

GURUGRAM UNIVERSITY



(State Govt. University established under Haryana Act 17 of 2017)

Department of Media Studies

Syllabus

for

M. A. (Journalism and Mass Communication)

Gurugram University

Sector - 51, Gurugram

Haryana

M.A (Journalism and Mass Communication)
Two Years Regular Course (Four Semesters) 2021-2022

The M. A (Journalism and Mass Communication) is the Master Programme in the subject of Journalism and Mass Communication under the Semester System will consist of 20 papers/Courses in all. The programme will be spread over to four semesters. First two semesters will be in M. A (previous) and rest of the semesters in M.A (Final) year. Each Semester will comprise of Five Papers of 100 marks each and will be of 2000 Marks in total. The Semester-wise break-up of the paper/Courses will be as under: -

GURUGRAM UNIVERSITY, GURUGRAM, HARYANA
Scheme of Examination for M.A (Journalism and Mass Communication)
2021-22
SEMESTER-1

| S.No | Paper Codes | Nature of Paper | Nomenclature | Theory Marks | Internal Assessment | Practical | Total Marks | Credits | | | Credit Total | Exam Time |
|------|-------------|-----------------|--|--------------|---------------------|-----------|-------------|---------|---|---|--------------|-----------|
| | | | | | | | | L | T | P | | |
| 1 | MAJMC101 | Core | Communication: Theories and Models | 80 | 20 | | 100 | 4 | 4 | | 4 | 3 Hr. |
| 2 | MAJMC102 | Core | Indian Concept of Communication | 80 | 20 | | 100 | 4 | 4 | | 4 | 3 Hr. |
| 3 | MAJMC103 | Core | Introduction to Media and Journalism | 80 | 20 | | 100 | 4 | 4 | | 4 | 3 Hr. |
| 4 | MAJMC104 | Core | Media Laws and Ethics | 80 | 20 | | 100 | 4 | 4 | | 4 | 3 Hr. |
| 5 | MAJMC105 | Core | Socio-Economy-Polity: Indian and World Perspective | 80 | 20 | | 100 | 4 | 4 | | 4 | 3 Hr. |

GURUGRAM UNIVERSITY, GURUGRAM, HARYANA
Scheme of Examination for M.A (Journalism and Mass Communication)
2021-22
SEMESTER-2

| S.No | Paper Codes | Nature of Paper | Nomenclature | Theory Marks | Internal Assessment | Practical | Total Marks | Credits | | | Credit Total | Exam Time |
|------|-------------|-----------------|--|--------------|---------------------|-----------|-------------|---------|---|---|--------------|-----------|
| | | | | | | | | L | T | P | | |
| 1 | MAJMC201 | Core | Print Journalism: Reporting, Writing and Editing | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 2 | MAJMC202 | Core | Television Journalism: Writing and Reporting | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 3 | MAJMC203 | Core | Audio-Visual Production | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 4 | MAJMC204 | Core | Advertising: Designing and Creativity | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 5 | MAJMC205 | Core | Development Communication | 80 | 20 | | 100 | 4 | 4 | | 5 | 3 Hr. |

GURUGRAM UNIVERSITY, GURUGRAM, HARYANA
Scheme of Examination for M.A (Journalism and Mass Communication)
2021-22
SEMESTER-3

| S.No | Paper Codes | Nature of Paper | Nomenclature | Theory Marks | Internal Assessment | Practical | Total Marks | Credits | | | Credit Total | Exam Time |
|------|-------------|-----------------|------------------------------------|--------------|---------------------|-----------|-------------|---------|---|---|--------------|-----------|
| | | | | | | | | L | T | P | | |
| 1 | MAJMC301 | Core | Radio Program Production | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 2 | MAJMC302 | Core | Cultural Studies: An Introduction | 80 | 20 | | 100 | 4 | 4 | | 4 | 3 Hr. |
| 3 | MAJMC303 | Core | Digital Media | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 4 | MAJMC304 | Core | Media Research and Data Journalism | 80 | 20 | | 100 | 4 | 4 | | 4 | 3 Hr. |
| 5 | MAJMC305 | Core | Media Technology | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |

GURUGRAM UNIVERSITY, GURUGRAM, HARYANA
Scheme of Examination for M.A (Journalism and Mass Communication)
2021-22
SEMESTER-4

| S.No | Paper Codes | Nature of Paper | Nomenclature | Theory Marks | Internal Assessment | Practical | Total Marks | Credits | | | Credit Total | Exam Time |
|------|-------------|-----------------|---|--------------|---------------------|-----------|-------------|---------|---|---|--------------|-----------|
| | | | | | | | | L | T | P | | |
| 1 | MAJMC401 | Core | Various Patterns of Specialized Reporting | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 2 | MAJMC402 | Core | Writing Beyond News | 50 | 20 | 30 | 100 | 5 | 2 | 3 | 5 | 3 Hr. |
| 3 | MAJMC403 | Core | Public Relation and Corporate Communication | 80 | 20 | | 100 | 5 | 3 | 1 | 4 | 3 Hr. |
| 4 | MAJMC404 | Core | Industry Training and Project Report | | | | 100 | | | | 4 | 3 Hr. |
| 5 | MAJMC405 | Core | Production Portfolio | | | | 100 | | | | 4 | 3 Hr. |

MA (JMC)
SEMESTER - 1
COMMUNICATION: THEORIES AND MODELS

Paper Code MAJMC101
Time allowed: 3 Hours Max.

Marks: 100
Written: 80
Practical:
Internal Assessment: 20

UNIT 1 INTRODUCTION TO COMMUNICATION

- 1.1 Meaning and Definition, Seven c's of Communication, Functions of Communication
- 1.2 Forms of Communication (Intra-Personal, Inter-Personal- Johari Window Model, Group and Mass Communication)
- 1.3 Types of Communication: Verbal and Non-Verbal
- 1.4 Discussions as a Mediated and Non-Mediated Forums of Communication.

UNIT 2 THEORIES OF COMMUNICATION

- 2.1 Interactive Theories: One Step Flow, Two Step Flow, Multistep Flow
- 2.2 The Limited Effects Theory
- 2.3 The Magic Bullet Theory, Agenda Setting, Uses and Gratification Theory, Cultivation Theory
- 2.4 Normative Theories (Theories of Press): Authoritarian Theory, Libertarian Theory, Social Responsibility Theory and Soviet Media Theory.

