Objective of the Course:

In an era of information explosion, Journalism and Mass Communication is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfil these goals systematic education of journalism and mass communication has become inevitable. MJMC is a carrier oriented course spread over four semesters (2 years). The objective of MAJMC is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career.

General Rules:

1. The whole programme is divided into four semesters (Two Years). There will be four papers in Ist. IInd and IIIrd semester along with a practical related to the course of each semester. Each paper will carry 100 marks, out of which an external examination will be carrying 50 marks, and internal assessment of 50 marks.

2. There shall be 13 theory papers spread over four semesters i.e. 4 in semester I, II and III semester and I paper in semester-IV. In semester-III among four papers in Course XIV (Semester III) there is option for students to choose any one course i.e. XIV (a) or XIV (b). Course related practical in each semester. The Fourth semester shall be devoted to practical training exercises, dissertation and internship and one theory paper as described in the syllabus details. The examination of each practical shall be held towards the end of each semester. Dissertation and internship practical record shall be held towards the end of fourth semester and each separately will be examined by a board of examiners consisting of one external and one internal examiner.

Note:

1. Admission rules remain the same (minimum 45 % marks in graduation and 5 % less for SC/ST Candidates as per G.O).

2. In MJMC Course –II, Course- IX and Course – XIV (a) are related with New Media Technology so the essential qualification for teaching these courses must be MCA and Post Graduate in Journalism.

Semester-I

Course-I	Communication Concept and Process	M.M.:100(Ext.-50 & Int.-50)
Course-II	Fundamental of Computers	M.M.:100(Ext.-50 & Int.-50)
Course-III	History of Press, Media Laws and Ethics	M.M.:100(Ext.-50 & Int.-50)
Course-IV	Social and Political System of India	M.M.:100(Ext.-50 & Int.-50)
Course-V	Course related practical Viva	Max. Marks: 100 (External)

Semester – II

Course-VI	Development and International Communication	M.M.:100(Ext.-50 & Int.-50)
Course-VII	Iconic Personalities of Media: Post Independence	M.M.:100(Ext.-50 & Int.-50)
Course-VIII	Electronic Media – I (Radio)	M.M.:100(Ext.-50 & Int.-50)
Course-IX	IT and Computer Application in Mass Media	M.M.:100(Ext.-50 & Int.-50)
Course-X	Course related practical Viva	Max. Marks: 100 (External)

Semester-III

Course-XI	Print Journalism – Reporting and Editing	M.M.:100(Ext.-50 & Int.-50)
Course-XII	Electronic Media – II (Television)	M.M.:100(Ext.-50 & Int.-50)
Course-XIII	Advertising and Public Relations	M.M.:100(Ext.-50 & Int.-50)
Course-XIV	Special Paper (any one of the following)	M.M.:100(Ext.-50 & Int.-50)
	(a)Online Journalism	
	(b) Environment Communication	
Course-XV	Course related practical Viva	Max. Marks: 100 (External)

Semester-IV

Course-XVI	Communication Research	M.M.:100(Ext.-50 & Int.-50)
Course-XVIII	Print Media Practical Viva	Max.Marks:100 (External)
Course-XVIII	Electronic Media (Radio & TV) Practical Viva	Max.Marks:100 (External)
Course-XIX	Internship with an agency for 30-45 days	Max.Marks:100 (External)
	(Diary and work records based viva)	
Course- XX	Dissertation Viva	Max.Marks:100 (External)

Semester-I   MM 100 (Ext. 50, Int. 50)
Course-I   *Communication: Concept and Process*

Objective: This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication, Mass Communication and related theories and models of communication.

Unit-I   Introduction to Communication   (12 Hrs.)
   1.   Communication: Concept, Definitions
   2.   Development of Communication
   3.   Elements and process of Communication
   4.   Types of Communication
   5.   Visual Communication

Unit-II   Mass Communication   (12 Hrs.)
   1.   Concept of Mass and Mass Communication
   2.   Nature and Process of Mass Communication
   3.   Functions of Mass Communication
   4.   Channel of Mass Communication
   5.   Organization and Structure of Mass Communication

Unit-III   Models of Communication   (12 Hrs.)
   1.   Aristotle's definition of Rhetoric, Laswell's Model, Berlo's SMCR Model
   2.   Shanon-Weaver Mathematical Model, Westley and Maclean Conceptual Model
   3.   Newcomb's Model, George Gerbner's Model of Communication
   4.   Charles Osgood's Model and Schramm's interactive model
   5.   Dance's Helical Spiral Model

Unit-IV   Ideologies and Theories of Mass Communication   (12 Hrs.)
   1.   Normative Theories of Mass Communication :
       Authoritarian, Libertarian, Social Responsibility & Soviet Media Theory
   2.   Psychological and Sociological theories of communication :
       Cognitive Dissonance, Selective Perception, Cultivation, Uses and Gratification, Agenda Setting Theory
   3.   Critical and Cultural theories : Hegemony, Political Economy and Frankfurt School
   4.   Media Effects : Hypodermic Needle, Two Step / Multi Step Flow
   5.   Populist theories of Media

Unit-V   Media Convergence   (12 Hrs.)
   1.   Conceptual Framework
   2.   Technological Dimension
   3.   Economic Dimension
   4.   Socio - Cultural Dimension
   5.   Implication to Mass Communication

                                                                            (Total Hrs. 60)

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

Books Recommended:
Fiske. J.
     1982: Introduction to Communication Studies, London, Rouledge:
Ravindran, R.K.
     1999: Media and Society, Delhi, Commonwealth Pub.,(1$_{st}$ ed.)
Narula, Uma
     2006: Communication Models, New Delhi, Atlantic Pub.
Narula, Uma
     2006: Hand book of Communication, New Delhi, Atlantic Pub.
Kumar,Keval J.
     2007: Mass Communication in India, Mumbai, Jaico Pub. (3$_{rd}$ edt.)
McQuail,Denis
     2008: Mass Communication Theory, New Delhi, Vistar Pub., (5$_{th}$ edt.)

