M.A. Journalism & Mass Communication
(Choice-Based Credit System)

Course Handbook
2017-18 onwards

Department of Journalism & Mass Communication
University College of Arts & Social Sciences
Osmania University
Hyderabad 500 007 (T.S.)
Phone: +91 (40) 2709 8422
Disclaimer:
This Handbook is meant for general guidance of the students only. The University reserves the right to change / modify any regulation, whether contained herein or not, at any time.

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## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the Department</td>
<td>1</td>
</tr>
<tr>
<td>About the Course</td>
<td>2</td>
</tr>
<tr>
<td>The Course at a Glance</td>
<td>3</td>
</tr>
<tr>
<td>Detailed Syllabus</td>
<td>5</td>
</tr>
<tr>
<td>Semester I</td>
<td>5</td>
</tr>
<tr>
<td>Semester II</td>
<td>12</td>
</tr>
<tr>
<td>Semester III</td>
<td>19</td>
</tr>
<tr>
<td>Semester IV</td>
<td>25</td>
</tr>
<tr>
<td>Appendix</td>
<td>32</td>
</tr>
</tbody>
</table>
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About the Department

The Department of Journalism & Mass Communication, Osmania University, was established in 1954. The “Department of Journalism”, as it was then known, was one of the first departments in the country dedicated to the subject.

Started by De Forest O’Dell, an American journalist and professor, the Department began by offering a one-year post-graduate diploma course, with assistance from World Literacy Inc. In 1962, the course was upgraded to a fullfledged post-graduate Bachelor’s Degree course. Osmania became the first University in the country to offer a degree in journalism. In 1974, the Master’s degree course (MJ) was introduced.

Responding to the growing importance of the field of communication, the Department was renamed as “Department of Communication and Journalism” in 1976-77. The courses were also renamed as Bachelor of Communication and Journalism (BCJ) and Master of Communication and Journalism (MCJ). The MPhil programme was started in 1991 and PhD programme in 2005. The Department completed its Golden Jubilee in 2004.

The Department made a major shift with the introduction of a two-year MCJ from the academic year 2011-12. The one-year BCJ has since been discontinued. From 2017-18 academic year onwards, the course will be known as “M.A. (Journalism & Mass Communication)” in keeping with the guidelines issued by the University Grants Commission. Accordingly, the Department has also been rechristened as the “Department of Journalism & Mass Communication”.

Over the last several years, the Department has opened its doors to a number of overseas students, who along with serving officers of the armed forces and students from other states, have enriched the cultural climate in the Department, reflecting the pluralistic nature of Indian society.
About the Course

The M.A. programme is geared towards preparing students for different roles in the media. To accomplish this, the course offers five subjects of study in each semester, with equal emphasis on print, electronic and new media on one hand, and the professions of advertising and public relations on the other.

In each semester, three papers are ‘Core’ and two are ‘Electives’. Students are free to choose Elective papers based on their interest. The programme also has a significant component dealing with theories, laws, ethics, and a broad understanding of the social sciences.

The course work is a blend of lectures and practical sessions. While classroom instruction aims to orient students to the profession, laboratory sessions enable students to hone their skills in a real-world newsroom environment.

The Department is committed to academic excellence, and its standards are reflected in the fact that a majority of the students find placements in the media and other relevant professions. Each year, quite a few students also bag the prestigious Junior Research Fellowship.

The Department boasts of the latest electronic information gathering and editing equipment and co-hosts activities of the Press Academy, Press Club, Advertising Club and the Public Relations Society.
# The Course at a Glance

## SEMESTER I

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<tr>
<th>Code</th>
<th>Paper</th>
<th>Hours</th>
<th>Credits</th>
<th>Marks</th>
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<tr>
<td>101</td>
<td>Introduction to Communication &amp; Mass Media (Core)</td>
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<tr>
<td>102</td>
<td>Reporting &amp; Editing-I (Core)</td>
<td>5</td>
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<td>103</td>
<td>Basics of Electronic Media (Core)</td>
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<td>104A</td>
<td>Advertising (Elective)</td>
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<td>104B</td>
<td>Social Sciences for Journalism (Elective)</td>
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<td>105A</td>
<td>Public Relations (Elective)</td>
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<td>105B</td>
<td>Telugu Journalism (Elective)</td>
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<tr>
<td>201</td>
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<td>Media Laws &amp; Ethics (Core)</td>
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<td>204A</td>
<td>Integrated Marketing Communication (Elective)</td>
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<td>204B</td>
<td>Publishing (Elective)</td>
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<td>205A</td>
<td>Corporate &amp; Organisational Communication (Elective)</td>
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<td>205B</td>
<td>Magazine &amp; Photo Journalism (Elective)</td>
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<tr>
<td>301</td>
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<td>Communication Research Methods &amp; Applications (Core)</td>
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<td>Information &amp; Communication Technologies &amp; New Media (Core)</td>
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<td>305</td>
<td>Freelance Journalism (ID)</td>
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### SEMESTER IV

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<td>Socio-Economic Affairs (Core)</td>
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<td>402</td>
<td>Development &amp; Rural Communication (Core)</td>
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<td>403</td>
<td>Digital Journalism (Core)</td>
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<td>Electronic Media - II (Elective)</td>
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<td>304B</td>
<td>Print Media - II (Elective)</td>
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<tr>
<td>204A</td>
<td>Project Report (Elective)*</td>
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<tr>
<td>204B</td>
<td>Writing for Advertising &amp; Public Relations (Elective)</td>
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* Electronic Media students should submit a radio/TV Production under the guidance of any faculty member. Along with production, a written process document is to be submitted.

