

**SEMESTER - II**  
**CORPORATE ORGANIZATIONAL COMMUNICATION**

**1. Course Description**

<b>Programme</b> : M.A.	<b>Max. Hours</b> : 45
<b>Course Code</b> : P24/MCJ/DSC/203	<b>Hours per week</b> : 3
<b>Course Type</b> : Disciple Specific Core	<b>Max. Marks</b> : 100
<b>No. of credits</b> : 3 Crs	

**2. Course Objective**

1. To provide an understanding into the relevance of communication in an organizational set-up.
2. To equip students to practically handle communication in organizations.

**3. Course Outcomes**

After the successful completion of the course, the student will be able to:

**CO1** : Outline the working of corporate organizational communication.

**CO2** : Discuss & analyze organizational communication behaviours.

**CO3** : Classify the nuances of Corporate PR and evaluate the various media units of information dissemination.

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## 4. Course Content

**MODULE I: ORGANIZATIONAL COMMUNICATION**

(15 Hrs)

Nature, Scope, Process, structure, characteristics and Types of Organizational Communication; **Schools of thought:** Scientific Management; Human Relations; Systems Approach, Network Analysis. Formal and Informal Networks and their importance- Cliques. Grapevine/rumours. Human Resource Development.

**MODULE II: ORGANIZATIONAL COMMUNICATION BEHAVIOUR**

(15 Hrs)

Organizational Culture. Verbal and Non-Verbal Organizational Communication behaviours. Communication Audit as an evaluation and maintaining system. Corporate Communication Tools: Lobbying, Sponsorship, Corporate reputation, Corporate identity and media mileage.

**MODULE III: PUBLIC INFORMATION MANAGEMENT & CORPORATE PR**

(15 Hrs)

Concept of public information; RTI. Disseminating agencies of public information in Government of India and state governments. Corporate PR, Corporate Public Relations Consultancies. Crisis PR: Advance planning; Corporate PR dossiers. Corporate Social Responsibility. Corporate PR ethics.

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## 5. Reference Books:

1. Katherine Miller, Organisational Communication and Processes
2. D S Mehta, Handbook of PR in India –1968.
3. Ahuja and Chhabra, Public Relations –Times of India Press, 1968,
4. J M Kaul, Naya Prakash, Public Relations in India –1976,
5. Ahuja and Chhabra– Advertising and PR. Surjeet Publications

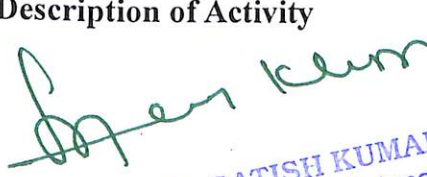
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## 6. Syllabus Focus

## a) Relevance to Local/ Regional/ National/ Global needs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global, National	The module is designed to explain basic concepts of Organisational Communication and introduce the different schools of thought of management.
Module II	Global	The module is designed to understand the organisational communication behaviour
Module III	Global, National	The module is designed to equip the students with the knowledge of the media units in India which deal with public information management.

## b) Components of Skill Development/ Entrepreneurship Development/ Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	 DR. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Semina University, Hyderabad - 500 007
Employability	Module II	Quiz
Skill Development	Module III	Student presentations

## 7. Pedagogy

S. No	Student Centric Methods Adopted	Type/Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Interactive classroom games/quiz	Experiential Learning
3.	Group Discussion	Participative Learning

## 8. Course Assessment Plan

## a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments – CIA (40%)	End Semester Examination (60%)
CO1	CIA-1	End Semester examination
CO2	CIA-1	
CO3	CIA-2 Quiz	
CO4	CIA-2 Presentations on case studies of Corporate PR	

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## b) Question Paper Pattern

**SEMESTER - II**  
**CORPORATE ORGANISATIONAL COMMUNICATION**  
**MODEL QUESTION PAPER**

Course Code: P24/MCJ/DSC/203

Max Marks: 60

Credits: 3 Crs

Time: 2.5 Hrs

SECTION A - Answer ALL the questions.		3 Q X 12 M = 36 M		
Q.No	Module	Question	CO	BTL
1	Module 1	How would you explain the Scientific Management theory and its significance in present day organisations? (OR)	CO 1	I
2	Module 1	Define HRD? Spell its key aspects?	CO 1	I
3	Module 2	Explain the ways in which organisational culture shapes Organizational communication behaviour? (OR)	CO 2	II
4	Module 2	Compare the Verbal and Non-Verbal Organizational Communication behaviors?	CO 2	II
5	Module 3	Analyse the role of a Corporate communicator in crisis? (OR)	CO 3	IV
6	Module 3	Examine the role of any two media units of the government of India.	CO 3	IV

