

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)
SYLLABUS

Subject: Journalism	Semester: I
Course Title: Introduction to	Course Code: 20JLCCCJ14
Communication & Journalism	
No. of Hours: 75 Hrs.	LTP: 410 Credits: 4

Objectives

- To introduce basic concepts of communication and its role in society.
- To develop the knowledge of skills of journalism.

Course Outcomes

- CO1:** Understand the basic foundation of communication and its functioning in day-to-day activities.
- CO2:** Understand the different models of communication and their effects.
- CO3:** Analyse the different theories of communication.
- CO4:** Comprehend the growth of the press in Indian society.
- CO5:** Evaluate the role of the press in social issues.

UNIT-I **(12 Hrs.)**

Communication-Definition, Meaning, Nature, Elements, Process and Scope, Types of Communication-Verbal and Non-verbal Communication, Barriers to Communication, Functions of Communication.

UNIT-II **(12 Hrs.)**

Introduction to Models of Communication: Aristotle's Model, Harold Lasswell's Model, Shannon and Weaver Model, Osgood's Model, Kurt Lewin's Gatekeeping Model.

UNIT -III **(12 Hrs.)**

Introduction to Theories of communication: Dependency Theory and Cultivation Theory, Agenda Setting Theory, Use of Gratification Theory, Two Step Flow and Multi-Step Flow Theories, Hypodermic Needle Theory.

UNIT-IV **(12 Hrs.)**

Early Origin of Newspapers in India, Issues of Political Freedom and Press Freedom in India, Birth of Indian Language Press-Contribution of Raja Ram Mohan Roy, Birth of Indian News Agencies, Mahatma Gandhi and Journalism, Historical Development of Important Newspapers and Magazines in English.

UNIT-V

(12 Hrs.)

Emergency and Press- Freedom of Speech and Expression- The Role of the Press in Social Issues.

Skill/Hands-on

(15 Hrs.)

- Students will develop interpersonal communication and interviewing skills.
- Stress will be laid on developing effective communication skills among students.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on topics covered.
3. PowerPoint presentations.
4. Quiz programmes.

Prescribed Textbooks

1. Dennis, M. Mass Communication Theory. New Delhi: Sage Publication.
2. Kumar, K. Mass Communication in India. Mumbai: Jaico.
3. Nadig Krishnamurthy. India Journalism (From Asoka to Nehru). University of Mysore.
4. Narayan Sunetra Sen. Globalization and Television. Delhi: Oxford University Press.
5. Natarajan, J. History of Indian Journalism, New Delhi: Publication Division.
6. Rangaswamy, P. Journalism in India, New Delhi: Sterling Publication.
7. Schramm, W. &. The Process and Effects of Mass Communication. IL: University of Illinois Press.

References

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media McGraw Hill Publication 2000.
2. M.L.Stein, Susan Paterno R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
3. Bhattacharjee, Arun.1972. The Indian Press: Profession to Industry. Vikas Publications: Noida.
4. David Berlo (1960). The Process of Communication. New York: Holt.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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SYLLABUS

Subject: Journalism

**Course Title: Introduction to Writing
Skills & Reporting**

No. of Hours: 75 Hrs.

LTP: 410

Semester: II

Course Code: 20JLCCWS24

Credits: 4

Objectives

- To introduce students to basics of reporting and writing for print media.
- To enable students to understand different forms of journalistic writing.

Course Outcomes

- CO1:** Demonstrate knowledge of types of news and techniques in gathering information for news writing.
- CO2:** Understand the concepts of news and news structure.
- CO3:** Apply the techniques of different types of reporting in different fields.
- CO4:** Understand the roles and responsibilities of an editor.
- CO5:** Use the appropriate style for feature and magazine writing.

UNIT-I

(12 Hrs.)

News: Definitions, elements, types of news, international, national and regional news, sources of news, news in digital era, fake news, fact-checking. Press briefing: Press conference, meet the press, news release, press note. Interview: importance, types of interviews, purpose, techniques, journalistic interview.

