

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

**SYLLABUS**

**Subject: Journalism**

**Course Title: Creative Writing**

**No. of Hours: 60**

**Semester: IV**

**Course Code: 23JLCCCW44**

**Credits: 4**

**LTP: 400**

**Objectives**

- To write stories in a creative manner.
- To develop knowledge on art, culture, gender and nationalism.
- To demonstrate the ability to cover stories of interest to the general audience.

**Course Outcomes**

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

**CO1:** Develop a theoretical understanding of content writing.

**CO2:** Develop practical abilities in the field of creative writing, journalism, and media communication.

**CO3:** Develop generic intellectual skills.

**CO4:** Critiquing the information provided.

**CO5:** Analyse, synthesise, and evaluate the information.

**Unit-I**

**(10 Hrs.)**

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

**Unit-II**

**(10 Hrs.)**

**Feature writing:** Defining a feature: What is a feature?, Difference between feature and news report (Compare with examples); From facts to narratives; Originality and literary quality; Types of features (Overview).

**Unit-III**

**(10 Hrs.)**

**News writing styles and trends:** Individual and organisational style, stylebook, changing trends in news writing: new styles, diminishing importance of inverted pyramid, Writing news reports: Storytelling (Why and how), lead and nut graph.

**Unit-IV**

**(10 Hrs.)**

**Analytical and explanatory writing:** Value addition, Crowdsourcing, Writing press notes, Writing press releases.

**Unit-V**

**(10 Hrs.)**

**Writing for digital media:** Content writing for blogs, Writing for Twitter: Hard and soft news, Writing for a YouTube channel, Writing captions for Instagram posts.

**Co-Curricular Activities****(10 Hrs.)**

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 the blog.

**Reference Books**

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.

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA –8**  
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**BLUEPRINT**

**Subject: Journalism**  
**Course Title: Creative Writing**  
**Time: 3 Hrs.**

**Semester: IV**  
**Course Code: 23JLCCCW44**  
**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<br>RBT2 – 3Q<br>RBT3 – 3Q<br>RBT4 – 1Q |
| 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 – 1Q<br>RBT2 – 2Q<br>RBT3 – 2Q<br><b>Every question's (a) and (b) must be at the same RBT level.</b> |
| 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              |                                                                                                           |

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8**  
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**MODEL QUESTION PAPER**

**Subject: Journalism**

**Semester: IV**

**Course Title: Creative Writing**  
**Time: 3 Hrs.**

**Course Code: 23JLCCCW44**  
**Max. Marks: 100 M**

**Section – A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

1. Compare and contrast the inverted pyramid style with other news writing techniques.
2. Discuss the importance of originality and literary quality in feature writing.
3. Analyse the role of quoting sources in maintaining journalistic integrity.
4. Discuss the significance of processing information in news writing.
5. Differentiate between hard news and soft news in writing for Twitter.
6. What is the conventional style of news writing?
7. Discuss the evolving trends in news writing styles.
8. Explain the importance of storytelling in news reports and the components of a lead and nut graph.
9. Explain the concept of crowdsourcing in news writing.
10. Discuss the value addition in analytical and explanatory writing.

**Section – B**

Answer **ALL** questions:

**5 X 12 = 60 M**

11. (a) Evaluate the effectiveness of crowdsourcing in gathering diverse perspectives for news stories.

OR

- (b) Analyse the role of analytical and explanatory writing in providing deeper insights into complex issues.

12. (a) Evaluate the impact of chronology and paragraphing on the readability of news reports.

OR

- (b) Explain the process of writing press notes and press releases.

13. (a) Evaluate the changing dynamics of news writing in the digital age and its implications for journalism.

OR

(b) Analyse the impact of individual and organisational styles on news writing.

14. (a) Explain the techniques for describing pictures on Instagram effectively.

OR

(b) Discuss the unique characteristics of writing for a YouTube channel.

15. (a) Evaluate the importance of adapting writing styles for different digital platforms in reaching target audiences.

OR

(b) Analyse the impact of digital media on news dissemination and audience engagement.

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8**  
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**SYLLABUS**

**Subject: Journalism**

**Course Title: Advertising**

**No. of Hours: 60**

**Semester: III**

**Course Code: 23JLCCAD34**

**Credits: 4**

**LTP: 400**

**Objectives:**

- To understand the evolution of advertising, socio-economic effects of advertising.
- To analyse various phases in advertising, creative part, market research, ethical aspects in advertising.
- To evaluate psychological factors in advertising, trademarks, slogans and testing advertising effectiveness.

