

(CBCS BASED)

ORDINANCE, REGULATION & SYLLABUS
For
M.A. [J.M.C]



Offered by

NEHRU GRAM BHARATI

(DEEMED TO BE UNIVERSITY),

KOTWA-JAMUNIPUR-DUBAWAL

PRAYAGRAJ-221505

UTTAR PRADESH

Session:

From 2019 – 2020

Preamble

Though Journalism education made its beginnings in the undivided India around early 1940s, the subject has travelled its long journey facing innumerable trials and tribulations. While partition was a setback to its progress, but it soon commenced its onward march. As the country developed economically and started acquiring its station among the new and emerging nations, the need and importance of journalism education began to be realized by media in particular and the academic world in general. Gradually, several Universities in the country instituted courses in journalism at certificate and diploma levels. Rapid expansion in the industry in India has also taken place in a big way several new newspapers and magazines have come into being. Also, electronic media have surged forward. Along with print journalism, radio and television have also started expanding. Advertising industry and public relations corporate have attained added importance. The concept of mass communication has “arrived” in the real sense of the term. Research in the media issues has also started emerging, and social scientists have found media to be a rich field to be explored. Therefore, media and economics, politics, sociology, psychology, management and administration, etc., have received almost instant recognition as important areas of mass communication.

However, the most important and revolutionary changes in mass media, globally speaking have occurred with the arrival of the satellite communication and ushering in of the internet age. Besides, radical transformation brought in printing technology. Aided by computers, the dawn of new media technology have completely altered the mass media scene in the entire world. Marshall McLuhan predicted several years ago, has become a reality. The world has indeed become a ‘global village’ Radio, Television, Newspapers, Magazines, Films, Social Media...everything is available instantly all over the world just for the asking. India is no exception. In fact, among all the developing nations, India’s mass media are perhaps most progressive and can very favorably be compared with the best in the world anywhere.

जेठक सभ भारतीय मानित विश्वविद्यालय, पयागराज के कला संकाय के अन्तर्गत 'पत्रकारिता एवं जनसंचार' स्नातकोत्तर स्तर के पाठ्यक्रम की अध्ययन समिति की बैठक विश्वविद्यालय के शोध केन्द्र, झूठी ताली में दिनांक 21-05-2019 को पूर्वाह्न 11:00 बजे सम्पन्न हुई।

उक्त बैठक में निम्नलिखित सदस्य उपस्थित रहे:

1. प्रोफेसर जताशंकर (संकाय अध्यक्ष) *Jatashankar*
2. डॉ० पृथ्वीनाथ पाण्डेय (विषय-विशेषज्ञ) *Pandey*
3. प्रोफेसर अमर बहादुर सिंह (सदस्य) *Amar Bahadur Singh*
4. श्री पंकज कुमार यादव (सदस्य) *Pankaj Kumar Yadav*
5. डॉ० रज० के० उपाध्याय (सदस्य) *Rajendra K. Upadhyay*
6. डॉ० ज्ञानेश कुमार त्रिवेदी (कॉन्वर्सेर) *Ganesh Kumar Trivedi*

प्रस्ताव (1) पत्रकारिता एवं जनसंचार विभाग के अध्यक्ष ने यह प्रस्ताव रखा कि विश्वविद्यालय अनुदान आयोग के निर्देशानुसार सीबीसीएस (CBCS) कार्यक्रम संचालित करने के लिए पाठ्यक्रम तैयार किये जायें। विभाग की ओर से पाठ्यक्रम विचार विमर्श एवं अनुमोदन हेतु समिति के समक्ष प्रस्तुत है।

समिति ने पाठ्यक्रम को सद्यः अवलोकन एवं विचार विमर्श के उपरान्त सर्वसम्मति से स्वीकृत किया। अन्य विचारणीय विषय न होने के कारण अध्यक्ष के धन्यवाद के साथ बैठक विघटित हुई।

Jatashankar
(अध्यक्ष)

Jatashankar
21.5.19
(अध्यक्षता)

Date - 27th May 2019

The Board of faculty of Arts has been convened by the Dean faculty of Arts N.G.B.V (DU) Prayagraj, on 27th May 2019 at 11:00 a.m in the hall of Research Centre.

The agenda of meet was to discuss the courses for P.G. programmes in accordance with C.B.C.S. System. These courses shall be effective from the session 2019-20. The following members were present:-

Sr. No.	NAME	Department	Signature
1.	Dr. Jata Shankar	Dean Arts.	[Signature]
2.	Dr. Birendra Mani Tripathi	Deptt of Ancient history, Culture & Archaeology	[Signature]
3.	Dr. Chhaya Malviya	Deptt of English	[Signature]
4.	U. S. Rai (S.P.L in)	Dean Commerce	[Signature]
5.	Dr. Ramesh Ch. Mishra	Deptt of Political Science	[Signature]
6.	Dr. Prabuddha Mishra	Deptt of Philosophy	[Signature]
7.	Sanjay Sharma.	Deptt of Education	[Signature]
8.	Dr. Radhe Shyam Ban	Deptt. of Geography	[Signature]
9.	Dr. Ramesh Chandra	Deptt. of History	[Signature]
10.	Dr. Kailash Tripathi	Deptt. of Sanskrit	[Signature]
11.	DR. DEVENARAYAN PATHAK	Deptt of Sanskrit	[Signature]
12.	Dr. Mohan Prasad	Deptt. of Sanskrit	[Signature]
13.	DR. ALOK TRIPATHI	LIS	[Signature]
14.	Dr. Arvind K. Shukla	Dept of Philosophy	[Signature]
15.	Dr. Santosh K. Shukla	Yoga & Philosophy	[Signature]
16.	DR. SAVYASAKHI	Hindi	[Signature]
17.	Saujanya Pandey	Political Sc	[Signature]
18.	Shikha Khare	Home Science	[Signature]
19.	Ashna Parveen	"	[Signature]