UNIT 3 MODELS OF COMMUNICATION

- 3.1 Linear models (one way communication) Aristotle's, Lasswells, Shannon and Weaver, Berlo's S-M-C-R Model.
- 3.2 Interactional models (two-way communication) Osgood and Schramm, Westley and Maclean model.
- 3.4 Transactional models (two way with more complex communication) Dance Helical and Barnlunds transactional Model.
- 3.5 Barriers of communication (Noise, signal, Information overload, Selective perception due to other barriers such as physical, cultural, language, education, gender, class etc.)

UNIT 4 PSYCHOLOGY AND SOCIOLOGY OF MEDIA AUDIENCES

- 4.1 Mass Media audience, behaviour and opinions
- 4.2 The meaning of Effects, reflex effects, technological effect
- 4.3 Mcluhan's perspective, technological determinism
- 4.4 Needs of audience studies in India

Reference books:

1. Klapper, J.T. (1960) *The effects of Mass Communications*, New York Free Press,
2. Berlo, D.K. (1960) *The Process of Communication*, New York
3. De Fleur, M *Theories of Mass Communication*, New York.
4. D. McQuail (2010) *Mass Communication Theory*, New Delhi: Sage Publications
5. Stanley J. Baran, Dennis K. Davis, (2014) *Mass Communication Theory: Foundations, Ferment, and Future*, Wadsworth Publishing
6. John Fiske (1990) *Introduction to Communication Studies*, Routledge
7. Keval J. Kumar (2010) *Mass Communication in India*, Jaico Publishing House
8. N. Stevenson (1997) *Understanding media culture: Social theory and mass communication*

MA (JMC)
SEMESTER - 1
INDIAN CONCEPT OF COMMUNICATION

Paper Code MAJMC102
Time allowed: 3 Hours Max.

Marks: 100
Written: 80
Practical:
Internal Assessment: 20

UNIT 1 AN INTRODUCTION

- 1.1** Origin of Communication in India (Cave Painting, Smoke Signals, Symbols, Carriers Pigeons Telegraph, Pictogram, Ideogram etc)
- 1.2** How Oral Traditions Gave Scope to Written Texts (In form of Copper Plates, Leaves and Books)
- 1.3** Indian Culture and Communication
- 1.4** Indian Cultural Symbols in Verbal and Non-Verbal Communication

UNIT 2 INDIAN MODELS OF COMMUNICATION

- 2.1** Hindu Model
- 2.2** Buddhist Model
- 2.3** Jainism Model
- 2.4** Carvaka Model

UNIT 3 UNDERSTANDING OF COMMUNICATION IN ANCIENT INDIAN TEXT

- 3.1** Bharat Muni's Natyashastra
- 3.2** Narad Muni as a Medium of Non-Mediated Communication
- 3.3** Geeta-Samvaad
- 3.4** Patanjali Yoga Sutra and Others Indian Text

UNIT 4 DIALOGUES IN INDIAN TEXT

- 4.1** Acharya Shankar v/s Mandan Mishra
- 4.2** Nachiketa v/s Yam
- 4.3** Yagyavalkya v/s Maitreyi
- 4.4** Yagyavalkya v/s Gargi
- 4.5** Ashtavakra v/s Acharya Bandi and other Dialogues

UNIT 5 INDIAN COMMUNICATORS

- 5.1** Chanakya
- 5.2** Samrat Ashoka
- 5.3** Vivekananda
- 5.4** Dara Shukoh
- 5.5** Mahatma Gandhi and other communicators

Reference Books:

1. Ramesh N Rao and Avinash Thombre (2015) Intercultural Communication: The Indian Context
2. Om Prakash Singh, Indian Communication: Theory and Practice
3. Devdutt Pattanaik, Leaders: Insight from Indian Mythology
4. Devdutt Pattanaik, Indian Mythology: Tales, Symbols, and Rituals from the Heart of the Subcontinent

MA (JMC)

SEMESTER - 1

INTRODUCTION TO MEDIA AND JOURNALISM

Paper Code MAJMC103

Time allowed: 3 Hours Max.

Marks: 100

Written: 80

Practical:

Internal Assessment: 20

UNIT 1 INTRODUCTION TO MEDIA

- 1.1** Nature, Function, Objective and Brief Historical Overview of Media Evolution
- 1.2** Structure and Types of Media (Print, Audio-Visual and Digital Media): Nature, Formats and Content
- 1.3** Indian Media Industry: size, circulation, revenues, audience.
- 1.4** Accumulation and ownership patterns of media in India.
- 1.5** Media and Society: Their Impact on Each Other

UNIT 2. HISTORY OF JOURNALISM

- 2.1** Pre-Independence
- 2.2** Press in Post-Independence India
- 2.3** Prominent Magazine, newspaper and trends
- 2.4** Regional Language News Paper
- 2.5** Brief histories of News Agencies

UNIT 3 HISTORY OF BROADCAST MEDIA

- 3.1** Evolution and Development of Radio in India
- 3.2** Evolution of TV in India
- 3.3** Various Committees related to AIR and Doordarshan
- 3.4** Cable and Satellite television

UNIT 4 DEVELOPMENT OF FILM AND TRADITIONAL MEDIA

- 4.1** Silent Era of Indian Cinema`
- 4.2** Early Talkies Era of Indian cinema
- 4.3** Growth of Parallel and commercial Cinema in India
- 4.4** Prominence forms of Traditional Media

UNIT 5 DIFFERENT TRENDS IN JOURNALISM

- 5.1** Literary journalism, interpretive journalism, advocacy journalism, precision journalism, and objective journalism
- 5.2** Consensus versus conflict journalism, citizen journalism, yellow journalism, Sensationalisation, media agenda, misinformation, fake news, trail by media (in context with special cases)
- 5.3** Current issues in journalism (political, educational, gender, class, caste etc.
- 5.4** Emerging trends in journalism

Reference books:

1. Uma Joshi, Text Book of Mass Communication & Media Anmol Publication, Delhi
2. R. Parthasarathy, Journalism in India, Sterling Publishers
3. H.R. Luthra Indian Broadcasting
4. Prof. (Dr.) Sanjeev Bhanawat, Patrakarita ka Itihas Avam Jan Sanchar Madhyam
5. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
6. S C Bhatt Indian Press since (1955) Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
7. Shyam Parmar Traditional Folk Media in India
8. Krishna Bihari Mishra (2019) Hindi Patrakarita: Ashvasti Aur Ashanka

MA (JMC)
SEMESTER-1
MEDIA LAWS AND ETHICS

Paper Code MAJMC104
Time allowed: 3 Hours Max.

