



**C.C.S. University, Meerut,
Revised Uniform Syllabus of B.J.M.C. w.e.f. 2016-17**

(B.O.S. 25-06-2016, AC.....)

(For University Department and Colleges)

Objective of the Course:

In an era of information explosion, Journalism and Mass Communication is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfill these goals systematic education of journalism and mass communication has become inevitable. BJMC is a carrier oriented course spread over six semesters (3 years). The objective of BJMC is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career.

General Rules:

1. The whole programme is divided into six semesters (Three Years). There will be four papers in Ist, IInd, IIIrd, IVth & Vth semester along with a practical-viva related to the course of each semester. Each paper will carry 100 marks, out of which an external examination will be held carrying 75 marks, as internal assessment 25 marks and course related practical-viva (M.M. 100) will be conducted by external examiner.
2. There shall be 20 theory papers spread over five semesters. Course related practical-viva in each semester. The six semester shall be devoted to Print Media Practical-viva, Radio Practical-viva, TV Practical-viva, New Media Practical-viva & Project-viva as described in the syllabus details and will be examined by a board of examiners consisting of one external and one internal examiner. The examination of each practical shall be held towards the end of each semester. Grand total of the marks for the course (BJMC) will 3000.

Note:

1. Admission rules remain the same as per G.O. and University rules.
2. In BJMC Course –II, Course- XVII and Course – XXIV are related with New Media Technology so the essential qualification for teaching these courses must be MCA and Post Graduate in Journalism.



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Semester-I

Objective: This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication theories and models of mass communication.

C-I Introduction to Mass Communication

M.M.100 (Ext. 75, Int. 25)

Unit-I

Communication: Concept, Meaning and Definitions
Need for Communication
Elements of Communication
Types of Communication
Barriers to Communication

Unit –II

Mass Communication: Meaning and Definitions
Functions of Mass Communication
Channels of Mass Communication
Characteristics of Mass Media Audiences
Characteristics of Mass Messages

Unit –III

Models of Communications : Meaning and Definitions
Process of Communication
Aristole Model
Westley and Maclean Model
Laswell's Model

Unit –IV

Hypodermic theory of Mass Communication
Individual Difference Theory
Personal Influence Theory
Sociological Theories of Mass Communication
Normative Theories of Mass Media

Pedagogy: Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

Books Recommended:

- Fiske. J.
1982: Introduction to Communication Studies, London, Roulledge:
Ravindran, R.K.
1999: Media and Society, Delhi, Commonwealth Pub., (1st ed.)
Narula, Uma
2006: Communication Models, New Delhi, Atlantic Pub.
Narula, Uma
2006: Hand book of Communication, New Delhi, Atlantic Pub.
Kumar, Keval J.
2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd ed.)
McQuail, Denis
2008: Mass Communication Theory, New Delhi, Vistar Pub., (5th ed.)



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Semester-I

C-II

Computer Basics

M.M.100 (Ext. 75, Int. 25)

Objective: This course aims to provide the basic knowledge of computer. The aim of this course is to introduce fundamentals of computer and its components.

Unit-I

Introduction to Computer
Beginning and Evolution of Computer
Types of Computer
Computer Hardware and Software
Characteristics of Computer and its Application

Unit-II

Meaning and Purpose of Input and Output Devices
Input Device
Output Device
Analog Technology
Digital Technology

Unit-III

Operating system : Introduction
DOS, Windows
MS Office : MS Word
Excel
PowerPoint

Unit-IV

CorelDraw
Photoshop
QuarkXPress

Pedagogy: Teaching will be based on lectures and practical on Computer using regularly the computer lab and internet facilities.

