

NAGARJUNA GOVT. COLLEGE NALGONDA

(Autonomous)

Re- accredited with NAAC "A" Grade

Board of Studies

Department of Journalism

[2016-17]

Prof. U.UMESH KUMAR

Ph.D.

REGISTRAR



OFFICE OF THE REGISTRAR

MAHATMA GANDHI UNIVERSITY

ANNEPARTHY - 508 254

NALGONDA (A.P.)

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Fax: 08682-221903

Cell: 9948284222

Lr.No. 191/MGU/NLG/2015-16

Date: 28-08-2015

To
The Principal
Nagarjuna Government College
NALGONDA - 508 001.

Sir,

Sub:-MG University - Nalgonda - University Nominee for constitution of Board of studies in Each subject communicated -Reg.

Ref:-Your office Rc.No.66/Est/2015 Date:04-08-2015

&&&

With reference to the subject cited above the following faculty members are nominated to the Board of Studies for the faculty and subjects mentioned for the Academic years 2015-16

| S.No. | Faculty | Name of the nomination |
|-------|----------|-------------------------|
| 1 | Science | Prof.Yadagiri Swamy, OU |
| 2 | Arts | Prof.Ramulu, OU |
| 3 | Commerce | Prof.Appa Rao, OU |

| S.No. | Department | Name of the Faculty a BOS |
|-------|---------------------------------|----------------------------------|
| 1 | English | Dr.Aruna Priya, Asst.Prof., MGU |
| 2 | Telugu | Dr.Gona Naik, OU |
| 3 | Hindi | Dr.Avinash Jaswal, OU |
| 4 | Urdu | Dr.Abdul Muyeed, OU |
| 5 | Economics | Dr.Anji Reddy, Asst Prof., MGU |
| 6 | History | Dr.Arjun, OU |
| 7 | Political Science | Dr.J.Musalaiah, OU |
| 8 | Public Administration | Dr.Amarender Reddy, OU |
| 9 | Mass Communication & Journalism | Dr.Balaswamy, OU |
| 10 | Geography | Dr.B.Laxmaiah, OU |
| 11 | Human Rights | Dr.Anupama Dept., Psychology, OU |
| 12 | BA-Computers | Dr.Hariny, OU |
| 13 | Commerce | Dr.Akula Ravi, MGU |
| 14 | Computer Applications | Dr.Sandya Rani, Asst.Prof., MGU |
| 15 | Mathematics | Dr.Maddileti, Asst.Prof., MGU |
| 16 | Physics | Dr.Madhukar, OU |
| 17 | Chemistry | Dr.Ramesh, Asst.Prof., MGU |
| 18 | Industry Chemistry | Dr.Roopa, Asst.Prof., MGU |
| 19 | Computer Science | Dr.Sandya Rani, Asst.Prof., MGU |
| 20 | Geology | Dr.Muralidhar, OU |
| 21 | Botany | Dr.Karunakar Reddy, OU |
| 22 | Zoology | Dr.Redya Naik, OU |
| 23 | Micro Biology | Dr.Acharya Nagarjuna, OU |
| 24 | Bio-Technology | Dr.Premsagar, OU |

PO
A. Lakshmi
Coordinator

18/9/15

REGISTRAR

NAGARJUNA GOVERNMENT COLLEGE (AUTONOMOUS),NALGONDA

(Reaccredited by NAAC with A Grade)

From

Dr. R.Nagender Reddy,
Principal,
Nagarjuna Govt. College,
NALGONDA.

To


Dr. N.Deepika
Incharge,Department of Telugu,
NagarjunaGovt.College,
NALGONDA.

Sir,

Sub:- N.G.College-Autonomous-Board of studies meeting-Framing of syllabus-Reg.

With reference to the subject cited, I request you to kindly arrange to make the meeting of Board of studiesof Journalism at Department of Journalism, Nagarjuna Government College, Nalgonda On to discuss about the framing of syllabus for Journalism preparation of Model Question papers and other related academic matters.

Thanking you.


Principal
Nagarjuna Govt. College
(Autonomous) NALGONDA.

NAGARJUNA GOVT. COLLEGE [AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 40

Course: B.A

Subject: Mass Communication and Journalism

Semester-I Syllabus Introduction to Communication & Journalism

SEMESTER-I

Paper-I: Introduction to Communication & Journalism (Core)

Unit-I: Definition of communication, Communication and its role in society. Types of Communication -Intra-personal, Interpersonal, Group Communication, Mass Communication - Print, Radio, Television and film. Process of Mass Communication.

Unit-II: Models of Communication – Laswell – SMCR model, Shannon and Weaver – Osgood and Schramm.