SECTION B - ANSWER ANY 4 OUT OF 6			4Q X 6 M = 24 M	
11	Module 1	What are the different types of Organisational Communication?	CO 1	I
12	Module 1	What is Grapevine communication? list its types?	CO 1	I
13	Module 2	Describe Organizational culture and its types?	CO 2	II
14	Module 2	Explain any two tools of corporate communication?	CO 2	II
15	Module 3	What is NITI Aayog and Analyse its role in planning in India?	CO 3	IV
16	Module 3	How would you classify the steps involved in CSR strategy?	CO 3	IV

## c) Question Paper Blueprint

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
1,2,3		CO-1.2.3				6

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SEMESTER-II

DEVELOPMENT & RURAL COMMUNICATION

1. Course Description

Programme : MA

Max. Hours : 45

Paper Code: P24/MCJ/DSC/204

Hrs per week: 3

Type of Course: Discipline Specific Core

Max Marks: 100

No. of Credits: 3 Crs

2. Course Objectives

1. Students will understand the concept of development, its process and rural scene.
2. Students will learn about the role of media in development.


3. Course Outcomes


After the completion of the course, students will be able to

CO1: Discuss the concept, importance and issues of development

CO2: Analyze the role of various media in development

CO3: Assess the rural communication for social change.

  
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#### 4. Course Content

##### MODULE I: CONCEPT, THEORIES & ISSUES OF DEVELOPMENT (15 Hrs)

Concept of Development and underdevelopment, Theories and Models of development : dominant paradigm, modernization, Dependency theory, Gandhian Model of Development, Nehruvian Model of Development, Alternative models of development different perspective: Western and Indian viewpoint; Issue in development – Social, economic, gender, livelihood, problems of displacement. Concept and critique of HDI. Empowerment, participation, sustainable development, NAPM, MKSS.

##### MODULE II: ROLE OF MEDIA IN DEVELOPMENT COMMUNICATION (15 Hrs)

Nature and concept of development communication, Nora C. Quebral, Role of different media in development communication – Print, electronic and folk media. Use of ICTs and emerging technologies in development. Digital divide, Development – support – communication. Critical appraisal of efforts by government and non-government organizations (NGOs) economic uplift. Case studies in development communication- urban and rural perspectives : Education, health and irrigation. Behavioral change communication.

##### MODULE III: RURAL DEVELOPMENT & PARTICIPATORY COMMUNICATION

(15 Hrs)

India's rural scene, rural social structure, social change, Patterns of rural communication, oral informal and interpersonal communication. Traditional and folk forms, barriers and accelerators to change. Social Welfare schemes as Development : Telangana Experience; Extension- nature, concept and characteristics of communication, structure of extension networks in India, Telangana. Methods of extension – Exhibitions, visual aids, training and visit systems, case studies in extension. Krishi Vignan Kendras.

#### 5. Reference Books

1. Media Utilization for the development of women and children - B S Thakur, Concept, 1989
2. Communication for Development in the Third World: Theory & Practice – Srinivas R. Melkote, Sage, 2001
3. Media and Development – M R Dua, HarAnand Publications, 1994
4. Perspective on Development Communication – K Sadanandan Nair, Sage, 1994
5. Communication for Development: Reinventing Theory and Action, Volume I & 2- Kiran Prasad, B.R. Publishing Corporation, 2009

## 6. Syllabus Focus

## a) Relevance to LocaU Regional/ National/ Global needs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global ,National,Regional	The module is designed to understand the concept, theories & issues of Development
Module II	National, Regional	The module is designed to understand the role of Media in Development Communication
Module III	National, Regional,Local	The module is designed to understand the Rural scene, Rural Development & Participatory Communication

## b) Components of Skill Development/ Entrepreneurship Development/ Employability

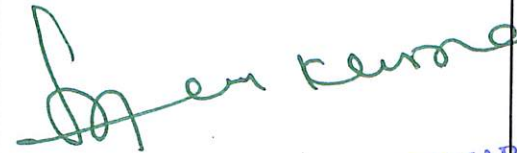
FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		<i>Dr. Satish Kumar</i>
Skill Development	Module I	Group discussions
Skill Development	Module II	Presentations and Quiz
Skill Development	Module III	Case studies