Sr. No.	NAME	Department	Signature
20.	Pankaj Kumar Yadav	Journalism & Mass Communication	[Signature]
21.	Jitendra Kumar Sanyal	Department of Sociology	[Signature]
22.	Dr. Gyanesh Kumar Trivedi	Social Work.	[Signature]

Resolution No-1.

The Board considered the proposed courses for P.G. (C.B.C.S.) of different departments & after thorough discussion unanimously resolved that these courses shall be implemented from Session 2019-20.

There was no other issue to be discussed, therefore the meeting ended with a vote of thanks to the chair.

27.5.19

POST GRADUATE -PROGRAMME
ORDINANCES AND REGULATION FOR ALL POST GRADUATE -PROGRAMMES

A. ORDINANCE

1. The Degree of Master of Arts/Science/Social Science/Commerce/Law/Teacher's Education

The Nehru Gram Bharati (Deemed to University) may confer the Degree of Master's Programme on Such candidates who, being eligible for admission to the Post Graduate Degree Programme, have received regular instruction in the prescribed course of study, passed successfully relevant examinations and being otherwise suitable by virtue of their character, have fulfilled such other condition as may be laid down from time to time by the appropriate authorities.

2. The Curriculum and Duration Of Studies

A. (i) The Curriculum of study of the Master Degree shall comprise of courses set out in Annexure B.

(ii) The Departmental Committee shall prescribe the detailed content of various of study, if required before the beginning of each session. The Departmental Committee can make changes in the optional papers/subjects, subjects to the availability of teaching facility/ faculty.

B. The curriculum of study for the Master Degree shall be spread over four Semesters having 80 credits (each semester of 20 credits).

3. Requirement for Admission

A. Registration:

Registration

(i) Candidates of Master Degree shall first be admitted to the first semester upon the reopening of the University after summer vacation every year.

(ii) Subsequent Registration

A candidate, who fails to clear a regular course of study during any of the second, third and fourth semesters may be registered in the appropriate term of any subsequent year to the semester concerned but within such time as enables him, to compete the study of all semester comprising Master Degree Programme within a maximum period of four years from the date of his/her registration for the first semester.

B. Minimum Qualification For Admission

(i) Admission to the Master Degree Programme of study shall be open to those candidates who have passed the 3 Year Graduate Degree Examination of this University or such examination of any other University or Institution after Graduation under 10+2+3 pattern as recognized by the University. Admission shall be made according to merit subject to the fulfillment of eligibility requirement as determined by the University and availability of seats in the Master courses.

C. Conditions of Admission:

(i) No application for registration to the First Semester shall be entertained unless it is accompanied by:

(a) A duly migration of scholastic record of the candidate, commencing from the graduation or equivalent examination.

(b) Original migration of a candidate who has been a regular student in any Institution at any time prior to making application for registration in the Faculty.

(c) Original migration certificate if the candidate is not enrolled in this University or if enrolled, his enrollment has been cancelled. Provided that if a candidate is unable to produce any of the documents other than the marks-sheet of the graduate examination at the time of seeking admission in the concerned Faculty before admission committee, he shall undertake to submit them within one month or within such further period as the University authorities may prescribe; and the admission, if any of such candidate shall until the submission of the aforesaid documents, be deemed to be provisional.

(ii) Candidate shall give also a written undertaking to the effect that:

(a) He/She shall exclusively devote his/her time to the study of courses prescribed for Master Degree and in particular he/she shall not offer any other course leading to a degree of any description whatsoever, nor shall he/she undertake any remunerative work, though with the prior permission of the Faculty, he/she may join certificate or diploma courses in any foreign language.

(b) He/She shall abide by the provision of NGB (DU) Act, Statutes, Ordinances, Regulations and Rules that are framed or may be framed there under and the orders of Officers and authorities of the University and the concerned Faculty from time to time.

4. Fees

The students pursuing Master Degree Programme of study shall have to pay fee as may be prescribed by the University from time to time.

5. The course of study, scheme of examination, result and promotion are covered in the regulation, and are given below.

REGULATIONS

1. Master Degree Programme has been divided in four semesters in two years, this is a full time course study. The odd semester would run between July to December and even semester between January to June. Two consecutive (one odd + one even) semester constitute one academic year.
2. There will be 24 papers /courses in all in the whole programme. Besides, there would also be one course on **Dissertation and Viva-Voce**.
3. The course has 4 components: Core courses, Elective course, Skill Development and Inter-disciplinary course.
4. Each Core course has equal weightage. Each core course will have 100 marks or 4 credits. Elective and Inter-disciplinary course will have 3 credits, whereas Skill Developments course will have 2 credits.
5. The core courses are compulsory to all students in all four semesters. The fourth (Elective course) paper and fifth (Skill Development course) paper will be opted by the students of same Department. However, the sixth (Inter-disciplinary course / University elective course) paper of each semester will be opted by the students of other Departments only.
6. In the beginning of the Semester III, the Department would announce the available specialization group/ course in the Elective Group to the students for the current session. The choice of elective group/course in the semester will be limited to those announced by the Department. Because of infrastructural and Faculty limitations,

the Department may put a cap on the number of students in an elective group/course.

