

Chaudhary Bansi Lal University, Bhiwani



**Examination Scheme
&
Syllabus
for
M.J.M.C.
(SEMESTER- I to IV)
(2019-2021)
(Choice based credit system)**

Chaudhary Bansi Lal University, Bhiwani
Scheme of Examination for Master of Journalism and Mass Communication

Session 2019-2021

Semester-I

Credits= 29

Total Marks =825

Paper Code	Subjects	Type Of Course	Contact Hours Per Week			Credit			Examination Scheme			Total
			Theory	Practical	Total	Theory	Practical	Total	Theory	Internal Assessment	Practical	
19JMC101	Introduction to Communication	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 102	History of Media	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 103	Cultural Communication	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 104	Print Journalism	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 105	Writing for Media	C.C	04	-	04	04		04	80	20	-	100
19JMC106	Communication Skills	A.E.C.C.	02	-	02	02	--	02	40	10	-	50
19JMC 104P	Practical Based On JMC- 104	C.C.	-----	2	02	---	1	01	-	----	50	50
19JMC-105P	Practical based on JMC-105	C.C	2	02	1	01	-	----	50	50
19JMC-107	Seminar/Journal Club	C.C.	-	2	2	-	1	01			25	25
	Open elective Course	O.E.C.	2	02	02	----	02	80	20		100
	Information Technology	S..E.C	02	-	02	02	--	02	40	10	-	50
	Hobby Club	E.C.A	-	01	01	-	01	01	-	-	-	-
Total			26	06	32	26	3	29	560	140	125	825

O.E.C. Open Elective Course.
D.S.E. Discipline specific Elective
A.E.C.C. Ability Enhancement Compulsory Course.
S.E.C. Skill Enhancement Course
E.C.A- Extra curriculum activity

Chaudhary Bansi Lal University, Bhiwani
Scheme of Examination for Master of Journalism and Mass Communication

Session 2019-2021

Semester-II

Credits= 27

Total Marks = 925

Paper Code	Subjects	Type of Course	Contact Hours Per Week			Credit			Examination Scheme			Total
			Theory	Practical	Total	Theory	Practical	Total	Theory	Internal Assessment	Practical	
19JMC 201	Media Laws and Ethics	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 202	Development Communication	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 203	Visual Communication	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 204	Editing Principles and Practices	C.C.	04	-	04	04	--	04	80	20	-	100
19JMC 205	Sports Journalism	C.C.	04	-	04	04		04	80		-	100
19JMC203P	Practical Based on JMC-203	C.C.	..	2	02	-	1	1	-	-	50	50
19JMC-204P	Practical Based on JMC-204	C.C.	-	2	02	-	1	1	-	-	50	50
19JMC 205	Seminar/Journal Club	C.C.		2	02	-	1	1	-	-	25	25
	Information Technology	S.E.C	02	-	02	02	--	02	40	10	-	50
	Open Elective Course	O.E.C	02	-	02	02	02	80	20	100
	Hobby Club	E.C.A.	-	01	01	-	01	01	-		-	-
Total			24	06	30	24	03	27	520	130	125	775

O.E.C. Open Elective Course.
D.S.E. Discipline specific Elective
A.E.C.C. Ability Enhancement
S.E.C. Skill Enhancement Course
E.C.A- Extra curriculum activity

Chaudhary Bansi Lal University, Bhiwani
Scheme of Examination for Master of Journalism and Mass Communication

Session 2019-2021

Semester-III

Credits= 28

Total Marks = 775

Paper Code	Subjects	Type of Course	Contact Hours Per Week			Credit			Examination Scheme			Total
			Theory	Practical	Total	Theory	Practical	Total	External Assessment	Internal Assessment	Practical	
19JMC-301	Radio Journalism	C.C.	4	--	4	4	--....	4	80	20		100
19JMC-302	Television Journalism	C.C.	4	--	4	4	--	4	80	20		100
19JMC-303	Public Relations	C..C.	4	--	4	4		4	80	20		100
19JMC-304	Advertising Management	C.C.	4	--	4	4		4	80	20		100
19JMC-305	Communication Research Method	C.C.	4	--	4	4		4	80	20		100
19JMC301P	Practical based on Radio Journalism(JMC-301)	C.C		2	2	--	1	1	--	50	50	50
19JMC- 302P	Practical based on Television Journalism (JMC- 302)	C.C	--	2	2	--	1	1	--	50	50	50
19JMC- 306	Practical based on JMC-304	C.C.	--	2	2	--	1	1	--		50	50
19JMC- 307	Seminar/Journal club	C.C.	2	2		1	1			25	25
19JMC 308	Television News: Reporting, Editing And Bulletin Production	D.S.E										
19JMC 309	*G1 Television Production And Management	D.S.E										
19JMC 310	Radio News: Reporting, Editing & Bulletin Production	D.S.E										
19JMC 311	G2 Government and Public service Commission	D.S.E	04	...	04	04		04	80	20		100
	Hobby Club	E.C.A.		01	01		01	01				
Total			24	8	32	24	04	28	480	120	175	775

C.C. = Core Course D.S.E. Discipline specific Elective E.C.A- Extra curriculum activity

Note: * G1 and G2* students will have choice to opt the two papers either from Group 1 (G1) or from Group 2 (G2)

Chaudhary Bansi Lal University, Bhiwani
Scheme of Examination for Master of Journalism and Mass Communication
Credits= 33

Session 2019-2021

Semester-IV

Total Marks = 875

Paper Code	Subjects	Type of Course	Contact Hours Per Week			Credit			Examination Scheme			Total
			Theory	Practical	Total	Theory	Practical	Total	Theory	Internal Assessment	Practical	
19JMC 401	New Media And Journalism	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 402	Political Communication and International relations	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 403	Rural Reporting And Communication	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC404	Business Communication	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC 405	Entrepreneurship and Media Management	C.C.	04	--	04	04	--	04	80	20	--	100
19JMC-406	Seminar/Journal Club	C.C.	-	2	2	-	1	1	-	-	25	25
19JMC-402P	Practical Based On JMC-402	C.C.	--	2	2	--	1	1	--	--	--	50
19JMC-403P	Practical Based On JMC-403			2	2		1	1			---	50
19JMC - 407	Media Industry and Management.	D.S.E.	04		04	04		04	80	20		100
19JMC - 408	*G1 Print Journalism and Production	D.S.E.										
19JMC - 409	Film Studies	D.S.E.										
19JMC - 410	*G2 Media, Gender and Human Rights	D.S.E.										
19JMC-411	Supervised field project	D.S.E.	--	--	4	--	--	04		-	100	100
19JMC-412	*Internship		--	--	-	--	-	02	--			50
	Hobby Club			01	01			01	01			
Total			24	06	34	24	03	33	480	120	225	875

C.C.= Core Course

D.S. E. Discipline Specific Elective Course

E.C.A- Extra curriculum activity

Duration: 2 Years (4 Semester)

Total Credits= 117

Total Marks= 3400

The students will have to go through the training of thirty days in any of the reputed media organisation. They have to submit the certificate and a project report about the training in the department. The viva-voce will be conducted by an external examiner.

**M.A. (Journalism & Mass Communication)
Semester-I**

**19JMC I01
Introduction to Communication**

**Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Evolution of Communication

Concept and Definition of Communication; Evolution of Communication Nature and Process of Human Communication; Need and Functions of Communication; Elements of Communication; Forms of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small Group) Mass Communication: Concept, Definition, Nature and Features

Unit-II

Communication and Its types

The Fundamental Communication Process; Types of Communication: Verbal and Non –Verbal Communication, Formal and Informal Communication; Basics of Effective Communication; 7 Cs of Communication

Unit-III

Models of Communication

Models of Communication: SMCR Model, Shannon & Weaver Model, Laswell's Model, Osgood's Model, Dance's Model, Schramm's Model, Gerbner's Model, Westley and Maclean Model, Mathematical Model of Communication

Unit-IV

Theories of Mass Communication

Theories of Mass Communication; Concept of theory vis-a-vis practice, Two step and Multi step theory; Cultivation Theory; Uses and Gratification theory; Cognitive Dissonance, Agenda Setting, Bullet Theory, Stalagmite Theory, Individual difference theories: Selective Exposure, Selective Perception and Selective Retention theory; Play theory; Normative theories, Schema theory, Propaganda: Definitions, objectives and techniques.

