

**SRI MAHAYOGI LAKSHMAMMA GOVERNMENT
DEGREE COLLEGE YEMMIGANUR**

**CERTIFICATE COURSE
ON
JOURNALISM IN MASS COMMUNICATION
ORGANISED
BY
DEPARTMENT OF HISTORY
2020-21**

**Dr.H.Kiran Kumar Goud
Lecturer in History**

**Dr.K.Mahaboob Basha
Principal**

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Dr. H. Kiran Kumar Goud
Incharge
Dept. of History
Coordinator
Sri Malayamma
Govt. Degree College
Yemmiganur - 518 360,

Meeting - 1

02-11-2020.



A Departmental meeting is held in the Department of History at 3 PM to decide on the following Agenda.

AGENDA :-

1. To discuss myself on the Analysis of result of VI Semester 2019-20.
2. To discuss on the online and offline classes for III & V Semesters 2020-2021.
3. To conduct Quizzes in online.
4. To conduct Certificate Course.

Resolutions :-

1. The Result of the VI Semester History - (2019-20) is analysed and satisfactory as the result of History VII and VIII Papers - as the both papers 98% result is recorded and the result is entered in the University Marks register.

S.No.	Name of the paper	No of appeared	No of Passed	%	Lecturer Signature
1.	Paper - VII - Modern World History	59	58	98%	
2.	Paper - VIII - Andhra History.	59	58	98%	

2. As the pandemic Covid 19 situation is prevailed to maintain physical distance, the class work is planned as online / offline for III & V Semesters. The students also categorized on the precautionary measures.

PERMISSION LETTER

Yemmiganur
Date: 20-11-2020

From,
Dr.H.Kiran Kumar Goud,
Lecturer in History,
SML Govt.Degree College,
Yemmiganur.

To,
The Principal,
SML Govt.Degree College,
Yemmiganur.

Respected Sir,

Sub: The Department of History – Request for permission – Certificate Course –

Journalism in Mass Communication– Reg.

This is for your kind notice that the Department of History needs to start a Certificate Course on **Journalism in Mass Communication** with the duration of 30 days for 30 hours in the month of November 2020 without affecting the regular class work. In this regard, permission may be accorded to start afore mentioned course.

Thanking you sir,

Yours sincerely,



SRI MAHAYOGI LAKSHMAMMA GOVERNMENT DEGREE COLLEGE, YEMMIGANUR

DEPARTMENT OF HISTORY

Certificate Course - Circular

All III year students are here by informed that the Department of History will start a certificate course on **Journalism in Mass Communication** on 23 November 2020. Those who are interested to join the course, they have to enroll their names with Dr.H.Kiran Kumar Goud, incharge of department and certificate will be given after the completion of the course.

Name of the Course : **Journalism in Mass Communication**

Duration of the course: 30 Hours

Commencement of the Course: 23-11-2020,

Time schedule of the classes: 9 AM to 10 AM


Incharge of the Department

**Incharge
Dept. of History
Sri Mahayogi Lakshamma
Govt. Degree College
Yemmiganur - 518 360,**


Signature of the Principal

**PRINCIPAL
SRI MAHAYOGI LAKSHMAMMA
GOVT. DEGREE COLLEGE
YEMMIGANUR-518360. Kurnool (Dist.) A.P.**

SML GOVERNMENT DEGREE COLLEGE, YEMMIGANUR
DEPARTMENT OF HISTORY

Willingness of the students for the Certificate course Tourism in Local Historical Places