7. Each semester shall have minimum 90 teaching days, exclusion of holidays, admission and examinations.

SCHEME OF EXAMINATION

1. The evaluation scheme of examination consists of two parts: Internal Assessment (IA), Mid Semester Exam (MSE) and End Semester Examination (ESE). Internal assessment includes Assignments, Presentations, Seminars, Quizzes, Case studies, Viva, Unit test, Group activities /Discussion, etc. The internal assessment will contribute 40% and the Semester and examination will contribute 60% to the total marks. This shall apply to both types of examination system i.e., Semester- wise and Choice based credit system (CBCS) based examination.

****Note:** The ratio of internal assessment and semester and examination will be the same as determined by the University.

2. There shall be continuous assessment of the student in each course. The course instructor shall hold a maximum of three and minimum of one internal test /assignment /presentation, etc. The distribution of marks in Internal assessment will be in two parts; 20% (Mid Sem. Exam) and 20% (Assignments/Presentations/Group Discussion etc.)
3. In case of semester examination, there shall be no binding on the number of external paper setters/examiners, though in case of CBCS//CBSS system, generally the course instructor shall be the paper setter and examiner. However, the Core courses comprising “**Dissertation and Viva-Voce** “ and “**Project Work and Viva-Voce**” respectively will be evaluated / examined by Board/s consisting of one external examiner and one internal examiner who shall be the Chairman of the Board. The Dissertation / Project Work and Viva-Voce shall equal weightage and would be judged separately. The remuneration for these courses would be at par with such courses been run in other Department of the University.
4. The duration of the End Semester Examination (ESE) of each course will be 3/2 Hours.

Masters in Journalism and Mass Communication, MA (JMC)

Detailed Division of Papers and Marks as shown in the following Table: Number of Semester - Four (Two Year)

Ist Year

Semester-I (Credit 4+4+4+3+2+3=20)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Credit
1	Principles of Mass Communication	60	40	4
2	Media World: India and Abroad	60	40	4
3	Language Excellency and Media	60	40	4
4	Computer Application or Media and Internet	60	40	3
5	Practical	60	40	2
6	Communication Skill	60	40	3

Semester-II (Credit 4+4+4+3+2+3=20)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Credit
1	Advance Reporting and Editing	60	40	4
2	Web Journalism	60	40	4
3	Media Laws	60	40	4
4.	Media Ethics Or Media Impact	60	40	3
5.	Practical (Portfolio)	60	40	2
6.	Media Literacy	60	40	3

IInd Year
Semester-III (Credit 4+4+4+3+2+3=20)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Credit
1	Electronic Media (Radio and Television)	60	40	4
2	Development Communication	60	40	4
3	Media Research	60	40	4
4.	Public Opinions or Mass Media and Opinion Polls	60	40	3
5.	Practical (Portfolio)	60	40	2
6.	Video Journalism	60	40	3

Semester-IV (Credit 4+4+4+3+2+3=20)

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Credit
1	Visual Communication	60	40	4
2.	Public Relations and Advertising	60	40	4
3.	Dissertation	60	40	4
4.	Apprenticeship & Project Work	60	40	3
5.	Practicals (Advertising & PR)	60	40	2
6.	Photography	60	40	3

Master's in Journalism and Mass Communication (MA-JMC)

(2 YEARS MASTER'S PROGRAMME DIVIDED INTO 4 Semesters)

FIRST YEAR

Semester One

PAPER – I PRINCIPLES OF MASS COMMUNICATION

UNIT-I

- ❖ Nature and Process of Communication
- ❖ Definition, concept, elements, forms, process and functions of communication.
- ❖ Need and significance of communication and effective communication.
- ❖ Changing concept of communication in Indian context.
- ❖ Future trends in communication in reference with new technology.

UNIT – II

- ❖ Models of Communication: Lass well, SMR, Shannon and Weaver, Osgood, Dance Helical, Wilbur Schramm, Newcomb, Mc Lean.

UNIT – III

- ❖ Normative theories of Media: Authoritarian, Personal Influence, Social Responsibility theory, Communist Media theory, Development theory, Democratic Participant theory.

UNIT – IV

- ❖ Theories of Communication: Sociological or Individual Difference, Dependency, Users and Gratification, Agenda Setting, Role of Opinion Leader.

UNIT – V

- ❖ Social responsibility of mass media.
- ❖ Interpretation of theories in Indian context..
Demassification , Demystification ,Decentralization and Convergence.
- ❖ Characteristics and typology of Audiences and Importance of terminology.
- ❖ Limitations of Mass Communication.

Books Recommended :

1. Fiske .J. : Introduction to communication studies.
2. McQuail. Denis : Mass communication theory.
3. Kumar Keval.J. : Mass communication in India.
4. Uma, Narula : Communication Models.
5. डॉ० सुनील कुमार मिश्र : पत्रकारिता एवं जनसंचार आधुनिक विधाएँ।
6. डॉ० रूपचंद गौतम : संचार सं जनसंचार।

PAPER –II World Media: India & Abroad

UNIT- I

- ❖ Origin, History and role and importance of print media, Growth, development & future of Print Media with special Reference to India.

