



K.S.N GOVT. DEGREE COLLEGE FOR WOMEN

An ISO Certified & Autonomous Institution

Affiliated to Sri Krishnadevaraya University - Anantapuramu - A.P - 515002



NAAC

(3.15/4.00)

A
Grade

3rd Cycle

DEPARTMENT OF JOURNALISM

MINUTES OF BOARD OF STUDIES MEETING

(As per the new regulations of APSCHE w.e.f. 2023-2024)

Date: 10th October, 2023

BA, -JournalismMinor:

Curriculum and Question Paper Pattern





K.S.N GOVT. DEGREE COLLEGE FOR WOMEN

An ISO Certified & Autonomous Institution

Affiliated to Sri Krishnadevaraya University - Ananthapuramu - A.P - 515002

AGENDA:

- To review the curriculum as prescribed by APSCHE with effect from Academic Year 2023-24
- To discuss whether changes are required in the curriculum
- To discuss and propose the criteria and pattern of internal assessment
- To discuss and propose the pattern of external assessment
- To offer value added Add On and Certificate Courses
- Any other subject with the permission of the Chairperson
-

Constitution of the Board of Studies in Journalism

Sl.No	Name& Designation	Acted as	Signatures
1	B.Sunitha in Journalism, K.S.N Government Degree for Women College Ananthapuramu	Chair Person	B.Sunitha
2.	B.Akkalappa Lucturer in Journalism GDC Men ANANPAPUR	University Nominee	B.Akkalappa
3	Dr. T ShyamSwaroop Prof. in Journalism Yogi vemana university	Subject Expert	—
4	Dr V .Sunitha Yogivemana university	Subject Expert	Dr. V. Sunitha
5	B.s Bhaskar Nandutimes Editor	Industrialist	B.S. Bhaskar
6	E Karuna sree	Alumni	E. Karuna Sree

B.Sunitha

B.Akkalappa

Dr. V. Sunitha


B. Karuna Sree

**KSN GOVERNMENT DEGREE COLLEGE FOR
WOMEN (A) ANANTAPUR
Board of Studies Meeting 2023-24
Department of Journalism**

Resolutions:

The members of BoS in Journalism met on 10-10-2023 in the Department of Journalism, KSN GDC for Women (A), under the chairmanship of B. Sunitha, Chairperson of the BoS of Journalism Department and discussed the proposals on the curriculum and examination pattern for the BA Journalism II Semester. BA Journalism Minor Course Semester II History of Mass Media the following proposals are submitted as a part of the agenda for the consideration and approval by the honorable members of Board of Studies.

1. Considered and approved the syllabus for BA Journalism Minor Course II Semester History of Mass Media along with the model paper proposed by the Department.
2. Considered and approved the syllabus and model paper for the Certificate Course titled Report Writing for Newspapers
3. Considered and approved the question paper pattern for BA. Journalism Minor in Semesters II, It is approved that the external examination shall be for 60 Marks (Pass marks: 25), and weightage for the internal assessment is 40 marks (Pass Marks: 15).
4. Considered and approved the decision to conduct as many student activities centric as possible.
5. Considered and approved all the Proposed Activities of the Department of Journalism for 2023-24.


E. Karunasree



Dr. V. Sureshtha

1	B.Sunitha In Journalism, K.S.N Government Degree for Women College Ananthapuramu	Chair Person	B. Sunitha
2.	B.Akkalappa Lucturer in Journalism GDC Men ANANPAPUR	University Nominee	B.Akkalappa
3	Dr. T Shyam Swaroop Prof. In Journalism Yogi vemaana university	Subject Expert	—
4	Dr V .Sunitha Yogivemaana university	Subject Expert	Dr. V. Sunitha
5	B.Bhaskar Nandutimes Editor	Industrialist	B. Bhaskar
6	E Karuna sree	Alumni	E. Karuna sree

B.Akkalappa

B.Sunitha

E. Karuna sree

Dr. V. Sunitha

B. Bhaskar

**ALLOCATION OF CREDITS TO COURSES OFFERED
KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN (A)
ANANTHAPURAMU
DEPARTMENT OF JOURNALISM**

Sl.No	Semester	Course	Title of the Course	Hour s/week	Credits	IA	EA	Total
Journalism								
1	I	1	History of Mass Media	4	3	40	60	100
2	II	2	Certificate Course-Report Writing for News Papers	4	3	20	30	50

B. M. V.

(B. M. V.)