* Print media students should submit a project report related to communication and allied subjects based on research.
Semester- I

Paper 101: Introduction to Communication and Mass Media (Core)

Unit-I: Introduction to Communication, Nature, process and elements of communication, Functions of and barriers to communication, 7 Cs and principles for effective communication. Typology of communication – intrapersonal, interpersonal, group, mass, interactive communication. Mass communication characteristics, concept of gate keeping, propaganda, Two-step flow hypothesis, multi-step flow of communication, knowledge gap hypothesis.

Unit-II: Communication models- Lasswell formula, S M C R model. Shannon and Weaver, Osgood and Schramm. Dance’s helical model, Spiral of silence, Newcomb’s ABX model. Wesley and McLean Model, Gerbner’s model

Unit-III: Communication effects theories, agenda setting, Framing theory, cultivation, uses and gratification, Rogers’ theory of Diffusion of Innovation. Normative media theories.

Unit- IV: Historical development of press as a media institution. History of print media in India– pre-independence, post-independence (Major issues, landmarks) and regional language.

Unit-V: An over view of media in India: Print media, Broadcast media, Status of Regional media; New media, Advertising/ PR, Traditional media, Mass media audiences.

Reading List
Larry L. Barker: Communication
McQuail, Denis: Mass Communication Theory
McQuail and Windahl: Communication Models
Keval J Kumar: Mass Communication in India
Rogers and Singhal: India’s Communication Revolution
Emery, Ault & Agee: Introduction to Mass Communication
J.N. Basu: Romance of Indian Journalism
K. Parthasarathi: History of Indian Journalism
Paper 102: Reporting & Editing – I (Core)


Unit-III: Distinction between reporting and editing. Why editing matters; News judgement and news values. Editorial department – organisational structure. Role and functions of the editor, news editor, chief sub-editor and sub-editors. News schedule / list. Different Desks – General, sports, features, business, etc. Types of copy.


Unit-V: Communication through design. Basic principles of Page Design and Layout. From modules to page; laying out pages. Display headlines – words as images. Design with colour. Typography: Typefaces and families, choosing type faces and sizes. Editing visuals: Image and reality, selecting, cropping and sizing photos; Ethical and legal issues, writing cutlines. Infographics.

Reading List
Vir Bala Agarwal: Essentials of Practical Journalism
John Bender, et al.: Reporting for the Media, OUP.
T.J.S. George: Editing
Cecilia Friend and Donald Challenger: Contemporary Editing
Daryl R. Moen: Newspaper Layout & Design
N.N. Sarkar: Art and Print Production, OUP.
Paper 103: Basics of Electronic Media (Core)


Unit-II: Radio production: Programmes for various audiences, Different Programme formats, creating audio space, sound perspective, voice casting, types of music, use of sound effects. Production crew and their functions: Role of producer. Production planning and execution. Radio studio, acoustics, recording equipment, types and use of microphones, Use of Digital Technology in production.

Unit-III: Television technology: broadcasting standards, PAL, NTSC and SECAM. TV Studio lay out, Production equipment-cameras, microphones and lights. Special effects generators, digital video effects, Character Generator, computer graphic work stations. TV production-studio and field production, TV staff and crew, their functions.

Unit-IV: Programme formats, Proposal writing, Script writing– Outline, treatment, visualization, shooting script. TV Production process-Pre-production, set up and rehearsal, production and post-production. TV Direction - TV language and grammar, Blocking the script, storyboard, time-line and budgeting.

Unit-V: Classification of shots, role of audio. Television news production, Scripting for TV. Editing: Linear and Non-linear, voice over, dubbing, mixing and final mastering.

Reading List
P.C. Chatterji: Broadcasting in India
Lynne Gross: An Introduction to Radio,TV and the Developing Media
Herbert Zettl: Television Production
Campbell, Meath & Johnson: A Guide to Radio, TV Writing
Robert McLeish: The Technique of Radio Production
Pane Sureyat: Broadcast News Writing
S.P. Jain: The Art of Broadcasting
Awasthy: Broadcasting in India
H.R. Luthra: Indian Broadcasting
Lindgrad: The Art of Film; James Monaco: How to Read a Film
Paper 104(A): Advertising (Elective)

Unit—I: Evolution and growth of advertising (Global, National) - definitions of advertising - functions and relevance of advertising in the marketing mix – classification and types of advertising - various media for advertising (Print, Radio, Television, Film, Digital, OOH)

Unit—II: Ad agency management, various specialist departments in an ad agency – Types of Agencies - Selection of ad agency - Client related issues and the process, business development, pitching for accounts – agency client interface; the parameters – creative and media briefing process – agency - media client interface; agency revenue earning and sources

Unit—III: Types of Copy, types of Layout, Design and production of advertisements – print, radio, television, Digital media (Websites, Facebook, Linked in, Twitter, Blogs) - Media planning, selection and scheduling - claims and appeals in advertising - Campaign Plan – Campaign Objectives - Brief Elements of a Campaign and their Relevance / Importance - Advertising and Brand personality, Unique Selling Proposition (USP)


Reading List
Keval J. Kumar: Advertising in India
Sandage: Advertising Theory and Practice
Sethia and Chunawala: Advertising- Principles and Practice
Otto Kleppner: Advertising Procedure
Adrian R. Mackay: The Practice of Advertising
Al Ries, Laura Ries: The Fall of Advertising and The Rise of PR
Angela Goddard: The Language of Advertising
Gunter, Oates and Blades: Advertising to Children on TV, Content, Impact and Regulation
Paper 104 (B): Social Sciences for Journalism (Elective)

Unit-I: Functions and responsibilities of the Union and the States, issues and challenges pertaining to the federal structure, devolution of powers and finances up to local levels. Separation of powers between various organs. Parliament and State Legislatures - structure, functioning, conduct of business, powers & privileges and issues arising out of these. Structure, organization and functioning of the Executive and the Judiciary. Salient features of the Representation of People's Act. Powers, functions and responsibilities of various Constitutional Bodies. Important aspects of governance, transparency and accountability, e-governance.