Semester- I

Course- II   *Fundamentals of Computer*   MM 100 (Ext. 50, Int. 50)

Objective: This course aims to provide the basic knowledge of computer. The aim of this course is to introduce fundamentals of computer and its components. Basic knowledge of Internet and Services of Internet is also given to the students.

Unit-I   Introduction to Computer   **(12 Hrs.)**
1.   Brief History of Computer
2.   Classification of computer
3.   Definitions and characteristics of Computer – Hardware and Software
4.   Relationship between Hardware and Software
5.   Categorization of Software

Unit-II Components of Computer   **(12 Hrs.)**
1.   Input & Output Devices: Meaning and Purpose
2.   Uses of Various Input Devices
3.   Uses of Various Output Devices
4.   Storage Devices
5.   Processing Device

Unit-III Operating System   **(12 Hrs.)**
1.   Introduction to Operating System
2.   Difference between Single user & Multi User Operating System
3.   Brief Introduction of DOS and Windows
4.   Difference between GUI and CUI
5.   Function of Control Panel, Finding Files and Folders

Unit-IV Introduction to M.S. Excel and M.S. Power Point   **(12 Hrs.)**
1.   An overview of M.S. Excel and M.S. Power Point
2.   Creating Charts, Graphs Formatting and Sorting
3.   Tools and Menus of MS Excel and Power Point
4.   Designing and Effective presentation
5.   Using of Animation in Power Point

Unit-V Internet   **(12 Hrs.)**
1.   Brief History of Internet
2.   Services on Internet
3.   Search Engine
4.   Web pages, Websites, Web portals
5.   Advantages and Disadvantages of Internet

                          (Total Hrs. 60)

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on lectures and practical on Computer using regularly the computer lab and internet facilities.

Books Recommended:
Singh, Ravindra Pratap
     2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Publication (1st edt.)
Gupta, Om,Jasra,Ajay S.
     2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)
Harimohan
     2002: Suchna Prodhyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st edt.)
Sharma, GK, Sharma, Hemant
     2002, Suchna Prodhyogiki New Delhi, Atlantic Pub. (1st ed.)
Bansal, S.K.
     2004: Information Technology, New Delhi, APH Publication
Harimohan
     2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxsila Prakashan
Kumar, Suresh
     2004: Internet Patrkarita,New Delhi, Taxsila Prakashan (1st ed)
Ozha, DD/Satya Prakash
     2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication
Sinha,P.K.
     2009:Computer Fundamentals,New Delhi,BPB Publications

C.C.S. University, Meerut,
Revised Uniform Syllabus of M.A.J.M.C. w.e.f. 2021-22
(B.O.S. 06-09-21, AC……..……….)

(For University Department and Colleges)

Semester-I

Course-III   *History of Press, Laws and Ethics*   MM 100 (Ext. 50, Int. 50)

Objective: This course is designed with an aim to provide the knowledge of History of Press, Media Laws and ethics.

Unit –I History of Press   **(12 Hrs.)**
1.   History of Press in World Scenario
2.   History of Press In India
3.   Role of Press in Indian Freedom Struggle
4.   The Press since Independence
5.   Origin, Growth and Development of News Agencies (National and International)

Unit –II History of Regional Press in India   **(12 Hrs.)**
1.   Origin and Development of Regional Language Press in India
2.   Brief History of Gujrati and Marathi Language Press
3.   Brief History of South Indian Press
4.   History of Urdu Language Press
5.   Role of Language Press in Indian Freedom Movement

Unit –III Some Eminent Journalists   **(12 Hrs.)**
1.   Raja Ram Mohan Roy, Bhartendu Harish Chandra
2.   Arbindo Ghosh, B.G. Tilak
3.   Mahatma Gandhi, Makhan Lal Chaturvedi
4.   Ganesh Shanker Vidyarthi, B. R. Ambedkar
5.   Pt. Madan Mohan Malviya, Vishnu Rao
Unit –IV Media Laws   **(12 Hrs.)**
1.   Freedom of Speech and Expression
2.   Press and Registration of Book Act, Official Secret Act, Defamation
3.   Contempt of Court and Legislature, Copy Right Act, RTI-2005
4.   Broadcasting Laws : Prasar Bharti Act, Cable TV Network Regulation Act, Digitations and conditional Access System, Proposed Broadcasting Regulatory Authority of India Act
5.   Cinematography Act

 Unit-V Media Organization and Ethics   **(12 Hrs.)**
1.   First and Second Press Commission of India, Press Council of India
2.   Broadcasting Regulatory Bodies: TRAI, BRAI, IBF
3.   Media Associations and Organizations: INS, Editors Guild, IFWJ, NDJ (I), DU, NBA, BEA etc.
4.   Committees Related To Media: Chanda Committee , Nayyar Committee, Verghese Committee, Joshi Committee
5.   Media ethics
                                                                                                                  (Total Hrs. 60)
Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on lectures, Workshops, Discussions and Practical exercises, on the spot speaking and writing exercises.
Books Recommended:
Rao, M.C.
        1974,The Press, New Delhi, National Book
Trust Natrajan, J.
        2000, History of Indian Press, New Delhi, Publication Division, Govt. of
India Basu. D.D.
        2005, Law of the Press in India, New Delhi, Prentice Hall of India

C.C.S. University, Meerut,
Revised Uniform Syllabus of M.A.J.M.C. w.e.f. 2021-22
(B.O.S. 06-09-21, AC……..……….)

