

Syllabus

MA in Journalism and Mass Communication

As per National Education Policy -2020

Session 2023-2025



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

**MAHARAJA SUHEL DEV STATE UNIVERSITY
AZAMGARH (UP)**

and
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(MA (JOURNALISM AND MASS COMMUNICATION))

Course Structure: M.A. in Journalism and Mass Communication

Paper Code	Title of the Paper	Total Credits	Course	Marks (Internal Assessment + Semester End Examination)
SEMESTER-1				
JMC101	Communication Studies: Principles & Practices	04	Core Course	25+75=100
JMC102	Media & Press Laws: A historical perspective	04	Core Course	25+75=100
JMC 103	Communication Skills	04	Core Course	25+75=100
JMC 104	Advertising	04	Core Course	25+75=100
JMC 105 (P)	Computer/ Application	04	Core Course	25+75=100
JMC 106	Minor Elective (other subject/ Faculty)	04	Inter departmental course	25+75=100
JMC 107	Major Research Project	04	Research Project	50
SEMESTER TOTAL		28		
SEMESTER-2				
JMC 201	Introduction to TV Journalism	04	Core Course	25+75=100
JMC 202	Science Communication OR Photography and Writing	04	Core Course	25+75=100
JMC 203	Print Journalism	04	Core Course	25+75=100
JMC 204	Research Methodology	04	Core Course	25+75=100
JMC 205 (P)	Introduction to TV Journalism, Video Camera & Techniques	04	Core Course	25+75=100
JMC 206	Major Research Project/ News Report: Project Report	04	Industrial training/Survey/ Research Project	50
SEMESTER TOTAL		24		

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SEMESTER-3				
JMC 301	Film Appreciation	04	Core Course	25+75=100
JMC 302	Radio or TV Production	04	Core Course	25+75=100
JMC 303 (Opt. 01)	PR/DC/TRF/HINDI JOURNALISM	04	Optional (Elective)	25+75=100
JMC 304 (Opt. 02)	PR/DC/TRF/HINDI JOURNALISM	04	Optional (Elective)	25+75=100
JMC 305 (P)	Editing	04	Core Course	25+75=100
JMC 306	Internship Report/ Major Research Project	04	Industrial training/ Survey/ Research Project	50
SEMESTER TOTAL		24		
SEMESTER-4				
JMC 401	Magazine Journalism	04	Core Course	25+75=100
JMC 402	Basics of New Media	04	Core Course	25+75=100
JMC 403 (Opt. 03)	PR/DC/TRF/HINDI JOURNALISM	04	Optional (Elective)	25+75=100
JMC 404 (Opt. 04)	PR/DC/TRF/HINDI JOURNALISM	04	Optional (Elective)	25+75=100
JMC 405 (P)	Application of Mobile Journalism	04	Core Course	25+75=100
JMC 406	Major Research Project	04	Industrial training/ Survey/ Research Project	50
SEMESTER TOTAL		24		

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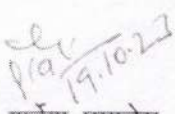
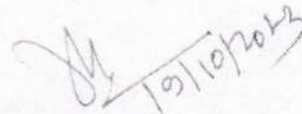
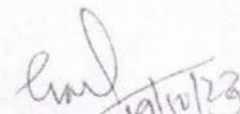
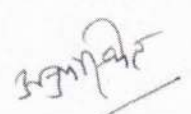
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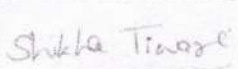
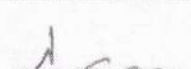
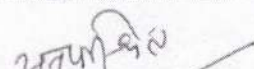
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कुलसचिव कार्यालय द्वारा जारी पत्रांक संख्या- 2269 / कु०का० / 2023 एवं माननीय कुलपति महोदय के आदेश दिनांक 07/10/2023 द्वारा नामित पत्रकारिता एवं जनसंचार के अध्ययन परिषद के संयोजक सहित बाह्य विषय विशेषज्ञों एवं सदस्यों द्वारा कारित एवं पारित-

हस्ताक्षर संयोजक	हस्ताक्षर बाह्य विषय विशेषज्ञ	हस्ताक्षर बाह्य विषय विशेषज्ञ	हस्ताक्षर बाह्य विषय विशेषज्ञ
 प्रो० शर्वेश पाण्डेय प्राचार्य डी०सी०एस०के० स्नातकोत्तर महाविद्यालय, मऊ	 प्रो० मनोज मिश्रा जनसंचार विभाग वीर बहादुर सिंह पूर्वांचल विश्वविद्यालय, जौनपुर	 डॉ० ज्ञान प्रकाश मिश्रा जन सम्प्रेषण विभाग काशी हिन्दू विश्वविद्यालय, वाराणसी	 प्रो० अनुराग दवे जन सम्प्रेषण विभाग काशी हिन्दू विश्वविद्यालय, वाराणसी

हस्ताक्षर सदस्य	हस्ताक्षर सदस्य	हस्ताक्षर सदस्य
 डॉ० शिखा तिवारी हिंदी विभाग डी०सी०एस०के० स्नातकोत्तर महाविद्यालय, मऊ	 प्रो० मो० हसीन खान हिंदी विभाग श्री गाँधी पी०जी० कॉलेज मालटारी, आजमगढ़	 प्रो० जगदम्बा दुबे हिंदी विभाग डी०ए०वी० पी०जी० कॉलेज, आजमगढ़

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SYLLABUS – FIRST SEMESTER

COURSE: JMC-101

COMMUNICATION STUDIES: PRINCIPLES & PRACTICES

This course introduces the students about the basic concepts, models and theories of Communication. Most of these basic concepts, models and principles have evolved in the western societies. In the formal classes, the treatment of the topics will focus on the applicability of these in the Indian context.

UNIT- 1: Introduction to the Origin and Basic Concepts of Communication

- 1: Evolution of Communication as a Subject of Study
- 2: Nomenclature, Aspects and Specialized Areas
- 3: Concepts and Definitions of Communication
- 4: Types, Functions and Process

UNIT-2: Early Models and Theories

- 1: The Media-society Relationship; Relationship between Models and Theories
- 2: Mainstream analysis of Communication
- 3: Early models of Communication
- 4: Later Models of Communication

UNIT-3: Emergence of Theories

- 1: Propaganda: Concept, Devices and Theory; System Theory; Information Theory
- 2: Cognitive and Consistency Theories
- 3: Attitude Change Theories
- 4: Interpersonal and Mass Communication Theories

UNIT-4: Advanced Theories

- 1: Agenda Setting Cultivation Theory and Uses & Gratification Theory
- 2: Knowledge Gap Hypothesis; and Media Hegemony Theory
- 3: Frankfurt School and Emergence of Critical Theory
- 4: Phase of 'Ferment in the Field' and Aftermath

READING LIST:

- McQuail Denis. **Mass Communication Theory**, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Littlejohn, W. Stephen. **Theories of Human Communication**, 3rd ed., Belmont, California, 1989.
- Severin J. Werner, James W. Tankard Jr., **Communication Theories - Origin, Methods, Uses**, 2nd ed., New York, Longman, 1988.
- Kincaid. D. Lawrence, **Communication Theory- Eastern and Western Perspectives**. Academic Press Inc., San Diego, 1987
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house. Bombay, (New Ed.)

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COURSE: JMC-102
MEDIA AND PRESS LAWS: A HISTORICAL PERSPECTIVE

This course will provide the students with the historical background of the media- the press (print), radio and television. It will also touch upon the recent developments in new media such as satellite, cable, Internet, etc. The purpose of this course is to help the students to construct a historical framework in which major technological discoveries will be highlighted. They will also be required to analyze how these technological discoveries converged to give birth to major media and how these have brought about a fundamental change in the society and culture of communication.

UNIT-1: Origin and Growth of the Press in India

- 1: Historical Development of the Press as a media Institution in India
- 2: Advent of Printing Press in India and Newspaper
- 3: Role of the Press in India's social awakening in 19th century
- 4: Role of the Press in India's Freedom Movement

UNIT-2: Contemporary Indian Press

- 1: Study of leading newspapers and journalists in India since 1947
- 2: The vernacular Press in India with reference to the Hindi language Press
- 3: Development of news agencies
- 4: Contemporary development in Indian Press, vis-à-vis other media

UNIT-3: The Beginning and Evolution of Radio & Television in India

- 1: Invention and development of radio as a medium of mass communication
- 2: Development of radio in pre-independence & post-independence India
- 3: Invention and development of TV as a medium of mass communication in India
- 4: Advent and growth of satellite and cable TV in India

UNIT-4: Film Media

- 1: Film as medium of mass communication
- 2: Historical development of film in India
- 3: Regional cinema
- 4: Documentaries

READING LIST:

- Nadiq Krishna Murthy, **Indian Journalism**, Prasaranga, University of Mysore, Mysore, 1966.
- Wilbur Schramm, **The Story of Human Communication**, Harper & Roy, New York, 1988.
- Rangaswamy Partha Sarathi, **Journalism in India**, Sterling Publisher, New Delhi, 2001.
- Chatterjee, P.C., **Broadcasting in India**, Sage, New Delhi, 1990.
- Luthra, L.L.R. **Indian Broadcasting**, Publications Division, New Delhi, 1986

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COURSE: JMC-103
COMMUNICATION SKILLS

This is a practical course on listening, speaking, writing and visualization. The students will be taught the skills of speaking in groups and public. They will be taught how the skills should be applied to a formal gathering and in an informal one. The students should also develop their writing abilities: usage of appropriate words, application of grammar, short sentences, structuring of the pieces, etc. A separate assignment sheet indicating the entire practical exercises that each of the students will have to do for a portfolio during the session will be given at the beginning of the session.