## 7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Research on Coverage of Development issues in Newspaper	Experiential Learning
3.	Group Discussion	Participative Learning

## 8. Course Assessment Plan

## a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination 
CO2		
CO3	CIA-2 Research on Coverage of Development issues in Newspaper	
CO 1,2,3	CIA-2 Objective Type Test	

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## b) Question Paper Pattern

**SEMESTER II**  
**DEVELOPMENT AND RURAL COMMUNICATION**  
**MODEL QUESTION PAPER**

Course Code : P24/MCJ/DSC/204

Max. Marks : 60

No. of Credits : 3

Time : 2 1/2 Hours

SECTION A - Answer ALL the questions.		3Q X 12 M = 36 M		
Q.No	Module	Question	CO	BTL
1	Module 1	Explain about the dominant paradigm of development. (OR)	CO 1	II
2	Module 1	Explain about various issues of development.	CO 1	II
3	Module 2	Examine the role of Print media in Development. (OR)	CO 2	IV
4	Module 2	Examine the role of NGOS in Development.	CO 2	IV
5	Module 3	How can you assess different patterns of rural communication. ? (OR)	CO 3	V
6	Module 3	“Social Welfare schemes are the path to Development”, Justify from Telangana Experience	CO 3	V
SECTION B - ANSWER ANY 4 OUT OF 6		4 Q X 6 M = 24 M		
( To compulsorily have ONE question from each module)				
7	Module 1	What are the main ideas of HDI?	CO 1	II
8	Module 1	What can you say about MKSS?	CO 1	II
9	Module 2	What conclusions can you draw Development Support Communication ?	CO 2	IV
10	Module 2	What is your opinion on Digital Divide?	CO 2	IV
11	Module 3	What is your opinion on Barriers to change?	CO 3	V
12	Module 3	What are Krishi Vigyan Kendras?	CO 3	V

**SEMESTER – II**  
**ELECTRONIC PAGINATION**  
**PRACTICAL**

**1. Course Description**

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P24/MCJ/DSC/203/P	Hours per week	: 4 Hrs
Course Type	: Discipline Specific Core	Max.Marks	: 50
No. of Credits	: 2 Crs		

**2. Course Objective:**

1. To equip students with Photo editing and Print design Tools with the help of Adobe Photoshop and In-Design
2. To apply the skills to produce Photo editing and Print Design materials.

**3. Course Outcome:**

After completion of the course, the student will be able to:

CO1: Recall the use of tools of Adobe Photoshop and InDesign software.

CO2: Apply the tools to edit photos and design print materials.

**4. Course Content**

The following exercises will be given as part of the practicals: **List of Internal Projects**

**Exercise I**

- Introduction to Photoshop software
- Photoshop tools, layers, filters, blending options
- Removing blemishes, preparing passport photos, shallow depth of field effect, text portrait effect, colour splash.

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(05 M)

**Exercise II**

(05 M)

- Introduction to In-Design software
- In-design tools, layers, filters, blending options
- **Designing a front page of a daily.**

**Exercise III**

(10 M)

- Design a Visiting card, Design a letterhead for an organization, Design a logo for an organization, Design advertisement for a product, Design an Institutional advertisement, Design a Public service advertisement.
- Design Front page of a daily, Design a Magazine cover page, Design a brochure for a workshop

**List of External Projects**

**Exercise I**

(05 M)

- Photoshop effects and manipulations

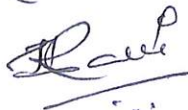


**Exercise II**

(10 M)

- Designing a Newsletter containing news reports of campus events

**Viva Voce**

(15 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
<p>K. Ravi Kumar</p> 	<p>K. Ravi Kumar</p> 	

## SEMESTER II

## MEDIA LAWS &amp; ETHICS

## 1. Course Description

Programme	: M.A.	Max. Hours	: 50
Course Code	: P24/MCJ/DSC/201	Hours per week	: 3
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 3 Crs		

## 2. Course Objective:

1. To understand the Press laws and the importance of media related laws
2. To analytically study the Codes of ethics of newspapers, television and Press Council of India.

