

Master's in Journalism & Mass-Communication (MJMC)

Semester –I

Paper-I Basic Principles of Communication & Mass-Communication

Unit-I

Nature and Process of Human Communication
Communication: Definition, Elements, Process, Functions
Need and Significance of communication
Kinds of Communication

Unit-II

Models of Communication: Relevance & limitations
Lasswell, SMCR, Shannon and Weaver
Osgood, Wilbur Schramm, Newcomb, Mclean & Dance model of Communication

Unit-III

Theories Of Communication: Sociological and Normative Theories,
Bullet, Psychological or Individual Difference, Personal Influence,
Cultivation, Dependency, Uses and Gratification, Agenda Setting, Free
Press, Development, Communist Media theory and others.

Unit-IV

Mass communication as a agent of Social change
Demassification,, Demystification, Decentralization and convergence
Characteristics of Audiences
Type of audiences: Elite audience, General audience, specialized audience
Limitations of Mass Communication

Suggested Readings

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction:Denis McQuail:Sage Delhi
3. Bharat Men Sanchar aur Jansanchar:J.V.Vilani:M.P. Hindi Granth Academy Bhopal
4. Mass-Communication: Concepts and issues: D.V.R Murthy:Olive green:Kochi
5. Mass-, Culture, Language and arts in India:Mahadev L.Apte:Popular Prakashan Mumbai
6. Towards sociology of Mass-Communication: Denis McQuail:Collier –Macmillan
7. Introduction to Communication Studies: John Fiske: Methuen London
8. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.

Paper –II History Growth & Development of Media

Master's in Journalism & Mass-Communication (MJMC)

Unit-I

Origin, History, growth of Print Media with special reference to India
Regional Press : Importance & Reach
Role of Press in Pre Independence and Post independence in India
Origin of Indian News agencies and their role

Unit-II

Origin History, Growth of Radio with special reference to India
Radio as a tool of development
Future of Radio: FM, Online Radio ,Visual radio
Community Radio: Concept & Importance

Unit-III

Origin and History, of T.V. with special reference to India
Origin History, Growth of Cinema with special reference to India
Role of Cinema in Social Change: Critical analysis

Unit-IV

Origin History & Growth of Internet
Role of Internet as a tool of Communication
Future of web journalism/cyber media

Suggested Readings:

1. Parakh Jawari Mall :Hindi Filmon ka Samajik Charitra: Anamika Publication New Delhi
2. Vasudev Aruna: The New Indian Cinema: MacMillan:New Delhi
3. Dasgupta, Chidanada: Talking about Films:Orient Longman Mumbai
4. Rai Satyajeet:Our Films, Their Films: Orient Longman Mumbai
5. Kumar J Kevel: Mass-Communication In India :Jaico Publication :Mumbai
6. Press in India: Annual report of the registrar of News paper for India:Publication Division New Delhi
7. The History of Press in India:B.N.Anja :Surgeet Publication New Delhi
8. The Romance of Indian Journalism:J.Basu:Kolkatta university Prees Kolkatta
9. Mass Coomunication in India: J.Vinanilum: Sage Publication New Delhi

Paper-III Computer Applications

Unit-I

Introduction to computers
Definition classification and type of computers
Computer hardware and software
Memories, types of memories, storage devices
Application of computer in various fields related to media: Print electronic and film etc.

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Unit-II

Introduction to operating systems: MS windows,(98,2000,XP) MS DOS
Introduction to designing and photo editing software: Coral draw & Photoshop
Introduction to text formatting software: Page maker, MS word and Quark express
Use of DTP in Print Media applications

Unit-III

Introduction to multimedia and animation
Introduction to MS power point, Presentation manager
Import and assembly of files software related to audio and video: VCD cutter, cool edit, windows movie maker, Flash.

Unit-IV

Introduction to Internet: Concept and development
World Wide Web and Online media
Tools and services on Internet
Browsing the Internet
Internet protocols, domain name systems,
Internet functions: e-mail, searching and downloading information
Security issue on internet

Suggested Readings:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave:Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
6. Introduction to Information Technology: Chetna Srivastava

Paper-IV Practical / Viva Voce

Quark Express: Designing Two pages of News Paper in A3 Size.
MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment
PowerPoint: At least one presentation of not less than 5 slides on any topic assigned.
Coral Draw: 2 Items
Photoshop: Editing 5 Photograph
Page Maker: 5 different lay out
Note: All assignment should be submitted in a C.D.