UNIT-II

(12 Hrs.)

Concepts of News -Truth, Objectivity, Diversity, Plurality. Elements of News Story, News Value, News story structure, News Gathering, Writing News for Various Media.

UNIT-III

(12 Hrs.)

Types of Journalism- Role of a Reporter- Difficulties in Reporting. - Qualities & Responsibilities of a Reporter, Role - News Editor, Sub- editors and Responsibilities and Duties - Role and responsibilities of shift head in news desks, role of bureau chief - Stringer — Correspondent.

UNIT-IV

(12 Hrs.)

Human Interest Stories Vs Hard Stories, Reporting: Types of reporting, Crime Reporting, Political Reporting, Business Reporting, Lifestyle Reporting, Civic Reporting, Legislative Reporting (Parliament, Assembly, and Local Bodies) Rural Reporting, and Beat Reporting.

UNIT-V**(12 Hrs.)**

Writing Style, Types of Feature Writing, Columns, News Writing and Analysis, Freelance Writing, Writing for the Web- Multimedia writing-World Wide Web, Writing-Blogging, Cyber Journalism-Code of Ethics in Web Media.

Skill/Hands-on**(15 Hrs.)**

1. Writing any five news reports for print media.
2. Covering an interview of their choice.
3. Reporting on types of news stories.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on topics covered.
3. PowerPoint presentations.
4. Google Forms.
5. Quiz programmes.

Prescribed Textbooks

1. George, A.H. (1990), News writing, Kanishka Publications.
2. M.L. Stein and Susan F Paterno 'The News Writer's Hand book' Surjeet Publication.
3. News Writing and Reporting for Today's media, Bruce Itule and Douglas Anderson, McGraw Hill Publication.

References

1. Reporting Methods, S.Kundra, Anmol Publications Pvt Ltd.
2. Outline of Editing, M.K.Joseph.
3. Editing Techniques, S.Kundra.
4. News Reporting and Editing Jan.R.Hakemulder, Fay AC de Jonge, P.P.Sing.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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SYLLABUS

Subject: Journalism	Semester: III
Course Title: Print, Electronic Media & Editing	Course Code: 20JLCCPE34
No. of Hours: 75 Hrs.	LTP: 410 Credits: 4

Objectives

- To introduce the students to various aspects of Print and Electronic Media.
- To provide an understanding of the basic principles of editing.

Course Outcomes

- CO1:** Explain the basics of editing.
- CO2:** Outline the organisational setup of a newspaper.
- CO3:** Demonstrate writing skills for print and electronic media.
- CO4:** Explain the significance of editing and apply editing skills.

UNIT-I **(12 Hrs.)**

Newspapers: Role of Newspapers, Criteria of a Good Newspaper, periodical Newspapers, Tabloids, Magazines and their types, Differences between Newspapers and Magazines, Types of features, Editorials – Letters to the Editor.

UNIT-II **(12 Hrs.)**

Structure & Functions of a Newspaper Organisation, Editorial Department, Advertising Department, Circulation Department, Printing Department and Administrative Department.

UNIT-III **(12 Hrs.)**

Brief History of Broadcasting, Objectives and Policies of AIR, Committees on Broad casting: Chanda Committee, Varghese Committee, Prasar Bharti Act, Radio Programme Formats and Writing Process.

UNIT-IV **(12 Hrs.)**

Brief History & Characteristics of T.V. Broadcasting in India and the World, P.C. Joshi Committee, SITE Experiment, Programme Pattern of Different D.D. Channels & Private News Channels.

UNIT-V**(12 Hrs.)**

Introduction to Editing, Editing and its Significance in Journalism, Principles of Editing, Symbols, Page Layout, Page Make-up, Editing for Newspaper, Radio, TV.

Skill/Hands-on**(15 Hrs.)**

1. Writing features and articles for magazines and newspapers.
2. Editing news reports.
3. Layout: Preparing the layout of the front, back and other pages of a newspaper and a magazine.
4. Copy editing assignment.
5. Writing headlines for different types of news.
6. Writing and editing of news reports.
7. Preparing the storyboards.