Suggested Books:

1. Mass Communication: *Theory and Practice* by Uma Narula, Hiranand Publication, New Delhi
2. *Hand Book of Journalism and Mass Communications* by V.S. Gupta, VirBala Aggarwal, Concept Publishers, New Delhi
3. *Understanding Media* by Marshal McLuhan
4. *Communication Theories: perspectives, processes and contexts-* Katherine Miller
5. *Mass Communication Theory: An Introduction* by Denis Mcquail, Vistaar Publications, New Delhi 2005
6. *Introduction to Communication Studies:* John Fiske
7. *Pragmatics of Human Communication-* Paul Watzlawick and Bavelas
8. *Mass Communication in India* by Keval J. Kumar, Jaico Publising House, Mumbai, 2011
9. *Mass Communication Theory: Foundation, Ferment and Future* by Stanley J. Baran and Dennis K. Davis

**M.A. (Journalism & Mass Communication)
Semester-I**

**19JMC I02
History of Media**

**Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Growth and development of Press

History, growth and development of print media; Regional newspapers growth and development, The role of Indian press during the freedom struggle; First and Second Press Commissions; Audit Bureau of Circulations, PIB, DAVP, Major News Agencies: Indian and Foreign;

Unit-II

Growth and development of Traditional Media

Introduction of traditional media- use and importance, Meaning of Culture, Tradition, Different Folk Media in India: Puppet Show, Jatra, Street Play, Tamasha, Kirtan.

Unit-III

Growth and Development of Electronic and New Media

History of electronic media- Radio and television; Introduction to New Media; Emergence of social media blogs, facebook, youtube, twitter

Unit-IV

Cinema: Growth and Development

Origin and Development of Cinema in India- Silent Era and Talkies; Parallel cinema- commercial cinema; National and Regional Cinema in India; Indian Film Industry; Central Board of Film Certification (CBFC) and National Film Archives of India (NFAI)

Suggested Books:

1. *Journalism in India*, by Ranga Swami (Sterling Publications)
2. *History of Journalism in India*, by Natrajan. J.
3. *The Press*, by Rao Chalpathy (National Book Trust)
4. *Folk Theatre of India*, by Gargi Balwant
5. *Traditional Folk Media*, by Parmar, S.
6. *Broadcasting in India*, by Awasthi G.C.
7. *Indian Broadcasting*, by Luthra, H.R.
8. *Indian Film*, by Bernard, Eric

M.A. (Journalism & Mass Communication)

Semester-I

19JMC I03
Cultural Communication

Credit-04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Cross Cultural Communication: Concept and Approaches; Nature and Importance of Cross Cultural Communication; Culture: Definitions and Concept; Culture and identity formation

Unit-II

Verbal and Non-verbal Communication in intercultural context; Culture Shock and Cultural Bias Anxiety and cultural differences; Intercultural Communication competence

Unit-III

Barriers to Cross Cultural Communication; Cross Cultural misinterpretations; Stereotypes and prejudices about the other cultures; Intercultural adaptations and conflicts

Unit-IV

Ethnocentrism and cultural relativism; Low context and high context cultures; Cultural Relativism and Absolutism; Global media and cultural exposure; Accommodation theory; Co-cultural theory, **Popular culture.**

Suggested Books:

1. Martin, J.N. & Nakayama, T.K. Intercultural Communication in Contexts 5th Edition (McGraw- Hill, 2009)
2. Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts (McGraw- Hill, 2001)
3. James W. Carey Communication as Culture: Essays on Media and Society (Psychology Press, 1989)
4. Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
5. Kim, Young Yun, Ed.; Gudykunst, Theories in Intercultural Communication. International and Intercultural Communication Annual, v12198

**M.A. (Journalism & Mass Communication)
Semester-I**

**19JMC I04
Print Journalism**

**Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Journalism concept and scope

Journalism: Meaning and Scope; Types of Journalism; **Journalism as profession; Accountability and journalism**, Yellow Journalism; Qualities and Responsibilities of a Reporter; Professional conduct and attributes; Covering Press conferences and writing from events and meets

Unit-II

Reporting and News concept

News: Definitions and Concept; News Values, Critique of western news values; Elements of Newsworthiness; Tools for gathering news; Concept of reporting; Hierarchical structure of newsroom; Types of Reporting; News story structure: The Inverted pyramid, sand clock and square news structure; Specialized Reporting; Beat reporting: Accident, election, Crime, Court, **conflicts**/war/tension, disaster, Education, Sports, Politics; obituary; **Reportage of contemporary issues**; Niche reporting; column and columnist; **Ethics of reporting**, Sources of **News- Cultivating, Verifying and Dealing with Sources of News**

Unit-III

Editing concept and principles

Editing: Meaning, concept and Principles; Purposes of Editing; Editing staff and their roles and responsibilities Editing news and features

Unit-IV

Newspaper design and production

Newspaper Design: Elements and Principles; Layout for Newspapers and Magazines- Types of layout, Print Production Process; Print Production Types

Suggested Books:

- History of Indian Journalism by NatrajanJ : Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
- Journalism in India by Parthasarthy, Rangaswami, Sterling Publishers Pvt. Ltd., New Delhi, 1997
- Print Media and Electronic Media by J K Sharma ; Authors Press, 2003
- Media and Mass Communication by ShyamaliBhattacharjee; Kanishka Publication, New Delhi, 2005
- Journalism in India: From the Earliest Times to the Present Day, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1989

M.A.(Journalism & Mass Communication)
Semester-I

19 JMC 105
Writing for Media

Credit:04
Maximum Marks:100
Theory Examination:80
Internal Assessment: 20
Max. Time: 3hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

The students will have to undergo Practical assignments. They will be evaluated on the viva voce by external examiner as well as on basis of portfolio prepared for given assignments.

Unit-I

Media writing basics

Introduction to media writing; Purpose of media writing; Media writing forms; Writing for print, electronic and digital news media; Ethics of media writing; Research for media writing; Writing styles; The ABCD of Media Writing: Accuracy, Brevity, Clarity, Discernment; KISS formula; Characteristics of Print Media.

Unit-II

Editorial page writing and use of translation

Writing News, Opinion Writing-Op-ed page, Middle, Articles, Column, Features, Editorials and Interviews, writing the title, Inverted Pyramid, nut graph, Lead and five box approach; Public Relations writing: Press releases, Advertorials and mailer, Print style manuals; Translation and trans creation; Types of Translation: Word to Word Translation, Literal Translation, Summarised Translation, Free Translation, (Translation of words & sentences from the source language as it is) Paraphrased Translation (Using Synonyms), The need and importance of Translation in Journalism.

Unit-III

Visual media writing

Visual media characteristics; Principles of writing for visual media: Writing News, Documentary Script Broadcast style manual; Writing for New Media: Principles, Websites and blogs writing, Content writing.

Unit IV Need for Creativity

Creativity in writing: business writing, technical writing, letters and its types; Film language and script for films and documentaries; Impact of new technology on media language: news, features, talks, commercials, interviews, Media reviews of arts, performing arts and cinema.

Suggested Books:-

1. Prof. V.S.Sreedharan How to write correct English, Goodwill Publications, New Delhi.
2. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S.Chand.
3. Robey, L Cora New Handbook of Basic Writing Skills, HardcourtCollegePb. Orlando. Taylor, Shirley Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.
4. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt.Ltd., New Delhi 2009.
5. Wren & Martin High School English Grammar & Composition, S.Chand
6. Thomas S. Kane Oxford Essentials Guide To Writing , Collins Grammar Punctuation
7. George.A.Hough News Writing , Kanishka, Robert Mc. Lesh Radio Production , Focal Press
8. Joseph Sugarman The Ad Week Copy Writing Hand Book, Wiley
9. Dr. K.K. Rattu Translation through media in New Millennium, Surubhi Publication, Jaipur
10. Jitendra Gupta and Priyadarshan Patrakarita Mein Anuvaad, Radha Krishna Prakashan, New Delhi
11. Dr.Laxmikant Pandey Translation, Objects and Methods.
12. Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.
13. Stovel J. (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.
14. Melvin Mencher (2006). *News Reporting and Writing*. 10th edition. McGraw-Hill.
15. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
16. Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.

M. A.(Journalism & Mass Communication)

19JMC106
Communication Skill

Maximum Marks-50
Theory Examination-40
Internal Assessment-10 Max.
Time- 2 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Human Communication (Theoretical perspective): Its uniqueness, its nature, models of communication. Types of Human communication, Language, non-verbal communication, logic and reasoning, lateral thinking. The concept of facilitating: factors, barriers and filters in communication; the seven C's of effective communication, Preparing for interviews, CV/Bio data.

Unit -II

Self-communication, interpersonal communication, dyadic communication , small group communication. Public communication . Mass Communication . Reliability of communication. Input and Evaluation Processes (Practice): Listening (process, comprehension, evaluation). Reading (process, comprehension, evaluation). Watching (process, comprehension, evaluation). Email Do's and Don'ts.

Unit -III

Output and Interaction Processes (Practice): Speech (conversation, interview, group discussion, public speech). Writing (spontaneous writing, guided writing, creative writing). Organizing ideas (noting, summary, flow charts, concept maps). Correspondence (personal, business).

Unit-IV

Science / Scientific Writing (Theory and practice): Goals and Objectives. Ethics in writing. Structure of documents. Language and grammar. Illustrations and aids. Writing proposals and instructions. Making presentations. Formatting documents. Drafts and revisions. Editing. Writing popular science / journal article.