Marks: 100
Written: 80
Practical:
Internal Assessment: 20

UNIT 1 PRESS LAWS

- 1.1 Press Regulation in India: Historical Perspective (Pre-Independence Era)
- 1.2 Freedom of speech and expression in the constitution of India
- 1.3 Constitutional Restrictions in Freedom of Speech
- 1.4 Press during Emergency

UNIT 2

- 2.1 Press and registration of books Act, 1867
- 2.2 Right to privacy and Official Secret Act 1923
- 2.3 Copy right Act, 1957
- 2.4 Civil and Criminal Law of Defamation in India

UNIT 3

- 3.1 Right to Information
- 3.2 Working Journalist Act, 1955
- 3.3 Contempt of Court, 1971
- 3.4 Indecent representation of women Act 1986

UNIT 4

- 4.1 Cinematography Act, 1953
- 4.2 Cable Television Network act 1995
- 4.3 Prasar Bharti Act, 1996
- 4.4 Cyber Act
- 4.5 Guidelines and Policies For Digital Media

UNIT 5 MEDIA ETHICS

- 5.1 Meaning, Concept and Historical Perspective of Media Ethics
- 5.2 Code of Ethics for Media Professionals
- 5.3 Ombudsmen- A Perspective
- 5.4 Challenges and Dilemmas of Ethics

Reference Books:

1. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
2. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
3. R.K. Ravindrana Press in the Indian Constitution
4. Prof. (Dr.) Sanjeev Bhanawat, Press Kanoon aur Patrakarita
5. Prof. (Dr.) Sanjeev Bhanawat, A Compendium of Codes of Conduct for Media Professionals
6. K.S. Venkateshwaran Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
7. Dr. Ambrish Saxena Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
8. D.D. Basu (2010) Law of The Press
9. Nand Kishore Trikha (2012) Press Vidhi (Press Law)

MA (JMC)

SEMESTER-1

SOCIO, ECONOMY POLITY: INDIAN AND WORLD PERSPECTIVE

Paper Code MAJMC105

Time allowed: 3 Hours Max.

Marks: 100

Written: 80

Practical:

Internal Assessment: 20

UNIT 1 SOCIAL CHALLENGES IN INDIA

1.1 Social structure and stratification patterns in India

1.2 Social issues and problems (case studies on poverty, education, employment, inequality, Gender discrimination, diversity and LGBTQ)

1.3 Social development and Government

UNIT 2 ECONOMIC SCENARIO OF WORLD AND INDIA

2.1 Nature of Indian economy and role of LPG model (liberalisation, privatisation and globalisation after internet age)

2.2 Capitalism and Socialism

2.3 RBI, Neeti Aayog

2.4 Indian Agriculture: Issues and Problem, Indian Industries Challenges

2.5 World Trade Organisation (WTO), World Bank, IMF-ADB

2.6 Foreign Policy with neighbour Countries

UNIT 3 POLITICAL SYSTEM IN INDIA AND WORLD

3.1 Introduction to Political System: America, Britain, Switzerland, China

3.2 Salient feature of Indian Constitution

3.3 Directive Principal and fundamental duties of State

3.4 Federal and United Natures of Indian Political System

UNIT 4 GOVERNANCE OF INDIA

4.1 Parliamentary and legislative procedure in India

4.2 Introduction to Various Political Parties and Coalition Politics

4.3 Indian Judicial System, Lok Adalat, Public interest and Litigation

4.4 Election commission: Role, structure and function

4.5 Role of Panchayti Raj

Reference Books:

1. A.N. Aggarwal, Indian Economy
2. Rajni Kothari, Caste in Indian politics
3. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow
4. Bakshi P.M. (2001) The Constitution of India, Universal Law Publishing Co. Pvt. Ltd.
5. Jhabvala, Noshirvan H (2003) The Constitution of India, C Jamnadas and Co., Mumbai
6. D. D. Basu, An Introduction to the Constitution of India
7. J.C. Johri, Indian Political System
8. P. C Joshi & Namita Joshi A Text Book of Environmental Science, A. P. H. Pub. New Delhi
9. Dr B. S Chauhan Environmental Studies, Laxmi Publication
10. Anubha Kaushik & C. P. Kaushik Environmental Studies, New Age International
11. R.S. Yadav (ed.) India's Foreign Policy: Contemporary Trends
12. Muchkund Dubey, Political Issues
13. Prof. (Dr.) Sanjeev Bhanawat, Vyganik Dristikon aur Sanchar Madhyam and Vilupta hoti Betyion
14. Prof. (Dr.) Sanjeev Bhanawat, Media and Rural Development
15. Prakash Chander International Politics
16. I.K. Gujral Continuity and Change: India's Foreign Policy (Mac Millan, India)
17. Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)
18. S.R. Sharma Indian Foreign Policy (Om Sons)

MA (JMC)

SEMESTER-2

PRINT JOURNALISM: REPORTING, WRITING AND EDITING

Paper Code MAJMC201

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1 NEWS AND NEWS STORIES IN PRINT

- 1.1 What is news, news values, type of news, news stories.
- 1.2 Structure of news, 5W's and 1H, style pattern of stories (inverted pyramid, straight pyramid, cylindrical).
- 1.3 Headlines, Photo captions and data presentations
- 1.4 Mediums of print journalism (books, newspaper magazine, billboards, newsletter letters, generals)

UNIT 2 PRINCIPAL OF EDITING

- 2.1 Principles of editing in Newspaper and Editing
- 2.2 Copy Editing and Proof-reading symbols
- 2.3 Copy editors: role and responsibilities
- 2.4 Technique of photo collection, selection and editing

UNIT 3 VARIOUS PATTERN IN PRINT JOURNALISM

- 3.1 Investigative and interpretative journalism, in-depth approaches
- 3.2 Interviews techniques for different type of reporting.
- 3.3 News for Marginalised groups, news for conflict, peace and reconciliation, news for social justice

UNIT 4 DESIGN AND LAYOUT

- 4.1 Page Designing: Front Page, Editorials, Op-Eds, Letters to the Editor, Reviews, Obituaries,
- 4.2 Advertisements, Classified Ads.
- 4.3 Page make-up: Text breakers, multi-col leads, initial letters (drop caps and rising caps), Pulled quotes, bold paragraph, placements of headings (sub heads/ cross heads)
- 4.4 Text as a visual element: typographical patterns, white spaces, use and placement of photo and graphs, thumbnail graphics, dingbats, dashes and boxes, column rules and cut offs.

