



ANDHRA UNIVERSITY TRANS-DISCIPLINARY RESEARCH HUB

ADVANCED JOURNALISM

1. Unit:
Nature process and effects of communication theories of communication- agenda setting, cultivation theory – uses and gratifications – selectivity theories – dependence theory
2. Unit:
Mass media and society – social responsibility of media – media and accountability
3. Unit:
Development – different concepts – causes for under development – theories of development – economic theory – Walt Rostow – Sociological theory – Modernization theory – Dependency theory – Dominant paradigm
– new paradigm of development – Sustainable development – Development dilemmas – Millennium development goals – diffusion of innovations – An over view
4. Unit:
Advertising and national economy – Consumerism
5. Unit:
International communication – concepts and scope news flow debates – new world information order – Globalization – communication technology
6. Unit:
Cultural communication – different perceptions of culture – cultural institutions – Role of mass media – cultural imperialism
7. Unit:
Films, Cable TV and Traditional media – Media Vs media – future implications
8. Unit:
Advertising –Types of Advertising- ethical guidelines – its role in society
9. Unit:
Media and violence – media and children-Media and women.
10. Unit:
Public Relations Definition- Scope-PR campaigns – stages of PR campaign



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MODEL QUESTION PAPER

General Paper/Advanced Journalism

Time 3 Hrs

Maximum Marks: 100

Answer any Five of the following(All questions carry equal marks)

- 1) Discuss the process and effects of Communication theories.
- 2) Distinguish between selectivity theory and dependency theory.
- 3) Give a detailed note on social responsibility role of Media
- 4) Discuss the contribution of Media in development
- 5) What do you mean by development support communication.
Cite Examples.
- 6) “Communication Technology has made Journalistic activity easy”
--Discuss
- 7) Make a critical analysis on cultural imperialism
- 8) Traditional Media still holds its importance even in the context of
New communication technology. Explain with suitable examples.