

MJMC (SESSION- 2022-2024)

SYLLABUS



Master of Journalism and Mass Communication

**Four Semester Course Under
Choice Based Credit System**

JIWAJI UNIVERSITY, GWALIOR

2022-2024

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

MASTER OF JOURNALISM AND MASS COMMUNICATION
(Choice Based Credit System)
(2020-22)

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. .



JIWAJI UNIVESITY, GWALIOR
CHOICE BASED CREDIT SYSTEM (CBCS)
COURSE STRUCTURE & SCHEME OF SEMESTER EXAMINATION
MASTER OF JOURNALISM AND MASS COMMUNICATION
SEMESTER IST

COURSE CODE	COURSE NAME	TOTAL MARKS	CREDITS	END SEM EXAM MARKS		SESSIONAL MARKS	
				MAX	MIN	MAX	MIN
MJ 101	INTRODUCTION TO COMMUNICATION	100	4	60	21	40	14
MJ 102	FUNDAMENTALS OF JOURNALISM	100	4	60	21	40	14
MJ 103	HISTORY OF MASS MEDIA	100	4	60	21	40	14
MJ 104	MEDIA LAW AND ETHICS	100	4	60	21	40	14
MJ 105	SEMINAR*	100	1	100	35	XX	XX
MJ 106	ASSIGNMENT	100	1	100	35	XX	XX
MJ 107	PROJECT WORK	100	2	100	35	XX	XX
	SUB TOTAL	700	20				
MJ 108	COMPREHENSIVE VIVA VOCE VIRTUAL CREDITS)	100	4	100	35	XX	XX
	GRAND TOTAL	800	24				

* MJ 105 AND MJ 106 WILL BE EVALUATED BY INTERNAL EXAMINERS

JIWAJI UNIVESITY, GWALIOR
CHOICE BASED CREDIT SYSTEM (CBCS)
COURSE STRUCTURE & SCHEME OF SEMESTER EXAMINATION
MASTER OF JOURNALISM AND MASS COMMUNICATION
SEMESTER-II (JAN-JUNE)

COURSE CODE	COURSE NAME	TOTAL MARKS	CREDITS	END SEM EXAM MARKS		SESSIONAL MARKS	
				MAX	MIN	MAX	MIN
MJ 201	ADVANCE REPORTING	100	4	60	21	40	14
MJ 202	EDITING AND PRESENTATION	100	4	60	21	40	14
MJ 203	TELEVISION JOURNALISM	100	4	60	21	40	14
MJ 204	PUBLIC RELATIONS & ADVERTISING	100	4	60	21	40	14
MJ 205	SEMINAR*	100	1	100	35	XX	XX
MJ 206	ASSIGNMENT	100	1	100	35	XX	XX
MJ 207	PROJECT WORK	100	2	100	35	XX	XX
	SUB TOTAL	700	20				
MJ 208	COMPREHENSIVE VIVA VOCE VIRTUAL CREDITS)	100	4	100	35	XX	XX
	GRAND TOTAL	800	24				

* MJ 205 AND MJ 206 WILL BE EVALUATED BY INTERNAL EXAMINERS

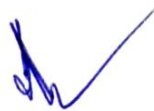
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CHOICE BASED CREDIT SYSTEM (CBCS)
COURSE STRUCTURE & SCHEME OF SEMESTER EXAMINATION
MASTER OF JOURNALISM AND MASS COMMUNICATION
SEMESTER-III (JULY-DEC)

COURSE CODE	COURSE NAME	TOTAL MARKS	CREDITS	END SEM EXAM MARKS	END SEM EXAM MARKS	SESSIONAL MARKS	SESSIONAL MARKS
				MAX	MIN	MAX	MIN
MJ 301	MEDIA MANAGEMENT	100	4	60	21	40	14
MJ 302	RADIO JOURNALISM	100	4	60	21	40	14
MJ 303	ELECTIVE (CENTRIC)	100	4	60	21	40	14
A	NEWS WRITING				21	40	14
B	FEATURE WRITING	100		60	21	40	14
MJ 304	ELECTIVE (GENERIC)	100	4	60	21	40	14
A	DEVELOPMENT COMMUNICATION	100		60	21	40	14
B	RURAL & ENVIRONMENTAL JOURNALISM	100		60	21	40	14
MJ 305	SEMINAR*	100	1	100	35	XX	XX
MJ 306	ASSIGNMENT	100	1	100	35	XX	XX
	PROJECT WORK	100	2	100	35	XX	XX
MJ 307	SUB TOTAL	700	20				
MJ308	COMPREHENSIVE VIVA VOCE (VIRTUAL CREDITS)	100	4	100	35	XX	XX
	GRAND TOTAL	800	24				

JIWAJI UNIVESITY, GWALIOR
CHOICE BASED CREDIT SYSTEM (CBCS)
MASTER OF JOURNALISM AND MASS COMMUNICATION
SEMESTER-IV(DEC-JUNE)

Course code	Course name	Total Marks	Credits	End Sem Exam marks		Sectional mrks	
				MAX	MIN	MAX	MAX
MJ 401	Society And Media	100	4	60	21	40	14
MJ 402	Cyber Journalism	100	4	60	21	40	14
MJ 403	Elective (Centric)		4				
A	Economic Journalism	100		60	21	40	14
B	Art & Culture Journalism	100		60	21	40	14
MJ 404	Elective (Generic)		4				
A	Research Methodology	100		60	21	40	14
B	Printing and Publishing	100		60	21	40	14
MJ 405	Project work	100	8	100	35	xx	xx
	Valid Credits		24				
MJ 406	Comprehensive Viva Voce (Virtual Credits)	100	4	100	35	xx	xx
	Total Credit Value		28				

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



MJ 101- INTRODUCTION TO COMMUNICATION

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 model, Berlo'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 Psychological theories: Attitudinal change theory
- 3.2 Media Society theories – technological determinism
- 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, Media as a democratic institution, media as a source of new political power
- 5.3: Media and culture

5.4: Media, Public Opinion and propaganda

Recommended books :

- 1 संचार के मूलसिद्धांत : ओमप्रकाश सिंह
- 2 सूचनाक्रांति की राजनीति व विचारधारा : प्रो.सुभा T धूलिया
- 3 जनसंचारमाध्यमोंकावैचारिकपरिपेक्ष्य : जावरीमलपारख
- 4 संचारमाध्यमोंकावर्गचरित्र : रेमंडविलियम्स
- 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 principal of journalism
- 1.4 Types of news
- 1.5 sources of news