Reference Book:

1. George.A.Hough News Writing , Kanishka
2. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing, A Beginner's Manual, Dorling Kindersely
3. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
4. M L Stein and Susan F. Petero, The News Writers' Handbook, Surjeet Publication, New Delhi
5. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
6. O.P. Sharma Practical Photography, Hind Pocket Books
7. Michael Langford Basic Photography, Focal Press
8. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning
9. Lee Frost Photography, Hodder Headline

MA (JMC)

**SEMESTER-2
TELEVISION JOURNALISM: REPORTING AND WRITING**

Paper Code MAJMC202

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1 AN INTRODUCTION

- 1.1** Television Programme Genre (Pre and Post Privatisation)
- 1.2** TV Industry: News and Non-News sectors; Features & Challenges
- 1.3** Various type of channels

UNIT 2 TELEVISION NEWS ROOM: STRUCTURE AND FUNCTIONS

- 2.1** Input (Reporter, Assignment Desk, Research, Guest-coordination, Camera Team)
- 2.2** Output (Copy Writing, Editing, Graphics, Anchor, Monitoring, Rundown) Programming
- 2.3** Television language style

UNIT 3 REPORTING FOR TV

- 3.1** Finding story and sources
- 3.2** Field Reporting, PTC, walk Through, VOX-POP
- 3.3** Live reporting: Phone-In, Multiple OB location & split screen
- 3.4** Breaking News
- 3.5** Interview: Types- Field based, Personality Based, Incident Based and Studio, On the Spot, Bytes, Tiktok

UNIT 4 WRITING FOR TV

- 4.1** Technique of TV News Writing
- 4.2** Different TV News formats (Shows, Special shows, Sports, Business, Entertainment, Panel discussion, Talk Show, Interview)
- 4.3** TV script writing: (PTC, V.O. Anchor links (STD shots, STD graphics, Head link)
- 4.4** Recorded v/s Live formats
- 4.5** Packaging

Reference Book:

1. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh
New Delhi
2. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
3. Prof. (Dr.) Sanjeev Bhanawat, Electronic Media
4. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
5. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.

MA (JMC)

SEMESTER-2 AUDIO-VISUAL PRODUCTION

Paper Code MAJMC203

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1 TV PRODUCTION: NEWS AND PROGRAMMING

- 1.1 Functional aspects of TV – Transmitters – Receivers – TV sound and equipment –Camera – Monitors –Digital Recorders – Mixers, Switches etc.
- 1.2 Different Camera and lighting for film
- 1.3 PCR and MCR, Virtual and real studio
- 1.4 Role of graphics in news and programming
- 1.5 Cinematography, dubbing, VFX, Voice Over

UNIT 2: AUDIO-VISUAL PRODUCTION

- 2.1 Elements of video production (Script writing, lightings, Sounds: properties (wavelength, amplitude, frequency) sound transition types Component of Sound (pitch, timber, harmonics, rhythm, loudness), microphones
- 2.2 Pre-production: the planning stage: research & Scriptwriting, storyboard - Advertisement, PSA / Interviews / short documentary films.
- 2.3 Production: the shooting stage
- 2.4 Post production: editing, electronic news gathering, electronic field production, remote productions

UNIT 3: DOCUMENTARY

- 3.1 Introduction of Documentary, Production and types of Documentaries
- 3.2 Shooting and editing Styles in documentary
- 3.3 Making of short Documentary
- 3.4 Famous Documentary makers and Award-Winning Documentary

UNIT 4: FILM PRODUCTION

- 4.1 Film Production: Feature Film
- 4.2 Film and Tv fiction script writing, Making of Sort Films
- 4.3 New trends in Indian Cinema and Concept of Box-Office

UNIT 5: VIDEO, CAMERA, LIGHTNING AND VIDEO EDITING

- 5.1 Video camera and different types of Imaging device (CRT/ CCD/ CMOS /HD)
- 5.2 Functions and parts of a camera- Studio camera/ ENG camera/ EFP camera / Movie camera.
- 5.3 Analog to Digital Conversion, Digital Video Streaming, CCTV. EFP vs ENG- Preliminaries, RECCE.
- 5.4 Lighting- (Properties of lights: intensity, colour quality, dispersions, direction), Three point writing, lighting techniques: Studio and field, Portable lighting. Lighting Equipment and accessories, Care and maintenance of light equipment.
- 5.5 Video Editing Software: Adobe Premiere, Final Cut Pro (FCP), etc

Reference Books:

1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
2. Herbert Zettl TV production Handbook, Thomas Wardsworth Publishing
3. Thomas D Burrows & Lynne S. Video Production Publisher: MC Graw Hill
4. Janet Trewin Presenting on TV and Radio, Focal Press, India.

MA (JMC)

SEMESTER-2

ADVERTISING: WRITING, DESIGNING, CREATIVITY AND IMPACTS

Paper Code MAJMC204

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1 ADVERTISING: INTRODUCTION AND THEORETICAL FRAMEWORK

- 1.1** Introduction: History, growth, importance and need for advertising
- 1.2** Theories: motivation theory, the mediation of reality, shifting loyalties, the magic of the meaning, the hidden message, imitative desire
- 1.3** Model of advertising: Maslow's Hierarchy of Needs, Aida, DAGMAR, DRIP, effects, the product life cycle
- 1.4** Major ad agencies in India (Ogilvy, Lowe Lintas, McCann World-group, FCB Ulka)

UNIT 2 TYPES AND CLASSIFICATION OF ADVERTISING

- 2.1** Print advertising (newspaper, magazine, brochure, classified, matrimonial, leaflet, pamphlet)
- 2.2** Broadcast advertising (Television, Radio, Internet, mobile)
- 2.3** Outdoor advertising (billboards, poster, banners)
- 2.4** Covert advertising (included in movies and serials)
- 2.5** Public service Advertising (for public welfare and cause LLY, swach bharat abhiyan)

UNIT 3 CREATIVITY AND WRITING

- 3.1** Unique selling proposition, selling point, Punch line, writing for print ads (use of space heads and sub heads, white space, use of colour, text style, image, logo, body text)
- 3.2** Writing for radio (medium of ear, jingle, slogans, emotions and expressions in sounds and effect SFX, announcer ANNCR)
- 3.3** Television advertising (time, voiceover VO, character link, punch line)
- 3.4** Advertising Terminology for internet advertisement (ABM, Ad set, Bumper ad, can-spam)

