## M.A. in Mass Communication & Journalism

### SEMESTER ONE

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Paper Name</th>
<th>SESSIONAL</th>
<th>THEORY</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>101</td>
<td>BASIC PRINCIPLES OF COMMUNICATION</td>
<td>30</td>
<td>70</td>
<td>100</td>
</tr>
<tr>
<td>102</td>
<td>ORIGIN AND GROWTH OF MEDIA</td>
<td>30</td>
<td>70</td>
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<tr>
<td>103</td>
<td>PRINT MEDIA</td>
<td>30</td>
<td>70</td>
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<tr>
<td>104</td>
<td>PUBLIC RELATIONS &amp; ADVERTISING</td>
<td>30</td>
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<tr>
<td>105</td>
<td>PRACTICALS AND COMPREHENSIVE VIVA VOCE</td>
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### SEMESTER TWO

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<tbody>
<tr>
<td>201</td>
<td>MEDIA LAWS &amp; ETHICS</td>
<td>30</td>
<td>70</td>
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<td>202</td>
<td>BASIC COMPUTER APPLICATIONS</td>
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<td>203</td>
<td>DEVELOPMENT COMMUNICATION</td>
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**Note:** Summer training during the month of June to July
### SEMESTER THREE

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<td>301</td>
<td>RADIO PROGRAMMES AND PRODUCTION</td>
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<td>302</td>
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<td>WEB JOURNALISM</td>
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<td>COMMUNICATION RESEARCH</td>
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<td>305</td>
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### SEMESTER FOUR

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<tr>
<td>401</td>
<td>CORPORATE COMMUNICATION &amp; MEDIA MANAGEMENT</td>
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<td>402</td>
<td>ADVANCE REPORTING</td>
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<td>403</td>
<td>SPECIALIZATION (ELECTIVE): (a)HINDI JOURNALISM (b)PUBLIC RELATIONS (c)CINEMA STUDIES (d)SCIENCE COMMUNICATION</td>
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<td>404</td>
<td>DISSERTATION</td>
<td>INTERNAL EVALUATION (50)</td>
<td>EXTERNAL EVALUATION (50)</td>
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<td>405</td>
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Grand total(Ist+IInd+IIInd+IVth semester) 2000
SEMESTER ONE

PAPER101: BASIC PRINCIPLES OF COMMUNICATION
PAPER102: ORIGIN AND GROWTH OF MEDIA
PAPER103: PRINT MEDIA
PAPER104: PUBLIC RELATIONS & ADVERTISING
PAPER105: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER 101: BASIC PRINCIPLES OF COMMUNICATION


Unit 2: Communication Models: SMCR, Lasswel, Shannon Weaver, Osgood, Schramm, Gerbener, Newcomb, Westley & Maclean.

Unit 3: Theories of mass communication - Bullet, Individual difference, selective exposure, selection perception, Personal influences theories, Two step flow, multi step flow. Sociological theories- Cultivation, Agenda setting, Uses & Gratification.

Unit 4: Normative media theories: Authoritarian, Libertarian (free press), Communist media, Social responsibility, Development communication, Democratic participant media theories.

Reading List:

- Bhanavat sanjeev, ‘Sanchar ke Siddhant’, University publication, Jaipur.
PAPER 102: ORIGIN AND GROWTH OF MEDIA

Unit 1: Historical Development of the Press in India, Role of the Press in India’s Freedom Movement, Study of leading newspapers in India since 1947, The vernacular Press in India with reference to the Hindi language Press. Web based Regional newspapers.

Unit 2: Development of Radio as a medium of mass communication in India. Growth of FM & Satellite Radio, Community Radio in India.

Unit 3: Development of TV as a medium of mass media in India. Growth of DTH, IPTV & SATELITE Channels in India.

Unit 4: A brief early history of silent Indian Cinema, Early talkie era in India, Growth of different types of films such as documentary and feature films; parallel and commercial cinema in India.

Reading List:

- Parakh Jawari Mall :Hindi Filmon ka Samajik Charitra: Anamika Publication New Delhi
- Dasgupta, Chidanada: Talking about Films:Orient Longman Mumbai
- Rai Satyajeet:Our Films, Their Films: Orient Longman Mumbai
- Kumar J Kevel: Mass-Communication In India :Jaico Publication :Mumbai
- Press in India: Annual report of the registrar of News paper for India:Publication Division New Delhi
PAPER 103: PRINT MEDIA


Unit 2: Editing, Writing of headlines, Lay-Out, Graphics, Writing Style & Translation.

Unit 3: Designation & Responsibilities of Editorial Wing.

Unit 4: Introduction of different Writing Styles: Feature, Interview, Review, Article, Analysis, Satire, Cartoon, Editorial and letters to editor.

