script formats Interview: types and techniques of TV interview. New trends in television news reporting – Youtube/ social media as a source of news.

Unit IV: Television news based programmes, Television News Process from the event to the Screen. Hierarchy in television news channel. Ethical issues in television news.

Unit-V: New Media Journalism: Web-based newspapers, web-journalism Media Convergence. Unique features of Web Journalism, language, Internet newspaper editions, updates, Internet News Groups, e-mail, blogs. Internet as a tool for data gathering, Social Media Journalism, issues of veracity and credibility – Fake news.

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N. Jayakumar

H. Venkatesh

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Booklist for sem III

1. VirBalaAgarwal : Essentials of Practical Journalism
2. K.M.Srivasthava : Reporting and Editing
3. TJS George : Editing
4. Maloney & Rubenstein : Writing for Media
5. Burack : The Writers Handbook
6. A.G. Noorani : India's Constitution & Politics
7. Durga Das Basu : Constitution of India
8. Durga Das Basu : Law of the Press
9. Millerson, Gerald : Effective TV Production
10. Hilliard : Writing for Television and Radio
11. Zeltl, Herbert : Television Production.
12. B.N.Ahuja : Audio-Visual Journalism
13. Welsch : Handbook for Scriptwriters

Booklist for Sem IV

1. B.N.Ahuja : Audio-Visual Journalism
2. ThotaBhavannarayana : Television Journalism
3. Welsch : Handbook for Scriptwriters
4. Brown, Lewis : A.V. Instruction
5. Campbell : A Guide to Radio Radio – TV Writing
6. Millerson : Effective TV Production
7. Hilliard : Writing for Television and Radio
8. Zeltl, Herbert : Television Production
9. Mc.Leish, Robert : Techniques of Radio Production
10. Domaggio : How to write for television
11. Chatterji, P.C. : Broadcasting in India

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SEM – III

SEC – II

SPECIALIZED REPORTING (2020-2021)

Objectives: To define specialized reporting and identify the attributes of a typical specialized report • Distinguish between a specialist reporter and a generalist • identify and explain the special qualities of specialized reporter

Duration: 2 Hours per week

MODULE-I:

Introduction to Science Communication: Science communication- characteristics
 ,Media use for science communication, important science publications for popular reading-
 Issues like GM crops, big dams and others. Media coverage of science- print- radio- television
 and new media. Promotional campaigns of science communication

MODULE -II:

Environment and Media: Role of media in covering environmental issues,
 Governmental and non-governmental organizations and environmental campaigns-
 Chipko, Appiko, Narmada Bachao Andolan and others. .Environmental policy initiatives:
 national and international and issues Global warming, Kyoto Protocol, Rio Earth Summit,
 Montreal Meet, Copenhagen, Paris declaration. Polavaram, Patancheru, Flourosis.

SEMESTER-IV

DSC 401: Broadcast and New Media Journalism

Objectives:

- To introduce broadcast media.
- To impart professional skills in radio and television journalism.
- To familiarize with web journalism.

Learning Outcomes:

After completion of the course, the student will be able to:

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SEM - IV - SEC - IV
ONLINE JOURNALISM
SYLLABUS (2020-2021)

Objectives: To introduce and develop understanding of New Media, its evolution, theoretical underpinnings and growth and expansion • To enable students to write, produce and distribute for the digital platforms

Duration: 2 Hours per week

MODULE-I: Evolution of ICT's - its impact on journalism – Information revolution and concept of information society. Digital divide. Evolution of new media and Social media. World Wide Web and internet; URL's, HTML, Hyperlinks, Search engines, emails. Blogs- nature and purpose of blogs; How to create and manage blogs.

MODULE-II: Origin and growth of e-newspapers - e journals. Writing for the screen vs writing for print; Principles and do's and don'ts. Internet and freedom of expression. Cyber laws; Privacy Policies. Evolution of online news portals – Scroll .in, Thewire.in, thehoot.org , The Guardian, Limitations and current trends of online journalism; Future of the online journalism.

Books list

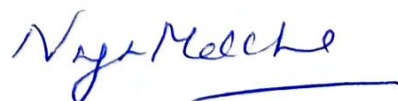
1. Dynamic Web Publishing Unleashed – Shelley Powers, Techmedia 1998
2. Assessing the State of Web Journalism.-Nath, Shyam- Authors Press, New Delhi, 2002
3. Net, Media and the Mass Communication. - Chakravarthy, Jagdish. Authors press, New Delhi, 2004
4. Mass Media and Information Revolution. - Bhargava, Gopal. - Isha Books, New Delhi, 2004
5. The Communication Revolution.- Menon, Narayana. - National Book Trust.
6. Media in the Digital Age. - Pavlik J.V. -Columbia University Press.

