



**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

(w.e.f. Academic year 2023-2024)

**Minor**

**Programme: Journalism and Mass Communication**

No.	Paper	Credits	Hours
1	History of Mass Media	4	4
2	Advertising	4	4
3	Communication Theory	4	4
4	Creative Writing	4	4
5	Public Relations	4	4
6	New Media and Society	4	4

## **1. History of Mass Media**

### **I. Course Objectives:**

1. To understand the myriad facets of Journalism in the world
2. To acquire clear perspective about the historicity associated with the subject.
3. To understand the subject at international, national and regional level.
4. To comprehend the basic terminologies.
5. To identify the role of Press in pre-Independent India.

### **II. Syllabus**

#### **Unit I: Introduction to Mass Media**

1. Mass Media: definition
2. Functions and characteristics
3. Types of mass media: professions
4. Journalism, PR and advertising

#### **Unit II: History of Print Media**

1. Print Media: history of printing
2. Indian print media
3. Growth & language media
4. Telugu print media: growth and trends

#### **Unit III: History of Broadcast Media**

1. Broadcasting: history of broadcasting
2. Growth and regional radio and TV
3. Broadcasting in Telugu
4. growth and trends

#### **Unit IV: History of Motion Pictures**

1. Motion pictures: history of motion pictures
2. Indian motion pictures
3. Growth and regional cinema
4. Telugu motion pictures; growth and trends

#### **Unit V: History of Digital Media**

1. Digital and online media: history of digital and online media
2. Digital and online media in India
3. Growth and trends
4. Digital and online media in Telugu

### **III. Course Outcomes:**

On the completion of this course, the student will be able to:

1. Understand the roots of Journalism in different countries
2. Understand the history of Journalism in India and famous newspapers by freedom fighters and social reformers.
3. Evaluate the role of press in the country
4. Analyse the role of press during pre and post independent India
5. Understand the basic terminologies of newspaper and present trends of journalism.

#### **IV. Reference Books**

1. Siebert, Peterson and Schramm. (1978). Four Theories of the Press. University of Illinois Press, USA.
2. Jeffery, Robin.(2000). India's Newspaper Revolution. Oxford University Press, New Delhi.
3. Parthasarthy, Rangaswami. (1989). Journalism in India. Sterling Publications Pvt. Ltd. New Delhi.
4. Mehta, D.S. (1982). Mass Communication and Journalism in India. Allied Publications, New Delhi.
5. Venkatramiah, Jus. E.S. (1987). Freedom of the Press- Some Recent Trends. B.R. Publications, Delhi.
6. Dash, A. (2010). Basic Concept of Journalism. Discovery Publishers, New Delhi.
7. R. AnandSekhar. Journalism Charithravyavastha
8. S. C. Bhatt (1999): Indian press since 1955. New Delhi, Publication Division 9. Murthy DVR (2010). Gandhian journalism, New Delhi, Kanishka Publishers.
10. Keval J Kumar. Mass communication in India. New Delhi: Jaico publications V.

#### **Co-Curricular Activities:**

1. Project on Current scenario of the press.
2. Flowchart of newspapers in chronological order
3. Pictorial presentation of freedom fighters, social reformers and their newspapers.
4. Deconstructing the parts of newspaper.
5. Working on the theories of press with case studies.

## **2. Advertising**

### **I. Course Objectives:**

1. To understand the evolution of advertising, Socio economic effects of advertising.
2. To analyse various phases in advertising, creative part, market research, ethical aspects in advertising
3. To create an advertisements on various media platforms.
4. To examine the advertising copy, visualization, illustrations, Layouts, Headlines, text, colour in advertisement.
5. To evaluate Psychological factors in Advertising, trademarks, slogans, testing advertisement effectiveness.

## **II. Syllabus:**

### **Unit 1: Introduction to Advertisement**

1. Definitions, Evolution of advertising, socio economic effects of advertising.
2. Types of advertisements, Various phases of advertising
3. Advertising agency system- market research
4. Vocational aspects of advertising

### **Unit 2: Planning an Advertisement**

1. Planning and campaigns, Media Mix
2. Media selection- Print Media, Broadcast Media
3. Media selection- Direct mail, Outdoor advertising: Hoarding.
4. Media Selection: Transitional and Online Media

### **Unit3: Advertising in India**

1. Commercial advertisings over: All India Radio, Doordarshan
2. Recent trends in Indian Advertising
3. Legal and ethical aspects of advertising, Advertising policy
4. Advertising standard Council of India, DAVP, Consumer complaint council

### **Unit 4: Creativity in Advertisement**

1. Advertising copy: Visualization, Illustrations
2. Layout, Headlines, Text, Colour, Graphics, Trademarks, Slogans
3. Psychological factors in advertising
4. Evaluation of effectiveness

### **Unit 5: Measuring the effectiveness**

1. Problems of measurements: Opinion ratings
2. Concurrent methods: Recall test, Recognition test
3. Audience evolution for various media
4. Advertising code

## **III. Course Outcomes:**

On the completion of this course, the student will be able to:

1. Understand the evolution and origin of advertisement
2. Evaluate media for advertisement basing on the product/ service
3. Analyse the trends in Advertisement and governing bodies

4. Create an effective advertisement to attract consumers
5. Measuring the effectiveness of advertisements through various testing methods.

