

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



## **SYLLABUS**

**For**

**Bachelor of Journalism and Mass Communication  
Course Code : BJMC**

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



**History of Journalism & Audio-Visual Journalism BJMC101**

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
BJMC101	History of Journalism & Audio-Visual Journalism	100	33	-	-	-	-	100	3 Hours

**UNIT-1**

**Marks 20**

**Origin and Growth of Journalism in India:** British Raj and the Indian Press, Journalism as A Mission in Freedom Movement of India, Role of Journalism in the era of Post Independence, Eminent Journalist and Their Contribution (J.A. Hickey, Ganesh Shankar Vidyarthi, Abdul Gani, Jwala Prasad Jyotishi, Master Baldeo Prasad, Madhav Rao Sapre )

**Development of Radio:** A Brief History and Development of Radio, A Journey of All India Radio, F.M. Radio and Community Radio in India, Educational Radio in India

**UNIT-2**

**Marks 20**

**Televisions and Films:** Early Experiments in Television and The Story of Indian Television, Private Channels and Cable Television, Introduction and Brief History of Indian Cinema, Censorship and its Guidelines

**Development of Hindi Journalism:** Bengal State and Hindi Journalism, Development of Hindi Journalism in the Hindi States and Non –Hindi States, A Brief History of Leading Hindi Newspapers and Magazines, Hindi Journalism and Indian Society

**UNIT-3**

**Marks 20**

**New Trends in Journalism:** Development of Internet and the Internet in India, History and Development of Mobile Communication, Impact of Globalization and Open Market Policy, Blogs and E-Mail

**Radio:** Origin and Development of Radio, Various Programmes of Radio, Structure of All India Radio, Radio Commercials.

**UNIT-4**

**Marks 20**

**Television:** Origin and Development of Television, Various Programmes of Television, Structure of Doordarshan, TV Commercials

**Cinema:** Origin and Development of Cinema, A brief History of Indian Cinema, Documentary Films, Film Journalism

**UNIT-5**

**Marks 20**

**New Media:**

- |              |             |
|--------------|-------------|
| 1. Internet, | 2. E-Paper, |
| 3. Blog      | 4. E-Mail   |

**Social Concern:**

- |                     |                           |
|---------------------|---------------------------|
| 1. Radio & Society, | 2. Television & society,  |
| 3. Film & Society   | 4. Social Justice & Media |

**Suggested Readings:**

1. The Press in India By M. Chalapathi Rao, N.B.T. India, New Delhi
2. Hindi Patrakarita: Vividh Aayam By Dr. Ved Pratap Vadik
3. Samacharpatron Ka Itihas By Ambika Prasad Bajapeyee
4. Television Ki Kahani, Vaneer Prakashan, N.Delhi
5. Namaskar By Shanti Swaroop Agrawal
6. Radio Journalism By A.K. Singh
7. A Guide Book to Popular Hindi Cinema By Tejaswani Ganti
8. Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak



**Writing, Editing & Advertising and Public Relation BJMC102**

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
BJMC102	Writing, Editing & Advertising and Public Relation	100	33	-	-	-	-	100	3 Hours

**UNIT-1**

**Marks 20**

**Fundamentals of Writing:** 7'C of Writing, Language, Ideation, Thinking and Expression, Aims and Objectives of Writing, Target Audience and Professional Writing

**News Reporting:** Basics of Reporting, Reporting Techniques and Tools, Sources of News, Qualities and Duties of Reporter

**UNIT-2**

**Marks 20**

**Types of Reporting:** Political and Parliamentary Reporting, Crime and Judicial Reporting, Sports, Health and Entertainment Reporting, Business and Finance Reporting

**Editing:** Organization of Editorial Department, Qualities & Duties of Editor, Editing for Print Media & Electronic Media, Proof Reading,& Composing

**UNIT-3**

**Marks 20**

**Layout and Design:** Basic Principles and Grammar of Editing, Layout Formats: Concept and Visualization, Element of Design, Photo Editing and Graphic Designing

**Introduction to Advertising:** Origin, Concept, Definition &Types of Advertising, Various Functions of Advertising, Advertising and Media Planning, Advertising and Marketing Research

**UNIT-4**

**Marks 20**

**Advertising Creativity:** Advertising Creativity, Elements of Layout & Design, Copy Writing for Different Media, Ad Copy Vocabulary

**Introduction to Public Relation:** Development of PR and Basic Concept, PR and Corporate Communication, Organizational Structure and PR, Qualities and Duties of PRO

**UNIT-5**

**Marks 20**

**PR Agencies and Functions:** Structure of PR Agencies, Functions of PR Agencies, Govt. PR Agencies and Private PR Agencies, PR and Client Servicing

**Sources of Public Relation:** Press Note, House Journal, Press Visit and Press Conference, Other Means

**Suggested Readings:**

1. Advance Reporting By Bruce Jarrison
2. Samachar Sankalan , Lekhan Evam Sampadan by Dr. Arjun Tiwari
3. Media Lekhan By N.C. Pant
4. Sansadeeya Patrakarita aur Hindi Press, By Dr. Lalit Mohan
5. Aadhunik Vigyapan By Dr. Premchand Patanjali, Vanee Prakasan ,New Delhi



## Communication & Media Laws BJMC103

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
BJMC103	Communication & Media Laws	100	33	-	-	-	-	100	3 Hours

### UNIT-1

**Marks 20**

**Introduction to Communication:** Concept of Communication, Elements, Process and Types of Communication, Feedback and Barriers of Communication, Mass Media and Communication

**Models of Communication:** Aristotle's Model of Communication, Shannon and Weaver's Model of Communication, Lass well's Model of Communication, Schramm's Model of Communication

### UNIT-2

**Marks 20**

**Media Audiences:** Concept of Targeted Audience, The Audience as 'Market' and The 'Mass' Audience, The Public and Public Opinion, Persuasion and Propaganda

**Mass Media and its Ownership:** Ownership Pattern of Media Institutions, Goals of Government and Private Media Institutions, Media Consumerism, The Press and Development Voluntary Agencies

### UNIT-3

**Marks 20**

**Mass Communication and Culture:** Concept of Mass –Line Communication, Mass Communication and Public Communication, Mass Culture, Popular Culture and Folk Culture

**Introduction to Indian Constitution:** Constitutional Development, Fundamental Rights and Fundamental Duties, Directive Principles of State Policy, Federal and Parliamentary System

### UNIT-4

**Marks 20**

**Media Laws in British India:** Censorship Act of 1799 and License Act of 1857, Vernacular Act of 1878, Press Act of India of 1910, Newspapers Act of 1931

**Media Laws in Independent India:** Freedom of Speech and Expression, Law of Defamation, Contempt of Court, Working Journalist Act of 1955

### UNIT-5

**Marks 20**

**Media Governance:** Press Council of India and Prasar Bharati Act, Pre Censorship of Media, Right to Information Act, Cable and TV Regulating Act

**Media Ethics:** Press and Code of Ethics, Broadcasting and code of Ethics, Public Relations and Code of Ethics, Advertising and Code of Ethics

### Suggested Readings:

1. Sanchar Ke Sat Sopan By Dr. Anil K. Rai 'Ankit'
2. Mass Communication in India By Keval J Kumar By Jaico Publishing House, N. Delhi
3. Communication for Development and Social Change (Edtd.) By Jan Servaes, Sage Publication
4. Journalism Principles and Practice By Tony Harcup, Sage Publication
5. Our Constitution By Subhash Kashyap ,N.B.T. India, New Delhi
6. Media Ethics by K.M. Shrivastava, Publication Division, Govt. of India



## Assignment and Practical BJMC104

Paper Code	Title of the Paper	Distribution of Marks						Total	Duration of Exam
		Theory		Internal		Practical			
		Max	Min	Max	Min	Max	Min		
BJMC104	Assignment and Practical	-	-	-	-	100	33	100	3 Hours

### UNIT-1

Associate with Any News Paper

**Marks 20**

### UNIT-2

Reporting, Editing, Proof Reading, Film Review and Book Review

**Marks 20**

### UNIT-3

Page Make Up & Clipping File

**Marks 20**

### UNIT-4

Art of Interview, Article & Translation

**Marks 20**

### UNIT-5

Visit of Local Media Institutions and Submission of Visit Report

**Marks 20**