Resolved to accept the above following pattern of examination

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THIRD YEAR

DSE 501 A. Media and Development (or)

B. Telugu Journalism

Media and Development

Unit-I: Development: Concept, Definition, Process. Millennium Development Goals, Concept of Sustainable Development and Sustainable Development Goals.

Unit-II: Role of Media in Development Communication - Strategies in Development, Communication, Social, Cultural & Economic Barriers to Development Communication.

Unit-III: Agricultural Communication, Rural Development: Approaches, Rural Development: Extension.

Unit-IV: Development Support Communication: Population, Family Welfare & Health, Education & Environment, Problems faced in Development Support Communication.

Unit-V: Writing Development Stories for Media: Print, Radio and TV, Issues of AIDS, Trafficking, Human Rights, Dalit & Tribal Movements.

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(B): Telugu Journalism

Unit-I: History of Telugu Press - Major Phases in the evolution of Telugu Journalism. Telugu Press in Social Reform movement and freedom struggle, pioneers in the history of Telugu Press. Kandukuri Veeresha Lingam Pantulu, Kashinathuni Nageshwar Rao Pantulu, Mutnuri Krishna Rao, Suravaram Pratapa Reddy. Origin and growth of Press in Telangana, prominent publications and journalists. Role of the Press in Telangana movement.

Unit-II: Contemporary Telugu Press, its growth and contribution. Current trends in Telugu Journalism. Study of Telugu newspapers—news reporting, investigative reporting, columns, columnists, special pages and special supplements. Objectivity and editorial policies.

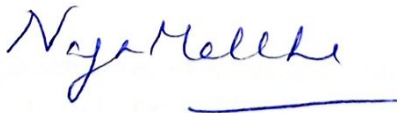
Unit-III: Language in Telugu Newspapers, use and misuse of English words, dialects. Problems of translation, coining of new words. Writing of News Reports and exercises in translation.

Unit-IV: Telugu Newspapers-Study of news reports, features and articles. Language and style. Writing articles and features, differences in writing articles and features.

Unit-V: News and news-based programmes in the electronic media. Writing news for radio and television. Differences in writing for Print and Electronic media.


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SEMESTER-VI

DSE 601 Media Literacy

Unit 1: Media and society. Introduction to Media Literacy. Understanding media. Media and audience. Types of media literacy. Language in media.

Unit 2: The Five Key Concepts to Media Literacy –producers of media content- techniques used to attract the attention of audience. Individual differences in understanding the messages. The lifestyles, values or points of view included or omitted from, the message. Applying Bloom's Taxonomy to Media Analysis -the 6 different levels of Bloom's Taxonomy .

Unit 3: Social Constructions of Media and Their Implications: Situating the Socio-cultural Context of Media Content ; Understanding Media Content and Its Uses-Understanding the News, Media and Information Ethics; Representation in Media and Information.

Unit 4: Creating Media Commercials. Elements of a commercial. Camera Shots and Angles Conveying Meaning. Digital Editing and Computer Retouching.

Unit 5: Critical understanding of the media. Media and economics . Media and hegemony. Media and psycho analysis. Content analysis. Film criticism. Semiotics.

(B) Advertising

Unit I: Advertising - Definition, nature and scope of advertising, social relevance of advertising and its role in communication and marketing. The function of advertising in society in India and the developing countries, effects of advertising on different sections of the society.

Unit-II: Types of advertising; Classification of different types of advertisements- Newspapers, magazines, radio, T.V., film, video, hoardings, billboards, internet etc., their relative merits and demerits. Trends in Advertising – surrogate advertising, in-film advertising.

Unit III: Structure of an advertising agency, various departments, functions. Types of agencies - Full-service agencies, Specialized agencies, in-house agencies, creative boutiques.

Unit IV: Objectives and basic principles of advertising campaign, Process of creating an advertisement: from rough sketch to final release, visualising and copy writing - Elements of an advertisement.

