

JIWAJI UNIVERSITY, GWALIOR
(Established in 1964)
NAAC Accredited 'A' Grade University

MASTER OF JOURNALISM AND MASS COMMUNICATION
(Choice Based Credit System)
(2015-16)

1. Eligibility for Admission : Graduate in any discipline from any University recognized by Jiwaji University, Gwalior
2. No. of seats : 30
3. Admission : On the basis of merit
4. Duration : 2 years (4 Semester) regular course.
5. Objectives of Course: Objectives of Course are -
 - (1) To familiarize the students with the working of media print, electronic and cyber media.
 - (2) To develop working skills needed for newspapers, Radio, T V and Web Journalism.
 - (3) To develop research aptitude and research skills to understand media and to make use of them.
 - (4) To develop understanding of development and its relationship with media.
 - (5) To develop writing skills for different formats of writing used in media.
 - (6) To develop understanding of the role of media in society.
 - (7) To sensitize students about human values, culture, development of society, environment etc. in relation to media.
 - (8) To develop competence to supervise and guide the working of media and the spirit of a team head.
 - (9) To develop aptitude and competence to analyze and interpret the events.
 - (10) Focus of the course will be on print journalism.
6. Scheme of Study for M.J.M.C. Programme :
 - (1) M.J. M. C. Programme is divided into four semesters.
 - (2) Student will have to successfully undergo theory courses, seminars, assignments and internship.
 - (3) In each Course student will be tested on the basis of semester-end examination and continuous evaluation consisting of written tests.
 - (4) Semester end examination will carry 60 marks and continuous evaluation written tests will carry 40 marks.
 - (5) Students will be evaluated on the basis of theoretical knowledge as well as the practical application of such knowledge.
 - (6) Seminar and assignment is compulsory for every student. Performance of student in seminar and assignment will be assessed by internal examiner.
7. Internship: After examination of IVth semester each candidate shall have to undergo an internship Programme of 30 working days in a recognized media organization allotted by head of the department. A certificate of completing the internship satisfactorily must be obtained by the student from the concerned editor/head /in charge. Internship report will have to be submitted by the candidate along with certificate. .

MASTER OF JOURNALISM AND MASS COMMUNICATION
Choice Based Credit System (CBCS)
Course Structure & Scheme of Semester Examination: 2015-16

Semester-I (July-Dec)

Course Code	Course Name	Continuous Evaluation	Examination	L	T	P	Credits	Hours	Max Marks	Min Marks
MJ 101	Introduction to Communication	40	60	4	0	0	4	4	100	
MJ 102	Fundamentals of Journalism	40	60	4	0	0	4	4	100	
MJ 103	History of Mass Media	40	60	4	0	0	4	4	100	
MJ 104	Media Law and Ethics	40	60	4	0	0	4	4	100	
MJ 105	Seminar*				1		1	1	100	
MJ 106	Assignment/Practical*				1		1	1	100	
	Valid Credits						18	18		
MJ 107	Comprehensive Viva Voce (Virtual Credits)					4	4	0	100	
	Total Credit Value						22	18		

* MJ 105 and MJ 106 will be evaluated by internal examiners

Semester-II (Jan-June)

Course Code	Course Name	Continuous Evaluation	Examination	L	T	P	Credits	Hours	Max Marks	Min Marks
MJ 201	Advance Reporting	40	60	4	0	0	4	4	100	
MJ 202	Editing and Presentation	40	60	4	0	0	4	4	100	
MJ 203	Television Journalism	40	60	4	0	0	4	4	100	
MJ 204	Public Relations & Advertising	40	60	4	0	0	4	4	100	
MJ 205	Seminar*				1		1	1	100	
MJ 206	Assignment/Practical*				1		1	1	100	
	Valid Credits									
MJ 207	Comprehensive Viva Voce (Virtual Credits)					4	4	0	100	
	Total Credits Value						22	18		

* MJ 205 and MJ 206 will be evaluated by internal examiners

Semester-III (July-Dec)

