

SEMESTER III
CONTENT WRITING
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P24/MCJ/DSE/301/P	Hours per week	: 4 Hrs
Course Type	: Discipline Specific Elective	Max.Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objectives:

- To introduce freelance journalism to impart skills to write for newspapers and magazines.
- To Develop the skills and qualities in a student that will make them a successful writer.

3. Course Outcomes:

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

CO1: Recognise mistakes in writing and understand different forms of writing.

CO2: Develop content for newspapers and magazines.

CO3: Build trust & connection with target audience, as a writer.

4. Course Content

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

List of Internal Projects**Exercise I****(10 M)**

- Choosing a topic, identifying sources, gathering information, importance of rewriting, Slanting in writing. (2M)

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- Website content for students on *Shiksha/ College dunia* : TOPIC: **10 reasons why St. Francis is the go to option for college education?**
- Health Magazine: TOPIC: **Are crash diets a way to health?**
- Online: Write a 250 word blog on any topic of interest

Exercise II

(10 M)

- How to Identify a trend and develop a story for newspaper features?
- Lifestyle & leisure: **Ayurvedic beedi**
- Personality profile of anyone inspiring.
- Pet Magazine: **All that you can do for your furry darlings on love your pet day.**

List of External Projects

Exercise I

(5 M)

- Content for marketing material- Pamphlet : TOPIC: **Furniture Store** (students to formulate their USPs)

Exercise II

(5 M)

- Develop content for an official college Newsletter for NATALE- Christmas celebrations at SFC.

Exercise III

(5 M)

- Content to be drafted for a Rental car service brochure. (Product specifications will be given)

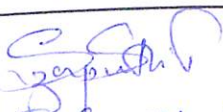
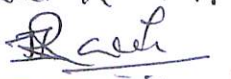
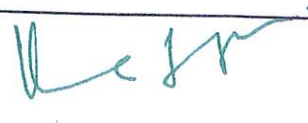
Exercise IV


(5 M)

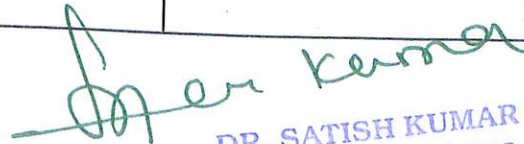
- Develop website content for a company into prosthetics.

Viva Voce

(10 M)

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


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SEMESTER III
CURRENT & MEDIA AFFAIRS
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P24/MCJ/DSC/301/P	Hours per week	: 4
Course Type	: Discipline Specific Core	Max.Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objective:

1. Students will have an overview on current developments in various fields
2. Students will critically analyze media debates, formulating arguments, and proposing solutions to ensure responsible and diverse media in a challenging landscape.

3. Course Outcome:

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

CO1: Discuss prominent and diverse current topics

CO2: Analyze and evaluate diverse media content (television, radio, news portals) across various forms (e.g., footage, style, presentation),

4. Course Content

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

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

- Students must choose a topic from the following and present a gist of the same:

- Major political parties in India
- Election commission structure and functioning
- Current economic and social issues in India

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Exercise II**(05 M)**

- Analysis of any two of Central Government projects and policies

Exercise III**(10 M)**

- Students will argue for or against the style of presentation of news by various organizations, sensationalism, combating fake news/disinformation, overcoming bias, false balance, and media consolidation etc.

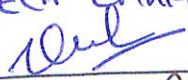
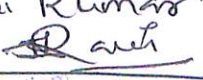

List of External Projects**Exercise I****(10 M)**

- Students will track a current developing news story and create a project report on the same.

Exercise II**(10 M)**

- Students must choose a topic from the following and do a research presentation to a panel of judges.
 - Regulations on media content, press freedom, accountability, and credibility of media.
 - Status of media persons in India, code of ethics for working journalists, Editor Guild of India
 - Plurality, diversity and accessibility in media.

Viva Voce**(10 M)**

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NEELA CHAKRAVARTHI 	K. Ravi Kumar 	

SEMESTER-III
DOCUMENTARY PRODUCTION
PRACTICAL

1. Course Description

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P24/MCJ/DSC/302/P	Hours per week	: 4
Course Type	: Discipline Specific Core	Max.Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objective:

1. Students will develop proficiency in documentary ideation, research, scriptwriting, and production execution through hands-on experience and guided learning activities.
2. Students will acquire advanced skills in storytelling techniques, audio-visual elements and editing for crafting impactful documentaries.

3. Course outcome:

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

CO1: Independently conceive a documentary idea, conduct thorough research, write a compelling script, and execute film production across pre-production, filming, and post-production stages.

CO2: Utilize storytelling techniques, audio-visual elements, and editing strategies to create engaging and impactful documentaries that resonate with audiences and effectively communicate chosen themes.