**Course Outcomes:**

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

**CO1:** Understand the evolution and origin of advertisement.

**CO2:** Evaluate media for advertisement based on the product/ service.

**CO3:** Analyse the trends in advertising and governing bodies.

**CO4:** Create an effective advertisement to attract consumers.

**CO5:** Measuring the effectiveness of advertisements through various testing methods.

**Unit-I**

**(10 Hrs.)**

**Introduction to Advertising:** Definitions, Evolution of advertising, socio-economic effects of advertising, Types of advertisements, Various phases of advertising, Advertising agency system- market research, Vocational aspects of advertising.

**Unit-II**

**(10 Hrs.)**

**Advertising Planning and Media Selection:** Planning and campaigns, Media Mix, Media selection- Print Media, Broadcast Media, Media selection - Direct mail, Outdoor advertising: Hoardings, Media Selection: Transitional and Online Media.

**Unit-III**

**(10 Hrs.)**

**Advertising in India and Regulatory Framework:** Commercial advertisements over All India Radio, Doordarshan, Recent trends in Indian Advertising, Legal and ethical aspects of advertising, Advertising policy, Advertising Standards Council of India, DAVP, Consumer Complaints Council.

**Unit-IV**

**(10 Hrs.)**

**Creativity in Advertising:** Advertising copy: Visualisation, Illustrations, Layout, Headlines, Text, Colour, Graphics, Trademarks, Slogans, Psychological factors in advertising, Evaluation of effectiveness.

**Unit-V**

**(10 Hrs.)**

**Measuring Advertising effectiveness:** Problems of measurements: Opinion ratings, Concurrent methods: Recall test, Recognition test, Audience evolution for various media, Advertising code.

**Co-Curricular Activities****(10 Hrs.)**

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. A project on audience for advertisement and various tests conducted by organisations.

**Reference Books**

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. MarcGobe. (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.

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA –8**  
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**BLUEPRINT**

**Subject: Journalism**

**Semester: III**

**Course Title: Advertising**  
**Time: 3 Hrs.**

**Course Code: 23JLCCAD34**  
**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<br>RBT2 – 3Q<br>RBT3 – 3Q<br>RBT4 – 1Q |
| 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 – 1Q<br>RBT2 – 2Q<br>RBT3 – 2Q<br><b>Every question's (a) and (b) must be at the same RBT level.</b> |
| 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              |                                                                                                           |

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8**  
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**MODEL QUESTION PAPER**

**Subject: Journalism**

**Semester: III**

**Course Title: Advertising**

**Course Code: 23JLCCAD34**

**Time: 3 Hrs.**

**Max. Marks: 100 M**

**Section – A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

1. What is meant by measuring the effectiveness of advertising? List out two methods used for measuring advertising effectiveness.
2. What is advertising? Describe the various phases of advertising.
3. Define advertising and explain what role do trademarks play in advertising?
4. Write about the differences between print and broadcast media.
5. Explain the importance of headlines in advertising copy. How do slogans contribute to brand identity?
6. What are the legal aspects that govern advertising in India? Explain the significance of the Advertising Standards Council of India?
7. Develop an outdoor advertising concept for a local event, including location and design ideas.
8. Propose a strategy for addressing consumer complaints regarding misleading advertisements.
9. Design a slogan for a new product and explain the psychological factors that make it effective.
10. Examine the challenges faced in measuring the effectiveness of advertisements across different media platforms.

**Section – B**

Answer **ALL** questions:

**5 X 12 = 60 M**

11. (a) What is the primary role of advertising in India? Name one recent trend in Indian advertising.

OR

- (b) What is the advertising code and explain the recall test in advertising measurement.

12. (a) Describe the socio-economic effects of advertising on society and elaborate the significance of market research in advertising.

OR

(b) Create a survey using opinion ratings to assess consumer perception for a new media advertisement.

13. (a) Explain the evolution of advertising from traditional to modern forms.

OR

(b) Develop an advertising policy for a new campaign considering legal and ethical aspects.

14. (a) Propose a market research strategy for a specific advertising project.

OR

(b) Describe how colour can affect consumer perception in advertisements.

15. (a) What is the purpose of using illustrations and graphics in advertising?

OR

(b) Explain the role of advertising agencies in the advertising process.