Reading List:

PAPER 104: PUBLIC RELATIONS & ADVERTISING

Unit 1: Concept, Elements and Importance of Public Relation, Tool of PR, Qualities of PRO, Publicity and Propaganda.

Unit 2: Corporate Communication & PR Campaign, Govt & Non Govt. Public Relation Organization.

Unit 3: Advertisement Purpose & Function, Development, Types, Advertisement Copy Formation, Advertisement & Psychology, Advertisement Campaign, Advertisement Agencies Impact of Advertisement

Unit 4: Media Management: Planning, Organizational setup, Advertisement & Circulation, Moral- Professional Aptitude.

Reading List

- Management of Public relations and communications- Sailesh Sengupta

PAPER 105: PRACTICAL AND COMPREHENSIVE VIVA VOCE
SEMESTER TWO

PAPER201: MEDIA LAWS & ETHICS
PAPER202: BASIC COMPUTER APPLICATIONS
PAPER203: DEVELOPMENT COMMUNICATION
PAPER204: MEDIA WRITING
PAPER205: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER201: MEDIA LAWS & ETHICS

Unit 1: Constitution of India; Fundamental Rights; Freedom of Speech & Expression & their limitations; Article 19, Provisions of declaring Emergency and their effects on media

Unit 2: Brief history of press laws in India, Contempt of court, Parliamentary Privilege, Indian Penal Code: Laws of defamation.


Reading List:
- Chatterjee, P.C., Broadcasting in India, Sage, New Delhi, 1990.
PAPER202: BASIC COMPUTER APPLICATIONS

Unit-1 Definition, Generations and basic components of Computer. classification and type of computers, Input/output devices, Computer hardware and software, Memories, types of memories, storage devices, Operating system.

Unit 2: Use of DTP in Media applications, OFFICE AUTOMATION Software: MS Word, MS Excel and MS PowerPoint.

Unit-3 Introduction to designing and photo editing software: Coral draw & Photoshop
Introduction to text formatting software: Page maker, MS word and Quark Express.

Unit4: Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet). Websites, Portals and Search Engines; Online newspapers /channels/magazines. Advantages and threats in Internet Communication.

Reading List:

- Introduction to Information Technology: Chetna Srivastava.
- Adobe Photoshop: Prentice hall India.
- Quark Express for Beginners: BPB Publication.
- Sinha P. K., Computer fundamentals, BPB Publication. )
- Jain, V.K. PC Software, BPB Publications
- Giordan & Mainz, Using Adobe Photoshop, PHI
- McMillan & Co. Mastering PageMaker, BPB Publication
PAPER 203: DEVELOPMENT COMMUNICATION

Unit 1: Concept of Development, Theories, Role of Media in Comprehensive Development.

Unit 2: Development Communication and its role: Panchayati Raj, Community Development, Agriculture, Education.

Unit 3: Media Writing & Presentation for Rural needs, Writing for Neoliterate person, Traditional forms of mass communication & there relation with Modern ones, Role of mass media in social change.


Reading List:

PAPER 204: MEDIA WRITING


Unit 2: Art and craft of writing for print media, writing creative heads & Intro, Writing styles needed for journalism, Kinds of reporting: investigative, interpretative, and in-depth.

Unit 3: Basics of writing for radio: simplicity and directness, creating word images, basic radio script, Basics of writing for Television, creating visual language. Radio & TV Interview techniques.


Reading List: 
- Chatterjee P.C. Broadcasting in India, Sage, New Delhi, 1990.

PAPER 05: PRACTICAL AND COMPREHENSIVE VIVA VOCE

SUMMER TRAINING
Every student should undergo summer training during the month of June to July students should submit a report sign by the supervisor from the Industry/Institution in which he/she has undertaken the training.
SEMESTER THREE

PAPER301: RADIO PROGRAMMES AND PRODUCTION
PAPER302: TV PROGRAMMES AND PRODUCTION
PAPER303: WEB JOURNALISM
PAPER304: COMMUNICATION RESEARCH
PAPER305: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER301: RADIO PROGRAMMES AND PRODUCTION


Unit 2: Programme planning and production process, audience research and feedback in programme planning. Equipment for radio production: studio set-up, transmission and related technical persons.

Unit 3: Microphones: importance, types; sound recording machines; sound mixers; sound transmission over lines; radio news gathering vehicles.

Unit 4: Production elements of radio programmes: speech, narration, dialogue; sound effect; music; Silence. Criteria for a successful programme – simplicity, title and involvement of listeners.

Reading List:

- Chakarvarthy Jagdish, “Changing Trends in Public Broadcasting Journalism”.
- H R Luthra, “Indian Broadcasting”.
- P.C Baruah, ”All India Radio”, Publication Division Govt. of India New Delhi 1983.
Unit 1: TV News, Documentary, Tele-Film, TV Magazine, Serial, Interview & Talk show, Commentary.

Unit 2: Stages of TV production; pre production, post production process, Components of video camera; working principles of a video camera, Basic shots and their composition; grammar & glossary of TV production, camera movements, and camera angles normal angles and wide angles.

Unit 3: Video editing: meaning & significance. Process and principles of editing. Techniques of News-telecast; techniques of outside broadcast (special reference to event coverage); ENG, EFP & Multi Camera Studio Production.

Unit 4: Duties & responsibilities of director, producer, editor, cameraperson, floor manager, and production assistant. Duties & responsibilities of sound recordist, technical director, set designer, & makeup person. Qualities of TV presenter, compering, and news anchoring.

Reading List:

- Boyed Andrew, Broadcast Journalism, oxford publication
- Alan Wurtzel, “T.V. Production”.
- Englis , “Introduction to T.V. Technology”.
PAPER303: WEB JORNALISM

Unit 1: Introduction to Network Topology, LAN & WAN. Introduction to Internet, Definition & tools. Security issue on internet.

Unit 2: Application of Computer in Media and its effect. Windows, MsWord, Excel, MS power point, Adobe Photoshop, Quark-Xpress, Adobe Premire pro & Macro Media Flash, Sound forge.

Unit 3: Webpage, Website, Homepage, Search engine, e-mail, Web browser, Multimedia.


Reading List:
- Jain, V.K. PC Software, BPB Publications
- Giordan & Mainz, Using Adobe Photoshop, PHI
- McMillan & Co. Mastering PageMaker, BPB Publication
- Tay Vaughan, "Multimedia – Making it work", Pb. Tata McGrawhill
- INTERNET: , BPB Publications
PAPER304: COMMUNICATION RESEARCH

Unit 1: Communication Research: Meaning, Scope & Significance. Basic 
Steps of Communication Research & Formulation of Hypothesis. 
Scientific Study of Communication Phenomenon.

Unit 2: Quantitative & Qualitative Research. Approaches to Communication 
Research: Content Analysis, Survey, Historical, Experimental & 
Case Studies.

Unit 3: Techniques of Data Collection: Sampling Methods, Questionnaire, 
Schedule, Interview. Primary & Secondary Data.

Unit 4: Data Handling. Analysis & Presentation. Use of Statistics in 
Research.

Reading List:

- Gupta S.C. and Kapoor K.V. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, 
  Delhi, 1994.
- Dayal Manoj : Media shodh.

PAPER 05: PRACTICAL AND COMPREHENSIVE VIVA VOCE
SEMESTER FOUR
PAPER401: CORPORATE COMMUNICATION & MEDIA MANAGEMENT
PAPER402: ADVANCE REPORTING
PAPER403 SPECIALIZATION(ELECTIVE):
(a)HINDI JOURNALISM
(b)PUBLIC RELATIONS
(c)CINEMA STUDIES
(d)SCIENCE COMMUNICATION
PAPER404: COMMUNICATION RESEARCH
PAPER405: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER401: CORPORATE COMMUNICATION & MEDIA MANAGEMENT

Unit 1: Concept, significance & objectives of corporate communication, Establishing media relations, Designing communication plans & understanding publics, Tools & strategies of image projection. Business aspect of a News Paper, Commencing Newspaper Publication, Pre-Publication Exercises

Unit-2: Organizational Set up of a newspaper/magazine and Electronic channel Ownership patterns, and role of proprietorship, Private Limited Companies, Public Limited Companies, Trust, Co-operatives. Management in Media: Definition & Concept Basic Principal of Management, Need and Importance of Management.

Unit-3: Editorial Management: Organizational set-up of Editorial department, Functions of Editor: Managing Editor, News editor, Sub editor and other senior members.

Unit-4: Advertising management, organizational set-up of advertising department, function of advertising management, Circulation management organizational set-up of circulation department, Importance of circulation, promotional schemes.

Reading List:

- Steven J. Skinner “Marketing”
PAPER402: ADVANCE REPORTING

Unit 1: News values: basic norms, criteria for testing a copy and selecting news stories, Color-in & Objectivity in Reporting, electronic newsgathering devices and sources, ethics of reporting and professional hazards.


Unit 3: Organisation of News Desk, Advance Technology of News-editing, Editing of Special Supplement, Electronic Page layout and photo-editing.

Unit 4: Editorial writing, Column writing, Feature Writing, Book & Film Review. Need of Proof Reading, Basics of Translation. Writing styles needed for journalism.