Dr. V. Suneetha

B. Karuna Sree

B. M. V.

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN (A)
ANANTHAPURAMU
DEPARTMENT OF JURNALISM-2023-2024
Course Objectives and Outcomes

SLno	Course	Title of the Course	Semester	Objectives & Outcomes
Journalism				
1	II	History of Mass Media	II	<ol style="list-style-type: none"> 1. To understand the myriad facets of Journalism in the world 2. To acquire clear perspective about the historicity associated with the subject. 3. To understand the subject at international, national and regional level. 4. To comprehend the basic terminologies. 5. To identify the role of Press in pre-Independent India
2	I	Certificate Course-Report Writing for News Papers		<p>Conventional style: the inverted pyramid: What is most important?</p> <p>Choice of one Word for focus</p> <p>lead of a news story</p> <p>Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing</p>

By

(P.D.)

Dr. V. Chennappa

B. S.

B. Karuna Sree

ANNEXURE -I
Recommended Question Paper Patterns and Models
K.S.N Government Degree College for Women (A)
QUESTION PAPER PATTERN FOR SEM II (Minors)

Time:3 Hrs Max.Marks:60

PART-A

Answer any Five questions. Each question carries 4marks. 5X4 = 20M.

1. From UNIT-I
2. From UNIT-II
3. From UNIT-III
4. From UNIT-IV
5. From UNIT-V
6. From UNIT-I to V
7. From UNIT-I to V
8. From UNIT-I to V

(Two questions from each Unit I ,II, III and One from each unit IV &V)

PART-B

Answer ALL questions. Each question carries 8 Marks. 5X8 = 40M

9. (a)

(Or)

(b)

10. (a)

(Or)

By... (Signature)

E. Karunasree
(Signature)

Dr. V. Sencetha

(b)

11. (a)

(or)

(b)

12. (a)

(or)

(b)

13. (a)

(or)

(b)

(Set ONE question from each Unit-I, II, III, IV, V with Internal choice)

1	B.Sunitha. K.S.H Government Degree College Ananthapuramu	Chair Person	B.Sunitha
2	B.Akkalappa Lecturer in Journalism GDC Men ANANPAPUR	University Nominnee	B.Akkalappa
3	Dr. T ShyamSwaroop Prof. In Journalism Yogi vermana university	Subject Expert	—
4	Dr V .Sunitha Yogivernana university	Subject Expert	Dr. V. Sunitha
5	B.Bhaskar Nandutimes Editor	Industrialist	B.Bhaskar
6	E Karuna sree	Alumni	E. Karuna sree

B.Akkalappa (B.Sunitha) E. Karuna sree B.Bhaskar Dr. V. Sunitha



ANNEXURE - II

INTERNAL ASSESSMENT EXAM PATTERN (CIA)

1. There will be two Internal assessment examinations of 20 and 15 marks each.
2. The Internal assessment in order to ensure the description of the abilities and other qualities a course seeks to develop will be tested in form of CIA.

