

ANDHRA CHRISTIAN COLLEGE :: GUNTUR  
(Day, Evening & P.G.)  
**NOTICE**

Date : 03.08.2018

All the M.A.Students (Final) are hereby informed to submit their names for the Certificate Course on "*Journalism and Mass Media*" for the academic year 2018-19 to the H.O.D, Department of English on or before 13.08.2018. The Course will commence from 20.08.2018 and the duration of the course is 30 days.

  
H.O.D.

Dept of English (P.G)

**K.E. JEEVAN JYOTHI**

M.A., M.Phil

HEAD, P.G. Dept. of English

ANDHRA CHRISTIAN COLLEGE

GUNTUR

Copy to:

1. The Office Manager, Andhra Christian College.
2. The Office Manager, Andhra Christian College.

  
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ANDHRA CHRISTIAN COLLEGE  
GUNTUR

**ANDHRA CHRISTIAN COLLEGE, GUNTUR**  
**Post Graduate Department of English**

**Certificate Course**  
**JOURNALISM AND MASS COMMUNICATION**  
**2018-2019**

**Programme Overview:**

The Certification Course on Journalism and Mass Media 40 hrs during the registered student's final year Post -Graduation. This course offers basic knowledge on Journalism and production work and theory to gain conceptual skills and artistic expression required to become practitioners in a social ,art and communication coverage engaging in diverse platforms.

**Objectives.**

1. To impart knowledge of Journalism and Mass Communication to prepare the students to choose career in Journalism and Media. To encourage develop creative and innovative abilities to apply solutions to meet challenges .
2. To equip students with skills required to face real life situations of media world,
- 3 To produce graduates with strong academic with strong academic knowledge and professional skills so they are prepared to join a media related profession
4. To produce graduates who will contribute positively to society
5. To produce graduates to be leaders in mass communication and social development
6. To produce graduates to be leaders of the society with a sense of high morality, advanced skills and insightful attitudes

## **AIMS**

- Due to the changing environment in mass media, in which the boundaries of each traditional medium such as newspaper, radio and television have been integrated online. This programs will prepare students to enter the field of new media in the new globalized world .
- The program aims to produce graduates with the necessary and advanced knowledge in communication preparing them to be the leaders in communication.
- Preparing them to be the leaders in mass communication with morality ,creativity, insightful attitudes and other necessary related skills particularly ,English language skills.
- Focusing on concepts theories and professional practice in digital lab and studio ,students are taught to think and analyze issues critically ,and gain a comprehensive understanding in their field.
- The goal is for graduates to apply their knowledge and contributes to helping develop society in a positive way.

## **Course syllabus**

**Component- I Basics of journalism and mass communication**

**Component II News writing and reporting**

**Component III Editing and copy editing**

**Component IV Mass communication theories**

**Component V Online journalism and social media**

**Component VI Advertising**

*K.E. Jeevan Jayothi*

**K.E. JEEVAN JYOTHI**  
A.M.Phil  
HEAD, P.G. D of English  
**ANBHRA CHRISTIAN COLLEGE**  
**GUNTUR.**

## COURSE SCHEDULE

### JOURNALISM and MASS COMMUNICATION

Total Hours: 30 Hours

Sl.No	TOPIC	HOURS
1.	Introduction to Journalism & Mass Communication	2 hrs
2.	Print Media- I & II	4 hrs
3	Television Journalism & Production	4 hrs
4	Data Journalism	5 hrs
5	Web Journalism	5 hrs
6	Global Media & Politics	5 hrs
7	Media and Contemporary Issues	5 hrs

*K.R. Jeevan Jyothi*

**K.E. JEEVAN JYOTHI**  
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HEAD, P.G. Dept. of English  
ANDHRA CHRISTIAN COLLEGE  
GUNTUR.

*A. Anurag*  
PRINCIPAL  
ANDHRA CHRISTIAN COLLEGE  
GUNTUR

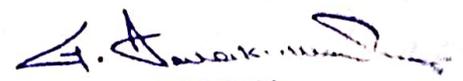
ANDHRA CHRISTIAN COLLEGE, GUNTUR, ANDHRA PRADESH

P.G. Department of English  
Certificate Course on  
JOURNALISM and MASS MEDIA  
MARKS REGISTER-2018-2019

Roll.No	Student Name	Max Marks 50	Marks Obtained	Remarks
1	Jaya Raju V	50	40	-
2	Vijaya Kumar. K	50	43	-
3	Sindhu. R.	50	41	-
4	Rajani Kumari V	50	45	-
5	Moulika G.	50	41	-
6	Avinash. P.	50	42	-
7	Rekha V.	50	40	-
8	Praveen Y	50	44	-
9	Toni G.	50	41	-
10	Raja Kumari R.	50	44	-
11	Singaiiah. P.	50	42	-
12	Kumar. P.	50	43	-
13	Sailaja P.	50	40	-
14	Vijay. K.	50	45	-

K. E. Jeevan Jyothi

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M.A., M.Phil.  
HEAD, P.G. Dept. of English  
ANDHRA CHRISTIAN COLLEGE  
GUNTUR.