Co-curricular Activities

1. Group discussions on topics covered.
2. PowerPoint presentations.
3. Google Forms.
4. Quiz programmes.

Prescribed Textbooks

1. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
2. Press Commission Report- Publication Division, Govt. of India

References

1. Keval.J.Kumar, Mass Communication in India.
2. K.M. Shrivastava – News Reporting and Editing. - Sterling Publishers Pvt Ltd (1 January, 2003)
3. Press - M. Chalapati Rao
4. P. C. Chatterjee, Broadcasting in India.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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SYLLABUS

Subject: Journalism	Semester: IV	
Course Title: Advertising & Public Relations	Course Code: 20JLCCAP44	
No. of Hours: 75 Hrs.	LTP: 410	Credits: 4

Objectives

- To explore the concepts and practices of advertising.
- To provide knowledge about the definitions and concepts of Advertising and public relations

Course Outcomes

At the end of the course, the student will be able to

- Students will be able to understand the role of advertising and Public Relations.
- Students will be able to familiarise themselves with basic concepts of advertising and its development.
- Students will be able to create understanding on Planning, designing advertisements.
- Students will be able to inculcate the knowledge on ethics and laws of public relations.

UNIT-I **(12 Hrs.)**

Advertising: Definition – Functions- Nature – Scope, Origin and growth of modern advertising, evolution of Indian advertising, Importance and Role of Advertising in Media

UNIT-II **(12 Hrs.)**

Types of Advertising, Kinds of Ad Copy, Visualization, Logo, Slogan, Headlines - Design and Layout, Media Selection Planning and Scheduling.

UNIT-III **(12 Hrs.)**

Structure and Functions of Ad agency, Ethics of Advertising. Role of AAAI, ASCI and their codes, Advertising research methods - Pre-Test, Post- Test.

UNIT-IV **(12 Hrs.)**

Introduction to Public Relations, Growth – Role – Scope - Function and development of PR, Principles of PR, Advertising Vs PR.

UNIT-V **(12 Hrs.)**

Tools of PR, PR Campaign – planning, executing, evaluating, ethics of PR, Role of PR in Crisis management – Case Study.

Skill/Hands-on**(15 Hrs.)**

1. Advertisement Designing.
2. Preparing advertising copy and posters.
3. Preparing advertisement and logo preparation.
4. Testing advertising copy.
5. Visiting advertising agencies.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on problems relating to topics covered by syllabus.
3. PowerPoint presentations.
4. Google Forms.
5. Quiz programmes.

Prescribed textbooks

1. Cohen: Advertising.
2. Dunn: Advertising its role in modern society.
3. Hepner: Advertising psychology and research.

References

1. Warner et al: Advertising.
2. "Managing Public Relations" By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
3. "Public Relations Management" By Jaishri Jethwaney and N. N. Sarkar. New Delhi: Sterling Publishers Private Limited

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Subject: Journalism

Course Title: Radio & Television Scripting

No. of Hours: 75 Hrs.

LTP: 410

Semester: IV

Course Code: 20JLCCRT44

Credits: 4

Objectives

- To introduce the students to writing for Radio and TV and make them acquainted with various types and formats of script writing.
- To make them understand the terminology of script writing and to make them write different scripts for various programs in both Radio and TV production.

Course Outcomes

At the end of the course, the students will be able to

CO1: Students will be able to understand electronic media content creation.

CO2: Students will be having the knowledge of script writing.

CO3: Students would be able to develop the knowledge of photography.

CO4: Students will be able to write scripts of television news stories, special stories and on the spot reporting.

CO5: Students will be able to cover events and news based stories using mobile phones, video cameras.

UNIT-I

(12 Hrs.)

Role of the script writer and storyboard - concept of scripting, elements of script writing, sources of idea for writing script, concept – research for developing script, reconnaissance.