UNIT- 2: INTRODUCTION TO MEDIA

- 2.1 : Print media : types and characteristics.
- 2.2 : Audio media – an introduction.
- 2.3 : Audio-visual media - an introduction
- 2.4 : Importance and characteristics of traditional media
- 2.5: New media: Introduction

UNIT- 3: NEWS AGENCIES

- 3.1 News agencies, function and role
- 3.2 International news agencies (Reuters, AP, UPI, AFP)
- 3.3 type of news agencies
- 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 Credibility of journalism

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Recommended books

1. bharat me patrkarita : j natrajan
2. sanchar or patrkaritakevidhaayam : pro. omprakashshingh
3. hindipatrkaritakaitihas : jagdishprashadchaturvedi
4. History of journalism :Parthsarthingaswami
5. History of Indian press: J Natrajan
6. Indian journalism: Nadikkrisnanmurti
7. Modern journalism & news Writing :savitachada
8. Modern history of press : Sunil Ghosh
- 9 News culture : Allen sturat
- 10 Journalism : David Wainwright



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 OodantMartand, **The Madras Courier, The Bombay Herald SamacharSudhavarshan**
2. **Role of language press in freedom movement: Hindi, Bengali, Marathi etc.,**
Britishpoliciesregarding Indian press
3. Contribution of pioneer journalists like Raja Ram Mohan Rai and BhartenduBabuHarishchandra, LokmanyaTilak, Mahatma Gandhi ,Baburao Vishnu Paradkar, MakhanlalChaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarthi,
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. **Press during Emergency Era (1975-77).**
3. Indian press after economic liberalization, market forces and newspapers
4. Trends in newspapers – DainikBhaskar, Naidunia, Patrika, Hindustan, TOI, HT, The Hindu, Indian Express etc.

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. **FM Radio and PrivatizationCommunity Radio**

UNIT 4 DEVELOPMENT OF TV

1. **Advent of Television in the world and in India**
2. **History of Doordarshan, SITE**
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 Committe
 - (d) Prasar Bharti Act 1990
 - (e) Vardan Committee 1992

UNIT 5 HISTORY OF FILM

1. **Films as a medium of Communication,**
2. **Concept, Strength and Limitations**
3. **From Silent Era to Talkies, Landmarks of Indian Cinema: Raja Harishchandra, Raj Kapoor, Mother India, Ankur etc.**
4. **An Overview of contemporary Indian Film Industry, Multiplex Culture**

Recommended books

1. भारतमेंपत्रकारिता : जे . नटराजन
2. संचारऔरपत्रकारिता के विविध आयाम : प्रो.ओमप्रकाश सिंह
3. हिन्दीपत्रकारिताकाइतिहास : जगदी प्रसादचतुर्वेदी
4. हिन्दीपत्रकारिताकावृहदइतिहास : अजुनतिवारी
5. हिन्दीपत्रकारिता के विविध आयाम : डॉ. वैदप्रतापवैदिक
6. **History of journalism :Parthsarthirangaswami**
7. **History of Indian press: J Natrajan**
8. **Indian journalism: Nadikkrishanmurti**
9. **Basic journalism :ParthsarthiRangaswami**
10. **Modern journalism & news Writing :savitachada**
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 Constitutional provisions relating to media (Art. 19)**
- 1.4. Censorship and Media: The Indian experience, particularly during the Emergency of 1975

UNIT-2 DEFAMATION, CONTEMPT AND PRIVILEGES

- 2.1 Legal provisions regarding criminal and civil defamation**
- 2.2 Contempt of Courts
- 2.3 Privileges of Parliament/State Legislatures
- 2.4 Debate and regulations about convergence, Media Council etc

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 Press Council of India act 1978**

UNIT-4 LAW, ELECTRONIC MEDIA AND IT

- 4.1 Cable television networks regulation act 1955**
- 4.2 PrasarBharati Act 1990
- 4.3 Information Technology Act, 2000
- 4.4. Right to Information Act, 2005.

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 Freedom of media VS Right to Privacy, security of personal data on social media**
- 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. पत्रकारिताकाइतिहास, कानूनऔरआचारसंहिता
17. प्रेसविधि : नंदकि गोर त्रिखा
18. प्रेसविधि औरअभिव्यक्तिस्वातंत्राय : डॉ. हरबंसदीक्षित

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SEMESTER TWO

MJMC201 : ADVANCE REPPORTING
MJMC 202 : EDITING AND PRESENTATION
MJMC 203 : TELEVISION JOURNALISM
MJMC 204 : PUBLIC RELATIONS AND ADVERTISING



MJMC 201 - ADVANCE REPORTING

Objectives

1. To acquaint students with tools and techniques of reporting
2. To impart advance skills of reporting
3. To develop capacity of handling reporting assignments independently

UNIT - 1: BASICS OF REPORTING

- 1.1 Concept of reporting, process and techniques of gathering news
- 1.2 Beat system
- 1.3 Human and non-human news sources
- 1.4 Concept of bureau in media setup
- 1.5 News reporters – their role, types and qualities

UNIT - 2: INTERVIEW AND PRESS CONFERENCE

- 2.1 Interview – preparations and process
- 2.2 Types of interview
- 2.3 Interview writing skills
- 2.4 Press Conference - Preparations and reporting of Press Conference
- 2.5 Meet the Press and Press briefing

UNIT – 3: INTERPRETATIVE REPORTING AND NEWS ANALYSIS

- 3.1 Objective reporting
- 3.2 Interpretative Reporting
- 3.3 News Analysis
- 3.4 Investigative reporting, sting operation
- 3.5 In-depth reporting

UNIT - 4: REPORTING PUBLI AFFAINRS

- 4.1 Reporting education beat
- 4.2 Reporting local government (municipal bodies)
- 4.3 Consumer reporting
- 4.4 Health reporting
- 4.5 Reporting developmental issues

UNIT- 5: SPECISLISED REPORTING

- 5.1 Sports reporting
- 5.2 Political and Parliamentary reporting

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- 5.3 Crime and Court reporting
- 5.4 Science, technology and environment reporting
- 5.5 Defence reporting

Recommended books

- 1 News reporting and editing: KM Shrivastava
- 2 Here is the news- reporting for media :RangaswamiParthsarathi
- 3 Advance reporting: Bruce Garrison
- 4 Interpretative reporting :McDougle
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MJMC202 - EDITING AND PRESENTATION

Objectives

1. To introduce students with the newsroom culture and editing environment
2. To familiarize with the process of editing
3. To acquaint with layout designing and technological aspects
4. To impart advance skills of editing

UNIT - 1 INTRODUCTION

- 1.1 Editing - Meaning, Concept and Significance.
- 1.2 Contemporary trends in Print Journalism, Contemporary presentation styles and editing of news paper and magazines.
- 1.3. News room set up, news flow and gate keeping
- 1.4 Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and chief Reporter.
- 1.5 Functions and responsibilities of Group Editor, Managing Editor, Coordinating Editor.

