

SYLLABUS

MA in Journalism and Mass Communication

As per National Education Policy-2020

Session 2024-2026



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

MAHARAJA SUHEL DEV STATE UNIVERSITY

AZAMGARH (UP)

Resolution

The online meeting of Board of Studies (BOS) of Journalism and Mass Communication was held on 16.10.2024 at 03.00 pm to consider and approve the NEP-2020 Framework & Choice Based Credit Systems syllabus developed in accordance with G.O. शासनादेश संख्या-2090 / सत्तर-3-2024-09(01) / 2023 (L4) दिनांक: 02.09.2024.

They following were present in the above said meeting:

SN	Name	Designation	Capacity
1.	Prof. Sharvesh Pandey, Principal, DCSKPG College, Mau	Professor and Principal	Convener
2.	Dr. Gyanprakash Mishra Dept. of JMC BHU, Varanasi	Associate Professor	External Expert
3.	Prof. Shikha Tiwari Dept. of Hindi DCSK PG College, Mau	Professor	Member
4.	Prof. Jagdamba Prasad Dubey Dept. of Hindi DAVPG College, Azamgarh	Professor	Member
5.	Prof. Md Hasin Khan Dept. of Hindi SGPG College, Maltari, Azamgarh	Professor	Member

After detailed discussion, the Board Of Studies on 16.10.2024 have unanimously approved the proposed Framework & Syllabus of Journalism and Mass Communication and recommended that it may be implemented in accordance with above said G.O. under NEP-2020.

Prof. Shikha Tiwari

Prof. Jagdamba Prasad Dubey

Prof. Md Hasin Khan

Dr. Gyanprakash Mishra

Prof. Sharvesh Pandey

MA (JOURNALISM AND MASS COMMUNICATION)

Course Structure: 4th year UG (Hons.) / 4th year UG (Hons. With Research) / M.A. in Journalism and Mass Communication

Paper Code	Title of the Paper	Total Credits	Course	Marks (Internal Assessment + Semester End Examination)
SEMESTER-1				
JMC 101 (P)	Computer Application	04	Core Course	100
JMC102	Communication Studies: Principles & Practices	04	Core Course	25+75=100
JMC103	Media & Press Laws: A historical perspective	04	Core Course	25+75=100
JMC 104	Communication Skills	04	Core Course	25+75=100
JMC 105 (A)	Advertising	04	Core Course	25+75=100
JMC 105 (B)	Magazine Journalism	04	Core Course	25+75=100
JMC 105 (C)	Major Research Project	04	Research Project	50
	SEMESTER TOTAL	20		
SEMESTER-2				
JMC 201 (P)	Video Camera & Techniques: Principles & Practice Understanding The Studio Environment	04	Core Course	100
JMC 202	Introduction to TV Journalism ✓	04	Core Course	25+75=100
JMC 203	Print Journalism ✓	04	Core Course	25+75=100
JMC 204	Communications Research Methodology ✓	04	Core Course	25+75=100
JMC 205 (A)	Science Communication ✓	04	Core Course	25+75=100
JMC 205 (B)	Photography and Writing	04	Core Course	25+75=100
JMC 205 (C)	Major Research Project/ News Report: Project Report	04	Industrial training/Survey/ Research Project	50
	SEMESTER TOTAL	20		