Ravee

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4. Course Content

List of Internal Projects

Exercise I (05 M)

Brainstorming and Topic Selection (Develop strong documentary ideas and refine them into a focused, feasible topic)

Exercise II (10 M)

Research and Proposal writing

Exercise III (05 M)

Script Development (Gather information and develop a compelling narrative structure)

List of External Projects

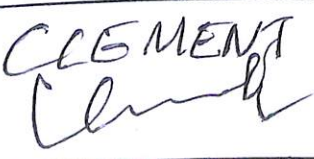
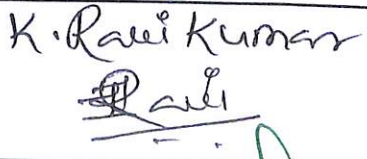

Exercise I (10 M)

- Production and Interview Skills (Enhance students' filmmaking and interviewing skills to conduct successful documentary shoots)

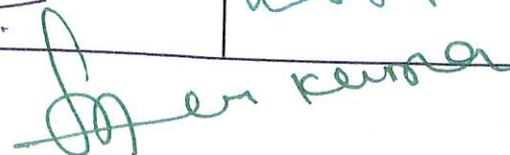
Exercise II (10 M)

- Editing and Post-Production (incorporate storytelling techniques, selecting impactful visuals, and refining the overall narrative structure)

Viva Voce (10 M)

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CLEMENT 	K. Ravi Kumar 	


Ravi
Head


Ravi Kumar

SEMESTER III
HEALTH COMMUNICATION

1. Course Description

Programme	: M.A.	Max. Hours	: 30 Hrs
Course Code	: P24/MCJ/GE/201	Hours per week	: 2 Hrs
Course Type	: Generic Elective	Max. Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objective:

1. To enable students to understand the basic concepts of health communication.
2. To equip students with required skills for health reporting to diverse media.

3. Course Outcomes:

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

CO1: Recall the concepts of health communication and National Health Missions.

CO2: Discuss the role of media in communicating health messages to audience.

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4. Course Content

MODULE I : INTRODUCTION TO HEALTH COMMUNICATION (15 HRS)

Health - Wholistic Approach, Health communication : Concept, Need and Importance; Foundations of health communication; Understanding Health Missions : NHM, NUHM, NRHM; Health Communication Case studies: COVID-19 Vaccination in India, National AIDS Control Programme (NACP), Polio Eradication Programme, TB Mukth Bharath; Health Belief Model (HBM); Health communication for Behaviour Change, IEC in Health.

MODULE II : HEALTH REPORTING AND WRITING (15 HRS)

Health news reporting and writing, Roles & Responsibilities of a Health Journalist, Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census; Structure and Guidelines for Health Reporting; Health Reporting for Various Media: Traditional and Digital Media; Role of Media in Public Health Care Campaigns: Covid-19, Polio, HIV/AIDS; Design Health Communication Campaign; Use of new technologies in health message communication—Social media platforms, SMS, WhatsApp. Pseudo-Health Science.

5. Reference Books

1. Berry, Dianne., Health Communication: theory and practice, Buckingham: Open University Press, 2007.
2. Tones K and Green J., Health promotion: planning and strategies, London: Sage. 15 Feb 2010.
3. Claudia Parvanta, David E Nelson, Sarah A Parvanta, Richard N Harner, Essentials of Public health Communication, 2011.
https://sphuniportlibrary.com.ng/wp-content/uploads/2023/01/Essentials-of-Public-Health-Communication-Claudia-Parvanta-David-E.-Nelson-etc.-z-lib.org_.pdf
4. A Field Guide to Designing a health communication strategy by Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs.
<https://ccp.jhu.edu/documents/A%20Field%20Guide%20to%20Designing%20Health%20Comm%20Strategy.pdf>
5. Kreps, G.L. (Ed.). (2014). Readings in health communication.
6. Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change. Contributors, Lawrence Erlbaum Associates .
7. S. Renata (2013). Health Communication: From Theory to Practice, https://www.medsab.ac.ir/uploads/1_3_46098.pdf

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, Regional, Local	The module is designed to understand the concepts of health communication, national health missions and health communication case studies
Module II	Global,National, Regional, Local	The module is designed to understand health reporting, writing, designing communication campaigns and the role of media in communicating health to

b) Components of Skill Development/ Entrepreneurship Development/ Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Case studies
Employability	Module II	Health communication campaigns

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7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Case studies	Problem Solving
3.	Group Activity : Message designing	Participative Learning

8. Course Assessment Plan

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

COs	Continuous Internal Assessments - CIA (20%)	End Semester Examination - (30%)
CO1	Report Presentation on any health communication campaign- 10 M	End Semester examination
CO2	Health report writing (2) assignment 10 M	

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b) Question Paper Pattern

SEMESTER III
HEALTH COMMUNICATION
MODEL QUESTION PAPER

Course Code : P24/MCJ/SEC/301

Max. Marks : 30 M

No. of Credits : 2 Crs

Time : 1 Hour

SECTION A - Answer any FIVE of the following				5 Q X 6 M = 30 M	
Q.No.	Module	Question	CO	BTL	
1	Module 1	Define health communication and discuss the importance and foundations of Health communication.	CO 1	I	
2	Module 1	How do you explain the role of NHM in fighting COVID-19?	CO 1	I	
3	Module 1	How would you clarify the Health communication for Behaviour Change?	CO 1	I	
4	Module 1	How would you summarize the Health belief Model (HBM)?	CO 1	I	
5	Module 2	What are the Roles & Responsibilities of a Health Journalist?	CO 2	II	
6	Module 2	How would you explain the role of Media in Public Health Care Campaigns: Covid-19?	CO 2	II	
7	Module 2	What are the factors to be considered for designing a Health Communication Campaign?	CO 2	II	