Books Recommended:

- Singh, Ravindra Pratap
2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st ed.)
Gupta, Om, Jasra, Ajay S.
2002: Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed.)
Sharma, GK, Sharma, Hemant
2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.)
Bansal, S.K.
2004: Information Technology, New Delhi, APH Publication
Kumar, Suresh
2004: Internet Patrkari, New Delhi, Taxsila Prakashan (1st ed)
Ozha, DD/Satya Prakash
2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication
Sinha, P.K.
2009: Computer Fundamentals, New Delhi, BPB Publications



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C-III

Semester-I
Value Education

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce meaning, aim significance of value education. Explain the role of value education in personal development and nation building.

Unit-I

Value Education: Meaning and Significance
Types of Value
Role of Culture and Tradition in Value Education
Value Education in Indian Society

Unit-II

Value Education for Self Development
Self Analysis and Introspection
Sensitization towards Equality, Physically and Mentally Challenged
Respect to persons according the basis of their age, Experience etc.

Unit-III

Value Education for Nation Building
Respect to Indian constitution and National Values
Demographic Character of Indian Society
Integrity of India

Unit-IV

Media and Social Values
Role of Voluntary organizations in value education
Role of Media in creating awareness
Role of Various Institutions in inculcating values

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops related to value education.

Books Recommended:

Chitakra, M.G.

2003: Education and Human Values, New Delhi, APN Publishing Cooperation

Chakravarthy, S.K.

1999 : Values and Ethics for Organizations : Theory and Practice, N.Delhi, Oxford University Press

Sachchidananda, M.K.

1991 : Ethics, education, Indian Unity and Culture, Delhi, Ajanta Publications

Goel, Aruna and Goel, S.L.

2004 : Human Values and Education, New Delhi, JBA Publisher



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Semester-I
General Hindi (सामान्य हिन्दी)

C-IV

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed with an aim to learn Hindi language and understand the language of Media.

खण्ड-1

शब्द विचार, वाक्य, संज्ञा, सर्वनाम, क्रिया, विशेषण, लिंग, वचन

खण्ड-2

पर्यायवाची, विलोम, समरूपी, एकार्थक, अनेकार्थक शब्द, वाक्यांशों के लिये एक शब्द एवं अर्थभेद वाले शब्द

खण्ड-3

मुहावरे, अलंकार, निबन्ध, पत्रलेखन, अनुच्छेद लेखन, अनुवाद

खण्ड-4

मीडिया की भाषा, समाचारों में प्रयोग होने वाले शब्द, विज्ञापन में प्रयोग होने वाले लोकप्रिय शब्द

Pedagogy: Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

सन्दर्भ पुस्तकें :

बाहरी, हरदेव : सामान्य हिन्दी, इलाहाबाद, प्रयाग पब्लिकेशन

कुमार, सुशील : सामान्य हिन्दी, पटना, पटना पब्लिकेशन

सिंह, वासुदेव प्रसाद : सामान्य हिन्दी एवं भाषा शिक्षण, पटना, पटना पब्लिकेशन



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Semester-I

Course-V

Course Related Practicals

M.M.: 100 Ext.

Practicals shall be related to courses of the semester-Ist

Students shall prepare a file/Assignment of

C-I, C-II, C-III, and C-IV allot by the course teacher

and viva-voce will be conduct by the external examiner.



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Semester-II

C-VI Introduction to Journalism

M.M.100 (Ext. 75, Int. 25)

Objective: This course aims to familiarize and provide knowledge of Journalism.

Unit –I

Concept and Meaning of Journalism
History of Journalism in India
Elements of Journalism
Role of Journalism in Society

Unit –II

A Brief History of English Press in India
Role of Regional Language Press in Growth of Journalism
Rising and Growth of Hindi Journalism
Role of Press in India's Freedom Struggle
Journalism in Post Independence India

Unit –III

Emerging Trends of Journalism
Information Technology and Journalism
Journalism in a Globalised World
Socio Economic Scenario and Journalism
Concept and Functions of News Agencies

Unit –IV

Magazine Journalism
Rural Journalism
Citizen Journalism
Sting Operation

Pedagogy: Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars.

Books Recommended:

Natrajan, J.