#### **IV. References:**

1. Amos Ownen Thomas. (2006). Transnational Media and Contoured Markets, New Delhi: Sage Publications. R. Padmaja. (2008).
2. Marketing of Newspapers, New Delhi: Kanishka Publishers, New Delhi.
3. Rajeev Batra, John G. Myers, David A. Aaker. (2003). Advertising Management, New Delhi: Pearson.
4. Mark Gobe. (2001). Emotional Branding, New York: Allworth Press.
5. Alina Wheeler. (2009). Designing Brand Identity, New Jersey: John Willy & Sons. New Jersey.
6. Fred E Hahn. (2003 Third edition). Do-It –Yourself Advertising and Promotion, New Jersey: John Willey & Sons.
7. Matin Khan. (2006). Consumer Behaviour & Advertising Management, New Delhi: New Age International Pvt Ltd Publisher.

#### **V. Co-Curricular Activities:**

1. Working on types of advertisement with examples
2. Identifying various media platforms and selecting accurate media for advertisement of a product
3. Discussion on case studies of advertisement issues in India
4. Creating an advertisement for commercial purpose and public service advertisement.
5. Project on audience for advertisement and various tests conducted by organisations

### **3. Communication Theory**

#### **I. Course Objectives:**

1. To Present an overview on the process of communication
2. To understand different models of communication and Semiotics
3. To Explain interpersonal skills and its various component
4. To Study media functions and different models of communication
5. To apply Normative theories of the media, rise of cultural theories in Europe, evolution of social media, media effects on audience and socialization effects of media.

#### **II. Syllabus**

##### **Unit 1: Introduction to Communication**

1. Communication: Definition, Characteristics, Process, Types
2. Semiotics: Signs and meaning, categories of signs, convention, the Organization of signs
3. Shannon & Weaver model of communication: Redundancy, entropy, channel, medium, code
4. Other communication models: George Gerbner, Lasswell, Newcomb, Westley & MacLean

##### **Unit 2: Models of Communication**

1. Mass Media: Functions and Characteristics
2. Models of communication: two step flow of communication, Gate keeping models, White and Ruge and Galtung
3. Diffusion of innovation of model, News diffusion models
4. Media dependency model, Agenda-setting

##### **Unit 3: Marketing and Organisation Communication**

1. Marketing communication: characteristics, effective communication, ad clutter, reinforcement, sleeper effect
2. Organization communication: vertical, horizontal, diagonal
3. Information overload bypassing, suggestions for improving organization communication
4. Verbal and non-verbal communication: types, differences, similarities

##### **Unit 4: Theories of Communication**

1. Normative theories of the media: Authoritarian, Libertarian theory, Social responsibility theory
2. Communist media theory, Democratic participant Theory, Development Media Theory
3. Media and accountability: types of accountability, media role in society
4. Critical theory: the rise of cultural theories in Europe, Frankfurt School

##### **Unit 5: Effects of Media**

1. Media effects: Short-term, long-term effects

2. Four models of media effects: direct effects, conditional effects
3. Cumulative effects, cognitive, transactional model
4. Socialization of effects of media

### **III Course Outcomes:**

On the completion of this course, the student will be able to:

1. Understand the nature and process of communication.
2. Comprehend the process and skills of interpersonal communication.
3. Know different models of communication and study media functions.
4. Become conversant with media dependency, agenda setting and media effects
5. Evaluate the effects of Media with models

### **IV References:**

1. David Berlo. (1960). *The Process of Communication*. London: Holt, Rinehart and Winston
2. Stanley J Baran and Dennis K Davis. (2006). *Mass Communication Theory: Foundations, Ferment and Future*, New York: Thomson Wadsworth.
3. Uma Narula. (1976). *Mass Communication: Theory and Practice*, New Delhi: HarAnand.
4. Denis Mcquail and Windhal. (1986). *Communication Models*, London: Longman.
5. John Fiske (2002) *Introduction to communication studies*. London: Routledge
6. Peter Hartley (1999). *Interpersonal communication*. London: Sage.
7. Elizabeth M Perse (2004). *Media effects and society*. London: Lawrence Erlbaum Ltd.
8. Denis Mcquail (2005). *Mass communication theory*, New Delhi: Sage.
9. DeFluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York: Longman.