SEMESTER – III
INTERNATIONAL COMMUNICATION AND THEORIES

1. Course Description

Programme : M.A.	Max. Hours	45
Course Code : P24/MCJ/DSC/302	Hours per week :	3
Course Type : Discipline Specific Core	Max. Marks	100
No. of credits : 3 Crs		

2. Course Objectives:

1. To provide a theoretical understanding of the developments in international communication
2. To analytically study the growth of international communication and the emergence of NWICO

3. Course Outcomes

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

CO1: Discuss the major developments in communication theory and contextualize them to the existing society

CO2: Analyze various aspects of critical theories and examine their relevance.

CO3: Assess the factors to the rise of NWICO

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4. Course Content

MODULE I: MAJOR DEVELOPMENT IN COMMUNICATION THEORY (15 Hrs)

Dominant western perspectives : Marxist structuralist, Neo-Marxist approaches. Concept of mass society and information society; theories of attitude change: Cognitive Dissonance theory, The Elaboration Likelihood Model (ELM), Social Judgement theory and Persuasion theory of Carl Hovland, Propaganda Models: Harold Lasswell, Noam Chomsky and Walter Lippman.

MODULE II: CRITICAL THEORIES AND COMMUNICATION (15 Hrs)

Frankfurt school and critical theory, Antonio Gramsci and Hegemony, Birmingham School and critical culture theory, gender and mass media, John Fiske and semiotic analysis, postmodernism- Lyotard, Jean Baudrillard.

MODULE III: OVERVIEW OF INTERNATIONAL COMMUNICATION (15 Hrs)

Historical overview of international communication, NWIO – overview and emergence of the third world demand for new order, critique of international news values, non – aligned news agency pool. Issues in international communication: Communication imbalances in news, radio, TV, film, ICT advertising and PR; Technology- trans-border data flow.

5. Reference Books

1. Wilbur Schramm, Mass Media and National Development –Stanford University Press, 1964
2. Daniel Lerner, Passing of Traditional Society –Free Press, 1969
3. Evert M Rogers, Communication and Development; A Critical Perspective –Sage, 1982
4. Werner Severin J and James W Tankard Jr., Communication Theories, Origin, Methods, Uses –Longman Publications, 1988
5. Melvin Lawrence DeFleur, Sandra Ball, Theories of mass communication, Rokeach Longman.

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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	The module is designed to understand the development in Communication theory
Module II	Global	The module is designed to understand the critical theories
Module III	Global	The module is designed to understand the factors for the rise of NWICO

b) Components of Skill Development/ Entrepreneurship Development/ Employability

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

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Content creation on Theorists	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 - (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination
CO2		
CO3	CIA-2 Content creation on theorist: Presentation	
CO 1,2,3	CIA-2 Objective Type Test	

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b) Question Paper Pattern

SEMESTER III

INTERNATIONAL COMMUNICATION AND THEORIES

MODEL QUESTION PAPER

Course Code : P24/MCJ/DSC/302

Max. Marks : 60

No. of 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	Explain about any two theories of Attitude change. (OR)	CO 1	II
2	Module 1	Explain about the Propaganda model of Noam Chomsky in today's context.	CO 1	II
3	Module 2	Distinguish and differentiate the Frankfurt from Birmingham schools of thought. (OR)	CO 2	IV
4	Module 2	Examine the portrayal of women in the media.	CO 2	IV
5	Module 3	How can you assess the issues in International Communication? (OR)	CO 3	V
6	Module 3	"The communication imbalance in radio and TV exists", Justify.	CO 3	V

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SECTION B - ANSWER ANY 4 OUT OF 6 (To compulsorily have ONE question from each module)			4Q X 6 M = 24 M	
7	Module 1	What are the main ideas of Mass Society?	CO 1	II
8	Module 1	What can you say about the Information Society?	CO 1	II
9	Module 2	What conclusions can you draw from John Fiske ?	CO 2	IV
10	Module 2	What are the ideas of Antonio Gramsci?	CO 2	IV
11	Module 3	What is your opinion on NANAP?	CO 3	V
12	Module 3	What International News Values would you recommend for today's society?	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
<i>Ravi</i>		CO 1-3		<i>Dr. Satish Kumar</i>		6

SEMESTER-III

INTERNSHIP

1. Course Description

Programme : MA

Max. Hours : 60 hrs

Paper Code: P24/MCJ/DSE/303/P

Hours per week: 4 hrs

Type of Course: Discipline Specific Elective

Max Marks : 50

No. of Credits: 2 Crs

2. Course Objectives

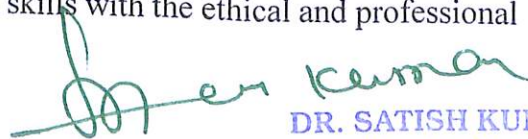
1. To enable students to engage in continuous practical learning and development of new and appropriate skills related to the media industry and bridge the gap between theory and practical exposure.
2. To monitor students' performance during Internship and render a Facilitator's role so that the student has a grip on the hands-on work performed during the practical training.