(For University Department and Colleges)

Semester-I

Course-IV   *Social and Political System of India*   MM 100 (Ext. 50, Int. 50)

Objective: Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. The study of this course will help the students to understand the relationship of groups their attitudes, basic features of Indian political system and economy also.

Unit- I Society   **(12 Hrs.)**
1.   Society : Concept and Definition
2.   Social Institutions, Family, Community, Social Groups,
3.   Social change: Concept, Process, types and agents/factors
4.   Types of Society and Communication: Ancient, Recent Past & Present
5.   Social Issues and Mass Media : Human Rights, Consumerism, women Empowerment

Unit-II Culture   **(12 Hrs.)**
1.   Culture: Concept and Definition
2.   Culture, Tradition and Values
3.   Various aspects of Indian Culture
4.   Individualism and Collectivism
5.   Intercultural Communication

Unit-III Media and Society   **(12 Hrs.)**
1   Media Audiences
2.   Media Reach
3.   Media Access
4.   Community Participation
5.   Media Impact on Indian Society

Unit-IV Indian Constitution   **(12 Hrs.)**
1   Indian Constitution: salient features, Fundamental Rights, Directive Principles of States
2.   Central-State Relations
3.   Parliamentary and Legislative System of India
4.   Indian Judiciary System
5.   Specific features of Indian Political System

Unit-V Indian Economy   **(12 Hrs.)**
1.   Basic Features of Indian Economy
2.   Basic Economic terms: Per Capita Income, GDP, Budget, Inflation,
3.   Economic Planning In India
4.   Liberalization, Privatization and Globalization
5.   Stock Market, Devaluation FDI Etc   **(Total Hrs. 60)**

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on- Lectures, PowerPoint presentations, Discussion of recent issues, participation in discussions and seminars. Participatory interaction will be encouraged on the understanding of issues.

Books Recommended:
Ravindran, R.K.
         1999: Media and Society, New Delhi, Common Wealth Publication, (1st
edt.) Campbell, Richard
         2000: Media And Culture,New York, Bedford Publication, (IInd
edt.) Singh,J.K.
         2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st
edt.) Sharma, R.S.
         2002: Material Culture and Social Formation in Ancient India, New Delhi (1st
edt.) Dutt and Sundram,
          2004, Indian Economy, New Delhi, S.Chand
Publication Prabhakar, Manohar/Bhanawat Sanjeev
         2004: Human Right and Media ,Jaipur, University Book House (P) Ltd (1st
edt.) Kumar, Kavel J.
         2007: Mass Communication in India ,Delhi, Jaico Publication House (IIIrd
edt.) Basu, D.D.
         2013,Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths Inda

Semester-I

Course-V   _**Course Related Practical Viva**_   MM: 100 (Only External)

Practical shall be related to courses of the semester.

Semester-II

Course-VI   *Development and International Communication*   MM 100 (Ext. 50, Int. 50)

Objective: This course is designed to familiarize the students with the Role of Communication in development and international level. The study of this course will help the students to understand Development communication, International Organizations, Information Flow and Imbalance etc.

Unit-I Development   **(12 Hrs.)**
1.   Concept, Definition of Development
2.   Measurement of Development
3.   Characteristics of Developing and Developed Countries
4.   Theories and Paradigms of Development
5.   Problems of Underdevelopment.

Unit-II Development Communication   **(12 Hrs.)**
1.   Development Communication : Concept, Roles and Definition
2.   Philosophy of Development Communication
3.   Approaches and Models of Development Communications
4.   Development Support Communication
5.   Planning and Strategies in Development

Unit-III Role of Media in Development Communication   **(12 Hrs.)**
1.   Media and Development Communication
2.   Community and Alternative Media
3.   Sources for Development stories
4.   Different Types of Development Stories: News, Features and Reports
5.   Developmental issues in India

Unit-IV International Communication   **(12 Hrs.)**
1.   International Communication : Meaning and Scope
2.   International Information Agencies
3.   Role of Media in creating International Opinion / Propaganda
4.   New World and Information Order
5.   International Organizations : UNO, SAARC, ASEAN, NATO, NAM

Unit-V International Information Flow   **(12 Hrs.)**
1.   Historical Dimension of International Information Flow
2.   Concept of Imbalance in Information Flow : MacBride Commission Report
3.   Contemporary Trends in Media and International Relations : Terrorism, Human Rights
4.   Globalization of News and Cultural Products
5.   India and UNO

                                                                                                        Total Hrs. 60)

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on- Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on various agencies of media will be an essential part. Seminars and tutorial working on different aspects will be undertaken in teaching.

