

**SEMESTER – II**  
**BASICS OF ELECTRONIC MEDIA**

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max.Hours</b>	<b>: 60 Hrs</b>
<b>Course Code</b>	<b>: P26/MCJ/DSC/203</b>	<b>Hours per week</b>	<b>: 4 Hrs</b>
<b>Course Type</b>	<b>: Discipline Specific Core</b>	<b>Max.Marks</b>	<b>: 100</b>
<b>No. of Credits</b>	<b>: 4 Crs</b>		

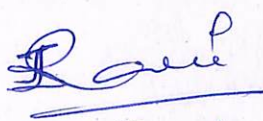
**2. Course Objective:**

1. To understand the working pattern of electronic media platforms
2. To introduce students to the emergent technologies in electronic media

**3. Course Outcome:**

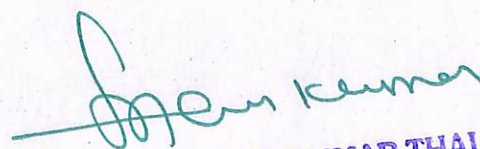
After completion of the course, the student will be able to:

	<b>CO</b>	<b>BTL Level</b>	
<b>CO1</b>	Explain India's broadcasting structure with reference to All India Radio and Doordarshan.	<b>Remember</b>	<b>I</b>
<b>CO2</b>	Understand radio production for different audiences and communities.	<b>Understand</b>	<b>II</b>
<b>CO3</b>	Analyze television as a mass medium, focusing on its technology	<b>Analyse</b>	<b>IV</b>
<b>CO4</b>	Apply digital convergence, policies, and emerging trends in electronic media	<b>Apply</b>	<b>III</b>



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#### 4. Course Content

### **MODULE - I: EVOLUTION AND DEVELOPMENT OF BROADCASTING AND RADIO IN INDIA (15 Hrs)**

Introduction to broadcasting. Evolution of growth of All India Radio and Doordarshan, Prasar Bharathi structure, objectives and role. Radio Studio, Radio Technology. Analog to Digital Radio transition Frequencies: SW, MW, FM transmission, the elements of Radio Production, Organizational Structure, Various programmes of Radio, Educational and commercial Radio, Development of Radio in India, Community Radio, Podcasting, Emerging trends in radio broadcasting-FM, Digital, satellite and Web.

### **MODULE-II: RADIO PRODUCTION (15 Hrs)**

Radio production: Programmes for various audiences, Different Programme formats, Radio Studio, Script writing for Radio, Production crew and their functions: Role of producer, types and use of microphones, voice casting, Audience research and feedback systems, Role of Radio in rural communication and development

### **MODULE-III: TELEVISION COMMUNICATION: THEORY, TECHNOLOGY AND INDUSTRY (15Hrs)**

Nature of Television as medium of Communication, Television in India, Television Technology, Broadcasting standards (4K, 1080p). TV Studio - Contemporary News Anchoring Formats, Organisational Structure of Television, TV language and grammar, Characteristics, Introduction to various television programmes, Dynamics of Television Industry, Vox Pop, Stages of a TV Production, Storyboard, staff and crew, their functions. Qualities of a television news reporter, The Role of Regional Language Television Channels (IKS)

### **MODULE - IV: ELECTRONIC MEDIA IN THE DIGITAL ERA: CONVERGENCE, REGULATION AND INNOVATION (15 Hrs)**

Media Convergence, Transition from Analog to Digital Broadcasting in India, Media Ownership. Audience Fragmentation and Digital Metrics (BARC, Algorithmic Analytics), Broadcasting Regulation - Broadcasting Service Bill 2024, Digital Ethics, Globalization, Localization and Platformization of Indian Media, Social Media, Youtube and Monetization, OTT platforms and digital streaming



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## 5. Reference Books

1. Belavadi, V. (2008). *Video production*. OUP India.
2. Mascelli, J. V. (1998). *The Five C's of cinematography: Motion picture filming techniques*. Silman-James Press.
3. *Mass communication in India*. (2021). . Jaico Publishing House.
4. Owens, J. (2023). *Video production handbook*. Routledge, Taylor & Francis Group.
5. Tomaric, J. (2015). *Filmmaking direct your movie from script to screen using proven Hollywood techniques*. Routledge.
6. Zettl, H. (2015). *Television production handbook*. Cengage Learning.

## 6. Syllabus Focus

- a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global ,National,Regional	The module is designed to provide an understanding of the evolution of broadcasting in India.
Module II	Global, National, Regional	The module is designed to provide an understanding of Radio Production
Module III	National, Regional, Local	The module examines television technology and key broadcasting standards.
Module IV	National, Regional, Local	The module explores digital transformation in electronic media and its emerging platforms in India.

IKS	Syllabus Component	Module
IKS	The Role of Regional Language Television Channels	III

NSQF level 5 & 6 (Advanced Multidisciplinary and Specialized Knowledge)

Aligned with SDGS : 4, 8, 9 & 17

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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	Brain Storming for ideas and Group Discussions
Skill Development	Module III	Group Discussions
Skill Development	Module IV	Presentations on Engagement Metrics

## 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 Discussions	Participative Learning

## 8. Course Assessment Plan

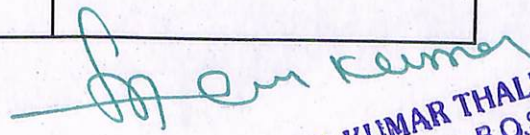
## a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1, CO2	CIA-1	End Semester examination
CO3, CO4	CIA-II	
CO1, CO2	Case study presentation	
CO3, CO4	Objective type test	

  
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(b) Blue print of the Question Paper

**BASICS OF ELECTRONIC MEDIA**

Course Code: P26/MCJ/DSC/203

Max Marks: 60

Credits: 4

Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE				4 Q X 10 M = 40 M
Q.No	Question	Question	CO	BTL
1	Module 1		CO 1	I
OR				
2	Module 1		CO 1	I
3	Module 2		CO 2	II
OR				
4	Module 2		CO 2	II
5	Module 3		CO 3	IV
OR				
6	Module 3		CO 3	IV
7	Module 4		CO 4	III
OR				
8	Module 4		CO 4	III

