

SWAMI VIVEKANAND UNIVERSITY, SIRONJA, SAGAR (M.P.)



SYLLABUS

**For
Diploma in
Journalism & Mass Communication
Course Code :DJMC**

Department of Journalism & Mass Communication
Faculty of Journalism & Mass Communication

Duration of Course : 1 Year
Examination Mode : Yearly
Examination System : Non-Grading

Swami Vivekanand University, Sironja Sagar (M.P.)
2014-2015



INTRODUCTION TO MASS COMMUNICATION DJMC101

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
DJMC101	Introduction to Mass Communication	100	36	-	-	-	-	100	3 Hours

UNIT-1

Marks 20

Communication: Meaning, Definition and Nature; Elements and process of communication; Functions of human communication and Mass communication; various forms of communication: Intra- personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers; Communication and human relationships.

UNIT-2

Marks 20

Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effects models; Models of Aristotle, Dance, Harold Lass well, Osgood, Wilbur Schramm, George Gerbner, Westley and MacLean.

UNIT-3

Marks 20

Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, concepts of Selective exposure, Selective perception and Selective retention;

UNIT-4

Marks 20

Mass Communication through traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era.

UNIT-5

Marks 20

Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System : Authoritarian, Libertarian, Social Responsibility, Democratic participant theory.

Suggested Readings:

1. Theories of Mass Communication : De Fleur and B. Rokeach
2. Mass Communication Theory : Denis McQuail
3. Perspectives in Mass Communication : Agee, Ault, Emery
4. The Study of Mass Communication : Gurmeet Maan
5. Mass Communication Review Yearbook (Vol. 3) : Whitney, Wartella and Windohl
6. Issues in Mass Communication : YS Yadav & Pradeep Mathur



GROWTH & DEVELOPMENT OF MEDIA DJMC102

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
DJMC102	GROWTH & DEVELOPMENT OF MEDIA	100	36	-	-	-	-	100	3 Hours

UNIT-1

Marks 20

Language as a vehicle of Communication; Invention of paper and Printing Press; Development of Printing in India; Contemporary Pioneer Publications in English, Punjabi & Hindi in India; Early efforts to publish newspaper in India; Birth of Indian languages newspapers in India; Role of press in Struggle for Indian Independence.

UNIT-2

Marks 20

Eminent Personalities of Indian Journalism before independence; Origin and development of Punjabi Press;

UNIT-3

Marks 20

History of Press laws in India; Freedom of Speech and Expression under article 19 (1)(a) and Freedom of Press; Contempt of Court; Defamation : Slander and Libel; Sedition; Obscenity; Invasion of Privacy.

UNIT-4

Marks 20

Indian Constitution : The Philosophy and the outstanding features; The Preamble; Sovereignty; Democracy; Official secrets Act 1923; Right to Information Act 2005.

UNIT-5

Marks 20

Different Socio-religious and Socio-political movements and Punjabi Press; Punjabi Press after independence.

Suggested Readings:

1. Journalism in India : Parthasarthy, R.
2. The Press : Rau, M. Chelapati
3. Mass Communication and Journalism in India : Mehta, D.S.
4. A History of the Tribune : Ananda, Parkash
5. History of the Press in India : Natrajan, J.
6. Mass Communication in India : Kumar, Kewal J.
7. The Story of Journalism : Elizabeth Grey
8. The Newspaper : An-International History : Anthony Smith



REPORTING FOR PRINT MEDIA DJMC103
--

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
DJMC103	REPORTING FOR PRINT MEDIA	100	36	-	-	-	-	100	3 Hours

UNIT-1

Marks 20

News : Definitions, Elements and related concepts; Sources of news; News Gathering Techniques; Oral press briefing, Special press briefing; Press conference, meet the press; Types of interview, purpose, technique; Handouts, Press release, press note etc.

UNIT-2

Marks 20

News writing styles, types of news; Soft news, hard news; Investigative, interpretative and Depth reporting for the magazines; Use of computers by reporters.

UNIT-3

Marks 20

Headline, technique, style, purposes; kinds of headlines; Dummy, page-make-up; Intros their importance, functions and types, lead, body, paragraphing; Situation analysis; Special sections; Special columns; Special supplement; Special Pull outs.

UNIT-4

Marks 20

Scoops and exclusive and specialized reporting-crime, legislature, social issues, art, science, sports, economic, development;

UNIT-5

Marks 20

Reporting weather, city life, speech, accident, legislature court, elections, riots, war, conflict, tensions.

Suggested Readings:

- | | |
|---|--|
| 1. The Complete Reporter | : Jullian Harris and others Macmillan Publishing Co., New York. |
| 2. News Reporting and Editing | : K.M. Srivastava Sterling Publishers, New Delhi. |
| 3. Modern News Reporting | : Care H. Warren, Harper, New York. |
| 4. Mass Communication and Journalism in India | : D.S. Mehta, Allied Publishers Ltd., New Delhi. |
| 5. Sanchar | : Ed. Harjinder Walia, Bhupinder Batra, Sanchar Publishers, Patiala. |



ADVERTISING AND PUBLIC RELATIONS DJMC104

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
DJMC104	ADVERTISING AND PUBLIC RELATIONS	100	36	-	-	-	-	100	3 Hours

UNIT-1

Marks 20

Advertising : Growth, Definition, Objectives and Functions; Types of Advertising; Marketing and Advertising; Theoretical Perspectives; The Starch Model, The AIDA Model, DAGMAR Model.

UNIT-2

Marks 20

Brand, Brand Image : Role of Advertising in Brand management; Creativity in advertising; Creating an appeal; The Creative Brief; Advertising Agency : Role and Structure; Media Planning; Media Characteristics.

UNIT-3

Marks 20

Public Relations, Growth, Definition, Objectives and Functions; The Publics in Public Relations; Public Relations Tools;

UNIT-4

Marks 20

Public Relations in Private Sector; The Government and The Public Relations, Corporate Communication; Corporate Identity; Corporate Social Responsibility, Media Relations.

UNIT-5

Marks 20

Understanding the key terms : Publicity, Propaganda Lobbying, Public Opinion, Attitude, Motivation and Persuasion.

Suggested Readings:

1. Advertising-Theory and Practice : Traveller Book
2. Advertising-Made Simple : Jeffkins.
3. Foundations of Advertising : Chunawala
4. Public Relations : D.S. Mehta
5. The essentials of Public Relations : Sam Black
6. Public Relations : Jaishree Jethwani
7. The Challenge of Public Relations : C.K. Sadana
8. Public Relations-Principles and Problem : Moorea Kalupa



PRACTICAL ASSIGNMENT DJMC105

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
DJMC105	PRACTICAL ASSIGNMENT	-	-	-	-	100	36	100	3 Hours

This paper will consist of practical assignment to be submitted in one set by the students in the following sequence

1. News report of a major event (One) 10 marks
2. Feature/Article on any subject (One) 10 marks
3. Translation of news from Punjabi to English and English to Punjabi (Two) 10 marks
4. Film or Book review (One) 10 marks
5. Script of 15 minutes radio or television news bulletin (One) 10 marks

Instructions : The students should write/create news/articles etc. on their own and avoid copying. The assignments must be submitted on or before April 31 to the Department of Journalism, Swami Vivekanand University. The Viva for this paper will be conducted in the month of May.