Suggested Books

- : 1. Communicating a social and career focus, K. M. Berko, Andrew D. Wolvyn and Darlyn R. Wolvyn, Houghton Mifflin Co., Boston (1977)
2. The Craft of Scientific Writing (3rd Edition), Michael Alley, Springer, New York (1996)
3. Science and Technical Writing – A Manual of Style (2nd Edition), Philip Reubens (General editor), Routledge, New York (2001)
4. Writing Remedies – Practical Exercises for Technical Writing Edmond H. Weiss, Universities Press (India) Ltd., Hyderabad (2000)
5. Effective Technical Communication, M. Ashraf Rizvi, Tata Mc Graw – Hill Publishing Co. Ltd., New Delhi (2005)

**M.A. (Journalism & Mass Communication)
Semester-I**

19JMC 104P: PRACTICAL

Credit:02

Practical based on Print Journalism(JMC-104)

Max. Marks: 50

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

The portfolio will contains following content-

1. Feature writing 1
2. News translation (English to Hindi) 1
3. Interviewing on current issue with concerned personality 1
4. Press release, and press note 1
5. Reporting and news on current topics : sports, commerce, court, education, accident and crime issues or other allied areas of reporting any 4

M.A. (Journalism & Mass Communication)
Semester-I

19JMC 105P

Credit:02

Practical based on Writing for Media(JMC-105)

Max. Marks: 50

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

Article writing	1
Book or movie review	1
Blog writing	1
Letter to editor	1
News analysis	1

Session 2019-2021

M.A. (Journalism & Mass Communication)

Semester-II

19 JMC-201

Media Laws and Ethics

Credits-04

Maximum Marks: 100

Theory Examination:80

Internal Assessment: 20

Max. Time : 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Concept of law and ethics in India and rest of the World.; Ethical Codes: self-regulation, organizational regulation, statutory regulation, Press Council of India and its codes. Broadcasting Regulatory Authority and its code;. Functions of media within the ethical system: role, responsibility and accountability The Ombudsman System; History of press laws inIndia.

Unit-II

Freedom of speech and expression: Constitutional guarantees and restraints viz. Article 19(1) (a) and Article 19(2). Pressure groups – politicians, proprietors, advertisers, society and self. Issues of conflict: truth-falsehood dichotomy; intellectual dishonesty; confidentiality, privacy and the public interest; engendering of stereotypes – women, homosexuals, elderly and the disabled; Human rights and media.

Unit-III

Institutional Laws (analysis of the bare Act with case studies): Press Council Act, 1978; Press and Registration of Books Act, 1867; Official Secrets Act, 1923; Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 (3) and 194 (3)); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A), Official Secrets Act, Cable Act 1995, Working Journalist Act; Schedule cast and Tribes (Prevention of Atrocities) Act, 1989.

Unit-IV

Individual-Specific Laws (analysis of the bare Act with case studies): Right to Information Act, 2005; Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC); Copyright Act 1957; Copyright Act,2012, Information Technology Act, 2000 (only relevant portions); Indecent Representation of Women (Prohibition) Act, 1986; Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954; Various regulatory bodies for PR, and Internet. Young Persons (Harmful Publications) Act, 1956, Wage Boards, Invasion to privacy, Sexual harassment of women at workplace and prevention 2013.

Suggested Books :

1. Prabhakar, Manohar and Bhanawat, Sanjeev, (1999), *Compendium of Codes of Conduct for Media Professionals*, University Book House, Jaipur.
2. Trikha, N.K, (1986), *The Press Council – A Self-Regulatory Mechanism for the Press*, Somaiya Publications, N.D.
3. Gupta, V.S. and Dayal, Rajeshwar (ed), (1998), *Media and Market Forces: Challenges and Opportunities*, Concept Publishing Co. N.D.
4. Olen, Jeffrey, (1988), *Ethics in Journalism*, Prentice Hall, New Jersey.
5. Padhy, K.S, (1984), *Indian Press: Role and Responsibility*, Ashish Publishing House, N.D.
6. Padhy, K.S., (1984), *The Muzzled Press*, Kanishka Publishers, N.D.
7. McManus, John. H, (1994), *Market Driven Journalism*, Sage Publications, N.D.
8. Christians, Clifford and Traber, Michael, (1997), *Communication Ethics and Universal Values*, Sage Publications, N.D.
9. Sharma, S.R , (1996), *Democracy and the Press*, Radha Publications, N.D.
10. Bandyopadhyay, P. Kand Arora, Kuldip. S. (1998), *Practitioners' Guide to Journalistic Ethics*, D.K Publishers.
11. Flichy, Patrice, (1995), *Dynamics of Modern Communication*, Sage Publications, N.D.
12. Padhye, Prabhakar , (1991), *Principles of Journalism*, Popular Prakashan, Mumbai.
13. Karkhanis, Sharad, (1981), *Indian Politics and Role of the Press*, Vikas Publishers, N.D.
14. Bhatia, Sita, (1997), *Freedom of Press – Politico-Legal Aspects of Press Legislations in India*, Rawat Publications, Jaipur.
15. Basu, Durga Das, (1996), *Law of the Press*, Prentice Hall, India. N.D.
16. Ravindran, R.K., (1999), *Handbook of Press Laws and Ethics*, Anmol Publications, N.D.
17. Venkateswaran, K.S., (1993), *Mass Media Laws and Regulations in India*, Asian Mass Comm. Singapore.
18. D'Souza, Y.K., (1998), *Freedom of Press: Constitution and Media Responsibility*, Commonwealth Publishers, N.D.
19. Iyer, Krishna V.R., (1990), *Freedom of Information*, Eastern Book Co. Lucknow.
20. Ravindran, R.K., (1997), *Press in the Indian Constitution*, Indian Publishers, N.D.
21. Thakurta, P.G., (2011), *Media Ethics*, Oxford University Press

M.A. (Journalism & Mass Communication)
Semester –II

19 JMC 202

Development Communication

Credits-04

Maximum Marks: 100

Theory Examination:80

Internal Assessment: 20

Max. Time : 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equalmarks.

Unit-I

Development Communication

Development- Definition & Meaning, Concept and Process of development, Concept in Third World Context, Priority areas in development, Process of development, models of development - problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies; Lading influencers of social reform in India- Mahatma Gandhi, Deendayal Upadhyaya.

Unit-II

Concepts & Theories

Development and Communication - Concepts & Theories, Development a bottom-up approach, Communication a trickle-down approach, Four Approaches-Development Communication, Communication for development, Development support for communication. Development Communication- Significance, process and theories, strategies in development communication. Democratic decentralization.

Unit-III

Barriers and Corporatization of development

Barriers to development communication- socio-economic, cultural & political. Agriculture: role of agriculture in India's economic development, Agricultural Extension and mass media, Public sector in India and its role in the growth process; Corporatization of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication.

Unit-IV

Reporting skills for Development Stories

Reporting skills for Development Stories: Sources for Development Stories: Governmental and non-governmental sources; Field work; Research; Documentation; Interviews; Group Discussion and other conventional and no conventional sources. Tools and Techniques of Diverse Development Reporting and writing different types of Development stories: News, Features and Reports. Dealing with data and statistics.

Suggested Books:

1. Development Communication, Uma Narula, 1999, HarAnand Publications Pvt.Ltd., NewDelhi.
2. Development Communication in India,Raghvan.
3. National Programmes in Family Planning: Communication in Development Administration: Bernard Berelson.
4. A Manual of Development Journalism (Press Institute of India): AlamChalkels.
5. Rural Communication (A.M.C.): Prof. R. Sinha &Gavdi.
6. Communication & Social Development in India (sterling) : B. KupuSwamy. M.A. (Hons.) Journalism & Mass Communication (Semester–II) (Under Credit Based Continuous Evaluation GradingSystem)
7. The Community Newspaper: Karris &Hocks.
8. Reporting Agriculture : William WardB.
9. Agricultural Journalism :RodnaryFox.
10. India's Changing Villages : Human Factor : DubaeS.C.
11. Mass Media & National Development : WilburSchramm.
12. Sanchar (Sanchar Publications, Patiala : WaliaHarjinder&Batra.
13. Perspectives on Development Communication: K. Sadanandan, Sage Publication, NewDelhi.
14. Communication and Development: The Challenge of the twenty first century,Concept Publishing Company, NewDelhi.
15. Third world Perspective Communication: SrinivasMelkote
16. Dreze, J.& Sen, A.(1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
17. Jayal, N.G.&Pai, S.(2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
18. Mahajan, G.(1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
19. Stiglitz, J. E(2002). Globalization and its Discontents, W.W. Norton & Company, USA.
20. Tankha, B. (Ed.) (1995).Communications and Democracy, Southbound, Cendit.
21. Sainath, P.(1996).Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
22. Traber, M.(1986).The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology, Sage, London.
23. Khan, A.M. (1997). Shaping Policy: Do NGOs Matter?: Lessons from India, PRIA, Delhi
- Kaviraj, S. &Khilnani, S.(2002).Civil Society: History and Possibilities, Cambridge University Press,Delhi

M.A. (Journalism & Mass Communication)
Semester-III

19JMC 203
Visual Communications

Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Basics of camera

Basic process of professional still photography; Types of cameras- Disposable, Point and-shoot, Compact or Autofocus, APS, Polaroid, SLR and Digital cameras; Understanding the structure and working of a professional camera; Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom, Angle of Vision and focal length of various types of Lenses

Unit-II

Essential for photography skill

Choosing the right film; Relationship between shutter speed, film speed and aperture for different genres of photography; Depth of field and depth of focus, Circles of confusion and their role in photography, Multiple exposure photography, Role of Bulb setting in professional photography; Sources of light- Natural and artificial; Flash photography and its use in professional photography.