SEMESTER-3				
JMC 301 (P)	Editing	04	Core Course	100
JMC 302	Film Appreciation	04	Core Course	25+75=100
JMC 303	Basics of New Media	04	Core Course	25+75=100
JMC 304 (A)	Radio and TV Production	04	Core Course	25+75=100
JMC 304 (B)	Growth & Development of Public Relation in India	04	Core Course	25+75=100
JMC 306	Internship Report/ Major Research Project	04	Industrial training/ Survey/ Research Project	50
SEMESTER TOTAL		20		
SEMESTER-4				
JMC 401 (P)	Application of Mobile Journalism	04	Core Course	100
Choose any one Group in A, B, C, D				
Group (A) Public Relations				
JMC 402 - PR	Role of Public Relations in Government and Public Sector	04	Optional (Elective)	25+75=100
JMC 403 - PR	Media, Public Relations and Laws	04	Optional (Elective)	25+75=100
JMC 404 - PR	Research in Public Relations	04	Optional (Elective)	25+75=100
Group (B) Television, Radio & Film				
JMC 402 - TRF	Screenplay Writing	04	Optional (Elective)	25+75=100
JMC 403 - TRF	Studio Based Television Production	04	Optional (Elective)	25+75=100
JMC 404 - TRF	Radio Production	04	Optional (Elective)	25+75=100
Group (C) Development Communication				
JMC 402 - DC	Growth of Development Communication	04	Optional (Elective)	25+75=100
JMC 403 - DC	Development Support Communication in India	04	Optional (Elective)	25+75=100
JMC 404 - DC	Alternative Approach to Development	04	Optional (Elective)	25+75=100
Group (D) Hindi Journalism				
JMC 402 - HJ	उच्चतर रिपोर्टिंग एवं सम्पादन	04	Optional (Elective)	25+75=100
JMC 403 - HJ	जनसंचार माध्यम और हिन्दी	04	Optional (Elective)	25+75=100
JMC 404 - HJ	हिन्दी में पत्रिका लेखन	04	Optional (Elective)	25+75=100
JMC 406	Major Research Project	04	Industrial training/ Survey/ Research Project	50
SEMESTER TOTAL		20		

SYLLABUS – FIRST SEMESTER

COURSE-JMC 101 (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.

Block I: Introduction to Computer System

Unit 1: Basic principles of functioning of computer, Introduction to different operating systems and Utility packages

Unit 2: Windows Basics, the User interface (Task bar, start Button, Title Bar, Right clicking)

Unit 3: Windows Accessories, Miscellaneous Features My computer icon, network Neighborhood, explorer)

Unit 4: Internet, Intranet, surfing and searching.

Block II: Word Processing

Unit 1: Introduction with special reference to MS WORD, Opening documents and moving around, manipulating windows

Unit 2: Using the interface, proofing documents, document enhancement, creating and printing merged documents

Unit 3: Using Wizards and Templates

Unit 4: Handling graphics and, creating tables and charts

Block III: Spreadsheet, PowerPoint and Presentation Package

Unit 1: Worksheet basics and data entry

Unit 2: Working with graphs and charts, database management

Unit 3: Power Point basics: Creating, handling and presentations

Unit 4: Adding clipart and other objects

Block IV: Adobe Photoshop Studio

Unit 1: Introduction to Photoshop and its features: Painting and Drawing

Unit 2: Creating and Understanding selection

Unit 3: Introduction to painting techniques and image editing

Unit 4: Automating Photoshop

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

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

COURSE-JMC 102

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.

Block I: Introduction to the Origin and Basic Concepts of Communication

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

Block II: Early Models and Theories

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

Block III: Emergence of Theories

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

Block IV: Advanced Theories

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

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

- 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.)

COURSE-JMC 103

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.

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: Film Media

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

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

- 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, LLR. **Indian Broadcasting**. Publications Division. New Delhi. 1986

COURSE-JMC 104
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.

Block I: Formal Speaking Assignments

Unit 1: Presentation of a paper speech

Unit 2: Presentation of a poem, short story, novel, summary from a piece, etc.

Unit 3: Participating in a formal discussion such as meeting, interview, etc.

Unit 4: Anchoring of a formal programme

Block II: Informal Speaking Assignment

Unit 1: Speaking one to one on any topic

Unit 2: Speaking in a group informally on any topic

Unit 3: Speaking impromptu in a gathering

Unit 4: Preparation for informal speaking assignment

Block III: Writing

Unit 1: Writing paragraph/ short introduction/brief

Unit 2: Writing from interviews

Unit 3: Writing summary/reports of speeches/discussion, etc

Unit 4: Writing for speaking; anchoring of a programme, etc.