Unit-III: Theories of Communication – Effects theories – Agenda setting theory – Uses and gratifications theory, Normative media theories, propaganda. – publicity, 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, building public opinion- Journalism and social change.

Unit-V: Kinds of Journalism: Print, Broadcast, On-line (Cyber) journalism, Sports, Science, Investigative, Development, Community, Cheque book and Yellow Journalism.


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Asst. Professor of Telugu
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J. Suresh
Journalism lecturer

NAGARJUNA GOVT. COLLEGE(AUTONOMOUS) NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 1 Module-1: Introduction to Communication and Journalism

Time: 2 Hours

Max. Marks: 70

Section A [Short Answer Type Questions]

Note: Answer all the following questions 10*1=10


1. Internet
2. Family
3. Define Communication
4. Telangana Magazine
5. Who invented printing mission
6. What is manki bath/
7. From which Latin term the word communication was Derived
8. What bullet theory speaks
9. Who is the founder of face book
10. Sequel number of RED FM


Section B [Long Answer Type Questions]

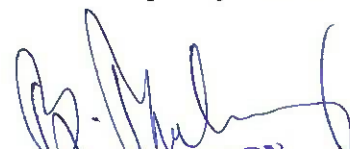
Answer all the following questions, taking one from each set

Each question carries six marks 5*6=30

11. Explain about varies models of communication
[or]
Analyze the impact of Public Broadcast Media in developing countries
12. Describe various models of communication
[or]
Write about the theory of communication
13. Give a description on contemporary Telugu News Papers
[or]
Give a description on publicity
14. Write about on yellow and online journalism
[or]
Analyze the functioning process of communication
15. Write a note on the changing scenario of Telugu news channels
[or]
Give a description of the nature and scope of journalism ?


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Journalism
Lecturer


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Section C [Essay Type Questions]

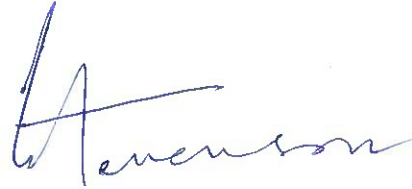
Note: Answer any Three of the following questions 3*10=30

16. Define the term Communication and explain the functions of Communication
17. Mention various types of communications, site with examples
18. The Eenadu Telugu news paper opened up new dynamics through its unique contributions in the field of Telugu journalism, comment
19. Discuss the role and impact of Mass Communication in Civil Society
20. Write a note on sports , science and investigative journalism

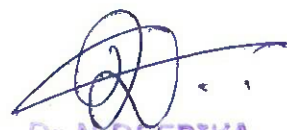
Internal Examination - 30 Marks


- | | | |
|-----------------------------|----|---|
| A. Written Test: | 20 | (Internal Assessment Test with Best of Two) |
| B. Co-curricular Activities | 10 | (Assignment-5, Student seminar-5) Total 30 |


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J. Sunesh
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NAGARJUNA GOVT. COLLEGE [AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 40

Course: B.A

Subject: Mass Communication and Journalism

Semester-II Syllabus : Mass Media in India

SEMESTER- II

Paper-II: Mass Media in India (Core)

Unit-I: Press

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement, National Freedom Movement, Post Independence Era, Post Emergency Era. Changing Readership, Language Press. Recent Developments in Print Media.

Unit-II: Films-Evolution

Early films- Pioneers of Indian Cinema- shantaram, Bimal Roy and other film makers - 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

Development of television as a Medium of Mass Communication – Historical perspective of television in India – 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


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J. Suresh

Journalism Head

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CHOICE BASED CREDIT SYSTEM (CBCS) 2016-2017

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication And Journalism

Semester: 2 Module: 2 writing For Media

Time: 2 ½ Hours

Max. Marks: 70

Section. A. Very Short Answer Questions

Note: Answer all the following questions 10*1=10

1. What is News
2. Anchor Part
3. Mofussel Copy
4. Expand F M
5. Off the Record
6. Theenmar News
7. Mention W W W
8. What is the Frequency Measure of A I R
9. In which year Hickee Gazette News Paper was founded
10. Who is the current Union Information and Broadcasting Minister

Section B Short Answer Questions

Note: Answer any five of the following questions, taking one from each set
Each question carries six marks 5*6=30

11. Write a note on recent developments in Print Media

[or]

Write a note on the role of Print Media in Post independent era

12. write a note on brief history of Cinema in India


[or]

Write a note on Pioneers of Indian Cinema

13. write a note on Various department in Radio

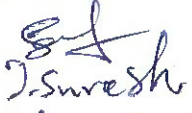
[or]