SECTION B - ANSWER ANY 5 OUT OF 8				5 Q X 4 M = 20 M
Q.No	Question	Question	CO	BTL
9	Module		CO 1	I
10	Module		CO 1	I
11	Module		CO 2	II
12	Module		CO 2	II
13	Module		CO 3	IV
14	Module		CO 3	IV
15	Module		CO 4	III
16	Module		CO 4	III

## C) Question Paper Pattern

**SEMESTER II**  
**BASICS OF ELECTRONIC MEDIA**  
**MODEL QUESTION PAPER**

Course Code : P26/MCJ/DSC/203

Max. Marks: 60

No. of Credits : 4

Time : 2 1/2 Hours

SECTION A - Answer ALL the questions. (Internal Choice)				4 Q X 10 M = 40 M
Q.No	Module	Question	CO	BTL (Bloom's Taxonomy Level)
1	Module 1	Explain the evolution of broadcasting in India, highlighting the growth of All India Radio, Doordarshan. (OR)	CO 1	I
2	Module 1	Explain the evolution of radio technology focusing on the transition from analog to digital.	CO 1	I
3	Module 2	Discuss the various radio programme formats. (OR)	CO 2	II
4	Module 2	Elaborate the role of radio in rural communication and development, highlighting audience research and feedback systems.	CO 2	II
5	Module 3	Analyze the impact of television, its technology, broadcasting standards. (OR)	CO 3	IV
6	Module 3	Discuss the organizational structure of Television.	CO 3	IV
7	Module 4	Analyze the impact of digital transformation and media convergence on electronic media in India. (OR)	CO4	III
8	Module 4	Explain audience fragmentation, digital metrics- BARC and algorithmic analytics.  <i>Ravi</i>	CO4	III

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SECTION B - ANSWER ANY 5 OUT OF 8 (To compulsorily have ONE question from each module)				5 Q X 4 M = 20 M	
9	Module 1	Define broadcasting and explain its significance in India.	CO 1	I	
10	Module 1	What are the different radio transmission frequencies?	CO 1	I	
11	Module 2	Explain the nature and characteristics of television as a medium of communication.	CO2	II	
12	Module 2	Describe the stages of television production.	CO2	II	
13	Module 3	Explain the role of storyboarding in TV production.	CO 3	IV	
14	Module 3	Analyze the role of regional language television channels in shaping local culture and public opinion?	CO 3	IV	
15	Module 4	Explain the concept of media convergence in the context of electronic media.	CO 4	III	
16	Module 4	What are OTT platforms, and how have they changed media consumption in India?	CO 4	III	

## d) 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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO 4	2	10	2	4
1,2,3,4		CO-1,2,3,4				4

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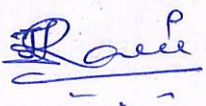

*Satish Kumar*


## 9. CO - PO Mapping:

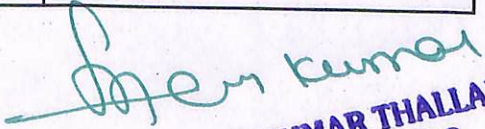
CO	PO	Cognitive Level	Classroom sessions (hrs)
1	1	Remembering	15
2	2	Understanding	15
3	6	Analyse	15
4	5	Applying	15

## 10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		H				
CO2	M				H	M	H
CO3				H	M		H
CO4		H			H		

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
G. Sharon Sucharitha 	K. Ravi Kumar 	Prof.T.Uma Joseph 

  
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**SEMESTER-II**  
**DEVELOPMENT AND RURAL COMMUNICATION**

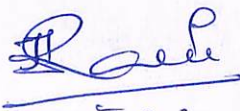
**1. Course Description****Programme : MA****Max. Hours : 60****Paper Code: P26/MCJ/DSC/204****No. of hrs per week: 4****Type of Course: Discipline Specific Core****Max Marks: 100****No. of Credits: 4****2. Course Objectives**

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**

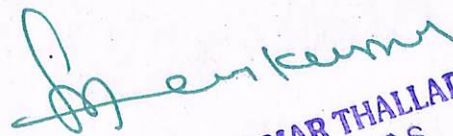
**After the completion of the course, students will be able to**

CO	Description	BTL	
CO1	Discuss the concept, issues, indicators, theories and models of development	Understand	II
CO2	Explain the concept of Development Communication	Understand	II
CO3	Assess the role of media in Development	Evaluate	V
CO4	Evaluate communication and extension methods for rural development	Evaluate	V



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## 4. Course Content

**MODULE I: CONCEPT OF DEVELOPMENT****(15 hrs)**

Concept of Development, Issues of Development, Indicators of Development, Characteristics of Developing Country, Developed vs Developing nations, Approaches to Development: Economic-W.W. Rostow Economic Growth Model, Max Weber Cultural Factor Model, Gandhian Model of Development, Nehruvian Model of Development. Paradigm : Modernization Paradigm, Dominant Paradigm, Alternative Paradigm: Participatory Development, Sustainable Development & its goals, Inclusive Development; Concept and critique of HDI. Empowerment, participation, NAPM, MKSS. Concept of Vasudeiva Kutumbakham (IKS).

**MODULE II: DEVELOPMENT COMMUNICATION****(15 hrs)**

Nature and concept of development communication, Nora C. Quebral, Approaches to Development Communication through the Works of Daniel Learner, Everett M. Rogers & Wilbur Schramm; Concept of Development Support Communication, John L. Woods (1976) Triangle of Development Support Communication, Development Support Communication: Agriculture, Health & Family Welfare, Education & Literacy, Environment, Women Empowerment, Poverty & Employment.