S.No	Hall Ticket No	Name of the Student	Group/Class	Mobile No	Signature of the Student
1	18110049001	A.Shadik Basha	III B.A (H.E.P)	7032181361	A. Shadik Basha
2	18110049002	A.Chinna Balaji	III B.A (H.E.P)	7997095095	A. Chinna Balaji
3	18110049004	A.Jhansi Rani	III B.A (H.E.P)	9703985480	A. Jhansi Rani
4	18110049008	B.Mallikarjuna	III B.A (H.E.P)	9676828100	B. Mallikarjuna
5	18110049014	C.Lakshmana	III B.A (H.E.P)	7661850662	C. Lakshmana
6	18110049020	G.Yashoda	III B.A (H.E.P)	9652590998	G. Yashoda
7	18110049022	J.Priyanka	III B.A (H.E.P)	9951074793	J. Priyanka
8	18110049024	J.Narahari	III B.A (H.E.P)	7013773784	J. Narahari
9	18110049027	K.Jayaramudu	III B.A (H.E.P)	9491169184	K. Jayaramudu
10	18110049028	K.Lingappa	III B.A (H.E.P)	7995249561	K. Lingappa
11	18110049031	K.Raju	III B.A (H.E.P)	8184873998	K. Raju
12	18110049032	M.Amruth Raj	III B.A (H.E.P)	9121864659	M. Amruth Raj
13	18110049033	M.Bhargav	III B.A (H.E.P)	9052523877	M. Bhargav
14	18110049034	M.Geethamma	III B.A (H.E.P)	9704489306	M. Geethamma
15	18110049035	M.Narendra	III B.A (H.E.P)	9440309950	M. Narendra
16	18110049036	M.Rajasekhar	III B.A (H.E.P)	9553128405	M. Rajasekhar
17	18110049037	M.Soloman Raju	III B.A (H.E.P)	9160998033	M. Soloman Raju
18	18110049038	M.Dasthagiri	III B.A (H.E.P)	6303649598	M. Dasthagiri
19	18110049039	M.Gorantla	III B.A (H.E.P)	7659914717	M. Gorantla
20	18110049040	M.Shiva	III B.A (H.E.P)	6302925962	M. Shiva
21	18110049041	M.Ramanjini	III B.A (H.E.P)	9182264432	M. Ramanjini
22	18110049042	M.Raja Kumar	III B.A (H.E.P)	9701266914	M. Raja Kumar
23	18110049043	M.Sreeramulu	III B.A (H.E.P)	7095103884	M. Sreeramulu
24	18110049045	M.Shabbir	III B.A (H.E.P)	7997618542	M. Shabbir
25	18110049046	M.Rajak	III B.A (H.E.P)	9550268561	M. Rajak
26	18110049048	P.Vijay Kumar	III B.A (H.E.P)	8978023573	P. Vijay Kumar
27	18110049049	S.Vali Basha	III B.A (H.E.P)	9052683350	S. Vali Basha
28	18110049051	S.M.Chakravarthi	III B.A (H.E.P)	8142077026	S. M. Chakravarthi
29	18110049052	T.Raju	III B.A (H.E.P)	7893320100	T. Raju
30	18110049053	U.Shekhar	III B.A (H.E.P)	9133234341	U. Shekhar

Kiran Kumar Goud
Dr.H.Kiran Kumar Goud

Lecturer in History

Incharge

Dept. of History

Sri Mahayogi Lakshamma

Govt. Degree College

Yemmiganur - 518 360,

Dr. K. Mahaboob Basha
Dr.K.Mahaboob Basha

PRINCIPAL

SRI MAHAYOGI LAKSHMAMMA

GOVT. DEGREE COLLEGE

YEMMIGANUR-518360, Kurnool (Dist.) A.P.

Certificate Course-Journalism in Mass Communication

Brief report:

The Department of History, Sri Mahayogi Lakshamma Govt. Degree college organized a certificate course in Journalism in Mass Communication for B.A students during the academic year 2020-21 for a period of 30 days ie. 23-11-2020 to 30-12-2020.

In this connection, Dr. K. Mahaboob Basha, principal of the college presided over the inaugural function and expressed that it was a very useful course for everyone. He also appreciated the faculty of History department for organizing the valuable certificate course. He advised the students to utilize it in a proper manner.

During the above period a few faculty members of the college took part in the course actively and express their views and suggestions for the betterment of the programme.

After completion of the course an assessment test conducted for the participants. Performance of the participants was well and good.

On 30th December a valedictory function was organized by the Dept. of History and Dr. K. Mahaboob Basha, Principal of the college addressed the meeting and said that it was a remarkable achievement of the department of History and congratulated all the participants.