UNIT-1: Formal Speaking Assignments

- 1: Presentation of a paper speech
- 2: Presentation of a poem, short story, novel, summary from a piece, etc.
- 3: Participating in a formal discussion such as meeting, interview, etc.
- 4: Anchoring of a formal programme

UNIT-2: Informal Speaking Assignment

- 1: Speaking one to one on any topic
- 2: Speaking in a group informally on any topic
- 3: Speaking impromptu in a gathering
- 4: Preparation for informal speaking assignment

UNIT-3: Writing

- 1: Writing paragraph/ short introduction/brief
- 2: Writing from interviews
- 3: Writing summary/reports of speeches/discussion, etc
- 4: Writing for speaking; anchoring of a programme, etc.

UNIT-4: Listening

- 1: Skills for listening
- 2: Listening to formal programmes versus informal programmes
- 3: Listening to audio/radio
- 4: Listening & writing key terms/technical points, etc.

READING LIST:

- Osborn, Michael and Suzanna Osborn, **Public Speaking**. 3rd edition, Hongaton Mifflin Co, 1994.
- McGregor, Graham and White, R.S. **The Art of Listening**, (eds.) Croon Helm, Sydney, 1986.
- Devito A. Joseph. **Human Communication- The Basic Course**, Harper Collins, 6th Ed., New York
- Natalie Rogers, **How to Speak without Fear**, Goyl Saab, Delhi, 1982.

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**COURSE: JMC-104
ADVERTISING**

This course on Advertising will introduce the students about the basic concepts and their functions in advertising. It will teach the students the process of advertising from concept to concrete advertisement.

UNIT-1: The Ways Advertising Works

- 1: Definition of Technical items
- 2: Basics of Advertising: General Information
- 3: How Sales are made up? Give part formula
- 4: Types of Ad: Slice of life, Big, Small subtleties

UNIT-2: Advertising Man: Production of Ideas

- 1: Function of advertising
- 2: Target groups: usage, demographics, psychographs
- 3: Advertising Strategy
- 4: Understanding of marketing process

UNIT-3: Brands and Branding

- 1: Brands and Process of building Brands
- 2: Advertising and Promotion
- 3: Characteristics of Brands
- 4: Brand positing

UNIT-4: Media Planning

- 1: What is media planning?
- 2: Brand success versus Brand failure
- 3: Curative ideas and media platform.
- 4: Procedure of making budget

READING LIST:

- Jones Philip John., **The Ultimate Secrets of Advertising**, Sage Publication, New Delhi, 2002.
- Jones, Philip John, **What's in a Brand? Building Brand Equity through Advertising**, Tata McGraw-Hill, New Delhi, 1998.
- Sisson Z. Jack and Lincoln Bumba **Advertising Media Planning**, NTC Business Books, 3rd ed. USA.
- Sengupta. Subroto, **Brand Positioning: Strategies for Competitive Advantage**, Tata Mc Graw-Hill, New Delhi, 1990.
- Wells Williams et.al **Advertising Principles and Practices**, 3rd ed. Prentice Hall, New Jersey, 1995

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COURSE: JMC-105 (P)
COMPUTER APPLICATIONS

This course in computer theory and application is aimed to give the students basics of the computer and how it can be applied to enhance their efforts to communicate to the audience. The students will have theory classes and enough of practical sessions to practice whatever they will learn in theory classes.

UNIT-1: Introduction to Computer System

- 1: Basic principles of functioning of computer, Introduction to different operating systems and Utility packages
- 2: Windows Basics, the User interface (Task bar, start Button, Title Bar, Right clicking)
- 3: Windows Accessories, Miscellaneous Features My computer icon, network Neighborhood, Explorer.
- 4: Internet, Intranet, surfing and searching.

UNIT-2: Word Processing

- 1: Introduction with special reference to MS WORD, Opening documents and moving around, manipulating windows
- 2: Using the interface, proofing documents, document enhancement, creating and printing merged documents
- 3: Using Wizards and Templates
- 4: Handling graphics and, creating tables and charts

UNIT-3: Spreadsheet, PowerPoint and Presentation Package

- 1: Worksheet basics and data entry
- 2: Working with graphs and charts, database management
- 3: Power Point basics: Creating, handling and presentations
- 4: Adding clipart and other objects

UNIT-4: Adobe Photoshop Studio

- 1: Introduction to Photoshop and its features: Painting and Drawing
- 2: Creating and Understanding selection
- 3: Introduction to painting techniques and image editing
- 4: Automating Photoshop

READING LIST:

- Jain, V.K. PC Software, BPB Publications
- Giordan & Mainz, Using Adobe Photoshop, PHI
- McMillan & Co. Mastering PageMaker, BPB Publications.

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COURSE: JMC-106
MINOR PAPER OF JOURNALISM AND MASS COMMUNICATION:
MEDIA , PRESS LAWS AND PRINT JOURNALISM

Media and Press Laws course will provide the students with the historical background of the Media- the Press (print), Radio and Television. The purpose of this course is to help the students to construct a historical framework in which major technological discoveries. Print Journalism introduces to the students with the process and art of print journalism. It will provide the students with the skills of reporting following certain established rules and conventions. The students will be given practical assignments to drill the skills needed for reporting and writing.

Block I: Origin and Growth of the Press in India

- Unit 1: Historical Development of the Press as a media Institution in India
- Unit 2: Advent of Printing Press in India and Newspaper
- Unit 3: Role of the Press in India's social awakening in 19th century
- Unit 4: Role of the Press in India's Freedom Movement

Block II: Contemporary Indian Press

- Unit 1: Study of leading newspapers and journalists in India since 1947
- Unit 2: The vernacular Press in India with reference to the Hindi language Press
- Unit 3: Development of news agencies
- Unit 4: Contemporary development in Indian Press, vis-à-vis other media

Block III: The Beginning and Evolution of Radio & Television in India

- Unit 1: Invention and development of radio as a medium of mass communication
- Unit 2: Development of radio in pre-independence & post-independence India
- Unit 3: Invention and development of TV as a medium of mass communication in India
- Unit 4: Advent and growth of satellite and cable TV in India

Block IV: Journalism

- Unit 1: Concepts, dimensions and functions of journalism
- Unit 2: Nature of the media and content: Print, electronic and on-line newspapers
- Unit 3: Journalism as a profession: role and responsibilities and challenges, objectivity and fairness; careers in journalism; training problems; perception & response of the industry
- Unit 4: Indian society-demography, socio-economic & political profile and the responsibility of the press

Block V: News

- Unit 1: Definition & Concept of news-news values, news elements, objectivity
- Unit 2: Types of news: hard news, soft news, human interest news (stories), etc.
- Unit 3: Story form: inverted pyramid structure; intros/leads; types of leads, etc.

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Unit 4: Sources of news & news gathering: beats, PIB, press release, press notes, handouts, electronic newsgathering devices and sources.

Reading List: (additional books will be prescribed by the respective teachers at a later date)

- Nadiq Krishna Murthy, **Indian Journalism**, Prasara, University of Mysore, Mysore, 1966.
- Wilbur Schramm. **The Story of Human Communication**, Harper & Roy, New York, 1988.
- Rangaswamy Partha Sarathi. **Journalism in India**, Sterling Publisher, New Delhi, 2001.
- Luthra, L.R. **Indian Broadcasting**. Publications Division. New Delhi. 1986
- M.V. Kamath, **The Journalists Handbook**, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. **Editing: A Handbook for the Journalist**, IIMC, New Delhi, 1989.
- Srivastava, K.M. **News Reporting and Editing**, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, **News Reporters and News Sources**, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, **News Writing**, Kanishka Publishers, New Delhi, 1998.

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SYLLABUS –SECOND SEMESTER

COURSE: JMC-201

INTRODUCTION TO TV JOURNALISM

UNIT 1: TV Sets History, Growth. Major parts of TV Set and their key features Technological Revolution. Role of TV Set in Journalism.

Evolution of Journalism. Concept of Free Press. The Press as the Fourth Pillar of Democracy, Indian constitution: Preamble. Freedom of Speech and Expressions in Article 19 (1) (a) of the Indian Constitution and reasonable restrictions. Right to Privacy.

Role of Media in a Democracy, Media in a One Party / Dictatorship rule.

Media in Everyday life. WhatsApp, Twitter, Face book, Instagram etc. in the life of users. Influence of Media on Society, Culture, Politics, Governance and Economy.

UNIT 2: Major Formats of Journalism: Print, Broadcast and Digital Media. Comparative study of TV Journalism with Print, Radio, Digital Journalism and Social Media. History of Global TV Journalism.

Public Service Broadcasting in India. Broadcasting Services in India: Cable TV (Analogue & Digital), Direct To Home (DTH), Terrestrial TV (Door Darshan), Internet Protocol Television (IPTV), Radio (AIR, FM Radio, Community Radio Door Darshan era of TV News Bulletins, Emergence of Private TV News Channels, Indian TV Media scenario since early 1990s.

UNIT 3: TV Journalism: Meaning, Definitions & Objectives. Advantages and Limitations of TV Journalism Basic Principles: Truth, Accuracy, Credibility, Accountability, Fairness, Public Interest & Humanity. Major Functions: To Inform, Educate, Entertain, Create Awareness and Build Public Opinion. Role as Watch-dog Agency.