UNIT- II

- ❖ Origin, History, Growth development & future of Radio and TV with Special Reference to India.

UNIT – III

- ❖ Origin, History, Growth, development & future of Internet & cinema with Special Reference to India.

UNIT- IV

- ❖ Origin, History, Growth & future of word media especially of U.S.A., England, Russia, France.

UNIT- V

- ❖ Origin, History, Growth & future of media of Asian Countries with special reference to SAARC Countries. China, Japan.

Books Recommended:

1. J.P. Aluwaliya : International Media.
2. Rao, M.C. : The Press
3. J. Natrajan : History of Indian Press

PAPER –III : Language Excellency and Media

OBJECTIVES

To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.

- To prepare students learn idioms and phrases generally used in both the language for journalistic expressions.
- To develop ability of students to translate from English to Hindi or Hindi to English.

UNIT 1 : Language

- 1.1 Origin, History, growth, development and future of languages in communication with special reference to India.
- 1.2 Difference between spoken words and written words.

UNIT 2 : Languages Used in Media.

- 2.1 Language usage for Print Media.
- 2.2 Language usage for Electronic Media. i.e. for Radio & Television.
- 2.3 Language usage for on-line Media i.e. Internet

UNIT 3 : PARAPHRASING & TRANSLATION

- 3.1 Translation: Definition, meaning and kinds.
- 3.2 Usage of Translation in Media.
- 3.3 Methods of paraphrasing, attribution and quoting.

UNIT 4 : TRANSLATING JOURNALISTIC CONTENT : BUSINESS & SPORTS

- 4.1 Translating at least 5 different news items.
- 4.2 Translating at least one creative writing of about 500 words.

UNIT 5 :

- 4.1 Preparing a list of phrases in Hindi and English used for the same expression.
- 4.2 Translating at least five different news items; including business and sports.

Books Recommended:

1. सुधीश पचौरी : जनसंचार माध्यम भाषा और साहित्य।
2. डॉ० भालानाथ तिवारी : भाषा विज्ञान
3. सुरेश कुमार : अनुवाद सिद्धांत की रूपरेखा
4. शिव नारायण चतुर्वेदी : प्रलेखन प्रारूप

PAPER –IV : COMPUTER APPLICATION IN MEDIA.

UNIT- I : Computer Components and Compatibility

- ❖ Introduction to computer.
- ❖ Definition, classification, types of Computers.
- ❖ Computer Parts and Functions, hardware & Software.
- ❖ Memories, types of memories, storage devices,
- ❖ Application of Computer in Various Fields related to Media.

UNIT-II : Text Formatting and Designing Packages

- ❖ Introduction to operating System MS Windows, MS DOS, Linux
- ❖ Introduction to Text Formatting Software like Quark Express, Page Maker, MS-Word

UNIT-III : Graphics, Sound and video Application

- ❖ **Introduction to Designing, Coral, Photoshop, PageMaker.**
- ❖ Introduction to Multimedia and Animation.
- ❖ Introduction to MS Power Point, presentation manager.
- ❖ Basics of Non-linear Editing.

UNIT-IV :

Assembly of files, software's related sound and video like windows movie maker, VCD Cutter, Sound Forge, Cool Edit, Adobe Premier and Animation software like flash and 3D Studio Max and other latest software.

UNIT-V : Basics of internet

- ❖ Introduction to internet, concept and development.
- ❖ World Wide and on-line Media.
- ❖ Tools and Services on Internet.
- ❖ Browsing the internet.
- ❖ Internet protocols, domain name system, internet function like e-mail, chatting 'searching and downloading information
- ❖ Security issues on internet.
- ❖ Latest development in the field of internet.

Books Recommended :

1. Ravindra Pratap Singh : doorsanchar, drishya - pradisya.
2. Gupta Om : Information Technology in Journalism.
3. Harimohan : Sookna Pradhyogiki aur janmadhyam.
4. Suresh Kumar : Internet Patrakarita.
5. राजेश रंजन : अपना कम्प्यूटर अपनी भाषा में।
6. योगेश पटेल : काम्प्रीहेन्सिव कम्प्यूटर लर्निंग

Or
PAPER –IV: Media and Internet

Basics of internet

- ❖ Introduction to internet, concept and development.
- ❖ World Wide and on-line Media.
- ❖ Tools and Services on Internet.
- ❖ Browsing the internet.
- ❖ Internet protocols, domain name system, internet function like e-mail, chatting 'searching and downloading information
- ❖ Security issues on internet.
- ❖ Latest development in the field of internet.

Books Recommended:

7. Ravindra Pratap Singh : doorsanchar, drishya - pradisya.
8. Gupta Om : Information Technology in Journalism.
9. Harimohan : Soochna Pradhyogiki aur janmadhyam.
10. Suresh Kumar : Internet Patrakarita.
11. राजेश रंजन : अपना कम्प्यूटर अपनी भाषा में।
12. योगेश पटेल : काश्मीरहेन्सिव कम्प्यूटर लर्निंग

PAPER –V : Practical and Viva Voce

- For Practical knowledge to organized educational tour of media organizations.
- To organize group discussion for Skill development.
- To organize expert advise.
- To organize debates in classroom on relevant topics through group communication & intrapersonal communication.
- To present the dissertation by students on different issues.
- Evaluate the knowledge gained by student through Viva-Voce.