Give a note on brief history of Radio in India


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Journalism Instructor

14. write a note on various departments in Television

[or]

Give an account on brief history of Television in India

15. Explain about Online Media

[or]

Write a note on the importance of Internet

Section. C. Long Answer Essay type Questions

Note: Answer any three of the following questions 3*10=30

16. Write an Essay on the contribution of Print Media in National Movement and Social Reforms Movements

17. Discuss on the functioning styles of various departments in Cinema Production

18. Write an Essay on Radio Development in India

19. Analyze the present trends in Television sector

20. Discuss the uses of Social Media and Identify its merits and demerits

Internal Examination - 30 Marks

A. Written Test: 20 (Internal Assessment Test with Best of Two)

B. Co-curricular Activities 10 (Assignment-5, Student seminar-5) Total 30



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S. Suresh

Journalism Teacher

Nagarjuna Government College, Nalgonda

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B.A Second year – Mass Communication & Journalism Semester-3 Module -3
Board of Studies [B O S] approval for the academic year 2016-17
Module3: Writing For Media

Unit-1

Concept of News- Writing for Mass Media Scope and Nature – News Values, Writing for Radio and Television. Current Trends in Television, TV News, Features and Documentaries.

Unit-2

Types of News – Political, Crime News, Economics, Business, Financial, Sports and Others. Hard News and Soft Stories.

Unit-3


News Process – From the Event to the Reader Profile of Journalist – Attitude, Knowledge and Skills Qualities of Good Journalists.

Unit-4


Different Forms of News Paper Writing. Spot News, Features, Articles, Editorials and Creative Middles.


Unit-5

News Bureau and Editorial Department in News Papers. Basics of Editing, Role of Sub Editors, Editing, Agency Copy, Mofussel Copy, Media Laws and Ethics – Defamation Label, Slander, Contempt of Court , Contempt of House, Copy Right Act, Code of Ethics.


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CHOICE BASED CREDIT SYSTEM (CBCS) 2016-2017

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A Subject: Mass Communication & Journalism

Semester: 3 Module-3: Writing For Media

Time: 2 ½ Hours

Max. Marks: 70

Section - A - (Very Short Answers)

Note: Answer all 10*1=10

1. Expand SITE.
2. Yellow Journalism.
3. Mofussil Copy.
4. Expand A B C.
5. Editing.
6. Off the Record.
7. T R P.
8. Who is Google C E O.
9. Expand B S N L.
10. Define News.

Section B Short Answer Questions.

Note: Answer any four of the following questions.

Each question carries five Marx 4*5=20

11. Write a "Feature" for Print Media on Rural Employment Schemes in Telangana.
12. Give an account on Editorials.
13. Explain the Prime Features that are required for writing News.
14. Discuss Importance and Scope of Writing for Media.
15. Explain on the various types of Leads.
16. Explain the differences between News and Feature.

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Section C Long Answer Questions.

Note: Answer the following Questions, taking one from each set given below.
Each question carries eight marks 5*8=40

17. Define News, Describe various News Values followed by Media Organizations to remain relevant reader's interest.

[Or]

Write a note on Journalistic Language and Style.

18. Define Hard News. "Political Reporters should have wide network with Politicians across Political Parties and Incisive ability to analyze Political Moves to Enlighten the Public". Comment.

[Or]

"To Portray a Human Interest Story through a Write up, a Journalist must have deeper understanding of the subtle feels and issues in the story". Justify.

19. Examine the type of Attitude, Knowledge and Skills needed for a Ideal Journalist

[Or]

Narrate the news process from event to the reader.

20. Give an account on following items. [a] Spot News [b] Middles [c] Articles

[Or]

Give an outline on various types of Features.

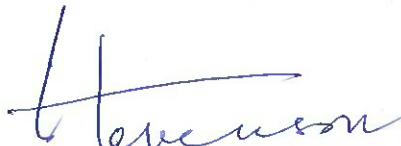
21. "A Sub Editor like a diamond cutter, develops the root copy of the reporter to readable from depending on news values and available news hole" – comment

[Or]

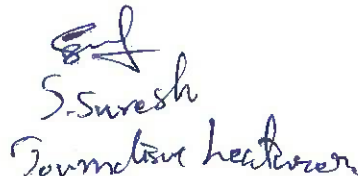
Discuss the role of News Bureau and Editorial department in gathering, editing news and producing the news paper.



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Formative Lecturer



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Nagarjuna Government College, Nalgonda

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B.A Second year – Mass Communication & Journalism Semester 4 Module 4
Board of Studies [B O S] approval for the academic year 2016-17

Module4: Writing for Electronic Media

Unit-1

Electronic Media : Brief History Silent Features – Electronic Media Organizational Structures.