Unit V: Laws related to advertising - The Indecent Representation of Women's Act, 1986; The Drugs and Magic Remedies (Objection and Advertisement) Act, 1954, The Prevention of Food Adulteration Act, 1954. Unethical practices in advertising - ASCI - (Advertising Standards Council of India)

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Booklists

- 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: Comm. and Development in Third world countries
- 9) Journals: Kuruksheetra, Village, Rural Development, Social Action

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**GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)
BEGUMPET, HYDERABAD- 500016**

Project/Dissertation Work- Credits 4

Project work/ Dissertation is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation/difficult problem. Project / Dissertation work will be of 4 credits. Studied subject specific project work can be handled, with a view to develop creative thinking, team spirit and skill. The project work at preliminary level should be assigned to students, in groups.

Project report in the form of dissertation is prepared and submitted by the students. It will be evaluated by the External and Internal Examiners. Head of the Department will chair the evaluation panel and proceedings of viva voce. It carries a maximum of 100 marks.

Project guidelines:

1. Understand the subject broadly.
2. Choose a topic of interest.
3. Refer to the books & interact with subject specific experts.
4. Try to understand the basic principles of Journalism followed by the help of allied areas of media.
5. Select the topic applicable locally to know the importance of the subject in daily life, preferably choose, sample around the institution, around home, media institutions and nearby relevant industries.
6. Put together, latest technology and methods, basic knowledge on selected theme, Importance/need, locally applicable.
7. Summarize three years knowledge on the subject, go through skill enhancement course, correlate to real life and choose the project work.
8. Laboratory facilities, books to refer and faculty with research experience are essential to handle project.
9. Analyze your data and draw a conclusion.
10. Communicate the results.
11. Work division among the group members should be followed.
12. Maximum number of students in group should not exceed 5.

Project Examination

Maximum Marks:100

- | | |
|-------------------------|----------|
| 1. Project Report | 60 Marks |
| 2. Seminar Presentation | 40 Marks |

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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET (AUTONOMOUS)
B.A. II YEAR, CBCS DEPARTMENT OF JOURNALISM (2021-2022)

PATTERN OF EXAMINATION

Question paper pattern for theory examination for B.A. Journalism all Semesters – I to IV papers is given hereunder

Internal Assessment

- Two internals of 20 marks each – Average of the two internals is considered for computation in Marks Memo.
- Internals shall be held at the end of every 10th week and 15th week of the semester.
- The time of duration for the internal shall be 1 hour.
- Internals consists of two parts.

PART – A : Periodical test of	20 marks.
PART- B: CBT in the forms of MCQs for	10 marks
PART – C : Co- curricular activities of 10 marks. It consists of two activities	
Assignment	5 Marks
Seminar	5 Marks
INTERNAL ASSESSMENT TOTAL:	40 MARKS
- A question bank is prepared with 1 Essay and 2 short questions and MCQs from each unit.

Mid/End Semester Examination

- Mid/End SEM examination will be conducted for 60 marks.
- To be held in the month of October and March/April months, or as per OU Schedule.

Examination Pattern

Section – A: Essay Questions

5 out of 8 questions - each question carries 4 marks 5×4 =20 marks

Section – B: Short Questions

Internal choice from each unit. Answer all – each question carries 10 marks 5×8 =40 marks

Total = 60 marks

Resolved to accept the above following pattern of examination Board of Studies

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Stevenson

Nagarath

GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET (AUTONOMOUS)
B.A. Mass Communication & Journalism CBCS (2021-2022)
Question Paper Skelton (AY- 2021-22)
For all Semesters - DSC

Time: 2 1/2 Hrs

Max. Marks: 60

Note: Paper consists of two parts. Questions from part-A should cover entire syllabus and part-B covering unit wise syllabus.

PART - A

Note: Answer any four of the following questions. All questions carry equal marks. 4 x 5 = 20 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

PART_B

Note: Answer all the questions. All questions carry equal marks.

5 x 8 = 40 M

Unit - I

9. A) _____
(or)

B) _____

Unit - II

10. A) _____
(or)

B) _____

Unit - III

11. A) _____
(or)

B) _____

Unit - IV

12. A) _____
(or)

B) _____

Unit-V

13. A) _____
(or)

B) _____

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**GOVERNMENT DEGREE COLLEGE FOR WOMEN
(AUTONOMOUS)**

BEGUMPET, HYDERBAD

(Re-accredited by NAAC with "B" Grade)

Question Paper Skelton (AY- 2021-22)

SUBJECT: MASS COMMUNICATION & JOURNALISM

For All SEC Papers

Time: 2 Hrs

Max. Marks: 40

Note: Paper consists of two parts. Questions from part-A should cover entire syllabus and part-B covering unit wise syllabus.