**PAPER –VI : Communication Skills
(Not for JMC Students)**

Credit -3

Unit-1: Communication: An Introduction Definition, Nature and Scope of Communication Importance and Purpose of Communication• Process of Communication• Types of Communication

Unit-2: Non-Verbal Communication • Personal Appearance Gestures, Postures, Facial Expression, Eye Contacts, Body Language(Kinesics), Time language, Silence, Tips for Improving Non-Verbal Communication

Unit-3: Effective Communication Essentials of Effective Communication• Communication Techniques• Barriers to Communication

Unit-4: Communication Network in an Organization, Personal Communication• Internal Operational Communication• External Operational Communication

Unit-13: Effective Writing Skills, Elements of Effective Writing (What is Writing?)• The Sentence, Phrases and Clauses• Types of Scripts

Books Recommended :

13. Ravindra Pratap Singh : doorsanchar, drishya - pradisya.
14. Gupta Om : Information Technology in Journalism.
15. Harimohan : Soochna Pradhyogiki aur janmadhyam.
16. Suresh Kumar : Internet Patrakarita.
17. राजेश रंजन : अपना कम्प्यूटर अपनी भाषा में।
18. योगेश पटेल : काश्मीरहेन्सिव कम्प्यूटर लर्निंग

Semester Two

PAPER – I: ADVANCE REPORTING AND EDITING (PRINT MEDIA) **UNIT – I**

- ❖ Meaning, Definition and Concept of News.
- ❖ Identification and development of Sources of News.
- ❖ Elements of News.
- ❖ News value and content.
- ❖ Newsworthiness, qualities and 7 Cs of News.
- ❖ Process of news gathering and their presentation.
- ❖ Basics of reporting.
- ❖ News analysis, Follow up, Interview, feature, articles.
- ❖ Structure of News, Intro, Body, Inverted Pyramid.

UNIT – II

- ❖ Meaning, Definition and Concept of Editing.
- ❖ Reporting- Types and importance.

- ❖ Basics Principles of Editing.
- ❖ Need for Editing.
- ❖ Principles of giving headlines and sub-headlines.
- ❖ Structure of news room of a daily newspaper.
- ❖ Proof reading marks and arranging copy.
- ❖ Different persons Editor, Sub Editor, Reporter, Responsibilities & Qualities.

UNIT – III

- ❖ Reporting- Types & importance.
- ❖ Different area of reporting of Crime, Accident, Education, Cultural , Agriculture and Environment.

UNIT – IV

- ❖ Specialized reporting on issues like Political, Election, Budget, Financial, National Calamities, Court, Parliamentary Reporting, Sports and Games, Science and Technology, Development matters and others, Foreign reporting.

UNIT – V

- ❖ Editing of Press release and agencies copies
- ❖ Types on – line Editing, Editing and page making, adjusting special stories and columns, editing photographs and graphics, Lay-out and make-up.

Books Recommended :

1. K.M. Shrivastav : News Reporting and Editing.
2. Pant N.C. : Mudran ke takniki sidhant.
3. B.N. Ahuja : Editing
4. Rameh Jain : Sampadan Pristha sajja aur mudran.
5. काशीनाथ गोविन्द जोगलेकर : समाचार और संवाददाता ।
6. एम.वी.कामथ : प्रोफेशनल जर्नलिज्म ।

PAPER – II : Web Journalism

UNIT – I

- ❖ An overview of WebJournalism
- ❖ Internet as a Medium of Communication
- ❖ Cyber Space.
- ❖ WWW and other services.
- ❖ Browsers and its types.

UNIT – II

- ❖ Brief history of E-journalism, Online and Web Journalism.
- ❖ Meaning and characteristics of online journalism
- ❖ Benefits of Online Journalism
- ❖ Use of Multimedia in Online Journalism
- ❖ Features of Online Journalism

UNIT- III

- ❖ Approach to Online Journalism
- ❖ Forms of Online Package.
- ❖ Rules for Writing Online
- ❖ Creative Package

UNIT- IV

- ❖ Convergence meaning
- ❖ Effects of Convergence
- ❖ Benefits of Convergence
- ❖ New trends in Media Convergence

UNIT- V

- ❖ Financing Online Journalism
- ❖ Revenue from subscription and Advertising, Subscription Models.
- ❖ Model of Online Advertisement.
- ❖ Ethical Considerations
- ❖ Cyber Law : an Introduction.

Books Recommended :

1. Shyam Nath : Assessing the state of Web Journalism.
2. Hemlata Talesra / M.L. Nagda : Web paged learning.
3. Jagdish Chakravorty : Net Media and Mass Communication.
4. S.K. Bansal : Internet Technologies.

PAPER – III: MEDIA LAWS

UNIT – I

- ❖ Introduction to Media Laws.
- ❖ Basics of Indian constitution and fundamental Rights. Freedom of Speech & expression, limitations.
- ❖ Some case studies related to media laws.
- ❖ Censorship and other legal implications imposed by government on press

UNIT – II

- ❖ Press commission first and second.
- ❖ Press council of India.
- ❖ Acts committees and wage Boards related to Media and working Journalists.