3. Course Outcomes

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

CO1: Explain professional interactions in the media business setting

CO2: Demonstrate media personnel skills with the ethical and professional standards



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4. Course Content

- All the students need to undertake the internship under the guidance of a faculty supervisor.
- The internship will be spread across the semester.
- Every student will do an internship in a media house/civil society organization/corporate firm/public relations agency/advertising agency.
- Students are expected to participate, contribute, and learn the work of the organizations.
- Students should maintain an internship diary and submit a report on what they learnt in the organization and their contribution to the concerned faculty supervisor.
- Students should also submit a certificate given by the organization detailing the work done by the student and his/her contribution to the organization.

5. Course Assessment Plan

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

CO	Internal Assessments - CIA (40%)	External Assessment - (60%)
CO1 & CO2	1. Internship Report - 05 M 2. Internship Progress Presentation - 05 M 3. Faculty Supervisor Assessment - 10 M	1. Presentation - 05M 2. Viva Voce - 10M 3. Organization Supervisor Assessment - 15 M

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SEMESTER III
MAGAZINE JOURNALISM

1. Course Description

Programme : M.A.	Max. Hours	45
Course Code : P24/COM/DSE/305	Hours per week :	3
Course Type : DSC	Max. Marks	100
No. of credits : 3 Crs		

2. Course Objective:

1. To analyze the changes e-magazines have brought to the publishing industry.
2. To recognize the various forms, approaches, and styles of Magazine writing.

3. Course Outcome:

1. Discuss history and different types of magazines.
2. Identify latest trends, developments, structures, and multi-platform operation of the magazine industry.
3. Examine industry requirements of writing, copy editing and formatting.


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4. Course Content

MODULE - I: INTRODUCTION TO MAGAZINE JOURNALISM: (15 HRS)
 Evolution of magazine journalism; Type of magazines – news and general interest, specialized magazines- women's, children's, Travel and lifestyle, leisure and entertainment, business, science and technology, sports, society, education and environment. House-journals.

MODULE- II: SELECTION OF CONTENT AND TRENDS: (15 HRS)
 Use of visuals, colors and graphics in magazines, planning the editorial mix of a magazine - articles, news stories, features. Types of articles. Types of features. Launching a magazine - target, market, focus, style. Trends in magazine publishing. Importance of cover story and cover page. Online/web-based magazines. Glossy magazines. Slanting.

MODULE - III: PROCESS OF MAGAZINE WRITING: (15 HRS)
 Choosing a topic, identifying sources, gathering information, and the importance of rewriting. Objectivity vs. subjectivity in magazine writing. Content and writing style of different magazines. Concept of freelance journalism. Freelancing for magazines. Citizen Journalism. Future of magazine journalism.

5. Reference Books:

1. DeWitt Carter Reddick, Modern feature writing, Harper.
2. Chhabra S.S. Ahuja B.N., Principles and Techniques of Journalism, Published by Surjeet Publications 2003
3. Usha Raman. Writing for the Media –Publisher: OXFORD UNIVERSITY PRESS-NEW DELHI, 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	Global/National	The module is designed to understand the evolution of magazines
Module II	Global/National	The module is designed to understand the trends in magazine journalism
Module III	Global/National/Regional	The module is designed to understand the process of magazine writing

b) Components of Skill Development/ Entrepreneurship Development/Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Group discussions
Entrepreneurship Development	Module II	Entrepreneurship Videos/ Benefits and challenges checklist activity
Employability	Module III	Look out for freelance opportunities.

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7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio video presentation	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 - (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination
CO2		
CO3	CIA-2 Design a magazine cover page	
CO 1,2,3	CIA-2 Objective Type Test	

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b) Question Paper Pattern

SEMESTER III
MAGAZINE JOURNALISM
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSE/305

Max. Marks : 60

No. of 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	Explain the evolution of Magazine Journalism. (OR)	CO 1	II
2	Module 1	How would you classify different types of magazines?	CO 1	II
3	Module 2	Discuss the latest trends in magazine publishing? (OR)	CO 2	I
4	Module 2	Define how the use of visuals, colors and graphics play a key role in magazines?	CO 2	I
5	Module 3	What is freelance journalism? List out its challenges and opportunities. (OR)	CO 3	IV
6	Module 3	Examine objectivity vs subjectivity with regard to magazine writing?	CO 3	IV