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**SYLLABUS**

**Subject: Journalism**

**Semester: III**

**Course Title: Human Rights & Media**

**Course Code: 23JLCCHR34**

**No. of Hours: 60**

**LTP: 400**

**Credits: 4**

**Objectives**

- To identify various kinds of human rights.
- To discuss the knowledge of the Universal Declaration of Human Rights.
- To develop the knowledge on HR commissions at national and state level.

**Course Outcomes**

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

**CO1:** Identify various kinds of human rights and concepts.

**CO2:** Develop knowledge on the role of media in human rights and universal declaration.

**CO3:** Understand about eradication of racial discrimination.

**CO4:** Analyse functions of HR commissions.

**CO5:** Understand the role of the media in promoting human rights.

**Unit-I**

**(10 Hrs.)**

Orientation to Human Rights, Human Rights: Concept, Meaning, Evolution, Kinds of human rights: Civil and political rights, Economic, social and cultural rights, Human rights under UN Charter, Commission on Human rights: UN High Commissioner for Human Rights, International covenants on human rights.

**Unit-II**

**(10 Hrs.)**

Universal Declaration of Human Rights, International Bill of Human Rights: Preamble and Enumeration of rights in the declaration, civil and political rights, economic rights and social rights, India and the universal declaration.

**Unit-III**

**(10 Hrs.)**

International conventions on inhuman acts, Genocide, Apartheid, Torture and other cruel inhuman or degrading treatment or punishment, slavery: slave trade, forced or compulsory labour, human trafficking and prostitution, elimination of racial discrimination, death penalty.

**Unit-IV**

**(10 Hrs.)**

Vulnerable groups and human rights, women, rights of the child: child labour, rights of the migrant workers, refugee, stateless persons, disabled persons, indigenous people, elderly people, Human Rights Commissions in India: NHRC, SHRC, human rights courts in districts.

**Unit-V**

**(10 Hrs.)**

Human rights and media, newspapers, TV and films, agenda-setting: framing of issues, newsworthiness: assessment of reports, reporting and writing of human rights reports.

**Co-Curricular Activities****(10 Hrs.)**

1. Choose a particular human rights issue and analyse its portrayal in the media.
2. Examine a real world case where media coverage played a significant role in shaping public opinion.
3. Discussion on ethical dilemmas commonly faced by media professionals while facing human rights issues.
4. Assignment on Human Rights Commissions and their role in the present scenario.
5. Analysing New Media techniques in promotion and raising awareness on human rights.

**Reference Books**

1. GopalaBhargava (2001). Human Rights Concern of the Future. New Delhi: GyanBooks.
2. H.O. Aggarwal (2000) International Law & Human Rights. Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999). Human Rights in Global Politics. London: Oxford University Press.

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**BLUEPRINT**

**Subject: Journalism**

**Semester: III**

**Course Title: Human Rights & Media**

**Course Code: 23JLCCHR34**

**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<br>RBT2 – 3Q<br>RBT3 – 3Q<br>RBT4 – 1Q |
| 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 – 1Q<br>RBT2 – 2Q<br>RBT3 – 2Q<br><b>Every question's (a) and (b) must be at the same RBT level.</b> |
| 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              |                                                                                                           |

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8**  
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**MODEL QUESTION PAPER**

**Subject: Journalism**

**Semester: III**

**Course Title: Human Rights & Media**  
**Time: 3 Hrs.**

**Course Code: 23JLCCHR34**  
**Max. Marks: 100 M**

**Section – A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

1. Trace the evolution of the concept of human rights, from its historical origins to its modern-day significance.
2. Analyse India's relationship with the Universal Declaration of Human Rights.
3. Write a note on Magna Carta.
4. Discuss the role of the media in agenda-setting and reporting on human rights violations.
5. Define Human Rights and discuss the two main categories of human rights recognised under international law.
6. What are the key components of the Universal Declaration of Human Rights?  
Discuss how it addresses civil and political rights, economic rights, and social rights.
7. Highlight key areas of alignment and divergence between India's domestic laws and the principles enshrined in the declaration.
8. Explore the intersection between human rights and the media. How do newspapers, television, and films influence the public's perception of human rights issues?
9. Discuss the challenges faced by SHRC and NHRC in India and propose measures for their improvement.
10. Explain the functions of the National Human Rights Commission.

**Section – B**

Answer **ALL** questions:

**5 X 12 = 60 M**

11. (a) Explain the functions of Amnesty International.

OR

- (b) Critically examine the role of mass media in promoting Human Rights Education.