UNIT – III

- ❖ Defamation
- ❖ Contempt of court.
- ❖ Official secrets Act.
- ❖ Press and books Registration Act.
- ❖ Copy right Act, Intellectual Property Right.
- ❖ Cinematography Act.

UNIT – IV

- ❖ Prasar Bharti Act.
- ❖ Right to information.
- ❖ Editorial Ethics.

UNIT – V

- ❖ PR Ethics.
- ❖ Cyber Laws.
- ❖ Cable Television act
- ❖ Other Important laws relevant to media.

Books Recommended :

1. DD. Basu : Law of the Press In India.
2. डॉ० नन्द किशोर त्रिखा : प्रेस विधि
3. ज्ञानेन्द्र रावत : प्रेस प्रहार और प्रतिरोध
4. डॉ० संजीव भनावत : प्रेस कानून

PAPER – IV : Media Ethics

Unit 1

- Introduction to Media Ethics
- Importance of Media Ethics for various Mediums
- Differences between Media Law & Ethics

Unit 2

- Code of conduct for electronic Media
- Code of conduct for print media
- Code of conduct for Radio
- Code of ethics for Advertising

Unit 3

- AIR & DD's code of broadcasting
- concept of Media Freedom
- Importance of various medicines

Or

PAPER – IV : Media Impact

Unit 1 – Media systems and Political Economy of Communication.

Unit 2 – Political Communication, political behavior, strategies and elections.

Unit 3 – Political journalism and Media Effects.

Unit 4 – Digital Democracy

PAPER – V : PRACTICALS (PORTFOLIO)

Students will be required to submit reports on Starred Topics and Formats in the form of a portfolio for Evaluation.

They are also required to be expertise in the art of make a newspaper Front of Page make-up.

- ❖ Language based practical's - Hindi & English.
- ❖ Basic writing Skills.
- ❖ Translation and Transcription.
- ❖ Preparing reports on various events(at least 5)
- ❖ Writing follow – up stories.
- ❖ Column writing on specialized issues.
- ❖ Preparing & conducting interviews of any renowned personality.
- ❖ Editing stories and writing headlines for daily newspaper.
- ❖ Composing and arranging news for different newspapers on Quark Express

- ❖ Editing Photographs, Giving captions also editing various graphics.

PAPER – VI: Media Literacy

Social Media and its impact

Fake News and Views

Doctrine video and Photoshop

7Cs for credible communications

Develop an understanding of the visual message and the truth behind the image--visual literacy.

Develop an understanding of semiotics--the meaning behind media messages.

Develop an understanding of ideology in the context of our media system.

Develop an understanding of the media in terms of its representation of gender and Class

Develop an understanding of our commercial culture.

SECOND YEAR **Semester IIIrd**

PAPER – I : ELECTRONIC MEDIA (RADIO AND TELEVISION)

UNIT – I

- ❖ Introduction to Radio as a mass communication.
- ❖ Radio Broadcasting in Indian Scenario.
- ❖ Radio Programme Production basic equipments, recorder and other Equipments, stages of radio programme production, techniques of radio programme production.
- ❖ Live broadcasting techniques in Radio.
- ❖ Radio and Development Communication.
- ❖ Different radio programme.

UNIT – II

UNIT 2- RADIO & TELEVISION JOURNALISM

- ❖ Structure of Radio News Room & News Studio, Radio News & Current Affairs Programme.
- ❖ Structure and Writing of Radio News Bulletin, Art of News Presentation.
- ❖ FM Radio, Script writing for radio media language.
- ❖ FM Broadcasting techniques.
- ❖ Scope of FM radio in rural and Urban India.
- ❖ FM in Community Service Communication.
- ❖ Community Radio in India.
- ❖ Importance of Feedback in Radio.
- ❖ Style and language employed in FM presentations and other radio channels.

UNIT – III

- ❖ Introduction to Televisions as mass media.
- ❖ Developments in Television Transmission in India.
- ❖ DTH, DTT, Cable TV and satellite broadcasting/Telecast.
- ❖ Television Programme Production basic equipment, cameras, different parts lighting and sound equipment.

UNIT – IV

- ❖ T.V. News Reporting, news presentation, Anchoring and packaging, Script Writing for T.V. and News.

- ❖ T.V. Documentaries - Aim, Formats and Script Writing.
- ❖ T.V. Programmes production, Basic Equipments - Camera, Lightening and Sound Equipment, PTC, Vox pop and Live reporting.
- ❖ Linear Editing, Non-linear editing.
- ❖ Sound Effects and Visual Effects.
- ❖ Usage of Animation techniques and Graphics.

UNIT – V

- ❖ Script writing for different programs
- ❖ The Grammar of visual language.
- ❖ Television production, Pre-production, production and post- production.
- ❖ Organizational structure and characteristics of a television channel.
- ❖ Documentary and film.

Books Recommended :

1. H.R. Luthra : Indian Broadcasting.
2. R.K. Ravindran : Hand book of Radio TV and Broadcast Journalism.
3. PC. Singh : Encyclopedia of Broadcasting Radio, TV
4. Anthony : Writing for Visual Media

PAPER – II : DEVELOPMENT COMMUNICATION

UNIT – I

Development; meaning, concept process and models of development; theories, origin, approaches to development; problems and issues in development; characteristics of developing societies; development dichotomies; gap between development and developing societies.

