

JIWAJI UNIVERSITY
GWALIOR



Syllabus

SUBJECT

BACHELOR OF JOURNALISM
AND MASS COMMUNICATION

SCHOOL OF STUDIES IN
DISTANCE EDUCATION

**SCHOOL OF STUDIES DISTANCE EDUCATION
JIWAJI UNIVERSITY, GWALIOR**



(One Year Course)

Syllabus

Bachelor of Journalism and Mass Communication

Theory Papers:

1. Foundation of Journalism and its Principals
2. Reporting and Writing Skills
3. Editing Layout Designing
4. Introduction to Mass Communications
5. Electronic Media
6. News Paper Management and Press Laws
7. Public Relation and Advertisement

Each theory paper marks are divided into two parts:

- Theory paper will be of 70 marks for which minimum pass marks are 21.
- Assignment will be of 30 marks for which minimum pass marks will be 12.
- In aggregate passing marks of theory and Assignment should not be less than 40% in each subject.

Scheme of Examination

Paper Code	Max.			Min.			Total Min. in Theo. & Assign.& PR
	PR	Theo	Ass.	PR	Theo	Assign	
BJMC 101	-	70	30	-	21	12	40
BJMC 102	-	70	30	-	21	12	40
BJMC 103	-	70	30	-	21	12	40
BJMC 104	-	70	30	-	21	12	40
BJMC 105	-	70	30	-	21	12	40
BJMC 106	-	70	30	-	21	12	40
BJMC 107	-	70	30	-	21	12	40

40 % and above but less than 50 % in aggregate	: Third Division
50 % and above but less than 60 % in aggregate	: Second Division
60 % and above in aggregate	: First Division
75 % and above in aggregate	: First Division with distinction

Note :- A candidate failing in two subjects shall be allowed to appear in (Distance mode) supplementary examination held with next year examination.

Bachelor of Journalism and Mass Communication
Paper –I

Foundation of Journalism and its Principals

Max. Marks 70

Min. Pass Marks 21

Unit- 1

- Origin and growth of Indian press
- Focus of Indian press before independence
- Role of journalism and its role in freedom movement.
- Freedom fighters as communicators (Tilak, Gandhi, Ganesh Shanker, Makhan Lal etc.)
- The press after independence

Unit-2

- Journalism : meaning and scope
- Indian press from mission to profession
- Role of press in Democracy
- Press commission and its role

Unit-3

- Understanding and identification of news : the deference between information and news.
- News service and news value
- Basic forms of journalistic writing for print media

Unit-4

- Introduction to newspaper organization
- News agencies and their role
- Press council of India :Introduction
- Press institute of India and its functions and importance

Unit-5

- Mass media contents
- Mass media audience
- Brief study of major media organization of India
- Mass communication effect

Bachelor of Journalism and Mass Communication
Paper – II

Reporting and Writing Skills

Unit-1 :

- News :What makes news, concept of news, Definition, news source, off the record.
- Reporters : His qualification, qualities and rights, kinds of reporters, beat system.

Unit-2 :

- Types of reporting – political, sports, crime investigation etc.
- City news desk, planning of news, coverage news flow in the newspaper
- Hard news human interest stories, development news, follow UPS

Unit-3 :Television

- Interviews : definition and forms preparation of interviews
- Qualities of good interviews press conference, press briefing, meet the press

Unit-4 :Films

Writing for news agency feature and review writing feature and review writing

Magazine writing news writing for TV and radio.

Unit-5 : Folk media

- Glossary of print media
- Dead line and its importance
- Interpretive Reporting
- Photo Journalism

Bachelor of Journalism and Mass Communication
Paper – III
Editing and Layout Designing

Unit-1

Editing : Meaning of editing, importance and scope editing for news papers, Magazines.

Unit-2

Contemporary trends in print Journalism, online editing in Journalism.

Editorial department introduction and function of assistant editor. News editor, Sub editor art and steps of subbing.

Unit-3

Headline : Importance of headline subhead pointer Box etc.

Editing of news, Articles, Letters to editor, Feature. Rewriting of news, copy desk and its importance.

Unit-4

Principles of layout designing of contemporary newspapers.

Relationship between writing, editing and designing use of charts, graphs and diagrams in layout designing, use of picture and illustrations.

Unit-5

- Photo selection, cropping and caption writing role of photo in layout.
- Importance of dummy
- Editing symbols and their use
- Practical editing exercise

Bachelor of Journalism and Mass Communication
Paper – IV
Introduction to Mass Communication

Unit-1

Communication : Definition, Meaning and scope element and process of communication.

Communication Type : Verbal and nonverbal Intro – personal, Interpersonal, group and mass communication.

Unit-2

Models of communication : Lasswell, Schramm and Weaver, Osgood, Wilbur Schramm, Westly and modern, gatekeeping.

Theory of communication : Balance theory personal influence theory, four press theory etc.

Unit-3

Marshall McLuhan's Approach

Medium of mass communication. Newspaper, Magazine, Radio, Television, Film etc.

Mass communication and National Development.

Unit-4

- Mass communication : Social change and Social responsibility.
- Analysis of mass media in India context.
- Traditional medium of mass communication and its importance.

Unit-5

- Special Feature of mass communication mass and public
- Public opinion, propaganda
- Comparative merits demerit of each mass media.

Bachelor of Journalism and Mass Communication
Paper – V
Electronic Media

Unit-1

- Brief History of board – costing.
- Growth and development of Radio and Television.
- Basic characteristics of electronic media
- Committees of Radio and TV

Unit-2

- Principles of writing for Radio, Radio News Bulletin.
- Characteristics of Radio writing.
- Art of news reading.
- Radio News Room and news studio.

Unit-3

- Television News writing, Packaging.
- Basics of script writing for TV programmes
- Anchoring its type.
- T.V. Documentaries
- Basic elements of news production
- Camera operations

Unit-4

- Web Journalism – Understanding and significance
- Writing and layout for web
- Surfing and browsing a news website.
- What is convergence media

Unit-5

- T.V.A.I.P. code and ethics.
- Glossary of electronic media
- Comparison in form and content of All India radio and B.B.C. News.
- Comparison of news channels Aaj tak, Star News, Zee News, NDTV etc.

Bachelor of Journalism and Mass Communication
Paper – VI
Newspaper Management and Press Laws

Unit-1

- Nature and scope of management.
- Principles of Newspaper Management
- Organization and function of various Department : editorial, Advertising, circulation, production etc.

Unit-2

- Ownership patterns of major media house in India.
- Sales promotion – including pricing price was aspect.
- Qualities of a good media manager.
- News print policy.

Unit-3

- Apex bodies : DAVP, ABC, NRS
- Time Management of each Departments
- Newspaper as a product.
- Market survey techniques.

Unit-4

- Press regulation : A historical perspective and future.
- Freedom of speech and expression in constitution of India.
- Right to information bills in India.
- Official secrets act 1923.

Unit-5

- Law of defamation.
- Contempt of court act 1971.
- P.R.B. Act 1867.
- Press council of India 1978.

Bachelor of Journalism and Mass Communication
Paper – VII
Public Relation and Advertisement

Unit-1

- What is P.R. ? Role and scope of P.R.
- Historical Background of public relation.
- Tools of PR : Press release, Press conference, interacting with Journalist, Intent Based P.R.

Unit-2

- Brand promotion, Image Building, crisis management.
- P.R. in state and central Government.
- Growth of PR Agencies.
- Planning of P.R. Campaign.
- Characteristics of a good PR professional.

Unit-3

- Advertising : Definition, Role and Scope.
- History of Advertising.
- Types of Advertising.
- Advertising Agency : Role and function, media selection, idea generation.

Unit-4

- Creativity, Appeals and copy writing.
- Basic principles of copy writing – Headline, copy text, slogans, picture and Typography.
- Study of print electronic Advertisement.
- Women in Advertising.

Unit-5

- Ethics of Advertisement of public Relation.
- Glossary of Advertisement.
- Social Effect of Advertisement.
- Copy Writing exercises.

Recommended Books :-

1. Mass communication of electronic Media – Sudhir Mishra
2. Electronic Media – M.M. Gaur
3. News reporting of editing – Suhas Chakwarty
4. Press and Media – Suhas Chakrawarty
5. Media and Society – N.K. Verma
6. Media Development and Management – Biswajeet Guha
7. Media Management – K.P. Yasdev
8. Media and Society – Titendra Singh
9. Mass Communication – Jitendra Singh
10. Print Media Communication Management – Arjun Zachariah
11. Board Cast Journalism – D.N. Kapoor
12. Principles and Practices of Mass Communication – Ved Prakash Gandhi
13. Professional Journalism – Swati Chauhan
14. Development Journalism – D.V.S. Murthy
15. Electronic Media Communication Management – Ved Prakash Gandhi
16. India Televisim and Video Programmes – Mridla Menon
17. मीडिया प्रोडक्शन – ऋतु गोदी
18. मीडिया लेखन कला – निषांत सिंह
19. विज्ञापन प्रबंधन – डा. निषांत सिंह
20. पत्रकारिता के विविध आयाम – राजेन्द्र श्रीवास्तव
21. भारत में प्रेस कानून – प्रो. मधुसूदन त्रिपाठी
22. पत्रकारिता की विभिन्न विधाएं – डा. निषांत सिंह
23. पत्रकारिता एवं प्रेस कानून – मनीषा द्विवेदी
24. जनसंचार माध्यम – डा. सुरेश अग्रवाल
25. समाचार पत्र एवं समाचार प्रेषण – डा. विजय कुलश्रेष्ठ, बीना रस्तोगी
26. मीडिया लेखन कला – प्रो. सूर्यप्रसाद दीक्षित, डा. पवन अग्रवाल
27. मीडिया प्रबंधन – ऋतु गोदी
28. फोटो पत्रकारिता के मूल तत्व – शशिप्रभा शर्मा
29. पत्रकारिता के सिद्धांत एवं मूल तत्व – मनीषा द्विवेदी, शशिप्रभा शर्मा
30. पत्रकारिता एवं जनसम्पर्क – एन.पी. पंत, मनीषा द्विवेदी