Unit-II: Government policies and interventions for development in various sectors and issues arising out of their design and implementation. Welfare schemes for vulnerable sections of the population by the Centre and States and the performance of these schemes. Issues relating to development and management of Social Sector or Services relating to Health, Education, Human Resources. Issues relating to poverty and hunger.


Unit-IV: Salient features of Indian Society, Diversity, Population, poverty and developmental issues, urbanization. Effects of globalization on Indian society, Social empowerment. Conservation, environmental pollution and degradation, Disaster and disaster management, issues of development and displacement. India and its neighbourhood- relations. Bilateral, regional and global groupings and agreements involving India and/or affecting India's interests. Effect of policies and politics of developed and developing countries on India's interests. Important International institutions, agencies.

(Please see Appendix for Reading List)
Paper 105(A): Public Relations (Elective)

Unit-I: Public Relations-Concept, Philosophy, meaning, definition, scope, dimension and distinction from advertising, propaganda, liaison, lobbying, PR and Public opinion, growth of PR; Staff and line function, structure and function of PR department. Profile of a public relations officer. PR publics – Internal and external, Importance of communicating to internal and external publics, case studies- PR process, four stages – fact finding, planning, execution and evaluation, case studies,

Unit-II: Concept of corporate citizen, corporate identity, corporate image, Concept of Strategic PR and Reputation management; Elements of corporate PR – PR strategy/ campaign, steps in campaign planning. Tools of PR- Interpersonal: Talks, discussion, meetings, open house, use of public address system, telephones, exhibitions, Print: House journals, newsletters, brochures, pamphlets, circulars, notices, newspapers, annual reports, magazines, press releases, audio-visual : radio, television, corporate films, OCTV, VNR’s, FNR’s.

Unit-III: Freeman’s stakeholder’s theory- Media relations- Press conference, press kit, meet the press, press releases; Customer relations, Dealer relations, Community relations, Financial relations, Government relations, Supplier relations; Rural PR, Government Relations- Nature and need for government relations. Structure and organization in Governments- Centre and State- PR propagating Govt.policies – feedback mechanism.

Unit-IV: PR 2.0: Define PR 2.0, transition from traditional PR to PR 2.0- tools of PR 2.0 - RSS importance to clients, submitting news to RSS feeds: Blogging- Pitching a blogger, commenting on blogs, How can blogs benefit clients and media; Podcasts as PR tool, launching an effective business podcast, Pitch podcasters, How to research podcasts; Social Networking- Adding clients to social network; Social Bookmarking; Social Media Press Release, Rules of the Social Media Press Release, optimizing Social media release for search engines; IM and SMS, IM etiquette, Pitching via IM, SMS

Reading List
Ahil Basu: Problems and Prospects of Public Relations
Cultrup, Center: Effective Public Relations
J.M. Kaul: Public Relations in India
Mehta: Handbook of Public Relations

(See Appendix for more)
Paper 105 (B): Telugu Journalism (Elective)


Unit-III: Reporting news, editing and page design. Writing special reports, features, middles etc., News analysis, editorials and edit page articles, Interview story. Use of Internet by reporters and sub-editors. Writing for magazines.


Reading List
Rayaprolu Ananda Bhaskar: Journalism Charitra Vikasam
Pothuri Venkateswara Rao: Telugu Patrikalu-Andhrajathi Akshara Sampada
Mallampudi: Telugu Vignana Sarvaswam
M.Venkataramayya: Sangraha Andhra Vignana Kosam
Narla Venkateshwara Rao: Prabhanda Parijatam
Uma Shankar, Joshi & Panduranga Rao: Art of Translation
Rachamallu Ramachandra Reddy: Anuvada Samasyalu
Semester-II

Paper 201: Reporting and Editing–II (Core)


Unit-III: Translation issues. Feature writing: Characteristics of features, types of features, difference between articles and features, ideas for features, sources. Human interest stories. Travelogues, How-to-do features; Survey of market for features; Book/ film review and criticism. Editing supplements, features and special pages.


Unit-V: Principles of newspaper management and their significance; Structure of a Newspaper organisation and functions of various departments – editorial, advertising, circulation, production, HR and administration. Relationship of other departments with editorial. Newspaper economics. Changing advertising and marketing strategies.

Exercises in Adobe InDesign and QuarkXPress.

Reading List
Vir Bala Agarwal: Essentials of Practical Journalism
K.M. Srivasthava: Reporting and Editing
T.J.S. George: Editing
Cecilia Friend and Donald Challenger: Contemporary Editing
Helmut Kipphan: Handbook of Print Media
N.N. Sarkar: Art and Print Production
Vanita Kohli-Khandekar: Indian Media Business
Paper 202: Media Law and Ethics (Core)


Unit-III: Contempt of Court Act, Indecent Representation of Women Prohibition Act, Censorship Act, Drugs and Magic Remedies Act, Children’s Act. Law of Defamation. IPC sections-relevant to media.


Unit-V: Introduction to Media Ethics. Yellow Journalism, codes relating to Communal writing, Right to reply, Press Council of India Act—structure and codes, Role, functioning and impact of Press Council, Media and Human Rights and Civil Rights, SHRC, NHRC.