Course Code	Course Name	Continuous Evaluation	Examination	L	T	P	Credits	Hours	Max Marks	Min Marks
MJ 101	Media Management	40	60	4	0	0	4	4	100	40
MJ 302	Radio Journalism	40	60	4	0	0	4	4	100	40
MJ 303	Elective (Centric)	40	60	4	0	0	4	4	100	40
A	News Writing									
B	Feature Writing									
MJ 304	Elective (Generic)	40	60	4	0	0	4	4	100	40
A	Development Communication									
B	Rural & Environmental Journalism									
MJ 305	Seminar*				1		1	1	100	
MJ 306	Assignment/Practical*				1		1	1	100	
	Valid Credits									
MJ 306	Comprehensive Viva Voce (Virtual Credits)					4	4	0	100	
	Total Credit Value						22	18		

* MJ 305 and MJ 306 will be evaluated by internal examiners

Semester-IV (Jan-June)

Course code	Course name	Continuous Evaluation	Examination	L	T	P	Credits	Hours	Max Marks	Min Marks
MJ 401	Society And Media	40	60	4	0	0	4	4	100	
MJ 402	Cyber Journalism	40	60	4	0	0	4	4	100	
MJ 403	Elective (Centric)	40	60	4	0	0	4	4	100	
A	Economic Journalism									
B	Art & Culture Journalism									
MJ 404	Elective (Generic)	40	60	4	0	0	4	4	100	
A	Research Methodology									
B	Printing and Publishing									
MJ 405	Seminar*				1		1	1	100	
MJ 406	Assignment/Practical*				1		1	1	100	
MJ 407	Internship						4		100	
	Valid Credits									
MJ 306	Comprehensive Viva Voce (Virtual Credits)					4	4	0	100	
	Total Credit Value						26			

* MJ 405 and MJ 406 will be evaluated by internal examiners

SEMESTER - I

MJMC101	: Introduction to communication
MJMC102	: Fundamentals of Journalism
MJMC103	: History of Mass Media
MJMC104	: Media law and ethics

OBJECTIVES

1. To acquaint students with the concept and process of communication.
2. To enable them to appreciate the potential and limitations of various communication process.
3. To familiarize students with the comprehensive characteristics of various media

UNIT ONE: NATURE AND SCOPE OF COMMUNICATION

- 1.1 : Communication: definition, nature and scope
- 1.2 : Elements and process of communication
- 1.3 : Functions of communication
- 1.4 : Types of communication: Verbal, Non-Verbal. Intra-personal, interpersonal, group and mass communication, barriers in communication

UNIT TWO: MODELS OF COMMUNICATION

- 2.1 Aristotle, Lasswell and Braddock's model
- 2.2 Shannon and Weaver De-Fleur's model
- 2.3 Osgood and Schramme's model.
- 2.4 Gerbener, Westly and Maclean Model

UNIT THREE: THEORIES OF COMMUNICATION

- 3.1 Personal influence theory, Media system dependency theory
- 3.2 Concept of selective exposure, selective perception and selective retention.
- 3.3 Sociological theories - Cultivation theory, Spiral of Silence, Media Hagemony, Agenda Setting, Uses and Gratification theory
- 3.4 Normative theories.

UNIT FOUR: MASS MEDIA

- 4.1 Mass Media Institution
- 4.2 Mass Media Contents.
- 4.3 Mass Media Audience.
- 4.4 Mass Media Effects

UNIT FIVE : MEDIA AND SOCIETY

- 5.1: Media and Social Change
- 5.2: Role of media in democracy
- 5.3: Media and culture
- 5.4: Media, Public Opinion and propaganda

Recommended books :

- 1 संचार के मूल सिद्धांत : ओमप्रकाश सिंह
- 2 सूचनाक्रांति की राजनीति व विचारधारा : प्रो.सुभाष धूलिया
- 3 जनसंचार माध्यमों का वैचारिक परिपेक्ष्य : जावरीमल पारख
- 4 संचार माध्यमों का वर्ग चरित्र : रेमंड विलियम्स
- 5 Communication in India : Keval J Kumar
6. Mass communication theory: Dennis MacQuail
7. Understanding Mass Communication: Melvin L DeFluer
8. Communication: Larry L Varker
9. Introduction to communication studies: John Fiske