UNIT – II

Development Communication; meaning, concept, definition, philosophy, process, theories; role of media in development communication; planning and strategies in development communication, social, cultural and economic barriers; development communication policy; action plans, democratization and decentralization of communication services; Panchayati Raj System.

UNIT – III

DEVELOPMENT Support Communication population control and family welfare, health, education, environment; problems faced in development support communication.

UNIT – IV

Development and rural extension agencies; governmental, semi-governmental NGO's ; case studies and experiences in Indian context; need significance of development communication. Democratic decentralization , Agriculture and Rural development, Gandhian view of Development.

UNIT – V

Process and techniques of development communication; elements in process; planning development message; identifying target audience, topic selection, place time and purpose;

developing, structuring , presenting and adopting development through print media, radio, television, internet and other modern communication technologies.

Books Recommended :

1. Dr. Anil Kumar Upadhyay : Vikash evam Vikash Sanchar.
2. Robert Stevenson : Communication Development and Third World.
3. D.R. Mankekar : Filling the Void in the world communication.
4. डॉ० संजीव भनावत : विकास एवं विज्ञान संचार

PAPER III : MEDIA RESEARCH

UNIT – I

- ❖ Research Meaning, concept, Role and Functions.
- ❖ Media Research Need, importance, types and elements of research. Areas of media research.
- ❖ Research Approaches Qualitative and quantitative.

UNIT – II

- ❖ Methods of Research Survey, Content Analysis, Case Study and observation.
- ❖ Sampling Techniques Probability and non-probability.

UNIT – III

- ❖ Tools of Research: Questionnaire, Schedule and Interviews.
- ❖ Types of Data Primary and Secondary Data.

UNIT – IV

- ❖ Coding and Data Analysis Classification and Tabulation of Data.
- ❖ Statistical; Techniques, mean, Mode, Standard Deviations, Correlation, T-test, Chi-square.
- ❖ Scaling Techniques.
- ❖ Interpretation of Results.

UNIT – V

- ❖ Report Writing.
- ❖ Graphical Presentation Histogram, Bar diagram.
- ❖ Pie Charts, Ratings and other info-graphics.
- ❖ Foot notes, index, references and bibliography.
- ❖ Dissertation and preparation of Project Report and Thesis.

Books Recommended :

1. Wilkinson and Bhandarkar : Methodology and techniques of social research
2. Rajendra Mishra : Anushandhan ki Pravidhi aur Prakriya.
3. Uma Joshi : Media Research.
4. Manoj Dayal : Media Shodh.
5. Santosh Gupta : Research Methodology and statical Techniques.

PAPER IV: Public Opinion

Section I: Defining and Measuring Public Opinion

Roots of Public Opinion: Personality, Self-Interest, Values, and History

Knowledge, Interest, and Attention to Politics

Measuring Public Opinion: The Polling Industry, Influences on and of Public Opinion

Effects of Public Opinion on Government, Public Opinion and Democratic Values

Public Opinion and Poverty Attitudes, Public Opinion and Social/Cultural Issues

OR

PAPER IV: Mass Media and Opinion Polls

Media and Opinion Polls : Concepts and Definitions

Public opinion polls, Polls and democracy

Public news consumption and knowledge about news

How to conduct a poll: Questionnaire design

How to conduct a poll: Sampling and interviewing

Analyzing and interpreting poll results

Polls and the media, Learning how to create online surveys

Books Recommended :

1. Wilkinson and Bhandarkar : Methodology and techniques of social research
2. Rajendra Mishra : Anushandhan ki Pravidhi aur Prakriya.
3. Uma Joshi : Media Research.
4. Manoj Dayal : Media Shodh.
5. Santosh Gupta : Research Methodology and Statical Techniques.

PAPER – V : PRACTICALS (PORTFOLIO)

ELECTRONICS MEDIA

- ❖ Radio Jingles for Youth
- ❖ Radio Jingles for Rural Marketing.
- ❖ Preparation of various programmes as assigned for Radio & TV application softwares for programme production.
- ❖ Two minute duration Radio Features.
- ❖ To produce television commercial, Advertisements.
- ❖ Production of a short Documentary film (duration of 15 minutes)

MEDIA RESEARCH

- ❖ Preparation of Research Design for a selected research problem.
- ❖ Prepare Questionnaire/ Schedule and Interview format.
- ❖ Data collection on the basis of research tool development keeping in view the research design using a smaller sample size. Submission and presentation of Report.

PAPER – VI : Video Journalism- Multi disciplinary

Introduction to Television:

- ❖ Cable Television
- ❖ Interactive Television, DTH
- ❖ Electronic Image, Different Video encoding system (PAL, NTSC, SECUM)
- ❖ Video Formats : Analogue and digital
- ❖ DV mini DV and HD Technology
- ❖ Types of Video Cameras, VTR,
- ❖ Video Journalism meaning concept and techniques.
- ❖ Citizen Journalists.

Semester Four

Paper – I: VISUAL COMMUNICATION

UNIT – I

- ❖ Visual communication meaning, definition, concept and philosophy.
- ❖ History, growth and development of visual communication in Indian Context.
- ❖ Need and importance of visual communication.
- ❖ Various application areas of visual communication.
- ❖ Future of visual communication.

UNIT – II

- ❖ Elements of Design.
- ❖ Form and space.
- ❖ Balance and harmony.
- ❖ Theory of colours.
- ❖ Importance of monochrome.