UNIT-II

(12 Hrs.)

Writing for Radio – Rules for writing a radio script – Pre-production – Production – Post-production – Final Mastering. Writing for radio commercials, voice over and narration.

UNIT-III

(12 Hrs.)

Writing for Television / Films/ Documentaries - Television news writing and writing for anchoring - structure of a news story, shooting script - video editing - types of editing- linear and non-linear editing.

UNIT-IV

(12 Hrs.)

Digital camera, how a digital camera works, image capture, storage, camera - features - camera controls and operations - camera grammar (shots, movements, angles)

UNIT-V

(12 Hrs.)

Camera lenses, fixed focal length lens, zoom lens, zoom types, aperture, ISO and shutter speed – lighting Instruments - lighting techniques

Skill/Hands-on

1. Writing the scripts for Radio and TV Production, preparing news.
2. Bulletins, preparing the storyboards.
3. Writing the script for advertisement for five different products for radio.
4. Preparing a radio jingle for an FM channel.
5. Practical experience on camera
6. Photo coverage of news events in the campus or outside
7. Reporting TV news stories for any five events of your city

Co-Curricular Activities

1. Surprise tests
2. Group discussions on problems relating to topics covered by syllabus
3. PowerPoint presentations
4. Google Forms
5. Quiz programmes

Prescribed textbooks

1. Raman, Usha, Writing for the Media, Oxford University Press, India, (2009).
2. Bhargava, K.M. News Reporting and Editing, Motilal Role of Press. New Delhi.

References

1. Keith, Michael C & Krause, Joseph M. (1989) — The Radio Station published by Focal Press, Boston, London.
2. Chatterji, P.C. (1993) — — Indian Broadcasting.
3. Television Journalism and Broadcasting-Bhatt.

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SYLLABUS

Subject: Journalism
Course Title: Media Laws & Human Rights

Semester: V
Course Code: 20JLSEC11MH4

No. of Hours: 75 Hrs. LTP: 401 Credits: 4

Objectives

- To understand the importance of media-related laws and the correlation between Indian Constitution and media.
- To acquaint students with the origin and growth of Human Rights and throw light on the present status of human rights institutions.

Course Outcomes

- CO1:** Demonstrate an understanding of the privileges under the Right to Freedom of Speech and reasonable restrictions imposed on it.
- CO2:** Critically analyse different laws related to Indian media with case studies.
- CO3:** Practice reporting with an understanding of do's and don'ts as per the law and ethics.
- CO4:** Discuss the origin and growth of Human Rights Journalism in India and the world.
- CO5:** Demonstrate various human rights case studies in India.

UNIT-I **(12 Hrs.)**

Scope and significance of media laws, Preamble of Indian Constitution, evolution of media laws in post-independent era, role of media laws, media ethics.

UNIT-II **(12 Hrs.)**

Elements of Indian Penal code- Freedom of Speech and Expression – Freedom of Press (Article 19 (1) (A) – Freedom of Press Limitation (Article 19 (1) (2), Working Journalists Act, Press and Registration of Books Act, Parliamentary Proceedings, Protection of Publication Act-1956.

UNIT-III **(12 Hrs.)**

Indecent Representation of Women Act - Disha Act, Drugs and Magic Remedies Act, Official Secrets Act-1923, Law of Defamation, Contempt of Court Act-1971, Cinematography Act, Censorship Act, Copyright Act, RTI Act 2005.

UNIT-IV**(12 Hrs.)**

Evolution of Human Rights, definitions, Universal Declaration of Human Rights -Human Rights and Media - Human Rights and Women.

UNIT-V**(12 Hrs.)**

Human Rights institutions – Amnesty International –United Nations Human Rights Council-Human Rights Watch- National Commission on Human Rights - State Commission for Human Rights.

Skill/Hands-on**(15 Hrs.)**

1. Why journalists in India are under attack - India ranked 142nd in the World Press. Freedom Index, compiled annually by Reporters Without Borders.
2. Russia-Ukraine war - How human rights are being violated (A case study).
3. Human Rights Watch accuses India of targeting minorities. (Newspaper reports)
4. Caste-based violence in India (Documenting violence against Dalits).