2000: History of Indian Press, New Delhi, Pub. Division, Govt. of India

Bhatnagar, Ram Ratan

2003, The Rise and Growth of Hindi Journalism, Varanasi, Vishvavidyalaya Prakashan

Kamath, M.V.

2001, : Professional Journalism, New Delhi, Vikas Publishing House Pvt. Ltd.

भानावत, संजीव

पत्रकारिता का इतिहास एवं जनसंचार माध्यम, जयपुर, यूनिवर्सिटी पब्लिके ान्स

तिवारी, अर्जुन

आधुनिक पत्रकारिता, वाराणसी, वि०वि० प्रका ान

चडढा, सविता

2004, इतिहास और पत्रकारिता, दिल्ली, राजसूर्य प्रका ान

पंत, एन०सी०

2002, पत्रकारिता का इतिहास, नई दिल्ली, तक्षि ाला प्रका ान

गौतम, सुरे ा एवं वाणी

2001, हिन्दी पत्रकारिता, दिल्ली, साहित्य प्रका ान



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C-VII

Semester-II
Constitution and Indian Political System

M.M.100 (Ext. 75, Int. 25)

Objective: The study of this course will help the students to understand the Indian Constitution and basic features of Indian political system.

Unit-I

Significance of the Indian Model of Political System
Nationalist Movement: Socio- Economic and Philosophical
Foundation of Indian Constitution
Preamble and Specific Features of Indian Constitution
Fundamental Rights and Fundamental Duties
Directive Principles of State

Unit-II

Indian Parliament : Rules of Procedure and Conduct of Business Indian Parliament
President Address, Speaker and his Powers, Chairman of Rajya Sabha, Prime minister and
Council of Ministers
Legislative and Other Procedure, Passing of Bills, Procedure of Passing Budget and
Constitution Amendment Bills, Parliamentary Committees and Functions

Unit-III

State Legislative : Governor, C.M. and Council of Ministers
Centre – State Relations
Panchayati Raj and Local Government
Judicial System in India : Supreme Court, High Court, Subordinate Court
Constitutional Authorities and Commissions

Unit-IV

Changing Nature of Indian Party System
National Parties
Regional Parties
Political Participation and Voting Behavior
Interest and Pressure Group

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops. Discussion on Political Issues.

Books Recommended:

- Basu, D.D.
2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India
- Basu, D.D.
2013, Bharat ka Sanvidhaan : Ek Parichay, New Delhi, Lexis Nexis Bitterworths India
- Kashyap, Subhash
2011, Hamari Sansad, New Delhi, NBT
- Jain, Pukhraj
2015, Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan
- Jain, Pukhraj and Rajesh
2015, Bhartiya Samvidhaan, Delhi, SBPD Publishing House



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C-VIII

Semester-II
Indian Social System

M.M.100 (Ext. 75, Int. 25)

Objective: Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. This course is designed to introduce to students the Social structure of Indian Society, role and importance of different factors in social change.

Unit-I

Society: Concept and Meaning
Introduction to Indian Social Structure
Social Stratification in India
Faiths and Beliefs in India

Unit-II

Family structure of Indian Society
Family Culture in India
Marriage and Kinship in Indian Social System
Changing Indian Society

Unit-III

Caste System in Indian Society
Characteristics of Caste System
Intercultural Relations in Indian Society

Unit-IV

Role of Education in Social Change
Media and Social Change
Globalization and Social Change
Other Important factors for Social Change

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on issues related to society.