Block IV: Listening

Unit 1: Skills for listening

Unit 2: Listening to formal programmes versus informal programmes

Unit 3: Listening to audio/radio

Unit 4: Listening & writing key terms/technical points, etc.

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

- 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.

COURSE-JMC 105 (A)
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.

Block-I: The Ways Advertising Works

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

Block-II: Advertising Man: Production of Ideas

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

Block-III: Brands and Branding

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

Block-IV: Media Planning

- Unit-1: What is media planning?
- Unit-2: Brand success versus Brand failure
- Unit-3: Curative ideas and media platform.
- Unit-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

COURSE-JMC 105 (B)
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: (additional books will be prescribed by the respective teachers at a later date)

- 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

SYLLABUS –SECOND SEMESTER

COURSE-JMC 201 (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, Superimpositions, 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 Ed, 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

COURSE-JMC 202

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 on 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 interference. For Non- News Channels: Broadcasting Content Complaints Council (BCCC). Code of Ethics adopted by Advertising Agencies Association of India Cyber Laws (17 Act 2000) Convergence Bill. Press Council of India Press Commissions. Working Journalists Act. Editors Guild of India. Official Secrets Act 1923. Right to Information Act 2005. Copyright Act and other Intellectual Property Rights. Laws of Libel and Slander. Consumer Protection Act. Contempt of Court Act 1971, Laws relating to Obscenity, Indecent Representation of Women

(Prohibition) Act 1986 Major provisions of IPC (1880) and Cr. P.C. (1973) affecting the Media Cinematographic Act 1952. The Children Act 1960, MRTP Act Public Interest Litigation.

Reading List:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) Sujit Roy: TV Sangbadikata; Dey Publications.
- (4) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (5) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (6) Kirk A. Johnson: Television and Social Change in India; Sage

COURSE-MC 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.

Block I: 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 II: 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.

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

Block III: The Reporter & Reporting

Unit 1: Professional reporter; societal knowledge, ethics of reporting and professional hazards

Unit 2: Kinds of reporting: investigative, interpretative, in-depth, etc.

Unit 3: Photo journalism and photo-editing: photo and illustration; scaling a picture.

Unit 4: Interview; techniques for interviewing for gathering news.

Block IV: Writing

Unit 1: Writing styles needed for journalism

Unit 2: Art of writing features, reviews, profiles, obituaries, letter to the editor, etc.

Unit 3: Editorials/and column writing

Unit4: Magazine writing

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

- 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.

COURSE-MC-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.

Block I: An Overview of Research in Communication

Unit 1: Origin of research in Communication; Administrative versus Critical research; Communication research versus marketing research

Unit 2: Context in Communication Research

Unit 3: Significance of Communication research; the process of theory building

Unit 4: Aspects of research; and Before Research Begins

Block II: Steps for Conducting Communication Research

Unit 1: Title, Introduction, Rationale, Problem, Aim & Objectives

Unit 2: Theoretical/Conceptual/Operational Framework; Hypothesis

Unit 3: Methodology: Design, Universe/ Population, Variables, Sample, Instrument, Types of Data, Data Collection, Time Schedule, Budget, Limitations, etc.

