

NAGARJUNA GOVT. COLLEGE NALGONDA

(Autonomous)

Re-accredited with NAAC 'A' Grade

Board of studies

Department of Journalism

[2017-2018]

Prof. U.UMESH KUMAR
Ph.D.
REGISTRAR



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Lr. No. 347/MGU/Staff. App. /2017-18

Date : 17-08-2017

To
The Principal
Nagarjuna Government College
NALGONDA

Sub: -MG University-Nalgonda-University Nominee for constitution of Board
of studies in Each subject communicated-Reg.
Ref:-Your Lr. No.R.C.No.77/Est/2017 Dated : 24-07-2017

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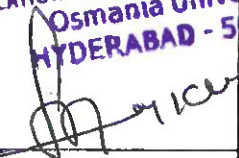
Sir,

With reference to your letter cited above, the following Faculty members are
nominated to the Board of Studies for the faculty and subjects mentioned for a period of two
years i.e., 2017-18 & 2018-19.

S.No.	Department	Name of the Faculty as BOS
1	English	Mr.DSSR Krishna, MKR, Degree College, DVK
2	Telugu	A.Pradeep Reddy, Govt.Degree College, Ramannapet
3	Hindi	Mrs.Poonam Kumari, GDCW, Nlg.
4	Urdu	Dr. Md.Jahangir Ali, GDCW, Nlg.
5	Economics	Dr.K.Shobha, SLNS, DC
6	History	Praveen Reddy, MKR, Degree College, DVK
7	Political Science	N.Vijaya Lakshmi, GDCW, Nlg.
8	Public Administration	Ch. Bixamaiah, GDCW, Nlg.
9	Mass Communication & Journalism	Prof. K.Narendar, Dept. of Communication & Journalism, OU
10	Geography	Dr.C. Venugopal Rao, Dept. of Geography, OU
11	Human Rights	N. Vijaya Lakshmi, GDCW, Nlg.
12	BA-Computers	Dr. R. Rekha, UCE & T, MGU
13	Commerce	A.Shankar, KRR Govt. Degree College, Kodad
14	Computer Applications	Dr. R. Rekha, UCE & T, MGU
15	Mathematics	Ch. Venkateshwarlu, MKR, Govt. Degree College, DVK
16	Physics	Dr.Y.Raja Rao, MKR, Govt. Degree College, DVK
17	Chemistry	Dr.Bhanu Prasad, Principal, GDC, Ramannapet
18	Industry Chemistry	Dr.Bhanu Prasad, Principal, GDC, Ramannapet

17/08/17

NAGARJUNA GOVERNMENT COLLEGE (A), NALGONDA
 PANEL OF EXAMINERS FOR THE ACADEMIC YEAR 2016-17
 DEPARTMENT OF JOURNALISM

Sl.No	subject	S.No	Name Designation working Address	mobile no/ Email ID.
1		1	Prof. STEVENSON H.O.D of mass Communi- cation & Journalism osmania university, Hyd.	 1690 Dept. of Communication & Jour Osmania University, Hyd
2		2	Prof. B. Balaswamy Communication & Journalism osmania university Hyderabad.	9849578445
3		3	Prof. K. Narendra Dept. of Communication & Journalism. O.V. Hyderabad.	 Director EDUCATIONAL MULTIMEDIA RESEARCH CENTRE Osmania University HYDERABAD - 500 007.
4		1	Dr. P. Sateesh kumar Asst. prof. Osmania university Hyderabad.	
5		2	G. Krishna Kumar vivekananda degree college, palakunte, Hyd.	92116157448
6		3		

Nagarjuna Government College Nalgonda

[Autonomous] Re-accredited by NAAC with A Grade

B.A First year – Mass Communication & Journalism Semester 1 Module 1

Board of Studies [B O S] approval for the academic year 2017-18

Module 1: Introduction to Communication and Journalism

SEMESTER-I

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

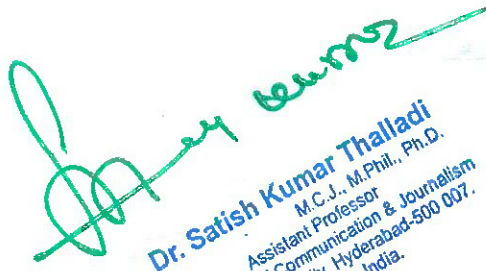
Unit-I: Definition of communication, Communication and its role in society. Types of Communication -Intra-personal, Interpersonal, Group Communication, Mass Communication - Print, Radio, Television and film. Process of Mass Communication.

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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NAGARJUNA GOVT. COLLEGE[AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

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: 2:30 Hours

Max. Marks: 70

Section A [Short Answer Type Questions]

Answer any five of the following questions

Each question Carries two marks 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 various 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 ?



