

**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. Introduction and History of journalism
2. Reporting and writing Skills
3. Editing and Layout Designing
4. Introduction to mass communication
5. Electronic Media
6. News paper management & 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
Introduction and History of journalism

Max. Marks 70

Min. Pass Marks 21

- Unit- 1** - Journalism : Definition, meaning , forms & scope.
- Information: meaning ,definition
- History of journalism
- Origin & growth of Indian press
- Unit-2** - Indian journalism: pre independence and post independence.
- Role of press in Democracy and contributions of journalism in freedom Struggle.
- Freedom fighters as a journalist : Bal Gangadhar Tilak, Mahatma Gandhi, Ganesh Shankar Vidhyarthi, Makhhan Lal Chaturvedi.
- Journalism organization and their movement.
- Unit-3** - Mass Media: Various communication medium, Audience, content and effects.
- Traditional Media
-Rural Journalism & its role in Agriculture Areas.
-Prominent News papers
-Yellow Journalism
- Unit-4** - News Agency: Historical Development of News agencies
- Recognized Indian News agencies
- Role of News agencies and there limitations.
- Unit-5-** - First press Commission
- Second press Commission
- Indian Press Council.

Bachelor of Journalism and Mass Communication
Paper – II
Reporting and Writing Skills

- Unit-1 :** - News: Definition, Concept Nature and its elements.
- Types of News, news sources,
- Off the record,
- Planning of News presentation in print Media.
- Forms of news writing
- Unit-2 :** - Reporting : Meanings ,Elements
- Types of reporting: Political, Sports , Crime, Investigative, Developmental
Interpretive reporting
- Kinds of reporters , Good qualities of reporters, their responsibilities and rights
Follow ups, beat system
- Unit-3 :** - interviews: Definitions concept Different forms of Interview
- Preparation for interview of renounced personalities.
- Press conference, Press briefing meet the press.
- Unit-4:** - Features: Meaning, Definition and Scope
-Feature writing for news agency.
-Review writing for magazine.
-Differences between Features & News
- Unit-5 :** - Photo journalism : Meaning , Definitions.
- Development of photo journalism its importance in mass communication
- Types of Photo Features.

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Paper – III

Editing and Layout Designing

- Unit-1** - Editing : Definitions, Concept and Scopes for news Paper & Magazine.
- Importance of Editing, Salient features of editing
- Unit-2** - News Editing :Process Selection & its unbiased classification, Distribution.
- Comparative Study of News editing in news agency, Radio ,Television.
- Feature editing , editing of articles , letters to the editor , rewriting of news , copy desk & its importance.
- News editors : introduction & Function .
- Assistant editors & Sub editors.
- Unit-3** Head lines : Definition & Meaning , its Importance, Types & Objectives.
-Subhead – Types, Pointer box.
-Intro: Types & its importance
- Unit-4** - Layout designing: Principles of layout designing of contemporary news Papers, Relationship between writing , editing & Designing. Use of charts, graphics ,cartoons ,pictures .
- Dead line and its importance.
- Dummy : Meanings, Theory of dummy making in news paper
- Unit-5** - Photo editing: Photo selection , cropping, caption writing of photo & its importance.

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Paper – IV

Introduction to Mass Communication

- Unit-1** - Communication: Definitions, Concept, Scope, Nature & Process of Communication.
- Communication: Types- Verbal non verbal , intrapersonal , interpersonal, group Communication, mass communication & traditional communication.
- Unit-2** -Importance of Communication , its elements.
-Rural Communication.
-Different Steps of Communication: Bullet, Two steps flow of Communication
Multi steps flow of Communication.
- Unit-3** Models- Linear, Nonlinear, SMR ,SMCR ,Shannon & Weaver ,Westley, Lasswel , Os Good , Dance , Wilber Schramm, Gerbner , gatekeeping , feed back ,Noise.
- Theories of communication : Peterson & Shramm's four press Theories- e.g.-Authoritarian, Libertarian ,Soviet/communist theory , Social responsibility, Denis Mcquails theory-Democratic & Participatory theory, Development media theory
_Marshals MacluhaqnS theory
- Balance theory, Personal influence theory .
- Unit-4** - Medium of mass communication : News papers , Magazines , Radio ,T.V., Traditional Media & Cinema.
- Importance & Responsibilities of mass communication Media.
- Social change & Social responsibility.
- Role of mass communication in National Development.
- Merits & Mesits of mass Media.
- Unit-5** - Salient features of mass, public and groups.
- Public opinion, propaganda
- Opinion leader.

- Typology of Audience.