UNIT - 2 PROCESS OF EDITING

- 2.1 Editing- Principles, Tools & Techniques.
- 2.2 Role and function of copy desk
- 2.3. Art of Copy editing, Steps and precautions in editing.
- 2.4 Editing news agency copy – Compiling, Rewriting, Translation and Transliteration.
- 2.5. Importance of audience in editing

UNIT -3 : HEADLINE, PHOTOGRAPH, SPECIALISED EDITING

- 3.1 Headlines - meaning, significance and types. Techniques of effective headline writing
- 3.2. Photograph - Role and significance, qualities of an effective photograph
- 3.3. Photo editing- Selection of photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs., Caption writing.
- 3.4. Magazine Journalism – editing for magazines
- 3.5 Editing of Feature Pages: Sunday Magazines, Special Sections, Special Supplements and City pull outs

UNIT - 4 : LAY-OUT DESIGNING

- 4.1 Concept of lay-out and dummy
- 4.2 Principles of layout designing
- 4.3 Tools of layout designing, Types, Type faces, white space, picture, graph, and chart
- 4.4 Patterns of lay-outs
- 4.5 Planning the page - the front page and inside pages, designing special pages.

UNIT 5 : TECHNOLOGY

- 5.1 Brief History of Printing Technology.
- 5.2 Composing- Hand Composing, Mono composing, Lino composing, photo type setter, DTP etc
- 5.3 Various types of printing presses- Hand Press, Treadle, Cylinder, Rotary, photo gravure, offset, etc.
- 5.4. Applications of computer: Use of Quark Express, **indesign, matrix, cloud**
- 5.5 Applications of computer: Use of Photoshop

Recommended books :

- 1 समाचारसंपादन : प्रेमनाथचतुर्वेदी
- 2 समाचारसंपादनऔरपृ ठ सज्जा : रमेशजैन
- 3 समाचारमुद्रणऔरसाजसज्जा : यामसुन्दर 1मा 4 लेआऊटसाइबरमीडियाऔरसंचारप्रौद्योगिकी
- 5 कम्प्यूटर एक परिचय : संतो चौबे
- 6 Creative newspaper designing: Vie Giles
7. Learning the art and skills of radio journalism
8. Understanding different formats of radio programmers



MJMC203 - TELEVISION JOURNALISM

Objectives

1. Developing skills for television journalism
2. To acquaint student with TV production process
3. Understanding structure of newsroom and its functioning

UNIT1: INTRODUCTION TO TV NEWS & REPORTING

1. Television news formats, journalism television genres-news, news programme ,news documentary, interview based news programmes, interactive programme.
2. Television script
3. function of news channel, **significance of timeliness,**
4. PTC. vox pop, live reporting & outstation broadcast

UNIT 2: MAKING OF A NEWS BULLETIN

1. Structure and functioning of a news room,
2. Electronic new production system(ens)
3. Television news team-role and responsibilities, **reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists**
4. Rundown and structure of news bulletin, news graphics,**breaking news: definition and practice**

UNIT 3. TELEVISION NEWS PRODUCTION

1. Overview of television news production process, pre-production and post production
2. Production equipment's
3. Introduction to video camera: shots, angle and movements
4. Lighting and set designing

UNIT. 4 EDITING

- 4.1 Video editing:. Process and principles of editing.
- 4.2 Types of editing – assemble and insert editing. off-line and on-line editing. Non-linear editing techniques.
- 4.3 Audio mixing & editing; audio effects; dialogues and voice-over, titling, graphics, and animation.
- 4.4 Editing equipment's - recorder, player, vision mixer, audio mixer, TV monitor, vectroscope, waveform monitor, speaker, and special effect generator.



UNIT 5. TELEVISION NEWS PRESENTATION

- 5.1 Qualities of a newscaster, doing voice over, **words vs visuals**
- 5.2 Role and importance of anchor
- 5.3 Voice analysis - pitch, volume, tempo, vitality
- 5.4 Common voice problems – nasality and denasality, huskiness and sibilance

Recommended books

1. Ted White, Broadcast news Writing, Reporting and Producing, Focal Press
2. Andrew Boyd, Broadcast Journalism, Focal Press
3. Peter Ward, Alan Birmingham, Multi skilling for Television Production
4. Gerald Millerson, Television Production
5. SC Bhatt, Broadcast Journalism : Basic Principles
6. Parthsarathi, Here is the News
7. Boyd Barrett, Oliver and Rantanen, Globalisation of News, Sage Pub.
8. William J.Vannostram, The Script Writers Hand Book, Focal Press
9. Rudy Bretz, Techniques of Television production, Focal Press
10. I.E.Fang, Television News, ABC News Communication Arts Reference New York
11. Gerald Millerson, Techniques of TV Lighting



MJ 204 - PUBLIC RELATIONS AND ADVERTISING

Objectives

1. To introduce students with concepts of Public relations, advertising
2. To familiarize students with PR, Advertising processes
3. To impart necessary skills to enable students in performing PR, Ad. functions.

UNIT -1 INTRODUCTION TO PUBLIC RELATIONS

- 1.1 Concept and Definition of Public Relations, Role and Scope of Public Relations
- 1.2 Types Public Relations. Public, Government, Private and Service Sector P.R., Image Building, Brand Promotion, Informational & Crisis Public Relations Management.
- 1.3 Tools of P.R.: Media Release, Media Conference, Seminars/ Workshops, Events, Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & Programmes.
- 1.4 P.R. & Propaganda, Publicity & Advertising or Sales Promotion and Marketing

UNIT -2 ROLE AND FUNCTION OF PUBLIC RELATIONS

- 2.1 P.R. in Central & State Government -Role and Functions
- 2.2 Organisational structure of P.R. Department in Central – state Government.
- 2.3 P.I.B., A.I.R., D.D., Films Division, Song & Drama Division, Field Publicity.
- 2.4 State Government and Public Relations: DPR set up & functioning.
- 2.5 Art of P.R. writing: Writing for Brochure, Folders, Internal and External House journals

UNIT - 3 PUBLIC RELATIONS AND MEDIA

- 3.1 P.R. with Media – Media Relations.
- 3.2 Corporate Communications: Tools and Techniques.
- 3.3 Major P.R. Agencies: Indian & International their Functioning.
- 3.4 Characteristics of Good P.R & C.C personnel.
- 3.5 Planning & Running P.R. Campaign.