12. (a) How can the mass media help in supporting women's rights?

OR

(b) What are the functions of the State Human Rights Commission?

13. (a) Assess the effectiveness of Human Rights Commissions in India, such as the NHRC and SHRC, in safeguarding human rights.

OR

(b) Explain the role of the United Nations in promoting and protecting human rights, highlighting the significance of the Commission on Human Rights and the UN High Commissioner for Human Rights.

14. (a) Discuss the different kinds of human rights recognised internationally, providing examples of each.

OR

(b) Discuss the various forms of inhuman acts addressed by international conventions, including torture, slavery, and human trafficking.

15. (a) Identify and discuss the rights of vulnerable groups as enshrined in international human rights law, focusing on women, children, migrant workers, and refugees.

OR

(b) Define genocide and apartheid. Discuss the international conventions and mechanisms established to combat these egregious violations of human rights.

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8**  
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**SYLLABUS**

**Subject: Journalism**

**Course Title: Reporting & Editing for Print Media**

**No. of Hours: 60**

**Semester: III**

**Course Code: 23JLCCRE34**

**Credits: 4**

**LTP: 400**

**Objectives:**

- To present the sources of news and values.
- To prepare students in specialised reporting.
- To develop knowledge on translation and use of language for writing.

**Course Outcomes:**

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

**CO1:** Develop knowledge on concepts and components of news and news sources.

**CO2:** Formulate information about reporting and different types of reporting.

**CO3:** Understand the differences between news articles and feature items.

**CO4:** Discuss how to review books, TV programmes, films and arts.

**CO5:** Examine the process and skills of language use for reporting.

**Unit-I**

**(10 Hrs.)**

Introduction to News,detailed analysis of news: definition, concepts, components, values, sources, press conference, interviews, qualifications and responsibilities of reporter, ethical aspects, reporting special events: disasters and accidents, crime, budget, courts, legislature reporting, speech reporting,

**Unit-II**

**(10 Hrs.)**

Features: definitions, scope, types, news features, historical features, seasonal,photo features, scientific features, human interest features, profiles, syndicate features, reviews: definitions, scope, types of reviews: books, films, music, theater, TV programmes, performing arts, contemporary trends in reviews.

**Unit-III**

**(10 Hrs.)**

Newspaper organisation- newsroom, printing, advertising, administration, and circulation departments, newsroom- editing desk: purpose of editing; sub-editor- traits and functions; principles of editing; chief sub-editor and news editor, effects of globalisation on news organisations, funding and political inclination of news organisations.

**Unit-IV**

**(10 Hrs.)**

Copy editing,fundamentals of copy editing, editing and proofreading symbols: style sheet, editorial writing: Letters to the editor, Leads: types, headlines: Types of headlines, modern trends in headlines, principles of rewriting, language as a tool of writing, art of translation.

**Unit-V****(10 Hrs.)**

Column writing: writing creative middles, principles of grammar, practical exercises, photo editing/cropping: Layout and design of different pages, magazine production techniques.

**Co-Curricular Activities****(10 Hrs.)**

1. Case studies on different beats of reporting.
2. Practising skills and learning techniques for writing features.
3. Practising skills and learning techniques for writing reviews.
4. Creating a hierarchical order of a newspaper organisation.
5. Looking for headlines and analysing types of headlines.

**Reference Books**

1. W L Rivers. (1984). News in Print, New York: George Allen &Unwin Ltd.  
Curtis Macdougall (1953).
2. Interpretative Reporting, New York: George Allen &Unwin Ltd.
3. RangaswamiParthasarathy. (1984). Basic Journalism, New Delhi: Macmillan
4. Bruce Westley. (1985). News Editing, New Delhi: IBH Publishers.
5. Frank Barton. (1989). The Newsroom: A Manual of Journalism, New Delhi: Sterling Publishers.
6. R. Parthasarathy. (1984). Basic Journalism, New Delhi: Macmillan.
7. Lynette S. Burns (2002). Understanding Journalism. London: Sage Publications.
8. Susan Pape& Sue Featherstone. (2005). Newspaper Journalism: A practical Introduction. London: Sage Publications.
9. Davis Merritt, Maxwell McCombs. (2004). The Two W's of Journalism: London, Mahwah: Lawrence Erlbaum Associates, Publishers.