Unit 4: Data Analysis Methods, Writing of Report, Summary, Executive Summary, Conclusion and Recommendations

Block III: Contemporary Research Designs

Unit 1: Qualitative, Quantitative, Interpretative, Basic and Applied

Unit 2: Experimental/ Naturalistic, Laboratory/ Field Research, Cross Section and Longitudinal

Unit 3: Participant Observation; Non-participant Observation, Overt & Obtrusive

Unit 4: Content Analysis

Block IV: Sampling Methods

Unit 1: Formative, Process and Summative Research: Probability & Non- Probability; Sample and Sampling; Pre-test and Pilot-test

Unit 2: Survey design in Probability Sampling: Simple Random, Systematic Random, Stratified, Multistage Cluster Sampling

Unit 3: Survey Design in Non- Probability Sampling: Purposive, Convenience and Quota Sampling; Designing of Instrument; ethical issues and current problems

Unit 4: Aspects of Media for Research

Block V: Qualitative Research Designs

Unit 1: Case Studies

Unit 2: Ethnography

Unit 3: Participant Observation and Non-Participant Observation

Unit 4: Focus Group, Ground Theory Methods, Action Research, Narratology.

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

- 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, 1994.
- 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.

COURSE-JMC 205 (A)

Course Title: Science Communication

Unit-01: Introduction, Objective & Importance, History and Development, Scientific Temper, Scientific Literacy and Minimum Science, Five Points & Elements of Science Communication, Grey Science Communication.

Unit-02: Method of Science, India's first science policy. Various methods of Science Communication: Sources of science news, Reports, Features, Articles, Science Fictions.

Unit-03: 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- Aryabhat, Varahamihir, Charak, Susrut & Jeevak.

Unit-04: 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-05: (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.

Suggested Reading:

- Patairiya, Dr. Manoj, Vigan Sanchar, Takshasila Prakashan, New Delhi
- Patairiya, Dr. Manoj, Hindi Vigayan Patrkarita, Takshasila Prakashan, New Delhi
- Mishra, Dr. Shiv Gopal, Vigayan Patrkarita 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
- Ghos 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 Visvidyalay- Jayapur.
- A. 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.

COURSE-JMC 205 (B)

Course Title: Photography Principles and Practice

- Unit-01:** History of Photography. Photo Journalism: Definitions, Importance, Essential qualities, Responsibilities. Photo Journalism in India, Importance of Photographs in Newspaper, Magazine and Web Portals. News photography, News Photo Feature.
- Unit-02:** 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-03:** 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-04:** 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-05:** 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.

Suggested Reading:

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

SYLLABUS –THIRD SEMESTER

COURSE-MC 301 (P)

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

- D.bruse, Newspaper writing and reporting for today's media(2001) Italy
- Susan, News paper journalism (2004) Pape
- Keeble, Richeard, 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

COURSE-MC 302
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.

Block-I: The Component of Film

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

Block-II: Film Language and Evolution

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

Block-III: Film Theories and Criticism

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

Block-IV: Development of Cinema in the World

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

Block-V: Indian Films Industry

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

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

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

COURSE-MC 303
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: (additional books will be prescribed by the respective teachers at a later date)

- Global Communication in Transition: The end of diversity 1996, Hamid Moulana, Sage Publication, Newbury Park.
- Global information and World Communication (2nd edition) – (1997) Hamid Moulana Sage Publications, New Delhi.
- World Communication Report: The media and the challenge of the new technologies (1997) - Ed. Alaine Modouz, UNESCO Publishing.
- New Media – Ronald Rice, (1984) Sage Publications
- Public Communication Campaigns, Ronald E. Rice, Charles K. Atkin, Sage Publications, 2012

COURSE-MC 304 (A)
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.

Block I: Writing & Practice for Radio

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

Block II: Writing & Practice for Radio

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

Block III: Writing & Practice for Drama/skit

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

Block IV: Writing & Practice for Television

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

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

- 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.