### **V. Co-Curricular Activities:**

1. Identifying models of communication in transfer of information
2. Assignment on Media Dependency model and its effects
3. Working on marketing and organisation communication
4. Discussion on theories of mass communication
5. Identifying effects of mass media

## **4. Creative Writing**

### **I Course Objectives:**

1. To encourage writing in a creative manner
2. To indulge creative writing in students about art, culture, gender, nationalism
3. To demonstrate the ability to covering stories of interest to general audience.
4. To creatively find and produce stories including obtaining credentials, developing sources, understanding customs and local institutions.
5. To adapt students to write press notes, releases for media

### **II Syllabus:**

#### **Unit 1: Writing News Reports**

1. Conventional style: the inverted pyramid: What is most important?
2. Choice of one W or H for focus
3. lead of a news story
4. Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing

#### **Unit 2: Feature Writing**

1. Defining a feature: What is a feature?
2. Difference between feature and news report (Compare with examples); From facts to narratives;
3. Originality and literary quality;
4. Types of features (Overview);

#### **Unit 3: Writing Styles**

1. Style: individual and organizational,
2. Stylebook
3. Changing trends in news writing: new styles, diminishing importance of inverted pyramid.
4. Writing News reports: Storytelling (Why and how), lead and nut graph

#### **Unit 4: Writing styles-II**

1. Analytical and explanatory writing, value addition
2. Crowd sourcing
3. Writing Press Notes
4. Writing press releases

#### **Unit 5: Writing for Digital Media**

1. Content Writing for blogs
2. Writing for twitter: Hard and soft news
3. Writing for a youtube channel
4. Describing pictures on Instagram

### **III Course Outcomes:**



On the completion of this course, the student will be able to:

1. Develop a theoretical understanding of content writing
2. Develop practical abilities in the field of creative writing, journalism, and media communication.
3. Foster generic intellectual skills
4. Access, extrapolate and work critically with information provided
5. Analyse, synthesise, and evaluate the information

#### **IV References:**

1. Contractor, Huned. The art of Feature Writing. Icon Publication.
2. Williamson, Daniel R. Feature Writing for Newspapers. Hastings House.
3. Lewis James. The Active Reporter. Vikas Publication
4. Warren Carl. Modern News Reporting. Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.

#### **V. Co-Curricular Activities:**

1. Arrange the given raw data in a chronological order and make a report applying the judicial laws.
2. Select a type of feature and write a feature in 450 words.
3. Identify the changing trends in writing leads and make a report of it.
4. Pen a press note and press release for print media
5. Create a blog and develop writing for different beats and upload the writings in blog.

## **5. Public Relations**

### **I. Course Objectives:**

1. To trace the history of the PR, mention factors that led to the evolution of PR in India.
2. To analyze the government information and public relations practices and also highlight the role and scope of PR in local bodies.
3. To list the various media that could be used for publicity and effective PR.
4. To understand the importance of communication planning, collect the information and monitoring.
5. To outline the growth of the PR professionals and list the activities of PRSI in building an academic and professional base.

### **II. Syllabus:**

#### **Unit 1: Introduction to PR**

1. Definitions, nature, scope, Evolution of PR in India.
2. Publicity, Public opinion, Propaganda , Advertising
3. PR a comparative evaluation: Social and psychological impact of PR
4. Dynamic role of PR in public affairs, PR management

#### **Unit 2: PR communication methods**

1. Components of PR, Principles of persuasion: effective communication, attitude change
2. Application of communication techniques for PR media
3. PR for print, electronics and film, oral, open house, photography, campaigns, demonstration, exhibition, trade.
4. Press : Press conference , special events

#### **Unit 3: PR Organisations and methods**

1. PR organisations: structure, PR policy, consultancy agency system
2. PR steps: Planning, fact finding, implementation, Feedback analysis
3. Methods of PR: Press relations, periodicals, controlled electronic communication, advertising as a component of PR
4. Direct communication methods, books and other publications

#### **Unit 4: PR applications in Organisations**

1. Applied PR: International PR
2. Pr for central government, state government
3. PR for Local bodies
4. PR and extension, employees relations

#### **Unit 5: PR as Profession and Research**

1. Preparation of literature for PR campaigns through mass media: case studies
2. Professional organizations of PR PRSI, PASA, IPRA, BPRA
3. A brief survey of PR in India: PR research areas, techniques, evaluation