Unit-2

Writing for Radio and TV Unique Demands of Broadcasting Media.

Unit-3


Different Formats of Radio and TV News, Features and Documentaries.

Unit-4


Evolution : Purpose of Evolution, Methods of Evolution, Passes of Evolution.

Unit-5

Media Laws and Ethics – Defamation Label, Slander, Contempt of Court, Contempt of House
– Copy Right Act – Code of Ethics.


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Joint Member

Nagarjuna Government College Nalgonda

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Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A Subject: Mass Communication & Journalism

Semester: 4 Module-4 : Writing For Electronic Media

Time: 2 ½ Hours

Max. Marks: 70

Section - A - (Very Short Answers)

Note: Answer all 10*1=10

1. In which year Working Journalist Act was Enacted,
2. Expand N D T V.
3. In which year color television was introduced in India.
4. D T H means.
5. Mention the types of TV productions.
6. What is the name of the Telugu Channel of Telangana Government.
7. In which channel Vikatakavi program was broadcasted.
8. Who is the current Union Minister for Information and Broadcasting.
9. Name the first TV channel in Telugu.
10. In which year Radio has turned as A I R officially.

Section B Short Answer Questions.

Note: Answer any four of the following questions.

Each question carries five marks 4*5=20

11. Give an account on FM radio.
12. Give an account on the Features of Radio.
13. Documentary.
14. Defamation.
15. Paid News.
16. Copy Right Act.

Prof
J. Suresh
Journalism
lecturer.

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[Signature]
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Osmania University, Hyd-7.

[Signature]
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M.A., Ph.D.,
Asst. Professor of Telugu
N.G.College, NALGONDA.

Section C Long Answer Questions.

Note: Answer the following questions, taking one from each set.
Each question carries eight marks 5*8=40

17. Explain the silent features of Television as medium of mass communication

[Or]

Explain the important events in the growth of All India Radio.

18. Discuss the principles to be followed while writing for Television

[Or]

What are the differences in writing for Print Media and electronic media?

19. Describe various Television program formats

[Or]

Compare the news based programs of any two Television channels.

20. Comment on the crime related programs in Television

[Or]

“Research contributes significantly for effective functioning of a Television channels” – comment.

21. What is contempt of court? What are the cautions to be taken while writing about courts?

[Or]

Discuss the importance of the code of ethics for Journalists.

Suresh
Journalism
lecturer.

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B.A Third year – Mass Communication & Journalism Semester 5 Module 5
Board of Studies [B O S] approval for the academic year 2016-17

IVth sem IIth paper

Title: Advertising

Unit-1

Advertising – Definition, Nature and Scope of Advertising, Social Relevance of Advertising and its Role in Communication and Marketing.

Unit-2

The Functions of Advertising: Impact of Advertising on Different Sections of the Society. Role of Advertisements in Modeling Consumer Behavior.

Unit-3

Types of Advertising: Classification of Different Types and Form of Advertisements.

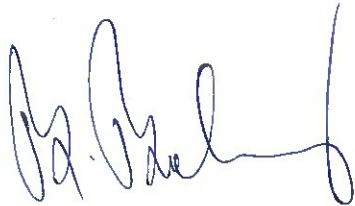
Unit-4

Structures of Advertising Agency, Various Departments and Functions. Advertising Through News Papers, Magazines, Radio, TV, Film, Video, Hoardings, Bill Boards their Relatives Merits and Demerits.


Unit-5

Objectives and Basic Principles of Advertising Campaign. Advertising Campaign. Planning: Product Analysis and Market Research. Creating the Advertisement: Visualizing and Copy Writing.

Surya
Suresh
Sunil
Sudhakar



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CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 5

Module-5: Advertising

Time: 2 ½ Hours

Max. Marks: 70

Section A [Very Short Answer Questions]

Note: Answer all the following Questions 10*1=10

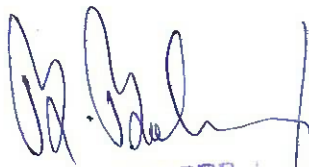
1. Expand D A V P
2. In which year Advertisements were started in India
3. Who Invented the Printing Machine
4. Expand A B C
5. Give an example of service oriented advertisements
6. Sequel number of Radio Mirchi
7. Who is the founder of Whatsapp
8. Expand T R P
9. Name the columnist of [Loguttu]
10. Expand S I T E

Section B [Short Answer Questions]


Note: Answer any four of the following questions 4*5=20


11. Write about Sales Promotion
12. Analyze the various modes of collecting public opinion in media sector
13. Briefly outline the importance of market research in the media sector
14. Give an account on corporate advertisement
15. Briefly sketch the magnitude of visualization in advertisement
16. Write about the following items

[A] Bill Boards [B] Rough Sketch


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Section C [Long Answer Questions]

Note: Answer all the following questions, taking one from each set 5*8=40

17. Advertising is a paid form of Non-personal form of Communication of Ideas, Goods and Services by an identified sponsor – explain

[Or]

Discuss the role of advertising in communication and marketing.