## 3. Course Outcomes:

After completion of the course, the student will be able to:

- CO1. Discuss the significance of the Indian Constitution and the importance of various press acts in India.
- CO2. Demonstrate and relate the laws and ethical concepts to the day-to-day work of a responsible journalist.
- CO3. Assess the importance of ethical Journalism in current society

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#### 4. Course Content

##### MODULE-I: INDIAN CONSTITUTION & PRESS ACTS: (15 Hrs)

Introduction to Indian Constitution –Preamble, Salient features, Fundamental Rights, concept of PIL, DPSP, Freedom of Speech and Expression and their limits, Provisions of declaring emergency and their effects on media, Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Censorship Act, Whistleblower Protection Act (2011)

##### MODULE-II: MASS MEDIA LAWS: (15 Hrs)

Intellectual Property Rights and Copyright Act, Contempt of Court Act, Indecent Representation of Women Prohibition Act, Drugs and Magic Remedies Act, Children's Act, Law of Defamation, Right to Privacy, Official Secrets Act, Right to Information Act, 2005. Cyber Laws, social media and OTT self-regulation.

##### MODULE-III: MEDIA ETHICS: (15 Hrs)

Introduction to Media Ethics - values and Ethics of Journalism, Media's ethical problems including privacy, right to reply, communal writing and Yellow journalism, Press Council of India - structure and codes, Role, Powers and limitations, Codes for Radio, Television, advertising and Public relations. Media and Human Rights and Civil Rights, SHRC, NHRC.

#### 5. References:

1. S. Kundra Media Laws and Indian Constitution, Anmol Publications, 2003
2. L Roy Moore, Media Laws and Ethics, Rutledge publishers, 2007
3. Dr.Durga D Basu - Introduction to the Constitution of India, LexisNexis
4. Paranjoy Guha T Media Ethics, Oxford Publication
5. M. Neelamalar, Phi Learning Pvt. Ltd., 2009.
6. An Grover, Press and the Law – Vikas Pub. House, 2000
7. Zamir Naizi, Press in Chains ,OUP Pakistan, 2010

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## 6. Syllabus Focus

## a) Relevance to Local/ Regional/ National/ Global needs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	National, Global	The module is designed to understand the importance and uniqueness of Indian constitution
Module II	Local, National	The module is designed to understand various Mass media laws in India
Module III	Global	The module is designed to understand the importance of ethical journalism

## b) Components of Skill Development/ Entrepreneurship Development/ Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Quiz and Group discussions
Skill Development	Module II	Quiz and Group discussions
Skill Development	Module III	Analysis and Group discussions

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## 7. Pedagogy:

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Discussion on various Case studies	Experiential Learning
3.	Group Discussion	Participative Learning

## 8. Course Assessment Plan

- a. Weightage of Marks in Continuous Internal Assessments and End Semester Examination.

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA-1 CIA-2 Case studies: Presentation CIA-2 Objective Type Test	End Semester examination
CO2		
CO3		
CO 1- 3		

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## b) Question Paper Pattern

**MEDIA LAWS & ETHICS**  
**MODEL QUESTION PAPER**

Course Code : P24/MCJ/DSC/201

Max.Marks : 60

Credits : 3 Crs

Time: 2 1/2 Hours

SECTION A - Answer ALL the questions.		3Q X 12 M = 36 M		
Q.No	Module	Question	CO	BTL
1	Module 1	What are the features that make Indian Constitution as very lengthy and unique of the world?(OR)	CO 1	II
2	Module 1	Explain Cinematograph act. Comment on the functioning of the CBFC board with recent incidents?	CO 1	II
3	Module 2	3. Explain in detail "RTI" act and its importance?(OR)	CO 2	IV
4	Module 2	What is meant by "Copyright"? Mention the guidelines on use of Intellectual Property Rights.	CO 2	IV
5	Module 3	Yellow Journalism? Comment on ethical issues/standards facing by the Indian Media.(OR)	CO 3	V
6	Module 3	Describe in detail about Press Council India?	CO 3	V

**SECTION B - ANSWER ANY 4 OUT OF 6****4Q X 6 M = 24 M**( To compulsorily have **ONE** question from **each** module)

7	Module 1	What is the WhistleBlower Protection Act (2011) about?	CO 1	II
8	Module 1	What is Public Interest Litigation (PIL)?	CO 1	II
9	Module 2	What does the Contempt of Court Act entail?	CO 2	IV
10	Module 2	What are Cyber Laws and their significance?	CO 2	IV
11	Module 3	What are Civil Rights?	CO 3	V
12	Module 3	What is the role of the NHRC (National Human Rights Commission)?	CO 3	V