Contemporary Issues relating to Accountability in Live reporting of Sensitive cases or cases of Celebrities Impact cu TV Medium on seriousness of News Presentation, Agenda Setting, Media Trial, Media as an Agent of Social Change Media Vs Social Activism. Media Vs Consumerism. Media and Pressure Groups. Market Driven Content Paid News Impact Features/ Promotional Content. Preferences of Audiences TRP. Emerging trends & Challenges in TV Journalism.

UNIT 4: News Channels: Primary source of the immediate News and Analysis. Major departments: Editorial, Production, HR Finance, Marketing, Engineering, IT etc. Types of News Channels on the basis of Reach, Content and Language. Structure of Editorial Department: Studio, TV News-Room. Input & Output Desks and their functions. Responsibilities and Skills of News Director, Editor, Anchor, Executive Producer, Assignment Editor, Output Editor, Producer, Reporter Videographer/Video Journalist, Website Content Coordinator etc.

Process of Television Journalism. The Daily News-Room Schedule. POR & MOR Meaning & Purpose Facilities in a PCR Studio-PCR communication. MCR-PCR communication. Make up and Changing Rooms Green Room.

Visual Sources: Servers & Graphics. Automated Production Technologies for News. The equipment for Field work. Brief Profile of Prominent Indian TV News Channels & Senior Journalists/ Anchors. Brief listing of Prominent International News Channels Tag Line of Prominent News Channels.

UNIT 5: Media Laws: Meaning. History of TV Broadcasting Regulations in India. The Telegraph Act 1885. Indian Wireless Telegraphy Act 1933, Parliamentary (Protection of Publication) Act 1956 and 1977 Prasar Bharti Act 1996. Cable Television Networks Act 1995. Telecom Regulatory Authority of India (TRA) Broadcasting (Amendment) Act 2007, News Broadcasters Federations (NBF) Professionals News Broadcasters Standards Authority (PNBSA), Broadcast Editors Association, Broadcast Audience Research Council (BARC). Code of Ethics for Broadcast Journalism. Self Regulation & Government

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COURSE: JMC-202 A
SCIENCE COMMUNICATION

UNIT-1: Introduction, Objective & Importance, History and Development, Scientific Temper, Scientific Literacy and Minimum Science, Five Points & Elements of Science Communication, Grey Science Communication.

UNIT-2: Method of Science, India's first science policy. Various methods of Science Communication: Sources of science news, Reports, Features, Articles, Science Fictions.

UNIT-3: Science & Technology Communication in Ancient India, Role of Inscriptions with emphasis on various scripts and writing material in ancient India. Prominent science communicators in ancient India, viz- ARYABHATT, VARAHAMIHIR, CHARAK, SUSRUT & JEEVAK.

UNIT-4: Basic Scientific Awareness, Fundamentals of Environment, Health (Food & Nutrition), and Agriculture (Pesticides Uses-an environment issue), Infectious and bacterial diseases, Vaccination, food scarcity and balanced Human diet.

UNIT-5: (Work study) Developing scientific approach in media (News with Scientific Orientation). Science News, Science Communication in Documentaries (Video & Radio) and Films. Use of traditional media for science education & awareness; Folk theatre, Puppetry, Street theatre, Folk tales & songs, Dialogue with Villagers about vaccination Programme and Infectious and bacterial diseases, First aid in accidents, Balanced Human diet & Vitamins.

Reading List:

- Patairiya, Dr. Manoj, Vigan Sanchar, Takshasila Prakashan, New Delhi
- Patairiya, Dr. Manoj, Hindi Vigayan Patrkrita, Takshasila Prakashan, New Delhi
- Mishra, Dr. Shiv Gopal, Vigayan Patrkrita Ke Mool Sidhant, Takshasila Prakashan, New Delhi.
- Patairiya, Dr. Manoj, Bhanavat Dr. Sanjeev, Vaigyanic Dristikon Aur Sanchar Madhyam (ed.) Lok Sadhana Kendra, Rajesthav V.V. Jaipur.
- Salvi. M. Dilip. Science in Indian media Vigan prasar, New Delhi.
- Vilanilam, J.V. Science Communication and Development, Sage Publication
- Ghosh Partha, Home Dipankar, Sehgal Narendra Kumar, Kyon Aur Kaise vigan Prasar, New Delhi.
- Bhanawat, Dr. Sanjeev, Vikash Evam Vigyan Sanchar, (s.) Jan sanchar Kendra, Rajasthan Vishvavidyalay- Jaipur.
- Rahman, Bharat me Vigyan aur Takniki Pragati- Rajkamal Prakashan-New Delhi
- Mule, Gunaker, Prachin Bharat ke Mahan Vaigyanik, Gyan-Vigyan Prakashan-New Delhi.
- Mule, Gunaker, Sansar Ke Mahan Ganitagya, Rajkamal Prakashan-New Delhi.
- Mule, Gunaker, Prachin Bharat me Vigyan, Rajkamal Prakashan-New Delhi.
- Mishra Manoj & Sudhir K. Upadhyay, Environmental Communication lab to land, Shree Publishers & Distributors, New Delhi
- Robert Cox - Environmental Communication and the Public Sphere, Sage, 2002.
- Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey - Environmental Communication. Second Edition, Sage, 2000.

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COURSE: JMC-202 B
PHOTOGRAPHY AND WRITING

UNIT-1: History of Photography: Photo Journalism: Definitions, Importance, Essential qualities, Responsibilities. Photo Journalism in India, Importance of Photographs in News paper, Magazine and Web Portals. News Photography, News Photo Feature

UNIT-2: Still Cameras: Compact Camera, T L R Camera, Merits, demerits. S L R Cameras, Mirrorless Camera, DSLR Camera, Understanding exposure, Shutter Speed, Aperture: Effects of varying the aperture, "F" Number, Depth of Field : Relation with aperture & focal length, Depth of Focus: When and Why, Light Meter: Incident light Meter, Reflected light Meter, Types of Lenses: Zoom, Macro, Wide, Tele, Special Lenses, Tele Converter

UNIT-3: Types of film: Normal colour Film, Transparencies. Film Speed: ISO and ASA. Filters: Different types of filters for colour. Graduation Filter, Polarizing filter, UV Filter and others

UNIT-4: Aesthetics of Photography: Power of the visual, Composition, Rule of third. Basic Shots: Very wide angle, wide angle, long, mid, medium close up, close up, extreme close up shot, over the shoulder shot.

UNIT-5: Travel Photography: Nature Photography, Fashion Photography, Still life, portrait Photography, etc. Photo Editing, Photo Processing and Printing. Ethical Issues, Press Council of India and other media organization guidelines for Photo Journalist.

READING LIST:

- Michael Langford: Basic Photography, Focal Press, 2003
- O.P. Sharma: Practical Photography, Hind Pocket Books, 2001
- Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006
- Newnes: Basic Photography, 2009
- Sharma Shashiprabha, Photopatrakarita ke mool tatva, kanishka publishers, Delhi.
- Jaiswal Naval, Photo patrakarita, samaik Prakashan, New Delhi, 2008
- Mehara Dr Ramesh, Sanchar aur Photopatrakarita, Takshshila Prakashan, Delhi.
- Hassan Rayaz, Digital Photography (Hindi), Book Enclave, 2018

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COURSE: JMC-203
PRINT JOURNALISM: REPORTING, WRITING & EDITING

This course introduces to the students the process and art of print journalism. It will provide the students the skills of reporting following certain established rules and conventions. The students will be given practical assignments to drill the skills needed for reporting and writing. Emphasis will be given to the practical assignments that the students will be doing to complete their portfolio.

UNIT-1: Journalism

- 1: Concepts, dimensions and functions of journalism
- 2: Nature of the media and content: Print, electronic and on-line newspapers
- 3: Journalism as a profession: role and responsibilities and challenges, objectivity and fairness; careers in journalism; training problems; perception & response of the industry
- 4: Indian society-demography, socio-economic & political profile and the responsibility of the press

UNIT-2: News

- 1: Definition & Concept of news-news values, news elements, objectivity
- 2: Types of news: hard news, soft news, human interest news (stories), etc.
- 3: Story form: inverted pyramid structure; intros/leads; types of leads, etc.
- 4: Sources of news& news gathering: beats. PIB, press release, press notes, handouts, electronic News gathering devices and sources.

UNIT-3: The Reporter & Reporting

- 1: Professional reporter; societal knowledge, ethics of reporting and professional hazards
- 2: Kinds of reporting: investigative, interpretative, in-depth, etc.
- 3: Photo journalism and photo-editing: photo and illustration; scaling a picture.
- 4: Interview; techniques for interviewing for gathering news.

UNIT-4: Writing

- 1: Writing styles needed for journalism
- 2: Art of writing features, reviews, profiles, obituaries, letter to the editor, etc.
- 3: Editorials/and column writing
- 4: Magazine writing

Reading List

- M.V. Kamath, **The Journalists Handbook**, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. **Editing: A Handbook for the Journalist**, IIMC, New Delhi, 1989.
- Srivastava, K.M. **News Reporting and Editing**, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, **News Reporters and News Sources**, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, **News Writing**, Kanishka Publishers, New Delhi, 1998.
- Jan R. Hakemulder, Fay A.C. de Jonge and P.P Singh, **News Reporting and Editing**. Anmol Publications. New Delhi, 1998.

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COURSE: JMC-204
COMMUNICATIONS RESEARCH METHODOLOGY

The main aim of this course is to make the students aware of the importance of research in Communications. The students will be taught the different methods for conducting Communications research. The students will also be taught to design instruments to collect data with various approaches to analyse data.

