

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



## **SYLLABUS**

**For**

**Master of Journalism and Mass Communication  
Course Code : MJMC**

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

Duration of Course : 2- Year
Examination Mode : Semester
Examination System : Non-Grading

Swami Vivekanand University, Sironja Sagar (M.P.)  
2016-2017



**Swami Vivekanand University, Sagar (M.P.)**



**SEMESTER- 1<sup>st</sup>**

<b>MJMC101</b>	<b>: Introduction to communication</b>
<b>MJMC102</b>	<b>: Fundamentals of Journalism</b>
<b>MJMC103</b>	<b>: History of Mass Media</b>
<b>MJMC104</b>	<b>: Media law and ethics</b>



**MJ 101- INTRODUCTION TO COMMUNICATION**

**UNIT 1 : NATURE AND SCOPE OF COMMUNICATION**

1. Communication: definition, nature and scope.
2. Elements and process of communication.
3. Functions of communication.
4. Types of communication: Verbal, Non-Verbal. Intra-personal, interpersonal, group and mass communication, barriers in communication.

**UNIT 2 : MODELS OF COMMUNICATION**

- 1 Aristotle, Lasswell and Braddock's model.
- 2 Shannon and Weaver De-Fleur's model.
- 3 Osgood and Schramme's model.
- 4 Gerbener, Westly and Maclean Model.

**UNIT 3 : THEORIES OF COMMUNICATION**

- 1 Personal influence theory, Media system dependency theory.
- 2 Concept of selective exposure, selective perception and selective retention.
- 3 Sociological theories - Cultivation theory, Spiral of Silence, Media Hagemony, Agenda Setting, Uses and Gratification theory.
- 4 Normative theories.

**UNIT 4 : MASS MEDIA**

- 1 Mass Media Institution
- 2 Mass Media Contents.
- 3 Mass Media Audience.
- 4 Mass Media Effects

**UNIT 5 : MEDIA AND SOCIETY**

- 1 Media and Social Change
- 2 Role of media in democracy
- 3 Media and culture
- 4 Media, Public Opinion and propaganda



## Recommended Books :

- 1 संचार के मूल सिद्धांत : ओमप्रकाश सिंह
- 2 सूचनाक्रांति की राजनीति व विचारधारा: प्रो सुभाष धूलिया
- 3 जनसंचार माध्यमों का वैचारिक परिपेक्ष्य : जावरीमल पारख
- 4 संचार माध्यमों का वर्ग चरित्र : रेमंड विलियम्स
- 5 Communication in India : Keval J Kumar
- 6 Mass communication theory: Dennis Mac Quail
- 7 Understanding Mass Communication: Melvin L DeFluer
- 8 Communication: Larry L Varker
- 9 Introduction to communication studies: John Fiske



**MJ 102 - FUNDAMENTALS OF JOURNALISM**

**UNIT- 1: BASICS OF JOURNALISM**

- 1 Journalism – concept, role and functions
- 2 Concept and definition of news
- 3 News values and elements of news
- 4 Types of news
- 5 Terminology

**UNIT- 2: INTRODUCTION TO MEDIA**

- 1 Print media : types and characteristics.
- 2 Radio: : types and its characteristics.
- 3 Television: its characteristics
- 4 Traditional media: It's characteristics
- 5 Cyber media: Introduction

**UNIT- 3: NEWS FLOW AND NEWS AGENCIES**

- 1 Global news flow and imbalance
- 2 International news agencies (Reuters, AP, UPI, AFP )
- 3 New world information and communication order
- 4 Alternative news distribution systems
- 5 National news agencies (PTI, UNI, Bhasha, Univarta)

**UNIT- 4 JOURNALISTS AND JOURNALISM**

- 1 Journalist –characteristics and challenges
- 2 Eminent journalists
- 3 Journalism as a Mission
- 4 Journalism as a Profession
- 5 Professional hazards of journalism

**UNIT- 5: ROLE OF PRESS**

- 1 National press, Regional press, District and Tehsil level press
- 2 Role of press in Social, Economic and Political transformation
- 3 Impact of liberalization and globalization on Indian media
- 4 Civil society & Citizen Journalism
- 5 Future of journalism



**Recommended books**

- 1 भारत में पत्रकारिता : जे . नटराजन
- 2 संचार और पत्रकारिता के विविध आयाम : प्रो.ओमप्रकाश सिंह
- 3 हिन्दी पत्रकारिता का इतिहास : जगदीश प्रसाद चतुर्वेदी
- 4 हिन्दी पत्रकारिता का वृहत् इतिहास : अजुन तिवारी
- 5 हिन्दी पत्रकारिता के विविध आयाम : डॉ. वैद प्रताप वैदिक
- 6 History of journalism : Parthsarathi rangaswami.
- 7 History of Indian press: J Natrajan.
- 8 Indian journalism: Nadik krishanmurti.
- 9 Modern journalism & news Writing : savita chada.
- 10 Modern history of press : Sunil Ghosh.
- 11 News culture : Allen sturat.
- 12 Journalism : David Wainwright.
- 13 Many voices one world: Mcbride.



**MJ 103: HISTORY OF MASS MEDIA**

**UNIT- 1 ORIGINS AND GROWTH OF PRESS**

1. Origin of Indian press – Bengal Gazette and Oodant Martand
2. Role of press in freedom movement and British policies regarding Indian press
3. Contribution of pioneer journalists like Raja Ram Mohan Rai and Bhartendu Babu Harishchandra, Lokmanya Tilak, Mahatma Gandhi , Baburao Vishnu Paradkar, Makhanlal Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarth.
4. Origin and growth of press in US and UK, The partisan press, penny press and yellow journalism

**UNIT- 2 PRESS AFTER INDEPENDENCE**

1. Development of press after independence, government policies and press freedom
2. Indian press after economic liberalization, market forces and newspapers
3. Trends in Hindi newspapers – Dainik Bhaskar, Naidunia, Patrika, Hindustan, etc.
4. Trends in English newspapers - TOI, HT, The Hindu, Indian Express

**UNIT- 3 DEVELOPMENT OF RADIO IN INDIA**

1. Origin of radio
2. Beginning of radio transmission in India, Indian broadcasting service, All India Radio
3. Development of radio after independence, Akashwani
4. Development of FM radio and private transmission