UNIT - 4 INTRODUCTION TO ADVERTISING

- 4.1 Advertising – Definition, Role & Importance.
- 4.2 History & Development of Advertising, Present Status of Advertisement.
- 4.3 Types of Advertisement – Corporate, Product, Display, Financial, Public Service, Tenders & Notices, Appointment Ads & Classifieds Ads.
- 4.4 Advertising ethics & Social responsibility.
- 4.5 Regulation of Advertising – Role of AAI, ASCI & INS.

UNIT - 5 ADVERTISING AND SOCIAL EFFECT

- 5.1 Ad Agency – Types, Structure and Functions.
- 5.2 Art of Developing Effective Copy and Importance of Copy writer.
- 5.3 Copy elements – Headline, Sub Heads, Slogans, Body Copy, Logo etc.

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5.4 advertising effect of society and Ethics

5.5 role of advertising in society

Campaigns- Amul, Cadburys, Hero Honda, Raymonds, Bajaj, Onida etc.

Recommended books :

1. Advertising – New Concepts , S.S Kaptan, Sarup & Sons, New Delhi.
2. Advertising & Public Relations, B.N. Ahuja and S.S. Chabra, Surjeet Publications Delhi.
3. Advertising Media Planning, Z. Jack, Sission and BumbaLincoln.
4. Brand Posining: Stategies for Corporate Advantage, SubrotoSengupta, Tata Mc GrawHill, New Delhi.
5. Advertisement in Print Media, Sanjay Kaptan and Akhilesh Acharya, Book Enclave, Jaipur.
6. Public Relations, H.Frazier Moore & Frank B. Kalupa, Surjeet Publications, New Delhi.
7. Effective Public Relations in Public and Private sector, C.G. Banik, Jaico Publishing House, Mumbai.
8. Hand Book of Public relations, Heath Robert L., sage Publications, New Delhi.
9. Balan, R.K. , "Corporate Public Relations, Sterling Punisher" Pvt. Ltd. New Delh, 1992.
10. Seitel, P. Fraser , " The Practice of Public Relations", 6th ed. Prentice Hall, New Jersey, 1995.
11. kevalkumar : advertising in india



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SEMESTER THREE

MJ 301: MEDIA MANAGEMENT

MJ 302: RADIO JOURNALISM

MJ 303: ELECTIVE - CENTRIC

A : NEWS WRITING

B : FEATURE WRITING

MJ 304 : ELECTIVE - GENERIC

A : DEVELOPMENT COMMUNICATION

B: RURAL AND ENVIRONMENTAL JOURNALISM



MJ 301: MEDIA MANAGEMENT

Objectives

1. To familiarize students with management process in media
2. To enable students to perform management functions

UNIT-1

- 1.1 Media Management: Concept and significance.
- 1.2 **Media Management: Principles & functions**
- 1.3 **Media Management: Responsibility, Authority and Accountability**
- 1.4 **Leadership and Media Management**

UNIT – 2

- 2.1 Media Ownership patterns in India:
- 2.2 Economics of media, **Business and legal aspects of media management**
- 2.3 **Establishing a media organization: Steps involved, problems and prospects of launching**
- 2.4 **Methods of Revenue Generation by Media Organization**

Unit – 3

- 3.1 Marketing in Media Industry
- 3.2 Functions of marketing
- 3.3 Marketing Mix- product, price, place and promotion
- 3.4 Brand promotion, market survey, advertising and sales strategy in media industry

UNIT – 4

- 4.1 Financial management- concept, objectives and importance,
- 4.2 Financial management - financial planning in media
- 4.3 Circulation management - circulation strategy, pricing and price war
- 4.4 Production management – Overview of production process.

UNIT – 5

- 5.1 Human resource planning, recruitment, selection and training
- 5.2 Job evaluation, compensation and performance appraisal
- 5.3 Foreign equity in Indian **media and Entertainment Industry**, Press commissions, Indian newspaper management structure
- 5.4 Apex bodies- DAVP, INS and ABC.



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Recommended books

1. Media Management in India, Dibakar Panigrahy, Editor P.K. Biswasroy, Kanishka Publishing House, New Delhi.
 2. Electronic Media Management, Avinash, Chiranjeev, Authors Press, New Delhi
 3. International Marketing Management, C. Subhash Jain, CBS Publishers & Distributors, New Delhi.
 4. News Paper Management in India, Gulab Kothari, Intercultural open University, Netherlands.
 5. Business Communications, K.K. Sinha, Galgotia Publication.
 6. Jones, Philip John, "What's in a Brand ? Building Brand Equity Through Advertising", Tata McGraw-Hill, New Delhi, 1998.
 6. Kotler Philip & Armstrong Gary, "Principle of Marketing", Prentice hall Englewood, 1980 .
 7. Kotler Philip, "Market Management", Prentice Hall of India, Delhi 2000.
 8. Steven J. Skinner "Marketing
-



Objectives

UNIT 1. INTRODUCTION TO RADIO MEDIUM

- 1.1 Oral communication and its importance, Radio as a mass medium : strengths and weakness of radio, radio and public service broadcasting
- 1.2 Radio for social change and development.
- 1.3 Alternative radio: community radio.
- 1.4 Radio broadcasting as entertainment: FM radio, Web radio.

UNIT 2. RADIO PROGRAMME FORMATS

- 2.1 News based programmes: Radio news bulletins and their structures (hourly and special; national, regional and local)
- 2.2 News based programmes: talk, spotlight, discussion, interview, voice dispatch and reviews
- 2.3 Entertainment programmes: features, music, drama, quiz ; Interactive programmes : people's forum, voice mail, phone in programmes
- 2.4 Audience and subject specific programmes: programmes for youth, women, children and senior citizen (audience specific); rural, educational, sports, science, health and family welfare (subject specific)

Unit 3. REPORTING, WRITING AND EDITING FOR RADIO

- 3.1 Basic principles of writing for radio: language of radio scripts, types of scripts for radio, five principles- spoken, immediate, person to person, heard only once, sound only
- 3.2 Interviewing: planning and preparation of radio interview. Interview by appointment, telephone interview, live and on the spot interview (**interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview**) news conference
- 3.3 Reporting and editing: basics of radio reporting and news writing- accuracy, balance, clarity, coverage of functions; editing of radio news bulletin
- 3.4 Preparing script for anchoring entertainment programme; radio audition.