Reading List
A.G. Noorani: India’s Constitution & Politics
Durga Das Basu: Constitution of India
Durga Das Basu: Laws of the Press
B.N. Ahuja: History of Press and Press Laws
Press Institute of India: Press and the Law
Sita Bhatia: Freedom of the Press
Press Council of India Reviews and Annual Reports.
Paper 203: Media Industry and Management (Core)

Unit-I: Hierarchy, functions and organisational structure of different departments in newspapers and television channels – general management, finance, circulation (sales promotion, including pricing); advertising (marketing), personnel management, production and reference sections. Changing roles of editorial staff. Editorial – Response system. DAVP and Apex bodies – INS, ABC, Editors Guild of India, News Broadcasters Association, BCCC, IBF, TRAI.

Unit-II: Media as an industry and profession. Ownership patterns of mass-media in India – companies, trusts, co-operatives, societies and franchisees (chains). Small newspapers. Foreign equity in Indian media (including print media) and Press Commissions. Wage boards. Launching media ventures. Policy formulation, planning and control; Problems.

Unit-III: Economics of print, electronic and new media – management, business, legal and financial aspects. Budgeting and finance, capital costs, production costs, commercial, advertising and sales strategy, competition and survival. Changing business models for media.

Unit IV: Evolving a strategy, Planning and execution of programme production – production terms, control practices and procedures. Operations, production schedule, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Unit-V: Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media.

Reading List
Vanita Kohli-Khandekar: *Indian Media Business*
George Sylvie: *Media Management - A Casebook Approach*
Pringle & Starr: *Electronic Media Management*
Paper 204 (A): Integrated Marketing Communication (Elective)

Unit–I: Concept of IMC process - covering Product (Classification of products, product levels, Analysis of product line & product mix), Price (Pricing Strategies), Place (Role of marketing channels, Channel design decisions, Vertical Marketing systems & Horizontal Marketing System), Promotion (Advrg, Sales Promotion, Personal Selling, PR, Direct Marketing, Online communication / Interactive marketing) – David Ogilvy and Rosser Reeves

Unit–II: Marketing objectives – STP (Purpose of Segmentation, Demographic, Geographic, Psychographic & Behavioral, Targeting and Positioning) - Product positioning strategies, PLC (Introduction, Growth, maturity, Decline – criticism of PLC) - Brands - Branding strategies – brand equity


Unit–IV: Social marketing - Case studies, Indian rural markets - rural advertising, strategies, problems – Globalization and trends in Indian Integrated promotion management. Marketing and Market research - nature, scope and importance , Areas of research, Price research, sales promotion research - Product research (brand/logo), packaging research, stages in the marketing research process – sources of information – methods of marketing research, motivation research – market research organizations in India. Case studies and evaluation.

Reading List
Adrian R. Mackay: The Practice of Advertising
Aker & Myers: Advertising Management
Al Ries, Laura Ries: The Fall of Advertising and the Rise of PR
Angela Goddard: The Language of Advertising
Gunter, Oates and Blades: Advertising to Children on TV, Content, Impact and Regulation
Belch & Belch: Advertising and Marketing: An Integrated Marketing Communications Perspective
Blankenship: Marketing Research Management

(See Appendix for more)
Paper 204 (B): Publishing (Elective)

Unit-I: An overview of the elements in a publishing: Different types of publications, Books, Magazines, Journals, House Journals. Outreach publications like brochures, posters, folders, leaflets, flyers, mailers, pamphlets etc. Preliminaries or Prelim Pages – planning a title page, material on the copyright page, dedication, epigraph, table of contents, chapter displays main text, running heads, page numbers (folios), general layout, page layout, measurement, text area, page margins,

Unit-II: A Brief intro to printing process, paper and binding: Offset printing, offset plates, halftone plates, CMYK, RGB process, CTP, web-feed offset, sheet-fed offset, choosing the paper, Types of paper weight, GSM, paper sizes final tripped sizes, reams, untrimmed book sizes, Style sheets or house style, type faces, computer typesetting, legibility and readability, pre-printing process, imposition plates and offset printing Binding-saddle wiring or side wiring, perfect binding, mechanical binding, book jackets.

Unit-III: The Typography: The wonderful language of typography, basics of typography, choice of fonts, alphanumeric character set, a family or set of fonts, a series or set of type faces, how types are measured, width and spacing; type sizes, type styles, choosing a type face, leading. Digital Makeup and E-Publishing: Digital make up, use of pictures, digital pictures Vs transparencies scanning, flat bed and drum scanning, layout and design, publishing e-books and journals.

Unit-IV: Web Publishing: What is web publishing? Need for a website, providing company and product information, customer purchase over the Internet, online reference guides, creating a knowledge base. The web publishing process-web hosting, domain name registration, submission to search engines, URL submission service. Web designing and development; static and dynamic sites. Technologies involved in designing dynamic sites – HTML (Hyper text Mark Up Language), CSS (Cascading Style sheets) Java Script, Graphics Editing.

Reading List
Kitchin & Fuller: The Academic’s Guide to Publishing
Kist, Joost: Electronic Publishing
Melcher, Daniel: Printing and Promotion Handbook
William R. Stanek: Web Publishing Unleashed
Baines & Haslam: Type & Typography

(See Appendix for more)
Paper 205 (A): Corporate and Organisational Communication (Elective)


Unit-II: Organisational culture, PR and Change Management, Organisational Development. Communication in the Indian industry; Communication audit as an evaluation and maintaining system. Concept of Quality, Quality circles, Total quality management, Six Sigma

Unit-III: Corporate Social Responsibility-Concepts of issue analysis, issue management. Corporate PR and Environmental analysis; Crisis PR. Advance planning for Crisis Management and information dissemination; Crisis PR in a digital environment Corporate PR dossiers, Corporate Public Relations consultancies- Case studies of Corporate PR campaigns/departments in India.

Unit-IV: Concept of Public Information - Disseminating agencies of Public Information in Government of India, State Governments; PR in the Voluntary sector, Research and Evaluation in PR, Corporate PR ethics; Production of corporate literature- (House journals, newsletters, brochures, pamphlets, annual reports, magazines and e zines; press releases)- cost estimation, formats, sizes, paper quality etc.