Unit-III

Basics of photography

Definition and concept, Text Vs Photograph; Essentials of a press photograph, Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition; Principles of film composition -Focal points, Rule of thirds, Framing and fitting the frame; Straight and converging lines, Diagonal and S- shaped compositions, Repetition and rhythm, Secondary subjects, moving towards the centre.

Unit-IV

Editing of photography

Principles of cropping and photo editing, Photo features Relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for Various purposes, Repairing and retouching tools and techniques, Understanding resolution and pixels for printing, the web, etc. Working with old photos, scanning, colorizing, black & white, using the Photo merge tools to combine the best parts of photos

Learning of software-
Photoshop, Corel Draw

Suggested Books:

- 1.Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
- 2.Photography, Barbara Upton, 1981, Little Brown & Co., Boston.

**M.A. (Journalism & Mass Communication)
Semester-II**

**19JMC 204
Editing: Principles and Practices**

**Credit:04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Editing in various media

Concept, definitions and elements of editing; Process and principles of editing; Difference between newspaper, radio and TV and digital editing

Unit-II

Function of news desk

Functions and responsibilities of Editor and Sub Editor; Editorial Writing and its importance; Commentary, Analysis, letters to editor column; Challenges before editor; Functioning of news desk; Integrated newsroom; News making; News flow and editing; Roles and responsibility of gatekeepers; Managing the news flow: News flow on the desk from different sources

Unit-III

News planning and visualisation

Symbols and signs of editing; News Selection: News value and other parameters; Handling of news copy, Objectives of copy editing: Checking facts, language, style, clarity & simplicity; Planning and visualization of news; Rewriting news stories; Headlines and intro; Style book and style sheet; Use of synonym and abbreviations; Editing of Weekly newspaper, Magazine, Text book and special edition

Unit-IV

Newspaper production

Principles of Layout, Design; Typography, colour and Graphics; Newspaper Printing Process and printing terminology; Photographic Composition and photo cropping, Concept and techniques of Photo Feature and Caption Writing

Suggested Readings:

1. Rogers, G. (1993). Editing for Print, Mocdonald Book.
2. Prasad, S. (1993). Editors on Editing/HY, National Book Trust.

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3. Hodgson, F. W. (1987).Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
4. Click & Baird (1994). Magazine Editing &Production, WCB Brown & Benchmark.

5. Hicks & Homes, (2001). *Sub-editing for Journalists*, Rutledge.
6. Bowles, A. D.(2011). *Creative Editing*, Wadsworth.
7. Farrell, M.(2010). *Newspapers: A Complete guide to the industry*, Peter Lang.
8. Raman,U. (2009). *Writing for the Media*, Oxford.
9. *Art and Print Production*, NN Sarkar, Oxford University Press, New Delhi, 2009
10. *News Writers ' Handbook*: M L Stein, Susan F Paterno, R Christopher Burnett
11. *Practical Newspaper Reporting* by David Spark and Geoffrey Harris
12. *Writing and Reporting News: A Coaching Method* by Carole Rich
13. *News Writing* by George Hough (Kanishka Publishers)
14. *The Unwritten Rules of Copy Editing*, Dominic Gettins
15. *Reporting for Journalists*, Chris Frost, Routledge, London, 2001

**M.A. (Journalism & Mass Communication)
Semester-II**

**19JMC 205
Sports Journalism**

**Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Introduction of sports Journalism

Definition of Sports News, Characteristics of Sports Journalist, Sports Journalism: Trends and Theories. Eminent Sports Journalists and Sports Writers, Importance and qualities of sports Commentators; Sports News Agencies & Sports Broadcasting Channels. Planning,

Unit- II

Sports journalism and Media

Role and Functions of Mass Media in promoting Sports; Sports coverage in different types of media; Advantage to a sports person from sports coverage; Role of media in making and breaking images of sports; Impact of Commercialization and Privatization change in sport media.

Unit-III

Writing for Sports Journalism.

Analysis of Sports News, Sports News for Doordarshan and Radio. Writing for magazines and cyber media; Various Aspects of Writing for Sports Journalism Heading of Sports News: Theories and Importance, Various Types of Sports Headings, Role of media in various event coverage planning and management of sports Olympic, commonwealth, world cup, FIFA etc.

Unit - IV

Case studies of sports personalities and role of Media

Preparing hand-outs, brochures, jingles, reports, punch lines and slogans for society to communicate the importance of sports;. Case study of prominent personalities in the sport and media role in promoting major Dhayan Chand, Saina Nehwal, Deepakarmakar, Phogat Sisters; Milkha Singh, Kapil Dev. Geetazutshi.

Suggested Books:

1. Abraham Aamidor: Real Sports Reporting.
2. Coaching; Routledge
3. K. C. Thakur: Sports Journalism; Delhi.
4. Kathryn T Stofe: Sports Journalism: An Introduction to Reporting and Writing.
5. L Jones Robyn, Robyn L Jones, Mike Hughes: An Introduction to Sports
6. Phil Andrews: Sports Journalism: A Practical Introduction; Sage Publications.
7. Prasad Kumar Mishra: Sports Journalism.

M.A. (Journalism & Mass Communication)

Semester-II

19JMC 203P

**Credit:02
Max. Marks: 50**

Practical based on Photo Journalism and Still Photography (JMC 203)

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

The students require preparing portfolio given below:

1. One file of originally shot pictures (Not related to theme photography)
2. One file with edited pictures using various editing software
3. One Portfolio for theme Photography (The theme would be suggested by the subject teacher)

M.A. (Journalism & Mass Communication)

Semester-II

19JMC 204P

Practical based on Editing: Principles and Practices(JMC 204)

Credit:02

Max. Marks: 50

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

The students require preparing portfolio based on below given assignments:

1. Page editing using editing signs and symbols-2
2. Preparing page layout of first page of newspaper-1
3. Preparing headlines for news-10
4. Preparing News stories-Accidental, Political
5. Editorial-2
6. Preparing Cover page of magazine-1
7. Photo feature-1
8. Caption writing-3

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M.A. (Journalism & Mass Communication)
Semester -III

Radio Journalism
19JMC -301

Credits-04
Maximum Marks: 100
Theory Examination:80
Internal Assessment: 20
Max. Time : 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equalmarks.

Unit-I

Introduction to Radio

Radio as a medium of mass communication; features of radio; limitations of radio; different types of radio transmission: AM (Medium & short wave), FM, community radio, educational radio, Internet radio; History of radio in India: pre-independence and post-independence broadcasting.

Unit II

Structure and policy

Organization and structure of AIR; Radio Broadcasting: main characteristics; evolution and growth of Broadcasting; penetration of radio in rural and urban; India airwaves – public or private property; public service broadcasting; Roles of AIR and private broadcasters; commercial broadcasting policy; community radio policy.

Unit III

News Writing and Reporting

Elements of a Radio News Story: Gathering, Writing/Reporting; Radio writing; characteristics of spoken word; knowing the radio audience; Writing for different formats and messages; dramatizing messages; thinking audio; planning and structuring the copy; rewriting the printed and agency copy for broadcasting; role and importance of headlines; checking language; Following Style Book; Tips for a Good Script.

Unit IV

Radio Programmes

Radio news and structure of radio newsroom; radio announcements; Radio talks/commentaries/comments;/ Mann ki baat, Radio, Discussions; Radio Features, and documentaries; Radio play; Radio running commentaries; Radio ads/commercials; Phone-ins and radio bridges; Music on radio; Spotlight/Talks.