UNIT 4: RADIO PROGRAMME PRODUCTION

- 4.1 Programme planning and production process; role of listeners response, audience research and feedback in programme planning, Field point chart, Schedule of programmes
- 4.2 Equipments of radio production: studio set-up, transmission and related technical persons
- 4.3 Equipments : microphones: importance, types; sound recording machines; sound mixers; sound transmission over lines; radio news gathering vehicles.
- 4.3 Recording and editing radio programmes, Cues, commands and signals of studio.

UNIT 5. RADIO PRODUCTION

- 5.1 Audience centred programme production.
- 5.2 Production elements of radio programmes: speech, narration, dialogue; sound effect; music; silence.
- 5.3 Criteria for a successful programme – simplicity, title and involvement of listeners.
- 5.4: Presentation of radio programmes; Job of the presenter lively presentation; broadcast speech delivery, modulation and projection of voice culture.

Recommended Books

1. SC Bhatt ,Broadcast Journalism-Basic principles
2. Parthsarathi ,Here is the News
3. HiardRoberth, Radio Broadcasting – an introduction to sound medium
4. Boyd Heinemann ,Techniques of Radio and TV News, 1998
5. John Clayton, Interview for journalism
6. Curtis D Dougall, Interpretative Reporting
7. Indian Broadcasting, H.R. Luthra, Publication Division,New Delhi.
8. Broadcasting in India, P.C. Chaterjee, Sage Publications, New Delhi.
9. This is All India Radio- Techniques of radio and T.V. News,V.L. Baruah, PublicationDivision, New Delhi.
10. Broadcast Journalism, Boyd Andrew, Focal Press, Oxford.
12. Broadcast Journalism, Cohler, David Keith, Prentice Hall.
11. Perspective on Radio and T.V., Smith S. Leslie, Harper and Row
- 12.. News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication, New Delhi.
- 9 रेडियोऔरदूरदर्शनपत्रकारिता, डॉ. हरिमोहनपाठक, तक्षशिलाप्रकाशन नईदिल्ली.
10. जनमाध्यमप्रौद्योगिकी, औरविचारधारा: रेडियो, टेलीविजन, केबलटेलीविजन के संदर्भमें, जगदीश्वरचतुर्वेदी, अनामिकाप्रकाशन, नईदिल्ली

MJ 303- ELECTIVE CENTRIC

A : MEDIA WRITING

Objectives

1. To develop writing skills among students
2. To familiarize students with journalistic writing
3. To familiarize students with genres of media writing
4. To develop ability for translation from English to Hindi and Hindi to English

UNIT ONE: BASICS OF WRITING

- 1.1 : Language as a means of communication, **Language of news; Robert Gunning's principles of writing**
- 1.2 : Planning and organizing content
- 1.3 : Translation in journalism
- 1.4 : **Translation of different news, e.g., business, political,, crime, sports, science, etc.**

UNIT TWO: NEWS WRITING

- 2.1: **Structure of news-intro, body, ending**
- 2.2: Writing Intro, types of intro
- 2.3: Developing body
- 2.4: Style and style guide/ book

UNIT THREE: FORMS OF WRITING

- 3.1 : Inverted pyramid
- 3.2 : **Narrative style**
- 3.3: **The Hourglass**
- 3.4 **The Focus style**

UNIT FOUR: WRITING SPECIAL STORIES

- 4.1: Speeches and meeting
- 4.2: Obituaries
- 4.3: Follow-ups
- 4.4: Brights, roundups, sidebars

UNIT FIVE: TELEVISION AND RADIO WRITING

- 5.1: Radio and television Bulletin structure; **diamond form**
- 5.2: Basics of writing for television and radio
- 5.3: Television and radio script layout and writing
- 5.4: Scripting documentary

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Recommended books :

- 1 News writing and editing: KM Shrivastava
- 2 Modern news writing and News writing :SavitaChadda
- 3 writing for Media
- 4 News writing: George A Hough
- 5 समाचारअवधारणाऔरलेखनप्रक्रिया : सुभा 1 घूलिया, आनंद प्रधान
- 6 समाचारलेखन : डॉ.सजीवमानावत
- 7 पत्रकारिता के सिद्धांत : एन.सी.पंत
- 8 पत्रकारऔरपत्रकारिता : डॉ.रमेशजैन
- 9 मानकहिन्दी : बृजमोहन
- 10 फीचरलेखन : मानोहरप्रभाकर
- 11 पत्रकारितामेअनुवाद की समस्याएं : भोलानाथतिवारी, जितेन्द्रगुप्त
- 12 अनुवादविज्ञान : भोलानाथतिवारी



MJ 303 B : FEATURE WRITING

Objectives

1. To familiarize students with feature, reportage and other formats of writing
2. To develop skills of feature writing in students

UNIT ONE: FEATURES

1. Concept and definition of features
1. Form and structure of features
2. **News features, personality, historical, seasonal features**
3. Information sources and elements of style for features

UNIT TWO : REPORTAGE

1. Reportage - meaning and definition, report and reportage
2. Basic elements of reportage
3. Structure of reportage
4. **Analysis of reportage of prominent writers**

UNIT THREE: REVIEWS

1. **Concept of review writing in print media**
2. Book review
3. Drama and art review
4. Film review

UNIT FOUR: OPINION WRITING

1. **Editorials**
2. Editorial writing
3. Article writing
4. Column writing

UNIT FIVE: ADVERTISING AND PUBLIC RELATIONS WRITING

1. Advertising copy writing for print
2. Advertising copy writing for electronic media
3. Fundamentals of public relations writing – aims, medium, style and characteristics
4. **Writing press notes**

Recommended books

- 1 News writing and editing: KM Shrivastava

- 2 Modern news writing and News writing :SavitaChadda
3 writing for Media
4 News writing: George A Hough
5 समाचारअवधारणाऔरलेखनप्रक्रिया : सुभा I धूलिया ,आनंद प्रधान
6 समाचारलेखन : डॉ.सजीवभानावत
7 पत्रकारिता के सिद्धांत : एन.सी.पंत
8 पत्रकारऔरपत्रकारिता : डॉ.रमेशजैन
9 मानकहिन्दी : बृजमोहन
10 फीचरलेखन : मानोहरप्रभाकर
11 पत्रकारितामेअनुवाद की समस्याएं : भोलानाथतिवारी, जितेन्द्रगुप्त



MJ 304 A: DEVELOPMENT COMMUNICATION

1. To introduce different concept of development
2. To develop understanding of communication for development
3. To enable students in handling tasks of development communication

UNIT -1 CONCEPT OF DEVELOPMENT

- 1.1 Concept of development, indicators of development.
- 1.2 Models of development
- 1.3 Theories of development
- 1.4 Problems and issues in development,
- 1.5 Characteristic of developing societies, sustainable development.