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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 ?

Section C [Short Answer 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 ?


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Nagarjuna Government College Nalgonda
[Autonomous] Re-accredited by NAAC with A Grade
B.A Second year – Mass Communication & Journalism Semester 2 Module 2
Board of Studies [B O S] approval for the academic year 2017-18
Module 2 : 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

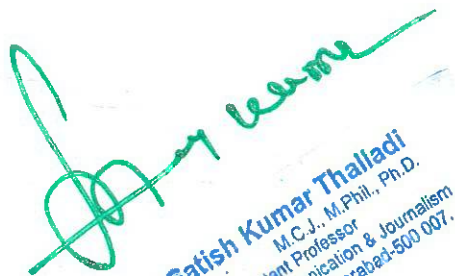
Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

Unit – IV: Television

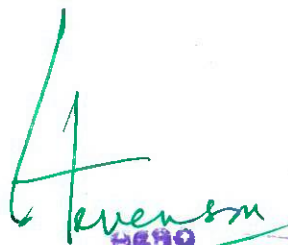
Development of television as a Medium of Mass Communication – Historical perspective of television in India – Satellite and Cable Television in India and Development of networks and regional Channels.

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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NAGARJUNA GOVT. COLLEGE [AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

Question Paper Pattern for B.A. Programme External Examination-Marks 70
Course: B.A **Subject: Mass Communication and Journalism**

Time: 2:30 Hours **Semester: 2 Module-2 : Mass Media in India** **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 Hickes 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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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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B.A Second year – Mass Communication & Journalism Semester 3 Module 3
Board of Studies [B O S] approval for the academic year 2017-18
Module 3: Reporting & Editing for Print Media

SEMESTER-III

Paper-III: Reporting & Editing for Print Media (Core)


Unit-I: Introduction to News - Definition – Nature – Scope of News – Sources of News – News Values – Qualities of a reporter. Fairness, balance, attribution. Elements of News story: Elements of a news story – Inverted pyramid style – Types of leads – Sources of Information.

Unit-II: Different forms of journalistic writing - Spot news, features, articles, editorial, creative middles. Different forms of Reporting- Political, Crime, Finance ,Science, Health and environment .

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 – 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, defamation, Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957,Code of ethics for Journalists Fairness – Public – Public Interest and privacy Press Council of India (PCI) – Recommendations and status -- Code of Ethics


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NAGARJUNA GOVT. COLLEGE[AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

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

Course: B.A Subject: Mass Communication and Journalism

Semester: 3 Module-3 : Reporting & Editing for Print Media

Time: 2:30 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 five of the following questions. taking one from each set
Each question carries six Marks 5*6=30**

11. Write a "Feature" for Print Media on Rural Employment Schemes in Telangana.

[Or]

Write a note on Journalistic Language and Style.

12. Give an account on Editorials.

[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.

13. Explain the Prime Features that are required for writing News.

[Or]

Narrate the news process from event to the reader.

14. Discuss Importance and Scope of Writing for Media.

[Or]

Give an outline on various types of Features.

15. Explain on the various types of Leads.

[Or]

Explain the differences between News and Feature.


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Section C [Long Answer Questions]

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

16. Define News, Describe various News Values followed by Media Organizations to remain relevant reader's interest.
17. Examine the type of Attitude, Knowledge and Skills needed for a Ideal Journalist
18. Give an account on following items. [a] Spot News [b] Middles [c] Articles
19. "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
20. Discuss the role of News Bureau and Editorial department in gathering, editing news and producing the news paper.



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[Autonomous] Re-accredited by NAAC with A Grade
B.A Second year – Mass Communication & Journalism Semester 4 Module 4
Board of Studies [B O S] approval for the academic year 2017-18
Module 4 : Broadcast Journalism

SEMESTER-IV

Paper-IV: Broadcast Journalism (Core)

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 to development, community Radio.

Unit-II: Radio Programme Production: Types of radio programmes, formats, treatment, style. Conducting interviews for radio programmes, interviewing techniques. Writing for Radio, Radio Programme formats, Radio Script formats. Programme production for radio news magazine and current affairs, phone-ins, radio features. Radio equipment (microphones, dictaphone, DAT recorder etc). Functions of various departments and personnel in a radio station.

Unit-III: 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. Writing broadcast news, radio features and radio documentary.

Unit-IV: 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 (sting operation, breaking news, news flash, phone-ins).

Unit-V: Editing and Presentation: Sound design, concept and significance of a sound design. Principles of radio editing. Preparing a radio copy, Voice culture, pronunciation. General principles of radio anchoring. Process of organizing and presenting a television news bulletin. Linear and non-linear editing processes.