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 main idea of specialized magazines?	CO 1	II
8	Module 1	How would you summarize Science and technology magazines?	CO 1	II
9	Module 2	What is an Editorial mix of a Magazine ?	CO 2	I
10	Module 2	Define glossy magazine?	CO 2	I
11	Module 3	Why do you think Rewriting is important?	CO 3	IV
12	Module 3	Distinguish between freelance journalists and content writers.	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				

SEMESTER III
MASS MEDIA RESEARCH

1. Course Description

Programme	: M.A.	Max. Hours	: 50 Hrs
Course Code	: P24/MCJ/DSC/301	Hours per week	: 3 Hrs
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 3 Crs		

2. Course Objective:

1. To impart an in-depth understanding into the concepts of mass media research
2. To apply research skills into publication of papers

3. Course Outcomes:

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

- CO1:** Develop and enhance research skills.
- CO2:** Understand and remember the importance, types and methods of research
- CO3:** Apply skills of independent thinking to write a research paper.

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4. Course Content**MODULE- I: INTRODUCTION TO MEDIA RESEARCH & RESEARCH DESIGNS****(15 HRS)**

Definition, Relevance, Scope of Mass Media Research and Role of research in the media
 -Elements of research, Steps involved in the Research Process, Types of research- Qualitative and Quantitative Research -Discovery of research problem, Types of variables, Hypothesis types, developing hypothesis- Methods of Communication research -Research Designs: concept, types and uses – Exploratory, Descriptive, Causal.

MODULE – II: DATA COLLECTION:**(15 HRS)**

Primary Data – Collection Methods, Depth interviews, Focus group, Surveys, Observations, Experimentations. Secondary Data Collection Methods- Literature Review – Questionnaire method, Designing Questionnaire and measurement techniques, questionnaire and schedules, Methods of Sampling: Probability and non-probability sampling, Levels of measurements.

MODULE - IV: DATA ANALYSIS:**(15 Hrs)**

Data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and nonparametric – uni - variate – bi-variate – multivariate – tests of significance – central tendency, Introduction to various statistical packages, Chi-square test, T-test, -Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / theses, ethical perspectives of Mass media research.

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5. Reference Books:

1. Dennis McQuail, McQuails Communication Theory: An Introduction –Sage Publications, 2009
2. Roger D Wimmer and Joseph R Dominick, Mass Media Research: An Introduction –2010
3. Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition).California: Sage.
4. Hansen, Anders et al. (2004).Mass Communication Research Methods. 1998 Macmillan.
5. Lindolf, Thomas R. (1995). Qualitative Communication Research Methods. California: Sage.

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 relevance, scope and importance of research
Module II	Global	The module is designed to understand the types of data collection and sampling methods
Module III	Global	The module is designed to understand various techniques data analysis

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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	Quiz and Group discussions
Skill Development	Module II	Role play and Group discussions
Skill Development	Module III	Analysis and Group discussions

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Research Projects	Problem Solving
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 Presentation	
CO4	CIA-2 Objective Type test	

b) Question Paper Pattern

MASS MEDIA RESEARCH
MODEL QUESTION PAPER
THEORY

Course Code : P24/MCJ/DSC/301

Max.Marks : 60 M

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 factors that determine the topic relevance of a research (OR)	CO 1	II
2	Module 1	What are the detailed steps of research and elaborate on them with examples?	CO 1	II
3	Module 2	What are the different levels of measurement? Which is the most used one in mass communication research? Why? (OR)	CO 2	IV
4	Module 2	What is Non-Probability sampling and what are the different types of Non Probability sampling?	CO 2	IV
5	Module 3	What are the various steps in data analysis in mass media research? Detail out the various processes and tools (OR)	CO 3	V
6	Module 3	What is Quantitative and Qualitative research? What are the differences between the same and which is used more in the Indian Context and why?	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 scientific approach and how is it applied in research?	CO 1	II
8	Module 1	What is applied research?	CO 1	II
9	Module 2	What is the survey method?	CO 2	IV
10	Module 2	What is a questionnaire, and how is it designed and administered in research?	CO 2	IV
11	Module 3	What is coding and tabulation, and how are they used in data analysis?	CO 3	V
12	Module 3	What are audience surveys?	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 III
MEDIA AND CULTURE**

1. Course Description

Programme	: M.A.	Max. Hours	: 45
Course Code	: P24/MCJ/DSE/304	Hours per week	: 3
Course Type	: Discipline Specific Elective	Max. Marks	: 100
No. of Credits	: 3 Crs		

2. Course Objective:

1. To provide a conceptual understanding into the dynamics of cultural studies.
2. To analytically study the core concepts of critical reading of the media as text.

3. Course Outcome:

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

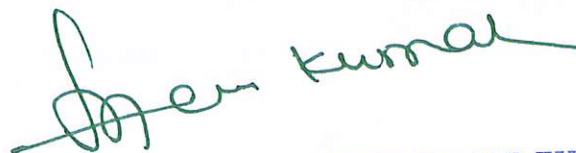
CO1: Interpret the cultural transformation in the media driven world

CO2: Demonstrate the understanding of various aspects of the cultural theories

CO3: Apply the tools to analyze a media text and evaluate the media usage of audience



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4. Course Content

MODULE I: UNDERSTANDING CULTURE

(15 Hrs)

Media and Culture: Mass Culture; Popular Culture; Folk Culture; SubCultures; Technological Determinism; Medium is the message; Folk Media as a form of mass culture; New Media and cultural forms – Internet and cyber culture; globalization and ethnicity, Cultural transformation in a media driven world.