Books Recommended:

- Ravindran, R.K.
1999: Media and Society, New Delhi, Common Wealth Publication, (1st edt.)
- Campbell, Richard
2000: Media And Culture, New York, Bedford Publication, (1st edt.)
- Singh, J.K.
2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1st edt.)
- Sharma, R.S.
2002: Material Culture and Social Formation in Ancient India, New Delhi (1st edt.)
- Prabhakar, Manohar/Bhanawat Sanjeev
2004: Human Right, Jaipur, University Book House (P) Ltd (1st edt.)
- Kumar, Kavel J.
2007: Mass Communication in India, Delhi, Jaico Publication House (1st edt.)
- Ahuja, Ram
1993, Indian Social System, New Delhi, Rawat Publisher
- Ahuja, Ram
1992, Social Problems in India, New Delhi, Rawat Publisher
- Ahuja, Ram
2000, सामाजिक समस्यायें, New Delhi, Rawat Publisher
- Ahuja, Ram
2000, भारतीय समाज, New Delhi, Rawat Publisher
- Srinivas, M.N.
1980, India : Social Structure, Delhi, Hindustan Publishing Corporation
- Rao N Ramesh
2016, Intercultural Communication, (The Indian Context), N.Delhi. Sage India



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Semester-II
General English

C-IX

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed with an aim to learn language and develop proficiency and become competent in the use of English Language.

Unit –I

Articles
Parts of Speech
Figure of Speech
Sentences-Simple, complex and compound
Prepositions propositional phrases
Tenses

Unit –II

Correction of common errors
Choosing correct forms
Rewriting sentences

Unit –III

Compound words
Words often mis-spelt and misused
Idioms, Antonyms, Synonyms
Homonyms, Acronyms
One-Word Substitutes

Unit-IV

Composition and Mechanics of writing
Translation
Précis, Paragraph, Expansion
Letter & Application Writing
Use of English words in Hindi Newspaper
Curriculum Vitae / Resume

Pedagogy: Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

Books Recommended:

- Wren, P.C. & Martin :
High School Grammar & Composition, New Delhi, S.Chand & Co. Ltd.
Agarwal, Malti
2008 : Remedial English Language, Meerut, Krishna Publication
Agarwal, Malti
2008: Professional Communication, Meerut, Krishna Publication
Sinha, R.P.
2002 : How to write Correct English, Patna, Prabhat Publication



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Semester-II

Course-X

Course Related Practicals

M.M.: 100 Ext.

Practicals shall be related to courses of the semester-IInd

Students shall prepare a file/Assignment of

C-VI, C-VII, C-VIII, and C-IX allot by the course teacher

and viva-voce will be conduct by the external examiner.



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Semester-III

C-XI

Print Media-I (Reporting)

M.M.100 (Ext. 75, Int. 25)

Objective: This course aims to familiarize and provide knowledge of Reporting in Print Journalism. Other aim of this course is to introduce about News, Qualities of Reporter and various kinds of reporting e.g. Crime Reporting, Parliamentary Reporting, Court Reporting, investigative reporting etc.

Unit-I

News: Meaning, Definitions
Elements and Types of News
News Value
Selection of News
Objectivity of News

Unit-II

News Reporter: Reporting Skills
Types of Reporters
News Gathering: News Beat
News Sources
Qualities and Responsibilities of Reporter

Unit-III

News Writing Basics: Structure of News Story
Inverted Pyramid Style and Other Styles
Lead, Types of Lead, Intro
Interviewing
Difference between News Writing and Fiction Writing

Unit-IV

General Reporting: Crime, Accidents, Calamities, Local-self Government and Civic Affairs, Mofussil
Specialized Reporting: Parliamentary, Court, Defense, Business, Sports, Political Investigative

Pedagogy: Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars. Practical exercises of News Reporting will be encouraged and will be essential part of teaching

Books Recommended:

- Harimohan, Joshi Shankar
1995 : Khoji Patrakarita, New Delhi, Taxshila Publication (1st ed.)
- Srivastava, K.M.
2003: News Reporting and Editing, Delhi, Starline Publication
- Flemming and Hemmingway
2005, An Introduction to Journalism , New Delhi, Vistaar Publications
- Sharma, Seema
2005: Journalism Reporting , New Delhi, Anmol Publication (1st ed.)
- Puri, Manohar
2006: Art of Reporting, New Delhi, Pragan Publication
- Tripathi, RC
2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan
- Palanithurai, G
2008, Dynamics of New Panchayati Raj System on India, New Delhi, Concept Publishing Co.