Co-curricular Activities

1. Group discussions and debates
2. PPT presentations
3. An online quiz on the topics covered

Prescribed Textbooks

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
2. Baxi, Upendra. "Two Notions of Human Rights: 'Modern and Contemporary' in the future of Human Rights, New Delhi: OUP, 2002. 24-27.

References

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009.
2. Barrie Mc Donald and Michel Petheran, Media Ethics, Mansell, 1998.
3. Austin Sarat: Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011.
4. Vikram Raghvan, Communication Law in India, LexisNexis Publication, 2007.
5. Gopala Bhargava (2001). Human Rights Concern of the Future, New Delhi: Gyan books.
6. H.O Agarwal (2000) International Law & Human Rights, Allahabad: Central Law Publications.
7. NJ Wheeler and Timothy Dunne (1999), Human Rights in Global Politics, London: Oxford University Press.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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SYLLABUS

Subject: Journalism

Course Title: New Media & Technology

No. of Hours: 75 Hrs.

LTP: 401

Semester: V

Course Code: 20JLSEC12NT4

Credits: 4

Objectives

- To acquire an understanding of the historical context, current trends and future projections of digital communication methods.
- To develop an awareness of unintended consequences of new technology.

Course Outcomes

CO1: Explain basic concepts and theory of new media.

CO2: Understand pros and cons of technology for various communication messages and solutions.

CO3: Develop writing skills for online media and cyber media.

CO4: Demonstrate linear and non-linear writing skills.

UNIT-I

(12 Hrs.)

Definition, origin and growth of new media, terminologies and their meanings, WW-II communication systems, information society and new media, computer –mediated communication (CMC), networked society.

UNIT-II

(12 Hrs.)

Computer applications and media - softwares - online news making - tiles, layering styles etc.

UNIT-III

(12 Hrs.)

Writing for online media - new trends in reporting for new media, introduction to online searches- E-publishing- E-paper - restraints in new media - cyber media laws - Intellectual Property Rights.

UNIT-IV

(12 Hrs.)

Writing for Web -, linear and non-linear writing, contextualised journalism, writing techniques, multimedia, storytelling structures.

UNIT-V

(12 Hrs.)

Visual and content designing - Logo, font, colour combinations, introduction to website planning and visual design, content strategy and audience analysis, introduction to blogs, brief history of blogging, types of blogs, creating and promoting a blog, social media - FB, Twitter etc.,

Skill/Hands-on**(15 Hrs.)**

1. Independent digital media in India sees a boom (Prepare a report)
2. How social media drives citizen journalism (A case study)
3. Create captivating news content for your blogs (A practical class on how to create blogs and post your content)

Co-curricular Activities

1. Group discussions and debates
2. PPT presentations
3. An online quiz on topics covered

Prescribed Textbooks

1. Introduction to Online Journalism, Publishing News and Information (2001), Allyn and Bacon.
2. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age - Paul Bradshaw and Lisa Rohumaa, (2001), Longman, Paperback.
3. A Textbook of Internet & Web Page Design, Srivastav Raj Kumar, Dominant Publishers and Distributors, 2001, New Delhi.

References

1. Vincent Miller, Understanding Digital Culture, Sage Publications, 2011.
2. Siapera, Eugenia, Understanding New Media, Sage, 2011.
3. Designing Interactive Websites, Mohler Jam.
4. Professional Web Design - Theory and Technique On The Cutting Edge, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi.
5. The Internet Book, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, ev Delhi.
6. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi.
7. Webmasters Handbook, Galgotia, Prima Publishing, New Delhi.
8. The Complete Reference Web Design, Powell Thomas.A., Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi.

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SYLLABUS

Subject: Journalism

Semester: V

Course Title: Development Communication Course Code: 20JLSEC21DC4

No. of Hours: 75 Hrs.