Semester-II

Master's in Journalism & Mass-Communication (MJMC)

Paper –V Basics of Reporting & Editing

Unit-I

News: Definition & Type
News Value, Qualities of Good writing
Elements of News, 5W & 1H Concept of News
Structure of News Story: Intro, Body (Inverted Pyramids) etc.
News gathering & Sources of News
Qualities of Reporter

Unit-II

Editing: Meaning, Definition & Need
News agencies: History, Importance
Major News Agencies: PTI, UNI, Reuter, AP, etc
Structure of editorial Department, Proof reading symbols
Style book, Story peg
Electronic revolution & Editing

Unit-III

Headline: Meaning, Significance Writing and types
Interview: Methods Importance and types
Book review, Film Review
Feature: Human Interest Story
News article, analysis, & Letter to the editor
Definition, Importance and Types of Editorial

Unit-IV

Different types of Beat & Importance
Cultural reporting
Science & Technology reporting
Sports & games reporting
Crime reporting
Development Reporting

Suggested Readings:

1. News Writing: George A. Hough: Boston Hough Mifflin Company.
2. News Culture: Allen Stuart: Buckingham Open University Press.
3. Modern Journalism and News Writing: Savita Chadda
4. Basic Journalism: Rangaswami Parthasarathi, Macmillan India Ltd.
5. Samaachar fcar laokna evaM saMpadna klaa : hirmaaohna :txaiSalaa p,kaSana na[- idllal
6. saMpadna klaa : kop I narayana :maQya p,doSa ihndl ga,nqa Akadmal Baaopala
7. samaachar saMpadna: rmaoSa jaOna

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8. samaacaar saMpadna: p,omanaaqa catu-vaodl
- 9.Editing deign and book production:Foster Charles,Journy London
- 10.News Editing Theory and practice :Sourin Banerji:K.P. Bagchi and company New Delhi.

Paper-VI

Media Management

Unit-I

Business aspect of a News Paper
Commencing Newspaper Publication
Pre-Publication Exercises
Organizational Set up of a newspaper/magazine and Electronic channel
Ownership Pattern: Individual, Partnership and Company

Unit-II

Management in Media: Definition, & Concept
Basic Principal of Management
Need and Importance of Management
Changing Conceptions of Management
Functions Of various Key management Authorities

Unit-III

Editorial Management: Organizational set-up of Editorial department,
Functions of Editor: Managing Editor, News editor, Sub editor and
other senior members.
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
Financial management concept of financial management, importance,
organizational set-up of financial department, functions of finance
manager.

Unit-IV

Personnel management/ Human Resource management, concept of personnel
management
Role of personnel manager,
Human Resource Planning,
Function of personnel/ human resource management.
Production and storage management production department, division of
production department, function, role of production manager, need of
store department and its function.
Library management concept of library management, need of useful
publications for newspaper library, key issue in library management,
functions of librarian.

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Suggested Readings:

1. Rucker & Williams: Newspaper Organization and Management: The Iowa State University Press, Iowa.
2. Bhattacharjee Arun – Indian press from profession to industry, Vikas Publication, New Delhi.
3. Kohli Vanita – The Indian Media Business, Sage, 2003.
4. Ganaratne Shelton – Handbook of the media, Sage, 2000.
5. Kothari Gulab – Newspaper Management in India.

Paper-VII Media Laws

Unit-I

Need and importance of various laws in media
Basics of Indian constitution and Fundamental Rights
Concept of free press
Brief history of Press Laws in India
Censorship and other legal implications imposed by government on Press

Unit-II

Press Commission: First and Second
Press council of India
Committees and related to Media: Joshi Committee, Chanda committee,
Wage board related to Media: Bachawat Palekar and Manisana Award.

Unit-III

Defamation
Contempt of Court 1971
Official Secrets Act 1923
Copy Right Act, 1957
Press & Books Registration Act, 1867

Unit-IV

Right to Information
Cyber laws
Editorial Ethics
Press council code on Communal Writings
Parliament Code for Journalist

Suggested Readings:

1. Press law in India: D.D. Basu
2. Press Vidhi:Nand Kishore Trikha

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3. Baart maom p,osa ivaiQa : saurond,naaqa Samaa-
4. Journalistic Ethics: P.K. Bandhopadhyay
5. jana maaQyama kanaUna evaM]Paadoyata :Ealkant isaMh
6. Press Law:A.N.Grover

Paper-VIII Practical / Viva Voce

Language Based practical (Simple News)

Editing five stories with headlines

Five News reports on various Issues

Two Human interest stories

Photo editing & Caption Writing

Graphical representation of editorial department

Note: A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.