**UNIT- 4 DEVELOPMENT OF TV**

1. Origin of Television
2. Beginning of TV broadcasting in India
3. Growth of television in post liberalization phase, Television in the 21<sup>st</sup> century
4. Commissions and committees on broadcasting
  - (a) Chanda Committee
  - (b) Vergheese Committee
  - (c) P C Joshi Committe
  - (d) Prasar Bharti Act 1990
  - (e) Vardan Committee 1992

**UNIT- 5 HISTORY OF FILM**

- 1 Beginning of film in India
- 2 Trends in the growth of film between 1913 to 1930
- 3 Growth of film from 1931 to independence
- 4 Film in post independence era, Overview of parallel cinema



**Recommended books**

1. भारत में पत्रकारिता : जे . नटराजन
2. संचार और पत्रकारिता के विविध आयाम : प्रो.ओमप्रकाश सिंह
3. हिन्दी पत्रकारिता का इतिहास : जगदीश प्रसाद चतुर्वेदी
4. हिन्दी पत्रकारिता का वृहद इतिहास : अजुन तिवारी
5. हिन्दी पत्रकारिता के विविध आयाम : डॉ. वैद प्रताप वैदिक
5. History of journalism : Parthsarathi rangaswami
6. History of Indian press: J Natrajan
7. Indian journalism: Nadik krishanmurti
- 10 Basic journalism : Parthsarathi Rangaswami
- 11 Modern journalism & news Writing : savita chada
- 12 Modern history of press : Sunil Ghosh
- 13 News culture : Allen sturat
- 14 Journalism : David Wainwright
- 15 Many voices one world: Mcbride





## MJ 104- MEDIA LAW AND ETHICS

### UNIT-1 BASIC CONCEPTS

- 1 Media Law: Concept, Nature, Scope and need
- 2 Historical perspective of press regulations
- 3 Freedom of speech and expression
- 4 Censorship and Media: The Indian experience, particularly during the Emergency of 1975

### UNIT-2 DEFAMATION, CONTEMPT AND PRIVILEGES

- 1 Law on defamation and journalistic defense
- 2 Contempt of Courts
- 3 Privileges of Parliament/State Legislatures
- 4 Press Council

### UNIT-3 IMPORTANT ACTS

- 1 Press and Registration of Books Act, 1867
- 2 Official Secrets Act, 1923
- 3 Copyright Act, 1957
- 4 Right to Information Act, 2005.

### UNIT-4 LAW, ELECTRONIC MEDIA AND IT

- 1 Legal provisions about licensing, up-linking, regulating etc. of private electronic media channels
- 2 Prasar Bharati Act 1990
- 3 Information Technology Act, 2000
4. Debate and regulations about convergence, Media Council etc.

### UNIT-5 MEDIA ETHICS

- 1 Media ethics: Concept, Scope, Need and Contemporary status
- 2 Norms of journalistic ethics, Press Council's guidelines
- 3 Institutions of the Ombudsman, Right to Privacy, Lok Adalat
- 4 Broadcasting code, Cable TV Programme Code, Advertising code and codes for Public Relations and Advertising

### Recommended Books:

1. International Law governing communication and information: Edward. W. Ploman
2. Law of the Press in India: D. D. Basu, Wadhwa & Company, Nagpur.
3. Press Law: P M Bakshi
4. Media Law: Geoffrey Robertson
5. Human Rights of the World: P K Sinha



6. Public Interest Litigation: Justice Gulab Gupta
7. Media ethics & Law, Dr. Jan R. Hakemulder, Dr. Fay AC de Jonge & P.P. Singh, Anmol Publications, New Delhi.
8. Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India – New Delhi
9. Freedom the Individual and the Law, Roberston Geoffrey, Penguin books, London.
10. Law Relating to press & Sedition in India, H.P. Gupta, P.K. Sarkar, Orient Publishing House, New Delhi
11. Law of the press in india : D.D basu
12. Press laws & Ethics of Journalism : PK Ravindranath
13. The press in India: perspective in development and relevance : KR Pnadey
14. Ethics in media communication: Cases and controversies – Louis Alvin Day
15. International law governing communication and information : Adward W Ploman
16. पत्रकारिता का इतिहास, कानून और आचार संहिता
17. प्रेस विधि : नंद कि गोर त्रिखा
18. प्रेस विधि और अभिव्यक्ति स्वातंत्राय : डॉ. हर्बंस दीक्षित



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**SEMESTER -TWO**

MJMC201 : ADVANCE REPPORTING  
MJMC 202 : EDITING AND PRESENTATION  
MJMC 203 : TELEVISION JOURNALISM  
MJMC 204 : PUBLIC RELATIONS AND ADVERTISING



## MJMC 201 - ADVANCE REPORTING

### UNIT - 1: BASICS OF REPORTING

- 1 Concept of reporting: news gathering process and techniques
- 2 Beat system
- 3 News sources
- 4 Types and qualities of reporters
- 5 News bureau set up

### UNIT - 2: INTERVIEW AND PRESS CONFERENCE

- 1 Interview – preparations and process
- 2 Types of interview
- 3 Interview writing skills
- 4 Press Conference - Preparations and reporting of Press Conference
- 5 Meet the Press and Press briefing

### UNIT - 3 INTERPRETATIVE REPORTING AND NEWS ANALYSIS

- 1 Objective reporting
- 2 Interpretative Reporting
- 3 News Analysis
- 4 Investigative reporting
- 5 In-depth reporting

### UNIT - 4 : SPECISLISED REPORTING

- 1 Sports reporting
- 2 Political and Parliamentary reporting
- 3 Crime and Court reporting
- 4 Science, technology and environment reporting
- 5 Defence reporting

### UNIT- 5: CONTEMPORARY REPORTING

- 1 Modern trends - The new journalism, Activism and Advocacy Journalism.
- 2 Competition between Print and Electronic media in reporting
- 3 Reporting human interest stories, Society, Life Style.
- 4 Sensationalism in reporting
- 5 Sting Operations



**Recommended books**

1. News reporting and editing: KM Shrivastava
2. Here is the news- reporting for media : Rangaswami Parthsarathi
3. Advance reporting: Bruce Garrison
4. Interpretative reporting : McDougle
5. जनमाध्यम और पत्रकारिता : प्रवीण दीक्षित
6. पत्रकारिता एवं परिचय : राविन्द्र शाह



## MJMC202 - EDITING AND PRESENTATION

### UNIT - 1 INTRODUCTION

- 1 Editing - Meaning, Concept and Significance.
- 2 Contemporary trends in Print Journalism, Contemporary presentation styles and editing of news paper and magazines.
- 3 News room set up, news flow and gate keeping
- 4 Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and chief Reporter.
- 5 Functions and responsibilities of Group Editor, Managing Editor, Coordinating Editor.