LTP: 401

Credits: 4

Objectives

- To create an overview of the changing perceptions of development.
- To understand the practices of sustainable development.

Course Outcomes

- CO1: Disseminate the information on the real concept of development communication.
- CO2: Understand and learn about different theories of development around the world.
- CO3: Familiarise the dominant and alternative paradigms of development.
- CO4: Analyse the Development Communication Case Studies.
- CO5: Understand the importance of multimedia approach for development programmes.

UNIT- I

(12 Hrs.)

Development –Concept – Role of media in development communication – Causes for Under development- Use of Media in Development Communication.

UNIT-II

(12 Hrs.)

Theories of Development - Walt Rostov's Economic Theory – Sociological Theory - Modernisation Theory - Dependency Theory - Sustainable Development Goals.

UNIT-III

(12 Hrs.)

Development Journalism - Origin - Growth - Developmental Journalism - Concepts- Development News - Different Concepts - Development Reporting Problems - Communication for Social Change.

UNIT-IV

(12 Hrs.)

Development Communication – Case Studies - SITE - Jhabua Development Communication Project - KHEDA Project – Development Support Communication – An overview – Literacy – Population Control- Sanitation – Swachh Bharat.

UNIT-V**(12 Hrs.)**

Participatory Development – Communication – Participation and Development/ Community Development – Role of Media in Community Development Programmes, Social Capital - Use of Traditional Media in Development Programmes.

Skill/Hands-on**(15 Hrs.)**

1. Development Journalism: A catalyst for positive change (A case study).
2. Role of development journalism in agriculture and rural development of India (Prepare a report).
3. List out measures to resolve the challenges faced by rural India (Prepare a report).

Co-curricular Activities

1. Group discussions and debates.
2. PPT presentations.
3. An online quiz on topics covered.

Prescribed Textbooks

1. Manual of Development Journalism – Alan Chalkley.
2. Participatory Communication, Working for Change and Development – Shirley A. White, K Sadanandan Nair and Joseph Ascroft.
3. Development Communication and Media Debate – Mridula Menon.

References

1. Srinivas R. Melkote, Communication for Development, New Delhi, 1991.
2. S. R Mehta (ed.) Communication and Development, Jaipur: Rawat Publications.
3. Avik Ghosh (2006): Communication Technology & Human Development, ND: Sage.
4. Murthy, DVR (2006): Development Journalism: What Next NewDelhi: Kanishka.
5. Srinivas Melkote (2001): Communication for Development in The Third World: New Delhi: Sage publications.
6. Jan Servaes (1996): Participatory Communication for Social Changes, New Delhi: Sage Publications.
7. Sadanandan Nair (ed.) Perspectives on Development Communication, New Delhi, Sage, 1993.
8. Bella Mody, Designing Messages for Development Communication, New Delhi: Sage, 1991.

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SYLLABUS

Subject: Journalism	Semester: V
Course Title: Environmental Studies	Course Code: 20JLSEC22ES4
No. of Hours: 75 Hrs.	LTP: 401 Credits: 4

Objectives

- To impart basic knowledge of environmental studies and develop an attitude of concern for the environment.
- To acquire skills to help people identify and create solutions for the environment related problems.

Course Outcomes

- CO1:** Understanding the concepts of environmental studies.
- CO2:** Utilise media for different sustainable developmental activities and promotional activities for protecting the environment.
- CO3:** Understanding how media professionals can contribute in creating awareness about environmental issues.
- CO4:** Create awareness about environmental issues in society.
- CO5:** Analyse the consequences of issues like global warming or climate change.

UNIT- I **(12 Hrs.)**

The multidisciplinary nature of environmental studies and natural resources. Definition, scope and importance, need for public awareness, natural resources and associated problems.

UNIT- II **(12 Hrs.)**

Forest resources: Use and overexploitation, deforestation and their effects on forests and tribal people - Water Resources: Use and over utilisation of surface and groundwater, floods, drought, conflicts over water- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems.