18. List out various functions of advertising

[Or]

Advertising plays crucial role in molding consumer behavior and facilitates in selling of products to the consumers – discuss

19. Give an outline on different types of Outdoor and Transit Media advertisements

[Or]

Describe various advertising media available to marketers

20. Expand various functions of Advertising Agency

[Or]

Discuss advantages and disadvantages of Audio – Visual media advertising


21. Give an account on constraints and uncontrollable influences for an advertising campaigner


[Or]

Market research helps in planning the introduction of the product with the advertising campaign in the market – discuss


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B.A Third year –Mass Communication & Journalism Semester 5 Paper 6 (A)
Board of Studies [B O S] approval for the academic year 2016-17

Title: Public Relations

Unit-1

Introduction to Public Relations: Definition, Nature, Scope of PR, Its Purpose and Role in Developing Countries.

Unit-2

Public Relations , Public Opinion, Propaganda, PR and Advertising.

Unit-3


PR Department in an Organization, Public Relations officer , Qualities and Functions.

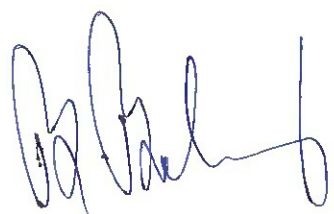
Unit-4

Internal and External Publics of Organizations: Media, Customers, Investors, Law Makers, Government Relations.

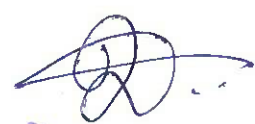
Unit-5

The Process, Steps in PR Campaign and Pruning, Tools of PR, Press Release, News Letter, Broachers, House Journals, Exhibitions, Annual Reports, Open Day, Open House, Media, Briefing, Meet the Press, Press Conference.


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**NAGARJUNA GOVT. COLLEGE[AUTONOMOUS]
NALGONDA**

CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 5

Module-6: Public Relations

Time: 2 ½ Hours

Max. Marks: 70

*Ist sem
VIth paper.*

Section A [Short Answer Questions]

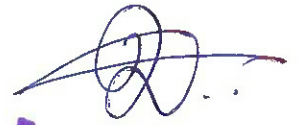
Note: Answer all the following questions 10*1=10

1. Press Conference
2. P R tools
3. Annual Report
4. All India Radio Sequel number
5. Expand N D T V
6. Who is the founder of Face Book
7. Journals
8. Name the institution of public relation at State Government level
9. Expand P R S I
10. Name the News Paper that has largest circulation in India

Section B [Short answer questions]

Note: Answer any four of the following questions 4*5=20

11. Briefly account on Customers' relation patterns
12. Briefly highlight the role of Exhibitions in media
13. Discuss the relationship aspects of government with society
14. Briefly highlight the relationship of media with society
15. Write about the following items
A Press release b, Broachers
16. Write about the following items
A House Journals b, Meet the Press



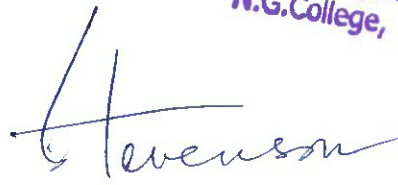
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S. Suresh

Journalism Section

Section C [Long Answer Questions]

Note: Answer the following questions, taking one from each set 5*8=40

17. Public Relations is deliberate, sustained effort to build mutual understanding between organizations and its publics – explain

[Or]

Describe public relations as a management function.

18. mention various functions and role of public relations officer in public relations department of a government organization

[Or]

Write a note on qualities of a good Public relations Officer.

19. Enumerate difference between Pr and Advertising as form of communication

[Or]

List out difference between PR and Propaganda.

20. Identify internal and external publics of an Educational Institution


[Or]

Role of public relations as become imminent to maintain investor relations in the age of privatization, liberalization and globalization to gain trust of investors for companies for investments – comment.