Reading List
(a) HINDI JOURNALISM

यूनिट 1: हिन्दी भाषा की प्रकृति एवं स्वरूप, हिन्दी भाषा की उत्पत्ति एवं विकासक्रम, मानक हिन्दी, हिन्दी हेतु संवैद्यानिक उपबन्ध एवं जातिभाषा अध्यायिकम

यूनिट 2: स्वतंत्रता से पूर्व हिन्दी पत्रकारिता: प्रारंभक युग | 1826 - 67 | भारतेन्द्र युग | 1867 - 1900 | द्वितीय युग | 1900 - 1920 | गांधी युग | 1920 - 1947 | स्वतंत्रता के पश्चात हिन्दी समाचारपत्र एवं पत्रकारों की प्रगति, स्वामित्व के स्वरूप में परिवर्तन, आंदोलन एवं तत्कालिक का बीत

यूनिट 3: हिन्दी साहित्य मे मीडिया के विविध रूपः टेलिविजन, फिल्म, ऑनलाइन मीडिया, जन सम्प्रक्ष एवं विज्ञापन में हिन्दी संबंध समाजित और हिन्दी सेटियों प्रसारण हेतु हिन्दी, टेलीविजन प्रसारण और हिन्दी, हिन्दी और इंटरनेट, आन लाइन समाचारपत्र, वेब पेज हेतु लेखन

यूनिट 4: साहित्यिक पत्रकारिता, राजनीतिक एवं समाजसेविक हिन्दी पत्रकारिता, महिलाएँ एवं हिन्दी पत्रकारिता, बाल पत्रकारिता, भूमिपन्दलीकरण और हिन्दी मे वाणिज्य एवं आर्थिक पत्रकारिता की उपयोगिता

सन्दर्भ सूची:

- राजेन्द्र: संवाद और संवाददाता, हरियाणा साहित्य अकादमी, चंडीगढ़, 1975
- तिरक्षा नवदीप: समाचार संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ, 1974
- भानुवत डा: संजीवः समादान कला, यूनिवर्सिटी पत्रिकाकेसारा, जयपुर, 1997
- जोशी, रामचरित: पत्रकारिता में अनुवाद, राजस्थान प्रकाशन, प्राइवेट लिट, नई दिल्ली, 2003
(b) PUBLIC RELATIONS

Unit 1: Definition of Public Relations, Concept of Public Relations Advertising & Publicity, Ethics or Public Relations Professionalism, Career Aspect of Public Relations


Unit 3: Principles of Public Relations, Organizations & Structure of Public Relations, Functions of Public Relations Structure, Planning Public Relations Campaign and Programmes, Research in PR.


Reading List:
- Sam Black. Practical Public Relation, Universal Book stall, Ansari Road, New Delhi, 1976
- D. S. Mehta – Handbook of Public Relations in India; Allied Publishers Ltd, 1980
(c) CINEMA STUDIES


Unit 2: Popular Cinema and Film Industry in India, Film policy of Indian gov’t; Films Division, & NFDC, Committees and working groups on Cinema, Findings and Recommendations, Satellite communications, new media and film industry, Major film directors: Dada Shaheb Phalke, Satyajit Ray, Mrinal Sen, Adoor Gopalakrishnan, Shyam Benegal, Raj Kapoor, etc.

Unit 3: Indian Films Industry: Birth of a Nation and important films of the silent era, The early era, The important films made by the directors, The regional films, The documentaries in India, The Talkies.

Unit 4: Film Theories and Criticism: Realist theory, Auteurists, Psychoanalytic, Ideological, Feminists Reading films, Film Criticism / Appreciation

Reading list:

- Eisestein Sergei, Methods of Montage in Film Form.
(d) SCIENCE COMMUNICATION

Unit 1: Science Communication: Definition, Objective & Importance, Elements of Science Communication, Feedback, Opinion leader, Origin and Development of Science Journalism.


Unit 3: Researching and writing science news stories. Important media for communicating science. Major science based programmes on radio, television and Internet. Writing features on science, writing science for the masses.

Unit 4: Scientific literacy, Scientific culture, Scientific thinking and attitude. Globalization and changing attitudes towards science. Role of Science & Technology in the modern society. Relationship between science and the public, Role that Media play in public scientific controversies.

- Patairiya, Dr. Manoj, Hindi Vigyan Patrikarita, Takshasila Prakashan, New Delhi
- Patairiya, Dr. Manoj, Vigan Sanchar, Takshasila Prakashan, New Delhi
- Salvi, M. Dilip. Science in Indian media Vigan prasar, New Delhi.
- Rajan, Sundaramohan, Popular Science and Mass media, Allied publisher Pvt. Ltd.
- Mishra, Dr. Shiv Gopal, Vigyan Patrikarita Ke Mool Sidhant, Takshasila Prakashan, New Delhi.
- Bhanawat, Dr. Sanjeev, Vikas avam Vigyan Sanchar, (s.) Jansanchar Kendra, Rajasthan Visvidyalay- Jayapur.

PAPER 404: DISSERTATION

PAPER 405: PRACTICAL AND COMPREHENSIVE VIVA VOCE