UNIT- III **(12 Hrs.)**

Definitions: Causes, effects and control measures of: Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards- Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.

UNIT- IV**(12 Hrs.)**

Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act - Forest Conservation Act -Issues involved in enforcement of environmental legislation, public awareness.

UNIT- V**(12 Hrs.)**

Population growth, variation among nations - Population explosion - Family welfare, programme environment and human health, value education - HIV/AIDS, women and child welfare - Role of information technology in environment and human health, case studies.

Skill / Hands-on**(15 Hrs.)**

1. Prepare a report on environmental assets-river/forest/grassland/hill.
2. Prepare a report on polluted sites- Urban/Rural/Industrial/Agricultural.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on problems relating to topics covered by syllabus.
3. PowerPoint presentations.
4. Google Forms.
5. Quiz programmes.

Prescribed Textbooks

1. Harris, CE, Prichard MS, Rabin's MJ, "Engineering Ethics"; Cengage Pub.
2. Rana SVS; "Essentials of Ecology and Environment"; PHI Pub.

References

1. Raynold, GW "Ethics in information Technology"; Cengage.
2. Sivakumar; Energy Environment & Ethics in society; TMH.
3. AK De "Environmental Chemistry"; New Age Int. Publ. 6. BK Sharma, "Environmental Chemistry" ; Goel Publ. House.
4. Bala Krishnamoorthy; "Environmental management"; PHI 8. Gerard Kiely, "Environmental Engineering" ; TMH.
5. Miller GT JR; living in the Environment Thomson/cengage.
6. Cunningham WP and MA; principles of Environment Sc; TMH.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8

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SYLLABUS

Subject: Journalism

Course Title: Communicative English

No. of Hours: 75 Hrs.

LTP: 401

Semester: V

Course Code: 20JLSEC31CE4

Credits: 4

Objectives

1. To create linguistic skills.
2. To impart knowledge about advanced vocabulary for effective communication.

Course Outcomes

CO1: Inculcate the knowledge of compositional and comprehension skills.

CO2: Develop the knowledge of various forms of English literature.

CO3: Understand societal cultural perspectives.

CO4: Improve LSRW- listening, speaking, reading and writing skills and the related sub-skills.

CO5: Develop vocabulary and improve the accuracy in grammar.

Unit-I

(12 Hrs.)

Tenses: Simple, Present, Progressive, Future (All Types) - Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses - Models and use of Shall, Should, Will.

Reported Speech- Would, May, Might, Can, Could, etc. - Voice-Active and Passive Voice - Narration-Direct & Indirect.

Unit-II

(12 Hrs.)

Diminutives and Derivatives, Word Foundation, Jargons- Compound Words, Words Often Misspelled and Misused - Idioms, Proverbs - Antonyms, Synonyms, Homonyms, Acronyms- One-word Substitutes.

Unit-III

(12 Hrs.)

Close Reading, Comprehension - Summary Paraphrasing- Analysis and Interpretation- Translation (from Indian language to English and vice-versa) - Technical terminology in the field of Sports, Finance, Economics, IT, Science, Agriculture, Politics, Law and Culture.

Unit-IV

(12 Hrs.)

Focus on Listening, Speaking, Reading & Writing Skills (LSRW) note making and note taking skills - Essay Writing - Report writing - Correction of Common Errors - Rewriting Sentences as Directed.

Unit-V**(12 Hrs.)**

Introduction to various form of English Literature-Definition and types of Prose, Poetry, Drama and Fiction - Speaking Skills and Presentation: Presentation Design and Delivery - Monologue, Dialogue, Group Discussion and Figures of Speech- Short Stories of Eminent Indian Authors.

Skill/Hands-on**(15 Hrs.)**

1. Submit assignments of writing on 15 different fields in the English language.
2. Translation of 10 English news reports into Telugu and 10 Telugu news reports into English.
3. Classroom presentation on any five topics of interest in the English language.