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NAGARJUNA GOVT. COLLEGE[AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

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

Course: B.A

Subject: Mass Communication and Journalism

Semester: 4 Module-4 : Broadcast Journalism

Time: 2:30 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 five of the following questions. taking one from each set
Each question carries six Marks 5*6=30**

11. Give an account on FM radio.

[Or]

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

12. Give an account on the Features of Radio.

[Or]

Discuss the principles to be followed while writing for Television

13. Describe various Television program formats

[Or]

Documentary.

14. Comment on the crime related programs in Television


[Or]

Defamation.

15. Discuss the importance of the code of ethics for Journalists.

[Or]

Copy Right Act.



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Section C [Long Answer Questions]

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

16. Explain the silent features of Television as medium of mass communication
17. What are the differences in writing for Print Media and electronic media.
18. Compare the news based programs of any two Television channels.
19. "Research contributes significantly for effective functioning of a Television channels" – comment.
20. What is contempt of court? What are the cautions to be taken while writing about courts.


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B.A Third year – Mass Communication & Journalism Semester 5 Paper 5
Board of Studies [B O S] approval for the academic year 2017-18
Title: Advertising(Core)

SEMESTER-V

Paper V: Advertising (Core)

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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CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

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: 2:30 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 Massion
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. Analyse 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 carporate advertisement
15. Briefly sketch the magnitude of visualization in advertisement
16. Write about the following items
A Bill Boards b Rough Sketch

Section C [Long Answer Questions]

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

17. Advertising is a paied 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.


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18. List out various functions of advertising

[or]

Advertising plays crucial role in moulding 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

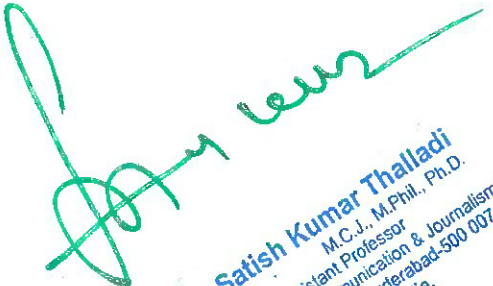
[or]

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 2017-18

Title : Media and Development (elective)

Paper-VI: Elective (Any one from Paper VI (A) and Paper VI (B))

Paper-VI (A) : Media and Development


Unit-I: Development: Concept, Definition, Process. Theories & Models of Development. Problems & Issues in Development.


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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NAGARJUNA GOVT. COLLEGE[AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

Question Paper Pattern for B.A. Programme External Examination-Marks 70
Course: B.A. Subject: Mass Communication and Journalism
Semester: 5 Module-6(A) : Media – development
Time: 2:30 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. Jendhan 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

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 Dalits problems
[or]
Describe various health problems faced by tribal's 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 .


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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


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B.A Third year – Mass Communication & Journalism Semester 5 Paper 6(B)

Board of Studies [B O S] approval for the academic year 2017-18

Title: Telugu journalism(elective)

Paper-VI (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 Veerasha 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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CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

Question Paper Pattern for B.A. Programme External Examination-Marks 70
Course: B.A **Subject: Mass Communication and Journalism**
Semester: 5 Module-6(B) : Telugu journalism
Time: 2:30 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 Eenade 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


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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

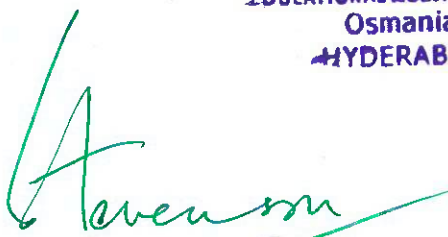
21. Write an Essay on the benefits of Telugu News Channels in civil society

[or]

Critically evaluate the emerging trends in Telugu news channels


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

Board of Studies [B O S] approval for the academic year 2017-18

Title: Introduction to Online Journalism (elective)

Paper-VIII General Elective from any of the following.

Paper-VIII (A) Introduction to Online journalism

Unit-I: Evolution of ICT's and its impact on journalism – Information revolution and concept of information society. Digital divide. Evolution of new media and Social media.

Unit-II: World Wide Web and internet; URL's, HTML, Hyperlinks, Search engines, emails. Blogs- nature and purpose of blogs; How to create and manage blogs.

Unit-III: Origin and growth of e-newspapers, e journals. Writing for the screen vs. writing for print; Principles and do's and don'ts.

Unit-IV: Internet and freedom of expression. Cyber laws; Privacy Policies.

Unit-V: 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.


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NAGARJUNA GOVT. COLLEGE[AUTONOMOUS] NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

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

Course: B.A

Subject: Mass Communication and Journalism

Semester: 6 Module-7 : Public Relations

Time: 2:30 Hours

Max. Marks: 70

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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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.