Suggested Books

1. Style Book AIR
2. Broadcasting in India, GC Awasthy, Allied, Bombay,1965
3. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
4. Broadcasting and the People, MehraMasani, NBT, New Delhi,1985
5. Radio Production, Robert Mcleish, Focal Press, Oxford,2005
6. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York,2010
7. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris,1971
8. Modern radio Production: Production, Programming and Performance, Hausman,Messere,
9. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford,2010
10. Basic Radio Journalism, Paul Chantler& Peter Stewart, Oxford,2003
11. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd,Focal Press, London,1997
12. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation,2010.
13. Other Voices: The Struggles for Community Radio in India, VinodPavarala and. KanchanK. Malik,Sage, New Delhi,2007
14. Radio in the Global Age, David Hendy, Polity Press, Cambridge,2000
15. Robert Leleish. The Technique of Radio Production: A Manual for Broadcasters, Focal Press, London,1988.
16. The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47-105)

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**M.A. (Journalism & Mass Communication)
Semester-III**

Credits-04

**TV JOURNALISM
19JMC 302**

**Credit-04
Maximum Marks: 100
Theory Examination:80
Internal Assessment: 20
Max. Time : 3hrs**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit I

Introduction to Television Broadcasting

Television Broadcasting: Its Characteristics; as a medium of communication; Understanding Evolution and development of TV; History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite; Contemporary trends in TV Journalism.

Unit II

Television Newsroom

Basic Rules of TV Journalism; TV News; Organizational structure of TV news channels; Modern TV newsroom: Input/output and Assignment Desks; TV news production desk and its functions; Visual sources: servers, graphics, archives, MSR and OB; Handling information overload and allowing visuals to breathe; Understanding the pitfalls of broadcast punctuation and presentation; TV Reporting; TV Reporters Tools and techniques; Locating TV stories; Developing TV stories;

Unit III

News Reporting, Writing and Editing for Television

Writing to visuals; The writing process- Thinking audio and video; Rewriting agency copy; Writing for Bytes and Outside Broadcast (OB) copy; Planning and structuring the copy for various audio visual inputs; Editing bytes, procuring & editing visuals – archives, graphics & other sources; Writing Anchor Leads; Writing for Astons, subtitles, scrawls and other TV screen value addition instruments; Broadcast styles and techniques of writing; Structuring a TV news report, V/O's, packages & story formats.; PTC: Opening, Bridge and closing.

Unit IV

Television Production in Studios and Field

Production of TV news program; Organizing the studio for TV news programmes; The production team and the process Line producers, field producers and their role; The production process; Gate keeping; going on air; News analysis and experts; Commercials and promo breaks; Headlines; Discussions and talk shows; The equipment, Field work, the art of TV interviews, shooting, recording and editing. Live reporting: organizing

thoughts and ad libbing, Multiple OB locations; and Split screen; V/O from field and technical challenges. Major International events and TV coverage. Covering sports/celebrity events/celebrations

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Suggested Books

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Oxford, 2010
2. Television Journalism By Ivor Yorke, Routledge.
3. The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin
4. Lewis, Peter Lang, New York, 2010
5. An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
6. Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
7. Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
8. Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
9. Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
10. Politics after Television: Hindu Nationalism and the Reshaping of the Public in India by Arvind Rajgopal, New York University
11. Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
12. Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
13. India on Television: How Satellite News Channels Have Changed the Way We Think and Act,
14. Television Patrakarita: Siddhant Evan Taknik, Indrajeet Singh, Madhulika Sharma, Kanishka Publishers, 2008
15. Khabrein Vistar Se. Shyam Kashyap, Mukesh Kumar, Rajkamal Prakashan, 2008.

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M.A. (Journalism & Mass Communication)
Semester-III

19JMC -303
Public Relations

Credits-04
Maximum Marks: 100
Theory Examination:80
Internal Assessment: 20
Max. Time : 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit I

Public Relations: History, definitions and theories

Public relation- Definitions, Nature and Scope; history of PR, with special reference to India; Public Relations and Corporate Communication; Public Relations, Publicity, Public Opinion and Propaganda; Tools and Methods in Public relations practices; Theoretical underpinnings of PR; Grunig&Hunt"s "4 Models" of Public Relations (**The Press Agency Model The Public Information Model The 2-way asymmetrical model The 2-way symmetrical model**).

Unit II

Ethics of Public Relations Profession

PR code of ethics; Public Relations as a management function; Role of Public Relations in Government, Industry, Public and Private Sectors; Public Relation Strategy, Implementation of strategy; Principles and Concepts of Corporate Communication; Evolution of PR and Corporate Communication; House Journals; Media Support; Media coverage. Professional bodies in Public Relations: PRSI (Public Relations Society of India), IPRA (International Public Relations Association), PRCAI (PR Consultants Association of India)

Unit III

PR and writing

PR as a source of News for media PR & Corporate Writing: Events Columns, Press Release; Organizing media events: press conference, facility visits, etc; Enquiries from the press; Press Briefings; Coordination with other media; Official spokesperson; Media relations- the symbiotic relationship between PR and media; Dealer-Distributor Relations; Supplier Relations; Customer Relations. DigitalPR – tools and practices.

Unit IV

PR Practice and Application Areas

Understanding the Corporate Sector, organizational structure and organizations' need to be in the news; Corporate Social Responsibility: concepts & scope; PR role in development context; PR's role in image management, Trends in Public Relation (Sports PR Celebrity & Entertainment Management, Political PR); Public Relations as a Catalyst for Change; Career aspects of Public Relations;

Suggested Books

1. Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004
2. Communication in Organisations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999
3. Public Relations Management, Jaishri Jethwaney and NN Sarkar, Sterling, New-Delhi, 2015
4. What is Big Idea, George Lois, Plume, 1993
5. Brand Sense, Martin Lindstrom Kogan Page Publication
6. Public Relations Strategy, Oliver Sandra, Kogan Page, 2008
7. Effective Public Relation, Scott Cutlip et al, London 1995.
8. Social Media Marketing, Paul Martin, Global Vision Publishing New Delhi 2011.
9. Corporate Communication – Principles and Practice, OUP, New Delhi 2010.
10. Visheshkrit Jansamparak, Bandana Pandey, Chandigarh: Haryana Sahitya Akadami

**M.A. (Journalism & Mass Communication)
Semester-III**

**19JMC 304
Advertising Management**

**Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit 1

Introduction to Advertising

Introduction to Advertising- Definitions, objectives and classification; Importance and Functions; Advertising as a tool of communication; Models of advertising (AIDA, DAGMAR, Hierarchy of Effects, stimulus-response); Evolutions and growth of advertising; Role of Advertising in Marketing mix; Types of advertising; Economic, cultural, Psychological and Social aspects of advertising.

Unit II

Ad Agency Structure

Ad agency structure: various departments and their functioning; Brand, and Brand Positioning; Branding- Brand image, identity, Brand equity, Stages in the creative process; Advertising Objectives, Segmentation, Media selection, Planning, Scheduling; Marketing Strategy; Creativity and campaign planning; creative brief; Types of Media for advertising -Print, electronic, cyber, outdoor, Transit, direct; POP/In- shop media, yellow pages, cinema - Their Characteristics, Merits & Limitations.

Unit III

Advertising Process and Practice

Advertising through print, electronic and online media; Elements of a copy, advertising message and its types, advertising appeals; USP; copywriting and ad designing for print, radio, TV and cyber media; Market Research and advertising research-types of research: target marketing research, positioning research- pre-test research, post-test research, audience research, methods of analysing research (psychographic/life style -psychological research), Advertising Budget-process and methods of budgeting; Campaign Planning-Variou stages of the campaign; Reach, Frequency & Impact of selected media

Unit IV

Ethics and Regulations in Advertising

Agency client relationship, media buying houses, agency commission factors affecting Selection of advertising agency; Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Suggested Readings

1. Jones, Philip John, What's in a Brand? Building Brand Equity Through Advertising, Tata McGraw-Hill, New Delhi, 1998.
2. Sisson Z. Jack and LinconBumba Advertising Media Planning, NTC Business Books, 3rd ed. USA.
3. Sengupta. Subroto, Brand Positioning: Strategies for Competitive Advantage, Tata McGraw –Hill, New Delhi, 1990.
4. Wells Williams et. al Advertising Principles and Practices, 3rd ed. Prentice Hall, New Jersey, 1995.
5. Creative Strategy in Advertising, Bonnie L Drewniany, Wordsworth Cengage,
6. Ogilvy on Advertising, Ogilvy David, Prion Books, London 1997
7. Uncommon sense of Advertising: Getting the Facts Right, Tiwari Sanjay, Response 2003
8. Advertising Management, JaishriJethwaney&Shruti Jain, Oxford University Press 2006.
9. Making of Advertising, GhoshalSubhash, McMillan, 2002

M.A. (Journalism & Mass Communication)

Semester –III

19JMC -305
Communication Research Method

Credits-04
Maximum Marks: 100
Theory Examination:80
Internal Assessment: 20

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equalmarks.

Unit I

Importance of Communication Research: Evolution and Significance of Research

Origin of research in Communication; Administrative versus Critical research; Communication research versus Marketing research; Context in Communication Research; Significance of Communication research; the process of theory building; Aspects of research; and Setting the Stage for Research, Basic and Applied, Experimental/ Naturalistic, Laboratory/ FieldResearch.

