

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

SYLLABUS

Subject: Journalism

Course Title: Broadcast Journalism

No. of Hours: 60

Semester: II

Course Code: 23JLCCBJ24

Credits: 4

LTP: 400

Course Objectives:

- To outline components of broadcast media
- To assess the evolution and growth of broadcast media in India
- To apply the basic writing skills for broadcast media

Course Outcomes:

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

CO1: Understand the code of conduct for broadcasting in India

CO2: Analyse the programmes in broadcast media

CO3: Demonstrate writing skills

CO4: Understand the shooting and programme production techniques

CO5: Examine the current and emerging trends in Broadcast Journalism

UNIT-I

(10 Hrs.)

Radio Broadcasting, Characteristics of Radio, Different Types of Radio: AM (Medium & short wave), FM, Community Radio, Evolution and Growth of Broadcasting.

UNIT-II

(10 Hrs.)

Radio Production, Microphones – Designs, Categories and Applications, Recording formats. Understanding sound recording, Perspective of sound - Sound transfer, Editing and post-production.

UNIT-III

(10 Hrs.)

Public service broadcasting, Broadcasting code and limitations, Role of AIR and private broadcasters, Community Radio policy, Organisation and structure - Various functionaries and their roles.

UNIT-IV

(10 Hrs.)

Broadcast News, Newsroom organisation: structure and functions, Different editorial positions in newsroom and their roles and responsibilities, Types of news bulletins: 15-minute bulletin, 5 minute, news-on-phone, Radio News Magazine: New Format News.

UNIT-V

(10 Hrs.)

Writing for voice dispatches, Bytes and Outside Broadcast (OB) copy, Production of different formats of news, Headline writing, Different types of Headlines: Checking Language, Spelling and Grammar, Writing for radio programmes - Radio features/documentaries - Radio commentaries - Spotlight/Talks, etc.

Co-Curricular Activities

(10 Hrs.)

- 1) Field reporting and newsgathering
- 2) Mock news broadcasts
- 3) Workshops with industry experts
- 4) Radio and TV show production
- 5) Documentary or investigative reporting projects

These activities provide students with a comprehensive understanding of both the technical and editorial aspects of the field while honing their practical skills through real-world applications.

Reference Textbooks

1. Broadcast Journalism: A Handbook by Andrew Boyd
2. Broadcast Journalism: Techniques of Radio and Television News by P.C. Chatterji
3. News Writing and Reporting for Today's Media by Bruce D. Itule & Douglas A. Anderson
4. Broadcast Journalism: A Critical Introduction by Andrew C. Billings
5. The Broadcast Journalism Handbook by N.R. Shah
6. Television Journalism by J.V. Vilanilam
7. Radio Journalism: A Handbook by Rukmini Bhaya Nair
8. Mass Communication and Journalism in India" by Keval J. Kumar
9. Television Journalism in India: A Handbook for Students and Professionals by M. K. R. Aiyappa
10. The Principles of Broadcast Journalism by David J. Rowe

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BLUEPRINT

Subject: Journalism

Semester: II

Course Title: Broadcast Journalism

Course Code: 23JLCCBJ24

Time: 3 Hrs.

Max. Marks: 100 M

Section - A

Answer any **FIVE** questions:

5 × 8 = 40 M

Question No.	Unit	Marks Weightage	RBT Level
1	I	8	RBT1 – 3Q RBT2 – 3Q RBT3 – 4Q
2	I	8	
3	II	8	
4	II	8	
5	III	8	
6	III	8	
7	IV	8	
8	IV	8	
9	V	8	
10	V	8	

Section - B

Answer **ALL** questions:

5 × 12 = 60 M

Question No.	Unit	Marks Weightage	RBT Level
11(a) OR 11(b)	I	12	RBT1 – 2Q RBT2 – 2Q RBT3 – 1Q Every question's (a) and (b) must be at the same RBT level.
12(a) OR 12(b)	II	12	
13(a) OR 13(b)	III	12	
14(a) OR 14(b)	IV	12	
15(a) OR 15(b)	V	12	

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MODEL QUESTION PAPER

Subject: Journalism

Semester: II

Course Title: Broadcast Journalism Course Code: 23JLCCBJ24

Time: 3 Hrs.

Max. Marks: 100 M

Section – A

Answer any **FIVE** questions:

5 × 8 = 40 M

1. Explain the stages of film production.
2. Which video format is better: NTSC or PAL or SECAM?
3. What is the use of a teleprompter in a newsroom?
4. What is a storyboard and why is storyboarding important in filmmaking?
5. How is a radio script different from a television script?
6. List out the differences between voice over and narration.
7. Radio has the widest reach in India. Give your opinion.
8. Explain the evolution of Telugu cinema.
9. Write a review of three of your favourite films.
10. What is final mastering and why is it important?

Section – B

Answer **ALL** questions:

5 X 12 = 60 M

11. (a) What is Chroma Key? Discuss its advantages in film production.

OR

(b) Write a few tips for preparing an anchoring script?

12. (a) What are the elements of a good studio production design?

OR

(b) Explain reconnaissance with reference to journalism.

13. (a) Explain types of documentaries with examples.

OR

(b) Discuss advantages of using a tripod in photography.

14. (a) What are the different types of microphones used in TV and film production?

OR

(b) What are the tips for writing a news script for TV?

15. (a) How important is research in scriptwriting?

OR

(b) Explain types of documentaries with examples.

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SYLLABUS

Subject: B.A. Major
Course Title: Fundamentals of Social Sciences
No. of Hours: 60

Semester: I
Course Code: 23ARCCSS14
Credits: 4

LTP: 400

Objectives

- Understand nature, various approaches, organs of the state, social perspectives, and application of ICT.