UNIT-1: An Overview of Research in Communication

- 1: Origin of research in Communication; Administrative versus Critical research; Communication research versus marketing research .
- 2: Context in Communication Research
- 3: Significance of Communication research; the process of theory building
- 4: Aspects of research; and Before Research Begins

UNIT-2: Steps for Conducting Communication Research

- 1: Title, Introduction, Rationale, Problem, Aim & Objectives
- 2: Theoretical/Conceptual/Operational Framework; Hypothesis
- 3: Methodology: Design, Universe/ Population, Variables, Sample, Instrument, Types of Data, Data Collection, Time Schedule, Budget, Limitations, etc.
- 4: Data Analysis Methods, Writing of Report, Summary, Executive Summary, Conclusion and Recommendations

UNIT-3: Contemporary Research Designs

- 1: Qualitative, Quantitative, Interpretative, Basic and Applied
- 2: Experimental/ Naturalistic, Laboratory/ Field Research, Cross Section and Longitudinal
- 3: Participant Observation; Non-participant Observation, Overt & Obtrusive
- 4: Content Analysis

UNIT-4: Sampling Methods

- 1: Formative, Process and Summative Research: Probability & Non- Probability; Sample and Sampling; Pre-test and Pilot-test
- 2: Survey design in Probability Sampling: Simple Random, Systematic Random, Stratified, Multistage Cluster Sampling
- 3: Survey Design in Non- Probability Sampling: Purposive, Convenience and Quota Sampling; Designing of Instrument; ethical issues and current problems
- 4: Aspects of Media for Research

UNIT-5: Qualitative Research Designs

- 1: Case Studies
- 2: Ethnography
- 3: Participant Observation and Non-Participant Observation
- 4: Focus Group, Ground Theory Methods, Action Research, Narratology.

READING LIST:

- Khotari, R.C. **Research Methodology: Methods and Technique**, Delhi: Wiley Eastern Ltd. 1985.
- Gupta S.C. and Kapoor K.V. **Fundamentals of Mathematical Statistics**, Sultan Chand & Sons, Delhi.
- Rebecca B. Rubin et.al. **Communication Research Measures**. The Guilfor Press, New York, 1994.
- Susanna, Horning Priest. **Doing Media Research: An Introduction**, Sage, New Delhi, 1996
- Arthur, A. Berger. **Media Research Techniques**, Sage, New Delhi, 1996.
- Wimmer D. Roger & Dominick R. Joseph, **Mass Media Research**, 7th ed., Thomson Wadsworth, Singapore, 2003.

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COURSE: JMC-205 (P)
VIDEO CAMERA & TECHNIQUES:
PRINCIPLES & PRACTICE UNDERSTANDING THE STUDIO ENVIRONMENT

UNIT: 1- Video Camera: Introduction, Meaning & History. Types of Video Camera, Technological Revolution Major Components, Features and Functions of Video Camera: Camera Body, Lens & Lense Hood, Viewfinder & LCD Screen, Image Sensor, Aperture, Playback Button, Shutter, Hotshoe, Flash, Memory Card & Slot, Focus Ring, Zoom Ring, Baseplate Receiver, Recording Medium, Battery & Battery Components. Tripod Mount el Important Terms

UNIT: 2 Familiarity with Camera Operations in Studio and Field. Understanding of Image sizes. Camera Movement: Meaning Purpose & Types. Shot Definition. Fundamental of Video Shots. Types of Shots and Camera Angles. Composition: Meaning Fundamentals of Composition. Subject in the frame: which way it is facing/looking, the background, the foreground & lighting etc. The Rule of Third. Headroom. Lead room (Nose room). Lighting: Meaning & Purpose, Light Character. Types Hard & Soft Light Lights and their usages. Three-point lighting. Key light. Fill light. Back light. Back ground lighting ratios. Special lighting situation. Principles of quality lighting.

UNIT: 3 Video Editing Meaning & Elements, Comparative study of major video-editing Softwares. Types of Video Editing: Linear & Non-Linear and difference between both. Stages in video-editing, Audio Insert editing. Editing Titles and Transition. Video Effects. The Cut, Jump CA Cutaway/Cutaway shot (CA), Fade, Fade out. Dissolve, Super-impositions, Wipe, Inset, Split screen, Stock shots. Previewing Editing work.

UNIT: 4 Components of Sound: Meaning. Definitions. Microphones: Meaning. Types: Gun mic, Lapel, Cordless, Bluetooth mic. Audio Editing Softwares. Audio Switchers / Audio Mixer: Meaning. Purpose and Usage of recording & editing of Sound. How does it work

UNIT: 5 TV Graphics: Meaning & Purpose. Creating Graphics. PC Based Graphics and Animation. Editing Titles and Graphics.

READING LIST:

- Gerald Millerson, Video Production hand Book, 3rd Edition, Focal Press, 2002.
- Peter W.Rea& David K.Irving, Producing & Directing the Short Film and Video, 2nd Edition, Focal Press, 2001.
- Deslyver& Graham Swainson, Basics of Video Production, 2nd Edition, Focal Press, 2001
- Deslyver& Graham Swainson, Basics of Video Lighting, Focal Press, 2003.
- Vasuki Belavadi, Video Production Second Edition, Published by Oxford University, 2017

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SYLLABUS –THIRD SEMESTER

COURSE: JMC-301 ✓
FILM APPRECIATION

In this course on film appreciation, the students will be introduced broadly to the origin and development of film language and cinema in India and abroad. The emphasis will be India. The students will also gain information and knowledge about the operation of film industries.

UNIT-1: The Component of Film

- 1: The raw material and equipment
- 2: The story, screenplay and script
- 3: The actors, crew members, and the director
- 4: The process of film making

UNIT-2: Film Language and Evolution

- 1: Film language, form, movement etc.
- 2: Early cinema, Birth of a Nation and important films of the silent era
- 3: The Talkies
- 4: Early talkies

UNIT-3: Film Theories and Criticism

- 1: Realist theory; Auteurists
- 2: Psychoanalytic, Ideological, Feminists
- 3: How to read films?
- 4: Film Criticism/Appreciation

UNIT-4: Development of Cinema in the World

- 1: Sergei Eisenstein and Soviet films.
- 2: Akira Kurosawa and Japanese films
- 3: De Sica and Italian films
- 4: French film

UNIT-5: Indian Films Industry

- 1: The early era *
- 2: The important films made by the directors
- 3: The regional films
- 4: The documentaries in India

Reading list:

- Kholi Vanita, **The Indian Media Business**, Response Books, New Delhi, 2003.
- Lumet Sidney, **Making Movies**, Vintage Books, New York, 1996.
- Thoraval Yves, **The Cinemas of India**, Macmillan, Delhi, 2000.
- Eisenstein Sergei, **Methods of Montage in Film Form**.

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COURSE: JMC-302
RADIO AND TELEVISION PRODUCTION

Radio and television are the integral parts of mass media. The students will be provided with the knowledge of primary characteristics of these media. They will be taught how these are to be considered when the programmes are made for various channels. The students will be taught about the basic concepts and grammar of the visual language needed for production for these media. The students will be assigned to produce short programmes for each of these media.

UNIT-1: Writing & Practice for Radio

- 1: Nature of radio as a medium of communication
- 2: Radio news writing
- 3: Educational Feature/talk
- 4: Writing for community

UNIT-2: Writing & Practice for Radio

- 1: Health
- 2: Agriculture
- 3: Education
- 4: Public Service

UNIT-3: Writing & Practice for Drama/skit

- 1: Plot/Theme
- 2: Characteristic
- 3: Dialogue
- 4: Post Production Techniques

UNIT-4: Writing & Practice for Television

- 1: Writing for educational TV
- 2: TV news
- 3: Writing for Health, Agriculture
- 4: Documentary

READING LIST:

- Gerald Millerson. **The Technique of Television Production**, 12th ed. Focal Press, London, 1990.
- Nick Dimbleby, Richard Dinberly and Ken Whittington. **Practical Media: A Guide to Production Techniques**, Holder & Stoughton, London, 1994.
- Robert Leleish. **The Technique of Radio Production: A Manual for Broadcasters**, Focal Press, London, 1988
- Stephen Prince. **Movies and Meaning: An Introduction to Film**. Allyn and Bacon. London, 1997.
- Chatterjee P.C. **Broadcasting in India**, Sage, New Delhi, 1990.

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-303 A (PR)

SPECIALIZATION: PUBLIC RELATIONS

GROWTH & DEVELOPMENT OF PUBLIC RELATION IN INDIA

UNIT-1: Nature and scope of Public Relations & Ethics

- 1: Definition of Public Relations
- 2: Concept of Public Relations Advertising & Publicity
- 3: Ethics or Public Relations Professionalism
- 4: Career Aspect of Public Relations

UNIT-2: Evolution of Public Relation

- 1: Indian models.
- 2: The Propaganda Model
- 3: The Publicity Model
- 4: The Public Relations Model

UNIT-3: Principles and Functions of Public Relations

- 1: Principles of Public Relations
- 2: Organizations & Structure of Public Relations
- 3: Functions of Public Relations Structure.
- 4: Planning Public Relations Campaign and Programmes.

UNIT-4: Information & Public Relations Services

- 1: Ministry of Information Broad Casting.
- 2: Press Information Bureau (PIB)
- 3: Press Conference
- 4: All India Radio and Doordarshan.

UNIT-5: Attributes of the Public Relations Officer (PRO)

- 1: Ethics of Public Relations officer
- 2: Job Profile
- 3: The advisor and Analyst
- 4: Public Relations Career for Women

READING LIST

- Cutlip & Center - Effective PR, Prentice Hall, N.J., 1978
- Stephenson, Howard: Handbook of Public Relation, New York, McGraw Hill, 1971
- Narasimha Reddy C.V.- How to become a Good PRO, Sharada Publications, Hyderabad, 1974

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-304 A (PR) ROLE OF PUBLIC RELATIONS IN GOVERNMENT AND PRIVATE SECTOR (PRACTICAL)

UNIT-1: Growth of Public Relation as a Profession

- 1: Growth and development of Public Relation in India
- 2: Professional Public Relation Organizations
- 3: Training and Research for Public Relation.
- 4: New Trends in Public Relation.

UNIT-2: State Government-Information and Public Relations Services

- 1: State Information and public relation department.
- 2: Union Territories Information
- 3: Autonomous organizations.
- 4: Public Relation in Educational sector

UNIT-3: Corporate Public Relations

- 1: Corporate sector
- 2: Planning and Co-ordination the corporation's
- 3: Coordinate corporate performance with the public interest
- 4: Bring it to the notice of the public through communication

UNIT-4: Public Relation in Government and Industry

- 1: Public Relation in public sectors
- 2: Public Relation in private sectors
- 3: Public relations in non Government and voluntary organizations.
- 4: The role of public relations practitioners in confronting challenges in this sector

UNIT-5: Public. Relation & Training

- 1: Academic Discipline.
- 2: Curriculum.
- 3: Indian Scenario
- 4: Case Studies

READING LIST

- Prof. K.R. Balan. Corporate Public Relations, Sterling Publishers Pvt. Ltd. New Delhi, 1992
- Sam Black. Practical Public Relation, Universal Book stall, Ansari Road, New Delhi, 1976
- डा० विजय कुलश्रेष्ठ जनसंपर्क प्रचार एवं विज्ञान, राजस्थान प्रकाशन, जयपुर।
- Dr. C.V. Narasimha Reddi - Public Relations and Communication Handbook, PublicRelation Foundation, Hyderabad, 2002
- Srinivas R.Melkote, Communication for Development in the Third world - Theory Practice 1991
- D. S. Mehta - Handbook of Public Relations in India; Allied Publishers Ltd, 1980

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-303 B (TRF)

**SPECIALIZATION: TELEVISION, RADIO & FILM
SCREENPLAY WRITING**

UNIT-1: Screenplay

- Unit-1: Screenplay and its subjects
- Unit-2: Screenplay format
- Unit-3: The Demand of the visual medium
- Unit-4: The Foundation for a screenplay

UNIT-2: The Process of Writing

- Unit-1: The Idea and steps to write
- Unit-2: The Conflict: Protagonist, antagonist and the Problem
- Unit-3: The characters
- Unit-4: Non-linear Circular approach

UNIT-3: Structure of Writing

- Unit-1: Frame, shot, scene, sequence and film
- Unit-2: The hero's journey
- Unit-3: Developing scenes
- Unit-4: Developing dialogues

UNIT-4: Developing the Screenplay

- Unit-1: Expand and collapse scenes
- Unit-2: Assessing the quality continuously
- Unit-3: Write and rewrite
- Unit-4: Write on the set

UNIT-5: Adaptation or original and problem

- Unit-1: Adaptation ---- How?
- Unit-2: Camera angles and impact of written medium
- Unit-3: Pitching the ideas/stories
- Unit-4: Resources for the scriptwriter

READING LIST:

- Rabiger Michael, Directing Film: Techniques and Aesthetics, Focal Press, 2nd Edition, Boston, 1997.
- Wolff Jorgen & Cox Kerry, Successful Scriptwriting, Writers Digest Books, Ohio, USA, 1998.

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-304 B (TRF) SINGLE CAMERA PRODUCTION (PRACTICAL)

UNIT-1: The Basics of Television Programme

- 1: The hardware for television
- 2: The basic language of television
- 3: Genre of TV programme
- 4: Television and audience

UNIT-2: Single Camera Production

- 1: Script for single camera production
- 2: Preproduction: The process
- 3: Production: The responsibility
- 4: Stages of production

UNIT-3: Image Making

- 1: Camera lenses and Light
- 2: Shots, filters, microphones, recorders, and /Shooting process
- 3: The process of post-production
- 4: Editing the sound

UNIT-4: Made for TV-film and Programmes

- 1: Why made for TV-film and Programmes?
- 2: Writing for studio Based film for video
- 3: Set and stage design
- 4: Production process: Team & Packet.

UNIT-5: Field Programme for Television

- 1: Why field programme? Types of programmes
- 2: Preparation for field programme
- 3: Contextualities and collaboration.
- 4: Editing in field programme

READING LIST:

- Ward W. Larry and Gross S. Lynne, Electronic Movie Making, Wadsworth Publishing Company, 1997.
- Rabiger Michael, Directing: Film Techniques and Aesthetics, Focal Press, Boston, 1997.
- Katz Steven, Shot by Shot: Visualising from Script to Screen, Focal Press, Boston.
- Rabiger Michael, Directing the Documentary, 2nd edition, Focal Press, Boston.

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SYLLABUS FOR SPECIAL COURSES OF STUDY
COURSE: JMC-303 C (DC)
SPECIALIZATION: DEVELOPMENT COMMUNICATION
GROWTH OF DEVELOPMENT COMMUNICATION

UNIT-1: Fundamental Concepts of Development

- 1: Concept and indications of Development
- 2: Economic, Social, Psychological and Political aspects of Development
- 3: The Measures/Indexes of Development
- 4: Development Dichotomies

UNIT-2: Theories and Strategies of Development

- 1: Stages of Growth
- 2: Balanced Verses Unbalanced Growth
- 3: Marxist theory of Development
- 4: Gandhian theory of Development and alternative models

UNIT-3: Evolution of Development communication

- 1: Modernization theory and importance of Communication.
- 2: Origin of the Concept: Daniel Lerner and Wilbur Schramm
- 3: Growth of Development Communication: Nora Quebral, Everett Rogers and Rozario Braid
- 4: Diffusion of Innovation and the concept of social network for Development

UNIT-4: Critique of Development Communication

- 1: A Critical approach to Mass Media and Modernization
- 2: Research and Practice of Diffusion of Innovations
- 3: Critique of World Financial and Economic Institutions
- 4: New Roles of Communication in Development

UNIT-5: The Third World Aspirations

- 1: Dependency Theory
- 2: UNCATAD and demand for NIEO
- 3: Information Imbalance and NWICO
- 4: North-South and South-South Cooperation

READING LIST:

- Srinivas Melkote and H. Laslie Stoves, Communication for Development in the Third World, 2nd Edition, Sage, 2001.
- Wilbur Schramm, Mass Media and National Development, Stanford, California 1964.
- Rogers, Everette. Diffusion of Innovations, The Free Press, New York, 1983.
- Hunt Dian, Economic Theories of Development: An Analysis of the Competing Paradigms Harvesters Whit sheaf, New York, 1989.

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SYLLABUS FOR SPECIAL COURSES OF STUDY**COURSE: JMC-304 C (DC)
DEVELOPMENT SUPPORT COMMUNICATION IN INDIA (PRACTICAL)****UNIT-1: Agricultural development and DSC.**

- 1: Development, support Communication: The Genesis
- 2: Agricultural Extension
- 3: System Approach in Agricultural Communication
- 4: Case studies on DSC to Agricultural Extension

UNIT-2: Health Nutrition and Family Welfare.

- 1: DSC activities and family welfare
- 2: Nutrition Communication
- 3: Health Communication
- 4: DSC and Health Behavior

UNIT-3: Education and DSC

- 1: Education and Literacy Programmes
- 2: Formal Education and DSC
- 3: Informal Education and DSC
- 4: Case Studies

UNIT-4: Women and Child Welfare

- 1: Concept of Gender in Society.
- 2: Feminist Movements and Communication.
- 3: Child Rights and Communication.
- 4: Case Studies.

UNIT-5: Democratization and Decentralization

- 1: Concept of Social Spaces
- 2: Democracy, Tolerance and Pluralistic Society
- 3: Panchayati Raj and Promotion of Participation Society
- 4: Case Studies

READING LIST:

- Agrawal, Binod C and Rai Kumkum, Women Television and Rural Development, New Delhi, National Publishing House, 1988
- Ostman Ronald E. (Ed.), Communication and Indian Agriculture, Sage Publications, New Delhi.
- Joshi P.C., Communication and National Development. Anamika Publication, New Delhi, 2002.

SYLLABUS FOR SPECIAL COURSES OF STUDY

SPECIALIZATION: HINDI JOURNALISM

COURSE: JMC-303 D (HJ)

हिन्दी भाषा और पत्रकारिता उद्भव एवं विकास

सन् 1826 में कलकत्ता से प्रकाशित हुए पहले हिन्दी समाचार पत्र से वर्तमान समय तक हिन्दी पत्रकारिता ने एक लम्बी दूरी तय की है। हिन्दी पत्रकारिता के लगभग पौने दो सौ साल के इतिहास में इसके स्वरूप और मिजाज में अनेक बदलाव आये हैं। इन्हीं बदलावों के अनुरूप हिन्दी पत्रकारिता के इतिहास को विभिन्न काल खण्डों के अन्तर्गत समझना इस पाठ्यक्रम का उद्देश्य है। हिन्दी पत्रकारिता के इतिहास को जानने से पूर्व हिन्दी भाषा के उद्भव, विकास, राजभाषा के रूप में हिन्दी तथा हिन्दी साहित्य के संक्षिप्त इतिहास को समझना आवश्यक है जिन्हें पाठ्यक्रम के प्रथम दो खण्ड में स्थान दिया गया है।

- ब्लॉक-1: हिन्दी भाषा: स्वरूप एवं विकास
यूनिट-1: भाषा परिभाषा, प्रकृति एवं स्वरूप
यूनिट-2: हिन्दी भाषा की उत्पत्ति एवं विकासक्रम
यूनिट-3: मानक हिन्दी
यूनिट-4: हिन्दी हेतु संवैधानिक उपबन्ध एवं राजभाषा अधिनियम
- ब्लॉक-2: हिन्दी साहित्य का संक्षिप्त इतिहास
यूनिट-1: आदिकाल
यूनिट-2: भक्ति काल
यूनिट-3: रीति काल
यूनिट-4: आधुनिक काल
- ब्लॉक-3: स्वतंत्रता से पूर्व हिन्दी पत्रकारिता
यूनिट-1: प्रारम्भिक युग 1826 – 67
यूनिट-2: भारतेंदु युग 1867 – 1900
यूनिट-3: द्विवेदी युग 1900 – 1920
यूनिट-4: गाँधी युग 1920 – 1947
- ब्लॉक-4 :- स्वतंत्रता के पश्चात हिन्दी पत्रकारिता
यूनिट-1: स्वतंत्रता के पश्चात हिन्दी समाचारपत्रों एवं पत्रिकाओं की प्रगति
यूनिट-2: स्वामित्व के स्वरूप में परिवर्तन
यूनिट-3: आंचलिकता का बोध
यूनिट-4: अधुनातन प्रवृत्तियाँ
- ब्लॉक-5: हिन्दी साहित्य के पश्चात हिन्दी पत्रकारिता।
यूनिट-1: रेडियो
यूनिट-2: टेलिविजन
यूनिट-3: फिल्म
यूनिट-4: न्यू मीडिया फेसबुक, ब्लॉग्स, एक्स, इंस्टाग्राम, यूट्यूब

सन्दर्भ सूची:

- प्रसाद डॉ० बासुदेवनन्दन आधुनिक हिन्दी व्याकरण और रचना, भारती भवन, पटना, 2003
- कुमार अमरेन्द्र सिंह निशान्त : इक्कीसवीं सदी और हिन्दी पत्रकारिता, सामयिक प्रकाशन, नई दिल्ली, 2001
- वैदिक, डॉ० वेद प्रताप (सं-) हिन्दी पत्रकारिता के विविध आयाम, हिन्दी बुक सेंटर, नई दिल्ली, 1992
- कुमार चन्द्र: जन संचार माध्यमों में हिन्दी, क्लासिक पब्लिकेशन्स कम्पनी, नई दिल्ली, 2000
- मिश्र डॉ० ज्ञान प्रकाश: बाल मुकुन्द की सर्जना की पत्रकारिता 2015 यूनिवर्सिटी पब्लिकेशन नई दिल्ली।
- मिश्र डॉ० ज्ञान प्रकाश: तुलसीकृत रामचरित मानस आधारित रामलीला का विकासक्रम। 2015 यूनिवर्सिटी पब्लिकेशन नई दिल्ली।

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-304 D (HJ)

उच्चतर रिपोर्टिंग एवं सम्पादन- (प्रायोगिक)

पत्रकारिता के बढ़ते क्षेत्र के साथ साथ रिपोर्टिंग एवं सम्पादन में विषय विशेषज्ञता की मांग बढ़ती जा रही है। इसी तथ्य के अनुरूप पाठ्यक्रम में विविध विषयक रिपोर्टिंग एवं सम्पादन को स्थान दिया गया है।

- ब्लॉक-1: उच्चतर रिपोर्टिंग-1
यूनिट-1: विवरणात्मक रिपोर्टिंग
यूनिट-2: खोजी रिपोर्टिंग
यूनिट-3: रिपोर्टिंग में रंग
यूनिट-4: रिपोर्टिंग में वस्तुपरकता
- ब्लॉक-2 उच्चतर रिपोर्टिंग - 2
यूनिट-1: अपराध रिपोर्टिंग एवं न्यायिक रिपोर्टिंग
यूनिट-2: आर्थिक एवं कृषि रिपोर्टिंग
यूनिट-3: शैक्षणिक रिपोर्टिंग
यूनिट-4: स्वास्थ्य रिपोर्टिंग
- ब्लॉक-3: उच्चतर सम्पादन - 1
यूनिट-1: समाचार डेस्क का संगठन एवं समाचार सम्पादन की नवीन तकनीक
यूनिट-2: शीर्ष का चयन एवं शीर्ष लेखन
यूनिट-3: विशेष परिशिष्ट का सम्पादन
यूनिट-4: इलेक्ट्रॉनिक पेज लेआउट फोटो, ग्राफिक्स, विज्ञापन आदि
- ब्लॉक-4: उच्चतर सम्पादन -2
यूनिट-1: सम्पादकीय लेखन
यूनिट-2: स्तम्भ लेखन
यूनिट-3: फीचर लेखन
यूनिट-4: पुस्तक, फिल्म एवं कला समीक्षा
- ब्लॉक-5 अनुवाद
यूनिट-1: अनुवाद: अर्थ प्रकृति एवं सिद्धान्त
यूनिट-2: अनुवाद के प्रकार: पूर्ण अनुवाद, सार अनुवाद
यूनिट-3: अनुवाद की रचना प्रक्रिया: वाक्य विन्यास, मुहावरे, उपयुक्त शब्दावली
यूनिट-4: तकनीकी एवं वैज्ञानिक रचनाकर्म और अनुवाद

सन्दर्भ सूची:

- राजेन्द्र: संवाद और संवाददाता, हरियाणा साहित्य अकादमी, चंडीगढ़, 1975
- त्रिखा नन्दकिशोर: समाचार संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ, 1974
- भानावत डा० संजीव सम्पादन कला, यूनिवर्सिटी पब्लिकेशन्स, जयपुर, 1997
- जोशी, रामशरण: पत्रकारिता में अनुवाद, राधाकृष्ण प्रकाशन प्राइवेट लि०, नई दिल्ली, 2003
- मिश्र डॉ० ज्ञान प्रकाश : पं. बनारसी दास चतुर्वेदी की पत्रकारिता एवं अन्य विधाएं। 2015 यूनिवर्सिटी पब्लिकेशन नई दिल्ली।

**COURSE: JMC-305 (P) PRACTICAL
EDITING**

UNIT-1: ~~Mass~~ Communication: Meaning & Definitions. Characteristics. Journalism: Concepts, Growth, Objectives & Functions. Principles of Journalism: Objectivity, Accuracy, Clarity, Independence, Impartiality and Fairness. Functions of Journalism: To Inform, Educate, Persuade & Entertain, Surveillance.

UNIT-2: Tools of Mass Communication, Traditional & Folk Media, Newspapers, Magazines, Radio, TV., Films, Mobile, internet.

UNIT-3: Editorial Set up of a daily newspaper. Functions & responsibilities of the Editor, News Editor, Chief Sub Editor and Sub Editor/Copy Editor. News Room: Structure & the way it work. News Desk: Need, Edition-wise Planning, Copy Management with latest update. Coordination: News Room Vs Bureau, Reporting and Production

UNIT-4: Understanding of Media Language Copy Testing and selection. Basics of English & Hindi Grammar. Vocabulary Building. Editing: Concept & Need. Basic Principles. Making copy more reader friendly by keeping it Accurate, Credible, Simple and short. Integrating the stories from different sources, Photo Caption Writing. Proof-reading symbols. Headlines: Principle, Types. Basic Skills for Head-line writings. Head-line typography. Style book. Newspaper Terminology.

UNIT-5: Page Layout & Make up: Concept & Meaning. The Modular system. Difference between Newspaper and Magazine layout. The Front Page, Inside Pages Make-up using pictures, graphics & cartoons. Type and type faces: Intros, Drop letters and Column rules. Working with Dummy. Positioning of news. Deciding weightage and possible impact of stories. Balancing News and Make-up requirements.

READING LIST:

- D.bruse, Newspaper writing and reporting for today's media (2001) Italy
- Susan, News Paper journalism (2004) Pape
- Keeble, Richard, News Paper handbook (2001) Routledge, London
- Sourin, Banerji, News Editing in Theory and Practice (2001) K.P Bagchi and Company, Calcutta.
- Aggarwal, Vir Bala, Essentials of Practical Journalism, (2006) Concept Publishing Company, New Delhi.
- Verma M.K News, Reporting and Edition

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SYLLABUS —4th SEMESTER**COURSE: JMC-401
MAGAZINE JOURNALISM**

UNIT-1: Definition, Growth & Importance of Magazine Journalism. Difference from other formats of media. Types of Magazines: General interest magazines. Special interest Magazines: Political, Women, Sports, Business, Personal Finance, Stock Prominent Indian magazines. Market, Health, Career, Lifestyles, Online & Consumer Magazines.

UNIT-2: Writing for a Magazine: Turning ideas into stories. Researching. News Angles & Structure. Playing with words. Keeping it simple, involving the reader. holding something back. Week-end Pull-out, Supplements and Sunday Magazines. Freelancing. Advertorial trends

UNIT-3: Feature: Concept, Definition & Elements, Structure: The Lead, Body and Conclusion Types of Feature Leads Creative Leads. Other approaches. Difference between News and Features. Types: News & Non-news, Human interest, Travel & Profiles Features on Rural Issues

UNIT-4: Developing ideas, Researching & Skills for feature writing Interviews. Columns. Review of Books, Films and Cultural Events. Gossip write-ups. Syndicated Features. Current trends & the future.

UNIT-5: Magazine Production: Planning, Content and Copy-editing. Min. 5 issues of Local reporting based magazines of 30 pages on A3 Size Sheets. Layout and Make-up.

READING LIST:

- John Morrish, Magazine Editing, Routledge, 1996
- Linda McLoughlin, The Language of Magazines, Routledge, 2001
- Michelle Ruberg, Handbook of Magazine Article Writing, Writer's Digest, 2005
- Antony Davis & Heinemann, Magazine Journalism Today, Professional Publishing, 1988
- East R. Hutchison, The Art of Feature Writing, Oxford University Press, 2008

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COURSE: JMC-402
BASICS OF NEW MEDIA

Unit 1: Brief History of e-newspapers In Hindi & English. Reasons for the growing popularity of e-newspapers. Future New Media: Definition, Concept and Structure. Difference between Traditional Media and New Media. Limitations of e-newspapers. Elements of Online Newspapers. Redefining News and News Cycle. Reporting, Writing and Editing for Online Newspapers.

Unit 2: Social Networking: Meaning. Sites: introduction, Overview of social networking platforms. Functions Merits and Demerits of Social Networking Sites. Integrating journalism and Social Media. Social Media Influencers

Unit 3: Social Media Policy. Role of regulators and moderators, problem of Censorship. Advertisement and Data Monitoring. Media Language: Vocabulary and acronyms of the Digital world. Email, Instant messaging, cloud services, Drive and Drop and Drop Cookies. Phishing Software, Key loggers. Policies & Procedures to Manage Risk, Trolling and Damage Control.

Unit 4: Financing Online Journalism; Sponsorship. Content, Email and other New Media Platform Management, Marketing and Revenue Strategies. Modes of Online Advertising Google Ad Sense, Online Promotion, Sponsored Content etc. Cost Per Thousand Impressions (CFM); Cost Per Click (CPC) etc. Use of Digital Media in the Overall Marketing Mix & Brand Management.

Unit 5: The Subscription Box Model-Retail Boxes, Mixed Boxes, Mystery Boxes. The Netflix Model: the Mastermind Model; Keep them Engaged Model, Subscribers only Model Software-as-a Service. Recurring Revenue, Billing Cycle. Subscription Business vs Traditional Retail Businesses: Future Revenue and Income Predictability.

READING LIST:

- Global Communication in Transition: The end of diversity (1996), Hamid Moulana, Sage Publication, N.D.
- Global information and World Communication (2nd edition) – (1997) Hamid Moulana, Sage Publications, N.D.
- World Communication Report: The Media and the challenge of the New Technologies (1997)-Ed. Alain Modouze, UNESCO Publishing.
- New Media – Ronald Rice, (1984) Sage Publications
- Public Communication Campaigns, Ronald E. Rice, Charles K. Atkin, Sage Publications, 2012

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SYLLABUS FOR SPECIAL COURSES OF STUDY

**COURSE: JMC-403 A (PR)
RESEARCH IN PUBLIC RELATIONS**

UNIT-1: The Tools of Public Relations Research

- 1: Public Opinion Research
- 2: Public Relation Management Research
- 3: Various Market Research
- 4: Audience Research

UNIT-2: Research Methodology

- 1: Survey Techniques
- 2: Public Relations Professional; in- Depth survey
- 3: Its merits and its limitations
- 4: Valuable themes for the Public Relations Campaigns

UNIT-3: Research in Public Relations

- 1: Right selection and motivation
- 2: Right evaluation
- 3: Training and Development
- 4: Feedback in Public Relations

UNIT-4: Evaluation in the Public Relations Programmes

- 1: Importance of evaluation in the Public Relations Programmes at Various Stages
- 2: Kinds of evaluation Tools
- 3: Their suitability and Techniques
- 4: Correct Interpretation of Data in the context of the Public Relations

UNIT-5: Media Assessment

- 1: Interpretation of feedback
- 2: A Framework
- 3: Need assessment and setting objectives
- 4: Case Studies

READING LIST:

- Edward I. Ralinson; Public Relations and Survey Research, New York, Appleton, Century - Crafts. 1969
- H. Frazier Moore, Frank B, Public Relations, Principles, Cases and Problems; Kalupa Surieet Publication
- Bill Cantor, Experts in Action- Inside Public relations, New York; Longman; 1984 Jefkins, Frank, Press Relation Practice, Interbooks, London, 1968

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-404 A (PR) MEDIA, PUBLIC RELATIONS, AND LAWS (PRACTICAL)

UNIT-1: Public Relations Tools & Methods

- 1: Public Relations Strategies
- 2: Public Relations Press and Electronic Media
- 3: House Journal
- 4: The Public Relations Message design

UNIT-2: Information Technology for Public Relations

- 1: Communication Technology in Public Relations
- 2: Interactive Radio & TV
- 3: Internet
- 4: Website

UNIT-3: Fundamental Rights

- 1: The law of defamation
- 2: The Patent Act 1970
- 3: The Prize Competitions Act 1955
- 4: The Protection of Civil Rights Act 1955

UNIT-4: Public Relations Laws and Cyber Laws

- 1: The Emblems and Names Act 1950 (prevention of improper use)
- 2: Intellectual Property Rights
- 3: The Consumer Protection Act 1986
- 4: Cyber Laws

UNIT-5: Public Relation & Management

- 1: Part of Top Management, Image Builder, etc
- 2: Skill with Words, Source of Information, Media Relations
- 3: Exhibitions and Campaign
- 4: Case Studies

READING LIST:

- Lesley, Philip, **Lesley's Handbook of Public Relations and Communication**, Jaico Publications, New Delhi, 1992
- Durga Das Basu, **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
- डा० संजीव भानावत, **प्रेस कानून और पत्रकारिता**, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2000
- B. N. Ahuja, **History to Press, Press Laws & Communications**, Surjeet Publications, 1988.
- Nolte, L. D., **Fundamentals of Public Relations** Pergamon Press Ltd., Oxford,

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-403 B (TRF) RADIO PRODUCTION

UNIT-1: Basic Concept of Audio

- 1: Sound and its importance
- 2: Microphones
- 3: The Process of Recording and Editing Sound
- 4: The Process of Radio Broadcasting

UNIT-2: Radio News

- 1: Understanding radio news; sources of radio news
- 2: Writing and structuring radio news
- 3: Actualities and sound bytes
- 4: Preparing a news bulletin and casting the same

UNIT-3: Studio Based Programmes

- 1: Interview and skills for interviewing
- 2: Group and panel discussion; and preparing for the same
- 3: Skits and dramas and the process of producing them
- 4: Talks and features

UNIT-4: Field Programmes

- 1: Local colors - and its importance
- 2: Collection of sound and sound creation
- 3: Commentaries for special events cultural religious, social etc.
- 4: Sports commentaries

UNIT-5: Radio Production

- 1: Planning and production of radio programmes
- 2: Studio and OB recording techniques
- 3: Sound mixing and editing
- 4: Understanding of radio programme formats

READING LIST:

- Watkinson, John. The Art of Digital Audio. Newton, MA: Focal Press 1994.
- Nisbett, Alex. The Use of Microphones, 3rd ed. Newton, MA: Focal Press 1989.
- O'Donnell Lewis B., Philip Benoit, and Carl. Hausman Modern. Radio Production 2nd ed. Belmont CA: Wadsworth, 1990.

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SYLLABUS FOR SPECIAL COURSES OF STUDY
COURSE: JMC-404 B (TRF)
STUDIO BASED TELEVISION PRODUCTION (PRACTICAL)

Block-I: Understanding TV Technology

- Unit-1: TV/ Video picture and its technology
- Unit-2: Video camera; characteristics and feature
- Unit-3: Lighting a studio and placement of equipment
- Unit-4: Camera language; shots; movement of Camera

Block-II: Television News

- Unit-1: Characteristics and components of TV News
- Unit-2: Writing TV news to graphics, still and video footage
- Unit-3: TV reporting, Piece to camera, Voice over
- Unit-4: Field reporting for special event / incident/ areas news bulletin

Block-III: Compiling and Presenting TV News

- Unit-1: Newsroom organization, studio set-up, equipment
- Unit-2: Qualities of a news presenter
- Unit-3: News reading, anchoring, reading, commentary, and live commentary
- Unit-4: Editing and preparing news capsule

Block-IV: TV programme formats

- Unit-1: Interviews and Discussion
- Unit-2: Magazine programmes including news magazine
- Unit-3: Docu-feature on chosen topics
- Unit-4: Chat shows

Block-V: Producing a Serial

- Unit-1: Concept/ ideas and developing a script
- Unit-2: Developing stories, characters, background, etc.
- Unit-3: Writing episodes and the art of selling episodes
- Unit-4: Shooting and editing the episodes

Reading List: (additional books will be prescribed by the respective teachers at a later date)

- Wurtzel and Rosenbaum, Television Production, 4th ed.,
- Zetll Herbert. Sight-Sound-Motion: Applied Media Aesthetics, 2nd ed., Belmont CA: Wadsworth, 1990

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SYLLABUS FOR SPECIAL COURSES OF STUDY
COURSE: JMC-403 C (DC)
THE ALTERNATIVE APPROACH TO DEVELOPMENT

UNIT-1: Need for an Alternative Approach to Communication and Development

- 1: Communication and Development in a cultural context
- 2: Blending of Traditional v/s Modern cultural approaches
- 3: Folk Culture and Traditional Media for development
- 4: Cultural Identity and cultural imperialism

UNIT-2: Participatory Communication for Social Change

- 1: Need for peoples, participation.
- 2: Factors hindering peoples, Participation
- 3: Concepts in participation: Ownership, Management, Leadership, etc.
- 4: Themes and perspectives in Participatory Communication.

UNIT-3: New social movements and non-Govt. Alternative

- 1: Critique of the current society
- 2: The need for the third sector- NGO's/Civil society
- 3: The concept of empowerment
- 4: Factors hindering Empowerment

UNIT-4: Studies in grass roots Communication Initiatives.

- 1: Methods of promoting participation in Development
- 2: Case/Studies of some NGO's: SEVA, ANAND, etc.
- 3: Case studies in grass roots Communication initiator / Person
- 4: Critique of grass root Communication.

UNIT-5: New Technologies and prospect of Development.

- 1: What are the new technologies?
- 2: The 'haves' and 'have not' and Communication Technologies
- 3: The Sociological perspectives of New Technologies
- 4: The Economical Implications

READING LIST:

- Shirley White K Sandanandan Nair and Joseph Ascroft (eds.) Participatory Communication: Working for Change and Development, Sage, New Delhi, 1994.
- Jan Servaes, Thomas Jacobson and Shirley White (eds.) Participatory Communication for Social Change, Sage, New Delhi, 1996.
- Nair and Shirley White (Ed.) Perspectives on Development Communication, Sage Pub, New Delhi, 1993.
- Britha Mikkelsen Methods for Development Work and Research: A Guide for Practitioners, Sage Pub, New Delhi 1995.

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SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-404 C (DC)

PROJECT EVALUATION AND WRITING REPORTS (PRACTICAL)

In this Paper, the students will first be taught the technique of evaluation and procedure for monitoring. They will be asked to identify five Projects of the categories mentioned below and study them in-depth. The students must evaluate these and write professional reports on them

- A. Teaching of the technique of evaluation & Procedure for monitoring
- B. Project evaluation from the following projects

1. Projects related to women's Development.
2. Projects related to Mother and Child care
3. Projects related to Agriculture Extension
4. Govt. Projects on Food-for-work or similar projects.
5. NGO Activities in surrounding districts.

Plan

SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-403 D (HJ)

जन संचार माध्यम और हिन्दी

जन संचार माध्यमों का दायरा उत्तरोत्तर बढ़ता चला जा रहा है। विस्तृत होते जनसंचार क्षेत्र में हिन्दी के स्थान और प्रयोग को समझाने हेतु इस पाठ्यक्रम का निर्धारण किया गया है। जन सम्पर्क विज्ञापन समाचार समिति, रेडियो, टेलीविजन तथा आधुनिक माध्यम नेट आदि पर माध्यमों की विशिष्टताओं के अनुरूप हिन्दी में लेखन की जानकारी देना पाठ्यक्रम का उद्देश्य है।

- ब्लॉक-1: जन सम्पर्क एवं विज्ञापन में हिन्दी
 यूनिट-1: जन सम्पर्क अभियान में हिन्दी
 यूनिट-2: जन सम्पर्क के उपकरण— प्रेस विज्ञप्ति, प्रेस कान्फ्रेंस, प्रेस टूर
 यूनिट-3: भारतीय उपभोक्ता बाजार, विज्ञापन और हिन्दी, वैश्वकरण और हिन्दी
 यूनिट-4: विज्ञापन में हिन्दी कापी लेखन।
- ब्लॉक-2: संवाद समिति और हिन्दी
 यूनिट-1: संवाद समिति का महत्व और आवश्यकता
 यूनिट-2: भारतीय संवाद समितियों का इतिहास
 यूनिट-3: हिन्दी संवाद समिति संवाद संकलन और प्रसारण
 यूनिट-4: हिन्दी संवाद समिति की समस्याएँ एवं भाविष्य
- ब्लॉक-3: रेडियो प्रसारण हेतु हिन्दी
 यूनिट-1: व्यावहार्य हिन्दी व्याकरण और बोलचाल की हिन्दी
 यूनिट-2: स्वर विज्ञान: अक्षर, बलाघात, उच्चारण तथा लय
 यूनिट-3: रेडियो हेतु हिन्दी समाचार लेखन
 यूनिट-4: रेडियो हेतु विशिष्ट लेखन
- ब्लॉक-4: टेलीविजन प्रसारण और हिन्दी
 यूनिट-1: टेलीविजन हेतु समाचार लेखन
 यूनिट-2: टेलीविजन कार्यक्रमों में हिन्दी के विविध प्रयोग
 यूनिट-3: संवाद लेखन —
 यूनिट-4: विकास कार्यक्रम हेतु लेखन
- ब्लॉक-5: हिन्दी और नेट
 यूनिट-1: इंटरनेट पर हिन्दी
 यूनिट-2: नेट हेतु लेखन
 यूनिट-3: आन लाइन समाचारपत्र
 यूनिट-4: वेब पेज हेतु लेखन

सन्दर्भ सूची:

- जोगलेकर काशीनाथ गोविन्दराव जोशी रामशरण (स) संवाद समिति की पत्रकारिता, राधाकृष्ण प्रकाशन प्रा० लि०, नई दिल्ली, 2003
- पचौरी सुधीश शर्मा अचला: नए जन— माध्यम और हिन्दी राजकमल प्रकाशन, नई दिल्ली, 2002
- जोशी मनोहर श्याम: पटकथा लेखन— एक परिचय, राजकमल प्रकाशन, नई दिल्ली, 2000
- रत्नू (डॉ०) कृष्ण कुमार: दूरदर्शन हिन्दी के प्रयोजनमूलक विविध प्रयोग, इनाश्री पब्लिशर्स, जयपुर, 1997
- चड्ढा सविता: हिन्दी पत्रकारिता दूरदर्शन और टेलीफिल्में, राजसूर्य प्रकाशन, नई दिल्ली, 2000
- पाण्डेय आशा: हिन्दी विज्ञापन की भाषा, ब्लेकी एण्ड एन पब्लिकेशंस प्रा० लि०, नई दिल्ली, 19

SYLLABUS FOR SPECIAL COURSES OF STUDY

COURSE: JMC-404 D (HJ)

हिन्दी में पत्रिका लेखन

पत्रिका लेखन पत्रकारिता की एक अलग विधा है। अपने विषय वैशिष्ट्य के कारण पत्रिका मन क्षेत्र विशेष में विशेषता की मांग करता है। हिन्दी में विभिन्न विषय की पत्रिकाओं की और स्वरूप की जानकारी प्रदान करना पाठ्यक्रम का उद्देश्य है।

- ब्लॉक-1: साहित्यिक पत्रिकाएँ
 यूनिट-1: हिन्दी जगत की प्रमुख लघु साहित्यिक पत्रिकाएँ
 यूनिट-2: प्रमुख साहित्यकारों का हिन्दी पत्रकारिता में योगदान एवं स्वाधीनता आन्दोलन में पत्रकारिता का योगदान
 यूनिट-3: साहित्यिक पत्रकारिता का बदलता स्वरूप
 यूनिट-4: साहित्यिक पत्रिकाओं का संपादन
- ब्लॉक-2: राजनैतिक एवं समसामयिक हिन्दी पत्रिकाएँ
 यूनिट-1: हिन्दी की राजनैतिक एवं समसामयिक पत्रिकाओं का इतिहास
 यूनिट-2: हिन्दी की राजनैतिक एवं समसामयिक पत्रिकाओं का स्वरूप तथा विषय वस्तु
 यूनिट-3: हिन्दी की राजनैतिक एवं समसामयिक पत्रिकाओं का प्रबन्धन और स्वतन्त्र हिन्दी पत्रिका
 यूनिट-4: प्रचलित प्रमुख हिन्दी की राजनैतिक एवं समसामयिक विषयक पत्रिकाएँ
- ब्लॉक-3: महिला एवं हिन्दी पत्रिकाएँ
 यूनिट-1: हिन्दी महिला पत्रिकाओं का विकास
 यूनिट-2: महिलाओं से सम्बन्धित प्रमुख मुद्दे और पत्रिकाएँ
 यूनिट-3: महिला पत्रिकाओं की विषय वस्तु
 यूनिट-4: महिला उत्थान में पत्रिकाओं का योगदान
- ब्लॉक-4: बाल पत्रकारिता
 यूनिट-1: बाल मनोविज्ञान और अपेक्षित सृजनात्मक दृष्टि
 यूनिट-2: हिन्दी की बाल पत्रिकाओं का इतिहास
 यूनिट-3: बाल चित्रकथाएँ
 यूनिट-4: बाल पत्रिकाओं की वर्तमान स्थिति और भविष्य
- ब्लॉक-5: वाणिज्य एवं आर्थिक पत्रिकाएँ
 यूनिट-1: हिन्दी में वाणिज्य एवं आर्थिक पत्रिकाएँ
 यूनिट-2: वाणिज्य एवं आर्थिक शब्दावलियाँ
 यूनिट-3: वाणिज्य एवं आर्थिक पत्रिकाओं की पृष्ठ सज्जा-ग्राफ सांख्यिकीय आकड़े
 यूनिट-4: भूमण्डलीकरण और हिन्दी में वाणिज्य एवं आर्थिक पत्रिकाओं की उपयोगिता एवं योगदान

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