Master's in Journalism & Mass-Communication (MJMC)

Semester-III

Paper-IX Electronic Media (Radio & Television)

Unit-I

Introduction to Radio as a Mass- Medium
The Functioning of Radio News Room
Types of News Bulletins
Compilation of News: Pool copy, Compiling News Bulletins
Radio Programme production: Basic Equipments

Unit-II

Concept of MW, SW and FM
Microphone: Importance, Types,
Elements of Radio Script: Spoken, immediate, person to person, heard only once sound only, feel, think, entertain, & inform.
Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Getaway, music, silence etc.
Art of writing different Radio Programme Formats: Talk, Radio Play, Feature, Interview etc.

Unit-III

Television camera optics: View finder, Lens, Focal length, Focus, f stop, Depth of field
Television production Crew: Talent, Camera operator, Floor manager, Audio switcher, Video switcher, Director etc
Television Interview: Types, Methods, Formats, Tips
Light: Key, back & Fill
T.V. News: Basic style: PTC, Stand up shot etc.

Unit-IV

Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition
Story Board: Concept & Importance
Difference between ENG & EFP
Documentary Production: History, Importance
T.V. shooting technique: Shot classification, Framing, Movement

Paper-X Development Communication

Unit-I

Development: Meaning, Concept, Models of development, Theories, Approaches to development
Problems and Issues in Development
Characteristics of developing Societies
Development Dichotomies: Gap between developed and developing Societies

Master's in Journalism & Mass-Communication (MJMC)

Unit-II

Development Communication: Meaning, Concept, Definition & Philosophy
Role of Media in Development Communication
Planning and strategies in development Communication
Social cultural and economic barriers
Democratization and decentralization of communication services:
Panchayati Raj System etc.

Unit-III

Issues in Development Communication: Population control
Family welfare,
Health
Education,
Environment
Problems in development Communication
Need and Significance of development communication in Indian Context

Unit-IV

Difference between Development Communication, Mass Communication, and
Development Journalism
Alternative Communication
Planning development Messages:
Identifying target audience
Topic selection
Place Time and Purpose
Developing, structuring presenting and adopting development Messages
through Print media, Radio & T.V and other modern technologies

Suggested Readings:

1. Rural Development and Communication Policies: Indian Institute of Mass-Communication Publication
2. Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai
3. Communication and Nation Building: P.C. Joshi: Publication Division New Delhi
4. Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press
5. Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi
6. Media, Communication and Development: S.C.Mishra: Rawat publication Jaipur
7. Problems of Communication in Developing Countries: Krishan Sondhi: Vision Publication New Delhi
8. Mass-Media and Rural Development: Arbind Sinha: Concept publication New Delhi
9. Communication Technology and Development: I.P.Tiwari: Publication

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Division New Delhi

10. Mass-Media and Village life in India: Paul Hartmann & B.R.Patel:

Sage New Delhi

11. Communication and Development: V.S.Gupta: Concept Publication New Delhi

Paper-XI Advertising & Public Relations

UNIT-I

Advertising: Definition scope and Concept

History and development of advertising in India

Classification of Advertising

Advertising agency: Structure & Function

Characteristics of Advertising

Creativity in advertising, Style of Thinking: Fact v/s Value based thinking

Unit-II

Transforming Concepts (Idea) into copy

Basics of Advertising copy writing & Visualization

Writing Effective Radio & T.V Copy

Print copy writing

Models of Creativity: Roger von model, Graham Wallas model, James Young Model

Formats for Radio and T.V. Commercials: Slice of life, life style, animation, straight announcement, Presenter, Testimonial, Demonstration, Musical etc

Unit-III

Public Relations: Introduction, Background, Definitions, concept, scope,

Public relations process: RACE approach

Public relations in an organization: PR and Management, Relations with Chief executive, The entrepreneurial PR

House Journals: Importance and types

Tools and skills of P.R.O

PR through Traditional Media

Unit-IV

Difference between PR Publicity, Propaganda and advertising

Writing for PR: Press release, Press note, Handout, Feature, Articles,

Speech writing, special speech, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and