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Semester-III

C-XII

Indian Economic System

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce to students the fundamentals of economy and Indian Economy.

Unit-I

Character of Indian Economic System
Basic Economic Terms: National Income, Inflation and Deflation
GDP, NNP, HDI, FDI
Understanding of Financial Markets

Unit-II

Planned Development in India
Green Revolution
White Revolution
Economic Reforms in India

Unit-III

Indian Economy and Rural India
Liberalization and Privatization
Globalization and opening up of Indian Economy
Disinvestment and Indian Economy

Unit-IV

Banking System of India
Insurance Sector
Key Industries
Key Industry Association: CII, ASSOCHAM, FICCI
Challenges before Indian Industries

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops. Discussion on various issues related to economy.

Books Recommended:

- Dutt and Sundram,
2004, Indian Economy, New Delhi, S.Chand Publication
- Uma Kapila,
2004, Understanding the Problems of Indian Economy, Academic Foundation
- Mishra and Puri, V.K.
Problems of Indian Economy, New Delhi, Himalaya Publishing House
- Pathak, BV
2014, Indian Financial System, Delhi, Pearson Education Y.S. Books International
- Kumar, Arun
2014, Indian Economy Since Independence, Vision Books



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Semester-III

C-XIII

Electronic Media-I (Radio)

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce the History and Development of Radio. The study of this course will help the students to understand the nature and types of Radio Programs.

Unit-I

History and Development of Radio in World Scenario
History and Growth of Radio in India
Characteristics of Radio
Three Modes of Transmission AM, SW, FM
Organizational Structure of AIR

Unit-II

Radio Programmes : Spoken Words, Music
Specific Audience Programmes, Interview, Talk
Discussion, Radio Feature, Radio Play, News
Qualities of presenter
Importance of Pronunciation and Voice Modulation

Unit-III

Language of Radio
Writing of Radio News
Radio Commercials
Educational Radio
Community Radio

Unit-IV

Radio Programme Production:
Pre Production
Production
Post Production

Pedagogy: Teaching will be based on- Lectures, audio and PowerPoint presentations, Workshops. Discussion on recent issues and practical on Script writing and programme production.

Books Recommended:

Luthra, HR

1986: Indian Broadcasting, New Delhi, Publication Division, Govt. of India

Ravindran, RK

1999: Handbook of Radio TV and Broadcast Journalism, New Delhi, Anmol Publication (1st ed.)

Mehra, Ramesh

2007: Media aur Prasaran, New Delhi,

Sharma, Kaushal

2007: Radio Prasaran, New Delhi, Pratibha Publication

Katheria, Naresh

2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakashan

Kumar, Prashant

2015, Bharat Mein Radio Prasaran, New Delhi, A. R. Publication



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Semester-III

C-XIV

Media Laws

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce to students Media Laws. The study of this course will help the students to understand the various dimension of Media Laws in India.

Unit-I

Law: Concept, Meaning and Definitions
Law and Justice
Society, Press and Law
Indian Constitution and press
Freedom of Speech and Expression

Unit-II

Parliamentary Privileges, Contempt of Court
Press and Registration of Book Act
Official Secret Act
Defamation, Copy Right Act
Working Journalist Act

Unit-III

RTI Act -2005
Prasar Bharti Act
Cable TV Regulation Act
Digitations and Conditional Access System
Cinematography Act

Unit-IV

First and Second Press Commission of India
PCI
Media Associations and Org. INS, Editors Guild
ABC Commissions : Chanda, Nayyar, Verghese, Joshi
Media Ethics

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Legal system and Legislature process.