Prescribed Textbooks

1. The Essence of Effective Communication, Ludlow and Pantheon; Prentice Hall of India.
2. A Practical English Grammar by Thomson and Martinet.
3. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata.
4. McGraw Hill Publishing Company Ltd. New Delhi.

References

1. Ferdinand de Saussure: Course in General Linguistics. Bloomsbury Publishing.
2. Franklin Thanmbi Jose. S: A Handbook of Linguistics. Educreation Publishing.
3. Peter Roach: English Phonetics and Phonology- A Practical Course 4th Edition.
4. Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press.
5. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill.
6. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India. Ltd., Delhi.
7. Howard, Peter, Perfect Your Punctuation, Orient Longman, Delhi.
8. Howard, Peter, Perfect Your Grammar, Orient Longman, Delhi.
9. Howard, Peter, Mistakes to Avoid in English, Orient Longman, Delhi.
10. Howard, Peter, Perfect Your Sentences, Orient Longman, Delhi.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)
SYLLABUS

Subject: Journalism	Semester: V
Course Title: Communication Research	Course Code: 20JLSEC32CR4
No. of Hours: 75 Hrs.	LTP: 401 Credits: 4

Objectives

- To introduce the basic concepts of communication research and research designs.
- To enlighten the students on the specific areas in communication discipline for conducting research.

Course Outcomes

- CO1:** Identify the types, steps, methods and importance of research.
- CO2:** Understand the basic concepts, research design and hypothesis testing.
- CO3:** Know the knowledge about the methods of data collection.
- CO4:** Improve the selection of method and use of statistics in communication research.
- CO5:** Discuss sampling, scaling techniques and data collection tools.

UNIT- I **(12 Hrs.)**

Mass communication research: Meaning, definition and nature of research, importance of research. Scientific method, characteristics, steps in research identification and formulation of research problems in communication research, research methods.

UNIT- II **(12 Hrs.)**

Research: Concept, definitions, types of hypothesis, characteristics of good hypothesis, hypothesis testing, and research designs in mass communication. Survey research and types of measurement.

UNIT- III **(12 Hrs.)**

Sampling in communication research, types, methods of data collection - secondary data, interview, questionnaire, observation and case study - Application and limitations of different methods.

UNIT- IV **(12 Hrs.)**

Use of statistics in communication research, basic statistical tools: measures of central tendency) mean, mode and median: measure of dispersion (standard deviation, correlation and chi-square), tabulation, classification, data analysis and interpretation of data.

UNIT- V

(12 Hrs.)

Ethical issues in media research, research reporting, importance of media research, source analysis, channel analysis, message analysis, audience analysis, feedback/ forward analysis.

Skill/Hands-on

(15 Hrs.)

1. Writing practice of generally researchable topics.
2. Selecting topics of social research including social, economic, political, educational, cultural, religious and spiritual issues.
3. Proposing research-oriented topics of media problems including traditional, alternate and new media.

Co-curricular Activities

1. Surprise tests.
2. Group discussions on problems relating to topics covered by syllabus.
3. PowerPoint Presentations.
4. Google Forms.
5. Quiz programmes.

Prescribed Textbooks

1. Roger D. Wimmer And Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.
2. Ralph O, Natiger And D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.

References

1. Gunther, B. (2000). Media Research Methods, London: Sage Publications.
2. Kaplan, D (2001). The Sage Handbook of Quantitative Methodology for Social Sciences, London, Sage.
3. Ringer, Fritz (1997). Max Weber's Methodology: The Unification of the Cultural and Social Science, Cambridge, Mass, Harvard Unipress.
4. Smith, L T (2012), Decolonising methodologies: Research and Indigenous People, Zed Books.
5. Kothari,C.R (2004). Research Methodology: Methods and Techniques, New Age, New Delhi
6. Krishnaswami, O.R. (1993) Methodology of Research in Social Sciences, Himalaya Publishing House, 1st Edition.
7. Ranjith Kumar, Research Methodology: A step by step guide for beginners, Sage Publication, 2001.