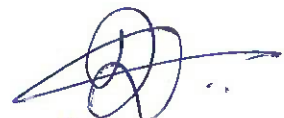
21. House Journal act as a platform for communication among internal publics and external publics to build mutual understanding among them – comment


[Or]

Explain various stages of PR campaign with suitable example


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S. Suresh
Communication
Academy

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Question Paper Pattern for B.A. Programme External Examination-Marks 70

CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Course: B.A

Subject: Mass Communication and Journalism

Elective Module6- B: Editing and Laws in Media

Unit-1

Print Media

System of Print Media – Functions – Definition of Editing – Editing Process – Language of Editing – Style of Editing - Style Sheets.

Unit-2

Media and Indian Constitution

Subject Matter of Indian Constitution – Fundamental Rights – Directive Principles of State Policy - Fundamental Duties – Media Laws and Ethics – Deformation Liabile – Slander – Contempt of Court – Contempt of House – Copy Right Act – Code of Ethics.

Unit-3

Media Regulation of Legal and Social Issues

Indian Penal Code – Laws Related to Entertainment – Telegraphs Act – Indian Post Offices Act – Official Secrecy Act – Pornography – Hindu Marriage Code – Security Bonds - Defense Rules of India and Media .

Unit-4


Press Council of India

Composition and Structure of Press Council of India – Working Style of Press Council – Enquiry Committee – Suggestions – Rules of Conduct – Self Regulation – Public Favor.

Unit-5


Media Laws and Acts

News Paper and Books Registration Acts – Working Journalists Act – Right to Information Act, Definition, Process – Commission of Right to Information Center and State.


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CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 5

Module-6 B : Editing And Laws In Media

Time: 2 ½ Hours

Max. Marks: 70

Section A [Short Answer Questions]

Note: Answer all the following questions 10*1=10

1. What is Style Sheet
2. Which Article of Indian Constitution spelt's on Freedom of Press
3. What is byline
4. Expand C N N
5. What is Photo Caption
6. Who is the founder of Face Book
7. What is Imprint
8. In which year Right to Information Act came into force
9. In which year Official Secret Act was made
10. What is the Strength of Press Council of India including Chairmen

Section B [Short answer questions]

Note: Answer the following questions any four of 4*5=20

11. Write about the features of Sub Editor
12. Briefly account on the significance of Preamble of Indian Constitution
13. Write a note on Official Secrecy Act
14. Give a note on Enquiry Committee of Press Council of India
15. Write about the following items
(A) Press release (B) Broch^{ures}ers
16. Write about the following items
(A) House Journals (B) Off the Record

S. Swathi

M. Mahesh
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Journalism head

Section C [Long Answer Questions]

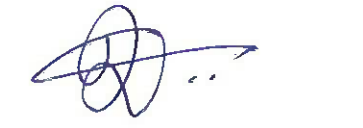
Note: Answer the following questions, taking one from each set 5*8=40

17. Explain the functioning of Administrative Department in Print Media
[or]
Write about the Production Department in the Print Media
18. Describe the procedures of Deformation
[or]
Discuss on various Acts related to Press
19. Explain about Telegraph and Indian Post Offices Act
[or]
Write exclusively on Indian Pinal Code
20. Describe the composition of Press Council of India and its working style
[or]
Explain about News and Book Registration Act
21. Write an Essay on Right to Information Act
[or]
Write an Essay on Working Journalist Act


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Headmaster,


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CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 6 Module-7: Telugu journalism

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- 1st sem
- 1st paper.

Unit-1

History of Telugu Press – Major Phases in the Evolution of Telugu Journalism Role of Telugu Press in Social Reforms Movement and, Freedom Struggle. Pioneers of Telugu Press.

Unit-2

Contemporary Telugu Press, Its Growth, Trends in Telugu Journalism. Study of Telugu News Papers, News Reporting, Investigative Reporting, Columns, Special Pages and Special Supplements. Objectivity and Editorial Policies.

Unit-3

Language in Telugu News Papers, Use and Misuse of English Words, Dialects.

Unit-4

Problems of Translations, Coining of News Words, Writing of News Reports and Exercises in Translation.

Unit-5

Marketing Strategies of Telugu News Papers and Commercial Strategies of Telugu Electronic News Channels.