Course Outcomes

CO1: Discuss the nature and importance of social science.

CO2: Understand the emergence of culture and history.

CO3: Assess the psychological aspects of social behaviour.

CO4: Discuss the nature of Polity and Economy.

CO5: Demonstrate application of computer technology.

UNIT-I

(10 Hrs.)

What is Social Science?, Definition and Scope of Social Science – Different Social Sciences, Distinction between Natural Science and Social Sciences, Interdisciplinary Nature of Social Sciences, Methods and Approaches of Social Sciences.

UNIT-II

(10 Hrs.)

Understanding History and Society, Defining History, Its Nature and Scope, History- A Science or an Art, Importance of History in the Present Society, Types of History and Chronology of Indian History.

UNIT-III

(10 Hrs.)

Society and Social Behaviour, Definition, Nature, and Scope of Psychology, Importance of Social Interaction, Need of Psychology for present Society, Thought process and Social Behaviour.

UNIT-IV

(10 Hrs.)

Political Economy, Understanding Political Systems, Political Systems – Organs of State, Understanding over Economics - Micro and Macro concepts, Economic Growth and Development - Various aspects of development.

UNIT-V

(10 Hrs.)

Essentials of Computer, Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers, Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications, Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals, Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques –

Privacy and Data Protection.

Co-curricular Activities

(10 Hrs.)

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the attributes of the network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.

Reference Books

1. The social sciences: An Integrated Approach by James M. Henslin and Dannel F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingan – Economic Development – Vikas, 2012
7. ML Seth – Macroeconomics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

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SYLLABUS

Subject: Journalism

Course Title: History of Mass Media

No. of Hours: 60

LTP: 400

Semester: II

Course Code: 23JLCCHM24

Credits: 4

Objectives

- To understand the myriad facets of Journalism in the world.
- To acquire a clear perspective about the historicity associated with the subject.
- To understand the subject at international, national and regional level.
- To comprehend the basic terminologies.
- To identify the role of the press in pre-independent India.

Course Outcomes

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

CO1: Understand the roots of Journalism in different countries.

CO2: Understand the history of Journalism in India and famous newspapers started by freedom fighters and social reformers.

CO3: Examine the role of the press in the country.

CO4: Reflect the role of press during pre and post independent India

CO5: Understand the basic terminologies of newspapers and present trends of journalism.

UNIT-I

(10 Hrs.)

Introduction to Mass Media, Mass Media: Definition, Functions and characteristics, Types of mass media: Professions, Journalism, PR and advertising

UNIT-II

(10 Hrs.)

History of Print Media, Print Media: History of printing, Indian print media, Growth & language media, Telugu print media: Growth and trends

UNIT-III

(10 Hrs.)

History of Broadcast Media, Growth and regional radio and TV, Broadcasting in Telugu: Growth and trends

UNIT-IV

(10 Hrs.)

History of Motion Pictures, Indian motion pictures, Growth of regional cinema, Telugu motion pictures: Growth and trends

UNIT-V

(10 Hrs.)

History of digital and online media, Digital and online media in India: Growth and trends, Digital and online media in Telugu

Co-Curricular Activities

(10 Hrs.)

1. A project on the current scenario of the press.
2. A flowchart of newspapers in chronological order.
3. A pictorial presentation of freedom fighters, social reformers and their newspapers.
4. Deconstructing the parts of the newspaper.
5. Working on the theories of the press with case studies.

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. Venkatramaiah, 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. Anand Sekhar. Journalism Charitra Vyavastha
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.

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SYLLABUS

Subject: B.A. Major

Course Title: Perspectives on Indian Society

No. of Hours: 60

LTP: 400

Semester: I

Course Code: 23ARCCIS14

Credits: 4

Objectives

- Demonstrate the significance of social sciences through better understanding of various fields of social experience.
- Apply methods and approaches to social phenomena.

Course Outcomes

CO1: Understand the significance of human behavior and social dynamics.

CO2: Discuss the Indian heritage and freedom struggle.

CO3: Interpret the philosophical foundations of Indian Constitution.

CO4: Assess the knowledge on Indian Economy.

UNIT-I

(10 Hrs.)

Man in Society, Human Nature and Real-Life Engagement, Social Groups and Social Dynamics, Individualism and Collectivism – Ethical Concerns, Human Life – Social Influence and Social Impact.

UNIT-II

(10 Hrs.)

Indian Heritage and Freedom Struggle in India, Cultural & Heritage sites of Tourism in India, Indian Dance, Music and Yoga, Rise of Nationalism Under British Rule in brief (1857-1947), Contemporary history of India-integration of Princely States, abolition of Zamindari system, formation of linguistic states.

UNIT-III

(10 Hrs.)

Indian Constitution, Philosophical Foundations of Indian Constitution, Elements of Indian Constitution, Study of Rights in Indian Constitution, Directive Principles of State Policy.

UNIT-IV

(10 Hrs.)

Indian Economy - Features – Sectoral contribution in income, Role of Financial Institutions - RBI - Commercial Banks, Monetary and Fiscal Policies for Economic Development, Economic Reforms - Liberalisation - Privatisation- Globalisation.

UNIT-V

(10 Hrs.)

Impact on Society & Analytics, Role of Computer, Impact of Computers on human behaviour, e-mail, Social Networking- WhatsApp, Twitter, Facebook, impact of Social Networks on human behaviour, Simulating, Modelling, and Planning, Managing Data, Graphing, Analysing Quantitative Data, Expert Systems and Artificial Intelligence Applications in the Social Sciences.

Co-curricular Activities

(10 Hrs.)

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating Systems.
9. Collect the latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.

Reference Books

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India - D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson.