



**Chaudhary Charan Singh University, Meerut,
Revised Uniform Syllabus of MAJMC w.e.f. 2025-26**

(B.O.S.08/05/2025, 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. In this context MAJMC 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 an internal assessment of 50 marks. Each course carries 4 credits.
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-IV the Course-XVI has an elective paper, a). Online Journalism and b). Environmental Communication. The 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. Students can get lateral entry in the second year of this course if they have passed one year P.G. Diploma in Journalism and Mass Communication from any recognized Institution.
2. In MAJMC course there are three value added courses are included: (i) Course-III-History of Press, Media Laws and Ethics, Course-IX -Information Communication Technology (ICT), Course-XI Social and Political System of India.
3. Admission rules remain the same (minimum 40 % marks in graduation and 5 % less for SC/ST Candidates.

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Year	Sem	Course	Paper Name	Credit	Marks:100	
I	I	Course-I	Communication Concept and Process	4	Int:50	Ext:50
		Course-II	Bhartiya Communication Pattern	4	Int:50	Ext:50
		Course-III	History of Press, Media Laws and Ethics (Value Added Course)	4	Int:50	Ext:50
		Course-IV	Print Journalism (Reporting and Editing)	4	Int:50	Ext:50
		Course-V	Course Related Practical-Viva	4	Ext.:(100)	
	II	Course-VI	Development and International Communication	4	Int:50	Ext:50
		Course-VII	Important Occurrences of India and Iconic Personalities of India: Post Independence	4	Int:50	Ext:50
		Course-VIII	Radio	4	Int:50	Ext:50
		Course-IX	Information Communication Technology (ICT) (Value Added Course)	4	Int:50	Ext:50
		Course-X	Course Related Practical-Viva	4	Ext.:(100)	
II	III	Course-XI	Social and Political System of India (Value Added Course)	4	Int:50	Ext:50
		Course-XII	Television and Film Studies	4	Int:50	Ext:50
		Course-XIII	Advertising, PR and Media Management	4	Int:50	Ext:50
		Course-XIV	Communication Research	4	Int:50	Ext:50
		Course-XV	Course Related Practical-Viva	4	Ext.:(100)	
	IV	Course-XVI	a). Online Journalism b). Environmental Communication	4	Int:50	Ext:50
		Course-XVII	Print and Digital Media Practical-Viva	4	Ext.:(100)	
		Course-XVIII	Electronic Media (Radio and TV) Practical-Viva	4	Ext.:(100)	
		Course-XIX	Internship-Viva	4	Ext.:(100)	
		Course-XX	Dissertation-Viva	4	Ext.:(100)	

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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	



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(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, Roulledge:
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

Bhartiya Communication Pattern

MM 100 (Ext. 50, Int. 50)

Unit - 1 – Pioneer Communicators of Ancient Bharat: - Various communicators of Bharat, Different aspects of communication of Bhartiya communicators, Masters of communication - Shri Ram, Shri Hanuman, Shri Krishn, Sanjay, Gautam Buddha, Mahaveera & Female communicators of Bharat., Principles of Hanuman's communication, prominent pillars of Bhartiya communication system, Panini's role in communication.

Unit – 2 - Communication in Vedas, Up Nishads and epics: - Importance of Samvad (dialogues), analogies and metaphors in communication, Significance of Vedas and Upanishads, Epics – Role of the Ramayana and the Mahabharata in Bhartiya communication.

Unit-3 Bhartiya Communication Theories and models. Sadharikaran model of Communication (SML), Spiritual Communication Model, Olfactory Communication Model, Ashoka Linear Model of Communication

Unit – 4 – Shruti and Smriti Parampara of Bharat and Languages: - Key aspects of Shruti and Smriti Parampara, Sanskrit and other regional languages as important communication language, Different kinds of Literature of Bharat, Guru – Shishya Parampara of Bharat and communication through it.

Unit – 5- Communication in various fields:- Governance and administrative communication in ancient Bharat, Bhartiya communication in education and healthcare sectors, Importance of mantras, chants and rituals as communicative tools, communication in trade and commerce of ancient Bharat, Ancient Bharat communication and modern India.

Reading Suggestions: -

- Kumar Prashant , Yadav Beenum (2024) Bhartiya Communication Patterns : Basic Foundation of Communication. Vina Prakashan, Lucknow.
- Kapoor Kapil , Singh Kumar Awadhesh, (2005) . Indian Knowledge Systems: Vol. 2, D.K, Print world (P) Ltd.
- Jha Amit, (2024). Traditional Knowledge System In India, Atlantic Publications.
- Sharma Kumar Sanjeev, (2023). Bhartiya Pragya : Parampra ka punya prawah, National Book Trust, India.
- Singh Shrikant, (2021). Mahabharat mai Sanchar Sutra , Kaushal Publisher, Faizabad.
- Doniger, W. (2010) . The Hindus : An Alternative History. Penguin Books.
- Mahadevan, I. (2003). The Indus Script : Texts, Concordance, and Tables. Archaeological Survey of India.
- Gombrich, R F. (2006). How Buddhism Began : The Conditioned Genesis of the Early
- Deshpande, G. P. (2003). The Grammer of Silence : A Reading of Sisupala- Buddha. Indian Folklore Research Journal, 1-18.



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Semester-I

Course-III

History of Press, Media Laws and Ethics
(Value Added Course)

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, Parliamentary
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

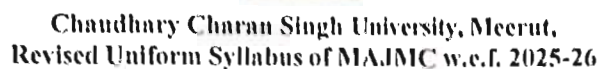
(Total Hrs. 60)

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



Course-IV	Semester-I	MM 100 (Ext. 50, Int. 50)
	Print Journalism - (Reporting and Editing)	

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	

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 Sujja, Bhopal, Madhya Pradesh Granth Academy
 Kamath, M.V.2001: Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd. Prabhakar, Manohar/ Bhanavat,
 Sanjeev 2002: Sampadan Evam Mudran Technic Jaipur, Pulitzer Institute of Comm. Studies (1st ed.)
 Harimohan 2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd ed.) Jain,
 Ramesh 2003: Sampadan Prasth Sujja Aur Mudran, Jaipur, Mangaldeep Pub. (1st ed.)



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Semester-I

Course-V

Course Related Practical Viva

MM: 100 (Only External)

Practical shall be related to courses of the semester.



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

Total Hrs. 60)

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:

Manekar, D.R. 1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC

Manekar, D.R. 1979: 'Media and Third World', New Delhi, IIMC

Boyd-Barrett, 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



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Semester-II

**Course-VII: Important Occurrences and Iconic Personalities of Media
Post-Independence**

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 *Important Occurrences of India*

- Role of Dhan Singh Kotwal and Others in 1857 First Freedom Struggle of India
- Role of Subhash Chandra Bose in Freedom Struggle
- Indo-China War
- India Pakistan war: 1948, 1965, 1971, 1999
- Emergency
- Other Contemporary Issues

Unit-II– Iconic Personalities of Media: Post Independence

- Pt. Deendayal Upadhyaya
- Bhanu Pratap Shukl
- Ram Bhadur Rai
- Narendra Mohan
- Shashi Shekhar
- Atul Maheswari
- Chorama Swami
- S. Guru Murti
- Vishambhar Sahay "Premi"
- Main contributors 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.



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Course-VIII **Radio** **Semester-II**
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 ed.)

Ravindran. RK 1999: Handbook of Radio TV and Broadcast Journalism, New Delhi, Anmol Publication (1st ed.)

Bhatnagar, Rajeev 2001: Print Media and Broadcast Journalism, Delhi, Indian Publication, (1st ed.)

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 ed.)

Mehra, Ramesh 2007: Media aur Prasaran, New Delhi, Sharma



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Course- IX Semester- II
Information Communication Technology (ICT) MM 100 (Ext. 50, Int. 50)
(Value Added Course)

Objective: This course provides an introduction to the fundamental concepts, tools, and applications of Information and Communication Technology. It aims to equip students with a basic understanding of how information is created, processed, stored, communicated, and managed in the digital age, and to develop practical skills in using common ICT tools.

Unit-I Introduction to Computers and Computing

1. Definition and evolution of computers; generations of computers.
2. Basic components of a computer system: hardware and software.
3. Data, information, and knowledge: understanding the hierarchy.

Unit-II Computer Software:

(12 Hrs.)

1. Definition and types of software: system software and application software.
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. Data Transmission Services

Unit-IV ICT Applications and Digital Literacy

(12 Hrs.)

1. Using word processing software (e.g., Microsoft Word, Google Docs): creating, editing, formatting documents.
2. Using spreadsheet & Presentation software (e.g., Microsoft Excel, Google Sheets & e.g., Microsoft PowerPoint, Google Slides): creating worksheets, basic formulas and functions, charts and creating slides, adding content, basic design principles.
3. Digital literacy and online safety: cybersecurity threats (viruses, malware, phishing), protecting personal information, strong passwords.
4. Ethical considerations in using ICT.

Unit-V Social Networking Sites

(12 Hrs.)

1. Social Networking Sites: Introduction, Functions
2. Facebook, LinkedIn, X
3. Application Like Whatsapp, Instagram, and others
5. 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:

Sinha, P. K. *Computer Fundamentals*. BPB Publications.
Goel, Anita. *Computer Fundamentals*. Pearson Education.
Jain, V.K. *O-Level IT Tools and Applications*. BPB Publications.
Williams, Brian K., and Stacey C. Sawyer. *Using Information Technology*. McGraw-Hill Education.
Curtis, Dan. *Information and Communication Technology*. Hodder Education.
Online resources and tutorials for specific software applications (e.g., Microsoft Office suite, Google Workspace).
Reputable websites and blogs on technology and digital literacy



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SEMESTER-II

Course-X

Course Related Practical-Viva

MM: 100 (Only External)

Practical shall be related to courses of the semester.



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Course-XI	Semester-III <u>Social and Political System of India</u> (Value Added Course)	MM 100 (Ext. 50, Int. 50)
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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, (1nd 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-III

Course-XII

Television and Film Studies

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, Digital TV
 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 Nature and Types of TV Programmes
- Unit-II TV News and Anchoring (12 Hrs.)**
1. Reporting, Sources of News
 2. News writing, Types of News bulletin
 3. News Dispatches, News Package
 4. Pronunciation, Body Language
 5. Art of Anchoring, News Reading, Art of Interview
- Unit-III Indian Cinema and Prominent Directors**
1. History of Indian cinema: Dadasaheb Phalke and the silent era, Music in Silent Era Films to talkies
 2. Studio era and mythologicals ,
 3. Indian New wave Cinema
 4. Indian New wave Directors
 5. Adoor Gopalakrishnan
 6. Govindan Aravindan
 7. Ritvik Ghatak
 8. Shyam Benegal
 9. Satyajit Ray
- Unit-IV Film Form, Styles and Film Theories (12 Hrs.)**
1. Introduction
 2. Film Forms and Style
 3. Scene
 4. Mise-en-scene
 5. Montage
 6. German Expressionism and Film
 7. Noir
 8. Italian Neorealism
 9. French new wave
 10. Japanese Style of Cinema
 11. British Cinema
 12. Auteur Theory



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Unit-V	TV Programmes and Film Production	(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
Singh Mahaveer 2014: Doordarshan Live, Delhi, Shilpyan Prakashan
Singh, Mahaveer 2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan



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Semester-III

Course-XIII

Advertising, PR and Media Management

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 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



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Sharma, Divakar 2004. Public Relations. New Delhi, Deep & Deep Publication
Kumar, Vijay 2005. Public Relations in India. New Delhi, Annol Publication (1st ed.)
Kundra, Shipra 2005. Introduction to Advertising and Public Relation. New Delhi, Annol Publication (1st ed.)
Kundra Shipra 2005. Introduction to Advertising and Public Relations. New Delhi, Annol Publication Pvt. Ltd
Jethwani Jaishri & Jain Shruti 2006. Advertising Management. New Delhi, Oxford University Press
Mohan Savita 2012. Trends in Advertising Management. New Delhi, Enkay Pub. House
Patel N.C 2004. Jan Sampark, Vigyan, Eyan Prasar Madhyam New Delhi, Pavshila Publication (1st ed.)



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Semester-III

Course-XIV

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 ed.)
Reffel, Donil 1998: Analyzing Media Message, London Lawrence Erlbaum associates, (1st ed.)
Mishra, Rajendra 2002: Anushandhan Ki Pravidhi Aur Prakria, New Delhi, Taxshila Publication (1st ed.)
Joshi, Uma 2002: Media Research, Delhi, Authors Press (1st ed.)



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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 ed.)
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 ed.)
Leonard, Cargon 2008. Doing Social Research, New Delhi, Rawat Publication.



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Semester-III

Course-XV

Course Related Practical Viva

MM: 100 (Only External)

Practical shall be related to courses of the semester.



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Semester-IV

Course-XVI Elective Paper (any one of the following)

MM 100 (Ext. 50, Int. 50)

- (a) Online Journalism**
- (b) Environmental Communication**



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Course-XVI (a)

Online Journalism

MM 100 (Ext. 50, Int. 50)

Objective: This course provides a comprehensive introduction to the principles, practices, and technologies of journalism in the digital age, with a specific focus on the Indian media landscape. Students will learn how to gather, verify, produce, and distribute news and information across various online platforms, while understanding the unique challenges and opportunities of the digital media environment in India.

**Unit-I The Digital News Landscape
(12 Hrs.)**

1. Evolution from traditional Indian media (print, radio, television) to digital journalism.
2. Characteristics of online news in India: speed, reach, interactivity, and diversity of platforms.
3. Overview of major Indian online news portals, regional news websites, and alternative digital news initiatives.
4. The impact of mobile internet and social media on news consumption patterns in India (e.g., smartphone penetration, data costs).
5. Ethical challenges specific to online journalism in India (e.g., communal sensitivities, reporting on marginalized communities, political polarization).

**Unit-II Digital Tools and Verification
(12 Hrs.)**

1. Utilizing search engines and online databases for research on Indian topics and public records.
2. Social media as a news source and reporting tool in India; monitoring regional trends and viral content.
3. Strategies for verifying online information, images, and videos originating from or related to India; addressing deepfakes and synthetic media.
4. Introduction to data journalism using Indian datasets (e.g., government data, census data).
5. Using online tools relevant for reporting in India (e.g., language translation tools, mapping tools for Indian geography).

**Unit-III Producing Online News Content
(12 Hrs.)**

1. Writing news stories for the web, considering the diverse linguistic and cultural backgrounds of Indian online audiences.
2. Crafting effective headlines and teasers for Indian news content to maximize clicks and engagement.
3. Incorporating multimedia elements (images, audio, video) that resonate with Indian viewers; optimizing content for varying internet speeds and devices.
4. Basic principles of online storytelling formats and their adaptation by Indian news outlets (e.g., explainers, visual stories, social media narratives).
5. Understanding basic Search Engine Optimization (SEO) strategies for visibility in the Indian digital space.

**Unit-IV Audience Engagement, Future Trends
(12 Hrs.)**

1. Strategies for building and engaging online communities around news, including managing online comments and discussions.
2. Understanding online analytics and metrics relevant to Indian audiences; interpreting engagement data.
3. Social media distribution strategies for news content targeting specific demographics and regions in India.



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4. Introduction to Mobile Journalism (MoJo) and its growing importance in India.

**Unit-V Ethics and Law
(12 Hrs.)**

Legal and security considerations: Defamation laws in India, the Information Technology Act (IT Act) and its implications for online publishers, digital security for journalists in India, privacy concerns.

(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:

Jeffrey, Robin. *Media and Modernity: Popular Culture and the State in India*. Routledge. (Provides historical media context).

Thussu, Daya Kishan. *Communicating India: Media, Morality and Social Change*. Sage Publications.

Ninan, Sevanti. *Headlines From the Heartland: Reinventing the Hindi News Press*. Sage Publications. (While focused on print, provides crucial context on regional news).

Rajagopal, Arvind. *Politics After Television: Hindu Nationalism and the Reshaping of the Indian Public*. Cambridge University Press. (For understanding the impact of media on the public sphere in India).

Bradshaw, Paul. *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge. (Core digital journalism skills, apply concepts to Indian examples).

Relevant articles and case studies from Indian academic journals (e.g., *Studies in Indian Politics, Economic and Political Weekly*) and industry publications focusing on digital media in India.

Reports from Indian media organizations and digital news platforms on their practices and challenges.

Online resources, tutorials, and guides from Indian news organizations and journalism training centers.
Legal resources and guides pertaining to media law and IT Act in India.



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Course-XVI (b)

Environmental 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- IV

Course-XVII

Print and Digital 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 (Radio and TV) Practical-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-Viva **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.



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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.