Books Recommended:
Mankekar, D.R.
          1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi,
IIMC Mankekar, D.R.
          1979:Media and Third World, New Delhi,
IIMC Boyd-Barett, J.O.
          1981: News Agencies: Fresh Perspectives, New Directions', Media Asia, Vol. 8, No.4
Stevenson I. Robert
          1988: Communication, development and third world, New York, Longman Inc.
UNESCO
          1988: 'Communication and Society- A Documentary History of NWICO', Paris
Macbride Commission Report
           1989: 'Many Voices, One World',
Paris Melkote, Srinivas R.

          2001, Communication for Development in the Third World : Theory and Practice, New Delhi, Sage Tiwari, I.P.
          2001, Communication Technology and Development, New Delhi, Publication Division, Govt. of India

C.C.S. University, Meerut,
Revised Uniform Syllabus of M.A.J.M.C. w.e.f. 2021-22
(B.O.S. 06-09-21, AC……..…….……)

(For University Department and Colleges)

Semester-II

Course-VII : <u>Iconic Personalities of Media : Post Independence</u>

MM 100 (Ext. 50, Int. 50)

Objective: This course aims to familiarize and provide knowledge about the Iconic personalities of Indian Media and introduce to the changes that came in Indian Journalism after Independence.

Unit –I **Iconic Personalities of Indian Media**

- Pt. Deendayal Upadhyaya
- Bhanu Pratap Shukl
- Ram Bhadur Rai
- Narandra Mohan
- Shashi Shekhar
- Atul Maheswari
- Chorama Swami
- S.Guru Murti
- Main contributors of Regional Journalism.

Unit- II – **Changing Role of journalism after independence.**

1. Role and Responsibilities of Journalist in new India after Independence.
2. Development through Journalism.
3. Economic and Social changes through journalism.
4. Development of Regional Journalism.

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars, Practical exercises of News Reporting will be encouraged and will be essential part of teaching pedagogy.

Course-VIII   *Electronic Media-I (Radio)*   MM 100 (Ext. 50, Int. 50)

Objective: This course is designed to introduce the History and Development of Radio. The study of this course will help the students to understand the nature and types of Radio Programs, Radio News and Radio Programme Production.

Unit-I   Radio: an Introduction   (12 Hrs.)
1.   History and Growth of Radio Broadcasting
2.   Radio Frequencies : SW, MW, FM Transmission
3.   Types of Radio : AM, FM, CR, Hem, Internet Radio
4.   Evolution and Growth of Radio in India : Public Service Broadcasting, Functioning of Channels, Community
      Radio, Management of Community Radio, Educational Radio : Gyanwani and other Channels)
5.   Organizational structure of AIR

Unit-II   Nature and Types of Programmes   (12 Hrs.)
1.   Spoken words, Music
2.   Specific Audience Programmes
3.   Radio Feature, Radio Drama, Talk
4.   Radio Bridge, Magazine Programmes, R-jing, Phone-in Programmes
5.   Language of Radio Programmes

Unit-III   Radio News   (12 Hrs.)
1.   Sources of Radio News
2.   Radio News Organization
3.   Compiling of Radio News Bulletin
4.   Techniques of Editing & compilation
5.   News based Programmes: News Reel, Discussions, Interview, Current Affairs,
      Commentary, Radio News Magazines, News Feature, Sound Bytes and Dispatches

Unit-IV   Announcing and presentation   (12 Hrs.)
1.   Pronunciation
2.   Modulation of sound
3.   News Reading
4.   Anchoring
5.   Announcing

Unit-V   Radio Programme Formats and Production   (12 Hrs.)
1.   Fiction and Non Fiction Programmes
2.   Entertainment Programmes
3.   Pre production
4.   Production
5.   Post Production   **(Total Hrs. 60)**

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on- Lectures, audio and PowerPoint presentations, Workshops. Discussion on recent issues and practicals on computer use in Audio lab and Internet service will be used.

Books Recommended:

Luthra, HR
        1986: Indian Broadcasting, New Delhi, Publication Division,Govt. of India
Singh, P
        1998: Broadcast Journalism, New Delhi, Anmol Publication (1st edt.) Ravindran,
RK
        1999: Handbook of Radio TV and Broadcast Journalim, New Delhi, Anmol Publication (1st edt.) Bhatnagar, Rajeev
        2001: Print Media and Broadcast Journalism, Delhi, Indian Publication, (1st edt.) Gupta, OM
        2002: Prasaran aur Photo Patrakarita, New Delhi, Kanishka Publication Singh, PC
        2005: Encyclopedia of Broadcasting TV and Radio, New Delhi, Anmol Publication (1st edit.) Boyd, Andrew
        2007: Broadcast Journalism (techniques of radio and television news), N. Delhi, Focal Press, (5th edt.) Mehra, Ramesh
        2007: Media aur Prasaran, New Delhi, Sharma,
Kaushal
        2007: Radio Prasaran, New Delhi, Pratibha Publication
Katheria, Naresh
        2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakashan
Kumar, Prashant
        2015, Bharat Mein Radio Prasaran, New Delhi, A. R. Publication

Course- IX   *IT and Computer Application in Mass Media*   MM 100 (Ext. 50, Int. 50)

Objective: This course aims to provide introduction to IT and computer and their application in Mass Media. This course also imparts the knowledge of Computer Networks and Social Networking Sites.