UNIT -2 TYPE OF COMMUNICATION AND CONCEPT OF DEVELOPMENT COMMUNICATION

- 2.1 Development communication : concept, philosophy, process, theories
- 2.2 Strategies in development communication –social cultural and economic barriers
- 2.3 Types of communication transactions
- 2.4 Formal and informal communication
- 2.5 Verbal and Non-verbal Communication

UNIT -3 MASS MEDIA AND DEVELOPMENT

- 3.1 Role of mass media in development
- 3.2 Evaluation of print, electronic, web and traditional media (with regard to development programmers)
- 3.3 Role of Akashvani, Doordarshan, Field publicity, DAVP, Film Division, PIB
- 3.4 Writing development messages: specific requirements for print, electronic, web and traditional media
- 3.5 role of social media in development

UNIT- 4 DEVELOPMENT SUPPORT COMMUNICATION

- 4.1 Agricultural communication and rural development: The genesis of agricultural extension extension approach system
- 4.2 Development support communication : pupation and family welfare
- 4.3 Development support communication: health, education, environment
- 4.4 Problems faced in development support communication.
- 4.5 approach in agricultural communication diffusion of innovation model of agricultural extension case studies of communication support to agriculture.

UNIT -5 DEVELOPMENT AGENCIES AND MAJOR DEVELOPMENT PROGRAM

- 5.1 Development agencies: government, semi –government non-governmental organization
- 5.2 Tribal development, watershed management
- 5.3 Communication strategies of development agencies
- 5.4 women's development programme, area development
- 5.5 natural resource management, approach of government in development programme

Reference books:

1. Media and development : M R Dua
2. Perspective on Development Communication: K Sadanandan Nair
3. Media Utilization for the development of women and children: B.S Thakur, Binod C. Agrawal
4. Media Communication: Suresh Chandra Sharma
5. Mass Communication and Development: Baldev Raj Gupta.
6. Communication for Development in the Third World : Theory Practice – Shrinivas. R.Melkote.
7. Development Dynamics of Press and Journalism, Vinod Bhatnagar, Printwell – Jaipur.
8. Journalism & Human Development (Making of the News Persons), Robin Khemchand, Dominant Publishers and Distributors, New Delhi
9. Dimensions of Modern Journalism, N.C.
10. Barker, L. (1990). "Communication", New Jersey: Prentice Hall, Inc; 171.
11. Devito, J. (1998) Human Communication. New York: Harper & Row.
12. Patri and Patri (2002); Essentials of Communication. Greenspan Publication

MJ 304 B: RURAL & ENVIRONMENTAL JOURNALISM

OBJECTIVES

1. To give overview of rural and environmental journalism
2. To familiarize students with folk media and rural mass communication
3. To impart knowledge about environmental problems and issues
4. To develop skills of rural and environmental journalism

UNIT ONE: RURAL COMMUNICATION FOLK AND MEDIA

1. Overview of India villages
2. Introduction to rural communication
3. Folk media – Kathputli, folk drama, Khayal, folk song, folk dance
4. Folk media – Nautanki, jatra, Swang, Bhavai, Yakshagana
5. Folk stories and oral traditions in rural india

UNIT TWO: RURAL MASS COMMUNICATION

1. Meaning and overview of rural mass communication
2. Traditional media of rural mass communication
3. Modern media of rural mass communication – press, electronic media, new media, exhibition and transport
4. Utility of mass communication in rural areas
5. Public relations in rural areas

UNIT THREE: RURAL MASS COMMUNICATION, DEVELOPMENT & SOCIAL CHANGE

1. Rural development – concept, aims, policies and programmes
2. Rural society, social change in rural India, impact of mass media on rural society
3. Role of mass media in rural development
4. Areas of rural development and mass communication
5. Problems of rural mass communication

UNIT FOUR: ENVIRONMENT AND MASS COMMUNICATION

1. Concept of environment – meaning and definition
2. Components and kinds of mass communication
3. Major environmental problems in India
4. Environmental communication – concept, media and area
5. Environmental movements in india – Silent valley, Chipko, Appiko, Chillika, Narmada movement.

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UNIT FIVE: RURAL AND ENVIRONMENTAL JOURNALISM

1. Meaning of rural and environmental journalism
2. Historical context of rural journalism – pre and post independence
3. Aspects of rural and environmental journalism – barriers, negligence of rural and environmental issues, rural and environmental newspapers and magazines
4. Rural and environmental journalism in mainstream media
5. Reporting and writing on rural and environmental issues



SEMESTER - FOUR

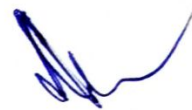
MJ 401 : SOCIETY AND MEDIA
MJ 402 : CYBER JOURNALISM

ELECTIVE CENTRIC

MJ 403 A : ECONOMIC JOURNALISM
MJ 403 B : ART AND CULTURE JOURNALISM

ELECTIVE GENERIC

MJ 404 A : COMMUNICATION RESEARCH
MJ 404 B : PRINTING AND PUBLISHING



Objectives:

1. To orient students about social, political, economic surroundings
2. To develop capacity for analyzing issues relating to economy, polity, society

UNIT- 1 :Mass media and society:

- 1.1: Importance of media**, media as social institutions
- 1.2: Fundamental Duties:
- 1.3: media impact on society,
- 1.4: social responsibility of media.**
- 1.5 : Fundamental Rights**

:UNIT- 2 : POLITY

- 2.1: Alternative forms of government
- 2.2 Democratic System in India
- 2.3: Organs of Government - Parliament
- 2.4: Organs of Government - Executive
- 2.5: Organs of Government – Judiciary

UNIT- 3 : SOCIETY

- 3.1 Overview of India Culture
- 3.2 Organization of Indian Society
- 3.3 Social Change in India
- 3.4 Secularism, Communalism, Fundamentalism, Terrorism
- 3.5 Gender inequality, Human rights