Reading List

Ahil Basu: Problems and Prospects of Public Relations
Cutlip, Center: Effective Public Relations
Kaul: Public Relations in India
Mehta: Handbook of Public Relations
Roy: Corporate Image in India
Sahai: Public Relations – A Scientific Approach
Lesley: Handbook of Public Relations
Bennis: Organisation Communication
Allen: Organisational Management through Communication
Hicks, et al: Organisations: Theory and Behaviour
Rogers & Aggarwala: Communication in Organisations
W. Timothy Coombs: Ongoing Crisis Communication

(See Appendix for more)
Paper 205(B): Magazine and Photo Journalism (Elective)

Unit-I: Introduction to magazine journalism. Types of magazines – News, general interest, and specialized magazines — women, children, leisure, business, science and technology, sports, society, environment, among others. Use of visuals in magazines, Planning the editorial mix of a magazine—articles, news stories, features etc., Trends in magazine publishing.

Unit-II: Process of magazine writing – choosing a topic, Identifying sources, gathering information. Writing of various types of articles and features. Importance of rewriting. Objectivity vs Subjectivity in magazine writing. Slanting, Content and writing style of different magazines. Approaches to editing specialised and glossy magazines—like fashion, city, travel etc., Studying the requirements of magazines. Concept of Freelance journalism and freelancing, Marketing features.

Unit-III: Introduction to photography: Types of cameras, Understanding the camera—shutter types, The Shutter/Aperture relationship, Film size, Types of films, Lenses: the Basic Lens, Lens characteristics, Depth of field, Special lenses, Filters. Handling the camera, basics of exposure, camera angles, composition. Developing and Printing, the good negative, Lighting practices and sources, Basic flash lighting, types of light meters, Judging exposure.


Reading List
Abel: What’s Wrong with Picture
Harold Evans: Picture on a page
Jack Price: News Photography
Kalish & Edom: Pictures Editing
K. Kobra: Photo Journalism: The Professional Approach
Milton F.: Techniques of Photo Journalism

(See Appendix for more)
Semester III

Paper 301: Communication Theory and International Communication (Core)


Unit-II: Mass Communication and culture—Frankfurt School and Critical Theory, Antonio Gramsci and Hegemony, Birmingham School and Critical Cultural Theory, Gender and Mass Media, John Fiske and Semiotic Analysis, Postmodernism.

Unit-III: Communication imbalances in news, radio, TV, film, ICT, advertising and PR; Technology – trans-border data flow; historical overview of international communication, NWICO – overview of the present order, emergence of the Third World demand for New Order, Critique of international news values, Non-Aligned News Agency Pool. Issues in international communication: Intercultural communication

Unit-IV: Democratization of communication – new technology, alternative media. Concept of globalisation, impact on media systems, culture, globalization of dissent. Ownership and economics of international communication. International media and other organizations – ITU, IPDC, IPI, WTO, UNESCO and IFJ.

Unit-V: Regional cooperation: satellites: Intelsat, Arabsat; co-productions; information exchange; Intellectual Property Rights regime. AMIC, SAARC, SAFMA.

Reading List

Budd & Ruben: Approaches to Human Communication
Katz, Blumler & Gurevitch: The Uses of Mass Communication
McQuail: Sociology of Mass Communication
Rogers & Kincaid: Communication of Networks
Schramm & Pool: Handbook of Communication
Sondhi: Problems of Communication in Developing Countries
Kincaid & Cushmar: Communication Theory: Eastern & Western Perspectives.

(See Appendix for more)
Paper 302: Communication Research Methods and Applications (Core)

Unit-I: Research methods in social sciences. Development of mass media research; Media research and scientific method. Types of research: Basic, applied, formative, processual, evaluative, quantitative/ qualitative, action research, audience analysis, impact- effects and effectiveness studies; Research Process; Hypothesis, formulation of the problem, survey of literature, familiarisation with source materials like bibliographies, indexes, abstracts, monographs etc., rationale for the study. Use of Internet in research.

Unit-II: Elements of Research: Concepts and constructs, types of variables, reliability and validity. Research Methods: Experiments, Survey, case studies, observations, content analysis, longitudinal studies, historical studies. Levels of measurement – nominal, ordinal, interval, ratio , scaling (Thurstone, Guttman, Likert, Semantic Differential), research design

Unit-III: Sampling procedures- universe, population, and sample. Probability & non-probability sampling procedures, types of sampling methods - sample size, sample error, sample weightage Tools of data collection: Questionnaires, interview schedules, observation schedule, categorisation and measurement of content.


Unit-V: Areas of Research: Mass media analysis, research in print, audio visual media, advertising, public relations, corporate communication, Internet and Social Media. Research in media effects: Anti-social and pro-social effects. Media research institutions. Current Communication research in India and problems. Online surveys and poll surveys.

(See Appendix for reading list)
Paper 303: Information and Communication Technologies and New Media (Core)

Unit-I: Information and Communication Technologies & and New Media, Evolution of ICTs and New Media, Characteristics, Traditional media giving way to ICTs/ New media; Origin and growth of World Wide Web and Internet basics - components, technology- protocol, structure, governance, uses, accessibility; Internet Service Providers (ISPs), bandwidth. Internet in India – status, developments and problems.