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA –8**  
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**BLUEPRINT**

**Subject: Journalism**

**Semester: III**

**Course Title: Reporting & Editing for Print Media**

**Course Code: 23JLCCRE34**

**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<br>RBT2 – 3Q<br>RBT3 – 3Q<br>RBT4 – 1Q |
| 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 – 1Q<br>RBT2 – 2Q<br>RBT3 – 2Q<br><b>Every question's (a) and (b) must be at the same RBT level.</b> |
| 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              |                                                                                                           |

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8**  
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**MODEL QUESTION PAPER**

**Subject: Journalism**

**Semester: III**

**Course Title: Reporting & Editing for Print Media**  
**Time: 3 Hrs.**

**Course Code: 23JLCCRE34**  
**Max. Marks: 100 M**

**Section – A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

1. Explain the Bureau of Outreach and Communication.
2. What is the hierarchical structure of a newspaper organisation?
3. Why is the press called the fourth estate?
4. How does an Ombudsman play a crucial role in upholding journalistic integrity?
5. What are the differences between a press conference and a press release?
6. Every news organisation follows a stylesheet while editing news. Does a stylesheet help in maintaining consistency in news reports?
7. How does fake news affect society?
8. What are a few recommendations of the Verghese Committee?
9. What are the methods of gathering news?
10. Explain the following:
  - a) Interpretative reporting
  - b) Technical reporting
  - c) Objective reporting
  - d) Developmental reporting

**Section – B**

Answer **ALL** questions:

**5 X 12 = 60 M**

11. (a) Discuss values and ethics in journalism.

OR

- (b) Write about interviewing techniques.

12. (a) A Sub-Editor is the unsung hero of a newspaper. Support this statement.

OR

- (b) Explain about the Indian Language Press of the mid-19<sup>th</sup> and early 20<sup>th</sup> centuries.

13. (a) Elucidate the activities of the Press Information Bureau.

OR

(b) Journalism plays a vital role in society. Discuss

14. (a) Explain types of columns.

OR

(b) Explain the roles and responsibilities of a reporter.

15. (a) Why is a headline an important element in a news report? State some of the basic characteristics of a good headline?

OR

(b) Explain the history of radio in the pre-independence era.

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

**SYLLABUS**

**Subject: Journalism**

**Course Title: Sports Journalism**

**No. of Hours: 60**

**Semester: III**

**Course Code: 23JLCCSJ34**

**Credits: 4**

**LTP: 400**

**Objectives**

- To understand the fundamentals of sports journalism.
- To evaluate a variety of job duties such as reporting game statistics, interviewing coaches and players and offering game commentary.
- To assess professional skills and ethics in sports journalists.

**Course Outcomes**

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

**CO1:** Develop knowledge about sports to report for the media.

**CO2:** Understand the sports terminology which is used in sports journalism.

**CO3:** Recognise the rules and regulations of major games.

**CO4:** Develop writing skills for sports news.

**CO5:** Evaluate the sports tournaments and report with professionalism.

**UNIT-I**

**(10 Hrs.)**

Introduction to Sports: History, Scope, Importance and objectives of sports, Basis of Physical Education, Contents of Physical Education Programme

**Unit-II**

**(10 Hrs.)**

Rules and Regulations for major games, Norms for selection of team, Football, Kabaddi, Soccer, Volleyball, Baseball, Cricket, Hockey, Rugby, Shuttle Badminton, Tennis and Table Tennis.

**Unit-III**

**(10 Hrs.)**

Track and Field Events, Standard Track, Requirements for each event, Preparing training schedule, Star performers in each event, Adventure Sports: Introduction, characteristics/features of certain adventure.

**Unit-IV**

**(10 Hrs.)**

Sports Administration, Organisation for Physical Education, Principles for organising Physical Education, Tournament & Fixtures, Sports Budget: Types of budgets and preparation of sports budget.

**Unit-V**

**(10 Hrs.)**

Sports Writing/Reporting & Interviewing, Writing for different sports events: resources for sports writers, game advances, game coverage, notebooks, keeping statistics, writing of investigative sports articles, techniques of effective endings, two types of article structures – inverted pyramid and diamond structure, types of interviews, art of interviewing, art of observation, Ethics and professionalism in sports.

## **Co-Curricular Activities**

**(10 Hrs.)**

1. Organize a sports history exhibition where students present the evolution and key milestones of various sports.
2. Conduct workshops for students to learn and demonstrate rules and regulations of major games through mock matches.
3. Host a Track and Field Day for students to participate in and manage athletic events, enhancing their practical and organizational skills.
4. Assign a sports budgeting exercise where students create a mock budget for a school tournament, developing financial planning skills.
5. Engage students in a sports journalism project where they report on events, practice writing techniques, and conduct interviews.