PART - A

Note: Answer any FOUR of the following. All questions carry equal marks.

4 x 4 = 16 M

1. Unit - I
2. Unit - I
3. Unit - I
4. Unit - II
5. Unit - II
6. Unit - II

PART_B

Note: Answer ALL the questions. All questions carry equal marks.

2 x 12 = 24 M

7. Unit-I A)
- (or)
- Unit-II B)
8. Unit-III A)
- (or)
- Unit-IV B)

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**GOVERNMENT DEGREE COLLEGE FOR WOMEN
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BEGUMPET, HYDERBAD

(Re-accredited by NAAC with "B" Grade)

Question Paper Skelton (AY- 2021-22)

SUBJECT: MASS COMMUNICATION & JOURNALISM

For All GE Papers

Time: 2 Hrs

Max. Marks: 60

Note: Paper consists of two parts. Questions from part-A should cover entire syllabus and part-B covering unit wise syllabus.

PART - A

Note: Answer any four of the following questions. All questions carry equal marks. 4 x 5 = 20 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

PART B

Note: Answer all the questions. All questions carry equal marks.

4 x 10 = 40 M

Unit - I

9. A)

(or)

B)

Unit - II

10. A)

(or)

B)

Unit - III

11. A)

(or)

B)

Unit - IV

12. A)

(or)

B)

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Nige Malika

Steven sm

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GOVT DEGREE COLEGE FOR WOMEN, (A) BEGUMPET, HYDERABAD

DEPARMENT OF JOURNALISMB.A. III YEAR
GE- TV NEWS ANCHORING AND SCRIPT WRITING
SEMESTER-V

SYLLABUS (2021-2022)

Objectives: To develop understanding of Television, its Newsroom, Organizational structure and Reporting process. Also to enable students to write news scripts for TV. The course offers basics of news reading, presentation and voice over.

MODULE- I: Basics of Television News Anchor Basic Principles of Television News Presentation, The TV News Anchor- Qualities, roles, skills and responsibilities, professional ethics, dress sense, performance, dealing with contingencies. Camera facing techniques- Grooming for camera, on camera movement, holding props, scripts, peripheral vision, cue cards and makeup etc. Tele-prompter and its functioning, Voice analysis-pitch, volume, pronunciation and vitality.

MODULE -II Programming techniques, Basic Difference between News and Non-News Programe, Non- news show anchoring, Anchoring different Journalistic genres- documentary, Interview-Based Shows, Interactive and Panel Discussion Reporting techniques Piece to camera (PTC), Vox pop, Live Reporting-working with an OB Unit, Essentials of Field Reporting and Basic of giving a Live Phone-in.

MODULE -III TV Journalism - Understanding the medium. Advantages of television journalism . The process of television journalism. Live news reports. Reporting Programme format of reporting- Suggestions for style and treatment - The story - the process - Sources - Research - News values and principles - Journalistic beats.

MODULE - IV Writing for Visuals: Principles of writing for visuals - steps for producing the perfect news story - Visual language - Script format for television scripts – Reporting – Documentaries – Interviews. Piece to Camera - Principles of delivering an effective PTC. Programme Production - Packaging for a channel - Significance and elements of packaging for news channels.

Booklist

1. P.C. Chatterji : *Broadcasting in India*
2. Herbert Zettle: *Television Production*
3. Campbell, Meath & Johnson: *A Guide to Radio, TV Writing*
4. Pane Sureyat: *Broadcast News Writing*

Shankar *Naga Reddy*

- 5. S.P.Jain: *The Art of Broadcasting*
- 6. H.R.Luthra: *Indian Broadcasting*
- 7. The Abc of News Anchoring - Richa Jain
- 8. Anchoring America - Jeff Alan, James M Lane

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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYDERABAD – 16

(An Autonomous college of Osmania University)

Re-Accredited by NACC with 'B' Grade

Department of Journalism

SEC Sem-III & IV Evaluation-cum- Examination scheme (2020-21)

Titles:

1. SEC- Sem - III Specialized Reporting
2. SEC- Sem - IV Online Journalism
3. GE- Sem - V **INTER-DISCIPLINARY - REPORTING AND SCRIPT WRITING**
4. GE - Sem - VI **GE- INTER-DISCIPLINARY- TV NEWS ANCHORING**

- a) No of teaching hours : 2 hr per week/Total 30 hours(15 hours per sem each)
- b) No of credits Allotted : 2 credit for each semester 2+2= 4 credits
- c) Syllabus : 2 units under each semester

Scheme of Evaluation:

a) Assignments

Assignments of 10 marks.

b) Semester Examination

- 1) To be held in the month of October and March/April month.
- 2) The Time Duration of Semester examination is 1 hr.
- 3) 40 marks are allotted for the main exam for each semester

Section – A: Short Questions

Answer any 4 out of 6 questions Each question carries 3 marks.