Unit II

Research Design

Title, Introduction, Rationale, Problem, Aim & Objectives; Theoretical/ Conceptual/ Operational Framework; Hypothesis; Methodology: Design, Universe/ Population, Variables, Sample, Probability & Non- Probability; Sample and Sampling; Pre-test and Pilot-test; Survey design in Probability Sampling: Simple Random, Systematic Random, Stratified, Multistage Cluster Sampling; Survey Design in Non-Probability Sampling: Purposive, Convenience and Quota Sampling; Designing of Instruments; Ethical issues.

Unit III

Types of Research

Types of Research and Approach: Qualitative, Quantitative, Interpretative, Cross Sectional and Longitudinal, Quantitative Research Tools and Techniques, Ethnographic Tools and Techniques: Participant Observation; Non- participant Observation, Overt & Obtrusive; Content Analysis; Media Analysis and ratings, internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC(general entertainment content).

Unit IV

Report Writing

Instrument, Types of Data, Data Collection, Time Schedule, Budget, Limitations, etc; Data Analysis Methods, Use of computer-based data Analysis software (Excel & SPSS) Writing of Report, Summary, Executive Summary, Conclusion and Recommendations; Aspects of Media for Research; Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.

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Suggested Books

1. Arthur, A. Berger. Media Research Techniques, Sage, New Delhi,1996
2. Mass Media Research: An Introduction - 9th Edition Roger D. Wimmer&JosephR. Dominick.
3. Khotari, R.C. Research Methodology: Methods and Technique, Delhi: Wiley Eastern Ltd.1985.
4. GuptaS.C. and Kapoor K.V. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, Delhi,1994.
5. Rebecca B. Rubin et.al. Communication Research Measures, The Guilfor Press, New York,1994.
6. Susanna, Horning Priest. Doing Media Research: An Introduction, Sage, New Delhi,1996
7. Klaus Bruhn Jensen A Handbook of Media and Communication Research: Qualitativeand Quantitative Methodologies, Routledge,2002

**M.A. (Journalism & Mass Communication)
Semester-III**

**PRACTICAL BASED ON RADIO JOURNALISM
19JMC 301P**

**Credit:02
Maximum Marks: 50**

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

19JMC 301

Compiling short news bulletins

Radio news interviews and vox pops

Production of field based Radio features

Production of Studio based Radio programmes in different formats

Production of Radio magazine/talks programmes

Planning a 60-minute Radio news show

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**M.A. (Journalism & Mass Communication)
Semester-III**

**PRACTICAL BASED ON TELEVISION JOURNALISM
19JMC 302P**

**Credit:02
Maximum Marks: 50**

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

Structuring TV news reports Reporting TV news stories.

PTC

Facing the camera and voice training, Studio anchoring and Use of Teleprompter, Voice over, sound track for features.

**M.A. (Journalism & Mass Communication)
Semester-III**

19JMC 306

Practical based JMC 304

Credit:01

Maximum Marks: 50

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

Advertisements for Print Media

Poster	1
Pamphlet	1
Brochure	1
Wall writing	1
Ad analysis	5

Advertisements for electronic media

Social and commercial ad	1
Script writing for radio ad with jingle	1
Advertising Campaign planning and visualisation	1

**M.A. (Journalism & Mass Communication)
Semester-III**

(Discipline specific elective course)

19JMC 308
Television News: Reporting, Editing and Bulletin Production

Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

TV News

Thinking Audio and Video; Planning and Structuring the copy; Writing Anchor Leads; Re-writing Agency Copy; Language and Translation

Unit-II

Editing

Editing (Text), Editing (Video), Packaging, MOJO, CJ, OB, Do's and Don'ts for a TV

Unit-III

TV News Bulletin and Presentation.

Compilation of news bulletins; PTC/Walk Through; Reading News Bulletins; Anchoring Program/News : Diction, Modulation and Appearance; Panel Discussion in the studio/field

Unit-IV

TV Interview and Talk Shows

TV Interview Techniques in the Studio/Walk the Talk; In the Studio/Field

Suggested Books.

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
2. Television Journalism By Ivor Yorke, Routledge.
3. The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
4. An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007

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5. Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
6. Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
7. Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
8. Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
9. Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
10. Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
11. India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008

**M.A. (Journalism & Mass Communication)
Semester-III**

(Discipline specific elective course)

**19JMC 309
Television Production and Management**

**Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

TV Studio

Studio floor plan and signal chain; Three-point lighting technique; Cool and warm lights. DMX control; Production control Room-CCU, VM, SEG, CG & teleprompter. Headphones, fold back and earphones (EP) ;Field lighting, HMI and understanding colour temperature; Single Camera/Multi Camera Production.

Unit-II

Field production

Basic shots, camera angles; Ideas, visualizations & production scripts ;Pre production and post-production activities; Grammar of visuals

Unit-III

Mega productions and events

Multi camera coverage and multidimensional feeds; Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, et c; Planning several anchors and production co-ordination.

Unit-IV

TV Production Team

Line producers, field producers and their role; The production process; Gate Keeping, The Run Down, Leads, Bunching, Kickers, Rhythm and Flow; Commercials and promo breaks; Headlines ;Panel Discussions and Talk Show.

Suggested Books.

1. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
2. Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
3. Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
4. Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdam, 2002.
5. How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007

6. The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jürgen von Hagen, Cambridge, 2007
7. Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007 (Page 172-400)
8. Indian Television and Video Programmes: Trends and Policies, Mridula Menon, Kanishka Publishers, New Delhi, 2007

M.A. (Journalism & Mass Communication)
Semester-III
(Discipline specific elective course)

19JMC 310
Radio News: Reporting, Editing & Bulletin Production

Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Radio News

Writing Radio News; Language and Grammar of Radio News; Gathering Radio News; Radio Correspondent; Reporting : Parliament, Politics, Economy, Sports, Science, Health, Disaster, Art and Culture; Writing News Dispatches; Language and Translation

Unit-II

Editing (Text) and Editing (Audio)

Editing Agency Copy; Editing Press release; Editing Audio In-puts: Bytes, News Dispatches and Sound Effects;

Unit-III

News Bulletin and Presenting News.

Compilation of Radio News Bulletins: Hourly Bulletins, Prime Time Bulletins, Headline Bulletins; News Reading/News Anchoring

Unit-IV

Community Radio

History of CRS in India; Structure and Management; Programming and Presentation; CRS as Tool of Development; Evaluation.

Suggested Books.

1. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
2. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
3. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
4. Modern radio Production: Production, Programming and Performance, Hausman
5. Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
6. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
7. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
8. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997

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9. Political Economy of Communication in India, Pradip Ninan Thomas: The Good, the bad and the ugly, Sage, Delhi, 2010

10. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
11. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007
12. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
13. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971

**M.A. (Journalism & Mass Communication)
Semester-III**

(Discipline specific elective course)

**19JMC 311
Government and Public Service Communication**

**Credit:04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Government Communication System From the Colonial Era till the Present

History, Evolution and the Necessity of the Government Communication System: Basic Principles of Government Communication System: Overview, Functioning, Scope and Significance; Growth and Development of Government's Information Machinery Both at the Centre and the State Level.

Unit-II

Government Information System

Role and functions Information Wing: Press Information Bureau, Bureau of outreach, Communication, Publication Division, Photo Division, Registrar of Newspapers for India, New Media Wing, Press Council of India; Broadcasting Wing: Prasar Bharati, AIR, Doordarshan, Electronic Media Monitoring Centre, Community Radio Stations, Broadcasting Acts and Rules.

Unit-III

Media Relations and Understanding Public Service Advertising

Role and Scope; Building Relations with Private Media and Other Information Sources; The Press Information Officers in the Ministry and Government Departments; The RTI Act; Emergence of PSA; Concept, Nature, Role, Objectives, Function; The Uses & Effects of PSA; PSA vs Propaganda.

Unit-IV

Crisis Communication and role of Government

Prevention and Preparation; Role of Government Agencies in Handling of Crisis; Preparing the Communication Plan; Communicating with the Stakeholders; Handling of Media

Suggested Books.

1. AIR - <http://allindiaradio.gov.in/Default.aspx>
2. Directorate of Advertising & Visual Publicity- <http://www.davp.nic.in/>
3. Directorate of Filed Publicity - <http://dfp.nic.in/>
4. Doordarshan – <http://www.ddindia.gov.in/Pages/Home.aspx>
5. Electronic Media Monitoring Centre- <http://emmc.gov.in/Default.aspx>

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6. New Media Wing - <http://mib.nic.in/information/new-media-wing>.
7. PrasarBharati - <http://prasarbharati.gov.in/default.aspx>
8. Press Council of India - <http://presscouncil.nic.in/>
9. Press Information Bureau - <http://pib.nic.in/newsite/mainpage.aspx>
10. Registrar of Newspapers for India - <http://rni.nic.in/>
11. Song and Drama Division - <http://www.mass-communication.in/song-drama-division/>

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M.A. (Journalism & Mass Communication)
Semester –IV

19JMC -401
New Media and Journalism

Credits-04
Maximum Marks: 100
Theory Examination:80
Internal Assessment: 20
Max. Time : 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equalmarks.