MODULE II: CULTURAL THEORIES

(15 Hrs)

Max Horkheimer and others on media, Stuart Hall and Media, Antonio Gramsci and Hegemony, Marxist approach to media; Althusser's Ideology; Jean Baudrillard, Lyotard, Dominic Strinati, Raymond Williams, Roland Barthes.

MODULE III: ANALYSIS OF TEXTS AND AUDIENCE

(15 Hrs)

Signs and Codes; Semiotic analysis: Saussure, CS Pierce and John Fiske; Denotation and connotation. Syntagmatic and paradigmatic analysis: Discourse Analysis and Critical Discourse Analysis; Psychoanalytic approach to media: Freud and Carl Jung. Laura Mulvey's male gaze. Theories related to audience; Reception studies; Active and Passive Audiences; Women as Audiences-Feminist approach.

5. Reference Books:

1. John Fiske (1982). Introduction to Communication Studies, Routledge
2. Dennis McQuail (2000). Mass Communication Theory (4th Edition), London: Sage
3. Baran and Davis. Mass Communication Theory (covers Unit II, III and IV)
4. John Storey (2009). Cultural Theory and Popular Culture: An Introduction. London: Pearson.
5. Nick Stevenson (2002). Media Cultures (2nd Edition). Sage.
6. Om Gupta, (2006) Media, Society and Culture, Isha Books, New Delhi.
7. Paul Hodkinson, (2010) Media, Culture and Society: An Introduction, SAGE Publications Ltd.
8. Michael O'Shaughnessy, Jane Stadler, [2005] Media and society : an introduction, Oxford University press.
9. Barker, Chris. (2008). *Cultural Studies: Theory and Practice*. Sage, New Delhi, Thousand Oaks, London.
10. Nayar, Pramod K. (2008). *An Introduction to Cultural Studies*. Viva Books, New Delhi.

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,Regional	The module is designed to understand the concept of Culture.
Module II	Global	The module is designed to understand cultural theories and its relevance to society.
Module III	National, Regional,Local	The module is designed to understand the representation of media as a text and its audience.

b) Components of Skill Development/ Entrepreneurship Development/ Employability

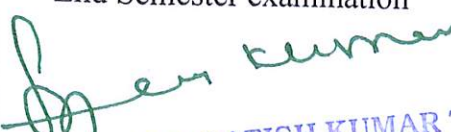
FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Employability	Module I	Role play
Skill Development	Module II	Group discussions
Skill Development	Module III	Group discussions

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Analysis of a Media Text	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  DR. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
CO2		
CO3	CIA-2 Textual analysis of Theorists	
CO 1,2,3	CIA-2 Presentation	


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b) Question Paper Pattern

SEMESTER III
CULTURAL STUDIES
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSE/304

Max. Marks : 60

No. of 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	Explain about various forms of media and cultures.(OR)	CO 1	II
2	Module 1	Explain about folk media as a form of mass culture.	CO 1	II
3	Module 2	Examine marxist's approach to media and its relevance to the society with examples. (OR)	CO 2	IV
4	Module 2	Examine the relevance of Frankfurt school and critical theory to society with examples.	CO 2	IV
5	Module 3	How can you assess the importance of the Psychoanalytical approach to media? (OR)	CO 3	V
6	Module 3	Justify from John Fiske's point of view – "Signs construct a reality".	CO 3	V

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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 are the main ideas of Cyber Culture?	CO 1	II
8	Module 1	What can you say about Technological Determinism?	CO 1	II
9	Module 2	What conclusions can you draw from Althusser's Ideology ?	CO 2	IV
10	Module 2	What are the ideas of Jean Baudrillard?	CO 2	IV
11	Module 3	What is your opinion on Semiotic analysis?	CO 3	V
12	Module 3	How do you distinguish Denotation from connotation?	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 – III
MEDIA ENTREPRENEURSHIP

1. Course Description

Programme : M.A.

Max. Hours 45

Course Code : P24/MCJ/DSE/302

Hours per week : 3

Course Type : Discipline Specific Elective

Max. Marks 100

No. of credits : 3 Crs

2. Course Objectives:

1. To provide a theoretical understanding of entrepreneurship and Media entrepreneurship
2. To analytically study media entrepreneurs


3. Course Outcomes


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

CO1 : Discuss about entrepreneurship and media entrepreneurship

CO2: Demonstrate the knowledge on the theories of media entrepreneurship

CO3: Develop an entrepreneurial mindset through inspiration


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4. Course Content

MODULE I: ENTREPRENEURSHIP AND MEDIA ENTREPRENEURSHIP (15 Hrs)

Meaning, definition and concept of Entrepreneurship, Characteristics and qualities of entrepreneurs, Classification and types of entrepreneurs, Nature and scope of media entrepreneurship, Duties and responsibilities of the entrepreneurs, Challenges and risks in media Entrepreneurship, Perspectives on entrepreneurship : Economist, socialist and psychologist.