UNIT- 4 :Ownership of media,

- 4.1: **content – control Internal and external threats**
- 4.2: **pressures on media –**
- 4.3: **mediaregulations, issues of social class, poverty,**
- 4.4: **development and public health**
- 4.5: **issues of social class,**

UNIT - 5: IDEOLOGIES

- 5.1: Liberalism
- 5.2: Socialism
- 5.3: Marxism
- 5.4 Fascism
- 5.5 Gandhism

Recommended books

- 1 Indian constitution: DD Basu
- 2 Ideology and utopia: Karl manheim
- 3 street Corner society: WF White
- 4 Vision 21st Century: Anantharama Rao
- 5 Media and culture an introduction to mass communication - Richard Campbell
6. Mass media issues analysis and debate – GeorgeOddman
7. Media and Democracy in Asia - An AMIC compilation, 2000
8. Dynamics of mass communication: Media in Transition - Joseph Dominick
- 9 Conflict sensitive journalism - Ross Howard
10. Media power in politics - Graber, Doris. 1980
11. Media and Society - Arthur Asa Berger
12. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
13. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
14. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University
,Newyork, 1953



MJ 402 :CYBER JOURNALISM

Unit : 1 Cyber Journalism

- 1.1 **What is Cyber Space?**
- 1.2 **What is Information Super highway**
- 1.3 **Internet and Information Revolution**
- 1.4 **Fundamentals of Cyber Media**
- 1.5 **Advantages & Disadvantages of Cyber Journalism**

UNIT - 2. Writing for Web Media:

- 2.1 Basic rules
- 2.2 Writing News stories
- 2.3 Features & Articles on the Web
- 2.4. Means of attractiveness
- 2.5. Effective web copy

UNIT-3. Presentation & Layout of Web Newspapers , Magazines:

- 3.1. **Information with breakout links to further information**
- 3.2 **Presentation&Layout**
- 3.3 **Future of Web Journalism**
- 3.4. **Impact of Web Journalism**
- 3.5. **Web Journalism Writing Techniques**
- 3.11 **Online Advertising**

UNIT - 4. Analysis of important Indian News

- 4.1 **Based Websites**
- 4.2 **Impact of globalization on Web Journalism**
- 4.3 **Trends in Cyber Reporting &; Editing**
- 4.4 **Cyber Laws**
- 4.5 **Concept of e -governance**

UNIT-5 WEB REDIO :

- 5.1 **Web Newspapers & Magazines an introduction**
- 5.2 **Advertising on the web**
- 5.3 **Circulation of Web Newspapers**
- 5.4. **blogs mobile news ,SMS**
- 5.5. **portals,web radio**



Recommended Books

1. A journalist's guide to the internet: Callahan
Chirtopher
2. Online journalism :jim hail
3. Web production :Jason Whitaker
4. Digital sub editing & design : Stephen toinn
5. Journalism on line :mike ward
6. Multimedia : concept & practice
7. Cyber space aurmedia :SudhishPachauri
8. SamayaurSanskriti :ShyamaCharanDubey
9. Janmadhyampraudyogikiaurvichardhara
:JagdishwarChaturvedi



MJ 403 A – ECONOMIC JOURNALISM

Objectives:

1. To orient students with the business environment prevalent in the country and world
2. To develop capacity of analysis business and economic issues

UNIT – 1: INTRODUCTION TO ECONOMIC JOURNALISM

- 1.1 Meaning , scope, functions and importance of business journalism (BJ)
- 1.2 Overview of history of business journalism in India
- 1.3 Skills required for BJ, Sources of business news, business news writing
- 1.4 Areas of business journalism – corporate, stock market, commodity, agriculture, govt, consumer issues etc
- 1.5 **National and International business publications:** ET, FE, BS, BI, BW etc., **Business News Channels, Business Magazines**

UNIT – 2: INDIAN ECONOMY

- 2.1 Development, nature and characteristics of Indian economy
- 2.2 Economic reforms in India –Liberalisation, privatization, **Globalisation, global economy and India's emergence**
- 2.3 **Capital Expenditure**
- 2.4 Banking sector in India, **Bankruptcy, Agriculture and Indian Economy**
- 2.5 Foreign investment in India, **Policies and Opportunities**

UNIT – 3: GOVERNMENT POLICIES AND PLANNING

- 3.1 Planning Commission – role and functions, evaluation of five year plans
- 3.2 **NitiAyog**
- 3.3 Centre and state budget – an analysis
- 3.4 India's Trade policy,
- 3.5 Monetary and fiscal policy

UNIT – 4: CORPORATE SECTOR

- 4.1 Public and private sector – a comparative analysis
- 4.2 Growth and emergence of corporate sector in India, **Major Corporate Houses**
- 4.3 Multinational corporations and Indian economy
- 4.4 Monopolistic tendencies in corporate sector
- 4.5 Major industry bodies in India- CII, FICCI, ASSOCHAM

UNIT – 5: INTRODUCTION TO STOCK MARKET

- 5.1 Introduction to stock market
- 5.2 Evaluation of stock – reading balance sheet and predicting industry trend
- 5.3 Mutual funds- their types
- 5.4 Role and functions of commodity exchanges
- 5.5 Role and functions of SEBI

Recommended books

1. Indian Stock Market – Regulation Performance and Policy Perspective, A.K. Sharma & G. S. Batra, Deep & Deep Publishing Private Ltd.
2. Economic Development of India, Since Independence, BhakriSuman &Gopal, Kalayani Publication, Ludhiyana.
3. Economic Reform and Global change, I.G. Patel, Macmillan India Ltd, New Delhi.
4. Economic reforms in India: Problem and Prospects, Menjor Singh, Mittal Publishers, New Delhi.
5. Economic Reforms: The Indian Experience, K.D. Saxena, Shipra publishers, New Delhi
6. The Global Media, Robert W. Machesney, Edward S. Hermann, Madhyam Books, New Delhi
7. Indian Economy :Dutt and Sundaram
- 8.



MJ 403 B - ART & CULTURE JOURNALISM

Objectives:

1. To orient familiarize with the tradition of art and culture
2. To develop capacity for appreciating and analyzing issues in art, architecture, music, cinema, theatre, dance etc.