Unit-II: Information revolution, Concept of Information society - Frank Webster and Daniel Bell, Network Society - Castells; Anthony Giddens – the idea of surveillance society, Post modernism and Information society; Regulation School Theory - Herbert Schiller on Information and market; Habermas on information and democracy, Virtual Public Sphere, Democratization of information, Digital Divide

Unit-III: Theories of Social media – Revisiting Diffusion of Innovation, Social Exchange, Social penetration, Social Presence, Electronic Propinquity theories; Social media and their impact on radio, TV and newspapers. Public participation and new media; networked societies. Interactivity redefined; credibility of internet information; isolation and connection role and effects of new media. Public discourse and public participation, political uses of new media. Social change communication and new media, Civil Society and New Media; new media and popular culture; and/or new media and networked activism.

Unit-IV: New Media and Society - New media and new audience, New media and the prospects for democracy Internet as alternative source of information in non-democratic states, New media route to development- e-governance, e-commerce, informatization, technopolis/agglomeration, social construction of technology; Customized content; Impact of new media on communication, law, art, political science, history, science, Game Theory, economics, international relations and rhetoric;

Unit-V: Internet Security and Privacy Policy. Net neutrality, Ethical hacking, information and knowledge share, internet and freedom of expression. Internet Regulation in different countries; Cyber laws. ICANN, ITU, ISOC, WSIS, IGF.

(See Appendix for reading list)
Paper 304 (A): Electronic Media-I (Elective)


(See Appendix for reading list)
Paper 304 (B): Print Media–I (Elective)


Unit-III: Magazine Desk- Planning pages, features, articles, freelancers, columnists, pictures, Planning special supplements and pullouts. Trends in Sunday magazines, special sections; Magazine editing; Editing Tabloids, Concept of WED (Writing, Editing and Designing) in newspapers and magazines. Editing online news: Editing for digital devices, Value of showing a story, Data visualization, selecting pictures and working with videos, types of infographics, Data and distortion. Structuring online stories. Search Engine Optimisation.

Unit-IV: Press sociology: Journalism as social construction of reality; Journalism and socio-cultural change in India. Press freedom and national interest. Sources of threat to the Freedom of the Press; Critical studies on India press. Changing audience, economics, technology and the future of newspapers.

Reading List
Kreighbuan: Facts in Perspective
MacDougall: Interpretative Reporting
Robin Jeffrey: India’s Newspaper Revolution
Click & Baird: Magazine Editing and Production
Evans: Editing and Design, Vol-V
Turnbull and Baird: The Graphics of Communication
Evans: Pictures on a Page: Photo Journalism
Jaiswal: Editing and Production Manual
Melcher and Larrick: Printing and Promotion Handbook
Cecilia Friend and Donald Challenger: Contemporary Editing

(See Appendix for more)
Paper 305: Freelance Journalism (Inter-Disciplinary)

Unit-I: Writing Process: Looking for story ideas, Planning, generating material, organizing material, selecting appropriate format, draft and edit-language elements etc. Different genres of media writing. Forms of Journalistic writing: News writing, column writing, article writing, feature writing, humour writing, editorial writing.


Unit-III: Writing for specialized audiences / magazines: General interest, and specialized magazines in niche areas – women, children, leisure, business, science and technology, fashion, travel etc., subjectivity in magazine writing. Reviewing art and culture. Writing on science and technology.

Unit-IV: Use of visuals in magazines, planning the editorial mix of a magazine – article, news stories, features etc., Trends in magazine publishing.

Unit-V: Freelancing/content development: Freelance writing – Choosing a topic, Identifying sources, gathering information, importance of rewriting, Slanting, Studying the requirements of magazines/newspapers, Marketing features, Content development for newspapers, E-Journals, On-line magazines. Blogging, Avenues for freelance marketing, and Basics of page make-up

Reading List
Tony Harcup: Journalism
Louisa Peat O’Neil: Travel Writing: See the World, Sell the Story
Terri Thompson: Writing about Business
James C. Foust, Holcomb Hathaway: Online Journalism
James Glen Stovall: Web Journalism
Matthew Ricketson: Writing Feature Stories
Mencher, Melvin: Basic News Writing
Chakravarthy: Cyber Media Journalism
Yudkin, Marcia: Freelance Writing For Magazines and Newspapers
Venkateswaran, R.J.: How to Excel in Business Journalism
Ward, Mike: Journalism Online
Semester IV

Paper 401: Socio-Economic Affairs (Core)

Unit-I: Basic understanding of the Indian Constitution – Federalism, Secularism, Functioning of the Parliament and Legislative institution, State and Central Secretariats, Judiciary, Civil society, political parties and function of democracy, Election commission, CAG and other Constitutional offices; issues of Governance.

Unit-II: Understanding of Society, social justice, civil liberties, human rights, issues of deprivation, social structure, gender issues, Welfare State, Empowerment of marginalized sections.

Unit-III: Policy issues, social sector policies-education, health, poverty, employment, demographic dividend, environmental policy, economic policy, developmental issues, legal entitlement for citizens.

Unit-IV: Understanding of Indian Economy, growth, inflation, sectoral trends-agriculture, industry, services, financial inclusion, budget making, Planning, Human Development, Macro-economic indicators and concepts, trade issues.

Unit-V: Contemporary social, political and economic issues, foreign policy, international institutions like UNO, WTO, Current national and international issues.
Paper 402: Development and Rural Communication (Core)

Unit-I: Concepts of Development and underdevelopment - theories and models of development - Dominant paradigm, modernisation, empowerment, participation, sustainable development etc. Concept and critique of HDI. Development as a right, intervention of civil society organizations, NAPM, MKSS.

Unit-II: Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, Millennium Development Goals.


Unit-IV: India’s rural scene, rural social structure, social change, patterns of rural communication, oral, informal and interpersonal communication. Traditional and folk forms, Barriers and accelerators to change.

Unit-V: Extension – nature, concept and characteristics of communication, structure of extension networks in India, Andhra Pradesh. Methods of extension- exhibitions, visual aids, training and visit system, case studies in extension. Krishi Vignan Kendras.