UNIT-4 DESIGNING AND IMPACT

- 4.1** Ad campaigning and media planning: Marketing mix and appeals, Concept of Brand management, image and positioning
- 4.2** What is an ad design, how to develop an ad design?
- 4.3** Animation and sound effects for radio and television
- 4.4** Importance of set designing and outdoor shoot in advertising.
- 4.5** Emerging trends of Indian advertising industry and consumer behaviour

Reference Books:

1. Prof. (Dr.) Sanjeev Bhanawat, Samachar Lekhan Ke Sidhant aur Takaneek
2. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi
3. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
4. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
5. Lewis Herschell Gordion, The Complete Advertising and Marketing Handbook: East West Books (Madras) Pvt. Ltd., Chennai
6. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
7. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
8. Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley
9. Douglas Torin The Complete Guide to Advertising: MacMilan, London
10. Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

MA (JMC)
SEMESTER-2
DEVELOPMENT COMMUNICATION

Paper Code MAJMC205
Time allowed: 3 Hours Max.

Marks: 100
Written: 80
Practical:
Internal Assessment: 20

UNIT 1 DEVELOPMENT COMMUNICATION

- 1.1 Development Communication: meaning, concept and Importance
- 1.2 Development in the third world countries
- 1.3 Development communication Policy
- 1.4 UN millennium goals for Development

UNIT 2 DEVELOPMENT PARADIGMS AND APPROACHES

- 2.1 Development Paradigms: Dominant, Dependency and Alternative paradigm
- 2.2 Approaches: Diffusion of Innovation, Mass Media as Magic Multipliers and Empathy
- 2.3 Alternative Approaches: sustainable, spontaneous, participatory and inclusive development
- 2.4 Modernisation model and its Revival (1950), westernisation and cultural hegemony

UNIT 3 MEDIA AND DEVELOPMENT

- 3.1 Traditional Folk Media: forms, benefits and uses in Development
- 3.2 Folk Media as an instrument of change in Rural India (case studies)
- 3.3 Media and Social changes in India (case studies: Radio Rural Forums and SITE, Programmes for development)
- 3.4 Public service Broadcasting as a tool of change
- 3.5 ITC for Development, tools for Development

UNIT 4 DEVELOPMENT JOURNALISM

- 4.1 Reporting for development Issues and report writing
- 4.2 Scope of Rural Reporting in India: problem and issues
- 4.3 Strategies for designing development messages
- 4.4 Information needs in Rural areas
- 4.5 Government scheme and role of Media (Kheda communication projects, Jhabua and MNREGA)

Reference Books:

1. Narula Uma Development Communication Theory and Practice, Har Anand.
2. Gupta V.S. Communication and Development Concept, New Delhi
3. Tewari, I P Communication Technology and Development, Publication Division, Govt. of India.
4. Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi
5. Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi.
Lerner Daniel & Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu.
6. Prof. (Dr.) Sanjeev Bhanawat, Vyganik Dristikon aur Sanchar Madhyam and Vilupta hoti Betiyion
7. Prof. (Dr.) Sanjeev Bhanawat, Media and Rural Development
8. Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi.
9. Todaro, Michael P Economic Development in the Third World, Longman, New York
10. P.C. Joshi (2002) Communication and National Development

MA (JMC)
SEMESTER-3
RADIO PROGRAM: PRODUCTION

Paper Code MAJMC301
Time allowed: 3 Hours Max.

Marks: 100
Written: 50
Practical: 30
Internal Assessment: 20

UNIT 1 AN INTROCUCTION

- 1.1 Types of radio: FM Radio, satellite Radio, Community Radio, Internet Radio
- 1.2 Technology of Radio: short and long wave, AM and FM
- 1.3 Organisational set up of A.I.R.
- 1.4 Educational Role of Radio
- 1.5 CODE of ethics for Radio

UNIT 2 STRUCTURE AND FUNCTIONING OF RADIO STUDIO

- 2.1 Layout: Live room, Isolation Booth, Control Room, Machine Room, Acoustic Treatment: Absorption & Reflection Basics, Soundproofing, Bass Traps, Acoustic Panels, Reflection Filters, Isolation Pads.
- 2.2 Microphone Types: Condenser Mics, Dynamic mics, Ribbon mics, USB mics, Stereo mics etc., Microphone Pick up Pattern, unit directional, Bidirectional, Cardioids etc.
- 2.3 Recording Basics: Interface, Tools, Editing and Track mixing
- 2.4 Sound Effects: Planning, Delay and Echo, Reverb, Chorus, Distortion, Equalisation (EQ), Compression, Flanger, Phaser, Filters: Low-pass Filter, high-pass filter, Band-pass filter, Notch filter.

UNIT 3 RADIO PROGRAM PRODUCTION

- 3.1 Fiction: Phone in, Radio Drama, Entertainment Shows etc.
- 3.2 Non-Fiction Special Audience Program, Radio Talk, Radio feature, Radio Documentary, interviews, News based programmes etc.
- 3.3 Radio News: Types of Radio news, Structure of News Story etc. Radio News room Structure and function
- 3.4 Other formats: interactive live transmissions, non-formal education, quiz programmes, rural and agriculture development programmes, Children Programmes etc.
- 3.5 Radio Advertisement: Trends, Types of appeal, public service announcement, promo etc.
- 3.6 Voice Training: Effective use of voice, Enunciation, Pronunciation, Modulation, On-line Interview Technique, moderating skills Radio discussion, Programmers, Narration, Radio Jockey etc
- 3.7 Production: Field Recording Skills, live studio, Broadcast with multiple sources, News production

UNIT 4 RADIO JOURNALISM

4.1 Basics of News Writing

4.2 Reporting and Editing in Radio, Field reporting, reporting specialised areas, investigative reporting, voice dispatches, Editing for Radio, Structuring Radio copy, editing, agency copy, illustrating copy with sound effects.

4.3 Interview Techniques: Developing interview Techniques and skills for Radio. Writing intros to bytes, writing Headlines.

4.4 Presentation: Reporting, writing and presenting news, features, Structuring Radio report, news capsuling and Radio Commentary, Writing Radio Commercials, Writing Teaser, and Promos, Copywriting, Scripting, Cue sheet and recording.