## **Reference Books**

1. Raney, Arthur A and Bryant, Jennings (2006). Handbook of Sports and Media. New York:Lawrence Erlbaum Associates.
2. Schultz, Brad (2007). Sports Media: Planning, Production and Reporting. Oxford: Focal Press.
3. Rajsekhar, T (2007). Media and Sports Journalism. New Delhi: SonaliPublications.
4. Fink, Conrad C (2004). Sports Writing: The Lively Game. New Delhi, SurjeetPublications.
5. Reinardy, Scott and Wanta, Wayne (2009). The Essentials of Sports Reporting and Writing. London, Routledge.
6. Wilstein, Steve (2002). AssociatedPress Sports Writing Handbook. New York: Macgraw Hill.

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA –8**  
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**BLUEPRINT**

**Subject: Journalism**  
**Course Title: Sports Journalism**  
**Time: 3 Hrs.**

**Semester: III**  
**Course Code: 23JLCCSJ34**  
**Max. Marks: 100 M**

**Section - A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

| Question No. | Unit | Marks Weightage | RBT Level                                                           |
|--------------|------|-----------------|---------------------------------------------------------------------|
| 1            | I    | 8               | <p>RBT1 – 3Q</p> <p>RBT2 – 3Q</p> <p>RBT3 – 3Q</p> <p>RBT4 – 1Q</p> |
| 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              | <p>RBT1 – 1Q</p> <p>RBT2 – 2Q</p> <p>RBT3 – 2Q</p> <p><b>Every question's (a) and (b) must be at the same RBT level.</b></p> |
| 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              |                                                                                                                              |

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8**  
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**MODEL QUESTION PAPER**

**Subject: Journalism**

**Semester: III**

**Course Title: Sports Journalism**

**Course Code: 23JLCCSJ34**

**Time: 3 Hrs.**

**Max. Marks: 100 M**

**Section – A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

1. Discuss the importance of sports in society.
2. Name two major games and their governing bodies.
3. Discuss the organisation of tournaments and fixtures in sports.
4. Explain the types of sports budgets and the process of preparing a sports budget.
5. Analyse the art of interviewing in sports journalism and its role in capturing athletes' perspectives.
6. Explain the principles for organising Physical Education programs.
7. Compare the gameplay of volleyball and hockey.
8. Discuss the rules and regulations of football and cricket.
9. Analyse the strategies for success in soccer and tennis.
10. What are the norms for the selection of a team in sports?

**Section – B**

Answer **ALL** questions:

**5 X 12 = 60 M**

11. (a) Explain the basis of Physical Education and its significance in promoting a healthy lifestyle.

OR

- (b) Analyse the scope of sports and its impact on personal development.

12. (a) Evaluate the contents of a Physical Education program and their effectiveness in achieving fitness goals.

OR

- (b) Evaluate the role of coaching in improving performance in Kabaddi and Rugby.

13. (a) Discuss the standard track requirements for running events.

OR

(b) Evaluate the characteristics of adventure sports and their appeal to participants.

14. (a) Analyse the role of sports administration in promoting participation in Physical Education.

OR

(b) Explain the importance of ethics and professionalism in sports journalism.

15. (a) Discuss the resources available for sports writers and the techniques for writing effective game advances.

OR

(b) Explain the differences between the inverted pyramid and diamond structure in sports articles.

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8**  
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**SYLLABUS**

**Subject: Journalism**

**Course Title: Travel Journalism**

**No. of Hours: 60**

**Semester: IV**

**Course Code: 23JLCCTJ44**

**Credits: 4**

**LTP: 400**

**Objectives**

- To develop an understanding of the fundamentals of travel journalism.
- To present different travel journalism formats.
- To understand ethical considerations in travel journalism.

**Course Outcomes**

On completion of course the student will be able to:

**CO1:** Demonstrate a comprehensive understanding of the principles, concepts, and history of travel journalism.

**CO2:** Develop various techniques and styles to produce engaging and informative travel narratives, articles and content.

**CO3:** Develop their storytelling skills to different formats of travel journalism including feature articles, travel guides, blogs and social media posts.

**CO4:** Analyse and critically evaluate travel-related information, media representations, and the impact of travel journalism on audience perceptions.

