

**ANDHRA PRADESH COMMON CORE (CBCS) SYLLABUS
SRI KRISHNADEVARAYA UNIVERSITY,
ANANTHAPURAMU
III B.A. JOURNALISM, VI Semester
(2017-18 Regulations)**

**General Elective
Semester –VI (Paper-7)
Human Rights and Media**

Unit I:

Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights – UN high commissioner for human rights – International coverants on human rights

Unit II:

Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration

Unit III :

International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel , inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty

Unit IV:

Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India – NHRC – SHRC – Human rights courts in districts

Unit V:

Human rights and media – Newspapers – TV and Films – Agenda setting – Framing of issues – Newsworthiness - Assessment of reports – Reporting and writing of human rights report

Suggested Reading

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



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CLUSTER ELECTIVE A1

1. Radio Journalism

Unit I:

Radio as a medium- Radio as a medium of mass communication in today's context - Characteristics of radio - Limitations of radio

Unit II:

Different modes of transmission & stations - Three Modes of transmission: AM, SW and FM - Different types of radio stations

Unit III:

Radio journalism- Meaning & Definition -Qualities of an anchor/presenter - Importance of pronunciation & voice modulation

Unit IV:

Radio Formats - Meaning & Importance- Radio news - Radio talks - Radio features

Unit V:

Practical training in radio production- Preparation of audio brief - Write news for radio - Write a feature for radio -Write questions for a radio talk- Research and drafting of questions for interview.

Suggested Reading

- P. C. Chatterji (1987). *Broadcasting in India*. New Delhi: Sage Publications
- U. L. Barua (1983) *This is All India Radio- a handbook of radio broadcasting in India*. New Delhi: Publications Division
- Mehra Masani (1976) *Broadcasting and the people*. New Delhi: National Book Trust
- H. R. Luthra (1986). *Indian Broadcasting*. Publications Division, Ministry of Information and Broadcasting, Govt. of India
- G. C. Awasthi (1965). *Broadcasting in India*. New Delhi: Allied Publishers
- Vanita Kohli-Khandekar (2010). *The Indian media business*. New Delhi: Sage Publications
- Sharafat Yar Khan (1993) *Fundamentals of broadcasting- A Broadcaster's Companion*. New Delhi: Ideal Impressions (P) Ltd.
- Vyas R. V. (2002). Educational radio in India, *Turkish online journal of education July 2002 Vol. 3 Number 3*
- Singh M. (1999). Role of radio is more vital today, *Communicator: July- September 1999 pg 53-56*
- <http://www.allindiaradio.org>



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CLUSTER ELECTIVE A2

2. Television Journalism

UNIT I:

Television as medium of mass communication – Video revolution Origin and growth – Characteristics — Doordarsan origin and Growth in India – SITE - of Stages in TV programme production – Audience

UNIT II:

Types of TV Programmes - TV News – Principle Code - News telecast technique – Programmes for special audience – Women – Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics

UNIT III:

Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization – DTH TV – HD TV

UNIT IV:

Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays.

UNIT V:

Studio operations: Sound and acoustics – Microphones –Lighting – Floor planning – Duties of the TV crew - Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmes – Role of producer and News presenter — Tapes and recording – different formats – dubbing - Cameras – Lenses – Basic shots – Movements – Video editing

Suggested Reading

Vasuki Belavadi. (2008). *Video Production*, New Delhi: Oxford University Press.
Stuart Hyde (1998). *Radio and Television Announcing*, New Delhi: Kanishka Publishers.
Chatterji P. C. (1991). *Broadcasting in India*, New Delhi: Sage Publications.
Saksena Gopal (2000). *Television in India: Changes and Challenges*, New Delhi: Visas Publications.
Chapman, Jane and Marie Kinsey (eds.) (2009). *Broadcast Journalism: A Critical Introduction*, London New York: Routledge.

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CLUSTER ELECTIVE A3
3. Media Issues

Unit I:

Indian Press- Types of ownership pattern – Advantages and disadvantages- Newspaper registration process– Registrar of Newspapers of India- Structure and duties newspaper circulation– Readerships surveys – Audit bureau of circulation-Advertising policy of Government of India- Indian newspaper society- origin and present status.

Unit II:

Press commissions – Recommendations first press commission - second press commission-recommendations- Wage policy - Wage boards-Indian working journalists' movement- Indian press-expansion of newspapers-circulation strategies- import of newsprint- Foreign direct investment in print media.

Unit III:

Autonomy of radio and television in India-Committees of Information and Broadcasting ministry-Chanda-Vergheese- Varadhan committees- PrasarBharthi- Liberalization of airways.

Unit IV:

Privatization of radio-FM radio in India-growth of FM radio-business trendscontent in FM radio-broadcasting news and issues in FM radio- Community radio in Indiaguidelines –content-present status of community radio/campus radio-the future of community radio.

Unit V:

Television – Private TV – Uplinking and down linking policy of government of India.-Cable TV- DTH- Internet protocol television (IPTV)-TV ads. Regulations- Digital television-TRP ratings-Television regulatory authority of India.

Suggested Reading

Herbert Lee: *Newspaper Organization and Management*. New Delhi: Surjeet publications
P.C.Chatterji (1988).*Broadcasting in India*. New Delhi. Sage Publications
MehraMasani (1986); *Broadcasting and the people*. New Delhi. National Book Trust.
Reports of Information and Broadcasting Ministry.
First press commission Report , Vol I & II.
Second press Commission Report Vol I & II.
VanitaKohli (2010) *The Indian media Business*: New Delhi: Sage
Ravidra Kumar (2014). *Three scores and fifteen*. New Delhi: Indian Newspaper Society
Publication

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MODEL
Cluster Elective A
Journalism
Time:3 Hours
Marks:75

QUESTION PAPER
1. Radio

Max.

5x5=25

Marks
Part-A

Answer any Five questions.
Each question carries Five(5) Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

5x10=50 Marks

Part-B

Answer the following questions.
Each question carries Ten (10) Marks

9(a)

(or)

9(b)

10(a)

(or)

10(b)

11(a)

(or)



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11(b)

12(a)

(or)

12(b)

13(a)

(or)

13(b)