SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY, GWALIOR

(One Year Course)

Syllabus

Master of Journalism and Mass Communication

Theory Papers:
1. Principals of Mass Communication
2. Development of Media
3. Development Communication
4. Communication Research
5. International Communication
6. Media Management
7. Media Technology

Practical
8. Dissertation

Note: Practical and Viva-Voce shall be conducted jointly by the External and Internal Examiners. However in case of difference of opinion the decision of the External examiner shall be final.

Scheme of Examination
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.

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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
Master of Journalism and Mass Communication

Paper – I
Principals of Mass Communication

Max. Marks 70
Min. Pass Marks 21

Unit-1
Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, small group, public and mass communication.

Unit-2
Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gatekeeping, communication and socialization.

Unit-3
Media and process of mass communication, media of mass communication, characteristics and typology of audiences.
Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory.

Unit-4
Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market-driven media content-effects, skyvasion, cultural integration and cultural pollution.

Unit-5
Issues of media monopoly – cross-media ownership; Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.

Master of Journalism and Mass Communication

Paper – II
Development of Media

Unit-1: Print
Language and society- development of language as a vehicle of communication– invention of printing press and paper – pioneer publications in Europe and USA.
Early communication systems in India- development of printing – early efforts to publish newspapers in different parts of India.
The Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.

Unit-2: Radio
Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.
Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Unit-3: Television
Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

Unit-4: Films
Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

Unit-5: Folk media

New Media
Development of new media; convergence – Internet – On line.
Unit-1
Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Unit-2

Unit-3
Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.

Unit-4

Unit-5
Developmental and rural extension agencies: governmental, semi – government, non-governmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes. Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Unit-1

Unit-2

Unit-3
Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Unit-4

Unit-5
Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls. Media research as a tool of reporting. Readership and/ audience surveys, preparation of research reports/ project reports/ dissertations/theses. Ethical perspectives of mass media research.
Master of Journalism and Mass Communication
Paper – V
International Communication

Unit-1
Political, economic and cultural dimensions of international communication- communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Unit-2
Communication as a human right – UNO’s Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Unit-3

Unit-4

Unit-5
Issues in International communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information prompted cultural imperialism – criticisms; violence against media persons; - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Master of Journalism and Mass Communication
Paper – VI
Media Management

Unit-1
Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Unit-2
Hierarchy, functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit-3
Economics of print and electronic media-management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Unit-4
Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media.

Unit-5
Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.
Unit-1
Communication Technology (CT): concept and scope
CT and IT: similarities and differences – telephony – electronic digital exchange, C- Dot- Pagers, Cellular Telephone.

Unit-2
Internet : LAN, MAN, WAN, E-mail, Web
Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.
Optical fiber: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP.

Unit-3
WEB PAGE, Websites, Homepages.
Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website.

Unit-4
Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, advertising on Internet.

Unit-5
Cyber Journalism: On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

Practicals
1. Searching and downloading of information;
2. Establishing e-mail address;
3. Accessing, (receiving) sending and replying e-mail;
4. Sending and forwarding e-mail to multiple recipients;
5. Chatting over Internet; 6. Networking with special interest groups;
7. Designing home papers;
8. Creating electronic newspapers;
9. Creating Internet ads, and,
10. Establishing and analyzing hits and eyeballs.