Unit-I Information Technology   **(12 Hrs.)**
1.   IT: Concept, Definition
2.   Information Technology: Uses & Characteristics
3.   Scope and limitations of IT
4.   Introduction to Multimedia: Components of Multimedia, Multimedia devices
5.   Advantage of using multimedia

Unit-II DTP Software's   **(12 Hrs.)**
1.   DTP: Meaning and Scope
2.   Introduction to PageMaker, Photoshop, CorelDraw
3   QuarkXPress
4.   InDesign
5.   To Prepare pages of Newspapers and Magazines

Unit-III Data Communications and Computer Networks   **(12 Hrs.)**
1.   Basic elements of communication system
2.   Data Transmissions Modes and Data Transmission Media
3.   Types of Networks: LAN,WAN, MAN
4.   MODEM
5.   Data Transmission Services

Unit-IV Interactive Communication: **(12 Hrs.)**
1.   Satellite Communication
2.   Types of Satellite
3.   Net working
4.   Intranet
5   Conferencing

Unit-V Social Networking Sites   **(12 Hrs.)**
1.   Social Networking Sites: Introduction, Functions
2.   Facebook, LinkedIn, Twitter
3   Application Like Whatsapp, Fliker
4.   Merits and Demerits Social Networking Sites

                                                                         (Total Hrs. 60)
Recent Articles: Every year two recent articles related to contents will be prescribed
Pedagogy: Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

Books Recommended:
Ravindra Pratap
        2001: <u>Doorsanchar, Drashya,Paidrashya</u>, Allahabad, Achariya Pub. (1$_{st}$ edt.) Singh, Sharma, GK, Sharma, Hemant
        2002, <u>Suchna Prodhyogiki</u> New Delhi, Atlantic Pub. (1$_{st}$ ed.)
Harimohan
        2002: <u>Suchna Prodhyogiki Aur Jan Madhyam</u>, New Delhi, Taxsila Prakashan (1$_{st}$ edt.)
Gupta, Om,Jasra,Ajay S.
        2002; <u>Information Technology in Journalism</u>, N. Delhi, Kanishka Pub. (1$_{st}$ edt.)
Bansal, S.K.
        2004: <u>Information Technology</u>, New Delhi, APH Pub.
Kumar, Suresh
        2004: <u>Internet Patrkarita</u>,New Delhi Taxsila Prakashan (1st ed)
Harimohan
        2004: <u>Soochna Kranti aur Vishva Bhasha Hindi</u>, Delhi, Taxsila Prakashan
Ozha, DD/Satya Prakas
        2007: <u>Doorsanchar Evam Praudyogiki</u>, Delhi, Gyan Ganga Pub.
Verma, Deepika
        2015 : <u>The Era of New Media</u>, New Delhi, A.R. Publication

Semester-II

Course-X   *Course Related Practical Viva*   MM: 100 (Only External)

Practical shall be related to courses of the semester

MM 100 (Ext. 50, Int. 50)

Course-XI   *Print Journalism - (Editing and Layout)*

Objective: This course aims to provide knowledge of Editing and Layout of Print Journalism. Other Aim of this course is to introduce Newspaper Organization, Copy Editing, Photo Journalism, Page layout and design etc. which are essential components of print journalism.

Unit-I   News, Newspaper Organization: An Introduction   **(12 Hrs.)**
    1.   Definition and Elements of News
    2.   Types of News and News Sources
    3.   Different Departments of Newspaper
    4.   Role and Responsibilities of editor
    5.   News Editor ,Chief Sub-Editor ,Sub-Editor
Unit-II   News Reporting   **(12 Hrs.)**
    1.   Scopes and areas of Reporting
    2.   General Reporting (Crime reporting, local-self-government and civic affairs, meeting, speeches) and Specialized Reporting (Parliamentary Reporting, Court Reporting, business reporting, sports reporting)
    3.   Planning for news gathering and follow up
    4.   Relation Between Field and Desk
Unit-III   **Organizing copy & Copy editing**   **(12 Hrs.)**
    1.   Planning ,News Flow
    2.   Selection
    3.   Intro ,Headlines
    4.   Rewriting and Editing tools
    5.   Graphics and Cartoons
Unit-IV   **Photo Journalism**   **(12 Hrs.)**
    1.   Organizing Photographs
    2.   Selection Photographs
    3.   Photo Cropping
    4.   Caption Writing
    5.   Photo Features
Unit-V   **Page layout and Design**   **(12 Hrs.)**
    1.   Principles
    2.   Planning the Layout of Front Page
    3.   Local page, Edit Page
    4.   Business Page
    5.   Sports Page

(Total Hrs. 60)

Recent Articles: Every year two recent articles related to contents will be prescribed
Pedagogy: Teaching will be based on- Lectures, presentations, Discussions, Seminars, Writing, Workshops, Discussion on recent articles, Students participation in discussions, seminars, practical exercises of News Editing and regular interaction will be encouraged.
Books Recommended:

 Pant, N.C.
        1990: Mudran ke Takniki Sidhant , New Delhi, Taxshila Prakashan (1st edt.)
Chaturvedi,Prem Nath
        1991: Samachar Sampadan, Delhi, Uphar Prakashan (2nd edt.)
 Wynford, Hicks
        2000 : Writing for Journalist, London, Routledge
Sharma, ShamSundar
        2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy
Kamath, M.V.
        2001: Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd.
Prabhakar, Manohar/ Bhanavat, Sanjeev
        2002: Sampadan Eavm Mudran Technic Jaipur, Pultizer Insttitute of Comm. Studies (1st edt.)
Harimohan
        2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd edt.)
Jain, Ramesh
        2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1st edt.)