**C) Question Paper Blueprint**

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
		CO-1-3				6

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## SEMESTER-II

### OUTREACH

#### 1. Course Description

Programme : MA

Max. Hours : 30 Hrs

Paper Code: P24/MCJ/FC/201

Hours per week: 2 Hrs

Type of Course: Foundation Course

Max Marks : 50

No. of Credits: 2 Crs

#### 2. Course Objectives

1. To provide a practical understanding about community services to the students.
2. To sensitize students about the needs of various sections of the society.

#### 3. Course Outcomes

After the completion of the course, students will be able to

CO1. Interpret the gained knowledge through outreach about the hard realities of life present in the society and find ways to provide social service to the needy.

CO2. Demonstrate effective communication skills to contribute to society through media education.

#### 4. Course Content

1. The students visit various community centers like government schools, NGOs, orphanages, old age homes, institutions for the visually challenged, juvenile jails etc.
2. Need analysis to be conducted with the inputs from the on-site supervisor.
3. The students will have to design modules under the guidance of the supervisor and present the same to address the identified needs
4. At the end of the outreach programme the students are expected to submit a report
5. The report should consist of : Background about the community they are visiting, modules that are designed, daily report with photographs.

*Ravi*

*Satish Kumar*

## 5. Course Assessment Plan

## a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Internal Assessments	End Semester External Marks
CO1 & CO2	CIA-I : Attendance, Presentation, Need analysis, Meeting deadlines- 20 Marks	Day wise report submission-30 Marks

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**SEMESTER II**  
**PHOTO JOURNALISM**  
**PRACTICAL**

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max. Hours</b>	<b>: 60 Hrs</b>
<b>Course Code</b>	<b>: P24/MCJ/DSC/201/P</b>	<b>Hours per week</b>	<b>: 4 Hrs</b>
<b>Course Type</b>	<b>: Discipline Specific Core</b>	<b>Max. Marks</b>	<b>: 50</b>
<b>No. of Credits</b>	<b>: 2 Crs</b>		

**2. Course Objective:**

1. Students will develop the practical skills in photojournalism techniques, including composition, framing, and capturing impactful images.
2. Students will cultivate ethical awareness and responsibility in documenting real-world events through photography.

**3. Course Outcome:**

After completion of the course, the student will be able to:

1. Ability to apply advanced photojournalism techniques effectively in capturing and conveying stories through images.
2. Demonstrate ethical judgment and sensitivity in selecting, editing, and presenting photographs for journalistic purposes.

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**4. Course Content**

The following exercises will be given as part of the practicals:

**List of Internal Projects****Exercise I****(05 M)**

- Handling the DSLR, Understanding the technicalities of digital camera lighting, composition, framing, ISO, Aperture, Shutter speed.

**Exercise II**

(10 M)

- News Photography Assignment: Capture compelling news photographs and add proper caption to each photo

**Exercise III**

(05 M)

- Photo Editing (Adobe Photoshop)

**List of External Projects**

**Exercise I**

(10 M)

- Develop a powerful Photo essay exploring a complex issue or social phenomenon in your community (combine photography with journalism by telling compelling visual stories through a series of images)




**Exercise II**

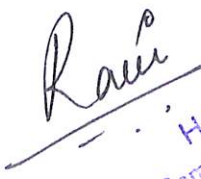
(10 M)

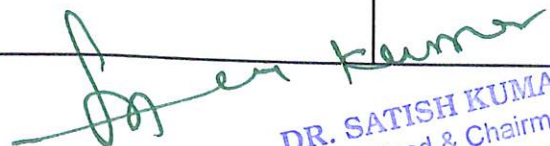
- Portfolio development & Presentation (images-both technical proficiency & ethical sensitivity)

**Viva Voce**

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
<p>P. CLEMENT</p> 	<p>K. Ravei Kumar</p> 	

  
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 Dept. of Mass Communication & Journalism  
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 Begumpet, Hyderabad - 16.