Reading List
O.P. Bhatnagar: Education, Communication and Development
Melkote: Communication for Development in Third World Countries
K.N. Singh & S.N.Singh: Effective Media for Rural Audience
P.R.R. Sinha: Communication and Rural Development
B. Balaswamy: Communication for Sustainable Development
J.B. Ambedkar: Communication and Rural Development
L.Vinod Kumar: Rural Development in India
Shyam Parmar: Traditional Folk Media in India
R.K.Samanta: Development Communication for Agriculture.
Alan Hancock: Technology Transfer and Communication
Kurukshtetra, Village, Journal of Rural Development, Social Action
Paper 403: Digital Journalism (Core)

Unit-I: Online / Convergent journalism- characteristics- integrating text, audio, video, infographics, power points, slides, image and video formats; Tools - hangouts, video on demand, internet radio and web TV, Twitter, what’s app, skype, hike;

Unit-II: New roles of journalists in the digital era- producer, visualiser etc; Citizen journalism/ User Generated content- Social media and journalism: Youtube, Face book, Twitter, Crowd sourcing--issues of veracity and credibility, Social media use by the Central/State Governments and guidelines.

Unit-III: Role of Online readers vs role of audience members of traditional media - Web-based newspapers, Content planning Interactive storytelling, audience analysis, news groups.

Unit-IV: Web page elements, page architecture, design and layout. Internet newspaper editions.

Unit-V: Ethical dilemma in Digital journalism vis-a-vis ethics and media law in mainstream media. Professionalism in digital journalism versus professionalism in mainstream media and its implications for journalists and online readers.

Reading List

Christensen, C. Anthony, S. Roth, E: Seeing What’s Next: Using the theories of innovation to predict industry change
Fenton, Natalie. New Media, Old News: Journalism and Democracy in the Digital Age.
Gillmor, D., We the Media; Grassroots journalism by the people, for the people.
Negroponte, Nicholas. Being Digital.
Scott, B. A Contemporary History of Digital Journalism. Television and New Media 6 (1) pp. 89-126
Shirky, Clay. Here Comes Everybody.
Paper 404 (A). Electronic Media – II (Elective)


Unit-II: Types of News presentation — Studio and field, live and recorded. Phone-ins, discussions. Types of packaging. Types of news bulletins. Organising a news bulletin, time management, hard news, soft stories, news capsules, panel production, archiving and copyright.


Reading List
B.N. Ahuja: Audio-Visual Journalism
Thota Bhavannarayana: Television Journalism
Welsch: Handbook for Scriptwriters
Brown, Lewis: A.V. Instruction
Millerson: Effective TV Production
Hilliard: Writing for Television and Radio
Zetl, Herbert: Television Production
Mc.Leish, Robert: Techniques of Radio Production
Domaggio: How to Write for Television
Chatterji, P.C.: Broadcasting in India
Samuel, Paddy: Broadcast Talk
Mahmood: The Kaleidoscope of Indian Cinema
Reiz & Miller: The Technique of Film Editing
Paper 404 (B): Print Media – II (Elective)


Unit-III: Reporting conflicts and rights. Challenges in reporting conflict, human rights, child rights, gender, social exclusion; humanitarian rights; Pitfalls to avoid. achieving balance, attribution, verification from multiple sources, avoiding bias and stereotyping. NHRC, NCW, NCPCR. Reporting war – guidelines, propaganda. Issues of information control and embedded journalism.


Reading List
Kaushik Basu: *Concise Oxford Companion to Economics in India*
Chris Roush: *Show Me the Money*
Winkler: *The Bloomberg Way: A Guide for Reporters and Editors*
Keith Hayes: *Business Journalism*
Barbara Gastel: *Health Writers Handbook*
*Science for Social Revolution* by Kerala Shasthra Sahitya Parishad
*Science and Technology in India* by Spectrum Books
Paper 405 (A) Project Report (Elective)

- Electronic Media students should submit a radio/TV Production under the guidance of any faculty member. Along with production, a written process document is to be submitted.
- Print media students should submit a project report on research related to communication and allied subjects.
- Film Studies students should submit a documentary / fictional film. There will be 100 marks for the Project (25 internal for class presentation and 75 for final presentation).

Paper 405(B): Writing for Advertising and Public Relations (Elective)

Unit-I: Introduction to persuasive writing -- Copy writing - Types of Copy, Types of Layout, Design and production of advertisements - print, radio, television, digital media (Websites, Facebook, Linked in, Twitter, Blogs). Writing copy for print media – newspapers and magazines – positioning of ads in newspapers – positioning of ads in magazines – magazine sizes – e-magazines

Unit-II: Writing for broadcast media  ads (Radio/TV) Differences in writing for the ear vs. the eye... basic principles of writing for the ear, and formats for the broadcast release - Script writing for Radio and Television – story board –visualization – conceptualization – treatment – post-production process – types of ads (Genres -testimonials, endorsements, drama and so on); jingles, spots, commercials, promos, Broadcast Release, Video News Releases, VNRS, filmscripts, presentations, visual treatments... how do news outlets use your PR submissions.. new technologies in PR.

Unit-III: Introduction to PR - Writing for diverse audiences- Planning and production of Newsletters, Backgrounders and Position Papers, annual reports -house journals; Recording minutes – feature articles, blog posts, brochures; Speeches and Presentations - mechanics of organization... making brief remarks, presentations, formal speeches; Press Release Basics-news angle... Pre-writing and Planning your Message -outlining, clustering and other ways of organizing information... crafting the message... the importance of revisions and redrafts.(for different sectors - financial, entertainment, political, economic, pharmaceuticals) – briefing documents; Pitching Stories and Interviews... essentials for interviews... research tools. Memos, pitch letters and confirmation letters "scripting" the interview... General principles established to emails, writing for the web.