6x3=18 Marks

Section – B: Essay Questions

From each unit 2 questions with Internal choice will be given
carries 6 marks

Each question

~~12x3=36~~ Marks

Total marks for the course :50 marks End Semester Exam:
marks Assignments: 10 marks

40

Resolved to accept the above following pattern of examination

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CERTIFICATE COURSE

PROFESSIONAL Photography

Objective: To help students fine tune their skills in Composing a Photo and Photo Journalism. Introduce them to basic photo editing and Photo capturing techniques.

Credits : 2

No. of lecture hours – 30

Unit I: History of photography – pinhole camera, Aperture, ISO, Shutter Speed. Shot Composing, Characteristics of Compositions, Camera Angles. Rule of Thirds – headroom, lead room. Types of cameras - TLR, SLR & Digital; Parts & Functions of Camera - Focal length, Types of Focus. Lens types, Nature & Characteristics of Lens, Filters and types of filters.

Unit II:

Nature and characteristics of Light. Functions of Flash. File formats, Types of Digital Storage & Retrieval – Raw image file, JPEG, TIFF, PNG, TARGA, EPS.

Assignments: Work on various assignments which will be given

On completion of the course certificate will be given

REFERENCES :

1. Tom, Ang. 2008. Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras. Knopf: New York
2. Jones, Frances. 1983. Hamlyn Basic Guide to Photography. Hamlyn: London.
3. Wooters, David & Mulligan, Therese. 2005. History of Photography. Taschen: Germany.
4. Abel : What's Wrong with Picture
5. Harold Evans : Picture on a page
6. Jack Price : News Photography

Heavenum

Journal

Naga Mallick

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Panel of Examiners

COMMUNICATION AND JOURNALISM

S.No	Name & Details	Contact no:
1.	University Nominee Dr. F Satish Kumar Assistant Professor, Dept of Comm and Journalism, Arts College O U, Hyderabad	9394119233
2	Dr K Raja Ram, Asst Professor Dept Mass Communication and Journalism EFL University, OU Campus	9849893673
3	Dr .PVN Srinivas, Asst. Professor Dept of Comm EFL Universtiy O U, Campus Hyd.	8332951975
4	Dr Ramakrishna AC, Dept of Comm and Journalism, Arts College O U, Hyderabad	9000247411
5	Ms. Y Nirmala.AC, Dept of Comm and Journalism, Arts College O U Hyderabad	9912616606
6	Dr. B Anita Lecturer, St Francis College, Women (Autonomous) Begumpet Hyderabad	9581448824
7	Mr. Ravi Kumar, St Francis College, Women (Autonomous) Begumpet Hyderabad	9440160270
8	Mr Clement, St. Francis Women (Autonomous) Begumpet Hyderabad	8341369215
9	Ms. Nectu Verghese, Lecturer, Reddy Womens.Narayanguda, Hyderabad	7045529515
10	Ms. Pavani, Reddy, St Georgia's' College, Hyderabad	9493409382

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N. Nirmala
31

11	Mr. Krishna, St Mary's College Yusufguda	9741363975
12	Mr Krishnaji, Koti Womens College	8978309695
13	Mr. Krishna Kumar, SVS college Vidyanagar	9246157448
14	MS. Sujata, Andhra Mahila Sabha	9701519651

Resolved to accept the above following pattern of examination

University Nominee

[Handwritten Signature]

Members

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CERTIFICATE COURSE

Photography

GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET

(AUTONOMOUS)

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DEPARTMENT OF JOURNALISM

Board of Studies Meeting on 26/10/2021

MINUTES RECORD

The Board of Studies Meeting of the Department of Journalism was held on 26/10/2021 at 2pm in the Department of Journalism, Govt. Degree College for Women, Begumpet, Hyderabad.