  
 DR. SATISH KUMAR THALLADI  
 Head & Chairman, B.O.S.  
 Department of Journalism and Mass Communication  
 Osmania University, Hyderabad - 500 007

**SEMESTER II**  
**RADIO BROADCASTING PRODUCTION**  
**PRACTICAL**

**1. Course Description**

Programme	: M.A.	Max.Hours	: 60
Course Code	: P24/MCJ/DSC/204/P	Hours per week	: 4
Course Type	: Discipline Specific Core	Max.Marks	: 50
No. of Credits	: 2 Crs		

**2. Course Objective:**

1. To develop skills in producing different formats of radio programming.
2. To build knowledge related to radio script writing and programme production.

**3. Course Outcomes**

After the successful completion of the course, the student will be able to:

**CO1:** Formulate scripts and edit for radio shows.

**CO2:** Apply skills of writing, recording, voice modulation and editing of radio programmes.

**4. Course Content**

The following exercises will be given as part of the practicals:

**List of Internal Projects****Exercise- I****(05 M)**

- Planning programme format and content for radio programmes.
- Understand basic elements of a radio script, rewriting and finalizing of scripts.
- Writing for radio in a spoken language.

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**Exercise- II**

**(10M)**

- Understanding the elements of sound - voice, music and sound effects.
- Training on voice modulation
- Understanding on how a radio station works

**Exercise- III**

**(05 M)**

- Making different programmes for radio broadcasting
- Significance of recording and editing in radio production.

**List of External Projects**

**Exercise- I**

**(10M)**

- Create a radio PSA and Radio drama.


**Exercise- II**

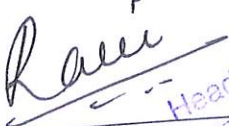
**(10M)**

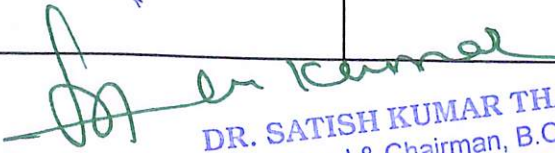
- Understating voice modulation and its technicalities in a practical session.

**Viva voice**

**(10 M)**

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
B. Sandeepa Sandeepa	K. Ravi Kumar Ravi	

  
 Head  
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**SEMESTER II**  
**SCRIPT WRITING**

**1. Course Description**

Programme	: M.A.	Max. Hours	: 45
Course Code	: P24/MCJ/DSC/202	Hours per week	: 3
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 3 Crs		

**2. Course Objective:**

1. To inculcate the knowledge of script writing.
2. To create understanding of content creation in electronic media.

**3. Course Outcomes:**

After completion of the course, the student will be able to:

- CO1:** Develop an understanding to draw the ideas for script writing
- CO2:** Identify and learn different types of script formats in Television & Movies
- CO3:** Analyze & demonstrate three-act structure from different movies

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*Ravi*

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**4. Course Content:****MODULE– I: FOUNDATIONS OF SCRIPT WRITING****(15 HRS)**

Introduction to script writing, Importance of script writing, various elements of script, Principles of script writing, Script formats, creative writing. Story Generation: Personal experiences, news stories, fiction vs. nonfiction, idea brainstorming, Screenplay Structure: Elements of scriptwriting, visual grammar, classical structure, text to screen- Script Analysis: Reading and analysing Indian, European, Hollywood, and Auteur scripts

**MODULE– II: CRAFTING THE SCRIPT****(15 HRS)**

Script formats: Formats for Film, television and various genres (romance, sci-fi, action, comedy, etc.) Non-fiction scriptwriting: Documentaries, newsreels, PSA, corporate videos. Types of screenplays, Writing effective screenplay-Scene structure: Definition, length, tenets of good scenes (importance, conflict, structure, compression, visual storytelling) -Sequences: Importance and structure

**MODULE– III: CHARACTER & DEVELOPMENT****(15 HRS)**

Three-Act Structure: Creating effective openings, classic vs. subtle plots, conflict and subplots-Characterization: Character arc, profiles, adding dimension through desires and contrasts, showing through actions-Dialogue: Creating realistic dialogue, characterization through dialogue, voice-over-Drafting & Revision: Drafting techniques, identifying errors, revision strategies, finalizing the script

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**5. Reading Books:**

1. VasukiBelavadi, Video Production
2. Zetl, Handbook of Television Production
3. Miller, Video Production Handbook – (Focal Press)
4. Millerson Gerald, Basic TV Staging – (Focal Press)
5. Meena Devi, Radio and Television Journalism - Alfa Publications, 2009
6. Stephen Cushion, Television Journalism - Sage, 2011
7. Boyd Andrew, Broadcast Journalism: Techniques of Radio and Television News - Focal Press, 2008
8. D. K. Gaur, Broadcast Journalism - Omega Publications, 2006
9. Ajay Das, Print and Broadcast Journalism: A Critical Examination - Neha Publishers, 2009