  
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Andhra Christian College: Guntur

P.G. Department of English

Certificate Course on Journalism and Mass Communication

Student Attendance FINAL YEAR

2018-2019

August

September

October

S No	Name of the Student	Course	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Jaya Raju V. V.	M.A.E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2	Vijaya Kumar M.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3	Sindhu R.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	Raja Kumar V.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	Pratikha G.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	Avinash P.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7	Rexha V.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
8	Raveen Y.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
9	Doni G.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
10	Raja Kumar R.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
11	Singhiah P.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
12	Kumar P.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
13	Saigaja P.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
14	Vijay K.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

B. V. S. Prasad

Head  
Dept. of English

K. E. JEEVAN JYOTHI  
M.A., M.Phil  
HEAD P.G. DEPT. OF ENGLISH  
ANDHRA CHRISTIAN COLLEGE  
GUNTUR.

Principal  
A. Prasad  
PRINCIPAL  
ANDHRA CHRISTIAN COLLEGE  
GUNTUR

**ANDHRA CHRISTIAN COLLEGE, GUNTUR, ANDHRA PRADESH**

**JOURNALISM AND MASS COMMUNICATION**

**Certificate Course Examination**

**( 2018-2019)**

**Time:2Hrs**

**Max Marks:50mm**

**SECTION-A (2x5=10)**

1. What is the role of Journalism in Mass Communication?
2. What is the function of Mass Communication in Journalism?

**SECTION-B (4x10=40)**

1. What is Mass Communication?
2. What is Journalism?
3. What are the 7 C's of Journalism?
4. What are the 4 P's of Journalism?
5. Describe the history of Journalism and Mass Communication?

*K.E. Jeevan Jyothi*  
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1	Jaya Raju.V	M.AE	y	x	y	a	y	y	x	y	y	a	x	y	y	y	y	y	a	y	x	y	x	x	y	a	y	x	x	x	a	
2	Vijayakumar.K	"	a	x	x	y	a	y	x	x	x	x	y	y	y	a	y	x	x	x	x	x	y	x	x	x	x	x	x	x	x	
3	Sindhu R.	"	x	a	y	y	x	a	x	x	x	x	x	y	y	x	a	x	x	x	y	a	x	x	y	a	x	x	x	x	x	
4	Rajani Komari V	"	x	x	a	x	x	x	x	x	x	x	a	x	x	x	x	x	x	a	x	x	x	x	a	x	x	x	x	x	x	
5	Houlika.G.	"	y	y	x	y	x	a	x	y	x	x	x	x	x	x	x	x	x	a	y	x	x	x	x	x	x	x	a	x	x	
6	Avinash.P	"	x	y	a	x	x	y	x	y	a	y	x	x	x	y	a	x	y	y	x	x	x	a	x	x	x	x	x	x	x	
7	Rekha.V	"	y	x	x	x	a	y	x	x	x	x	y	x	a	x	y	x	x	y	a	x	x	y	a	x	y	a	y	x	x	
8	Praveen.Y	"	y	x	x	x	a	x	x	x	x	x	x	a	x	x	x	a	x	y	x	x	a	x	x	x	x	x	x	x	x	
9	Joni G.	"	a	x	y	x	x	x	y	a	x	x	x	x	y	a	y	y	x	y	x	x	x	a	x	x	x	x	x	x	x	
10	Raja Komari P.	"	x	x	x	x	x	a	x	y	x	a	y	y	x	x	a	y	x	x	x	x	a	x	x	x	x	x	x	x	x	
11	Singariah.P	"	a	x	x	x	x	x	a	x	x	x	x	x	y	a	x	y	y	x	x	a	x	x	x	x	x	x	x	x	x	
12	Kumar.P.	"	y	y	y	a	y	x	x	x	x	a	x	x	x	x	x	x	x	a	x	x	x	x	a	x	x	x	x	x	x	
13	Sailaja.P	"	y	a	x	x	x	a	x	x	x	x	x	x	x	x	x	x	a	x	y	x	a	x	x	x	x	a	x	x	x	
14	Vijay K.	"	y	a	x	x	x	x	x	x	x	a	x	a	x	x	a	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Signature of i/c Lecturer			Va																													

B. Vanipalle.

Head  
Dept. of English

*K.E. Jeevan Jyoti*

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M.A., M.Phil  
HEAD P.G. DEPT. of English  
ANDHRA CHRISTIAN COLLEGE  
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*A. Anasudha*

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"Ye shall know the Truth and the Truth shall set you free"

# Andhra Christian College::Guntur

(Day, II Shift & P. G.)

Accredited with A-grade by NAAC



Estd. 1885

## CERTIFICATE

This is to certify that Mr. / Ms. JAYA RAJU V.,

Class M.A. (Final), Regd. No. I has participated and successfully completed Certificate Course in *Journalism and Mass Media* conducted by the P.G. Department of English from 20-08-2018 to 15-10-2018 and obtained Grade 'A'.

*K.E. Neevan Jyothi*

*Coordinator*  
K. E. JEEVAN JYOTHI

M.A., M.Phil

EAD, P.G. Dept. of English

ANDHRA CHRISTIAN COLLEGE  
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Principal

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Estd. 1885

## CERTIFICATE

This is to certify that Mr. / Ms. Rajani Kumari. V.,  
Class M.A. (Finw), Regd. No. 04 has participated and successfully  
completed Certificate Course in Journalism and Mass Media conducted by the P.G. Department  
of English from 20-08-2018 to 15-10-2018 and obtained Grade 'A'.

*K.E. Jeevan Jyothi*

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M.A., M.Phil

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*Principal*

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