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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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CHOICE BASED CREDIT SYSTEM (CBCS) 2017-18

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

Course: B.A

Subject: Mass Communication and Journalism

Semester: 6 Module-8(A) : Introduction to Online Journalism

Time: 2:30 Hours

Max. Marks: 70

Section A [Short Answer Questions]


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

1. ICT
2. Who is the current I&B minister in India .
3. Whatsapp
4. Expand HTML
5. Who is the founder of Face Book
6. e-Journals
7. chenu chelaka
8. Who is the current It minister in telangana state .
9. DVD
10. Blogs

Section B [Short answer questions]

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

11. Describe the evolutionary process of ICT ?
12. Define blog and Describe its significance .
13. Explain on the Origin of e-newspapers .
14. Give a Description on Cyber Laws
15. Describe the futures of Online Journalism .
16. Write about the following items
(A) House Journals (B) Meet the Press


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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 impact of ICT on journalism ?
[or]
Describe how the new media evolved.
18. Give the description of the following concepts and the role in the activity of journalism.
(A) www (B) internet
[or]
Explain on the Origin of e-Journals.



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19. Describe the style of writing for e-journals , e-papers with emphasis on its do's and don's .
[or]

Explain about the following concepts .

(A) Search engines (B) emails

20. Explain the internet as a social media , to what extent it is preserving and promoting freedom of expression .

[or]

Out the challenges that evident in the filed of privacy polices in the wake of online journalism .

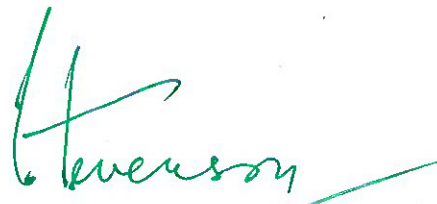
21. Describe the evolutionary process of online portals .

[or]

Describe the current trends that are seen and effecting online journalism .


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B.A Third year – Mass Communication & Journalism Semester 6 Paper 8(B)
Board of Studies [B O S] approval for the academic year 2017-18
Title: Specialized Reporting (elective)

Paper-VIII(B): Specialized reporting

Unit-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

Unit-II: Communicating Science: Writing science for media- print, Radio, television, New media, News, features, columns, interviews, documentaries, Advertisements, slogans, jingles, short films.

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

Unit-IV: Health Communication: Major health issues in India-AIDS, cancer, family planning, polio, swine flu, News writing techniques of public health-related issues. Ethics of reporting health issues in the media. Health communication strategies,

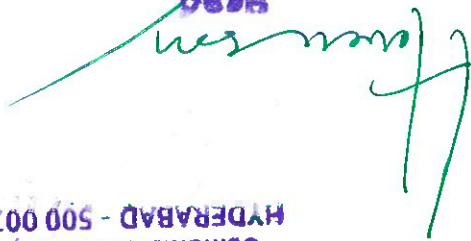
Unit-V: Business & Economy: Introduction to business journalism – publications in the area – sources, characteristics and trends. Basics concepts of micro and macroeconomics. Stabilisation policies – fiscal, monetary and exchange rate. Sectoral policies – Agriculture, Manufacturing, Trade and others.

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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-8(B) : Specialized Reporting

Time: 2:30 Hours

Max. Marks: 70

Section A [Short Answer Questions]

Note: Answer all the following questions

10x1=10

1. Science Communication
2. Campaigns
3. Write the slogan of "BSNL"
4. News
5. Narmada Bhachavo Andolan
6. Global Warming
7. Business Journalism
8. TRP
9. Micro-Economics
10. Environment

Section B [Short answer questions]

Note: Answer any four of the following questions

4x5=20

11. Explain the style of covering science issues in new media?
12. How do you convey science issues through short film?
13. Discuss some of the environmental campaign across the globe?
14. What are the ethical values to be adopted reporting on health issues.
15. What are the trends adopted in writing of business journals .
16. Write about the following items
(A) Agriculture (B) AIDS

Section C [Long Answer Questions]

Note: Answer the following questions, taking one from each set


5x8=40

17. Write about some popular magazines exclusive focuses on scientific issues?

[or]

Explain the role of electronic media in the coverage of scientific issues?


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18. What are the pros and cons in writing science for print media?

[or]

Explain the procedures involved are style of coming up with scientific documentaries?

19. Discuss the role of media and its responsibility in bringing the awareness of environmental protection measures in society?

[or]

Discuss on the declaration made in the following international summits Montreal meet , Copenhagen in connection to environment?

20. Explain the style of writing of the techniques of health related issues. .

[or]

Write an essay on major health issues in India in what way media promoted various to face challenges on health issues .

21. Define the concepts micro and macroeconomics evaluate its impotents in economic issues reporting .

[or]

Explain a role of various sectors that reflect in economic activity .

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