MJ 102 - FUNDAMENTALS OF JOURNALISM

Objectives

1. To introduce with the field of journalism
2. To prepare foundation of students for further studies in the field of journalism
3. To impart elementary knowledge about the discipline of journalism
4. To acquaint students with various types of media and their characteristics

UNIT- 1: BASICS OF JOURNALISM

- 1.1 Journalism – concept, role and functions
- 1.2 Concept and definition of news
- 1.3 News values and elements of news
- 1.4 Types of news
- 1.5 Terminology

UNIT- 2: INTRODUCTION TO MEDIA

- 2.1 : Print media : types and characteristics.
- 2.2 : Radio: : types and its characteristics.
- 2.3 : Television: its characteristics
- 2,4 : Traditional media: It's characteristics
- 2.5: Cyber media: Introduction

UNIT- 3: NEWS FLOW AND NEWS AGENCIES

- 3.1 Global news flow and imbalance
- 3.2 International news agencies (Reuters, AP, UPI, AFP)
- 3.3 New world information and communication order
- 3.4 Alternative news distribution systems
- 3.5 National news agencies (PTI, UNI, Bhasha, Univarta)

UNIT- 4 JOURNALISTS AND JOURNALISM

- 4.1 Journalist –characteristics and challenges
- 4.2 Eminent journalists
- 4.3 Journalism as a Mission
- 4.4 Journalism as a Profession
- 4.5 Professional hazards of journalism

UNIT- 5: ROLE OF PRESS

- 5.1 National press, Regional press, District and Tehsil level press
- 5.2 Role of press in Social, Economic and Political transformation
- 5.3 Impact of liberalization and globalization on Indian media
- 5.4 Civil society & Citizen Journalism
- 5.5 Future of journalism

Recommended books

- 1- भारत में पत्रकारिता : जे . नटराजन
2. संचार और पत्रकारिता के विविध आयाम : प्रो.ओमप्रकाश सिंह
3. हिन्दी पत्रकारिता का इतिहास : जगदीश प्रसाद चतुर्वेदी
4. हिन्दी पत्रकारिता का वृहद इतिहास : अजुन तिवारी
5. हिन्दी पत्रकारिता के विविध आयाम : डॉ. वैद प्रताप वैदिक
6. History of journalism : Parthsarathi rangaswami
7. History of Indian press: J Natrajan

8. Indian journalism: Nadik krishanmurti
- 9 Modern journalism & news Writing : savita chada
- 10 Modern history of press : Sunil Ghosh
- 11 News culture : Allen sturat
- 12 Journalism : David Wainwright
- 13 Many voices one world: Mcbride

MJ 103: HISTORY OF MASS MEDIA

OBJECTIVES: TO FAMILIARIZE STUDENTS WITH THE TRENDS IN GROWTH OF MEDIA.

UNIT 1 ORIGINS AND GROWTH OF PRESS

1. Origin of Indian press – Bengal Gazette and Oodant Martand
2. Role of press in freedom movement and British policies regarding Indian press
3. Contribution of pioneer journalists like Raja Ram Mohan Rai and Bhartendu Babu Harishchandra, Lokmanya Tilak, Mahatma Gandhi , Baburao Vishnu Paradkar, Makhanlal Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarth
4. Origin and growth of press in US and UK, The partisan press, penny press and yellow journalism

UNIT 2 PRESS AFTER INDEPENDENCE

1. Development of press after independence, government policies and press freedom
2. Indian press after economic liberalization, market forces and newspapers
3. Trends in Hindi newspapers – Dainik Bhaskar, Naidunia, Patrika, Hindustan, etc.
4. Trends in English newspapers - TOI, HT, The Hindu, Indian Express

UNIT- 3 DEVELOPMENT OF RADIO IN INDIA

1. Origin of radio
2. Beginning of radio transmission in India, Indian broadcasting service, All India Radio
3. Development of radio after independence, Akashwani
4. Development of FM radio and private transmission

UNIT 4 DEVELOPMENT OF TV

1. Origin of Television
2. Beginning of TV broadcasting in India
3. Growth of television in post liberalization phase, Television in the 21st century
4. Commissions and committees on broadcasting
 - (a) Chanda Committee
 - (b) Vergheese Committee
 - (c) P C Joshi Committee
 - (d) Prasar Bharti Act 1990
 - (e) Vardan Committee 1992