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heaven

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Signature of H. Venkatesh
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Signature of Dr. N. Deepika
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Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 6

Module-7: Telugu Journalism

Time: 2 ½ Hours

Max. Marks: 70

Section A [Very Short Answer Questions]

Note: Answer all the following Questions 10*1=10

1. Freelance Reporter
2. Abiruchi
3. Nilagiri
4. Expand ABN
5. Name the columnists of Bousheth Bharatham
6. Write the popular slogan of Nokia
7. Who is the founder of Golconda News Paper
8. Name the Editor of Sakshi News Paper
9. Scrolling
10. Name the title of cinema page in Andhra Boomi

Section B [Short Answer Questions]

Note: Answer any four of the following questions 4*5=20

11. Briefly highlight the contribution of Kandukuri to Telugu journalism
12. Write a note on Andhra Patrika
13. Give a note on Vasundara edition of Eenadu news paper
14. Highlight the good features of news reading pattern
15. Write a note on following items
(A) Bavitha (B) Naveena
16. Write a note on following items
(A) Ding Dong (B) Maan key bath

*Suresh
Annamalai
Kandam*

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Section C [Long Answer Questions]

Note: Answer the following questions, taking one from each set 5*8=40

17. Explain the role of News Papers in Indian National Movement

[or]

Explain the origin and development of Telugu News Papers

18. Illustrate the currents trends in Telugu News Papers

[or]

Illustrate the significance of Women Editorial pages that appear in different news papers

19. Write a few lines about style and language of a prominent news papers

[or]

Analyze the usage of English words in Telugu news papers and indicate its negative aspects

20. Define translator and evaluate main characteristics of translator

[or]

Summarize the important principles relating to translation

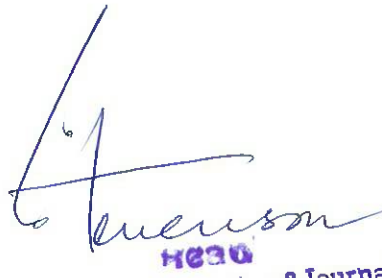
21. Write an Essay on the benefits of Telugu News Channels in civil society

[or]

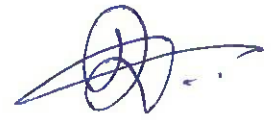
Critically evaluate the emerging trends in Telugu news channels



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Question Paper Pattern for B.A. Programme External Examination-Marks 70

CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Course: B.A

Subject: Mass Communication and Journalism

Elective Module-A : History of Mass Media

Unit-1

Origin of Press – News Books – Evolution of Modern News Papers – Growth of News Papers in India – Hickey Gazette – Bombay Chronical.

Unit-2

Early Journalism in Bengal – Bombay and Madras Presidencies – Growth of National Press – Press in 19th Century – Raja Ram Mohan Roy – Balagangadhar Tilak – Indian Press and Freedom Movement – Gandhi's Contribution to Indian Journalism – Nehru Era – Government v/s Press – Indian Press and Emergency – Recent Trends in English Journalism.

Unit-3

Early films – pioneers of India Cinema – Shantharam , Bimal Roy and other film makers – parallel cinema – commercial cinema – regional cinema .

Unit-4

Brief History of Broadcasting in India – Characteristics of Radio – Objective of Radio – AIR Code – Special Audients Programs – Women – Children – Youth – Industrial Workers – Farm and Home Programs.

Unit-5

TV as Medium of Communication – Origin and Growth – Characteristics – Audience – Women – Youth – Children – Formers – Students.

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CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 6

Module-8(A): History Of Mass Media

Time: 2 ½ Hours

Max. Marks: 70

Section - A - (Very Short Answers)

Note: Answer all 10*1=10.

1. Who invented Television
2. Who is the Current Information Broadcasting Minister at Center
3. Who established Indian Opinion News Paper.
4. Who is the Editor of Hindu News Paper.
5. In which year Copy Right Act was Introduced
6. Expand C B F C
7. In which year Television Programs were introduced in India.
8. Name the News Paper, which has largest circulation in India.
9. In which year Vividha Bharathi was Introduced
10. Who Invented Printing Mission.

Section B Short Answer Questions.

Note: Answer any four of the following questions.


Each question carries five marks 4*5=20


11. Give an account on the position of News Papers in Developed Countries.
12. Give an account on Cinema
13. Give an account on Public Campaign mediums.
14. Discuss the position and role of Indian press during emergency.
15. Give a note on the services of Vividha Bharathi
16. Balagangadhar Tilak.



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J. Suresh
Journalism
lecturer

Section C Long Answer Questions.

Note: Answer the following Questions, taking one from each set.

Each question carries eight marks 5*8=40

17. Discuss the contribution of Gandhiji's to Indian Freedom Struggle through Journalism

[Or]

Discuss the importance of Raja Ram Mohan Roy as a Journalist.

18. Discuss the impact of Television programs on Children

[Or]

Discuss the internal working style of Production Department in Television Sector

19. Describe the history of Radio in India

[Or]

What are the different special audience programs of All India Radio?

20. Describe the characteristics of Television as a medium of mass communication

[Or]

Discuss the contribution of Television in promoting Rural Development in India.