**MODULE III : MEDIA AND DEVELOPMENT****(15 HRS)**

Print, electronic and folk media as tools for Development Communication; Use of ICTs in development. Digital divide, E-Governance, E Chaupal; Social media for Development: Digital Green, Green Peace, Chanjo Project; Edutainment & Infotainment; Making use of NGOs in Development Communication; Uses of Folk Media in Development

**MODULE IV: COMMUNICATION FOR RURAL DEVELOPMENT (15 hrs)**

Patterns of rural communication: oral, informal and interpersonal communication. 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; Social Welfare schemes as Development : Telangana Experience.

## 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 1&2- Kiran Prasad, B.R. Publishing Corporation, 2009.

*Raele*

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6. Syllabus Focus

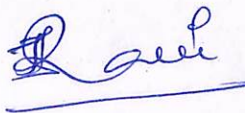
a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global, National, Regional	The module is designed to understand the concept, indicators & issues of Development
Module II	Global, National, Regional	The module is designed to understand the concept of Development Communication
Module III	National, Regional, Local	The module is designed to Assess the role of media in Development
Module IV	Regional and Local	The module is designed to evaluate communication and extension methods for rural development

IKS	Syllabus Component	Module
IKS	Concept of Vasudeiva Kutumbakham	I

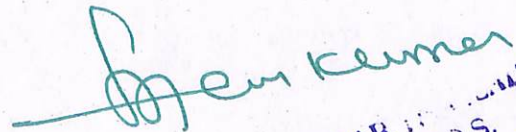
NSQF level 5 & 6 (Advanced Multidisciplinary and Specialized Knowledge)

Aligned with SDGS : 1, 4, 5, 9 & 10



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

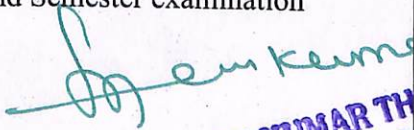
FOCUS		
Skill Development/ Entrepreneurship Development/ Employability	Syllabus Content	Description of Activity
Skill Development	Module I	Group discussions
Skill Development	Module II	Presentations
Skill Development	Module III	Case studies & Debate
Skill Development	Module IV	Quizzes

## 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, CO2	CIA-1	 <b>Dr. SATISH KUMAR THALLADI</b> Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
CO3, CO4	CIA-II	
CO1 & CO2	Chart preparations/MCQ/Quiz	
CO3 & CO4	Presentations	

  
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## (b) Blue print of the Question Paper

## DEVELOPMENT AND RURAL COMMUNICATION

Course Code: P26/MCJ/DSC/204

Max Marks: 60

Credits: 4

Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE				4 Q X 10 M = 40 M
Q.No	Question	Question	CO	BTL
1	Module 1		CO 1	II
OR				
2	Module 1		CO 1	II
3	Module 2		CO 2	II
OR				
4	Module 2		CO 2	II
5	Module 3		CO 3	V
OR				
6	Module 3		CO 3	V
7	Module 4		CO 4	V
OR				
8	Module 4		CO 4	V

SECTION B - ANSWER ANY 5 OUT OF 8				5 Q X 4 M = 20 M
Q.No	Question	Question	CO	BTL
9	Module 1		CO 1	II
10	Module 1		CO 1	II
11	Module 2		CO 2	II
12	Module 2		CO 2	II
13	Module 3		CO 3	V
14	Module 3		CO 3	V
15	Module 4		CO 4	V
16	Module 4		CO 4	V

*R. G. Reddy*  
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## c) Question Paper Pattern

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

Course Code : P26/MCJ/DSC/204

Max. Marks : 60

No. of Credits : 4

Time : 2 1/2 Hours

SECTION A - Answer ALL the questions. (Internal Choice)				4 Q X 10 M = 40 M
Q.No	Module	Question	CO	BTL (Bloom's Taxonomy Level)
1	Module 1	Explain in detail the Gandhian and Nehruvian models of development. (OR)	CO 1	II
2	Module 1	Describe the concept of Sustainable Development and Human Development Index (HDI) along with their key features and criticisms	CO 1	II
3	Module 2	Explain the nature and concept of Development Communication with reference to the contributions of Nora C. Quebral and Daniel Lerner. (OR)	CO 2	II
4	Module 2	Describe John L. Woods' Triangle of Development Support Communication and discuss its application in sectors such as health and education.	CO 2	II
5	Module 3	Illustrate how print media serves as an effective tool for Development Communication, with suitable examples. (OR)	CO 3	V
6	Module 3	Evaluate how ICTs and e-Governance can help reduce the digital divide in society.	CO 3	V
7	Module 4	"Social Welfare schemes are the path to Development", Justify from Telangana Experience.	CO4	V
8	Module 4	Examine the contribution of Krishi Vigyan Kendras in Telangana towards rural development	CO4	V

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SECTION B - ANSWER ANY 4 OUT OF 6				4 Q X 5 M = 20 M	
(To compulsorily have ONE question from each module)					
9	Module 1	Explain Vasudeiva Kutumbakham.	CO 1	II	
10	Module 1	Explain the concept of Participatory Development.	CO 1	II	
11	Modul 2	Discuss about the contributions of Everett M. Rogers & Wilbur Schramm to Development communication?	CO2	II	
12	Module 2	What conclusions can you draw from Development Support Communication ?	CO 2	II	
13	Module 3	Evaluate the impact of Digital Green on society.	CO 3	V	
14	Module 3	Evaluate the impact of E-Chaupal on farmers?	CO 3	V	
15	Module 4	Evaluate the impact of Extension networks in Telangana.	CO 4	V	
16	Module 4	Evaluate the Patterns of rural communication.	CO4	V	

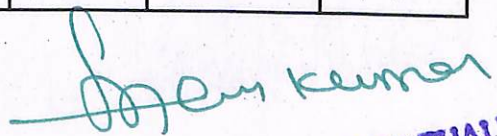
## d) Question Paper Blueprint

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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO 4	2	10	2	4
1,2,3,4		CO -1,2,3,4				4



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## 9. CO - PO Mapping:

CO	PO	Cognitive Level	Classroom sessions (hrs)
1	1	Understand	15
2	2	Understand	15
3	5	Evaluate	15
4	6	Evaluate	15

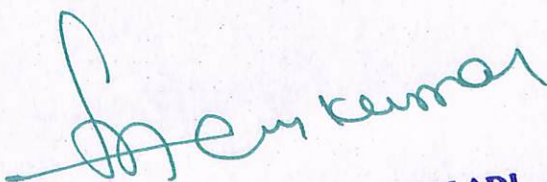
## 10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H		M		H	L
CO2	H	H		L		H	
CO3	H					H	L
CO4	H	H				H	

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
K.Ravi Kumar 	K.Ravi Kumar 	Prof.T.Uma Joseph 

  
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## SEMESTER II

## MEDIA LAWS &amp; ETHICS

## 1. Course Description

Programme	: M.A.	Max. Hours	: 60
Course Code	: P26/MCJ/DSC/201	Hours per week	: 4
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 4 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:

CO	Description	BTL	
CO1	Discuss the constitutional provisions and major press laws relevant to media functioning in India.	Understand	II
CO2	Understand and analyse the importance of various press acts in India.	Analyze	IV
CO3	Analyze the implications of media laws related to defamation, privacy, RTI, IPR, and child protection in media practice.	Apply	III
CO4	Evaluate ethical issues in journalism and assess the role of regulatory bodies in upholding media accountability and human rights.	Evaluate	V

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#### 4. Course Content

##### **MODULE-I: INDIAN CONSTITUTION:**

(15hrs)

Introduction to Indian Constitution –Preamble, Salient features, Fundamental Rights, concept of PIL, Directive Principles of state policy, Freedom of Speech and Expression-its limitations, Provisions of declaring emergency and their effects on media, Role of media in democracy and constitutional safeguards.

##### **MODULE-II: PRESS ACTS:**

(15hrs)

Press and Registration of Periodical Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Constitutional Amendment and Article 361 A, Parliamentary Proceedings Protection of Publication Act 1956, Censorship Act, Whistleblower Protection Act, Contempt of Court Act

##### **MODULE-III: MASS MEDIA LAWS:**

(15hrs)

Indecent Representation of Women Prohibition Act, Drugs and Magic Remedies Act, POCSO Act, Juvenile justice Act, Law of Defamation, Intellectual Property Rights and Copyright Act. Right to Privacy, Official Secrets Act, Right to Know - Right to Information Act, 2005, Digital Personal Data Protection Act 2023. BNS-sections-relevant to media (Sec 152, Sec 194, Sec 196, Sec 212, 353, Sec 294, Sec 356, etc. OTT content regulation IT rules, 2021, A.I. generated content Deep fakes,

##### **MODULE-IV: MEDIA ETHICS:**

(15hrs)

Introduction to Media Ethics - values and Ethics of Journalism; Dharma, Rajdharma (IKS) and media responsibility, Media's ethical problems including privacy, right to reply, communal writing and Yellow journalism, Role and functions of Press Council of India in upholding norms of Journalistic conduct (by PCI), Media and Human Rights and Civil Rights, SHRC, NHRC.

#### 5. References:

1. Gupta, U. N. (2009). The Right to Information Act, 2005. Atlantic Publishers & Distributors.
2. Kundra, S. (2003). Media laws and Indian Constitution. Anmol Publications.
3. Neelamalar, M. (2009). *Media law and ethics (2nd ed.)*. PHI Learning Pvt. Ltd.
4. Chauhan, D., & Chourase, M. K. (2023). *Media laws and ethics*. Guru Shishya Publication.
5. Nanda, V. (2018). *Media laws and ethics: An introduction to legal and ethical issues in journalism* (1st ed.). Kanishka Publishers Distributors.
6. Shrivastava, K. M. (2020). *Media ethics: Cases and moral reasoning*. Publisher. (Add year and publisher from book.)
7. Pavithran, K. (2005). Indian constitution and media laws. Publisher. (Confirm book details.)
8. Jain, M. P. (2025). Indian constitutional law (9th ed.). LexisNexis Butterworths.
9. Venkateshwaran, K. S. (1993). Mass media laws and regulations in India. Asian Mass Communication Research and Information Centre.
10. Moore, L. R. (2007). Media laws and ethics. Routledge.

6. Syllabus Focus

a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF & SDGs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	National, Local, Regional, Global	The module builds understanding of constitutional rights and freedom of expression for responsible media practice.
Module II	Local, Regional, National	The module provides knowledge of media laws ensuring legal compliance and accountability.
Module III	National, Global	The module addresses key legal issues in traditional and digital media environments.
Module IV	Local, Regional, National, Global	The module promotes ethical standards and professional responsibility in journalism

IKS	Syllabus Component	Module
IKS	Dharma, Rajadharm and Media Responsibility in Journalism Ethics	IV

NSQF level 5 & 6 (Advanced Multidisciplinary and Specialized Knowledge)  
 Aligned with SDGS : 4 & 16

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	Case studies Presentations
Skill Development	Module III	Analysis and Group discussions
Skill Development	Module IV	Quiz/Debate

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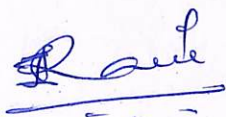
## 7. Pedagogy:

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, CO2	CIA-1	End Semester examination
CO3, CO4	CIA-II	
CO1 & CO2	Case Analysis on Constitutional & Media Laws	
CO3 & CO4	Ethical Audit & Media Accountability Exercise / Objective type test	



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## (b) Blue print of the Question Paper

## MEDIA LAWS AND ETHICS

Course Code: P26/MCJ/DSC/201

Max Marks: 60

Credits: 4

Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE				4 Q X 10 M = 40 M	
Q.No	Question	Question	CO	BTL	
1	Module 1		CO 1	II	
OR					
2	Module 1		CO 1	II	
3	Module 2		CO 2	IV	
OR					
4	Module 2		CO 2	IV	
5	Module 3		CO 3	III	
OR					
6	Module 3		CO 3	III	
7	Module 4		CO 4	V	
OR					
8	Module 4		CO 4	V	

