

**JIWAJI UNIVERSITY, GWALIOR
(Established in 1964)
NAAC Accredited 'A' Grade University**

**MASTER OF JOURNALISM AND MASS COMMUNICATION
(Choice Based Credit System)
(2017-19)**

1. Eligibility for Admission : Graduate in any discipline from any University recognized by Jiwaji University, Gwalior
2. No. of seats : 30
3. Admission : On the basis of merit
4. Duration : 2 years (4 Semester) regular course.
5. Objectives of Course: Objectives of Course are -
 - (1) To familiarize the students with the working of media print, electronic and cyber media.
 - (2) To develop working skills needed for newspapers, Radio, T V and Web Journalism.
 - (3) To develop research aptitude and research skills to understand media and to make use of them.
 - (4) To develop understanding of development and its relationship with media.
 - (5) To develop writing skills for different formats of writing used in media.
 - (6) To develop understanding of the role of media in society.
 - (7) To sensitize students about human values, culture, development of society, environment etc. in relation to media.
 - (8) To develop competence to supervise and guide the working of media and the spirit of a team head.
 - (9) To develop aptitude and competence to analyze and interpret the events.
 - (10) Focus of the course will be on print journalism.
6. Scheme of Study for M.J.M.C. Programme:
 - (1) M.J. M. C. Programme is divided into four semesters.
 - (2) Student will have to successfully undergo theory courses, seminars, assignments and internship.
 - (3) In each Course student will be tested on the basis of semester-end examination and continuous evaluation consisting of written tests.
 - (4) Semester end examination will carry 60 marks and continuous evaluation written tests will carry 40 marks.
 - (5) Students will be evaluated on the basis of theoretical knowledge as well as the practical application of such knowledge.
 - (6) Seminar and assignment is compulsory for every student. Performance of student in seminar and assignment will be assessed by internal examiner.
7. Internship: After examination of IVth semester each candidate shall have to undergo an internship Programme of 30 working days in a recognized media organization allotted by head of the department. A certificate of completing the internship satisfactorily must be obtained by the student from the concerned editor/head /in charge. Internship report will have to be submitted by the candidate along with certificate. .

JIWAJI UNIVESITY, GWALIOR

CHOICE BASED CREDIT SYSTEM (CBCS)

COURSE STRUCTURE & SCHEME OF SEMESTER EXAMINATION

MASTER OF JOURNALISM AND MASS COMMUNICATION

SEMESTER- 1ST

COURSE CODE	COURSE NAME	TOTAL MARKS	CREDITS	END SEM EXAM MARKS		SESSIONAL MARKS	
				MAX	MIN	MAX	MIN
MJ 101	INTRODUCTION TO COMMUNICATION	100	4	60	21	40	14
MJ 102	FUNDAMENTALS OF JOURNALISM	100	4	60	21	40	14
MJ 103	HISTORY OF MASS MEDIA	100	4	60	21	40	14
MJ 104	MEDIA LAW AND ETHICS	100	4	60	21	40	14
MJ 105	SEMINAR*	100	1	100	35	XX	XX
MJ 106	ASSIGNMENT	100	1	100	35	XX	XX
MJ 107	PROJECT WORK	100	2	100	35	XX	XX
	SUB TOTAL	700	20				
MJ 108	COMPREHENSIVE VIVA VOCE (VIRTUAL CREDITS)	100	4	100	35	XX	XX
	GRAND TOTAL	800	24				

* MJ 105 AND MJ 106 WILL BE EVALUATED BY INTERNAL EXAMINERS

JIWAJI UNIVESITY, GWALIOR

CHOICE BASED CREDIT SYSTEM (CBCS)

COURSE STRUCTURE & SCHEME OF SEMESTER EXAMINATION

MASTER OF JOURNALISM AND MASS COMMUNICATION

SEMESTER-II (JAN-JUNE)

COURSE CODE	COURSE NAME	TOTAL MARKS	CREDITS	END SEM EXAM MARKS		SESSIONAL MARKS	
				MAX	MIN	MAX	MIN
MJ 201	ADVANCE REPORTING	100	4	60	21	40	14
MJ 202	EDITING AND PRESENTATION	100	4	60	21	40	14
MJ 203	TELEVISION JOURNALISM	100	4	60	21	40	14
MJ 204	PUBLIC RELATIONS & ADVERTISING	100	4	60	21	40	14
MJ 205	SEMINAR*	100	1	100	35	XX	XX
MJ 206	ASSIGNMENT	100	1	100	35	XX	XX
MJ 207	PROJECT WORK	100	2	100	35	XX	XX
	SUB TOTAL	700	20				
MJ 208	COMPREHENSIVE VIVA VOCE (VIRTUAL CREDITS)	100	4	100	35	XX	XX
	GRAND TOTAL	800	24				

* MJ 205 AND MJ 206 WILL BE EVALUATED BY INTERNAL EXAMINERS

JIWAJI UNIVESITY, GWALIOR

CHOICE BASED CREDIT SYSTEM (CBCS)

COURSE STRUCTURE & SCHEME OF SEMESTER EXAMINATION

MASTER OF JOURNALISM AND MASS COMMUNICATION

SEMESTER-III (JULY-DEC)

COURSE CODE	COURSE NAME	TOTAL MARKS	CREDITS	END SEM EXAM MARKS MAX	END SEM EXAM MARKS MIN	SESSIONAL MARKS MAX	SESSIONAL MARKS MIN
MJ 301	MEDIA MANAGEMENT	100	4	60	21	40	14
MJ 302	RADIO JOURNALISM	100	4	60	21	40	14
MJ 303	ELECTIVE (CENTRIC)		4	60	21	40	14
A	NEWS WRITING	100			21	40	14
B	FEATURE WRITING	100		60	21	40	14
MJ 304	ELECTIVE (GENERIC)		4	60	21	40	14
A	DEVELOPMENT COMMUNICATION	100		60	21	40	14
B	RURAL & ENVIRONMENTAL JOURNALISM	100		60	21	40	14
MJ 305	SEMINAR*	100	1	100	35	XX	XX
MJ 306	ASSIGNMENT	100	1	100	35	XX	XX
MJ 307	PROJECT WORK	100	2	100	35	XX	XX
	SUB TOTAL	700	20				
MJ308	COMPREHENSIVE VIVA VOCE (VIRTUAL CREDITS)	100	4	100	35	XX	XX
	GRAND TOTAL	800	24				

* MJ 305 AND MJ 306 WILL BE EVALUATED BY INTERNAL EXAMINERS

JIWAJI UNIVESITY, GWALIOR

CHOICE BASED CREDIT SYSTEM (CBCS)

COURSE STRUCTURE & SCHEME OF SEMESTER EXAMINATION

MASTER OF JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV (JAN. - JUNE)

Course code	Course name	Total Marks	Credits	End Sem Exam marks		Sessional marks	
				MAX	MIN	MAX	MAX
MJ 401	Society And Media	100	4	60	21	40	14
MJ 402	Cyber Journalism	100	4	60	21	40	14
MJ 403	Elective (Centric)		4				
A	Economic Journalism	100		60	21	40	14
B	Art & Culture Journalism	100		60	21	40	14
MJ 404	Elective (Generic)		4				
A	Research Methodology	100		60	21	40	14
B	Printing and Publishing	100		60	21	40	14
MJ 405	Project work	100	8	100	35	xx	xx
	Valid Credits		24				
MJ 406	Comprehensive Viva Voce (Virtual Credits)	100	4	100	35	xx	xx
	Total Credit Value		28				

SEMESTER- 1ST

- MJMC101 : Introduction to communication**
- MJMC102 : Fundamentals of Journalism**
- MJMC103 : History of Mass Media**
- MJMC104 : Media law and ethics**

MJ 101- INTRODUCTION TO COMMUNICATION

OBJECTIVES

1. To acquaint students with the concept and process of communication.
2. To enable them to appreciate the potential and limitations of various communication process.
3. To familiarize students with the comprehensive characteristics of various media

UNIT ONE: NATURE AND SCOPE OF COMMUNICATION

- 1.1 : Communication: definition, nature and scope
- 1.2 : Elements and process of communication
- 1.3 : Functions of communication
- 1.4 : Types of communication: Verbal, Non-Verbal. Intra-personal, interpersonal, group and mass communication, barriers in communication

UNIT TWO: MODELS OF COMMUNICATION

- 2.1 Aristotle, Lasswell and Braddock's model
- 2.2 Shannon and Weaver De-Fleur's model
- 2.3 Osgood and Schramme's model.
- 2.4 Gerbener, Westly and Maclean Model

UNIT THREE: THEORIES OF COMMUNICATION

- 3.1 Personal influence theory, Media system dependency theory
- 3.2 Concept of selective exposure, selective perception and selective retention.
- 3.3 Sociological theories - Cultivation theory, Spiral of Silence, Media Hagemony, Agenda Setting, Uses and Gratification theory
- 3.4 Normative theories.

UNIT FOUR: MASS MEDIA

- 4.1 Mass Media Institution
- 4.2 Mass Media Contents.
- 4.3 Mass Media Audience.
- 4.4 Mass Media Effects

UNIT FIVE : MEDIA AND SOCIETY

- 5.1: Media and Social Change
- 5.2: Role of media in democracy
- 5.3: Media and culture
- 5.4: 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 MacQuail
- 7 Understanding Mass Communication: Melvin L Defluer
- 8 Communication: Larry L Varker
- 9 Introduction to communication studies: John Fiske

MJ 102 - FUNDAMENTALS OF JOURNALISM

Objectives

1. To introduce with the field of journalism
2. To prepare foundation of students for further studies in the field of journalism
3. To impart elementary knowledge about the discipline of journalism
4. To acquaint students with various types of media and their characteristics

UNIT- 1: BASICS OF JOURNALISM

- 1.1 Journalism – concept, role and functions
- 1.2 Concept and definition of news
- 1.3 News values and elements of news
- 1.4 Types of news
- 1.5 Terminology

UNIT- 2: INTRODUCTION TO MEDIA

- 2.1 : Print media : types and characteristics.
- 2.2 : Radio: : types and its characteristics.
- 2.3 : Television: its characteristics
- 2.4 : Traditional media: It's characteristics
- 2.5: Cyber media: Introduction

UNIT- 3: NEWS FLOW AND NEWS AGENCIES

- 3.1 Global news flow and imbalance
- 3.2 International news agencies (Reuters, AP, UPI, AFP)
- 3.3 New world information and communication order
- 3.4 Alternative news distribution systems
- 3.5 National news agencies (PTI, UNI, Bhasha, Univarta)

UNIT- 4 JOURNALISTS AND JOURNALISM

- 4.1 Journalist –characteristics and challenges
- 4.2 Eminent journalists
- 4.3 Journalism as a Mission
- 4.4 Journalism as a Profession
- 4.5 Professional hazards of journalism

UNIT- 5: ROLE OF PRESS

- 5.1 National press, Regional press, District and Tehsil level press
- 5.2 Role of press in Social, Economic and Political transformation
- 5.3 Impact of liberalization and globalization on Indian media
- 5.4 Civil society & Citizen Journalism
- 5.5 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 वृहद इतिहास : अजुन तिवारी
5. हिन्दी पत्रकारिता के विविध आयाम : डॉ. वैद प्रताप वैदिक
6. History of journalism : Parthasarthi 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

OBJECTIVES: TO FAMILIARIZE STUDENTS WITH THE TRENDS IN GROWTH OF 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 21st century
4. Commissions and committees on broadcasting

- (a) Chanda Committee
- (b) Vergheese Committee
- (c) P C Joshi Committee
- (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
6. History of journalism : Parthsarathi rangaswami
7. History of Indian press: J Natrajan
8. Indian journalism: Nadik krishanmurti
9. Basic journalism : Parthsarathi Rangaswami
10. Modern journalism & news Writing : savita chada
11. Modern history of press : Sunil Ghosh
12. News culture : Allen sturat
13. Journalism : David Wainwright
15. Many voices one world: Mcbride

MJ 104- MEDIA LAW AND ETHICS

Objectives

1. To familiarize students with the legal provisions concerning media
2. To acquaint students with ethical aspects of media and journalism.

UNIT-1 BASIC CONCEPTS

- 1.1 Media Law: Concept, Nature, Scope and need
- 1.2 Historical perspective of press regulations
- 1.3 Freedom of speech and expression
- 1.4 Censorship and Media: The Indian experience, particularly during the Emergency of 1975

UNIT-2 DEFAMATION, CONTEMPT AND PRIVILEGES

- 2.1 Law on defamation and journalistic defense
- 2.2 Contempt of Courts
- 2.3 Privileges of Parliament/State Legislatures
- 2.4 Press Council

UNIT-3 IMPORTANT ACTS

- 3.1 Press and Registration of Books Act, 1867
- 3.2 Official Secrets Act, 1923
- 3.3 Copyright Act, 1957
- 3.4 Right to Information Act, 2005.

UNIT-4 LAW, ELECTRONIC MEDIA AND IT

- 4.1 Legal provisions about licensing, up-linking, regulating etc. of private electronic media channels
- 4.2 Prasar Bharati Act 1990
- 4.3 Information Technology Act, 2000
- 4.4 Debate and regulations about convergence, Media Council etc.

UNIT-5 MEDIA ETHICS

- 5.1 Media ethics: Concept, Scope, Need and Contemporary status
- 5.2 Norms of journalistic ethics, Press Council's guidelines
- 5.3 Institutions of the Ombudsman, Right to Privacy, Lok Adalat
- 5.4 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 किशोर त्रिखा
18. प्रेस विधि और अभिव्यक्ति स्वातंत्राय : डॉ. हरबंस दीक्षित

SEMESTER -TWO

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

MJMC 201 - ADVANCE REPORTING

Objectives

1. To acquaint students with tools and techniques of reporting
2. To impart advance skills of reporting
3. To develop capacity of handling reporting assignments independently

UNIT - 1: BASICS OF REPORTING

- 1.1 Concept of reporting: news gathering process and techniques
- 1.2 Beat system
- 1.3 News sources
- 1.4 Types and qualities of reporters
- 1.5 News bureau set up

UNIT - 2: INTERVIEW AND PRESS CONFERENCE

- 2.1 Interview – preparations and process
- 2.2 Types of interview
- 2.3 Interview writing skills
- 2.4 Press Conference - Preparations and reporting of Press Conference
- 2.5 Meet the Press and Press briefing

UNIT - 3 INTERPRETATIVE REPORTING AND NEWS ANALYSIS

- 3.1 Objective reporting
- 3.2 Interpretative Reporting
- 3.3 News Analysis
- 3.4 Investigative reporting
- 3.5 In-depth reporting

UNIT - 4 : SPECILISED REPORTING

- 4.1 Sports reporting
- 4.2 Political and Parliamentary reporting
- 4.3 Crime and Court reporting
- 4.4 Science, technology and environment reporting
- 4.5 Defence reporting

UNIT- 5: CONTEMPORARY REPORTING

- 5.1 Modern trends - The new journalism, Activism and Advocacy Journalism.
- 5.2 Competition between Print and Electronic media in reporting
- 5.3 Reporting human interest stories, Society, Life Style.
- 5.4 Sensationalism in reporting
- 5.5 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

Objectives

1. To introduce students with the newsroom culture and editing environment
2. To familiarize with the process of editing
3. To acquaint with layout designing and technological aspects
4. To impart advance skills of editing

UNIT - 1 INTRODUCTION

- 1.1 Editing - Meaning, Concept and Significance.
- 1.2 Contemporary trends in Print Journalism, Contemporary presentation styles and editing of news paper and magazines.
- 1.3. News room set up, news flow and gate keeping
- 1.4 Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and chief Reporter.
- 1.5 Functions and responsibilities of Group Editor, Managing Editor, Coordinating Editor.

UNIT - 2 PROCESS OF EDITING

- 2.1 Editing- Principles, Tools & Techniques.
- 2.2 Role and function of copy desk
- 2.3. Art of Copy editing, Steps and precautions in editing.
- 2.4 Abstracting, Synoptic writing, Excerpting, Slanting, Streamlining, Rewriting, Integration, Translation and Transliteration.
- 2.5. Editing for a Target Audiences

UNIT -3 : HEADLINE, PHOTOGRAPH, SPECIALISED EDITING

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

UNIT - 4 : LAY-OUT DESIGNING

- 4.1 Concept of lay-out and dummy
- 4.2 Principles of layout designing
- 4.3 Tools of layout designing, Types, Type faces, white space, picture, graph, and chart
- 4.4 Patterns of lay-outs
- 4.5 Planning the page - the front page and inside pages, designing special pages.

UNIT 5 : TECHNOLOGY

- 5.1 Brief History of Printing Technology.
- 5.2 Composing- Hand Composing, Mono composing, Lino composing, photo type setter, DTP etc
- 5.3 Various types of printing presses- Hand Press, Treadle, Cylinder, Rotary, photo gravure, offset, etc.
- 5.4. Applications of computer: Use of Quark Express
- 5.5 Applications of computer: Use of Photoshop

Recommended books :

- 1 समाचार संपादन : प्रेमनाथ चतुर्वेदी
- 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 चौबे
- 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

Objectives

1. Developing skills for television journalism
2. To acquaint student with TV production process
3. Understanding structure of newsroom and its functioning

UNIT1: 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

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

UNIT 5. TELEVISION NEWS PRESENTATION

- 5.1 Qualities of a newscaster, doing voice over,
- 5.2 Role and importance of anchor
- 5.3 Voice analysis - pitch, volume, tempo, vitality
- 5.4 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 Reference 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. इलेक्ट्रॉनिक मीडिया :डॉ. संजीव भानावत
14. आपराध पत्रकारिता एवं टीवी रिपोर्टिंग :वृतिका नंदा
15. रेडियो और दूरदर्शन पत्रकारिता : डॉ. हरिमोहन
16. इलेक्ट्रॉनिक मीडिया : ऋतु श्रेठी

MJMC204 - PUBLIC RELATIONS AND ADVERTISING

Objectives

1. To introduce students with concepts of Public relations, advertising
2. To familiarize students with PR, Advertising processes
3. To impart necessary skills to enable students in performing PR, Ad. functions.

UNIT -1 INTRODUCTION TO PUBLIC RELATIONS

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

UNIT -2 ROLE AND FUNCTION OF PUBLIC RELATIONS

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

UNIT - 3 PUBLIC RELATIONS AND MEDIA

- 3.1 P.R. with Media – Media Relations.
- 3.2 Corporate Communications: Tools and Techniques.
- 3.3 Major P.R. Agencies: Indian & International their Functioning.
- 3.4 Characteristics of Good P.R & C.C personnel.
- 3.5 Planning & Running P.R. Campaign.

UNIT - 4 INTRODUCTION TO ADVERTISING

- 4.1 Advertising – Definition, Role & Importance.
- 4.2 History & Development of Advertising, Present Status of Advertisement.
- 4.3 Types of Advertisement – Corporate, Product, Display, Financial, Public Service, Tenders & Notices, Appointment Ads & Classifieds Ads.
- 4.4 Advertising ethics & Social responsibility.
- 4.5 Regulation of Advertising – Role of AAAI, ASCI & INS.

UNIT - 5 ART OF ADVERTISING

- 5.1 Ad Agency – Types, Structure and Functions.
- 5.2 Art of Developing Effective Copy and Importance of Copy writer.
- 5.3 Copy elements – Headline, Sub Heads, Slogans, Body Copy, Logo etc.
- 5.4 Layout – Importance, Steps & Principles of a good Layout, Visuals – its importance
- 5.5 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 भट्टिया, तक्षशिला प्रकाशन , नई दिल्ली।
12. विज्ञापन, अशोक महाजन, हरियाणा साहित्य अकादमी, चण्डीगढ़
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

Objectives

1. To familiarize students with management process in media
2. To enable students to perform management functions

UNIT-1

- 1.1 Media Management- Concept and significance.
- 1.2 Principles of Management
- 1.3 Functions of Management
- 1.4 Forms of business organization

UNIT – 2

- 2.1 Media Ownership patterns in India
- 2.2 Economics of media
- 2.3 Formation of a media company, problems and prospects of launching media venture
- 2.4 Organizational structure and functions of different departments-finance, circulation, marketing, human resource, production.

Unit – 3

- 3.1 Marketing- concept, objectives
- 3.2 Functions of marketing
- 3.3 Marketing Mix- product, price, place and promotion
- 3.4 Brand promotion, market survey, advertising and sales strategy in media management

UNIT – 4

- 4.1 Financial management- concept, objectives and importance,
- 4.2 Financial management - financial planning in media
- 4.3 Circulation management - circulation strategy, pricing and price war
- 4.4 Production management – Overview of production process.

UNIT – 5

- 5.1 Human resource planning, recruitment, selection and training
- 5.2 Job evaluation, compensation and performance appraisal
- 5.3 Foreign equity in Indian media, Press commissions on Indian newspaper management structure
- 5.4 Apex bodies- DAVP, INS and ABC.

Recommended books

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

MJMC 302: RADIO JOURNALISM

Objectives

1. Learning the art and skills of radio journalism
2. Understanding different formats of radio programmes

UNIT 1. INTRODUCTION TO RADIO MEDIUM

- 1.1 Radio as an oral medium: strengths and weakness, radio and public service broadcasting
- 1.2 Radio for social change and development.
- 1.3 Alternative radio: community radio.
- 1.4 Radio broadcasting as entertainment: FM radio, Web radio.

UNIT 2. RADIO PROGRAMME FORMATS

- 2.1 News based programmes: Radio news bulletins and their structures (hourly and special; national, regional and local)
- 2.2 News based programmes: talk, spotlight, discussion, interview, voice dispatch and reviews
- 2.3 Entertainment programmes: features, music, drama, quiz; Interactive programmes: people's forum, voice mail, phone in programmes
- 2.4 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

- 3.1 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
- 3.2 Interviewing: planning and preparation of radio interview. Interview by appointment, telephone interview, live and on the spot interview, news conference
- 3.3 Reporting and editing: basics of radio reporting and news writing- accuracy, balance, clarity, coverage of functions; editing of radio news bulletin
- 3.4 Preparing script for anchoring entertainment programme; radio audition.

UNIT 4: RADIO PROGRAMME PRODUCTION

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

UNIT 5. RADIO PRODUCTION

- 5.1 To make listeners FEEL, as well as, THINK; to ENTERTAIN as well as to INFORM; making "Audience Oriented" programme.
- 5.2 Production elements of radio programmes: speech, narration, dialogue; sound effect; music; silence.
- 5.3 Criteria for a successful programme – simplicity, title and involvement of listeners.
- 5.4: 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, नईदिल्ली

MJ 303- ELECTIVE CENTRIC

MJ 303A: NEWS WRITING

Objectives

1. To develop writing skills among students
2. To familiarize students with journalistic writing
3. To familiarize students with genres of media writing
4. To develop ability for translation from English to Hindi and Hindi to English

UNIT ONE: BASICS OF WRITING

- 1.1 : Characteristics of good journalistic writing
- 1.2 : Planning and organizing content
- 1.3 : Basics of writing for radio
- 1.4 : Basic of writing for TV

UNIT TWO: LANGUAGE, STYLE AND TRANSLATION

- 2.1 : Newspaper language
- 2.2 : Style and style guide/ book
- 2.3 : Journalistic writing as distinct from literary writing
- 2.4 : Translation in journalism

UNIT THREE: NEWS WRITING

- 3.1: Basics structure of news
- 3.2: Writing intro
- 3.3: Developing body
- 3.4: Alternatives to inverted pyramid

UNIT FOUR: WRITING SPECIAL STORIES

- 4.1: Speeches and meeting
- 4.2: Obituaries
- 4.3: Follow-ups
- 4.4: Brights, roundups, sidebars

UNIT FIVE: SCRIPT WRITING

- 5.1: News bulletin structure, writing for announcer and listener, leads and body of broadcast story
- 5.2: 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
- 5.3: Picture, narrative and sound in TV writing, TV news script, script layout
- 5.4: 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 : बृजमोहन
- 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

Objectives

1. To familiarize students with feature, reportage and other formats of writing
2. To develop skills of feature writing in students

UNIT ONE: FEATURES

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

UNIT TWO: REPORTAGE

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

UNIT THREE: REVIEWS

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

UNIT FOUR: OPINION WRITING

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

UNIT FIVE: 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 घूलिया ,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 में अनुवाद की समस्याएं : भोलानाथ तिवारी, जितेन्द्र गुप्त
- 12 अनुवाद विज्ञान

MJ 304 : ELECTIVE - GENERIC

MJ 304 A: DEVELOPMENT COMMUNICATION

Objectives

1. To introduce different concept of development
2. To develop understanding of communication for development
3. To enable students in handling tasks of development communication

UNIT -1 CONCEPT OF DEVELOPMENT

- 1.1 Concept of development, indicators of development.
- 1.2 Models of development
- 1.3 Theories of development
- 1.4 Problems and issues in development, characteristic of developing societies, sustainable development.

UNIT -2 CONCEPT OF DEVELOPMENT COMMUNICATION

- 2.1 Development communication : concept, philosophy, process, theories
- 2.2 Strategies in development communication –social cultural and economic barriers
- 2.3 Case studies and experience (satellite instruction television experiment, Kheda communication project, Jhabua development communication project)
- 2.4 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

- 3.1 Role of mass media in development
- 3.2 Evaluation of print, electronic, web and traditional media (with regard to development programmers)
- 3.3 Role of Akashvani, Doordarshan, Field publicity, DAVP, Film Division, PIB
- 3.4 Writing development messages: specific requirements for print, electronic, web and traditional media

UNIT- 4 DEVELOPMENT SUPPORT COMMUNICATION

- 4.1 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.
- 4.2 Development support communication: pupation and family welfare
- 4.3 Development support communication: health, education, environment
- 4.4 Problems faced in development support communication.

UNIT -5 DEVELOPMENT AGENCIES ANND DEVELOPMENT COMMUNICATION

- 5.1 Development agencies: government, semi –government non-governmental organization
- 5.2 Micro and macro –economic framework available for actual developmental activates
- 5.3 Communication strategies of development agencies
- 5.4 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, भारता सरकार
8. संचार और विकास : श्यामाचरण दुबे
9. जनमाध्यम, संग्रोग और विकास : देवेन्द्र इस्सर
10. विकास पत्रकारिता : राधेश्याम शर्मा
11. कृषि एवं ग्रामीण विकास : अर्जुन तिवारी

MJ 304 B: RURAL & ENVIRONMENTAL JOURNALISM

OBJECTIVES

1. To give overview of rural and environmental journalism
2. To familiarize students with folk media and rural mass communication
3. To impart knowledge about environmental problems and issues
4. To develop skills of rural and environmental journalism

UNIT ONE: 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 TWO: 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 THREE: 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 FOUR: 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 FIVE: 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

Objectives:

1. To orient students about social, political, economic surroundings
2. To develop capacity for analyzing issues relating to economy, polity, society

UNIT- 1 : INTRODUCTION TO CONSTITUTION

- 1.1: Philosophy of constitution – Preamble
- 1.2: Concept of Liberty, Equality and Justice
- 1.3: Fundamental Rights
- 1.4: Fundamental Duties
- 1.5: Directive principles of State Policy

UNIT- 2 : POLITY

- 2.1: Alternative forms of government
- 2.2: Democratic System in India
- 2.3: Organs of Government - Parliament
- 2.4: Organs of Government - Executive
- 2.5: Organs of Government – Judiciary

UNIT- 3 : SOCIETY

- 3.1 Overview of India Culture
- 3.2 Organization of Indian Society
- 3.3 Social Change in India
- 3.4 Secularism, Communalism, Fundamentalism, Terrorism
- 3.5 Gender inequality, Human rights

UNIT- 4 : ECONOMY

- 4.1: Evolution of Indian Economy
- 4.2: Nature of Indian Economy
- 4.3: Economic terminology
- 4.4: Poverty, Unemployment
- 4.5: Globalization

UNIT - 5: IDEOLOGIES

- 5.1: Liberalism
- 5.2: Socialism
- 5.3: Marxism
- 5.4 Fascism
- 5.5 Gandhism

Recommended books

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

MJ 402: CYBER JOURNALISM

Objectives

1. To equip students with skills required for cyber journalism
2. To impart skills of web content writing and editing

UNIT 1- CONCEPT OF ONLINE JOURNALISM

- 1.1 New Media - concept and evolution
- 1.2 Changing concept of news cycle, changing paradigms of news
- 1.3 Emerging news delivery vehicle
- 1.4 Integrated newsroom
- 1.5 Challenges and opportunities for a newsman from gatekeepers to news guides and new job profiles

UNIT - 2 WEB MEDIA

- 2.1 Web newspapers and magazines - an introduction
- 2.2 Web radio
- 2.3 Web television
- 2.4 Portals
- 2.5 Blogs, mobile news - SMS news

UNIT 3 CONTENT MANAGEMENT

- 3.1 The concept and practices of web content
- 3.2 Skills of an online journalist
- 3.3 Structure of web report
- 3.4 Writing, editing web reports, writing with hyperlink
- 3.5 Pictures, graphics as content

UNIT - 4 INTERNET & WEBSITES

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

UNIT - 5 : CONVERGENCE

- 5.1. Concept of convergence in media
- 5.2. Emergence of digital technology and its role in media
- 5.3. Role of digital technology in development of convergence
- 5.4. Benefits of digital technology to web journalism and convergence
- 5.5. 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 : जगदीश्वर चतुर्वेदी
10. समय और संस्कृति : श्यामाचरण दुबे

ELECTIVE CENTRIC

MJ 403 A – ECONOMIC JOURNALISM

Objectives:

1. To orient students with the business environment prevalent in the country and world
2. To develop capacity of analysis business and economic issues

UNIT – 1: INTRODUCTION TO ECONOMIC JOURNALISM

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

UNIT – 2: INDIAN ECONOMY

- 2.1 Development, nature and characteristics of Indian economy
- 2.2 Economic reforms in India –Liberalisation, privatisation
- 2.3 Globalisation, global economy and India's emergence
- 2.4 Banking sector in India
- 2.5 Foreign investment in India

UNIT – 3: GOVERNMENT POLICIES AND PLANNING

- 3.1 Planning Commission – role and functions
- 3.2 Planning in India – five year plans
- 3.3 Centre and state budget – an analysis
- 3.4 India's Trade policy,
- 3.5 Monetary and fiscal policy

UNIT – 4: CORPORATE SECTOR

- 4.1 Public and private sector – a comparative analysis
- 4.2 Growth and emergence of corporate sector in India
- 4.3 Multinational corporations and Indian economy
- 4.4 Monopolistic tendencies in corporate sector
- 4.5 Major industry bodies in India- CII, FICCI, ASSOCHAM

UNIT – 5: INTRODUCTION TO STOCK MARKET

- 5.1 Introduction to stock market
- 5.2 Evaluation of stock – reading balance sheet and predicting industry trend
- 5.3 Mutual funds- their types
- 5.4 Role and functions of commodity exchanges
- 5.5 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, Ludhiana.
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 Chrulinam
10. Economic and Business Journalism : E C Thomas

ELECTIVE CENTRIC

MJ 403 B - ART & CULTURE JOURNALISM

Objectives:

1. To orient familiarize with the tradition of art and culture
2. To develop capacity for appreciating and analyzing issues in art, architecture, music, cinema, theatre, dance etc.

UNIT-1

- 1.1 Cultural Journalism: Contemporary trends in print and electronic media
- 1.2 Media, society and culture
- 1.3 Areas of Art and Culture and their major forms
- 1.4 Major writing forms for Art and Culture, formats, language and style
- 1.5 Relationship of form, medium and target

UNIT -2

- 2.1 An introduction to Indian Aesthetics involving classical, folk and tribal arts
- 2.2 Art and society, elements of art-reviews, status of art review in journalism
- 2.3 Modern art movement
- 2.4 Significance of seeing, listening and contemplating in art
- 2.5 Communication revolution and art forms

UNIT-3

- 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.
- 3.2 Ravindra Sangeet, Kathak, Bharatnatyam, Odisee, Mohiniattam, Kuddiattam, Contributions of Kelucharan Mahapatra, Birjoo Maharaj, Yamini Krishnamurthi.
- 3.3 Brief introduction to different folk and tribal dance forms.
- 3.4 Art Institutions: Sangeet & Natak Academy, National School of Drama, Lalit Kala Academy, Sahitya Academy, Bharat Bhawan, Indira Gandhi National Museum of Man
- 3.6 Study of Magazines and Journals like, Art today, India Magazine, Kalavarta, Natrang, Chaumasa, Sakshatkar, Poorvgrah

UNIT- 4

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

UNIT - 5

- 5.2 Brief introduction to traditional and modern painting, art of Bheem Baithaka, Rajputana, Miniature, Madhubani. Tradition of painting in Gwalior
- 5.2 Contributions of painters like Ramkumar Jagdish Swaminathan, M.F. Hussain
- 5.3 Indian popular cinema Vs. parallel cinema.
- 5.4 Contributions of main film makers like Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Govind Nihalani, Raj Kapoor, Kumar Shahni, Mani Kaul etc.
- 5.5 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

Objectives

1. To acquaint students with the methods and techniques of research.
2. To enable students to plan and develop research proposal
3. To prepare them for conducting research.

Unit-1 CONCEPT OF RESEARCH

- 1.1 Meaning ,nature , and scope of social and communication Research
- 1.2 Type of research
- 1.3 Formulation of research problem
- 1.4 Variable & hypothechs
- 1.5 Problem of objectivity in research

UNIT -2 RESEARCH DESIGN, TOOLS AND TECHNIQUES OF RESEARCH

- 2.1 Research design : concept, importance & types
- 2.2 Sampling : meaning & type
- 2.3 Sources of data : Primary and Secondary
- 2.4 Data collocation : Questionnaire Schedule
- 2.5 Data collation : Interview & Observation

UNIT -3 METHODS OF RESEARCH

- 3.1 Historical methods
- 3.2 Experimental Method
- 3.3 Cass study
- 3.4 Content Analysis
- 3.5 Survey

UNIT -4 AREAS OF ANALYSIS

- 4.1 Source analysis
- 4.2 Message analysis
- 4.3 Channel Analysis
- 4.4 Audience Analysis
- 4.5 impact analysis

UNIT -5 DATA ANALYSES AND REPORT WRITING

- 5.1 Data analysis and interpretation
- 5.2 Tabulation ,classification ,graphical representation of data
- 5.3 Elementary of statics : mean, mode ,medium
- 5.4 Report Writing ,Indexing ,Bibliography
- 5.5 Use of computer in research

Recommended books:

- 1 Research and report Writing: Saravanavel
- 2 Research methods for communication Science: James H Watt
- 3 Communication network management: Cornel Terplan
- 4 International media research: John corner
- 5 *मीडिया शोध : जॉन दर्याल*
- 6 *समाजिक अनुसंधान : डॉ. डी.एस.बट्टेल*

MJ 404- ELECTIVE GENERIC

MJ 404 B: PRINTING AND PUBLISHING

OBJECTIVES

1. To acquaint students with various printing process
2. To familiarize with typography and dtp

UNIT ONE: 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 TWO: PRINTING PROCESS

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

UNIT THREE: 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 FOUR: 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 FIVE: 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 चौबे
- 4 Creative newspaper designing: Vie Giles
- 5 Newspaper Design: Allen Hutt
- 6 Subediting- a handbook of modern newspaper editing and Production: F W Hodgson