

**NAGARJUNA GOVT.COLLEGE NALGONDA  
(Autonomous)**

**Re-accredited with NAAC 'A' Grade**



**Board of studies  
Department of journalism  
[2018-2019]**

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

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

# Nagarjuna Government College [Autonomous] Nalgonda

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## DEPARTMENT OF Mass Communication & Journalism

### BOARD OF STUDIES MEETING – 2018-19

The Board of Studies in the Department of Mass Communication & Journalism has been constituted with the following members for the Academic year 2018-19

S.No	Category	Name & Designation
1	Chairmen, Board Of Studies	K. Praveen Reddy, In-charge Department of Journalism
2	University Nominee	Prof K. Narendar, Department of Communication & Journalism, O. U. Hyd
3	Subject Experts - from outside the College	Prof Stevenson, Department of Communication & Journalism, O.U. Hyd. Prof B. Balaswamy, Department of Communication & Journalism
4	Members: All the Faculty members of the Department	J. Suresh, Faculty in the Department of Mass Communication & Journalism



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Dept. of Journalism & Mass Communication  
Osmania University, Hyderabad-500 007.



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Osmania University  
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**NAGARJUNA GOVT. COLLEGENALGONDA**  
**(AUTONOMOUS)Re-accredited by NAAC with A Grade**  
**BA first year – mass communication & journalism , semester 1**  
**Board Of Studies [BOS] approval for the academic year 2018-2019**  
**Module 1 - Introduction to communication and journalism**

**SEMESTER-I**

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

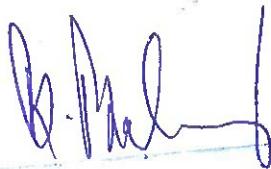
**Unit-I:** Definition of communication, Communication and its role in society. Types of Communication -Intra-personal, Interpersonal, Group Communication, Mass Communication - Print, Radio, Television and film. Process of Mass Communication.

**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) 2018-19**

**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]**

Answer any five of the following questions  
Each question Carries two marks  $10 \times 1 = 10$

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[Short Answer Questions]**

Answer all the following questions, taking one from each set  
Each question carries six marks  $5 \times 6 = 30$

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 ?

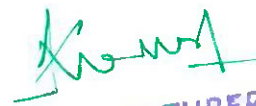
13. Give a description on contemporary Telugu News Papers

[or]

Give a description on publicity ?




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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 [Long Answer 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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**BA first year – mass communication & journalism , semester 2**  
**Board Of Studies [BOS] approval for the academic year 2018-2019**  
**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.



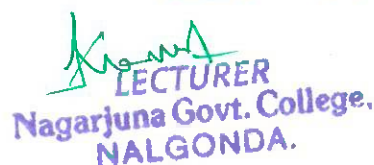
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## CHOICE BASED CREDIT SYSTEM (CBCS) 2018-2019

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

Course: B.A

Subject: Mass Communication And Journalism

### Semester: 2 Module: 2 Mass Media In India

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 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

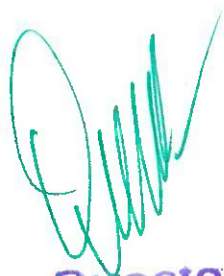
**Section. C. Long Answer Essay type Questions**

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

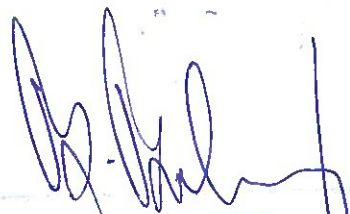
16. Write an Essay on the contribution of Print Media in National Movement and Social Reforms Movements
17. Discuss on the functioning styles of various departments in Cinema Production
18. Write an Essay on Radio Development in India
19. Analyze the present trends in Television sector
20. Discuss the 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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**BA Second year – mass communication & journalism , semester 3**  
**Board Of Studies [BOS] approval for the academic year 2018-2019**  
**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** - Organization 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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**CHOICE BASED CREDIT SYSTEM (CBCS) 2018-19**

**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.

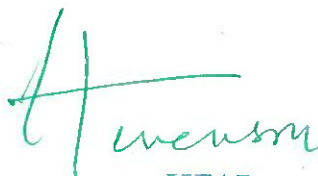
15. Explain on the various types of Leads.