UNIT 5 HISTORY OF FILM

1. Beginning of film in India
2. Trends in the growth of film between 1913 to 1930
3. Growth of film from 1931 to independence
4. Film in post independence era, Overview of parallel cinema

Recommended books

1. भारत में पत्रकारिता : जे . नटराजन
2. संचार और पत्रकारिता के विविध आयाम : प्रो.ओमप्रकाश सिंह
3. हिन्दी पत्रकारिता का इतिहास : जगदीश प्रसाद चतुर्वेदी
4. हिन्दी पत्रकारिता का वृहद इतिहास : अजुन तिवारी
5. हिन्दी पत्रकारिता के विविध आयाम : डॉ. वैद प्रताप वैदिक
6. History of journalism : Parthsarathi rangaswami
7. History of Indian press: J Natrajan
8. Indian journalism: Nadik krishanmurti
9. Basic journalism : Parthsarathi Rangaswami
10. Modern journalism & news Writing : savita chada
11. Modern history of press : Sunil Ghosh
12. News culture : Allen sturat
13. Journalism : David Wainwright
15. Many voices one world: Mcbride

MJ 104- MEDIA LAW AND ETHICS

Objectives

1. To familiarize students with the legal provisions concerning media
2. To acquaint students with ethical aspects of media and journalism.

UNIT-1 BASIC CONCEPTS

- 1.1 Media Law: Concept, Nature, Scope and need
- 1.2 Historical perspective of press regulations
- 1.3 Freedom of speech and expression
- 1.4. Censorship and Media: The Indian experience, particularly during the Emergency of 1975

UNIT-2 DEFAMATION, CONTEMPT AND PRIVILEGES

- 2.1 Law on defamation and journalistic defense
- 2.2 Contempt of Courts
- 2.3 Privileges of Parliament/State Legislatures
- 2.4 Press Council

UNIT-3 IMPORTANT ACTS

- 3.1 Press and Registration of Books Act, 1867
- 3.2 Official Secrets Act, 1923
- 3.3 Copyright Act, 1957
- 3.4 Right to Information Act, 2005.

UNIT-4 LAW, ELECTRONIC MEDIA AND IT

- 4.1 Legal provisions about licensing, up-linking, regulating etc. of private electronic media channels
- 4.2 Prasar Bharati Act 1990
- 4.3 Information Technology Act, 2000
- 4.4. Debate and regulations about convergence, Media Council etc.

UNIT-5 MEDIA ETHICS

- 5.1 Media ethics: Concept, Scope, Need and Contemporary status
- 5.2 Norms of journalistic ethics, Press Council's guidelines
- 5.3 Institutions of the Ombudsman, Right to Privacy, Lok Adalat
- 5.4 Broadcasting code, Cable TV Programme Code, Advertising code and codes for Public Relations and Advertising

Recommended Books:

1. International Law governing communication and information: Edward. W. Ploman
2. Law of the Press in India: D. D. Basu, Wadhwa & Company, Nagpur.
3. Press Law: P M Bakshi
4. Media Law: Geoffrey Robertson
5. Human Rights of the World: P K Sinha
6. Public Interest Litigation: Justice Gulab Gupta
7. Media ethics & Law, Dr. Jan R. Hakemulder, Dr. Fay AC de Jonge & P.P. Singh, Anmol Publications, New Delhi.
8. Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India – New Delhi
9. Freedom the Individual and the Law, Roberston Geoffrey, Penguin books, London.
10. Law Relating to press & Sedition in India, H.P. Gupta, P.K. Sarkar, Orient Publishing House, New Delhi
11. Law of the press in india : D.D basu
12. Press laws & Ethics of Journalism : PK Ravindranath
13. The press in India: perspective in development and relevance : KR Pnadey
14. Ethics in media communication: Cases and controversies – Louis Alvin Day
15. International law governing communication and information : Adward W Ploman
16. पत्रकारिता का इतिहास, कानून और आचार संहिता
17. प्रेस विधि : नंद किशोर त्रिखा
18. प्रेस विधि और अभिव्यक्ति स्वातंत्र्य : डॉ. हरबंस दीक्षित