UNIT 5 COMMUNITY RADIO

5.1 History: Growth and Development of CR in India, Community Radio v/s Campus Radio, news and current affair in community radio in India.

5.2 Need, Origin, Concept, rules and regulation of Community Radio station (CRS), CRS worldwide, AMARC, Different Forums of CRS, Role of CR in Community Development and UNESCO

5.3 Production technique in CRS, studio layout, outdoor broadcast, Narrow Casting Practical etc.

5.4 Establishment of Community Radio: Licensing and regulation, CRS Programmes: Sustainability, inclusivity, equity, Diversity and Community development etc.

Reference Books:

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger the Art of Voice Acting, Focal Press
4. Siddhnath Kumar (2019) Radio Varta Shilp
5. Madhukar Gangadhar, रेडियो लेखन: Radio Writing

MA (JMC)
SEMESTER-3
CULTURAL STUDIES: AN INTRODUCTION

Paper Code MAJMC302
Time allowed: 3 Hours Max.

Marks: 100
Written: 80
Practical:
Internal Assessment: 20

UNIT 1 INTRODUCTION

- 1.1 Cultural studies: meaning, origin, early trends
- 1.2 Birmingham center for contemporary cultural studies
- 1.3 Reception studies Stuart Hall: Encoding and decoding
- 1.4 Popular culture (Culture of everyday life)
- 1.5 Culture as mode of generating meaning and Ideas

UNIT 2 THEORIES IN CULTURAL STUDIES

- 2.1 Structuralism, Post structuralism and deconstruction theories
- 2.2 Modernism, Postmodernism and Post-post Modernism
- 2.3 Feminism and Post Feminism
- 2.4 Queer and Postcolonial theory

UNIT 3 LOCATIONS OF CONTEMPORARY CULTURAL STUDIES

- 3.1 Core ideas in cultural studies (culture Industry how culture is produced and consumed)
- 3.2 The Indian Public Sphere, Modernity, Imagined Communities, Nationalism, Globalisation, Fundamentalism
- 3.3 Identity and Culture (Gender, Class, status)
- 3.4 Power elite and Culture

UNIT 4 CULTURE AND MEDIA REPRESENTATION

- 4.1 Concept of Dialogues and theories
- 4.2 Concept of Active Audience (activist nature, flexibility, participation)
- 4.3 Readings of various cultures (interpretation, oppressive or hegemonic structures of society)
- 4.4 Text, Language and discourses (not just words or print, speech or visual, but as a meaning)
- 4.5 Leisure and recreations: (pleasure, realism, fantasy and opposition)
- 4.6 Media technology in culture

Reference Books:

1. Raymond Williams (1983) Excerpts from 'Culture'
2. Raymond Williams (1974) Television Technology and Cultural Form
3. Simon During (1993) 'Introduction', in Simon During (ed.)
4. Jurgen Habermas (2009) 'The Public Sphere' in Sue Thornham, Caroline Bassett and Paul Marris (ed)
5. Arvind Rajagopal (2009) 'The Public Sphere in India. Structure and Transformation'
6. Louse Althusser (2006) 'Ideology and Ideological State Apparatuses.
7. Ania Loomba (2007) 'Hybridity', in Colonialism/ Postcolonialism, London: Routledge
8. Edward Said (1978) Orientalism. NewYork: Pantheon Press (Introduction)
9. Benedict Anderson (1991) Imagined Communities. Verso: London.
10. Sharmila Rege (2014) 'Understanding Popular Culture: The Satyashodhak and Ganesh Mela in Maharashtra' in Susan Vishvanathan (ed) Culture and Society, Sage: New Delhi.
11. Subrat K Nanda (2014) Cultural Nationalism in a Multi-National Context: The Case of India in Susan Visvanathan (ed) Culture & Society, Sage.
12. Arjun Appadurai (1997) Modernity at Large. Cultural Dimensions of Globalization. Oxford University Press: Delhi
13. Daniel Chandler (1999) Introducing Semiotics.
14. Roland Barthes (1964) Elements of Semiology Hill & Wang Publishers
15. Berger A.A (1982) Semiology in Media Analysis Techniques, Sage.
16. Ien Ang (1985) Watching Dallas
17. Stuart Hall (1986) Encoding: Decoding in Halls et al, (eds) Culture, Media, Language, Hutchinson
18. John Fiske (2002) Introduction to Communication Studies. London & New York: Routledge
19. Sujith Parayil (2003) "Photography and Colonial Modernity in Keralam" In Space, Sexuality and Postcolonial Studies: Papers from Cultural Studies Workshop, Calcutta: Centre for Studies in Social Sciences.
20. John Berger (1972) Ways of Seeing.
21. Laura Mulvey (1975) Visual Pleasure and Narrative Cinema in Evans

MA (JMC)

SEMESTER-3 DIGITAL MEDIA

Paper Code MAJMC303

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1: DIGITAL MEDIA: AN INTRODUCTION

- 1.1 Internet and its beginnings, Advent of Globalisation
- 1.2 History and development of Digital Media (Guerilla and Viral Marketing)
- 1.3 Mobile communication: Mobile App Creation and Gaming trends
- 1.4 digital media Glossary
- 1.5 E-governance and Information Society

UNIT 2: SOCIAL MEDIA PLATFORM & OTT

- 2.1 Social media: History and development
- 2.2 New trends and impact of social media
- 2.3 Revenue Model of social media (How they earn from social platform, Earning in Crore through Twitter and other)
- 2.4 OTT Platform: Definition and development

UNIT 3: WEB JOURNALISM: CONCEPT AND WRITING

- 3.1 Websites and News Portals: Concept and functioning
- 3.2 Selection of news content, presentation of news
- 3.3 Linear and non-linear writing, writing technique and story structure for Online News, websites and News Portals
- 3.4 Technologies: Webcasting, social networking, podcasting, live casting, blogging and micro blogging
- 3.5 Guidelines for News Portal

UNIT 4 ISSUES OF CYBER SECURITY IN DIGITAL MEDIA

- 4.1 Cyber Crimes & Security: Types and case studies
- 4.2 Cyber Laws & Ethics, Internet censorship in India
- 4.3 Journalism and challenges of Cyber Security
- 4.4 Right to Privacy in Digital Age

UNIT 5 MEDIA CONVERGENCE AND EMERGING TRENDS

- 5.1 Media convergence: Evolution of converging technologies
- 5.2 Changing media scenario – consumer need and demand
- 5.3 New trends: Augmented Reality (AR) and Virtual Reality (VR)
- 5.4 E-Learning, Site Map, Walkthrough, Public sphere
- 5.5 Mobile Technology, Mobile Commerce, etc.
- 5.6 Mobile Journalism (MOJO)

Reference Books:

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon
2. John Vernon Pavlik New Media Technology Allyn & Bacon
3. Michael M. Mirabito, New Communication Technologies: Application, Barbara. Mogrenstorn, Policy & Impact Focal Press

MA (JMC)
SEMESTER-3
MEDIA RESEARCH AND DATA JOURNALISM

Paper Code MAJMC304
Time allowed: 3 Hours Max.