Finally, the principal distributed the certificates. All the teaching and non-teaching staff attended the programme and made it a grand success.

I hereby enlighten my utmost gratitude to Dr. K. Mahaboob Basha, Principal, Sri Mahayogi Lakshamma Government Degree College, Yemmiganur, teaching and non-teaching staff who involved directly or indirectly and my best wishes to all the participants.



(Dr. H. Kiran Kumar Goud)
in charge
Dept. of History
Coordinator
Sri Mahayogi Lakshamma
Govt. Degree College
Yemmiganur - 518 360,

SML GOVERNMENT DEGREE COLLEGE, YEMMIGANUR
DEPARTMENT OF HISTORY

CERTIFICATE COURSE

on

JOURNALISM IN MASS COMMUNICATION

SYLLABUS

Unit	Name of the Topic	Hours Allotted
1	Introduction to Journalism and Mass Communication-History of Journalism and Mass Media-Concepts and Theories in Mass communication	6
2	Media Writing: News writing and reporting-Feature writing-Editorial and opinion writing-Writing for digital media-Copy editing and proof reading	6
3	Media ethics and Law-Media ethics and responsibility-Media regulations and laws-Freedom of the press-Intellectual property and copyright	6
4	Multimedia Journalism-Photo Journalism-Broadcast Journalism-Online Journalism-Mobile Journalism-Data Journalism.	6
5	Multimedia tools and technologies-Digital media tools-Video and Audio production-Graphics and design software-Data visualization tools.	6

References:

- 1.The elements of Journalism-Bill Kovach and Tom Rosential
- 2.The Future of Journalism-Bob Franklin
- 3.Journalism-Tony Harcup
- 4.The Practical economy of the Mass Media-Edward s Herman
- 5.The elements of News writing-James w kreshner

TIME TABLE

Day	Afternoon Session
Monday	9 AM to 10 AM
Tuesday	9 AM to 10 AM
Wednesday	9 AM to 10 AM
Thursday	9 AM to 10 AM
Friday	9 AM to 10 AM
Saturday	9 AM to 10 AM

SML GOVERNMENT DEGREE COLLEGE, YEMMIGANUR
DEPARTMENT OF HISTORY

STUDENT ATTENDANCE FOR CERTIFICATE COURSE

S.No	Name of the student	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	A.Shadik Basha	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2	A.Chinna Balaji	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3	A.Jhansi Rani	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	B.Mallikarjuna	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	C.Lakshmana	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	G.Yashoda	a	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7	J.Priyanka	X	X	X	X	X	a	X	X	X	a	X	X	X	X	X
8	J.Narahari	X	X	X	X	X	X	X	X	X	X	X	X	X	X	a
9	K.Jayaramudu	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
10	K.Lingappa	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
11	K.Raju	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X
12	M.Amruth Raj	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
13	M.Bhargav	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
14	M.Geethamma	X	X	X	X	X	a	X	X	X	X	X	X	X	X	X
15	M.Narendra	X	a	X	X	X	X	X	X	X	X	X	X	X	X	X
16	M.Rajasekhar	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
17	M.Soloman Raju	X	X	X	X	X	X	X	X	X	a	X	X	X	X	X
18	M.Dasthagiri	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
19	M.Gorantla	a	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20	M.Shiva	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
21	M.Ramanjini	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
22	M.Raja Kumar	X	X	X	X	X	X	X	X	X	X	X	X	a	X	X
23	M.Sreeramulu	X	X	X	X	X	a	X	X	X	X	X	X	X	X	X
24	M.Shabbir	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
25	M.Rajak	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
26	P.Vijay Kumar	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
27	S.Vali Basha	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
28	S.M.Chakravarthi	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
29	T.Raju	X	X	X	X	X	X	X	a	X	X	X	X	X	X	X
30	U.Shekhar	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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SML GOVERNMENT DEGREE COLLEGE, YEMMIGANUR
DEPARTMENT OF HISTORY