**6. Syllabus Focus****a) Relevance to Local/ Regional/ National/ Global needs**

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Local, National	The module is designed to understand the foundations of script writing
Module II	Global	The module is designed to understand the formats of script writing
Module III	Global	The module is designed to understand the techniques of designing the characters in film

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## b) Components of Skill Development/ Entrepreneurship Development/Employability

FOCUS		
Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Skill Development	Module I	Brainstorming for ideas and Group discussions
Skill Development	Module II	Quiz and Group discussions
Skill Development	Module III	Quiz and Group discussions

## 7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentations	Experiential Learning
3.	Group Discussion	Participative Learning

## 8. Course Assessment Plan

## a. Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination <i>Dr. Satish Kumar Thalladi</i>
CO2		
CO3	CIA-2 Script writing: Presentation	
CO4	CIA-2 Objective Type Test	

## b) Question paper pattern

**SEMESTER II**  
**SCRIPT WRITING**  
**MODEL QUESTION PAPER**

Course Code : P24/MCJ/DSE/202

Max.Marks : 60

Credits: 3 Crs

Time: 2 1/2 Hours

SECTION A - Answer ALL the questions.		3Q X 12 M = 36 M		
Q.No	Module	Question	CO	BTL
1	Module 1	How do you differentiate between fiction and non-fiction script writing? (OR)	CO 1	II
2	Module 1	Describe the elements of Script writing?	CO 1	II
3	Module 2	Explain types of Screenplays with suitable examples? (OR)	CO 2	IV
4	Module 2	What are different types of script formats used in Television?	CO 2	IV
5	Module 3	Explain fiction script writing with the help of dramatic structure? (OR)	CO 3	V
6	Module 3	Explain how you build the character for a short film?	CO 3	V

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SECTION B - ANSWER ANY 4 OUT OF 6				4 Q X 6 M = 24 M	
( To compulsorily have <b>ONE</b> question from <b>each</b> module)					
7	Module 1	What are the elements of script writing?	CO 1	II	
8	Module 1	What is screen grammar and how does it function in scripts?	CO 1	II	
9	Module 2	What role do screenplays play as blueprints in the filmmaking process?	CO 2	IV	
10	Module 2	What are the different types of script formats used in writing?	CO 2	IV	
11	Module 3	What is the sequence of visual storytelling in scripts?	CO 3	V	
12	Module 3	What are the key tenets of good scenes in script writing?	CO 3	V	

## C) Question Paper Blueprint

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
		CO 1-3				6

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**SEMESTER II**  
**TV NEWS PRODUCTION**  
**PRACTICAL**

**1. Course Description**

Programme	: M.A.	Max.Hours	: 60
Course Code	: P24/MCJ/DSC/202/P	Hours per week	: 4
Course Type	: Discipline Specific Core	Max.Marks	: 50
No. of Credits	: 2 Cr		

**2. Course Objective:**

1. To acquire skills of TV news writing, reporting, editing and designing.
2. To use the different formats and techniques to create a TV news bulletin.

**3. Course Outcomes**

After the successful completion of the course, the student will be able to:

**CO1:** Analyze, write, edit the news stories that are reported in TV news bulletins.

**CO2:** Develop skills for TV News writing, reporting and editing

**4. Course Content**

The following exercises will be given as part of the practicals:

**List of Internal Projects****Exercise- I**

- Insights into writing for TV: 4cs of broadcast journalism.
- Planning events and content for TV News programs.
- Basic elements of a TV script, rewriting and finalizing of scripts.

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(05 M)

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**Exercise- II**

(10M)

- Understanding different formats: anchor part/package/PTC/voice overs.
- Selection of compelling pictures, videos for TV news stories.
- Principles of TV news editing – the grammar

**Exercise- III**

(05 M)

- Create a news package.

**List of External Projects**

**Exercise- I**

(10M)

- Planning and reporting of events on Campus.




**Exercise- II**

(10M)


- Produce TV news bulletins, including different programme formats.

**Viva voice**

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
B. Sandeepa 	K. Ravi Kumar 	



  
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