[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 form 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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# NAGARJUNA GOVT. COLLEGE NALGONDA

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BA Second year – mass communication & journalism , semester 4

Board Of Studies [BOS] approval for the academic year 2018-2019

## 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).

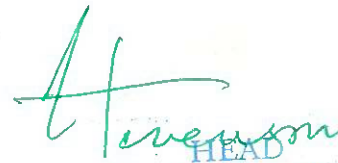
**Unit-V: Editing and Presentation:** Sound design, concept and significance of a sound design. Principles of radio editing. Preparing a radio copy, Voice culture, pronunciation .General principles of radio anchoring. Process of organizing and presenting a television news bulletin. Linear and non-linear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



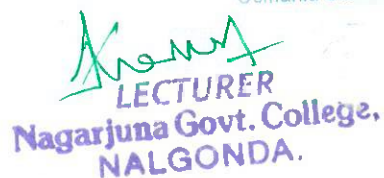
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Section C [Long Answer Questions]

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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BA Final year – mass communication & journalism , semester 5  
Board Of Studies [BOS] approval for the academic year 2018-2019

## Module 5 - Advertising

### 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, visualizing 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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14. Expand various functions of Advertising Agency

[or]

Give an account on corporate advertisement

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

[or]

Write about Sales Promotion

**Section C [Long Answer Type Questions]**

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

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

17. List out various functions of advertising

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

19. Discuss advantages and disadvantages of Audio – Visual media advertising

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

**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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Board Of Studies [BOS] approval for the academic year 2018-2019

## Module 6(A)-Telugu journalism

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

**Paper-VI (A): 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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21 Paper

**NAGARJUNA GOVT. COLLEGE[AUTONOMOUS]  
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**CHOICE BASED CREDIT SYSTEM (CBCS) 2018-19**

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

**Course: B.A**

**Subject: Mass Communication and Journalism**

**Semester: 5**

**Module-6(a): 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 the following questions, taking one from each set 5\*6=30**

11. Briefly highlight the contribution of Kandukuri to Telugu journalism  
[or]  
Explain the origin and development of Telugu News Papers
12. Highlight the good features of news reading pattern  
[or]  
Illustrate the significance of Women Editorial pages that appear in different news papers
13. Write a note on Andhra Patrika  
[or]  
Analyze the usage of English words in Telugu news papers and indicate its negative aspects
14. Give a note on Vosundara edition of Eenadu news paper  
[or]  
Analyze the important principles relating to translation



15. Critically evaluate the emerging trends in Telugu news channels

[or]

Write a note on following items

(A) Ding Dong (B) Maan key bath

### Section C [Long Answer Questions]

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

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

17. Illustrate the currents trends in Telugu News Papers

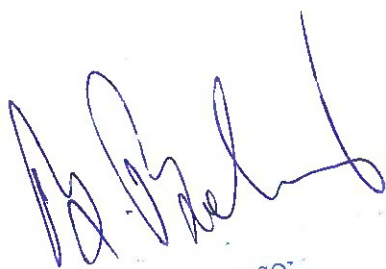
18. Write a few lines about style and language of a prominent news papers

19. Define translator and evaluate main characteristics of translator

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

#### 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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(AUTONOMOUS) Re-accredited by NAAC with A Grade  
BA Final year – mass communication & journalism , semester 5  
Board Of Studies [BOS] approval for the academic year 2018-2019  
Module 6(B) – Media and Development

## Paper-VI (B) : 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.



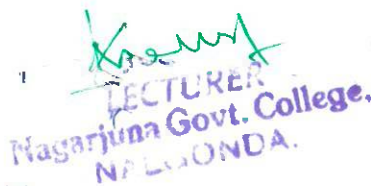
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**NAGARJUNA GOVT. COLLEGE[AUTONOMOUS]  
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**CHOICE BASED CREDIT SYSTEM (CBCS) 2018-19**

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

**Course: B.A**

**Subject: Mass Communication and Journalism**

**Semester: 5**

**Module-6(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. Swatch Bharath
7. Expand DWCRA
8. Folk Media
9. Expand CNN
10. Jendhan Account