SECTION B - ANSWER ANY 5 OUT OF 8				5 Q X 4 M = 20 M	
Q.No	Question	Question	CO	BTL	
9	Module 1		CO 1	II	
10	Module 1		CO 1	II	
11	Module 2		CO 2	IV	
12	Module 2		CO 2	IV	
13	Module 3		CO 3	III	
14	Module 3		CO 3	III	
15	Module 4		CO 4	V	
16	Module 4		CO 4	V	

*[Signature]*  
Head

*[Signature]*  
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## c) Question Paper Pattern

**MEDIA LAWS AND ETHICS**  
**MODEL QUESTION PAPER**  
**THEORY**

Course Code : P26/MCJ/DSC/201

Max. Marks : 60

No. of Credits : 4 Cr

Time: 2 hrs 30 mins

SECTION A - Answer ALL the questions. (Internal Choice)				4 Q X 10 M = 40 M	
Q.No	Module	Question	CO	BTL (Bloom's Taxonomy Level)	
1	Module 1	Explain the salient features of the Constitution of India and examine its uniqueness compared to other world constitutions with relevant examples. (OR)	CO 1	II	
2	Module 1	Discuss Fundamental Rights under the Constitution of India.	CO 1	II	
3	Module 2	Explain the objectives of the Whistle Blowers Protection Act. (OR)	CO 2	IV	
4	Module 2	Describe the purpose and regulatory framework of the Cinematograph Act in film certification.	CO 2	IV	
5	Module 3	Analyze the impact of the Indecent Representation of Women (Prohibition) Act on advertising and media content in India. (OR)	CO 3	III	
6	Module 3	Analyze the legal implications of the Drugs and Magic Remedies (Objectionable Advertisements) Act on media	CO 3	III	
7	Module 4	Examine the role and effectiveness of the Press Council of India in upholding norms of journalistic conduct.(OR)	CO4	V	
8	Module 4	Analyze the major ethical problems in journalism such as privacy, right to reply, communal writing, and yellow journalism with suitable examples..	CO4	V	

SECTION B - ANSWER ANY 5 OUT OF 8				5 Q X 4 M = 20 M	
( To compulsorily have ONE question from each module)					
9	Module I	Define Public Interest Litigation and explain its relevance to the media.	CO 1	II	
10	Module I	What are the limitations of Freedom of Speech and Expression?	CO 1	II	
11	Module II	Write short notes on the Whistle Blowers Protection Act..	CO 2	IV	
12	Module II	Explain the key provisions of the Press and Registration of Periodicals Act.	CO2	IV	
13	Module III	Analyse how the POCSO Act restricts media reporting in cases involving minors.	CO 3	III	
14	Module III	What is the Law of Defamation? Explain its types.	CO 3	III	
15	Module IV	Examine the ethical challenges posed by AI-generated content and deep fakes in news reporting.	CO4	V	
16	Module IV	Explain the concept of "Right to Reply" and its importance in ethical journalism.	CO4	V	

## d) 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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO-4	2	10	2	4
1,2,3,4		CO-1,2,3,4				4

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*Dr. Sanku Kumar Malladi*




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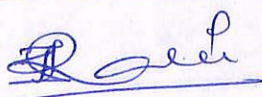
## 9. CO - PO Mapping:

CO	PO	Cognitive Level	Class room sessions (hrs)
1	1	Understand	15
2	2	Analyse	15
3	1	Apply	15
4	3	Evaluate	15

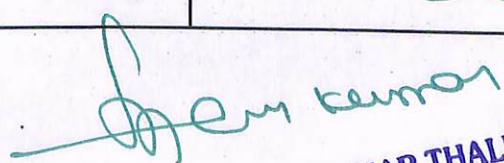
## 10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H			L	M	L	
CO2	H		M		H		
CO3		H		M	H	M	L
CO4	M	H	H	M	H	H	M

Prepared by Course Teacher [Name & Signature]	Checked & verified by HoD [Name & Signature]	Approved by the Principal
Mr.P. Clement Babu 	Mr.K.Ravi Kumar 	Prof. T.Uma Joseph 

  
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## SEMESTER - II REPORTING & EDITING

### 1. Course Description

Programme	: M.A.	Max.Hours : 60 Hrs
Course Code	: P26/MCJ/DSC/202	Hours per week : 4 Hrs
Course Type	: Discipline Specific Core	Max.Marks : 100
No. of Credits	: 4 Crs	

### 2. Course Objective:

1. To provide an understanding into the basic principles of Reporting and Editing.
2. To develop techniques of Reporting and Editing.

### 3. Course Outcomes:

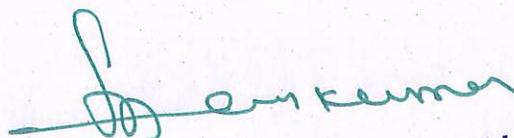
After completion of the course, the student will be able to:

CO	Description	BTL	
CO1	Define the process of news and interpret news values.	Remember	I
CO2	Discuss the structure and functioning of a newsroom.	Understand	II
CO3	Differentiate between various types of reporting.	Analyse	IV
CO4	Assess editorial values, editing techniques while writing for newspapers	Evaluate	V



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**4. Course Content****MODULE - I: CONCEPT OF NEWS AND REPORTING****(15hrs)**

News process: from an event to the reader. News values; Basic components of a news story – attribution, verification; balance and fairness, brevity. News sources, Gathering facts, Different forms of reporting: spot news/live reporting- Reporting on public affairs, meetings, conferences, seminars, cultural, civic events. Types of copy: Agency copy, Bureau copy, District Copy.

**MODULE – II: STRUCTURE & FUNCTIONING OF NEWSROOM****(15hrs)**

Organisational structure of a Newspaper, Desks: News, Business, Sports, Features; Editor, Editorial Board, advertising, circulation, production, HR and administration- Integrated Newsrooms. Qualities, duties and responsibilities of Editor, News Editor, Chief Sub Editor, Sub-Editor, Reporter, Special Correspondent, District Reporter, Stringer.