S.No	Type of Assessment	Weightage Assigned
1	Assignments	5
2	Project-Work/Seminar/Group Discussion,/Role play /Quizzes/Presentations	5
3	Cleaning, Greening and Attendance	5
4	Testing of knowledge through Mid-term examinations (Mid -1 + Mid -2)	20+15
	Total	50

The marks Obtained by a Student for 50 Marks total of (Two Mid Exams for 35, Assignments 5, Class Room Activities 5, Clean & Green and Attendance 5) shall be Scale down to 40 Marks

RYW:  BB 
Dr. V. Juncetha
B. Karanma Smer

1	B.SUNITHA.in JOURNALISM,K.S.N Government Degree College Ananathapuramu	Chair Person	B S
2.	B.AkkalappaLecturer in Journalism GDC Men ANANPAPUR	University Nominee	B S
3	Dr. T ShyamSwaroopProf. In Journalism Yogi vemana university	Subject Expert	—
4	Dr V .Sunitha Yogivemana university	Subject Expert	Dr. V. Sunetha
5	B.Bhaskar Nandutimes Editor	Industrialist	B S
6	E Karuna sree	Alumni	E. karuna sree

B S

(B S)

E. karuna sree

Dr. V. Sunetha

B S

ANNEXURE – III
K.S.N Government Degree College for Women (A)

SEMESTER-II COURSE II: History of Mass Media

Theory

Credits: 3

4 hrs/week

Objectives & Outcomes

By the end of the course the learner will be able to:

- To understand the myriad facets of Journalism in the world
- To acquire clear perspective about the historicity associated with the subject.
- To understand the subject at international, national and regional level.
- To comprehend the basic terminologies.
- To identify the role of Press in pre-Independent India.

I. UNIT: Introduction to Mass Media

1. Mass Media: definition
2. Functions and characteristics
3. Types of mass media: professions
4. Journalism, PR and advertising

II. UNIT: History of Print Media

1. Print Media: history of printing
2. Indian print media
3. Growth & language media
4. Telugu print media: growth and trends

III. UNIT: History of Broadcast Media

1. a Broadcasting: history of broadcasting
2. Growth and regional radio and TV
3. Broadcasting in Telugu
4. growth and trends

IV. UNIT: History of Motion Pictures

1. Motion pictures: history of motion pictures
2. Indian motion pictures
3. Growth and regional cinema
4. Telugu motion pictures: growth and trends

BY 

B. Karanashree

Dr. V. Sureshtha

B. Sureshtha

V. UNIT: History of Digital Media

- 1 Digital and online media: history of digital and online media
- 2 Digital and online media in India
- 3 Growth and trends
- 4 Digital and online media in Telugu

I. Reference Books

1. Siebert, Peterson and Schramm. (1978). Four Theories of the Press. University of Illinois Press, USA.
2. Jeffery, Robin (2000). India's Newspaper Revolution. Oxford University Press, New Delhi.
3. Parthasarthy, Rang swami. (1989). Journalism in India. Sterling Publications Pvt. Ltd. New Delhi.
4. Mehta, D.S. (1982). Mass Communication and Journalism in India. Allied Publications, New Delhi.
5. Venkatramiah, Jus. E.S. (1987). Freedom of the Press - Some Recent Trends. B.R. Publications, Delhi.
6. Dash, A. (2010). Basic Concept of Journalism. Discovery Publishers, New Delhi.
7. R. Anand Sekhar. Journalism Charithravastha
8. S. C. Bhatt (1999): Indian press since 1955. New Delhi, Publication Division
9. Murthy DVR (2010). Gandhian Journalism, New Delhi, Kanishka Publishers.
10. Keval K Kumar. Mass communication in India. New Delhi: Jaico publications

V. Activities:

Co-Curricular Activities:

1. Projection of current scenario of the press.
2. Flowchart of newspapers in chronological order
3. Pictorial presentation of freedom fighters, social reformers and their newspapers.
4. Deconstructing the parts of newspaper.
5. Working on the theories of press with case studies.