Semester-III

Course-XII *Electronic Media-II (Television)*

MM 100 (Ext. 50, Int. 50)

Objective: This course is designed to introduce the History and Development of Television. The study of this course will help the students to understand the nature and types of television programmes, TV News, Qualities of news anchor and presenter, technologies of Television Programme Production etc.

Unit-I   Television: an Introduction   (12 Hrs.)
1.   Characteristics of Television as a Channel of Mass Communication
2.   History and Development of TV in India : SITE, Terrestrial, Color, DTH, IPTV, TV on Mobile
3.   Contemporary Trends in Indian TV industry : Public Service Broadcasting, Commercial TV Broadcasting, Economics of TV Broadcasting
4.   Private Cable TV Channels : Aajtak, Zee News, ABP News, NDTV
5.   Organizational Structure of DD and TV News Channels
     TV News Room: Input, Output and Assignment Desk,
     TV News Production Desk and its Functions,
     Visual Sources: File Shots, Photos, Graphics

Unit-II   Nature and Types of TV Programmes   (12 Hrs.)
1.   Educational programmes , News based programmes
2.   Entertainment programmes, Miscellaneous programmes
3.   Commentary, Documentary
4.   Script writing
5.   Flour Plan and Cues and Command

Unit-III   Television News   (12 Hrs.)
1.   Reporting
2.   Sources of News
3.   News writing
4.   Types of News bulletin
5.   News Dispatches

Unit-IV   Anchoring and Presentation   (12 Hrs.)
1.   Pronunciation
2.   Body Language
3.   Art of Anchoring
4.   News Reading
5.   Art of Interview

Unit-V   Production of TV Programmes   (12 Hrs.)
1.   Pre production
2.   Production
3.   Post production
4.   Basic Shots
5.   Importance of Light and Audio

(Total Hrs. 60)

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on- Lectures, PowerPoint presentations, Post Production, Workshops, Discussion on recent programmes. Practicals on computer using Audio-Visual lab, Studio exercises will be undertaken.

Books Recommended:

Ravindran, R.K.
       1999 : Hand Book of Radio T.V and Broadcast Journalism, New Delhi,Anmol Publication
Mishra, Chandra Prakash
       2003: Media Lekhan, New Delhi, Sanjag Publication
Sinha, P.C
       2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication
Firoz, Mohd
       2005: Television in India, Delhi, Sage Publication
Todorovic, Aleksendar Louis
       2006: Television Technology, New Delhi, Focal Press
Friedmann, Anthony
       2007 : Writing for Visual Media, New Delhi, Focal Press

Boyd, Andrew
>   2007: <u>Broadcast Journalism (Techniques of Radio and Television News</u>) N. Delhi, Focal press

Blain, Brown
>   2008 : <u>Motion Picture and Video Lighting</u>, London, Focal Press

Ivan, Cury
>   2011: <u>Directing and producing for Television</u>, London, Focal Press

Singh Mahaveer
>   2014: <u>Doordarshan Live,</u> Delhi, Shilpyan Prakashan

Singh, Mahaveer
>   2014: <u>Doordarshan Madhyam Evam Takniki,</u> Delhi, Shilpyan Prakashan

Course-XIII	*Advertising and Public Relations*	
		MM: 100 (Ext. 50, Int. 50)

Objective: This course is designed to introduce to students the fundamentals of Advertising and Public Relations. The study of this course will help the students to understand the Media Planning for Advertising, Production Techniques of Advertising and skills to develop of Public Relations in different sectors.

Unit-I   Advertising: an Introduction   (12 Hrs.)
1.   Advertising : Concept, Principles, Definitions
2.   Objectives and Classification of Advertising
3.   Media Planning, Media Selection, Media Campaign
4.   Budgeting, Rural Advertising
5.   Social and Economic impact of advertising

Unit-II   Production Techniques   (12 Hrs.)
1.   Copy writing
2.   Visualizing
3.   Layout
4.   Ethics in Advertising
5.   Advertising Agency System in India

Unit-III   Public Relations: An Introduction   (12 Hrs.)
1.   PR: Concepts, Definition
2.   Objectives and Functions of PR
3.   PR Communication and Process
4.   PR Tools and strategies
5.   Ethical and Legal Issues: Paid News, media-net, Special Supplement etc.

Unit-IV   Public Relations in Different Sectors   (12 Hrs.)
1.   PR in Government sector
2.   PR in Public, Private and NGO Sectors
3.   Corporate Communication
4.   PR codes and Professional Bodies
5.   Advertising and PR research-Consumer Research, Feedback and Evaluation

Unit-V   Media Management   (12 Hrs.)
1.   Introduction to Media Management
2.   Ownership of Media Houses : Pattern
3.   Marketing of Media Organization
4.   Revenue Generated strategy
5.   Budgeting and Finance

Recent Articles: Every year two recent articles related to contents will be prescribed   **(Total Hrs. 60)**

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on recent select and popular advertisements. Practical exercises related to making advertisements, writing for public relations will be undertaken.