### UNIT - 2 PROCESS OF EDITING

- 1 Editing- Principles, Tools & Techniques.
- 2 Role and function of copy desk
- 3 Art of Copy editing, Steps and precautions in editing.
- 4 Abstracting, Synoptic writing, Excerpting, Slanting, Streamlining, Rewriting, Integration, Translation and Transliteration.
- 5 Editing for a Target Audiences

### UNIT -3 : HEADLINE, PHOTOGRAPH, SPECIALISED EDITING

- 1 Headlines - meaning, significance and types. Techniques of effective headline writing
- 2 Photograph - Role and significance, qualities of an effective photograph
- 3 Photo editing- Selection of photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs., Caption writing.
- 4 Magazine editing
- 5 Editing of Feature Pages: Sunday Magazines, Special Sections, Special Supplements and City pull outs

### UNIT - 4 : LAY-OUT DESIGNING

- 1 Concept of lay-out and dummy
- 2 Principles of layout designing
- 3 Tools of layout designing, Types, Type faces, white space, picture, graph, and chart
- 4 Patterns of lay-outs
- 5 Planning the page - the front page and inside pages, designing special pages.



## UNIT 5 : TECHNOLOGY

- 1 Brief History of Printing Technology.
- 2 Composing- Hand Composing, Mono composing, Lino composing, photo type setter, DTP etc
- 3 Various types of printing presses- Hand Press, Treadle, Cylinder, Rotary, photo gravure, offset, etc.
- 4 Applications of computer: Use of Quark Express
- 5 Applications of computer: Use of Photoshop

### Recommended books :

- 1 समाचार संपादन : प्रेमनाथ चर्तुवेदी
- 2 समाचार संपादन और पृष्ठ सज्जा : रमेश जैन
- 3 समाचार मुद्रण और साज सज्जा : श्यामसुन्दर शर्मा
- 4 लेआउट साइबर मीडिया और संचार प्रौद्योगिकी
- 5 कम्प्यूटर एक परिचय : संतोष चांबा
- 6 Creative newspaper designing: Vie Giles
- 7 Newspaper Design: Allen Hutt
- 8 Editing for print: Geoffrey Rogers
- 9 Subediting- a handbook of modern newspaper editing and production: F W Hodgson
- 10 Editing: TJS George



## MJMC203 - TELEVISION JOURNALISM

### UNIT-1: INTRODUCTION TO TV NEWS & REPORTING

1. Television news formats, journalism television genres-news, news programme ,news documentary, interview based news programmes, interactive programme.
2. Television script
3. function of news channel
4. PTC. vox pop, live reporting & outstation broadcast

### UNIT- 2:MAKING OF A NEWS BULLETIN

1. Structure and functioning of a news room
2. Electronic new production system(enps)
3. Television news team-role and responsibilities
4. Rundown and structure of news bulletin, news graphics

### UNIT- 3. TELEVISION NEWS PRODUCTION

1. Overview of television news production process, pre-production and post production
2. Production equipments
3. Introduction to video camera: shots, angle and movements
4. Lighting and set designing

### UNIT.- 4 EDITING

- 1 Video editing:.. Process and principles of editing.
- 2 Types of editing – assemble and insert editing. off-line and on-line editing. Non-linear editing techniques.
- 3 Audio mixing & editing; audio effects; dialogues and voice-over, titling, graphics, and animation.
- 4 Editing equipment's - recorder, player, vision mixer, audio mixer, TV monitor, vectroscope, waveform monitor, speaker, and special effect generator.

### UNIT - 5. TELEVISION NEWS PRESENTATION

- 1 Qualities of a newscaster, doing voice over,
- 2 Role and importance of anchor
- 3 Voice analysis - pitch, volume, tempo, vitality
- 4 Common voice problems – nasality and denasality, huskiness and sibilance





**Recommended books**

1. Ted White, Broadcast news Writing, Reporting and Producing, Focal Press
2. Andrew Boyd, Broadcast Journalism, Focal Press
3. Peter Ward, Alan Birmingham, Multi skilling for Television Production
4. Gerald Millerson, Television Production
5. SC Bhatt, Broadcast Journalism : Basic Principles
6. Parthsarathi, Here is the News
7. Boyd Barrett, Oliver and Rantanen, Globalisation of News, Sage Pub.
8. William J. Van nostram, The Script Writers Hand Book, Focal Press
9. Rudy Bretz, Techniques of Television production, Focal Press
10. I.E.Fang, Television News, ABC News Communication Arts Refrence New York
11. Gerald Millerson, Techniques of TV Lighting
12. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication, New Delhi
13. इलेक्ट्रोनिक मीडिया : डॉ. संजीव भानावत
14. आपराध पत्रकारिता एवं टीवी रिपोर्टिंग : वृत्तिका नंदा
15. रेडियाँ और दूरदर्शन पत्रकारिता : डॉ. हरिमोहन
16. इलेक्ट्रोनिक मीडिया : ऋतु श्रेठी



## MJMC204 - PUBLIC RELATIONS AND ADVERTISING

### UNIT -1 INTRODUCTION TO PUBLIC RELATIONS

- 1 Concept and Definition of Public Relations, Role and Scope of Public Relations
- 2 Types Public Relations. Public, Government, Private and Service Sector P.R., Image Building, Brand Promotion, Informational & Crisis Public Relations Management.
- 3 Tools of P.R.: Media Release, Media Conference, Seminars/ Workshops, Events, Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & Programmes.
- 4 P.R. & Propaganda, Publicity & Advertising or Sales Promotion and Marketing

### UNIT -2 ROLE AND FUNCTION OF PUBLIC RELATIONS

- 1 P.R. in Central & State Government -Role and Functions
- 2 Organisational structure of P.R. Department in Central – state Government.
- 3 P.I.B., A.I.R., D.D., Films Division, Song & Drama Division, Field Publicity.
- 4 State Government and Public Relations: DPR set up & functioning.
- 5 Art of P.R. writing: Writing for Brochure, Folders, Internal and External House journals

### UNIT - 3 PUBLIC RELATIONS AND MEDIA

- 1 P.R. with Media – Media Relations.
- 2 Corporate Communications: Tools and Techniques.
- 3 Major P.R. Agencies: Indian & International their Functioning.
- 4 Characteristics of Good P.R & C.C personnel.
- 5 Planning & Running P.R. Campaign.

### UNIT - 4 INTRODUCTION TO ADVERTISING

- 1 Advertising – Definition, Role & Importance.
- 2 History & Development of Advertising, Present Status of Advertisement.
- 3 Types of Advertisement – Corporate, Product, Display, Financial, Public Service, Tenders & Notices, Appointment Ads & Classifieds Ads.
- 4 Advertising ethics & Social responsibility.
- 5 Regulation of Advertising – Role of AAAI, ASCI & INS.

### UNIT - 5 ART OF ADVERTISING

- 1 Ad Agency – Types, Structure and Functions.
- 2 Art of Developing Effective Copy and Importance of Copy writer.
- 3 Copy elements – Headline, Sub Heads, Slogans, Body Copy, Logo etc.
- 4 Layout – Importance, Steps & Principles of a good Layout, Visuals – its importance
- 5 Advertising Campaign, Planning, Selection of Media, Budget etc. Analysis of some memorable Indian Advertising Campaigns- Amul, Cadburys, Hero Honda, Raymonds, Bajaj, Onida etc.



## Recommended books :

1. Advertising – New Concepts , S.S Kaptain, Sarup & Sons, New Delhi.
2. Advertising & Public Relations, B.N. Ahuja and S.S. Chabra, Surjeet Publications Delhi.
3. Advertising Media Planning, Z. Jack, Sission and Bumba Lincoln.
4. Brand Posining: Stategies for Corporate Advantage, Subroto Sengupta, Tata Mc Graw Hill,New Delhi.
5. Advertisement in Print Media, Sanjay Kaptan and Akhilesh Acharya, Book Enclave, Jaipur.
6. Public Relations, H.Frazier Moore & Frank B. Kalupa, Surjeet Publications, New Delhi.
7. Effective Public Relations in Public and Private sector, C.G. Banik, Jaico Publishing House,Mumbai.
8. Hand Book of Public relations, Heath Robert L., sage Publications, New Delhi.
9. Balan, R.K. , “Corporate Public Relations, Sterling Punisher” Pvt. Ltd. New Delh, 1992.
10. Seitel, P. Fraser ,” The Practice of Public Relations”, 6th ed. Prentice Hall, New Jersey, 1995.
11. आधुनिक विज्ञापन और जनसम्पर्क, डॉ. तारेश भटिया, तक्षशिला प्रकाशन , नई दिल्ली।
12. विज्ञापन, अशोक महाजन, हरियाणा साहित्य अकादमी, चण्डीगढ।
13. विज्ञापन तकनीक एवं सिद्धांत, नरेन्द्र सिंह यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।



**SEMESTER THREE**

**MJ 301 : MEDIA MANAGEMENT**

**MJ 302 : RADIO JOURNALISM**

**MJ 303 : ELECTIVE - CENTRIC**

(A): NEWS WRITING

(B): FEATURE WRITING

**MJ 304 : ELECTIVE - GENERIC**

(A): DEVELOPMENT COMMUNICATION

(B): RURAL AND ENVIRONMENTAL JOURNALISM



## MJ 301: MEDIA MANAGEMENT

### UNIT-1

- 1 Media Management- Concept and significance.
- 2 Principles of Management
- 3 Functions of Management
- 4 Forms of business organization

### UNIT – 2

- 1 Media Ownership patterns in India
- 2 Economics of media
- 3 Formation of a media company, problems and prospects of launching media venture
- 4 Organizational structure and functions of different departments-finance, circulation, marketing, human resource, production..

### UNIT – 3

- 1 Marketing- concept, objectives
- 2 Functions of marketing
- 3 Marketing Mix- product, price, place and promotion
- 4 Brand promotion, market survey, advertising and sales strategy in media management

### UNIT – 4

- 1 Financial management- concept, objectives and importance,
- 2 Financial management - financial planning in media
- 3 Circulation management - circulation strategy, pricing and price war
- 4 Production management – Overview of production process.

### UNIT – 5

- 1 Human resource planning, recruitment, selection and training
- 2 Job evaluation, compensation and performance appraisal
- 3 Foreign equity in Indian media, Press commissions on Indian newspaper management structure
- 4 Apex bodies- DAVP, INS and ABC.



**Recommended books**

1. Media Management in India, Dibakar Panigrahy, Editor P.K. Biswasroy, KanishkaPublishing House, New Delhi.
  2. Electronic Media Management, Avinash, Chiranjeev, Authors Press, New Delhi
  3. International Marketing Management, C. Subhash Jain, CBS Publishers & Distributers, New Delhi.
  4. News Paper Management in India, Gulab Kothari, Intercultural open University,Netherlands.
  5. Business Communications, K.K. Sinha, gal Gotia Publication.
  6. Jones, Philip John ,“What’s in a Brand ? Building Brand Equity Through Advertising” Tata McGraw-Hill, New Delhi,1998.
  7. Kotler Philip & Armstrong Gary, “Principle of Marketing”, Prentice hall Englewood, 1980 .
  8. Kotler Philip, ”Market Management”, Prentice Hall of India, Delhi 2000.
  9. Steven J. Skinner “Marketing
-



**MJMC 302: RADIO JOURNALISM**

**UNIT- 1. INTRODUCTION TO RADIO MEDIUM**

- 1 Radio as an oral medium: strengths and weakness, radio and public service broadcasting
- 2 Radio for social change and development.
- 3 Alternative radio: community radio.
- 4 Radio broadcasting as entertainment: FM radio, Web radio.

**UNIT -2. RADIO PROGRAMME FORMATS**

1. News based programmes: Radio news bulletins and their structures (hourly and special; national, regional and local)
2. News based programmes: talk, spotlight, discussion, interview, voice dispatch and reviews
3. Entertainment programmes: features, music, drama, quiz; Interactive programmes: people's forum, voice mail, phone in programmes
4. Audience and subject specific programmes: programmes for youth, women, children and senior citizen (audience specific); rural, educational, sports, science, health and family welfare (subject specific)

**Unit -3. REPORTING, WRITING AND EDITING FOR RADIO**

- 1 Basic principles of writing for radio: language of radio scripts, types of scripts for radio, five principles- spoken, immediate, person to person, heard only once, sound only
- 2 Interviewing: planning and preparation of radio interview. Interview by appointment, telephone interview, live and on the spot interview, news conference
- 3 Reporting and editing: basics of radio reporting and news writing- accuracy, balance, clarity, coverage of functions; editing of radio news bulletin
- 4 Preparing script for anchoring entertainment programme; radio audition.

**UNIT -4: RADIO PROGRAMME PRODUCTION**

- 1 Programme planning and production process; role of listeners' response, audience research and feedback in programme planning, Field point chart, Schedule of programmes
- 2 Equipment's of radio production: studio set-up, transmission and related technical persons
- 3 Equipment's: microphones: importance, types; sound recording machines; sound mixers; sound transmission over lines; radio news gathering vehicles.
- 4 Recording and editing radio programmes, Cues, commands and signals of studio.



## UNIT -5. RADIO PRODUCTION

1. To make listeners FEEL, as well as, THINK; to ENTERTAIN as well as to INFORM; making “Audience Oriented” programme.
2. Production elements of radio programmes: speech, narration, dialogue; sound effect; music; silence.
3. Criteria for a successful programme – simplicity, title and involvement of listeners.
4. Presentation of radio programmes; Job of the presenter lively presentation; broadcast speech delivery, modulation and projection of voice culture.

## Recommended Books

1. SC Bhatt ,Broadcast Journalism-Basic principles
2. Parthsarathi ,Here is the News
3. Broadcast Journalism, Boyd Andrew, Focal Press, Oxford.
4. Broadcast Journalism, Cohler, David Keith, Prentice Hall.
5. Perspective on Radio and T.V., Smith S. Leslie, Harper and Row
6. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication, New Delhi.
7. रेडियो और दूरदर्शन पत्रकारिता, डॉ. हरिमोहन पाठक, तक्षशिला प्रकाशन नईदिल्ली।
8. जनमाध्यम प्रौद्योगिकी, और विचारधारा: रेडियो, टेलीविजन, केबल टेलीविजन के संदर्भ में, जगदीश्वर चतुर्वेदी, अनामिका प्रकाशन, नई दिल्ली





**MJ 303- ELECTIVE CENTRIC**

**MJ 303A: NEWS WRITING**

**UNIT 1 : BASICS OF WRITING**

1. Characteristics of good journalistic writing
2. Planning and organizing content
3. Basics of writing for radio
4. Basic of writing for TV

**UNIT 2 : LANGUAGE, STYLE AND TRANSLATION**

1. Newspaper language
2. Style and style guide/ book
3. Journalistic writing as distinct from literary writing
4. Translation in journalism

**UNIT 3 : NEWS WRITING**

1. Basics structure of news
2. Writing intro
3. Developing body
4. Alternatives to inverted pyramid

**UNIT 4 : WRITING SPECIAL STORIES**

1. Speeches and meeting
2. Obituaries
3. Follow-ups
4. Brights, roundups, sidebars

**UNIT 5 : SCRIPT WRITING**

1. News bulletin structure, writing for announcer and listener, leads and body of broadcast story
2. Tools of writing for radio- spoken words, sound effect, music, silence; presentation techniques- fade in, fade out, cross fade, super imposing, under; radio bulletin script
3. Picture, narrative and sound in TV writing, TV news script, script layout
4. Scripting documentary and commentary



**Recommended books :**

- 1 News writing and editing: KM Shrivastava
- 2 Modern news writing and News writing : Savita Chadda
- 3 writing for Media
- 4 News writing: George A Hough
- 5 समाचार अवधारणा और लेखन प्रक्रिया : सुभाष धूलिया, आनंद प्रधान
- 6 समाचार लेखन : डॉ.सजीव भानावत
- 7 पत्रकारिता के सिद्धांत : एन.सी.पंत
- 8 पत्रकार और पत्रकारिता : डॉ.रमेश जैन
- 9 मानक हिन्दी : वृजमोहन
- 10 फीचर लेखन : मानोहर प्रभाकर
- 11 पत्रकारिता में अनुवाद की समस्याएं : भोलानाथ तिवारी, जितेन्द्र गुप्त
- 12 अनुवाद विज्ञान : भोलानाथ तिवारी



**MJ 303- ELECTIVE CENTRIC**

**MJ 303 B: FEATURE WRITING**

**UNIT 1 : FEATURES**

1. Concept and definition of features
2. Form and structure of features
3. Types of features
4. Information sources and elements of style for features

**UNIT 2 : REPORTAGE**

1. Reportage - meaning and definition, report and reportage
2. Basic elements of reportage
3. Structure of reportage
4. Memoirs

**UNIT 3 : REVIEWS**

1. Meaning and importance of review
2. Book review
3. Drama and art review
4. Film review

**UNIT 4 : OPINION WRITING**

1. Concept of news and views in newspapers
2. Editorial writing
3. Article writing
4. Column writing

**UNIT 5 : ADVERTISING AND PUBLIC RELATIONS WRITING**

1. Advertising copy writing for print
2. Advertising copy writing for electronic media
3. Fundamentals of public relations writing – aims, medium, style and characteristics
4. Elements and types of press release



**Recommended books**

- 1 News writing and editing: KM Shrivastava
- 2 Modern news writing and News writing : Savita Chadda
- 3 writing for Media
- 4 News writing: George A Hough
- 5 समाचार अवधारणा और लेखन प्रक्रिया : सुभाष धूलिया ,आनंद प्रधान
- 6 समाचार लेखन : डॉ.सजीव भानावत
- 7 पत्रकारिता के सिद्धांत : एन.सी.पंत
- 8 पत्रकार और पत्रकारिता : डॉ.रमेश जैन
- 9 मानक हिन्दी : बृजमोहन
- 10 फीचर लेखन : मानोहर प्रभाकर
- 11 पत्रकारिता मे अनुवाद की समस्याएं : भोलानाथ तिवारी, जितेन्द्र गुप्त
- 12 अनुवाद विज्ञान



**MJ 304 : ELECTIVE - GENERIC**

**MJ 304 A: DEVELOPMENT COMMUNICATION**

**UNIT -1 CONCEPT OF DEVELOPMENT**

1. Concept of development, indicators of development.
2. Models of development
3. Theories of development
4. Problems and issues in development, characteristic of developing societies, sustainable development.

**UNIT -2 CONCEPT OF DEVELOPMENT COMMUNICATION**

1. Development communication : concept, philosophy, process, theories
2. Strategies in development communication –social cultural and economic barriers
3. Case studies and experience (satellite instruction television experiment, Kheda communication project, Jhabua development communication project)
4. Development communication policy – strategies and action plan-democratic decentralization, Panchyati Raj – planning at national ,state regional district ,block and village levels .

**UNIT -3 MASS MEDIA AND DEVELOPMENT**

1. Role of mass media in development
2. Evaluation of print, electronic, web and traditional media (with regard to development programmers)
3. Role of Akashvani, Doordarshan, Field publicity, DAVP, Film Division,PIB
4. Writing development messages: specific requirements for print, electronic, web and traditional media

**UNIT- 4 DEVELOPMENT SUPPORT COMMUNICATION**

1. Agricultural communication and rural development: The genesis of agricultural extension approach system approach in agricultural communication diffusion of innovation model of agricultural extension case studies of communication in agriculture.
2. Development support communication: pupation and family welfare
3. Development support communication: health, education, environment
4. Problems faced in development support communication.



## UNIT -5 DEVELOPMENT AGENCIES ANND DEVELOPMENT COMMUNICATION

1. Development agencies: government, semi –government non-governmental organization
2. Micro and macro –economic framework available for actual developmental activates
3. Communication strategies of development agencies
4. Problems faced in effective communication, case studies on development communication programmers

### Reference books:

- 1 Media and development: M R Dua
- 2 Perspective on Development Communication: K Sadanandan Nair
- 3 Media Utilization for the development of women and children: B.S Thakur, Binod C. Agrawal
- 4 Media Communication: Suresh Chandra Sharma
- 5 Mass Communication and Development: Baldev Raj Gupta.Distributors, New Delhi
- 6 Dimensions of Modern Journalism, N.C. Pant & Jitendra Kumar, Kanishka Publishers & Distributors – Delhi
- 7 भारत वार्षिक, प्रकाशन निर्देशालय, भारत सरकार
- 8 संचार और विकास :श्यामाचरण दुबे ।
- 9 जनमाध्यम, संप्रेण और विकास : देवेन्द्र इस्सर
- 10 विकास पत्रकारिता : राधेश्याम शर्मा
- 11 कृषि एवं ग्रामीण विकास : अर्जुन त्तिरी



**MJ 304 B: RURAL & ENVIRONMENTAL JOURNALISM**

**UNIT 1 : RURAL COMMUNICATION AND FOLK MEDIA**

1. Overview of India villages
2. Introduction to rural communication
3. Folk media – Kathputli, folk drama, Khayal, folk song, folk dance
4. Folk media – Nautanki, jatra, Swang, Bhavai, Yakshagana
5. Folk stories and oral traditions in rural india

**UNIT 2 : RURAL MASS COMMUNICATION**

1. Meaning and overview of rural mass communication
2. Traditional media of rural mass communication
3. Modern media of rural mass communication – press, electronic media, new media, exhibition and transport
4. Utility of mass communication in rural areas
5. Public relations in rural areas

**UNIT 3 : RURAL MASS COMMUNICATION, DEVELOPMENT & SOCIAL CHANGE**

1. Rural development – concept, aims, policies and programmes
2. Rural society, social change in rural India, impact of mass media on rural society
3. Role of mass media in rural development
4. Areas of rural development and mass communication
5. Problems of rural mass communication

**UNIT 4 : ENVIRONMENT AND MASS COMMUNICATION**

1. Concept of environment – meaning and definition
2. Components and kinds of mass communication
3. Major environmental problems in India
4. Environmental communication – concept, media and area
5. Environmental movements in india – Silent valley, Chipko, Appiko, Chillika, Narmada movement.



**UNIT 5 : RURAL AND ENVIRONMENTAL JOURNALISM**

1. Meaning of rural and environmental journalism
2. Historical context of rural journalism – pre and post-independence
3. Aspects of rural and environmental journalism – barriers, negligence of rural and environmental issues, rural and environmental newspapers and magazines
4. Rural and environmental journalism in mainstream media
5. Reporting and writing on rural and environmental issues





**SEMESTER - FOUR**

**MJ 401 : SOCIETY AND MEDIA**  
**MJ 402 : CYBER JOURNALISM**

**ELECTIVE CENTRIC**

**MJ 403 A : ECONOMIC JOURNALISM**  
**MJ 403 B : ART AND CULTURE JOURNALISM**

**ELECTIVE GENERIC**

**MJ 404 A : RESEARCH METHODOLOGY**  
**MJ 404 B : PRINTING AND PUBLISHING**



**MJ 401: SOCIETY AND MEDIA**

**UNIT- 1 : INTRODUCTION TO CONSTITUTION**

1. Philosophy of constitution – Preamble
2. Concept of Liberty, Equality and Justice
3. Fundamental Rights
4. Fundamental Duties
5. Directive principles of State Policy

**UNIT- 2 : POLITY**

1. Alternative forms of government
2. Democratic System in India
3. Organs of Government - Parliament
4. Organs of Government - Executive
5. Organs of Government – Judiciary

**UNIT- 3 : SOCIETY**

1. Overview of India Culture
2. Organization of Indian Society
3. Social Change in India
4. Secularism, Communalism, Fundamentalism, Terrorism
5. Gender inequality, Human rights

**UNIT- 4 : ECONOMY**

1. Evolution of Indian Economy
2. Nature of Indian Economy
3. Economic terminology
4. Poverty, Unemployment
5. Globalization

**UNIT - 5: IDEOLOGIES**

- 1 Liberalism
- 2 Socialism
- 3 Marxism
- 4 Fascism
- 5 Gandhism



**Recommended books**

- 1 Indian constitution: DD Basu
- 2 Ideology and utopia: Karl manheim
- 3 street Corner society: WF White
- 4 Vision 21<sup>st</sup> Century: Anantharama Rao



**MJ 402: CYBER JOURNALISM**

**UNIT 1- CONCEPT OF ONLINE JOURNALISM**

- 1 New Media - concept and evolution
- 2 Changing concept of news cycle, changing paradigms of news
- 3 Emerging news delivery vehicle
- 4 Integrated newsroom
- 5 Challenges and opportunities for a newsman from gatekeepers to news guides and new job profiles

**UNIT - 2 WEB MEDIA**

- 1 Web newspapers and magazines - an introduction
- 2 Web radio
- 3 Web television
- 4 Portals
- 5 Blogs, mobile news - SMS news

**UNIT 3 CONTENT MANAGEMENT**

- 1 The concept and practices of web content
- 2 Skills of an online journalist
- 3 Structure of web report
- 4 Writing, editing web reports, writing with hyperlink
- 5 Pictures, graphics as content

**UNIT - 4 INTERNET & WEBSITES**

- 1 The internet- Introduction, Internet services- www, FTP, E mail, search engine, web chat, E commerce.
- 2 The internet: Web browsers, browser toolbar- back, forward, stop, refresh, home, search, full screen, mail, print, favourite, history
- 3 Websites: Components of websites - web server, web page, home page
- 4 Websites: Website planning, identifying target audience, goal setting; Organizing contents of a website-Home pages, sections
- 5 Websites: structure and navigation of website, creating outline of website, hosting a website.



## UNIT - 5 : CONVERGENCE

1. Concept of convergence in media
2. Emergence of digital technology and its role in media
3. Role of digital technology in development of convergence
4. Benefits of digital technology to web journalism and convergence
5. Scope of web journalism and convergence in development of India

## Recommended books

- |     |                                      |   |                       |
|-----|--------------------------------------|---|-----------------------|
| 1.  | A journalist's guide to the internet | : | Callahan, Chirtopher. |
| 2.  | Online journalism                    | : | Jim Hall              |
| 3.  | Web production                       | : | Jason whitaker        |
| 4.  | Digital sub editing & design         | : | Stephen Toinn         |
| 5.  | Journalism on line                   | : | Mike Ward             |
| 6.  | Multimedia: concept & practice       | : | Stephen McGloghlin    |
| 7.  | Web production                       | : | Jason whitaker        |
| 8.  | साइबर स्पेस ओर मीडिया                | : | सुधीश पचौरी           |
| 9.  | जनमाध्यम प्रौद्योगिकी और विचारधारा   | : | जगदी वर चतुर्वेदी     |
| 10. | समय और संस्कृति                      | : | श्यामाचरण दुब         |



**ELECTIVE CENTRIC**  
**MJ 403 A – ECONOMIC JOURNALISM**

**UNIT – 1: INTRODUCTION TO ECONOMIC JOURNALISM**

- 1 Meaning, scope, functions and importance of business journalism (BJ)
- 2 Overview of history of business journalism in India
- 3 Skills required for BJ, Sources of business news, business news writing
- 4 Areas of business journalism – corporates, stock market, commodity, agriculture, govt, consumer issues etc
- 5 Comparative study of Major business publications: ET, FE, BS, BI, BW etc.

**UNIT – 2: INDIAN ECONOMY**

- 1 Development, nature and characteristics of Indian economy
- 2 Economic reforms in India –Liberalisation, privatisation
- 3 Globalisation, global economy and India's emergence
- 4 Banking sector in India
- 5 Foreign investment in India

**UNIT – 3: GOVERNMENT POLICIES AND PLANNING**

- 1 Planning Commission – role and functions
- 2 Planning in India – five year plans
- 3 Centre and state budget – an analysis
- 4 India's Trade policy,
- 5 Monetary and fiscal policy

**UNIT – 4: CORPORATE SECTOR**

- 1 Public and private sector – a comparative analysis
- 2 Growth and emergence of corporate sector in India
- 3 Multinational corporations and Indian economy
- 4 Monopolistic tendencies in corporate sector
- 5 Major industry bodies in India- CII, FICCI, ASSOCHAM

**UNIT – 5: INTRODUCTION TO STOCK MARKET**

- 1 Introduction to stock market
- 2 Evaluation of stock – reading balance sheet and predicting industry trend
- 3 Mutual funds- their types
- 4 Role and functions of commodity exchanges
- 5 Role and functions of SEBI



**Recommended books**

1. Indian Stock Market – Regulation Performance and Policy Perspective, A.K. Sharma & G. S. Batra, Deep & Deep Publishing Private Ltd.
2. Economic Development of India, Since Independence, Bhakri Suman & Gopal, Kalayani Publication, Ludhiyana.
3. Economic Reform and Global change, I.G. Patel, Macmillan India Ltd, New Delhi.
4. Economic reforms in India: Problem and Prospects, Menjor Singh, Mittal Publishers, New Delhi.
5. Economic Reforms: The Indian Experience, K.D. Saxena, Shipra publishers, New Delhi
6. The Global Media, Robert W. Machesney, Edward S. Hermann,
7. Indian Economy: Dutt and Sundaram
8. Indian Economy : Mishra and Puri
9. Business environment : Francis Chrulnam
10. Economic and Business Journalism : E C Thomas



**ELECTIVE CENTRIC**

**MJ 403 B - ART & CULTURE JOURNALISM**

**UNIT-1**

- 1 Cultural Journalism: Contemporary trends in print and electronic media
- 2 Media, society and culture
- 3 Areas of Art and Culture and their major forms
- 4 Major writing forms for Art and Culture, formats, language and style
- 5 Relationship of form, medium and target