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Paper – V

Electronic Media

- Unit-1**
 - Brief history of broad casting.
 - Origin , Development of electronic media in India.
 - Basic Characteristics of electronic media.
 - F.M & Community Radio.
- Unit-2**
 - Principles of writing for radio news bulletin.
 - Characteristics of radio writing.
 - Art of news reading
 - Set up of Radio news room & News Studio.
- Unit-3**
 - Television News Writing, Packaging.
 - Basic features of script writing for T.V. programs.
 - Anchoring & its types.
 - T.V. documentaries
 - Basic elements of news production (Presentation), Byte
- Unit-4**
 - Web Journalism: Definitions , meanings , its scopes & its significance.
 - Writing & layout for web.
 - Surfing and browsing of news website.
 - Convergent media.
 - Glossary of web journalism
- Unit-5**
 - Committees of Radio & T.V.
 - T.V., AIR- Code & ethics.
 - Comparative study of AIR & B.B.C.
 - Comparative study of Aaj Tak, Star News, Zee News ,N.D.T.V. etc

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Paper – VI

Newspaper Management and Press Laws

- Unit-1**
 - Media management: Meanings , nature & scopes.
 - Principles of news paper management.
 - Structure of organizational set up of news papers & Function of various department of news paper & magazine Organizations e.g. Editorial , Advertising ,Circulation, Finance and Production department.
- Unit-2**
 - Ownerships patterns of major media house in India.
 - Qualities of good media manager.
 - News print policy.
 - Sale promotion including pricing , price war aspects
- Unit-3**
 - Space /Time Selling, product selling.
 - Apex bodies- DAVP, ABC Ad Agencies, DPR, INS.
 - News paper as a product.
 - Market Survey techniques.
 - Time Management of each department.
- Unit-4**
 - Freedom of Speech and expressions in constitution of India.
 - Press regulations: a historical perspective & Future.
 - Official Secrets act -1923.
 - Right to information bills in India.
- Unit-5**
 - Laws of Defamation.
 - Contempt of Court act 1971.
 - PIB (Press information Bureau) Act 1867.

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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 conferences, interacting with Journalist,

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 Advertisements.
- Women in Advertising.

Unit-5

- Ethics of Advertisement , public Relation.
- Social Effects of Advertisement.
- Glossary of Advertisement.
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Recommended Books : -

1. Mass communication of electronic Media – Sudhir Mishra
2. Electronic Media – M.M. Gaur
3. News reporting & 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 – Jitendra 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 – Mridula Menon
17. मीडिया प्रोडक्शन – ऋतु गोदी
18. मीडिया लेखन कला – निशांत सिंह
19. विज्ञापन प्रबंधन – डा. निशांत सिंह
20. पत्रकारिता के विविध आयाम – राजेन्द्र श्रीवास्तव
21. भारत में प्रेस कानून – प्रो. मधुसूदन त्रिपाठी
22. पत्रकारिता की विभिन्न विधाएं – डा. निशांत 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
31. पत्रकारिता का इतिहास—संजीव भानावत ।
32. पत्रकारिता परीक्षा मैनुअल—जगमोहन बालोखा , एच.जी .पब्लिके ान ,भारती प्रका ान ।
- 33.जनसंचार माध्यम और विकास— डा. रमे ा तरुण , कला मंदिर प्रका ान ।
- 34.अनुसंधान परिचय— पारसनाथ राय, सी. पी. राय, प्रका ाक लक्ष्मी नारायण अग्रवाल, आगरा ।
35. दृ य श्रव्य संप्रेषण पत्रकारिता— डा. जे.एस. मूर्ति ।
- 36.इलेक्ट्रॉनिक माध्यम: बदलते आयाम— डा. स्मिता मिश्रा, डा. अमरनाथ अमर, प्रका ाक— भारत पुस्तक भंडार, नई दिल्ली – 110094
- 37.कल आज और कल—प्रो. चंद्रकांत सरदाना, कृ. ि ा. मेहता, ज्ञानगंगा, दिल्ली
- 38.संचार और विकास— भयामचरण दुबे, भारतीय उच्च अध्ययन संस्थान , ि ामला
39. जनमाध्यम संप्रेषण और विकास— देवेन्द्र इस्सर, इंद्रप्रस्थ प्रका ान, दिल्ली ।
- 40.संचार भोध— डा. मनोज दयाल, हिसार
- 41.जनसंपर्क प्रबंधन— मीनाक्षी सिंह , ओमेगा पब्लिके ांस, दिल्ली
42. जनसंचार समग्र— डा. अर्जुन तिवारी, उपकार प्रका ान , आगरा
43. भारतीय मीडिया : अंतरंग पहचान— डा. स्मिता मिश्र, प्रका ाक— भारत पुस्तक भंडार, नई दिल्ली – 110094
- 44.जनसंचार माध्यम – डा. सुरे ा अग्रवाल,नमन प्रका ान 4231/1 अंसारी रोड, दरियागेज नई दिल्ली 110002
- 45.जनसंपर्क: स्वरूप और सिद्धांत –डा. राजेंद्र प्रसाद, संजय प्रका ान, रु 4378/4 डी, जेएमडी हाउस अंसारी रोड, दरियागेज नई दिल्ली
46. जनमाध्यम और मास कल्चर— जगदी ा चर्तुवेदी, सारां ा प्रका ान, नई दिल्ली ।
- 47.जनसंचार –सिद्धांत और व्यवहार प्रो.डा. जे.वी. विलानिलम, अनुवादक डा. भाि ाकान्त भुक्ल । प्रका ाक मध्यप्रदे ा हिन्दी ग्रंथ अकादमी भोपाल । रविन्द्र नाथ ठाकुर मार्ग, वाण गंगा भोपाल— 462003 । फोन नै. 0755–2553084