Books Recommended:
Wilcox, Denis L
              1995: Public Relation ,New York ,Harper Collins College Publish
Cutlip, Scott M
              2003: Effective Public Relation, Delhi, Pearson Education (Reprint)
Sharma,S. & Kumar Deepak
              2003:Advertising Planning, implementation & Control,Jaipur, Mangaldeep Publication
Pant,N.C.
              2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication(1st edt.) \
Sharma, Diwakar
              2004: Public Relations, New Delhi, Deep & Deep Publication
Kumar, Vijay
              2005: Public Relation in India, New Delhi Anmol Publication (1st edt.)\
 Kundra, Shipra
              2005: Introduction to Advertising and Public Relation, New Delhi, Anmol Publication (1st edt.)
Kundra Shipra
              2005:Introduction to Advertising and Public Relations, New Delhi, Anmol Publication Pvt. Ltd
Jethwaney Jaishri & Jain Shruti
              2006:Advertising Management, New Delhi, Oxford University Press
Mohan Savita
              2012:Trends in Advertising Management, New Delhi, Enkay Pub. Hansa

Semester-III

Course-XIV   **Special Paper (any one of the following)**   MM 100 (Ext. 50, Int. 50)

    (a) Online Journalism

    (b) Environment Communication

Course-XIV (a)   *Online Journalism*   MM 100 (Ext. 50, Int. 50)

Objective: This course aims to introduce the fundamentals of online journalism. The study of this course will equip the students to understand the communication technology, internet, e-journalism, cyber media and cyber deviation (crime).

Unit-I   **Internet Journalism**   **(12 Hrs.)**
1.   An overview of Internet Journalism
2.   Internet as a medium of Communication
3.   Cyber Space
4.   WWW and Other Services
5.   Browsers and its Types

Unit-II   **Introduction to Online Journalism**   **(12 Hrs.)**
1.   Brief History of E-journalism
2.   Meaning and Characteristics of Online Journalism
3.   Benefits of Online Journalism
4.   Use of Multimedia in Online Journalism
5.   Features of Online Journalism

Unit-III   **Preparing Online Packages**   **(12 Hrs.)**
2.   Main Considerations
3.   Approach to online journalism
4.   Forms of Online Packages
5.   Rules for Writing Online
6.   Creative Packages

Unit-IV   **Media Convergence**   **(12 Hrs.)**
1.   Meaning
2.   Effects of Convergence
3.   VOIP
4.   Benefits of Convergence
5.   New Trends in Media Convergence

Unit-V   **Revenue, Ethics and Law**   **(12 Hrs.)**
1.   Financing online Journalism
2.   Revenue from Subscription and Advertising, Subscription Models
3.   Modes of Online Advertising
4.   Ethical Considerations
5.   Cyber Laws

                                                                                                                          (Total Hrs. 60)

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on- Lectures, presentations, Discussions, Seminars, Discussion on recent articles. This will be supplemented with on using computer lab, internet services.

Books Recommended:
Bansal,S.K.
          2002: Internet Technologies, New Delhi, APH Pub.
Nagpur, Wadhwa
          2002: Law of Press , New Delhi, Wadhwa Sales Corporation,(4th edt.)
Nath, Shyam
          2002 : Assessing the State of Web Journalism, New Delhi, Author Press
Ahmad, Tabraj
           2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
Menon, Shailja
          2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
Talesra, Hemlata/Nagda, M.L.
          2003 : Web Paged Learning, Delhi, Authors Press
Chakravarthy, Jagdish
          2004 : Net, Media and the Mass Communication, New Delhi, Author Press
Ray, Tapas
          2009: Online Journalism:A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.
Verma, Deepika
          2015 : The Era of New Media, New Delhi, A. R. Publication

MM 100 (Ext. 50, Int. 50)

Semester-III

Course-XIV(b)   *Environment Communication*

Objective: This course aims to familiarize and provide knowledge of Environment and its different aspects. Role and importance of national and international organizations in environmental protection and environmental laws are also specific features of this course.

Unit-I Environment   **(12 Hrs.)**
1. Environment : Concept and Perspectives
2. Environment and society
3. Environment Pollution
4. Relation of Environment with Development, Economy and Health –Brudtland Report
5. Need of Environmental Communication

Unit-II Protection of Environment   **(12 Hrs.)**
1. India's National Environmental Policy
2. Ministry of Environment and Forest Govt. of India
3. Department of Environment Uttar Pradesh
4. Environmental Laws
5. Traditional Practice and Modern ways to Protect Environment, Public Awareness

Unit-III International Issues of Environment   **(12 Hrs.)**
1. Global Warming
2. Green House Gas Emissions
3. Earth Summits
4. Developed vs. Developing Nations
5. Role of United Nations Organizations in Environment Protection

Unit-IV Clean River Campaign and Waste Management   **(12 Hrs.)**
1. National Mission for Clean Ganga
2. Yamuna Action Plan
3. Waste Management : Problems and Solutions
4. Hazardous Waste : Scale and Problems
5. World Water Situation and conflict

Unit-V Environmental Movements in India   **(12 Hrs.)**
1. Chipko Movement
2. The Silent Valley Project
3. Appiko Movement, Jungle Bachao Andolan
4. Narmada Bachao Andolan, Tehri Dam Project
5. Bhopal Gas Tragedy   **(Total Hrs. 60)**

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Students participation in discussions and seminars, Practical exercises of Environmental Reporting and writing will be encouraged and will be essential part of teaching pedagogy.