4. Laws and ethical aspects, recent trends, PR education

### **III. Course Outcomes:**

On the completion of this course, the student will be able to:

1. Understand the role of PR in current society from its origin
2. Analyse the methods of Communications used in Public Relations
3. Understand the work structure of PR Organisations
4. Apply PR in authorities and its relation with public
5. Evaluate the trends in PR and its Professional organisations

### **IV. References:**

1. Cutlip & Centre. (2005). Effective Public Relations, New Delhi: Pearson.
2. Alston Theakar. (2001). The Public Relations Handbook (Second Edition), London: Routledge.
3. C Narasimha Reddy. (1983). How to be Good PRO, Hyderabad: Himalaya Publishing House.
4. Jaisree Jaiswaney. (2010). Corporate Communication: Principles and Practice. New Delhi: Oxford University Press.

### **V. Co-Curricular Activities:**

1. Assignment on PR in Public affairs and impact of PR
2. Identifying PR methods of various organisations
3. Discussion on famous PR consultancy agencies across global and national levels and famous PROs
4. Working on PR applications at national and state level and their duties
5. Working on Case studies for PR

## 6. New Media and Society

### I. Course Objectives:

1. To explain about emerging new media Internet and Mass media, Social Media and its developments in around the world.
2. To inform the students about significance of social media in present day context, legal and ethical issues.
3. To enlighten the student on Mainstream Media vs. Alternative Media.
4. To explain the student on expansion of Social Media and internet in India and world.
5. To discuss the need of Social Media Democracy and contemporary politics.

### II Syllabus

#### Unit 1: Introduction to New Media

1. New Media: Concepts, Origin and Evolution
2. New media: Mapping, Meaning and Characteristics, Principles of New Media
3. Digitization and convergence
4. Introduction to Internet: World Wide Web (WWW), Search Engines

#### Unit 2: An Overview of Web Media

1. Web Designing: Software and License, Overview of New Media Industry
2. Introduction to Webdesigning: Role of Navigation, Colour, Text, Images, Hyperlinks
3. Multimedia elements and Interactivity
4. Open source software and Licenses

#### Unit 3: Convergence Journalism

1. News on the web: Newspapers, magazines, radio and TV newscast on the web
2. Changing paradigms of news: emerging news delivery vehicles, integrated newsroom
3. Data Journalism
4. Challenges and opportunities for a newsperson

#### Unit 4: Social Networking

1. Introduction to social profile management products: Facebook, Twitter, LinkedIn,
2. Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing,
3. Whatsapp, Snapchat, Skype.
4. Social publishing: Flickr, Instagram, Youtube, Sound cloud

#### Unit 5: Citizen Journalism and Security

1. Citizen Journalism: Concept, Case studies.
2. Blogging; blogs as narratives, Bloggers as journalists and ‘opinionates’,
3. Journalism ethics and restraint in new media

4. Security issues in using digital technology (Malware, Phishing, Identity Thefts)

### **III Course Outcomes:**

On the completion of this course, the student will be able to

1. Understand about different stages of social media developments.
2. Acquire an idea on expansion of internet and social media.
3. Understand the role of social media in modern day politics.
4. Evaluate supremacy of new media over traditional media.
5. Create awareness on NewMedia and New challenges.

### **IV References:**

1. Andrew Dewdney, Peter Ride (2009) *The New Media Handbook*, Routledge.
2. Deirdre K. Breakenridge (2008) *New Media: New Tools, New Audiences*, Pearson.
3. Francisco.J.Ricardo (2009) *Cyber-culture and New Media*, Rodopi.
4. John.P.Pavlik (2013) *Journalism and New Media*, Columbia University Press.
5. Kevin Kawamoto (2003) *Emerging Media and the Changing Horizons of Journalism*, Rowmanand Littlefield Publishers.
6. Leah A Lievrouw, Sonia Livingstone (2011) *Handbook of New Media: Student Edition*, Sage.
7. Lev Manowich (2001) *The Language of New Media*, MIT Press.
8. Tery Flew (2005).*New Media; An Introduction*, 2nd edition Australia: Oxford University Press.
9. Wendy Hui Kyong Chun and Thomas Keenan (2006) *New Media, Old Media: A History andTheory Reader*, Psychology press.

### **V. Co-Curricular Activities:**

1. Select 2 case studies focusing on cultural and business practises and exemplify the influence of social media on different aspects of society
2. Recommend the impact of social media on society through a project 3. Identify famous bloggers who can be known as opinionates, Defend why?
4. Identify Citizen Journalists in Social Media and present their challenges
5. Analyse a case study and its presentation in traditional media vs. Alternate Media