



**C.C.S. University, Meerut,
Revised Uniform Syllabus of M.J.M.C. w.e.f. 2015-16**

(B.O.S. 08-10-15, AC.....)

(For University Department and Colleges)

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 fulfill 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 MJMC 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 III 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 held carrying 50 marks, as internal assessment 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 record practical 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.

Ch. Charan Singh University, Meerut,

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(For University Department and Colleges)

(Two Years / Four semesters Programme)

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	Max. Marks: 100 (External)

Semester – II

Course-VI	Development and International Communication	M.M.:100(Ext.-50 & Int.-50)
Course-VII	Print Journalism – I (Reporting)	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	Max. Marks: 100 (External)

Semester-III

Course-XI	Print Journalism – II (Editing & Layout)	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	Max. Marks: 100 (External)

Semester-IV

Course-XVI	Communication Research	M.M.:100(Ext.-50 & Int.-50)
Course-XVIII	Print Media Practical	Max.Marks:100 (External)
Course-XVIII	Electronic Media (Radio & TV) Practical	Max.Marks:100 (External)
Course-XIX	Internship with an agency for 60 days (Diary and work records based viva)	Max.Marks:100 (External)
Course- XX	Dissertation	Max.Marks:100 (External)

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Semester-I

Course-I

Communication: Concept and Process

MM 100 (Ext. 50, Int. 50)

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, Routledge:

Ravindran, R.K.

1999: Media and Society, Delhi, Commonwealth Pub., (1st 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. (3rd ed.)

McQuail, Denis

2008: Mass Communication Theory, New Delhi, Vistar Pub., (5th ed.)

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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 ed.)

Gupta, Om, Jasra, Ajay S.

2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed.)

Harimohan

2002: Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxila Prakashan (1st ed.)

Sharma, GK, Sharma, Hemant

2002, Suchna Prodyogiki 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, Taxila Prakashan

Kumar, Suresh

2004: Internet Patrkarta, New Delhi, Taxila 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

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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 Gujarati 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

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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, (1st 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 (1st edt.)

Basu, D.D.

2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India

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Semester-I

Course-V

Practical

MM: 100

Practical shall be related to courses of the semester

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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.

(For University Department and Colleges)

2006: Outline of Reporting, New Delhi, Anmol Publication (1st edt.)

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Semester-II

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

Ozha, DD/Satya Prakash

2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Pub.
Verma, Deepika
2015 : The Era of New Media, New Delhi, A.R. Publication

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Semester-II

Course-X

Practical

MM: 100

Practical shall be related to courses of the semester

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Semester-III

Course-XI

Print Journalism - II (Editing and Layout)

MM 100 (Ext. 50, Int. 50)

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	Newspaper Organization: An Introduction	(12 Hrs.)
1.	Different Departments of Newspaper	
2.	Role and Responsibilities of editor	
3.	News Editor	
4.	Chief Sub-Editor	
5.	Sub-Editor	
Unit-II	Organizing copy	(12 Hrs.)
1.	Relation Between Field and Desk	
2.	Planning	
3.	News Flow	
4.	Graphics	
5.	Cartoons	
Unit-III	Copy editing	(12 Hrs.)
1.	Selection	
2.	Intro	
3.	Headlines	
4.	Rewriting	
5.	Editing tools	
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 ed.)

Chaturvedi, Prem Nath

1991: Samachar Sampadan, Delhi, Uphar Prakashan (2nd ed.)

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 Institute of Comm. Studies (1st ed.)

Harimohan

2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd ed.)

Jain, Ramesh

2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1st ed.)

Moen, Darylr

2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5th ed.)

Harimohan

2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd ed.)

George, A.Hough

2006: News Writing, Delhi, Kanishka Publishers

Tripathi, RC

2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan

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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 (1st ed.)

Mishra, Chandra Prakash

2003: Media Lekhan, New Delhi, Sanjag Publication (2nd ed.)

Sinha, P.C

2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st ed.)

Firoz, Mohd

2005: Television in India, Delhi, Sage Publication (1st ed.)

Todorovic, Aleksendar Louis

2006: Television Technology, New Delhi, Focal press

Friedmann, Anthony

2007 : Writing for Visual Media, New Delhi, Focal Press (2nd ed.)

Boyd, Andrew

2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th ed.)

Blain, Brown

2008 : Motion Picture and Video Lighting, London, Focal Press

Ivan, Cury

2011: Directing and producing for Television, London, Focal Press

Singh, Mahaveer

2014: Doordarshan Live, Delhi, Shilpyan Prakashan

Singh, Mahaveer

2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

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(For University Department and Colleges)

Semester-III

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 ed.)

Sharma, Diwakar

2004: Public Relations, New Delhi, Deep & Deep Publication

Kumar, Vijay

2005: Public Relation in India, New Delhi Anmol Publication (1st ed.)

Kundra, Shipra

2005: Introduction to Advertising and Public Relation, New Delhi, Anmol Publication (1st ed.)

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

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Semester-III

Course-XIV	Special Paper (any one of the following)	MM 100 (Ext. 50, Int. 50)
	(a) Online Journalism	
	(b) Environment Communication	

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Semester-III

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 ed.)

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

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Semester-III

Course-XIV(b)

Environment Communication

MM 100 (Ext. 50, Int. 50)

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

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Semester-III

Course-XV

Practical

MM: 100

Practical shall be related to courses of the semester

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Semester-IV

Course-XVI

Communication Research

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: Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai (4th edt.)

Reffell, Donil

1998: Analyzing Media Message, London Lawrence Erlbaum associates, (1st edt.)

Mishra, Rajendra

2002: Anushandhan Ki Pravidhi Aur Prakria, New Delhi, Taxshila Publication (1st edt.)

Joshi, Uma

2002: Media Research, Delhi, Authors Press (1st edt.)

Dayal, Manoj

2005: Media Shodh, Chandigarh, Haryana Granth Academy

Gupta, Santosh

2005: Research Methodology and Statistical Techniques, New Delhi, Deep & Deep Publication Pvt. Ltd. (1st edt.)

Syed.M.H

2006: Research in Mass Media, New Delhi Anmol Publication (1st ed.)

Sharma, Jainarayan

2007, Research Methodology, New Delhi, Deep & Deep Publication, Pvt. Ltd. (1st edt.)

Leonard, Cargon

2008, Doing Social Research, New Delhi, Rawat Publication

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Semester- IV

Course-XVII	Print Media Practical	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)	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	Hours of work
		100	200
<p>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.</p>			

Course- XX	Dissertation	Marks	Hours of work
		100	100
<p>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.</p>			