**MODULE –III: SPECIALISED REPORTING****(15hrs)**

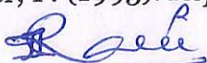
Reporting: Crime, Legislature, courts, business, agriculture, science and technology, sports, fashion and lifestyle, Investigative, interpretative, trend, and advocacy reporting: SDG framing, consumer issues, gender issue and human rights, marginalized sections. Current raisers, Interviews and types of interviews, interviewing techniques; Opinion Page: Editorials, Op-eds, Creative middles, Columns (Syndicated and Exclusive), Reviews, Cartoons, and Letters to the Editor.

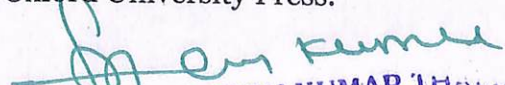
**MODULE –IV:EDITING PROCESS & PRINTING TECHNOLOGY****(15hrs)**

Concept, process and significance of editing: Planning and visualization of news, Re-writing, Proofreading. Style book/sheet. Headlines – functions, types, patterns of headlines. Syndicates. Advertorials. **Printing technology:** process, methods of printing: letterpress, off- set and gravure. Offset printing process: advantages and disadvantages.

**5. Reference Books:**

1. Raman, U. (2009). *Writing for the media*. Oxford University Press.
2. Bhargava, K. M. (2000). *News reporting and editing*. Motilal Role of Press.
3. Ahuja, B. N., & Chhabra, S. S. (1990). *News reporting*. Surjeet Publications.
4. Itule, B. D., & Anderson, D. A. (2008). *News writing & reporting for today's media*. McGraw-Hill.
5. Stovall, J. G. (2008). *Journalism: Who, what, when, where, why, and how*. Peking University Press, Pearson/Allyn & Bacon.
6. Fedler, F. (1995). *Reporting for the print media*. Oxford University Press.

  
Head

  
Dr. SATISH KUMAR, I.H.S.

## 6. Syllabus Focus

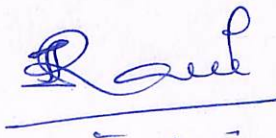
## a) Relevance to Local, Regional, National and Global Development Needs and Aligning with IKS, NSQF &amp; SDGs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global, National, Regional	The module is designed to understand the concept of News and its components
Module II	National, Regional	The module is designed to understand the organizational structure and different roles in a newspaper.
Module III	National, Regional, Global	The module is designed to understand the specialized forms of reporting in a newspaper.
Module IV	National, Regional, Global	The module is designed to understand the editing process and printing technology.

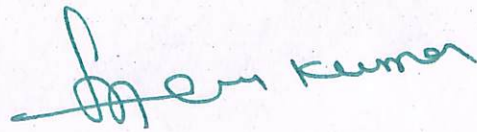
IKS	Syllabus Component	Module
IKS	Print design inspired by Indian architecture	IV

NSQF level 5 &amp; 6 (Advanced Multidisciplinary and Specialized Knowledge)

Aligned with SDGS : 5, 10, 12, 16 &amp; 17



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

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Group discussion
Employability	Module II	Role play
Skill Development	Module III	Content creation
Skill Development	Module IV	Field Visit

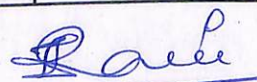
## 7) Pedagogy

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

## 8. Course Assessment Plan

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

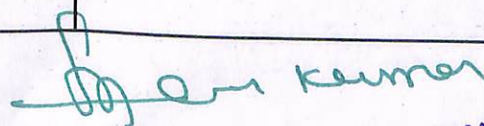
COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1, CO2	CIA-I	End Semester examination
CO3, CO4	CIA-II	
CO1, CO2	Objective type test/ Quiz/ Presentation	
CO3, CO4	Interview/ Reporting on public affairs	

  
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## (b) Blue print of the Question Paper

## REPORTING AND EDITING

Course Code: P26/MCJ/DSC/202

Max Marks: 60

Credits: 4

Time: 2 hrs 30 mins

SECTION A - INTERNAL CHOICE				4 Q X 10 M = 40 M	
Q.No	Question	Question	CO	BTL	
1	Module 1		CO 1	I	
OR					
2	Module 1		CO 1	I	
3	Module 2		CO 2	II	
OR					
4	Module 2		CO 2	II	
5	Module 3		CO 3	IV	
OR					
6	Module 3		CO 3	IV	
7	Module 4		CO 4	V	
OR					
8	Module 4		CO 4	V	

SECTION B - ANSWER ANY 5 OUT OF 8				5 Q X 4 M = 20 M	
Q.No	Question	Question	CO	BTL	
9	Module 1		CO 1	I	
10	Module 1		CO 1	I	
11	Module 2		CO 2	II	
12	Module 2		CO 2	II	
13	Module 3		CO 3	IV	
14	Module 3		CO 3	IV	
15	Module 4		CO 4	V	
16	Module 4		CO 4	V	

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## c) Question Paper Pattern

## REPORTING AND EDITING

## MODEL QUESTION PAPER


Course Code: P26/MCJ/DSC/202

Max Marks: 60

Credits: 4

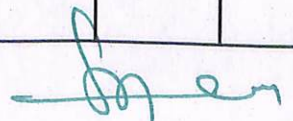
Time: 2 1/2 Hrs

SECTION A - Answer ALL the questions. (Internal Choice). 4 Q X 10 M = 40 M				
Q.No	Module	Question	CO	BTL (Bloom's Taxonomy Level)
1	Module 1	Explain news values with relevant examples? (OR)	CO 1	I
2	Module 1	Summarize the basic components of news story?	CO 1	I
3	Module 2	How would you as an Editor use visual elements when publishing a news story on rains? (OR)	CO 2	II
4	Module 2	How would you classify the structure of the Editorial Department?	CO 2	II
5	Module 3	Examine the current and future status of Print Media. (OR)	CO 3	IV
6	Module 3	How would you differentiate between regular reporting and advocacy reporting?	CO 3	IV
7	Module 4	Evaluate the concept, process and significance of editing (OR)	CO4	V
8	Module 4	How would you explain headlines and its types?	CO4	V