MODULE II: MEDIA ENTREPRENEURSHIP THEORIES (15 Hrs)

Theories of entrepreneurship : Innovation Theory by Schumpeter, Theory of High Achievement by McClelland, Leibenstein's X-Efficiency Theory, Risk bearing theory of Knight, Max Weber's theory of entrepreneurial growth, Hagen's theory of entrepreneurship, Thomas Cochran's Theory of Cultural Values, Theory of Change in Group Level Pattern, Economic theory of Entrepreneurship, Exposure Theory of Entrepreneurship, Political System Theory of Entrepreneurial Growth

MODULE III : MEDIA ENTREPRENEURS (15 Hrs)

Famous Media entrepreneur in the World, Famous Media entrepreneur in India, Entrepreneurship in print media, Entrepreneurship in Television and radio, Entrepreneurship in new media, Entrepreneurship in advertising and Public Relations, Entrepreneurship in entertainment Industry.

5. Reference Books

1. Dr. Vasant Desai, —Dynamics of entrepreneurial development and Management
Himalayan Publishing House.
2. Corporate Entrepreneurship – Paul Burns
3. The Oxford Handbook of Entrepreneurship
4. Michelle Ferrier & Elizabeth Mays, Media Innovation And Entrepreneurship-2017

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6. Syllabus Focus

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

Modules	FOCUS	
	Local , Regional , National and Global Development Needs	Relevance
Module I	Global , National,Regional,Local	The module is designed to understand the concept of entrepreneurship and media entrepreneurship.
Module II	Global	The module is designed to understand media entrepreneurship theories.
Module III	Global,National, Regional	The module is designed to understand the famous media entrepreneurs and their success story.

b) Components of Skill Development/ Entrepreneurship Development/ Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Group discussions
Skill Development	Module II	Presentations
Entrepreneurship	Module III	Ideation of one's own Media Business

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Media Entrepreneurship canvas	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 Developing one's own media Business plan	
CO 1,2,3	CIA-2 Presentation	

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b) Question Paper Pattern

SEMESTER III
MEDIA ENTREPRENEURSHIP
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSE/302

Max. Marks : 60

No. of 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	Explain about the Nature and scope of media entrepreneurship. (OR)	CO 1	I
2	Module 1	Explain about Perspectives on entrepreneurship.	CO 1	I
3	Module 2	What are the main ideas of Theory of Change in Group Level Pattern. (OR)	CO 2	II
4	Module 2	How would you summarize Max Weber's theory of entrepreneurial growth in this current society?	CO 2	II
5	Module 3	How would you test your media business plan in print media? (OR)	CO 3	VI
6	Module 3	Construct a business model for a youtube channel.	CO 3	VI

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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	Give examples for the types of entrepreneurs?	CO 1	I		
8	Module 1	List the Challenges and risks in media Entrepreneurship.	CO 1	I		
9	Module 2	What conclusions can you draw from Exposure Theory of Entrepreneurship ?	CO 2	II		
10	Module 2	What are the ideas of Hagen's theory of entrepreneurship?	CO 2	II		
11	Module 3	What are the factors you consider for entrepreneurship in new media?	CO 3	VI		
12	Module 3	Choose a Famous Indian Entrepreneur and write about the person?	CO 3	VI		

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				

SEMESTER III
MEDIA ENTREPRENEURSHIP
PRACTICAL

1. Course Description

Programme	: M.A.	Max. Hours	: 60 Hrs
Course Code	: P24/MCJ/DSE/302/P	Hours per week	: 4
Course Type	: Discipline Specific Elective	Max. Marks	: 50
No. of Credits	: 2 Crs		

2. Course Objectives:

1. To provide a practical exposure to Media entrepreneurship
2. To equip the students with entrepreneurial skills.

3. Course Outcomes

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

CO1: Identify gaps in the media business and offer potential solutions.

CO2: Create a business plan for a media start-up.

4. Course Content

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

List of Internal Projects**Exercise I****(10 M)**

- Presentation on an influential Indian Media Organisation/Start-up with information on its founders, incorporation, business model and growth.

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Exercise II

(05 M)

- Students must identify and list gaps within a media industry of their choice.

Exercise III

(05 M)

- Students must choose a failed or failing media startup and list alternative approaches that they would recommend.

List of External Projects

Exercise I

(10 M)

Students must pitch a startup idea in the field of entertainment (film, advertising, television, digital media etc.) to a panel of judges.