Marks: 100
Written: 80
Practical:
Internal Assessment: 20

UNIT-1 INTRODUCTION TO COMMUNICATION RESEARCH

- 1.1 Meaning, importance and significance of research, type of research (explorative, descriptive, Causal)
- 1.2 Research problems, Review of Literature, hypotheses and questions
- 1.3 Writing research design, plan and proposal
- 1.4 Role of field work, pilot studies and theories in research.

UNIT-3 RESEARCH METHODOLOGY

- 2.1 Quantitative: survey, content analyses, experiment, online forums, Archival
- 2.2 Qualitative: case study, ethnography, textual analyses, web survey chats, historical research, Phenomenology
- 2.3 Measurement scale, scaling techniques (nominal, ordinal, interval and ratios)

UNIT-2 DATA JOURNALISM

- 3.1 What is Data, Type of Data (primary and secondary)
- 3.2 Role of Data in Journalism (in context with Investigative reporting)
- 3.3 Technique for Data collection: sampling, interview, observation, document, records, focus group, oral histories, case diary.
- 3.4 Type of sampling, interview, observation
- 3.5 Tools for data collection: questionnaires, schedule, checklist,

UNIT-4 ANALYSIS AND PRESENTATION

- 4.1 Quantitative Tabulation and Graphic presentation (excel, SPSS)
- 4.2 Contextualisation writing style in qualitative outcomes (photos, dialogue, feedback, quotes)
- 4.3 Elements of report: reliability, facts and validity
- 4.4 Style and format of presentation, writing for research report, paper and thesis
- 4.5 Bibliography: References and citation styles (APA, MLA, Chicago style)

Reference Books:

1. C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi
3. G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications
4. Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal Research Methodology, Raj Publishing House, Jaipur

MA (JMC)

**SEMESTER-3
MEDIA TECHNOLOGY**

Paper Code MAJMC305

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1 PRINT MEDIA

- 1.1** Overview of various Printing Technology: letter press, offset and screen printing
- 1.2** DTP Software: Adobe Photoshop, Adobe Page maker, Quark Express, IN-Design (Creating Documents in different sizes, Word Processing and Short Cuts, Borders and Text shading, Inserting Images and Text Wrapping, Text Design and Font sizes, Titles and Effects, Using Graphs and Charts, Working with Table and more)
- 1.3** Adobe Premier

UNIT 2 WEB DESIGNING

- 2.1** Introduction to Web Design & Applications
- 2.2** Basics of Web Designing: Website Designing, Languages, Hyperlinks
- 2.3** Web Technologies: Website operation, domains and hosting
- 2.4** Computer Graphics
- 2.5** HTML

UNIT 3 RADIO BROADCASTING TECHNOLOGY

- 3.1** Development of wireless communication
- 3.2** Type of wireless data transmission (Radio Frequency, Infrared, Microwave, Lightwave)
- 3.3** Signal generation and transmission
- 3.4** Frequency Bands
- 3.5** Radio Circuitry
- 3.6** Modulated and De-modulator

UNIT 4 TELEVISION BROADCASTING TECHNOLOGY

- 4.1** Satellite: history, types and function
- 4.2** Cable TV transmission and DTH
- 4.3** Television Broadcasting: Uplinking and Downlinking
- 4.4** Television signal wave form
- 4.5** NSTC, PAL, SECAM, ATSC, HDTV
- 4.6** DSNG and OB van

Reference Books:

1. Dr. K. Chandrakanan & Dr. S. Palaiswamy Advances in Communication Technology, Indian Publisher Distributor, New Delhi
2. Belmont C.A Technology Communication Behavior, Wadsworth Publication, New Delhi
3. Zettle Herbert Video Basics, Wadsworth Publication, New Delhi

MA (JMC)
SEMESTER-4
VARIOUS PATTERN OF SPECIALISED REPORTING

Paper Code MAJMC401
Time allowed: 3 Hours Max.

Marks: 100
Written: 50
Practical: 30
Internal Assessment: 20

UNIT 1 INVESTIGATIVE REPORTING

- 1.1 Concept of Investigative Journalism
- 1.2 Need and Importance of Investigative Journalism
- 1.3 Tools of investigative Reporting
- 1.4 Sting Operation
- 1.5 Case Study

UNIT 2 PARLIAMENTARY PROCEEDINGS AND POLITICAL REPORTING

- 2.1 Parliamentary Procedures and proceedings
- 2.2 Parliamentary reporter: duties and coverage
- 2.3 Indian electoral System and Election Reporting
- 2.4 Political Interviews

UNIT 3 BUSINESS AND SPORTS REPORTING

- 3.1 Concept of Business Reporting
- 3.2 Basics of stock, bitcoins, currency, accountancy
- 3.3 Coverage of Business issues
- 3.4 Sports writing and compeering, match reporting, interviewing skills, comparing real v/s representation of telecast
- 3.5 Biographies and biopics on players

UNIT 4 HEALTH REPORTING

- 4.1 Need and Sources of Health Reporting
- 4.2 Dissemination of medical and health information
- 4.3 Health policies and Programme reporting
- 4.4 Reporting during Pandemic and WHO

UNIT 5 ENTERTAINMENT AND FASHION REPORTING

- 5.1 Coverage and report for social issues
- 5.2 Fashion Reporting as a new trend
- 5.3 Concept of page 3
- 5.4 Paparazzi

Reference Books:

1. Brant Houston , Mark Horvit, et al. Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques
2. Hugo de Burgh and Paul Lashmar Investigative Journalism
3. William C. Gaines Investigative Journalism: Proven Strategies for Reporting the Story
4. John R. Bender Lucinda D. Davenport and Michael W. Drager Writing and Reporting for the Media
5. Dr. Ashish Dwivedi (2021) Khel Patrakarita Ke Ayam [Hardcover] Dr. Ashish Dwivedi
6. Dr Manohar Prabhakar (2009) Feature Lekhan: Swarup Aur Shilpa