  
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61

SECTION B - ANSWER ANY 5 OUT OF 8			5 Q X 4 M = 20 M	
( To compulsorily Answer <b>ONE</b> question from <b>each</b> module)				
9	Module 1	Explain spot news?	CO 1	I
10	Module 1	Explain Sources of News?	CO 1	I
11	Module 2	How do different desks function in a newspaper?	CO 2	II
12	Module 2	How does the reporter gather information using sources of news?	CO 2	II
13	Module 3	Compare and contrast the functions of news editor and sub editor.	CO 3	IV
14	Module 3	How would you classify the Editorial department?	CO 3	IV
15	Module 4	What are the uses of infographics on newspapers?	CO 4	V
16	Module 4	What are the advantages and disadvantages of offset printing process?	CO 4	V

## d) 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	10	2	4
2	15	CO-2	2	10	2	4
3	15	CO-3	2	10	2	4
4	15	CO-4	2	10	2	4
1,2,3,4		CO-1,2,3,4				4

*[Signature]*  
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*[Signature]*  
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## 9. CO-PO Mapping with BTL:

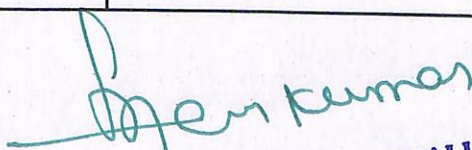
CO	PO	Cognitive Level	Classroom sessions (hrs)
1	1	Remember	15
2	5	Understand	15
3	4	Analyse	15
4	2	Evaluate	15

## 10. COPO mapping (H=High, M=Moderate, L=Low)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		H	M			
CO2			H		H		
CO3	M			M		H	H
CO4		M	H		H		H

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
T. Suzan Spurthi 	Mr. K. Ravi Kumar 	Prof. T. Uma Joseph 

  
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## NEWSPAPER PRODUCTION PRACTICAL

### 1. Course Description

Programme	: M.A.	Max.Hours : 60 Hrs
Course Code	: P24/MCJ/DSC/202/P	Hours per week : 4 Hrs
Course Type	: Practical	Max.Marks : 50
No. of Credits	: 2 Crs	

### 2. Course Objective:

1. Students will acquire practical skills of reporting, editing and designing.
2. Students will use the skills to publish Campus Herald, the Campus Newspaper.

### 3. Course Outcome:

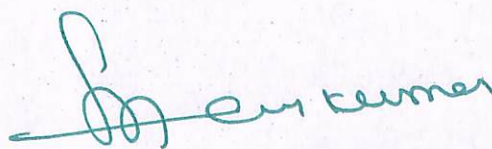
After completion of the course, the student will be able to:

CO	Description	BTL	
CO1	Demonstrate skills required to write, edit and design a newspaper.	Apply	III
CO2	Design campus newspaper as editors, reporters and sub-editors.	Create	VI



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4.Course Content

List of Internal Practical exercises:

(20 M)

- Dissection of a Newspaper: Journalism Jargons
- Key concepts of a News story
- Editorial Policy: Comparison & Analysis
- Drafting an editorial policy and style guide for Campus Herald
- Reporting public affairs/ civic events
- Feature writing
- Types of Reporting: Investigative, Interpretative, Trend and Advocacy
- Writing curtain raisers
- Interviews: Personality interview
- Headline writing

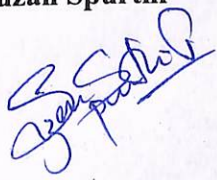
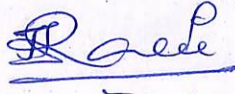

List of External Practical exercises:

(20 M)

- Planning pages and Newspaper layout for CAMPUS HERALD
- Report writing of events on campus
- Designing of newspapers on InDesign software.
- Generating revenue for Printing through advertisements.

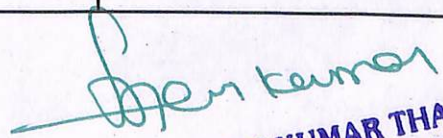
Viva voice

(10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
T. Suzan Spurthi 	Mr. K. Ravi Kumar 	Prof. T. Uma Joseph 

  
Head

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**  
**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>: P26/MCJ/DSC/201/P</b>	<b>Hours per week</b>	<b>: 4 Hrs</b>
<b>Course Type</b>	<b>: Practical</b>	<b>Max.Marks</b>	<b>: 50</b>
<b>No. of Credits</b>	<b>: 2 Crs</b>		

**2. Course Objectives:**

1. To enable students to acquire practical skills in news photography including camera handling, framing, composition, and visual storytelling.
2. To train students in photo editing, caption writing, and ethical practices in professional photojournalism.

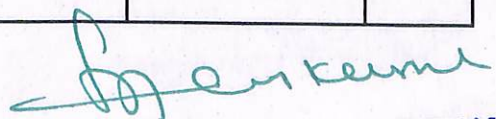
**3. Course Outcomes:**

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

CO	Description	BTL	
CO1	Capture newsworthy photographs demonstrating appropriate composition, timing, perspective, and journalistic relevance.	Understand	II
CO2	Edit, caption, and present photo stories adhering to professional standards and ethical guidelines in photojournalism.	Create	VI

  
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4. Course Content

The List of Internal Practicals (20 Marks)

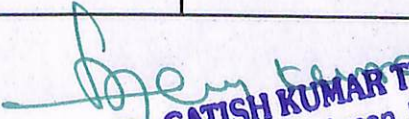
- **Spot News Photography:** Capture a series of 5–8 photographs covering a real-time event demonstrating immediacy, action, and news value.
- **Event Photo Coverage:** Cover a college or community event and submit a minimum of 8–10 edited photographs with appropriate captions.
- **Photo Feature / Human Interest Story:** Produce a photo feature consisting of 6–8 photographs narrating a social, cultural, or human-interest story.
- **Photo Essay Project:** Develop a thematic photo essay (8–12 photographs) on a contemporary issue with a structured visual narrative and detailed captions.
- **Portrait Photography for Media:** Capture environmental and candid portraits suitable for news or magazine publication with proper lighting and composition.
- **Press Photo with Caption Writing:** Submit 5 news photographs along with professionally written captions following journalistic standards (Who, What, When, Where, Why).