**UNIT -2**

- 1 An introduction to Indian Aesthetics involving classical, folk and tribal arts
- 2 Art and society, elements of art-reviews, status of art review in journalism
- 3 Modern art movement
- 4 Significance of seeing, listening and contemplating in art
- 5 Communication revolution and art forms

**UNIT-3**

- 1 A brief introduction to different Schools (Gharanas) of Music. Contributions of Maharaja Mansingh, Gwalior Gharana. Contributions of Kumar Gandharva, Bhimsen Joshi, Mallikarjun Mansoor, Ameer.Khan, Bade Gulamali Khan, Kishori Amonker, Hari Prasad Chourasiya, Ravishanker, Dagar Bhandhus.
- 2 Ravindra Sangeet, Kathak, Bharatnatyam, Odisee, Mohiniattam, Kuddiattam, Contributions of Kelucharan Mahapatra, Birjoo Maharaj, Yamini Krishnamurthi.
- 3 Brief introduction to different folk and tribal dance forms.
- 4 Art Institutions: Sangeet & Natak Academy, National School of Drama, Lalit Kala Academy, Sahitya Academy, Bharat Bhawan, Indira Gandhi National Museum of Man
- 5 Study of Magazines and Journals like, Art today, India Magazine, Kalavarta, Natrang, Chaumasa, Sakshatkar, Poorvgrah

**UNIT- 4**

- 1 Brief introduction to Indian Architecture.
- 2 Architecture in Gwalior
- 3 Contributions of Mughal and western architecture, Temples of Khajuraho and Konarka and Taj Mahal
- 4 Main elements of theatre review, style of acting, costumes, stage, design, music, and light and sound.
- 5 Contributions of Habib Tanveer, Ratan Thiyam, Ramgopal Bajaj. Jaidev Taneja, Girish Karnad and Street and puppet theatre.





## UNIT - 5

- 1 Brief introduction to traditional and modern painting, art of Bheem Baithaka, Rajputana, Miniature, Madhubani. Tradition of painting in Gwalior Contributions of painters like Ramkumar Jagdish Swaminathan, M.F. Hussain
- 2 Indian popular cinema Vs. parallel cinema.
- 3 Contributions of main film makers like Satyajee Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Govind Nihalani, Raj Kapoor, Kumar Shahni, Mani Kaul etc.
- 4 Elements of film appreciation, music Songs, covering form and content of film. Brief study of film magazines and Journals like Patkatha, Cinemaya, Cineblitz, Star and Style, Screen, Filmfare.

## Recommended Books

- 1 The arts of India : George C. Birdwood
- 2 Advanced history of India : R.C. Majumdar, H.C. Roy Choudhary, Khali Kinkar Dutta
- 3 Cultural past: Romila Thapar
- 4 Towards a new art history: Studies in Indian art : Panikkar, Mukherji
- 5 Encyclopedia of art and culture in India : Gopal Bhargava
- 6 सिनेमा और संस्कृति : राही मासूम रजा
- 7 सिनेमा समकालीन सिनेमा : अजय ब्रह्मातज ।



**MJ 404- ELECTIVE GENERIC**

**MJ 404 A: COMMUNICATION RESEARCH**

**Unit-1 CONCEPT OF RESEARCH**

1. Meaning ,nature , and scope of social and communication Research
2. Type of research
3. Formulation of research problem
4. Variable & hypothechs
5. Problem of objectivity in research

**UNIT -2 RESEARCH DESIGN, TOOLS AND TECHNIQUES OF RESEARCH**

1. Research design : concept, importance & types
2. Sampling : meaning & type
3. Sources of data : Primary and Secondary
4. Data collocation : Questionnaire Schedule
5. Data collation : Interview & Observation

**UNIT -3 METHODS OF RESEARCH**

1. Historical methods
2. Experimental Method
3. Cass study
4. Content Analysis
5. Survey

**UNIT -4 AREAS OF ANALYSIS**

1. Source analysis
2. Message analysis
3. Channel Analysis
4. Audience Analysis
5. impact analysis

**UNIT -5 DATA ANALYSES AND REPORT WRITING**

1. Data analysis and interpretation
2. Tabulation ,classification ,graphical representation of data
3. Elementary of statics : mean, mode ,medium
4. Report Writing ,Indexing ,Bibliography
5. Use of computer in research



**Recommended books:**

- 1 Research and report Writing: Saravanel
- 2 Research methods for communication Science: James H Watt
- 3 Communication network management: Cornel Terplan
- 4 International media research: John corner
- 5 मीडिया शोध : जोन दयाल
- 6 समाजिक अन्सधान : डॉ. डी.एस.बघाँल



**MJ 404- ELECTIVE GENERIC  
MJ 404 B: PRINTING AND PUBLISHING**

**UNIT 1 : HISTORY OF PRINTING**

1. Origin of printing in the east and west
2. Printing in ancient and medieval India
3. Printing in modern India
4. Technological revolution in printing

**UNIT 2 : PRINTING PROCESS**

1. Letter press printing
2. Lithography and gravure printing
3. Flexography and silk screen
4. Offset printing

**UNIT 3 : TYPOGRAPHY**

1. Overview of development of types, parts of type, point system
2. Kinds of types, type family,
3. Composing – hand and machine composing
4. Phototypesetting

**UNIT 4 : DESKTOP PUBLISHING**

1. DTP – concept and meaning, importance of DTP, softwares and hardware for DTP
2. PageMaker and Photoshop
3. Quark Xpress
4. Adobe In design

**UNIT 5 : PROOF READING**

1. Press copy and proof reading
2. Kinds of proof
3. Principles and persons of proof reading
4. Symbols of proof reading



**Recommended books:**

1. समाचार मुद्रण और साज सज्जा : श्यामसुन्दर शर्मा
2. लेआउट साइबर मीडिया और संचार प्रौद्योगिकी
3. कम्प्यूटर एक परिचय : संतोष चाबं
4. Creative newspaper designing: Vie Giles
5. Newspaper Design: Allen Hutt
6. Subediting- a handbook of modern newspaper editing and Production: F W Hodgson