Unit-IV: Writing for Nonprofits, Generating News Coverage for your Cause, Pitching Your Cause: Effectively Working with the Media to Spread Your Story.
Pre Press process. Estimating copy, Preparing estimates for production based on types of paper. Selection of the printing process etc.

**Reading List**
Thomas H. Bivins: *Public Relations Writing*
Doug Newsom and Jim Haynes: *Public Relations Writing: Form & Style*
Dennis L. Wilcox: *Public Relations Writing and Media Techniques*
Aronson, Spetner and Ames: *The Public Relations Writer's Handbook*
Marsh, Guth and Short: *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More.*
Appendix

Paper 104 (A) Advertising

Belch & Belch: Advertising and Marketing - An Integrated Marketing Communications Perspective
Spurgeon: Advertising and New Media
Gillian Dyer: Advertising as Communication

Paper 104 (B) Social Sciences

Principles of Political Science, A C Kapoor.
Principles of Political Science, Pearson.
Sociology - T.B. Bottomore.
Sociology Themes & Perspectives - Haralambos & Holborn
Constitution of India by DD Basu
Indian Administration - Ramesh K. Arora & Rajni Goyal.
Indian Administration - S.R. Maheswari.
Local Government - S.R. Maheswari.
Development as Freedom, Amartya Sen
Indian Economy by Omkarnath
Indian Economy Dutt and Sundaram
Indian Govt. and Politics – Johan

Paper 204 (A) Integrated Marketing Communication

Spurgeon: Advertising and New Media
CII-PWC Report
FICCI-KPMG Report
Gillian Dyer, (1982): Advertising as Communication
Hayden Noel, (2009): Consumer Behaviour
Leon Quera: Advertising Campaigns
Lucas &Britt: Measuring Advertising Effectiveness
Luch, and Taylor: Marketing Research
Mehta: Indian Consumers
O.S.Tolley: Advertising and Market Research
Singh Upadhyay &Tandon: Advertising with special reference to India
Subroto Sen Gupta: Cases in Advertising and Communications Management in India
Terence A. Shimp, (2007): Advertising and Promotion and other aspects of
Integrated Marketing communications
Tony, Yeshin, (1998): Integrated Marketing Communications
Wright & Warner: Advertising

Paper 204 (B) Publishing

John Lewis: Typography - Design and Practice
Frederic Emery Davis, John A. Barry: Desktop Publishing
Kip Hampton: XML Publishing with Ax Kit

Paper 205 (A) Public Relations

Roy: Corporate Image in India
Sahai: Public Relations – A Scientific Approach
Philp Lesley: Handbook of Public Relations
Cutlip & Center: Effective Public Relations.
Ravindran: Handbook of Public Relations.
Ahuja and Chandra: Public Relations.
Sam Black: Practical Public Relations
Paul Argenti: Corporate communication (3rd edition)
Dan Lattimore: Public relations the profession and the practice
D. Breakenridge: PR 2.0 New Media, New Tools, New audiences

Paper 205 (B) Magazine & Photo Journalism

Hoy: Photo Journalism: The Visual Approach
Roland E. Wolseley: Understanding Magazines
Richard Geham: How to write and sell magazine articles
Roy Paul Nelson: Articles and Features.
Jason Whittaker: Magazine Production
Paper 301 Communication Theory & International Communication

Joseph Dominich: The Dynamics of Mass Communication
Gerald Miller: Interpersonal Communication
Defleur & Ball Rokeach: Theories of Mass Communication.

Paper 302 Communication Research Methods & Applications

Budd, Thorpe, Donohew: An Introduction to Content Analysis
Lindsay, Robert: Handbook of Social Psychology Vol.I
Chaffee: Political Communication: Issue and Strategies for Research
Hirsch, et.al: Strategies for Communication Research
Wimmer & Domnick: Mass Media Research
Kerlinger: Foundations of Behavioural Research
Kline and Tichenor: Foundations of Behavioural Research
Sadhu & Singh: Research Methodology in Social Sciences
Stempel & Westley: Research Methods in Mass Communication
Moanen, Van: Qualitative Methodology

Paper 303 ICT and New Media

Leah A. Lievrouw & Sonia Livingstone: The Handbook of New Media
Albarran and Goff: Understanding the Web
Crispin Thurlow, Laura Lengel: Computer Mediated Communication
Balan K.R.: Conspicuous in Information & Communication
Ghosh, Avik: Communication Tech. & Human Development
Jones, Steve: Doing Internet Research
Albarran, Allan B,Goof,David H: Understanding the web
Neth, Shyama: Assessing the state of Web Journalism
Syed, M.H: Journalism and Information Technology
Hassan, Robert: The information society
Frank Webster: Theories of Information Society
Paper 304(A) Electronic Media

Millerson, Gerald: Effective TV Production
Hilliard: Writing for Television and Radio
Zettl, Herbert: Television Production.
B.N.Ahuja: Audio-Visual Journalism
Welsch: Handbook for Scriptwriters
Thota Bhavannarayana: Television Journalism

Paper 304(B) Print Media

Mass Communication Theory, by Dennis McQuail, Sage.
Headlines from the Heartland, by Sevanti Ninan, Sage
Practising Journalism, Ed. by Nalini Rajan, Sage.
The Hoot Reader: Media Practice in 21st century, by Ninan & Chatterji.
Jones: How to Prepare Professionally Designed Brochures
Faculty members

Prof. K. Nageshwar
Prof. Karnam Narender
Prof. K. Stevenson
Prof. B. Balaswamy
Dr. T. Sathish Kumar

Assistant Professors (Contract)
Ms Y. Nirmala
Ms C.L. Pramoda
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Course Handbook
2017-18 onwards

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