**Section B[Short Answer Questions]**

**Answer all the following questions, taking one from each set**

**Each question carries six marks 5\*6=30**

- 11 Give an account on the schemes of Telangana Government  
[or]  
Describe various health problems faced by tribals in Telangana
- 12 Comment on various developmental programs in Electronic Media  
[or]  
Briefly outline the objectives of NREGS
- 13 Enumerate important Agricultural crops in Telangana  
[or]  
Give an account on IRDP
- 14 Sketch a creative program on the merits of DWACRA scheme for rural viewers  
[or]  
Give an account on the impact of population explosion
- 15 Briefly highlight the provisions of SC and ST atrocity act  
[or]  
Identify ten developmental issues and write about them briefly

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### Section C [Long Answer Type Questions]

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

- 16 Define Development? Analyze the impact of few developmental programs of the government in solving Dalits problems
- 17 Define Folk media. Folk media can communicate essence of developmental issues among the masses effectively – comment .
- 18 Give an account of various Industrial and Employment centers in Telangana
- 19 An excellent developmental program can only be made successful by designing an effective communication strategy and executing it – discuss
- 20 Explain principles to be kept in view while writing a development related feature

#### 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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**NAGARJUNA GOVT. COLLEGE NALGONDA**  
**(AUTONOMOUS) Re-accredited by NAAC with A Grade**  
**BA Final year – mass communication & journalism , semester 6**  
**Board Of Studies [BOS] approval for the academic year 2018-2019**  
**Module 7 – Public Relations**

**SEMESTER-VI**

**Paper-VII: Public Relations (Core)**


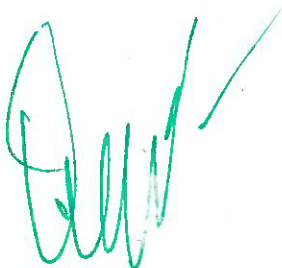
**Unit-I:** Definition, nature and scope of PR, its purpose and role in developing countries. Public relations, public opinion and propaganda. PR and Corporate Image.

**Unit-II:** Organization and functions of a PR department, role and functions of a PRO. The PR Process: PR Planning.

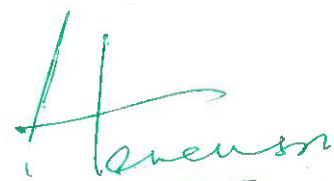
**Unit-III:** Internal and external publics of an organization, and importance Media relations: press release, newsletter, brochures, house journals, advertising, exhibitions, annual reports, press kits, meet the press, media briefings audio news releases, video news releases and web sites.

**Unit-IV:** Community relations- definition and importance, tools to reach community, Corporate social responsibility; customer relations- definition and importance, effective customer relations programme, dealing with different types of customers; Dealer, supplier and Investor relations

**Unit-V:** Public relations in the government, public sector and private sector organizations. PIB, DIPR, DAVP and Directorate of Field Publicity.




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**CHOICE BASED CREDIT SYSTEM (CBCS) 2018-19**

**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 ½ 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]**

**Answer all the following questions, taking one from each set**  
**Each question carries six marks 5\*6=30**


- 11 Public Relations is deliberate, sustained effort to build mutual understanding between organizations and its publics – explain  
[or]  
Briefly account on Customers' relation patterns
- 12 mention various functions and role of public relations officer in public relations department of a government organization  
[or]  
Briefly highlight the role of Exhibitions in media
- 13 Discuss the relationship aspects of government with society  
[or]  
List out difference between PR and Propaganda.



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- 14 Identify internal and external publics of an Educational Institution  
[or]  
Briefly highlight the relationship of media with society
- 15 House Journal act as a platform for communication among internal publics and external publics to build mutual understanding among them – comment  
[or]  
Write about the following items  
(A) House Journals (B), Broachers

**Section C [Long Answer Type Questions]**

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

- 16 Describe public relations as a management function.
- 17 Write a note on qualities of a good Public relations Officer.
- 18 Enumerate difference between Pr and Advertising as form of communication
- 19 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.
- 20 Explain various stages of PR campaign with suitable example

**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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**BA Final year – mass communication & journalism , semester 6**  
**Board Of Studies [BOS] approval for the academic year 2018-2019**  
**Module 8(A) – Introduction to Online Journalism**

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](http://thehoot.org), The Guardian, Limitations and current trends of online journalism; Future of the online journalism.