TSYH

(B)

BB

Dr. V. Suresh

E. Karuna Sree

1	K.S.N Government Degree College Ananthapuramu - B SUNITHA	Chair Person	B Sunita
2	B.Akkalappa Lecturer in Journalism GDC Men ANANPAPUR	University Nominee	B.Akkalappa
3	Dr. T ShyamSwaroop Prof. In Journalism Yogi vemana university	Subject Expert	—
4	Dr V .Sunitha Yogivemana university	Subject Expert	Dr. V. Sunetha
5	B.Bhaskar Nandutimes Editor	Industrialist	B.Bhaskar
6	E Karuna sree	Alumni	E. KarunaSree

B.Akkalappa

B.Bhaskar


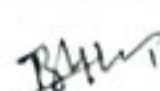

ANNEXURE - IV

Dr. V. Sunetha

E. KarunaSree

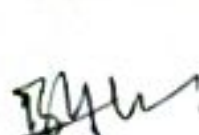


K.S.N Government Degree College for Women (A)
Proposed Panel of Examiners and Paper Setters

Dr. T ShyamSwaroopProf. In M C J, Ph.D., Journalism YVU KADAPA Cell:9848375467 Swaroopyvu2013@gmail.com	Dr V .Sunitha MCJ, Ph.D., YVU KADAPA Cell:9542067303 Sunitham294@gmail.com
B.Akkalappa Lecturer in Journalism GDC(A), Anantapur-9908085582 Sury.akkulappa@gmail.com	

1	B.sunitha in Journalism, K.S.N Government Degree College Ananthapuramu	Chair Person	B. 
2.	B.Akkalappa Lecturer in Journalism GDC Men ANANPAPUR	University Nominee	
3	Dr. T ShyamSwaroopProf. In Journalism Yogi vemana university	Subject Expert	—
4	Dr V .Sunitha Yogi vemana university	Subject Expert	Dr. V. Sunitha
5	B.Bhaskar Nandutimes Editor	Industrialist	
6	E Karuna sree	Alumni	E. Karuna Sree

ANNEXURE – III

K.S.N Government Degree College for Women (A)



E. Karuna sree
Dr. V. Sunitha
B. 

SEMESTER-I COURSE 1: Report Writing for News Papers

Theory

Credits: 3

4 hrs/week

KSN GOVT. DEGREE COLLEGE (W), ANANTHAPURAMU
Particulars of add on course
DEPARTMENT OF JOURNALISM

YEAR (2023-2024)

Report Writing for News Papers

15 hours

UNIT-1

what is a report? reporting formats major types of reports newspaper or magazine reports business reports technical reports Reporting special events - Disasters and accidents - Crime - Sports - Budget - Courts - Legislature Reporting - Speech Reporting - Investigative Reporting - Science Reporting - Rural Reporting.

15 hours

UNIT-2

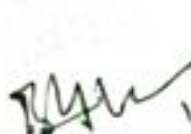
What is report writing? report writing: things to keep in mind structure of report writing report writing formats magazine vs newspaper report writing format Editorials, Columns, Cartoon and Caricatures, Special pages, Supplements and Tabloids. Magazines in Telugu

15 hours

UNIT-3

Kinds of reporting: Investigative reporting, in-depth reporting, interviewing: principles and techniques; types: news interview, Assignment Reporting; Beat reporting; political reporting, education reporting, environment reporting, religious reporting, speech reporting, cultural reporting, sports reporting, parliament reporting, court reporting, crime reporting, and war reporting.

KSN GOVERNMENT DEGREE COLLEGE FOR WOMEN'S





E. Karuna Sree

Dr. V. Sureshtha

B.S.

DEPARTMENT OF JOURNALISM
ADD-ON -COURSE

Questions paper

Marks

10×5=50

I .Answer any five questions

1. Explain the News processing techniques and applications
2. Explain the principles of news writing
3. What is a report?reporting formatsmajor types of reportsnewspaper or magazine reports
4. What is report writing?report writing things to keep in mindstructure of report writingreport writing formats
5. Explain the report writing format for class 10th to 12threport writing example
6. Explain the types of headlines, elements of headline writing
7. Explain the types of news writing, language
8. Explain the Techniques of writing news stories

B4h.

(B)

E Karuna Sree

Dr. V. Sureshtha

B8