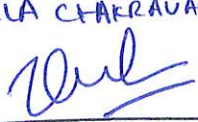
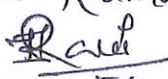

Exercise II

(10 M)

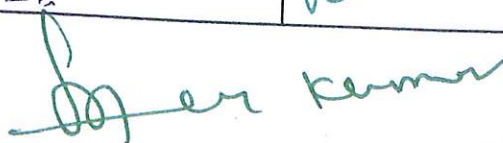
Students must draft a business plan with market analysis, potential financing, scope for growth, and expansion.

Viva Voce

(10 M)

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


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SEMESTER – III
MEDIA MANAGEMENT

1. Course Description

Programme : M.A.

Max. Hours 45

Course Code : P24/MCJ/DSE/301

Hours per week : 3 Hrs

Course Type : Discipline Specific Elective

Max. Marks 100

No. of credits : 3 Crs

2. Course Objectives:

1. To gain a comprehensive understanding of media management through theoretical perspectives.
2. To theorize the aspects of finance, planning and execution of a media programme and employ them to analyze media markets.

3. Course Outcomes

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

CO1: Identify the process, principles, functions of management and media ownership patterns

CO2: Summarize the functions of various departments in the media organization

CO3: Apply the financial, production and executive aspects of media management in real world situations

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4. Course Content

MODULE I : PRINCIPLES OF MEDIA MANAGEMENT

(15 Hrs)

Ownership patterns of mass-media in India - sole proprietorship, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control: problems, process and prospects of launching media ventures. organization theory, delegation, decentralization, motivation, control and coordination. Control practices and procedures.

MODULE II : ORGANIZATIONAL STRUCTURE OF DIFFERENT DEPTS. (15 Hrs)

General management, Organizational Structures within Media Industry - Print, Radio, TV, Film, Advertising. Personnel Management, Changing roles of editorial staff and other media persons. Editorial – response system. Human resource development in media. Employee / employer and customer relations services: Administration and programme management in media - production schedule and process, evaluation and quality control, budget control, transmitting, record keeping-apex bodies: DAVP, INS and ABC.

MODULE III : ECONOMICS OF PRINT AND ELECTRONIC MEDIA (15 Hrs)

Legal and financial aspects of media management; finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), capital costs, production costs, commercial polity, Labour laws, PR for building and sustaining business and audience; FDI; marketing strategies – brand promotion (space/time, circulation)- reach – promotion – market survey techniques

Ravi
- Head

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5. Reading Books

1. B.K. Chaturvedi, Media Management, Second Edition, Global Vision Publishing House. 2014.
2. Alan B. Albarran. Management of Electronic Media, 5th Edition. Cengage learning. 2012.
3. Meena Devi, Advertising and Media Management. Alfa Publications. 2009.
4. R D Agarwal, Organization and Management, Tata McGraw-Hill Publishing company Limited, New Delhi. 2008.
5. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, Routledge. 2006.

Online Resources:

1. <https://dl.icdst.org/pdfs/files/65ecc870f8e2dd89d0430aecfe45c907.pdf>
2. <https://z-lib.io/book/14132945>

6. Syllabus Focus

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

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	National	The module is designed to elaborate on media management trends in India
Module II	National	The module outlines the various governing bodies of media in India
Module III	National	The module sheds light on the economies of Media in India

b) Components of Skill Development/ Entrepreneurship Development
Employability

FOCUS		
Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Entrepreneurship	Module I	Proposing Business Plan
Skill Development	Module II	Seminars
Employability	Module III	Case Studies

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Role Play on Delegation of Tasks	Participative Learning
3.	Case Studies	Problem Solving

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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 - (50%)
CO1	CIA I	End Semester examination
CO2		
CO3	CIA-2 - Presentation	
CO 1,2,3	CIA-2 Objective Type Test about apex bodies.	

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b) Question Paper pattern

SEMESTER III
MEDIA MANAGEMENT
MODEL QUESTION PAPER

Course Code : P24/MCJ/DSE/301

Max. Marks: 60

Credits : 3 Crs

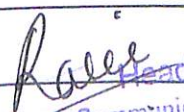
Time: 2.5 Hours

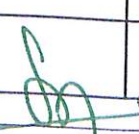
SECTION A - Answer ALL the questions.				3 Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL	
1	Module 1	Identify various Media Ownership Patterns in India (OR)	CO 1	I	
2	Module 1	List the Principles of Organizational Theory?	CO 1	I	
3	Module 2	Explain various aspects of Personnel Management? (OR)	CO 2	II	
4	Module 2	Summarize the impact of Market Changes on Editorial Staff?	CO 2	II	
5	Module 3	Illustrate the current FDI provisions in India? (OR)	CO 3	III	
6	Module 3	Demonstrate any 3 Marketing Strategies	CO 3	III	

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	Explain Franchise style of ownership	CO 1	I		
8	Module 1	What is the concept of Decentralization?	CO 1	I		
9	Module 2	What is ABC? What does it do?	CO 2	II		
10	Module 2	What are Price Wars?	CO 2	II		
11	Module 3	Who does the Working Journalists Act apply to and what does it entail?	CO 3	III		
12	Module 3	How would you calculate Production Costs?	CO 3	III		

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		CO1,2,3				6


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