

SRI VSSC Govt. Degree College, SULLURPET

Department of Telugu

Certificate course on Telugu Mass Media (print & electronic)

OBJECTIVES:

- To introduce the student to the system of mass communication, its origin and development since ancient days
- To acquaint the student with different channels of communication and the role of communication in socio-political, economic, scientific and cultural fields
- To enable the student to learn the importance of communication in personality development and employment opportunities

SYLLABUS

UNIT-1

Communication Definition and types of communication-Direct Communication, Verbal, Non-verbal communication, Mass communication and Group Communication

UNIT-2

Types of Media: Newspaper, Radio, Cinema, TV, Internet. Different types of news in these media viz Review, Feature, Interview, Editorial, Newsbyte, News Events, News Leads, Special Story, Documentary, Live Report, Anchoring etc.

UNIT-3

History and Evolution of Telugu Journalism: From Newspaper to Web channels

UNIT-4

Reporting and Editing: Definition and Types. Qualifications, Attributes and duties of The Reporter and the Editor. Ethics of Reporting and Editing

Reference Books:

1. Chustune undandi—Krishna Sai Ram
2. Journalism charithra-vyavastha: Ananda Bhaskar R
3. Journalist ula kosam-Chakradhar, Govinda Raju

Model Paper

Time-2 hours

Max. marks-50

PART-1

Answer any five questions, Each question carries 4 marks

5x4=20M

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

PART-2

Answer any three questions. Each question carries 10 marks

3x10=30M

- 1.
- 2.
- 3.
- 4.
- 5.

List Of Students Enrolled

Sl. No	Name of The Student	Class & Group
1	Ch. Bhagath Sai	II B. SC(BZC)
2	k. Bharathi	II B. SC(BZC)
3	T. Naga Lakshmi	II B. SC(BZC)
4	P. Hari Chandana	II B. SC(BZC)
5	M. Lokesh	II B. SC(MPCS)
6	T. Mohana Krishna	II B. SC(MPCS)
7	Y. Raja Ganesh	II B. SC(MPCS)
8	B. Vamsi Krishna	II BA
9	A.Balaji	II BA
10	K. Chandra babu	II BA
11	B. Uday kumar	II BA
12	N. Karthik	II BA
13	V. Kavitha	II BA
14	B. Shalini	II B. COM
15	D. Santhosh Kumar	II B. COM
16	P. Akhil Kumar	II B. COM
17	M. Dileep	II B. COM
18	N. Nandini	II B. COM
19	K. Srinivasulu	II B. COM
20	P. Anusha	II B. COM