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**CHOICE BASED CREDIT SYSTEM (CBCS) 2018 – 2019**

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

**Course: B.A Subject: Mass Communication & Journalism**

**Semester 6 Elective Paper 8 [a] Introduction to Online Journalism**

**Section A [Short Answer Questions]**

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

1. I C T
2. Who is the current I & B Union Minister?
3. Whatsapp
4. Expand H T M L
5. Who is the founder of Facebook?
6. E Journals
7. Who is the current I T Minister of Telangana State?
8. Expand R A M
9. D V D
10. Blogs

**Section C [Short Answer Questions]**

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

11. Give an account on evolution of New media,  
[or]  
Describe the evolution of I C T .
12. Define Blogs and explain its significance  
[or]  
Explain on the origin of E Journals
13. Write about the following items Search engines, emails  
[or]  
Give an account on the origin of e News Papers
14. Give a description on Cyber laws  
[or]  
Outline the challenges that are evident in the field of Privacy policies in the walk of  
Online Journalism

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15. Describe the features of Online Journalism

[or]

Describe the process of evolution of Online Portals

**Section C [Long Answer Questions]**

**Note: Answer any three of the following questions**

**Each question carries ten marks 3\*10=30**

16. Explain the impact of I C T on Journalism.
17. Give the description of the following concepts a www b Internet and analyze its activity in Journalism.
18. Describe the style of writing for E Journals, E Papers with emphasis on its do-s and don:s.
19. Explain the Internet as a social media, to what extent it is preserving and promoting 'freedom of expression'.
20. Describe the current trends that are seen and effecting Online journalism.

**Internal Examination - 30 Marks**

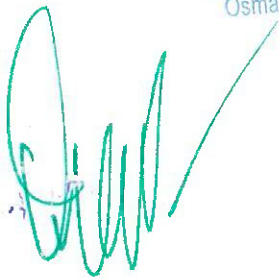
- |                             |    |   |
|-----------------------------|----|---|
| A. Written Test:            | 20 | (Internal Assessment Test with Best of Two) |
| B. Co-curricular Activities | 10 | (Assignment-5, Student seminar-5) Total 30  |



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**BA Final year – mass communication & journalism , semester 6**  
**Board Of Studies [BOS] approval for the academic year 2018-2019**  
**Module 8(B) – Specialized Reporting**

**Paper-VIII(B): Specialized reporting**

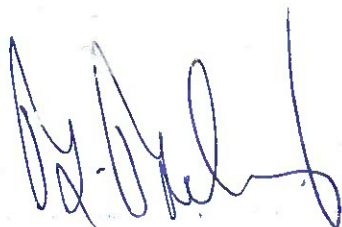
**Unit-I: Introduction to Science Communication:** Science communication- characteristics ,Media use for science communication, important science publications for popular reading- Issues like GM crops, big dams and others. Media coverage of science- print- radio- television and new media. Promotional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

**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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**CHOICE BASED CREDIT SYSTEM (CBCS) 2018 – 2019**

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

**Course: B.A**

**Subject: Mass Communication & Journalism**

**Semester 6 Elective Paper 8 [b] Specialized Reporting**

**Section A [Short Answer Questions]**

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

1. Science Communication
2. Campaigns
3. Write the slogan of B S N L
4. News
5. Narmada Bachave Andholan
6. Global Warming
7. Business Journalism
8. T R P
9. Micro Economics
10. Environment

**Section C [Short Answer Questions]**

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

**Each question carries six marks 5\*6=30**

11. Write about some popular Magazines, Exclusives Focuses on Scientific issues

[or]

Explain the style of covering science issues in new media

12. What are the Prose cons in writing science for print media

[or]

How do you convey science issues through short film

13. Discuss some of the environmental campaign across the globe

[or]

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




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14. Explain the style of writing of the techniques of Health related issues

[or]

What are the ethical values to be adopted reporting on Health issues

15. What are the trends adopted in writing of Business Journals

[or]

Define the concepts of Micro and Macro Economics and evaluate its importance in Economic issues reporting

**Section C [Long Answer Questions]**

**Note: Answer any three of the following questions**

**Each question carries ten marks 3\*10=30**

16. Explain the role of Electronic media in the coverage of Scientific issues.

17. Explain the procedures involved or style of coming up with Scientific documentaries.

18. Discuss on the Declaration made in the following International Summits Montreal meet, Copenhagen in connection to Environment.

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

20. Explain the role of various sectors that reflect in Economic activity.

**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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