The following resolutions were taken in the meeting

1. It is resolved to introduce B A Journalism under MOOCs/Virtual Classroom as 5 Credit Course per Semester following UGC guidelines for allocation of Credits as per the teaching hours per week.
2. The Division of the syllabus for the 1st Semester Discipline Specific Course Paper – I consists of Osmania University Introduction to Communication and Journalism –I syllabus which is as follows.
 - a. Unit – I: Introduction
 - b. Unit – II: Models of Communication
 - c. Unit – III: Theories of Communication
 - d. Unit – IV: Journalism
 - e. Unit – V: Kinds of Journalism
3. The Division of the syllabus for the 2nd Semester Discipline Specific Course Paper – II consists of Osmania University Mass Media in India syllabus which is as follows.
 - a. Unit – I: Press
 - b. Unit – II: Films - Evolution

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Hareem
Nyathalli

- c. Unit – III: Radio
 - d. Unit – IV: Television
 - e. Unit – V: New Media in India
4. The Division of the syllabus for the 3rd Semester Discipline Specific Course Paper – III consists of Osmania University Reporting and Editing for Print Media syllabus which is as follows.

- f. Unit – I: **Introduction to News**
- g. Unit – II: News writing
- h. Unit – III: **Newspaper organization structure**
- i. Unit – IV: **The Editing Process**
- Unit – V: **Media Ethics and Laws**

The Division of the syllabus for the 4th DSC Paper – I consists of OU Broadcast and New Media Journalism syllabus which is as follows.

- j. Unit – I: **Introduction to Broadcast Media**
- k. Unit – II: **Introduction to Radio Journalism**
- l. Unit – III: **Television Journalism:**
- m. Unit – IV: **Television news based programmes**
- Unit – V: **New Media Journalism**

The Division of the syllabus for the 5th DSC Paper – I consists of OU Media and Development syllabus which is as follows.

- a. Unit – I: Development
- b. Unit – II Role of Media in Development Communication
- c. Unit – III: Agricultural Communication:
- d. Unit – IV: Development Support Communication
- e. Unit – V: **New Media Journalism**

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Shankar

Naga Malika

The Division of the syllabus for the 5th sem DSE Paper – I consists of OU Telugu Journalism syllabus which is as follows.

- a. Unit – I: History of Telugu Press
 - b. Unit – II Contemporary Telugu Press
 - c. Unit – III: Language in Telugu Newspapers:
 - d. Unit – IV: Telugu Newspapers-Study of news reports
 - e. Unit – V: News and news-based programmes
5. The Board of Studies approved the division and adoption of syllabus as mentioned above.
 6. It was resolved to follow the prescribed text books and reference books as recommended by the Osmania University.
 7. It is resolved to follow the existing Osmania University syllabus prescribed for Journalism. 100 marks per semester. 60 marks to be awarded for external end evaluation and 40 marks for internal evaluation.
 8. It is resolved to follow the following internal assessment scheme for 40 marks.

Internal Assessment I+II (written Test-20 Marks)

Online test MCQs – 10 marks

Assignment	-	5 Marks
Seminar	-	5 Marks
Total	-	40 Marks

9. The maximum marks for the end semester theory examination is 60 marks and the pattern of examination is as follows:

Section – A: Short Questions

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Shankar
N. J. K. K.

5 out of 8 questions. Each question carries 4 marks

5×4=20 marks

Section – B: Essay Questions

Answer all questions with Internal Choice. Each question carries 8 marks

5×8=40 marks

Total =60 marks

10. The Board approved the above mentioned examination pattern and scheme of evaluation.
11. The Board approved the panel of examiners mentioned.
12. The duration of exam time for internals will be 1 hour.
13. Paper setting and valuation to be done by external examiners from the approved panel for theory papers.
14. The board approved the division and adoption of syllabus as mentioned above.
15. It was resolved to follow the prescribed text books and reference books recommended by the Osmania University.
16. It was resolved to follow and ratify the prescribed Osmania University Syllabus for B.A. Journalism 1st and 2nd year for the academic year 2020-21 onwards.
17. The model paper is prescribed for the convenience of the students.
18. The candidate has to secure minimum 40 percentage to complete any course (Paper)
19. Scheme of Evaluation and Examination pattern to be followed.
20. Approval of Model Question Paper.
21. Approval of "Skill Enhancement Course" (SEC) II and IV for Sem 3 and 4 and GE with 4 credits inr Semester 5 for III year
22. Approval of list of panel of examiners for both semesters.
23. Any other matter with the permission of the chair.

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Members of BOS

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Nizamulhaq