Unit I
Introduction to New Media

Introduction: New media - Meaning and characteristics; New Media-Definition, concept and scope; Interactivity and New Media; ICT and media – definition and role; Effect of computer mediated communication; Impact of ICT on mass media; Digitization; Citizen Journalism: Background, Concept and Case Studies; News and types of News, Basics of news writing and news selection, Interviews: type and techniques, Platforms for Citizen Journalism; Introduction to Social Media; Cell phone journalism.

Unit II
Emerging Trends in New Media

New Media and emerging trends; Online broadcasting technologies- webcasting, podcasting, online radio, Video conferencing; New media art- installation art, digital art.; Animation – Concept and techniques. Old vs new media; The new media landscape; The changing mass media audience and the emergence of social networking (blogs, Facebook, YouTube, twitter, Instagram); the concept of active audience.

Unit III
New Media Technology and Regulation

Media convergence; Telecommunication- 3G, 4G; E-Governance; Innovations in E-Governance; Mobile adaptation and new generation telephony by media; Benefits and impact of e-commerce: Mobile Commerce Introduction, Electronic Payment Systems: Introduction, Types of Electronic Payment Systems Credit Card, Debit Card, Smart Card, E-Money, E-Wallet, Electronic Fund Transfer; Secure E Commerce, Digital Payment through Adhaar, Bhim App. Ethics and new media. Community Informatics; Open Source Approaches; Activism in Cyber space.

Unit IV
Impact of New Media

ICTs and Gender; ICT and Social in education and development in India. Online media and Social relationship and Identity - Online and Offline; Concepts of virtuality; Ideas of Virtual Space vs Real

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Space; Youth and Social Networking; Ethical issues with Social Networking; Globalization and Emerging Cyber Cultures. Economics and commerce of web enabled media.

Suggested Books

1. New Media by John v. pavlik (Coulmbia UniversityPress,2001)
2. Hand Book of New Media by Lievrouw and Livingston, Sage (StudentEdition)
3. Manovich, Lev. (2001) The Language of New Media. MITPress.
4. Lister Martin. (2009). New Media – A critical Introduction. Routledge.
5. Kahn, R and D Kellner, “New Media and Internet Activism: From The Battle of Seattle to Blogging” *New Media & Society*, Vol. 6, No. 1, 87-95(2004)
6. Why activists cannot afford to neglect the Internet by Arun Mehta from *The Public Domain Sarai Reader 01* (P140-146)
7. Kumar, Keval, Telecommunications and New Media Technology in India: Social and Cultural Implication, Gazette, Volume 54 no 3, pp 267-277,1995
8. Lewis Peter M. and Jones, Susan, “ *From the Margins to the Cutting Edge: Community Media and Empowerment*”, (eds.) (2006) Cresskill, NJ: Hampton, 256pp
9. Feenberg A. and M. Bakardjieva, (2004).”Virtual community: No killer implication” *New Media and Society* Vol 6 (1):37-43.
10. Van Dijk, J. A. G. M. “ *The Network Society : Social Aspects of New Media*”, Sage Publications, 2005
11. Jenkins, H. (2008). *Convergence Cultures: When New and Old Media Technologies Collide*. NYUPress.
12. Shirkey, C. (2009). *Here Comes Everybody: The Power of Organizing Without Organizations*. Penguin.
13. *Fundamentals of Information Technology* By Alex Leon & Mleon, Vikas Publications,
14. *Frontiers of Electronic Commerce*, By- Kalakota, Ravi; Stone, Tom; Whinston, Andrew B, Addison Wesley Publishing Co, Isbn 8178080575 *E-Commerce An Indian Perspective* (Second Edition) By Pt Joseph,S.J.

M.A.(Journalism& Mass Communication)

Semester-IV

19JMC 402

Political Communication and International relations

Credit-04

Maximum Marks:100

Theory Examination:80

Internal Assessment: 20 Max.

Time: 3hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit I

International dimensions of Political Communication.

Globalization of media, transnational news, Ideological promotion and conflict, international relations and propaganda; emergence of third world political communication;

Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Unit II

Introduction to identity politics and its relation to nation-building –

local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns.

Unit: III

Political, Economic and Cultural dimensions of International Communication

Communication and information as a tool of equality and exploitation; International news flow, Imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations.

Unit: IV

UNESCO's efforts in removal of Imbalance in News flow

debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – it's working, success, failure. Issues in international communication – democratization of information flow and media systems – professional standards; information – prompted cultural imperialism – criticisms; violence against media persons - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security.

Textbooks

1. Thussu, DayaKishan (2006). *International Communication: Continuity and Change*, 2nd second. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

References

1. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.
2. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
3. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.
4. Thussu, DayaKishan (2009), *International Communication: A Reader*, Routledge

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M.A.(Journalism& MassCommunication)

Semester-IV

19JMC 403
Rural Reporting and Communication

Credit-04
Maximum Marks:100
Theory Examination:80
Internal Assessment: 20 Max.
Time: 3hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit I

Introduction to Rural Reporting and Communication

Rural Reporting in India and its scope; Current scenario of rural Reporting and communication; Challenges of rural reporting; Major rural Issues in India- agriculture, health & family welfare, environment, education, water and sanitation, population, women empowerment, poverty, unemployment, literacy, slum development, water conservation and harvesting; Rural reporting in context of agriculture; Rural reporting in context of social issues, rural reporting in context of development.

Unit II

Understanding Rural Needs for Communication

Information needs in a rural setting; Use of traditional media for development in rural areas; Problems faced in communication in rural areas; critical appraisal of mainstream media's reportage on rural problems and issues; Rural-urban relations; Development paradoxes; Social & economic development; Rural & urban development; Rural-Urban Divide in India: grass-roots media.

Unit III

Media Organizations in Rural Setting

Rural media organizations: Rural newspapers, Rural radio, Television programmes for Rural India (KrishiDarshan); Effective scripting for rural media; Creation of development messages – language, context, social environment, areas of rural development, health, population, agriculture, campaigns and their evaluation; Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television. Media Technologies and Empowerment of Rural communities: Folk and rural media; special audience programme for rural/tribal audience- women children, industrial workers, youth, students, teachers, phone-in-programmes.

Unit IV

Problems of Rural Society and Role of Rural Reporting

Problems of rural society and role of media in rural development; Writing development messages for rural audience; Problems of rural Journalism; Farm Journals, Improving Media Programme for Agricultural Development. Development support communication: population and family welfare

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health– education and society – environment and development - problems faced in development support communication. Developmental and rural extension agencies: governmental, non-governmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities.

Suggested Readings

1. *National Programmes in Family Planning: Communication in Development Administration*: Bernard Berelson.
2. *A Manual of Development Journalism* (Press Institute of India): Alam Chakraverty.
3. *Rural Communication (A.M.C.)* : Prof . R. Sinha & Gavdi.
4. *Communication & Social Development in India*(sterling) : B. Kupu Swamy.
5. *The Community Newspaper* : Karris & Hocks.
6. *Reporting Agriculture* : William Ward B.
7. *Agricultural Journalism* : Rodney Fox.
8. *India's Changing Villages : Human Factor* : Dubae S.C.
9. *Mass Media & National Development* : Wilbur Schramm.
10. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
11. P. Sainath's People's Archive of *Rural India*
12. *Communication For Development Reinventing Theory and Action* (In 2 volumes) 2009; ISBN 81-7646-667-0; Rs. 1500 (Set) Volume – 1: Understanding Development Communication & Volume – 2: Advanced Development

**M.A. (Journalism & Mass Communication)
Semester-IV**

**19JMC 404
Business Communication**

**Credit:04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit I

Basics of Business Communication

Introduction to Business Communication: Importance and need of business communication; Improving command over spoken and written English, Vocabulary building to encourage the individual to communicate effectively and diplomatically; common errors in business writing.

Unit II

Essential of Business Communication

Basic Forms of Communication, Process of Communication; Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication; Verbal and Non-verbal communication; written communication; Business Communication: Types-upward, downward, vertical and horizontal presentations of reports, Public speaking, and negotiations; Legal aspects of business communication; Business Communication in functional Department; Barriers and gateways in business communication;

Unit III

Writing for Business Communication

Do's and Don't of business writing; Business letter writing: Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders.

Unit IV

Verbal & Non-Verbal Communication

Business Etiquettes and Public Speaking: Business Manners; Body Language Gestures; Email and Net Etiquettes; Etiquette of the Written Word; Etiquettes on the Telephone; Handling Business Meetings; Introducing Characteristic, Model Speeches; Role Play on Selected Topics with Case Analysis and Real Life Experiences.