COURSE-MC 304 (B)

GROWTH & DEVELOPMENT OF PUBLIC RELATION IN INDIA

Block I: Nature and scope of Public Relations & Ethics

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

Block II: Evolution of Public Relation

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

Block III: Principles and Functions of Public Relations

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

Block IV: Information & Public Relations Services

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

Block V: Attributes of the Public Relations Officer (PRO)

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

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

- राजेन्द्र - लोकसम्पर्क हरियाणा हिन्दी ग्रन्थ अकादमी चंडीगढ़ - अक्टुबर, 1972
- कालीदत्त झा, रघुनाथ प्रसाद तिवारी, ड१ महेन्द्र मधुप राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल, 1991
- Cutlip & Center - Effective PR, Prentice Hall, N.J., 1978
- राज्य सरकार और जनसंपर्क माखनलाल चतुर्वेदी
- 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

SYLLABUS –4th SEMESTER

COURSE-MC 401 (P)

APPLICATIONS OF MOBILE JOURNALISM

UNIT 1:

Understanding Mobile Journalism and its relevance in Today's times. Meaning, Definitions Purpose Advantages of Mobile Journalism: Low Cost Mobility, Safety, 4K Quality. Live Stream. Makes job efficient: The way to approach the story Research Create a rough Story board. Understand how YouTube and Instagram can be used. Shooting & edit Video packages with Smartphone. Strong visuals and shots, Clear scripts for digital audiences. Differentiate content and learn narrative and visual styles suitable for each platform. Understand that each Social platform is a separate and unique Online Community. Mobile application for media, Working of Smartphone, Development of Smartphone Operating system. News gathering Apps, Open source software and application of MOJO.

UNIT 2

The work flow. Planning: Story angle. Potential Sources, Interviews. Shots & Script Ideas. News Gathering Research, Find Sources, Collect and Verify data. Shooting, Scripting & Editing. Shoot Still Photo Video, Extract Stills from Video footage, Capture Audio, Write for pic/ video Format files. Share, publish or Broadcast on Digital Platforms. Tips for Mobile Journalism: Simple words, very short sentences. Basic rules of News photography. Shoot the motion. Mindset of Adapting to and embracing the fast changing mobile technology environment.

UNIT 3

Limitations of MOJO: Quality of Smartphone, the Light conditions, Lense quality. Managing Smart phone limitations. Learn to record, edit and broadcast high quality videos with a smart phone. Apps that support MOJA. Get well versed with these Apps. Practice the use of your phone and hardware.

Equipments: Smartphone, External Power, Tripod, Monopod and Selfie sticks, Mount. Microphones: Smartphone head set, Clip microphone dual adaptor, Dual-head Clip- mics, Audio mixers, Extension Cards. External Lenses. Simple Social Video Editing Apps.

Fake News & Post-Truth. Origin and evolution of fake news. Different types of Fake News. Fake News, Legitimate News, Free Speech, Controversy Theory, Real News: verification, accountability, independence, multiple perspectives. Dangers and Consequences of Fake News.

Unit 4:

Web Of Fake News Misinformation, Disinformation, Mal- Information and Disinformation Campaign. Social Media and Fake News. Spread of Fake News: Google, Facebook, Whatsaap, YouTube and Online Advertising; memes. Filter bubble and Agenda Project. Media and Information Literacy (MIL).

Unit 5:

Spotting Fake News: Identification of Fake News and Legitimate News. Fact checking using various Fact checking Network. Identifying examples of Fake News in different media. Artificial Intelligence and Fake News. AI-powered Deepfake.

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

- Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st ed.)
- Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed.)
- Harimohan 2002: Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st ed.)
- Sharma, GK, Sharma, Hemant 2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.)
- Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication

SYLLABUS FOR SPECIAL COURSES OF STUDY

SPECIALIZATION: (A)

PUBLIC RELATIONS

Course: JMC 402 - PR

ROLE OF PUBLIC RELATIONS IN GOVERNMENT AND PRIVATE SECTOR

Block: A: Growth of Public Relation as a Profession

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

Block: B: State Government-Information and Public Relations Services

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

Block: C: Corporate Public Relations

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

Block: D: Public Relation in Government and Industry

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

Block: E: Public. Relation & Training

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

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

- 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
- Dr. C.V. Narasimha Reddi - Public Relations and Communication Handbook, Public Relation 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

