

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

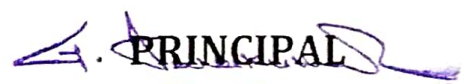
HEAD, P.G. Dept. of English

ANDHRA CHRISTIAN COLLEGE

GUNTUR

Copy to:

1. The Co-ordinator, IQAC Andhra Christian College.
2. The Office Manager, Andhra Christian College.


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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

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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

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A. Anurag Kumar

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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	-

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Andhra Christian College: Guntur
P.G. Department of English
Certificate Course on Journalism and Mass Communication

Student Attendance
 2018-2019

FINAL YEAR

August

September

October

No	Name of the Student	Course	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Taya Raju V.	M.A.	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2	Wagaku mar.	"	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
4	Rajakumar V.	"	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	Rajakumar V.	"	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
7	Rexha V.	"	X	X	X	X	X	X	X	X	X	X	X	X	X	X
8	Raven Y.	"	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
10	Raja Kumar R.	"	X	X	X	X	X	X	X	X	X	X	X	X	X	X
11	Singh P.	"	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
13	Saija P.	"	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

B. Vanigraha.

Head
 Dept. of English

K.E. JEEVAN JYOTHI
 HEAD P.G. DEPT. OF ENGLISH
 ANDHRA CHRISTIAN COLLEGE
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Principal
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ANDHRA CHRISTIAN COLLEGE, GUNTUR, ANDHRA PRADESH

JOURNALISM AND MASS COMMUNICATION

Certificate Course Examination

(2018-2019)

Time: 2 Hrs

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?

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