UNIT-1

- 1.1 Cultural Journalism: Contemporary trends in print and electronic media
- 1.2 Media, society and culture, **Characteristics of Indian Culture, Position of Women in Ancient India,**
- 1.3 **Indian Art**, Areas of Art and Culture and their major forms
- 1.4 Major writing forms for Art and Culture, formats, language and style
- 1.5 **Contemporary Period, Ancient Period, Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy**

UNIT -2

- 2.1 An introduction to Indian Aesthetics involving classical, folk and tribal arts
- 2.2 Art and society, elements of art-reviews, status of art review in journalism
- 2.3 **Traditional and Modern art forms**, Modern Art movement
- 2.4 Significance of seeing, listening and contemplating in art
- 2.5 Communication revolution and art forms

UNIT-3

- 3.1 A brief introduction to different Schools (Gharanas) of Music. Contributions of Maharaja Mansingh, GwaliorGharana. Contributions of Kumar Gandharva, Bhimsen Joshi, MallikarjunMansoor, Ameer.Khan, Bade Gulamali Khan, KishoriAmonker, Hari Prasad Chourasiya, Ravishanker, DagarBhandhus.
- 3.2 RavindraSangeet, Kathak, Bharatnatyam, Odisee, Mohiniattam, Kuddiattam,Contributions of KelucharanMahapatra, BirjooMaharaj, YaminiKrishnamurthi.
- 3.3 Brief introduction to different folk and tribal dance forms.
- 3.4 Art Institutions: Sangeet&Natak Academy, National School of Drama, LalitKalaAcademy, Sahitya Academy, Bharat Bhawan, Indira Gandhi National Museum of Man
- 3.1 Study of Magazines and Journals like, Art today, India Magazine, Kalavarta, Natrang,Chaumasa, Sakshatkar, Poorvgrah

UNIT- 4

- 4.1 **Indian Architecture: Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture**
- 4.2 Architecture in Gwalior
- 4.3 Contributions of Mughal and western architecture, Temples of Khajuraho and Konarka and TajMahal
- 4.4 Main elements of theatre review, style of acting, costumes, stage, design, music, and light and sound.
- 4.5 Contributions of Habib Tanveer, Ratan Thiyam, Ramgopal Bajaj, Jaidev Taneja, Girish Karnad and Street and puppet theatre.

UNIT - 5

- 5.1 **Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition** Brief art of Bheem Baithaka, Rajputana, Miniature, Madhubani. Tradition of painting in Gwalior
- 5.2 Contributions of painters like **Raja Ravi Verma**, Ramkumar Jagdish Swaminathan,
- 5.3 **Rise of Modern Theatre and Indian Cinema**, Indian popular cinema Vs. parallel cinema.
- 5.4 Contributions of main film makers like Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Govind Nihalani, Raj Kapoor, Kumar Shahni, Mani Kaul etc.
- 5.5 Elements of film appreciation, music songs, covering form and content of film. Brief study of film magazines and Journals like Patkatha, Cinemaya, Cineblitz, Star and Style, Screen, Filmfare

Recommended Books

1. The arts of India : George Coombes
2. Advanced history of India : R.C Majumdar, H.C Roy Choudhary, Khali Kinkardutta
3. Cultural past: Romila Thapar
4. Towards a new art history: Studies in Indian art : Panikkar, Mukherji
5. Encyclopedia of art and culture in India : Gopal Bhargava
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MJ 404 A COMMUNICATION RESEARCH

Objectives

1. To acquaint students with the methods and techniques of research.
2. To enable students to plan and develop research proposal
3. To prepare them for conducting research.

Unit-1 CONCEPT OF RESEARCH

- 1.1 Meaning ,nature , and scope of communication Research, Steps in research
- 1.2 **Quantitative and Qualitative research**
- 1.3 Research problem, Variable & hypothechs
- 1.4 Problem of objectivity in research

UNIT -2 RESEARCH DESIGN, TOOLS AND TECHNIQUES OF RESEARCH

- 2.1 Research design : concept, importance & types
- 2.2 Sampling : meaning & type
- 2.3 Sources of data : Primary and Secondary
- 2.4 Data collocation : Questionnaire, Schedule, Interview & Observation

UNIT -3 METHODS OF RESEARCH

- 3.1 Experimental Method
- 3.2 Cass study
- 3.3 Content Analysis
- 3.4 Survey

UNIT -4 AREAS OF RESEARCH

- 4.1 **Research in print media**
- 4.2 **Research in electronic media**
- 4.3 **Research in advertising**
- 4.4 **Research in public relations**

UNIT -5 DATA ANALYSES AND REPORT WRITING

- 5.1 Data analysis and interpretation
- 5.2 Tabulation ,classification ,graphical representation of data
- 5.3 Elementary of statics : mean, mode ,medium
- 5.4 Report Writing, Use of computer in research



Recommended books :

- 1 Research and report Writing: Saravanel
- 2 Research methods for communication Science : James H Watt
- 3 Communication network management: Cornel Terplan
- 4 International media research: John corner
- 5 मीडिया शोध : जोनदयाल समाजिकअनुसंधान : डॉ. डी.एस.बटेल



MJ 404 B: PRINTING AND PUBLISHING

OBJECTIVES

1. To acquaint students with various printing process
2. To familiarize with typography and DTP

UNIT ONE: HISTORY OF PRINTING

1. Origin of printing technology in western world
2. Growth of printing in Europe
3. Development of printing in England
4. Printing in contemporary times

UNIT TWO: PRINTING IN INDIA

1. Origin of printing in India
2. Printing in ancient and medieval India
3. Printing in modern India
4. Technological revolution in printing

UNIT THREE: PRINTING PROCESS

1. Letter press printing
2. Lithography and gravure printing
3. Flexography and silk screen
4. Offset printing

UNIT FOUR: TYPOGRAPHY

1. Overview of development of types, parts of type, point system
2. Kinds of types, type family,
3. Composing – hand and machine composing
4. Phototypesetting

UNIT FIVE: DESKTOP PUBLISHING

1. DTP – concept and meaning, importance of DTP, software's and hardware for DTP
2. PageMaker and Photoshop
3. Quark Xpress, Adobe In design
4. Press copy and proof reading



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Recommended books :

- 1 समाचारमुद्रणऔरसाजसज्जा : यामसुन्दर र्मा
- 2 लेआऊटसाइबरमीडियाऔरसंचारप्रौद्योगिकी
- 3 कम्प्यूटर एक परिचय : संतो ाचीवे
- 4 Creative newspaper designing: Vie Giles
- 5 Newspaper Design: Allen Hutt
- 6 Subediting- a handbook of modern newspaper editing and production: F W Hodgson