21. Describe on the working style of Production Department in Cinema Field

[Or]

Write an Essay on the impact of Cinema in Society



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Nagarjuna Government College [Autonomous] Nalgonda

[Autonomous] Re-accredited by NAAC with A Grade

B.A Third year – Mass Communication & Journalism Semester 6 Paper 8(B)

Board of Studies [B O S] approval for the academic year 2016-17

Title: Media - Development

V Hsem
VIII paper

Unit-1

Understanding Economic Development and Human Development – Education, Health, Population, Environment, Gender Issues, Problems of Dhalits and Tribes.

Unit-2

Coverage of Development Issues in Print and Electronic Media. Folk and Traditional Media and the Role in Development Communication.

Unit-3

Development of Andhra Pradesh – Agriculture, Irrigation, Industrial Development, Social Sector, Education, Employment, Health and Population.

Unit-4

Development, Employment and Welfare Programs of Central and State Governments. Use of Different Media in Promoting Development Programs.

Unit-5

Writing on Development Issues, Reports, Interviews, Articles. Development Related Features, Special Pages in Inner News Paper.

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Section C [Long Answer Questions]

Note: Answer the following questions, taking one from each set 5*8=40

17. Define Development? Analyze the impact of few developmental programs of the government in solving Dhalits problems

[or]

Describe various health problems faced by tribals in Telangana

18. Comment on various developmental programs in Electronic Media

[or]

Define Folk media. Folk media can communicate essence of developmental issues among the masses effectively – comment .

19. Enumerate important Agricultural crops in Telangana

[or]

Give an account of various Industrial and Employment centers in Telangana

20. Sketch a creative program on the merits of DWACRA scheme for rural viewers

[or]

An excellent developmental program can only be made successful by designing an effective communication strategy and executing it – discuss


21. Explain principles to be kept in view while writing a development related feature

[or]

Identify ten developmental issues and write about them briefly

Internal Examination - 30 Marks

- A. Written Test: 20 (Internal Assessment Test with Best of Two)
B. Co-curricular Activities 10 (Assignment-5, Student seminar-5) Total 30


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**COURSE STRUCTURE FOR COMMUNICATION AND
JOURNALISM AS AN OPTIONAL SUBJECT IN B.A. 3-YEAR
DEGREE COURSE (SEMESTER SYSTEM CBCS)**

| YEAR | SEMESTER | PAPER | NO. OF TEACHING HOURS | NO. OF CREDITS | MARKS |
|---------------|----------|--|-----------------------|----------------|------------|
| First | I | Paper-I: Introduction to Communication & Journalism (Core) | 40 | 6 | 100 |
| | II | Paper-II: Mass media in India (Core) | 40 | 6 | 100 |
| Second | III | Paper-III: Reporting and Editing for Print Media (Core) | 40 | 6 | 100 |
| | IV | Paper-IV: Broadcast Journalism (Core) | 40 | 6 | 100 |
| Third | V | Paper V: Advertising (Core) | 40 | 6 | 100 |
| | | Paper-VI: Elective (Any one from Paper VI (A) and Paper VI (B)) (GE) | 40 | 6 | 100 |
| | | Paper-VI (A): Media and Development | | | |
| | | Paper VI (B): Telugu Journalism | | | |
| | VI | Paper-VII: Public Relations (Core) | 40 | 6 | 100 |
| | | Paper- VIII: General Elective from any of the following: | 40 | 6 | 100 |
| | | Paper-VIII (A) Introduction to Online Journalism | | | |
| | | Paper-VIII (B): Specialized Reporting | | | |
| Total: | | | 320 | 48 | 600 |

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CHOICE BASED CREDIT SYSTEM (CBCS) 2016-17

Question Paper Pattern for B.A. Programme External Examination-Marks 70

Course: B.A

Subject: Mass Communication and Journalism

Semester: 6

Module-8(B): Media – Development

Time: 2 ½ Hours

Max. Marks: 70

Section A [Very Short Answer Questions]

Note: Answer all the following questions 10*1=10

1. Features
2. Grama Sabha
3. Unemployment
4. Nithi Ayog
5. Mention the sex ratio in India as per 2011 population census
6. Swachh Bharath
7. Expand DWCRA
8. Folk Media
9. Expand CNN
10. Jandhan Account

Section B [Short Answer Questions]

Note: Answer any four of the following questions 4*5=20

11. Give an account on the schemes of Telangana Government
12. Briefly outline the objectives of NREGS
13. Give an account on IRDP
14. Give an account on the impact of population explosion
15. Briefly highlight the provisions of SC and ST atrocity act
16. Write a note on the following items

(A) Gender Issues (B) Down to Earth

S. Suresh

*Journalism
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