STUDENT ATTENDANCE FOR CERTIFICATE COURSE

S.No	Name of the student	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	A.Shadik Basha	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2	A.Chinna Balaji	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3	A.Jhansi Rani	X	X	X	X	a	X	X	X	X	X	X	X	X	X	X
4	B.Mallikarjuna	X	X	X	a	X	X	X	X	X	X	X	X	X	X	X
5	C.Lakshmana	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	G.Yashoda	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7	J.Priyanka	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
8	J.Narahari	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
9	K.Jayaramudu	X	X	X	X	a	X	X	X	X	X	X	X	X	X	X
10	K.Lingappa	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
11	K.Raju	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
12	M.Amruth Raj	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
13	M.Bhargav	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
14	M.Geethamma	X	a	X	X	X	X	X	X	X	X	X	X	X	X	X
15	M.Narendra	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
16	M.Rajasekhar	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
17	M.Soloman Raju	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
18	M.Dasthagiri	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
19	M.Gorantla	X	X	X	X	X	X	X	X	X	X	X	a	X	X	X
20	M.Shiva	X	X	X	a	X	X	X	X	X	X	X	X	X	X	X
21	M.Ramanjini	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
22	M.Raja Kumar	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
23	M.Sreeramulu	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
24	M.Shabblir	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
25	M.Rajak	a	X	X	X	X	X	X	X	X	X	X	X	X	X	X
26	P.Vijay Kumar	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
27	S.Vali Basha	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
28	S.M.Chakravarthi	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
29	T.Raju	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
30	U.Shekhar	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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K. Venkatesh
Signature of the Lecturer
Incharge
Dept. of History
Sri Mahayogi Lakshamma
Govt. Degree College
Yemmiganur - 518 360,

S. Mahadev Reddy
Signature of the Principal
PRINCIPAL
SRI MAHAYOGI LAKSHMAMMA
GOVT. DEGREE COLLEGE
YEMMIGANUR-518360, Kumod (Dist.) A.P.

Model Question Paper

Answer to all questions

10x5=50

1. Define the term Gate keeping in Journalism. How does it influence the selection and presentation of news stories?
2. Discuss the ethical challenges in reporting on sensitive issues like terrorism and crime. Provide examples of how media outlets have handled such situations.
3. Explain the concept of media convergence and its impact on the media industry. Provide examples of how traditional and digital media have converged.
4. What is the role of a press release in public relations? Describe the key elements that should be included in an effective press release.
5. Analyze the effects of social media on Journalism and news consumption. How has it changed the way news is produced and consumed?
6. Compare and contrast the characteristics of news reporting in print, broadcast and online journalism, how do they differ in terms of writing style and audience engagement?
7. Describe the principles of responsible journalism. How do these principles apply to reporting on political events and conflicts?
8. Discuss the concept of media literacy and its importance in the digital age. Provide strategies for improving media literacy among the general population.
9. What is the agenda – setting theory in mass communication? How does it impact public perception of important issues and events?
10. Explain the concept of framing in media coverage. Provide an example of how the framing of a news story can influence public opinion.

SML GOVERNMENT DEGREE COLLEGE, YEMMIGANUR
DEPARTMENT OF HISTORY
CERTIFICATE COURSE OF JOURNALISM IN MASS COMMUNICATION

Students Award List

S.No	Hall Ticket No	Name of the Student	Max Marks 50	Grade
1	18110049001	A.Shadik Basha	47	A
2	18110049002	A.Chinna Balaji	43	A
3	18110049004	A.Jhansi Rani	44	A
4	18110049008	B.Mallikarjuna	45	A
5	18110049014	C.Lakshmanna	43	A
6	18110049020	G.Yashoda	45	A
7	18110049022	J.Priyanka	40	B
8	18110049024	J.Narahari	44	A
9	18110049027	K.Jayaramudu	39	B
10	18110049028	K.Lingappa	43	A
11	18110049031	K.Raju	45	A
12	18110049032	M.Amruth Raj	42	A
13	18110049033	M.Bhargav	39	B
14	18110049034	M.Geethamma	44	A
15	18110049035	M.Narendra	46	A
16	18110049036	M.Rajasekhar	44	A
17	18110049037	M.Soloman Raju	45	A
18	18110049038	M.Dasthagiri	42	A
19	18110049039	M.Gorantla	39	B
20	18110049040	M.Shiva	40	B
21	18110049041	M.Ramanjini	45	A
22	18110049042	M.Raja Kumar	46	A
23	18110049043	M.Sreeramulu	38	B
24	18110049045	M.Shabbir	46	A
25	18110049046	M.Rajak	43	A
26	18110049048	P.Vijay Kumar	41	A
27	18110049049	S.Vali Basha	39	B
28	18110049051	S.M.Chakravarthi	45	A
29	18110049052	T.Raju	37	B
30	18110049053	U.Shekhar	40	B