Course: JMC 403 - PR
MEDIA, PUBLIC RELATIONS AND LAWS

Block I: Public Relations Tools & Methods

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

Block II: Information Technology for Public Relations

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

Block III: Fundamental Rights

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

Block IV: Public Relations Laws and Cyber Laws

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

Block V: Public Relation & Management

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

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

- 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
- 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, 198

Course: JMC 404 - PR
RESEARCH IN PUBLIC RELATIONS

Block I: The Tools of Public Relations Research

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

Block II: Research Methodology

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

Block III: Research in Public Relations

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

Block IV: Evaluation in the Public Relations Programmes

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

Block V: Media Assessment

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

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

- 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; 1985
- Bill Cantor, Experts in Action- Inside Public relations, New York; Longman; 1984
Jenkins, Frank, Press Relation Practice, Interbooks, London, 1968

SPECIALIZATION: (B)
TELEVISION, RADIO & FILM
Course: JMC 402- TRF
SCREENPLAY WRITING

Block-I: 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

Block-II: 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

Block-III: 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

Block -IV: 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

Block-V: 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: (additional books will be prescribed by the respective teachers at a later date)

- 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.

Course: JMC 403 – TRF
STUDIO BASED TELEVISION PRODUCTION

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

Course: JMC 404 – TRF
RADIO PRODUCTION

Block-I: Basic Concept of Audio

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

Block-II: Radio News

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

Block-III: Studio Based Programmes

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

Block - IV: Field Programmes

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

Block-V: Radio Production

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

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

- 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.

SPECIALISATION: (C)
DEVELOPMENT COMMUNICATION
Course: JMC 402- DC
GROWTH OF DEVELOPMENT COMMUNICATION

Block-I: Fundamental Concepts of Development

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

Block-II: Theories and Strategies of Development

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

Block-III: Evolution of Development communication

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

Block-IV: Critique of Development Communication

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

Block-V: The Third World Aspirations

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

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

- Srinivas Mekote and H. Laslie Steovs, 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 Whitsheaf, New York, 1989.

Course: JMC 403 - DC
DEVELOPMENT SUPPORT COMMUNICATION IN INDIA

Block-I: Agricultural development and DSC.

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

Block-II: Health Nutrition and Family Welfare.

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

Block-III: Education and DSC

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

Block-IV: Women and Child Welfare

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

Block-V: Democratization and Decentralization

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

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

- Agrawal, Binod C and Rai Kumkum, Women Television and Rural Development, New Delhi, National Publishing House, 1988
- Ostman Ranals, E (ed.), Communication and Indian Agriculture, Sage Publications, New Delhi 1989.
- Joshi P.C., Communication and National Development. Anamika Publication, New Delhi, 2002.

THE ALTERNATIVE APPROACH TO DEVELOPMENT

Block-I: Need for an Alternative Approach to Communication and Development

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

Block-II: Participatory Communication for Social Change

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

Block-III: New social movements and non-Govt. Alternative

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

Block-IV: Studies in grass roots Communication Initiatives.

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

Block-V: New Technologies and prospect of Development.

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

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

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SPECIALIZATION: (D)

HINDI JOURNALISM

COURSE: JMC-402-HJ

उच्चतर रिपोर्टिंग एवं सम्पादन

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:	इलैक्ट्रॉनिक 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:

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- मिश्र डॉ0 ज्ञान प्रकाश : पं. बनारसी दास चतुर्वेदी की पत्रकारिता एवं अन्य विधाएं। 2015 यूनिवर्सिटी पब्लिकेशन नई दिल्ली।

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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 विज्ञापित, प्रेस कान्फ्रेंस, प्रेस टूर
यूनिट-3: भारतीय उपभोक्ता बाजार, विज्ञापन और हिन्दी, वैश्विकरण 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: व्यवहार्य 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

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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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- तिवारी डॉ० रामचन्द्र: पत्रिका सम्पादन कला आलेख प्रकाशन, नई दिल्ली, 1977
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