Minutes of the meeting, Ghost writing

PR and Media Relations

Suggested Readings

1. Contemporary Advertising- William F. Arens & Bovee

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2. Management of Public relations and communications- Sailesh Sengupta
3. The Practice of Public Relations- Fraiser P. Seitel
4. Public –Relations: Diwakar Sharma
5. Advertising Copywriting:Burton,Philip Ward
6. Ogilvy on Advertising: David Ogilvy
7. Advertising principles and practice: Chunawala&Sethia:Himalaya Publication
8. iva&apna klaa :ASaaok mahajana
- 9.Public Relations:Jaishree Jethwanee and Sarkar:Sterling New Delhi
- 10.Hand book of PR and Communications: Philip Lesley: Jaico Publication
Mumbai
- 11.Effective Public Relations:Cutlip&Centre :Prentice hall
- 12.Practical Public Relations:Sam Black
- 13.janasaMpk- :sal ko sardanaa

Paper-XII Practical / Viva Voce

Radio- talk, play, feature, interview

TV- TV news capsule, story board

Designing two posters- one commercial and one social awareness

Design cover page for any magazine

Preparing press notes & speeches for press conference Prepare a house journal.

Group assignment

30 SECOND COMMERCIAL: You will shoot, direct, and produce a 30 second commercial about a fictional product. It must be exactly 30 seconds

for full credit. **CAMPUS STORY:** Take any aspect of campus life here at department OF Journalism & Mass Communication that you want to tell a

story about and develop a well-thought-out video piece. Before you start work write out a complete script. This is to be turned in with

your video. Don't worry about minor differences between your script

and your final video. **PUBLIC SERVICE ANNOUNCEMENT :** Make an ethical, moral, spiritual or humanitarian statement. Time: EXACTLY 30-seconds.

Assume a sophisticated audience.

Master's in Journalism & Mass-Communication (MJMC)

Semester-IV

Paper-XIII Visual Communication

Unit-I

Visual Communication: Meaning, Definition and Philosophy
Need and importance of visual communication
Various application areas of visual communication
Latest Development in the field of Visual Communication
Future of Visual Communication

Unit-II

Elements of Design
Principles of Design
Theory of Colours
Importance of Monochrome
Alignment
Geometric shapes and Forms

Unit-III

Design and Layout (News papers, Posters, Magazines)
Photo Editing- Cropping, Aspect ratio
Relevance of fonts and sizes
Concept of RGB & CMYK
Different type of formats: JPEG, MPEG, AVI, GIF, MP3, BITMAP, TIFF.

Unit-IV

Graphics: Definition & Types
DTP (Desktop Publishing)
Persistence of vision application
Design aspect of audio visual presentation (Power point Presentation)
Conceiving logo design ,Corporate Identity

Paper XIV Communication Research

Unit-I

Concept of Research: Meaning & Definition
Importance of Media Research
Areas of Media Research: Source analysis, channel analysis, Message analysis, Audience analysis, Feedback analysis

Unit-II

Communication Research: Definition & Meaning
Contribution of other social sciences
Communication research process: essential steps

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Sampling: Meaning and types

Unit-III

Methods of data collection: Survey, Observation, Case studies, Content analysis

Tools of Research: Interview, Schedule, Questionnaire

Types of Data: Primary, Secondary and Tertiary

Data analysis: Mean, Median, Mode

Report Writing:

Graphical presentation: Histogram, bar diagram, Pie charts

Unit-IV

Issues in Communication Research

Role of researcher

Methodological Limitations in Communication Research

Information Technology revolution and Communication Research

Ethical Issues in Communication Research

Suggested Readings

1. Social Research and statistics: R.N.Mukherjee:Vivek Prakashan New Delhi
2. Media Research: A.S.A.Berger: Sage Publication: New Delhi
3. An Inquiry to Communication Research:
4. Social Research: C.R. Kothari

Paper-XV Dissertation

Each student will select a Research topic/Problem in consultation with the concerned faculty member of the department.

Paper-XVI Practical / Viva Voce

Communication Research- prepares a research design for a selected research problem.

Prepare questionnaire/schedule and interview format

Data collection on the basis of research tool developed keeping in view the research design using a smaller sample size.

Submission & presentation of report