**CO5:** Develop a personal style in travel journalism to engage the audience.

**Unit-I**

**(10 Hrs.)**

Media and Travel, Media: Meaning & types, Role of print and electronic media in tourism, Highlighting new tourism destinations, destination image building, Pin-pointing demand and supply in tourism.

**Unit-II**

**(10 Hrs.)**

Travel Journalism, Meaning and role in tourism industry, Reporting of meetings, Conferences and exhibitions for newspapers, Conferences and exhibitions for magazines and journals.

**Unit-III**

**(10 Hrs.)**

Reporting travel and tourism, Reporting of events related to tourism at different places, Advertisement of different travel and tourism events, Reporting new travel destinations, Reporting unidentified places for travel.

**Unit-IV**

**(10 Hrs.)**

Content writing on various tourism destinations in the city, State, country and across the globe.

**Unit-V**

**(10 Hrs.)**

Writing of travel & tourism blogs, Writing of travel diaries, tour itineraries, Article for newspapers, magazines and journals, Writing for electronic media about travel and tourism.

**Co-Curricular activities****(10 Hrs.)**

1. Identify the role of the media in promoting travel tourism.
2. Assess the cultural heritages in the country and present a report of preserving cultural heritages as travel destinations.
3. Make a presentation on how social media is promoting the culture of travel and tourism across the state.
4. With all the necessary information required, prepare a post for social media for a travel destination in the country.
5. Prepare a travel blog for a beach destination globally including the challenges faced by the travellers to reach the destination.

**Reference Books**

1. Modern Writing Skills - Terry O'Brien.
2. Writing Skills for Tourism - Stephen Thorne.
3. Mass Communication: Theory and Practice - Uma Narula.
4. Understanding Journalism - Lynette Sheridan Burns
5. Travel Journalism: Exploring Production, Impact and Culture- F. Hanusch& E. fursich

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**BLUEPRINT**

**Subject: Journalism**  
**Course Title: Travel Journalism**  
**Time: 3 Hrs.**

**Semester: IV**  
**Course Code: 23JLCCTJ44**  
**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<br>RBT2 – 3Q<br>RBT3 – 3Q<br>RBT4 – 1Q |
| 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 – 1Q<br>RBT2 – 2Q<br>RBT3 – 2Q<br><b>Every question's (a) and (b) must be at the same RBT level.</b> |
| 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              |                                                                                                           |

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

**Subject: Journalism**

**Semester: IV**

**Course Title: Travel Journalism**

**Course Code: 23JLCCTJ44**

**Time: 3 Hrs.**

**Max. Marks: 100 M**

**MODEL QUESTION PAPER**

**Section – A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

1. Explain the process of destination image building through print and electronic media.
2. Analyse the relationship between media portrayal and tourism demand and supply.
3. Explain the significance of travel journalism in the tourism industry.
4. Discuss the challenges faced by journalists when reporting meetings, conferences, and exhibitions for newspapers.
5. Compare the reporting styles of meetings, conferences, and exhibitions for magazines and journals.
6. Critically analyse the impact of travel journalism on shaping public perception of tourism events.
7. Explain the importance of advertising different travel and tourism events.
8. Analyse the strategies used in reporting new travel destinations.
9. Discuss the key elements to consider when reporting events related to tourism at different places.
10. Critically evaluate the role of the media in promoting unidentified places for travel.

**Section – B**

Answer **ALL** questions:

**5 X 12 = 60 M**

11. (a) Discuss the differences between writing for newspapers and writing for electronic media about travel and tourism.

OR

- (b) Evaluate the impact of travel and tourism articles on reader engagement across different platforms.

12. (a) Critically analyse the role of storytelling in travel and tourism blogging.

OR

(b) Assess the ethical responsibilities of writers when representing destinations in travel and tourism literature.

13. (a) Explain the purpose of writing travel diaries and tour itineraries.

OR

(b) Analyse the cultural considerations when writing content for tourism destinations across the globe.

14. (a) Evaluate the effectiveness of content writing in influencing tourist decision-making processes.

OR

(b) Discuss the significance of content writing in showcasing tourism destinations within a city.

15. (a) Compare the approaches to content writing for tourism destinations at the state and national levels.

OR

(b) Assess the impact of event reporting on tourist behavior and preferences.

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**SYLLABUS**

**Subject: Journalism**

**Semester: IV**

**Course Title: Communication Theory**

**Course Code: 23JLCCCT44**

**No. of Hours: 60**

**LTP: 400**

**Credits: 4**

**Objectives**

- To present an overview on the process of communication.
- To understand different models of communication and semiotics.
- To assess media functions and different models of communication.