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Suggested Book

1. Bowman, Joel and Branchaw, Bernadine P. "Business Communication: From Process to Product". 1987. Dryden Press, Chicago

2. Hatch, Richard, "Communicating in Business".1977 Science Research Associates, Chicago.
3. Murphy, Herta A and Peck, Charrles E. "Effective Business Communications". 2nd ed.
4. 1976.Tata McGraw Hill, New Delhi.
5. Pearce, C Gienn etc. "Business Communications: Principles and Applications" 2nd ed. 1988. John Wiley, New York.
6. Treece, Maira, "Successful Business Communications" 3rd ed.
7. 1987. Allyn and Bacon Boston.
8. R.C. Sharma & Krishna Mohan : Business Correspondence & Report Writing (TMH)
9. Reddy, et. al : Essentials of Business Communication (HPH)
10. Rajender Pal &Korla Hari : Business Communication (Sultan C. & Sons)
11. Murphy&Peck : Effective Business Communication (McGraw Hill)
12. L.A. Hill : Letter Writing for Students for English (Oxford university Press)

M.A. (Journalism & Mass Communication)
Semester –IV

19JMC -405
Entrepreneurship and Media
Management

Credits-04
Maximum Marks: 100
Theory Examination:80
Internal Assessment: 20
Max. Time : 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit I
Introduction to Entrepreneurship and Media Management

Defining entrepreneur and entrepreneurship; Entrepreneurship in the Media: The stories of Blog, Radio, TV, Newspaper, Production; **Entrepreneurial Mindset**; Characteristics possessed by entrepreneurs; Understanding the entrepreneurial landscape of the changing media industry; Newspaper ownership patterns in India; Principles of Media Management.

Unit II
Start-ups and Media Organization Structure

Finding opportunity; Conducting research into target market; Competition analysis; Unique value proposition; Pros and cons of different types of startup funding; Startup culture as possible career pathway; Describe the role of Make in India, Startup India, skill India; Organization structure of a news agency; Organizational set up of AIR and Doordarshan;

Unit III
Entrepreneurship Planning & Management

The nuts & bolts of a business plan; Developing entrepreneurial creativity, business know-how; deploying entrepreneurial ideas to become an “entrepreneur” within a larger organization; boosting appeal as an employee. Understanding the professional/financial/legal framework for freelancing & self-employment; Conceiving, developing and pitching an entrepreneurial project;

Unit IV
Entrepreneurship skills & pitching

Understanding the pros and cons of different types of startup funding; Developing a business plan bolstered by rigorous market research and competitive analysis; Constructing and delivering an effective pitch, both individually and within a team environment; Write a case study on Indian entrepreneur.

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Suggested Books

1. Briggs, Mark. Entrepreneurial Journalism: How to build what's next for news. CQ Press, Thousand Oaks, CA, 2012.
2. Jarvis, Jeff. What Would Google Do? Harper Collins, New York, NY, 2009.
3. Grueskin, Bill; Seave, Ava; and Graves, Lucas. The Story So Far: What We Know About the Business of Digital Journalism. Columbia Journalism School, TowCenter, 2011. Available online
4. Osterwalder, Alexander and Pigneur, Yves. Business Model Generation, John Wiley and Sons Inc., Hoboken, NJ 2010.
5. Ries, Eric. The Lean Startup. Crown Business, New York, NY. 2011 Recommended books:
6. Blank, Steven. The Four Steps to the Epiphany: Successful Strategies for Products that Win, Third Edition, Lulu.com. 2006.
7. Christensen, Clayton M. The Innovator's Dilemma. Harper Business, New York, NY, 2000.
8. Deyer, Jeff; Gregersen, Hal; and Christensen, Clayton M. Innovator's DNA: Mastering the five skills of disruptive innovation. Harvard Business School Publishing, Boston, MA, 2011.
9. Doctor, Ken. News economics: twelve new trends that will shape the news you get. St. Martin's Press, New York, NY, 2010.
10. Gillmor, Dan. Mediactive Licensed under Creative Commons, San Francisco, CA, 2010.
11. Kay, Jeff and Quinn, Stephen. Funding Journalism in the Digital Age, Peter Lang Publishing, New York, NY, 2010.
12. Kovach, Bill and Rosenstiel, Tom. The Elements of Journalism, Random House, New York, NY. 2007.
13. Shirky, Clay Here Comes Everybody. The Power of Organizing Without Organization. Penguin Press, New York, NY, 2008.

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**M.A. (Journalism & Mass Communication)
Semester-IV**

19JMC 402P
Practical based JMC 402

Credit: 02
Maximum Marks: 50

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

JMC 402
Compiling investigative news reports in print media
Preparation of investigative news reports in the localities context.

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M.A. (Journalism & Mass Communication)

Semester-IV

19JMC 403P

Practical based JMC 403

Credit: 02

Maximum Marks: 50

Note: The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

JMC 403

Compiling stories based on rural reporting in print media

Covering stories in rural issues of nearby villages.

M.A. (Journalism & Mass Communication)
Semester-II
(Discipline Specific Elective Course)

19JMC 407
Media Industry and Management

Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Media Management: Concept and Perspective; Concept, origin and growth of Media Management; Fundamentals of management; Management School of thoughts

Unit-II

Media Industry: Issues & Challenges; Media industry as manufacturers, Manufacturing Consent, news And content management.; Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts; Changing Ownership patterns

Unit-III

Structure of news media organizations in India; Role responsibilities & Hierarchy; Workflow & Need of Management; Shift Patterns, Circulation & Guidelines

Unit-IV

Media Economics, Strategic Management and Marketing ; Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market force

Suggested Books:

1. Vinita Kohli Khandeka, Indian Media Business, Sage
2. Pradip Ninan Thomas, Political Economy of Communications in India, Sage
3. Lucy Kung, Strategic management in media, SAGE
4. Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
5. Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley-Blackwell
6. John M. Lavine and Daniel B. Wackman, Managing Media Organisations

M.A. (Journalism & Mass Communication)
Semester-II
(Discipline Specific Elective)

19JMC 408
Print Journalism and Production

Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Specialized Reporting

Business/economic; parliamentary Political; Current trends in Newspapers and Magazines with respect to content ; Photographs and Cartoons in Newspapers and Magazines

Unit-II

Trends in Print journalism

Investigative journalism/ Sting operations and related case studies; Impact of Technology on newspapers and Magazines; Ethical debates in print journalism: ownership and control

Unit-III

Production of Newspaper

Principles of Layout and Design: Layout and format, Typography, Copy preparation Design process (size, anatomy, grid, design); Handling text matter (headlines, pictures, advertisements); Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Unit-IV

Technology for Printing

Modern Printing Processes; DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.); Picture Editing and Caption Writing,

Suggested Readings:

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC , New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M.V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarcar, Oxford University Press

**M.A. (Journalism & Mass Communication)
Semester-II
(Discipline Specific Elective)**

**19JMC 409
Film Studies**

**Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.**

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Language of Cinema – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element; Genre and the development of Classical Hollywood Cinema

Unit-II

Film Form and Style; Parallel cinema; Classical cinema, Regional cinema specific context to Haryanvi cinema; German Expressionism and Film Noir; Italian Neorealism; French New Wave

Unit-III

Alternative Visions; Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur- Film Authorship with a special focus on Ray or Kurosawa

Unit-IV

Hindi Cinema; Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalization and Indian Cinema Film Culture

Suggested Books:

- Andre Bazin, —The Ontology of the Photographic Image from his book *What is Cinema Vol. I* Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, —A Dialectic Approach to Film Form from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63

Session 2019-2021

- Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.
- David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
- Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.
- Paul Schraeder–Notes on Film Noirl in John Belton ed. *Movies and Mass Culture*New Brunswick, New Kersey: Rutgers University Press: 1996 pg.153-170
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts &Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
- Richard Dyer–HeavenlyBodies: Film StarsandSocietylin*Film and Theory:An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
- Ideology of Hindi Film by MadhavaPrasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

M.A. (Journalism & Mass Communication)
Semester-II
(Discipline Specific Elective)

19JMC 410
Media, Gender and Human rights

Credit: 04
Maximum Marks: 100
Theory Examination: 80
Internal Assessment: 20
Max. Time: 3 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit-I

Media and the social world; Media impact on individual and society; Democratic; Polity and mass media; Media and Cultural Change; Rural-Urban Divide in India: grass-roots media

Unit-II

Conceptual Frameworks in Gender studies; Feminist Theory; History of Media and Gender debates in India (Case studies);Media and Gender - Theoretical concerns; Media and Masculinity; Media: Power and Contestation

Unit-III

Public Sphere and its critique –Public sphere of the disempowered? Media and Social Difference: class, gender, race etc. Genres – Romance, Television , Soap Opera, Sports Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

Unit-IV

Media and Human Rights; Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Rights Human Rights and Media (Case Studies) Presentation: Representation of Human Rights issues and violations in International and media

Suggested Readings:

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan,2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoosmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 (Pg No. 3-10, 11-34,35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity an transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Asen, Robert &Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press.1-35,

5. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
6. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
7. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
8. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
9. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomas Nelson, 1999. 42-55
10. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010): 20.
11. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
12. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004. 53-61.
13. Bannerjee, Menon & Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010