Books Recommended:
R. Rajagopalan
      2005: Environmental Studies "From Crisis to Cure" , New Delhi, Oxford Press
Abraham, Raimola
      2010 : Journalism and Environment News, New Delhi, Kanishka Publication

Semester-III

Course-XV   *Course Related Practical Viva*   MM: 100 (Only External)

Practical shall be related to courses of the semester.

Course-XVI   <u>*Communication Research*</u>   MM 100 (Ext. 50, Int. 50)

Objective: This course is designed to introduce the fundamentals, nature, scope and areas of communication research. Study of this course will equip the students to understand the process of communication research, methods of data collections, data analysis and report writing as well.

Unit –I Introduction to Communication Research   **(12 Hrs.)**
1.   Concept of Research: Meaning and Definition
2.   Importance of Media Research
3.   Areas of Media Research: Source analysis Channel analysis
4.   Message analysis, audience analysis,
5.   Feedback analysis

Unit –II Design and Process of Communication Research   **(12 Hrs.)**
1.   Basic Steps in Research: Formulation of Problems, Review of Literature, Use of concepts
2.   Research Design: Expletory, Descriptive, Experimental
3.   Participatory Research
4.   Participatory Learning and Action
5.   Theory and Empirical Research

Unit-III Sampling and Data Collection Techniques   **(12 Hrs.)**
1.   Sampling
2.   Types of Data: Primary, Secondary and Tertiary
3.   Basic Methods of Data Collection: Survey, Observation
4.   Basic Techniques: Interview, Schedule, Questionnaire
5.   Case Studies and Content Analysis

Unit-IV Data Analysis and Report Writing   **(12 Hrs.)**
1.   Data Analysis: Meaning, Process and Purpose
2.   Tabulation-Basic Steps and Elements
3.   Graphic Presentation-Histogram, Frequency Curve, Cumulative Frequency Curve
4.   Basic statistical concepts-Averages, Deviations and Variations
5.   Interpretation and Report writing

Unit-V Ethics in Communication Research   **(12 Hrs.)**
1.   Issues in Communication research
2.   Role of Researcher
3.   Methodological Limitations in Communication Research
4.   Information Technology revolution and Communication Research
5.   Ethical Issues in Communication Research

        (Total Hrs. 60)

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on- Lectures, PowerPoint presentations, Workshops, Discussion on recent articles. Minor Research exercises will be undertaken which will be based on newspapers, magazines, radio programmes, TV Programmes and first hand data.

Books Recommended:
Bhandakar, P.L. & Wilkinson T.S.
        1984: <u>Methodology and Techniques of Social Research,</u> Himalaya Publishing House, Mumbai (4th edt.)
Reffel, Donil
        1998: <u>Analyzing Media Message,</u> London Lawrence Erldaum associates, (1st edt.)
Mishra, Rajendra
        2002: <u>Anushandhan Ki Pravidhi Aur Prakria</u>. New Delhi, Taxshila Publication (1st edt.)
Joshi, Uma
        2002: <u>Media Research</u> , Delhi, Authors Press (1st edt.)
Dayal, Manoj
         2005<u>: Media Shodh</u>, Chandigarh , Haryana Granth Academy
Gupta, Santosh
        2005: <u>Research Methodology and Statistical Techniques</u>. New Delhi, Deep & Deep Publication Pvt. Ltd. (1st edt.)
Syed.M.H
        2006: <u>Research in Mass Media,</u> New Delhi Anmol Publication (1st ed.)
Sharma, Jainarayan
        2007, <u>Research Methodology,</u> New Delhi , Deep & Deep Publication, Pvt. Ltd. (1st edt.)
Leonard, Cargon
        2008,<u>Doing Social Research,</u> New Delhi, Rawat Publication

Semester- IV

Course-XVII

Print Media Practical Viva (External Only)	**Marks**	**Hours of work**
(i) Reporting on political, developmental and social issues, crime, Cultural activities, speeches, seminars, fashion & lifestyles And sports (any five on different subjects)	40	40
(ii) Editing –Political, local, foreign and moffusil copies, including Head lining (5)	30	30
(iii) Production of an 8-page national Newspaper	30	30
Total	100	100

Course-XVIII

Electronic Media Practical (Radio and TV) Viva (External Only)	**Marks**	**Hours of work**
(a) Radio		
(i) Two 40 sec. radio jingles/spots etc.	20	20
(ii) A 10 minute documentary/ talk /discussion on any subject	30	30
(b) TV		
(i) A 30 seconds TV ad (commercial or social)	20	20
(ii) A 5 minute TV programme on a social or consumer issue	30	30
Total	100	100

Course-XIX

Internship   **Marks 100 (External Only)**

A student will be attached for 45 to 60 days with any media agency/organization of his/her special interest. A diary will be prepared of every day which will be certified by agency supervisor. Based on every day's work a file will be prepared separately by the student. The diary and work file (date wise work) will be submitted in the department. On the basis of these a practical-viva voce examination will be held towards the end of the fourth semester by a board of two examiners one internal and external.

Course- XX

Dissertation Viva   **Marks 100 (External Only)**

A student will prepare a dissertation selecting a topic Related any specialization and will submit dissertation report of 15000 to 20000 words following steps of research as prescribed in research course of theory.