MA (JMC)

SEMESTER-4 WRITING BEYOND NEWS

Paper Code MAJMC402

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1 EDITORIAL AND COLUMN

- 1.1** Meaning, Definition and types of Editorials (Interpretive, critical, persuasive, phrasing), Letter to the editor
- 1.2** Structure of Editorials: Introduction, argument, evidence, Counterargument,
- 1.3** Refutation and conclusion
- 1.4** Meaning and types of columns (in depth, opiniated, gossip, humorous)
- 1.5** Difference between editorial article and editorial

UNIT 2 ARTICLE AND REVIEW

- 2.1** Meaning, Concept and types of articles, techniques for article writing
- 2.2** Format of article writing: headline/title, by line, body, conclusion
- 2.3** Type of article: Expository, Persuasive, Descriptive and Narrative
- 2.4** Meaning, Concept and types of Reviews
- 2.5** Type of Review

UNIT 3 FEATURE, TRAVELOGUE AND MEMOIR

- 3.1** Meaning and concept of feature story, APPLAUSE formula in feature writing
- 3.2** Various types of features
- 3.3** Meaning and concept of Travelogue,
- 3.4** Types of travelogues
- 3.5** Meaning and concept of Memoir
- 3.6** Types of Memoirs

UNIT 4 SCREEN PLAY

- 4.1** Meaning and concept of screen play
- 4.2** screen play as a creative writing
- 4.3** Techniques used in creative writing
- 4.4** Type of Screen Play: Plays, drama, Dialogue

Reference Book:

1. George. A.Hough News Writing , Kanishka
2. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing, A Beginner's Manual, Dorling Kindersely
3. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
4. M L Stein and Susan F. Petero, The News Writers' Handbook, Surjeet Publication, New Delhi
5. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
6. O.P. Sharma Practical Photography, Hind Pocket Books
7. Michael Langford Basic Photography, Focal Press
8. Prof. (Dr.) Sanjeev Bhanawat, Samachar Lekhan Ke Sidhant aur Takaneek
9. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning
10. Lee Frost Photography, Hodder Headline

MA (JMC)

SEMESTER-4

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Paper Code MAJMC403

Time allowed: 3 Hours Max.

Marks: 100

Written: 50

Practical: 30

Internal Assessment: 20

UNIT 1 AN INTRODUCTION

1.2 Meaning, definition and functions of PR

1.3 Evolution and Development of PR

1.4 Qualities of PRO

1.5 Duties and Responsibilities of PR/communication offices PR Agencies: PRSI, IPRA

UNIT 2 PUBLIC RELATION TOOLS AND EVENTS

2.1 House journal, annual reports, newsletter, speaking engagements

2.2 Media events: press conference, meet the press, press briefing, Open house

2.3 Press conference: Organisation and management

2.4 Writing press release

UNIT 3 PR STRATEGIES AND PUBLIC RELATION IN INDIA

3.1 Media Relations

3.2 Public Relation, Propaganda and Advertising

3.3 Lobbying, role of Lobbyists in PR and promotions

3.4 Theories (Symmetrical and Asymmetrical) and ethics of PR

3.5 Organisational Structure of PR Department

3.6 PR Organisation: PRSI, PRCI, IPRA

UNIT 4 CORPORATE COMMUNICATION

4.1 Corporate communication: meaning and concept

4.2 Role and duties of corporate managers and relationship managers,

4.3 Designing communication plans and understanding Public

4.4 Tools and Strategies for Image Building

4.5 New trends of event management

Reference Books:

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6. Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
7. K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons
8. Philip Hens lowe Public Relations: A Practical Guide to the Basics, Crest Publishing House
9. Dennis L. Wilcose & Glen T Public Relations, Pearson, New Delhi Cameron
10. Bruce E Skinner (2002) Event Sponsorship, Publisher Vladimir Rukavina Wiley
11. Prof. (Dr.) Sanjeev Bhanawat, Whither Journalism & PR Education?
12. Prof. (Dr.) Sanjeev Bhanawat, Prabhavi Jan Sampark, Media Scene in India: Emerging Facets
13. Prof. (Dr.) Sanjeev Bhanawat, Vikas Evam Vigyan Sanchar, Jan Sampark Evam Vigyapan
14. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
15. Judy Alley (2000) Event Planning, John Wiley and Sons
16. D.S. Mehta (1980) Handbook of Public Relations in India

MA (JMC)
SEMESTER-4
INDUSTRY TRAINING AND PROJECT REPORT

Paper Code MAJMC404

Marks: 100

COURSE DESCRIPTION:

1. INTERNSHIP REPORT

A student is required to work for at least two months under any media organisation, NGO, research firm etc. The following items need to be submitted in the Department for evaluation process:

- a) An official letter of acceptance from the organisation opted for (it should clearly mention the Name and Address of the Organisation, Date of joining, Department, Date of leaving, Name of the supervisor etc)
- b) The student should submit a report of his/her work experience. The student must submit a copy of the appreciation letter/ work certificate from the organisation where he/she worked as intern.

2. SUPPORTING MATERIAL

As part of the training, the student needs to undergo different assigned task in any media organisation. So, the student needs to submit the documents like articles, press cuttings, script, DVDs, if any, for final assessment process.

3. PRESENTATION AND VIVA

The student will be individually assessed and graded by the internal committee members during presentation and viva-voce. For each step, the student will be graded, so he/she must fulfil the requirement on time.

MA (JMC)
SEMESTER-4
PRODUCTION PORTFOLIO

Paper Code MAJMC405

Marks: 100

1. PRINT MEDIA

A student is required to prepare Newspaper dummy (four pages), indoor and outdoor publicity tool such as (pamphlet, leaflets, advertisements, brochures, menu, etc). They will engage into reporting and writing of (features, article, review etc) and also work on the designing aspects of these tools.

Each student must able to type his/her work in latest version of MS word. They must able to use page making software.

2. AUDIO PRODUCTION AND VISUAL PRODUCTION

Student must be trained in basic photography skills, photoshoots, video shoots, and edit them using latest software like adobe photoshoot. They have to shoot PTC, short films, news and documentaries under the supervision of technical team of department.

3. PRESENTATION SKILLS

Student have to select a topic of their choice and have to conduct small research on it. They also have to write a paper and then have to present it with the help of Power point presentation.