External Practicals

- Produce the Photo Magazine (10 M)
- Photo with Caption Writing (10M)
- Viva Voce (10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
Mr.P. Clement Babu 	Mr.K.Ravi Kumar 	Prof. T.Uma Joseph 

  
Head

  
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**SEMESTER – II**  
**RADIO AND PODCAST PRODUCTION**  
**PRACTICAL**

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max.Hours</b>	<b>: 60 Hrs</b>
<b>Course Code</b>	<b>: P26/MCJ/DSC/204/P</b>	<b>Hours per week</b>	<b>: 4 Hrs</b>
<b>Course Type</b>	<b>: Practical</b>	<b>Max.Marks</b>	<b>: 50</b>
<b>No. of Credits</b>	<b>: 2 Crs</b>		

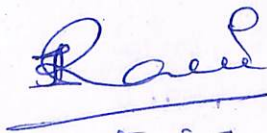
**2. Course Objective:**

1. Students will acquire skills of news writing for radio and podcasts
2. Students will acquire the skills of editing the radio and podcast programmes

**3. Course Outcome:**

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

CO	Description	BTL	
CO1	Produce professional radio and podcast programmes using appropriate scripting, recording, and editing techniques.	Create	VI
CO2	Design and develop creative audio content for news, community awareness, and thematic storytelling.	Create	VI



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 Department of Journalism and Mass Communication  
 Osmania University, Hyderabad

4. Course Content

The list of internal Practicals

(20M)

Radio Production :



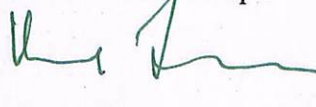
- **Radio News Bulletin** : Produce a 5-minute radio news bulletin including headlines, reports, and sign-off.
- **Music Program Production** : Create a 5-minute music programme production commemorating an international day.
- **Community Radio Programme** : Develop a 5-minute program addressing a rural or development issue.
- **Public Service Announcement (PSA)** : Create a 30–60 second radio PSA on health, education, or civic awareness.
- **Radio Jingle Creation** : Compose and record a 20–30 second radio jingle for a brand, campaign, or community initiative.

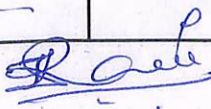
Podcast Production :

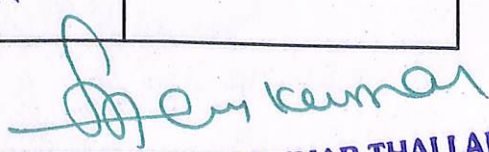
- **Podcast Trailer Creation** : Design and produce a 60–90 second promotional trailer for a podcast series.
- **Interview-Based Podcast**: Conduct, record, and edit a 10-minute structured interview with proper intro and outro.
- **Thematic Series Planning** : Design a 3-episode podcast series on a topic of your choice.

External Practicals

- Evaluate the best one out of Radio Production (10 M)
- Evaluate the best one out of Podcast Production (10 M)
- Viva Voce (10 M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
K.Ravi Kumar 	K.Ravi Kumar 	Prof.T.Uma Joseph 

  
Head

  
Satish Kumar Thalladi

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

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max.Hours</b>	<b>: 60 Hrs</b>
<b>Course Code</b>	<b>: P26/MCJ/DSC/203/P</b>	<b>Hours per week</b>	<b>: 4 Hrs</b>
<b>Course Type</b>	<b>: Practical</b>	<b>Max.Marks</b>	<b>: 50</b>
<b>No. of Credits</b>	<b>: 2 Crs</b>		

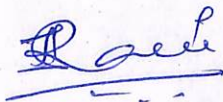
**2. Course Objective:**

1. Students will acquire skills of news writing, editing and reporting.
2. To apply various formats and techniques for producing a complete TV news bulletin.

**3. Course Outcome:**

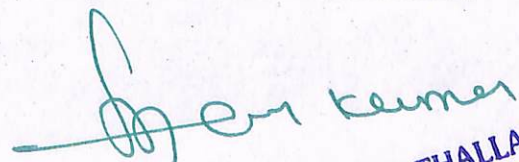
After completion of the course, the student will be able to:

CO	Description	BTL	
CO1	To Develop the ability to analyze, write, and edit news stories for television news bulletins.	Understand	II
CO2	To Enhance skills in TV news writing, reporting, and editing.	Create	VI



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4. Course Content


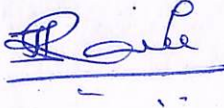

The list of internal Practicals

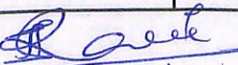
(20 M)

- 2–3 minute TV news script (4Cs of broadcast journalism)
- 2–3 minute television news script and presentation of the script in a teleprompter
- 3–5 minute news package on a current social issue
- Edit a raw news story video using TV news grammar
- 1–2 minute P-to-C on a current issue or event, delivered from an appropriate location
- Production of a Television Segment Using Green Mat (Chroma Key) Technology
- Production of a Multi-Camera Television Studio Programme

External Practicals

- Create a 5-minute TV news bulletin incorporating all the elements of news  
(10 M)
- Creating 5-minute data-driven news story using AI tools for data visualization and Data Sets  
(10M)
- Viva Voce (10M)

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD [Name & Signature]	Approved by the Principal
G. Sharon Sucharitha 	K. Ravi Kumar 	Prof.T.Uma Joseph 

  
Head