UNIT – III

- ❖ Composition and layout.
- ❖ Geometric shapes and forms.
- ❖ Foreground and Background.
- ❖ Art Appreciation.

UNIT – IV : PRINT

- ❖ Design and layout.
- ❖ (Newspapers, Posters, Magazines, Pamphlets and others.)
- ❖ Photo Researching and photo Editing.
- ❖ Visual enhancements through illustrations.
- ❖ (Cartoons, charts, graphs etc.)
- ❖ Conceiving Logo design, Corporate Identity.
- ❖ Visual Archive.
- ❖ Photography media appreciation.

UNIT – V : THE MOVING IMAGE

- ❖ Persistence of Vision and Application.
- ❖ Visual composition and Aspect Ratios.
- ❖ Use of typography in television (where, what and why?)
- ❖ Relevance of Applied Art in TV and Film Production.
- ❖ Design aspects of Audio Visual Presentations (Power Point, Flash etc)
- ❖ Scripts Writing for Television News.

Books Recommended :

1. H.R. Luthra : Indian Broadcasting.
2. R.K. Ravindran : Hand book of Radio TV and Broadcast Journalism.
3. PC. Singh : Encyclopedia of Broadcasting Radio, TV
4. Anthony : Writing for Visual Media

OR

PAPER – II : ADVERTISING & PUBLIC RELATIONS

UNIT – I

- ❖ DEFINITION, Scope, Concept of Advertising.
- ❖ History, Growth and Development of Advertising in Indian Context.
- ❖ Types of Advertising.
- ❖ The Role of Advertising in Social Change.
- ❖ Role of Advertising in Marketing & Corporate image building.
- ❖ Various Media of Advertising.
- ❖ Study of Appeals , Motivation, needs, attitudes and their use in Advertising creativity.

UNIT-II

- ❖ Media Planning.
- ❖ Layout & Visualization.
- ❖ Copywriting for Print, Radio and Television Advertisement.
- ❖ Advertising Campaign Planning.

- ❖ Advertising Agency and its structure; role and functions.
- ❖ Media Buying Agencies

UNIT-III

- ❖ DEFINITION, Scope and concept of PR
- ❖ History, growth and development of PR in Indian context.
- ❖ Role and Function of PR

UNIT-IV

- ❖ Various types of Publics.
- ❖ Tools of PR for external & Internal Communication.
- ❖ PR in Government central & State , PSU, Private, NGO, and educational Institute.
- ❖ PR Campaign Planning. Crisis Management & PR.

UNIT- V

- ❖ Public Opinion
- ❖ Publicity.
- ❖ Lobbying.
- ❖ Crisis Communication.
- ❖ Media Relations.
- ❖ Financial PR
- ❖ Political PR
- ❖ Business Communication conducting meeting, making business presentation, writing letters, memos, reports, minutes of meetings.

Books Recommended :

1. Wilcox, Denis L : Public Relations
2. Pant N.C. : Janshampark Vigyapan evam Prashar Madhyam.
3. Diwakar Sharma : Public Relations
4. Vijay Kumar : Public Relations in India.
5. डॉ० संजीव भनावत : जनसम्पर्क एवं विज्ञापन

PAPER- III : DISSERTATIONS

Each student will select a Research Topic/Problem out of the following areas in consultation with the concerned faculty member of the department.

1. BROADCASTING
2. PRINT MEDIA
3. DEVELOPMENT SUPPORT COMMUNICATION
4. ON-LINE / CYBER MEDIA
5. MEDIA MANAGEMENT
6. PUBLIC RELATIONS AND ADVERTISING

The Dissertation will be compiled in the following steps on action.

1. Problem selection and definition
2. Objective of the study.
3. Review of Literature based on objectives of the study

4. Research Design Developing Hypothesis Research Methodology adopted for the study and research tools for the collection of the data in accordance with the selected research method
5. Data collection required for the research study ,
6. Coding, Classification and tabulation of data
7. Data analysis using suitable statistical techniques
8. Data Interpretation
9. Result Presentation using Graphics
10. Summary ,Conclusion, and Implications of the Findings
11. Bibliography /Reference

PAPER – IV APPRENTICESHIP & PROJECT WORK

Each Student will go for a minimum 4 to 8 week’s apprenticeship in relevant media organization to be organized by the department. A project report based on the experiences gained by the training from practical work during the apprenticeship will be submitted by the student duly approved and signed by the authority under which the student undergoes the training.

PAPER –V PRACTICALS (Advertising & PR)

- ❖ Copy writing exercises for Print, Radio and Television advertisements.
- ❖ Preparing Ads for Print Radio and Television.
- ❖ Writing and Designing Corporate Literature.
- ❖ Prepare a House Journal. Folder , Leaflets and other materials (Brochure, Pamphlets)
- ❖ Writing Press Releases, Press Notes, Rejoinders, speeches.
- ❖ Organizing an Event including a Mock Press Conference.

PAPER – VI : Photography- Multi disciplinary

Introduction to Digital Photography :

- ❖ Photography : use and advantages
- ❖ Digital Photography, Fashion Photography and Film Photography
- ❖ Digital Basics: Digital Methods of storing and Processing image.
- ❖ Representation of Digital Image, File formats : Image Compression
- ❖ Digital Capture, Digital cameras, Frame Grabber.
- ❖ Scanning an Image and Editing
- ❖ Photo sense, Rule of third, Digital outputs