**Course Outcomes**

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

**CO1:** Understand the nature and process of communication.

**CO2:** Remember the process and skills of interpersonal communication.

**CO3:** Identify different models of communication and study media functions.

**CO4:** Develop knowledge on media dependency, agenda-setting and media effects.

**CO5:** Evaluate the effects of media with models.

**Unit-I**

**(10 Hrs.)**

**Introduction to communication:** Communication: Definition, Characteristics, Process, Types, Semiotics: Signs and meaning, categories of signs, convention, organisation of signs, Shannon & Weaver Model of Communication: Redundancy, entropy, channel, medium, code, Other communication models: George Gerbner, Lasswell, Newcomb, Westley & MacLean.

**Unit-II**

**(10 Hrs.)**

**Communication models and mass media functions:** Mass media: functions and characteristics, Two-step flow of communication, Gatekeeping model, White, and Ruge and Galtung, Diffusion of innovation of model, News diffusion models, Media dependency model, Agenda-setting.

**Unit-III**

**(10 Hrs.)**

**Marketing, organisational and non-verbal communication:** Characteristics of effective communication, ad clutter, reinforcement, sleeper effect, organisation communication: vertical, horizontal, diagonal, Information overload bypassing, suggestions for improving organisation communication, Verbal and non-verbal communication: types, differences, similarities.

**Unit-IV**

**(10 Hrs.)**

**Theories of communication and media norms:** Normative theories of the media: Authoritarian, Libertarian theory, Social responsibility theory, Communist media theory, Democratic Participant Theory, Development Media Theory, Media and accountability: types of accountability, media role in society, Critical theory: the rise of cultural theories in Europe, Frankfurt School.

## **Unit-V**

**(10 Hrs.)**

**Media effects and audience impact:** Short-term, long-term effects, Four models of media effects: direct effects, conditional effects, Cumulative effects, cognitive, transactional model, Socialisation of effects of media.

## **Co-Curricular Activities**

**(10 Hrs.)**

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.

## **Reference Books**

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. Defleur and Ball Rokeach. (1989). Theories of Mass Communication, New York: Longman.

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**BLUEPRINT**

**Subject: Journalism**  
**Course Title: Communication Theory**  
**Time: 3 Hrs.**

**Semester: IV**  
**Course Code: 23JLCCCT44**  
**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<br>RBT2 – 3Q<br>RBT3 – 3Q<br>RBT4 – 1Q |
| 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 – 1Q<br>RBT2 – 2Q<br>RBT3 – 2Q<br><b>Every question's (a) and (b) must be at the same RBT level.</b> |
| 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              |                                                                                                           |

**MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8**  
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**MODEL QUESTION PAPER**

**Subject: Journalism**

**Semester: IV**

**Course Title: Communication Theory**  
**Time: 3 Hrs.**

**Course Code: 23JLCCCT44**  
**Max. Marks: 100 M**

**Section – A**

Answer any **FIVE** questions:

**5 × 8 = 40 M**

1. Define communication and explain its key characteristics.
2. What is the process of communication? Illustrate with a diagram.
3. Describe the types of communication with examples.
4. Explain semiotics and discuss the categories of signs.
5. Discuss Shannon and Weaver's Model of Communication, focusing on redundancy and entropy.
6. Explain George Gerbner's Model of Communication.
7. What are the contributions of Harold Lasswell to communication theory?
8. What are the functions of mass media?
9. Discuss the two-step flow of communication.
10. Explain the agenda-setting model.

**Section – B**

Answer **ALL** questions:

**5 X 12 = 60 M**

11. (a) What is gatekeeping in communication? Illustrate with examples.  
OR  
(b) Explain the diffusion of the innovation model and its stages.
12. (a) Explain vertical, horizontal, and diagonal communication in organisations.  
OR  
(b) What is information overload, and how can it be managed?
13. (a) Elucidate the features of Dependency Theory and Two Step Flow Theory.  
OR  
(b) Examine the relevance of the Hypodermic Needle theory in the digital age.

14. (a) Define communication. How does mass media communicate with the targeted audience?

OR

(b) How does communication play a role in the socio-economic development of the country?

15. (a) Explain the following: i) Differences between sound and noise

ii) Explain the scope of mass communication.

OR

(b) What role does communication have in promoting culture?