A Grade : 70% B Grade: 30%


Dr.H.Kiran Kumar Goud
Incharge

Lecturer in History
Sri Mahayogi Lakshamma
Govt. Degree College
Yemmiganur - 518 360,


Dr.K.Mahaboob Basha
PRINCIPAL
SRI MAHAYOGI LAKSHMAMMA
GOVT. DEGREE COLLEGE
YEMMIGANUR-518360, Kumool (Dist.) A.P.



Students Feed Back

1.Name of the Student: A.Shadik Basha

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049001

4.Student Opinion : A.Excellent ✓ B.Good C.Satisfactory

5.Signature of the Student: *A Shadik Basha*

1.Name of the Student: A.Chinna Balaji

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049002

4.Student Opinion : ~~A~~.Excellent B.Good C.Satisfactory

5.Signature of the Student: *A.Chinna Balaji*

1.Name of the Student: A.Jhansi Rani

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049004

4.Student Opinion : A.Excellent ✓ B.Good C.Satisfactory

5.Signature of the Student: *A. Jhansi Rani*

1.Name of the Student: B.Mallikarjuna

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049008

4.Student Opinion : ~~A~~.Excellent B.Good C.Satisfactory

5.Signature of the Student: *B. Mallikarjuna*

1.Name of the Student: C.Lakshmana

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049014

4.Student Opinion : A.Excellent ✓ B.Good C.Satisfactory

5.Signature of the Student: *C. Lakshmana*

1.Name of the Student: G.Yashoda

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049020

4.Student Opinion : A.Excellent B.Good C.Satisfactory

5.Signature of the Student: G. Yashoda

1.Name of the Student: J.Priyanka

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049022

4.Student Opinion : A.Excellent B.Good C.Satisfactory

5.Signature of the Student: J. Priyanka

1.Name of the Student: J.Narahari

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049024

4.Student Opinion : A.Excellent B.Good C.Satisfactory

5.Signature of the Student: J. Narahari

1.Name of the Student: K.Jayaramudu

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049027

4.Student Opinion : A.Excellent B.Good C.Satisfactory

5.Signature of the Student: K. Jaya Ramudu

1.Name of the Student: K.Lingappa

2.Class & Group : II B.A (H.E.P)

3.Regd No : 18110049028

4.Student Opinion : A.Excellent B.Good C.Satisfactory

5.Signature of the Student: K. Lingappa



ESTD : 1982

SRI MAHAYOGI LAKSHMAMMA GOVERNMENT DEGREE COLLEGE

YEMMIGANUR, KURNOOL DIST.

Affiliated to Rayalaseema University, Kurnool - 518360, A.P.



Certificate of Participation

This is to certify that Mr/Kumari A.Jhansi Rani, III BA has attended Certificate course in "Journalism in Mass Communication" organized by Department of History, SM Govt. Degree College, Yemmiganur from 23-11-2020 to 30-12-2020



[Handwritten Signature]

Incharge
Dept. of History
Sri Mahayogi Lakshamma
Govt. Degree College
Yemmiganur - 518 360,

[Handwritten Signature]

PRINCIPAL
SRI MAHAYOGI LAKSHMAMMA
GOVT. DEGREE COLLEGE
YEMMIGANUR-518360, Kurnool (Dist.) A.P.