Books Recommended:

- Justice, Jois, Rama
2014: Legal and Constitutional History of India, New Delhi, Universal Law Publishing
Kumar, Vivek
2012 : Legal Profession and off shoring in India, New Delhi, Young Global Publication
Basu, D.D.
2005, Law of the Press in India, N. Delhi, Prentice Hall of India
Tripathi, N.K.
1998, Press Vidhi, Varanasi, Vishvavidyalaya Prakashan
Singh, Srikant
Janmadhyam Kanoon evam Uttardayitva, N.Delhi, Satyam Publishing House
Singh, S.Swaroop
2004, Press aur Bhartiya Sansad, N.Delhi, Classical Publishing Co.



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Semester-III

Course-XV

Course Related Practicals

M.M. : 100 Ext.

Practicals shall be related to courses of the semester-IIIrd

Students shall prepare a file/Assignment of

C-XI, C-XII, C-XIII, and C-XIV allot by the course teacher

and viva-voce will be conduct by the external examiner.



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Semester-IV

C-XVI

Print Media – II (Editing)

M.M.100 (Ext. 75, Int. 25)

Objective: This course aims to provide knowledge of Editing of Print Journalism. Other Aim of this course is to introduce Copy Editing, Photo Journalism, Page layout and design etc. which are components of print journalism.

Unit-I

Editing: Meaning, Definition
Principles of Editing
Copy Selection
Challenges before Editors: Bias, Slants and Pressure

Unit-II

Editing Process: Planning of News Gathering
Selection of News
News Copy
Headline and Intro Writing
Style Book and Style Sheet

Unit-III

Principles of Layout and Design
Typography, Color and Graphics
Concept and Techniques of Photo Editing and Caption writing
Photographic coverage of News and events

Unit-IV

Use of Illustrations in Newspaper design
Cartooning, Pocket Cartoons & Caricatures
Line Diagrams

Pedagogy: Teaching will be based on- Lectures, presentations, Discussions, Seminars, Writing, Workshops, Discussion on recent articles, Students participation in discussions, seminars, practical exercises of News Editing and regular interaction will be encouraged.

Books Recommended:

- Chaturvedi, Prem Nath
2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy
- Kamath, M.V.
2001: Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd.
- Prabhakar, Manohar/ Bhanavat, Sanjeev
2002: Sampadan Eavm Mudran Technic Jaipur, Pulitzer Institute of Comm. Studies (1st ed.)
- Harimohan
2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd ed.)
- Jain, Ramesh
2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1st ed.)
- Moen, Daryl
2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5th ed.)
- Harimohan
2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd ed.)
- George, A.Hough
2006: News Writing, Delhi, Kanishka Publishers



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Semester-IV

C-XVII

Social Media

M.M.100 (Ext. 75, Int. 25)

Objective: This course aims to provide introduction to Social Media. This course also imparts the knowledge of Social Networking Sites and their use in various fields.

Unit-I

Social Networking Sites ; Blogging, Facebook, LinkedIn, Twitter, Instagram
Impact of Social Media
Social Networking Analysis
Social Media Technology

Unit-II

Language for Social Media
Social Networking Platforms
Future of Social Networking

Unit-III

Social Media Policy
Role of Regulator in Social Media
Communication Training for Social Media
Management of Social Media

Unit-IV

Use of Social Media in Governance and Development
Use of Social Media in Health and Education
Use of Social Media in Business and Commerce
Use of Social Media in Political and Social System

Pedagogy: Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

Books Recommended:

- Bansal, S.K.
2002: Internet Technologies, New Delhi, APH Pub.
- Nath, Shyam
2002 : Assessing the State of Web Journalism, New Delhi, Author Press
- Ahmad, Tabraj
2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
- Menon, Shailja
2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
- Talesra, Hemlata/Nagda, M.L.
2003 : Web Paged Learning, Delhi, Authors Press
- Chakravarthy, Jagdish
2004 : Net, Media and the Mass Communication, New Delhi, Author Press
- Ray, Tapas
2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.
- Verma, Deepika
2015 : The Era of New Media, New Delhi, A. R. Publication



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Semester-IV

C-XVIII

Public Relations and Corporate Communication

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce to students the fundamentals of Public Relations and Corporate Communication. The study of this course will help the students to understand the Media Planning, Production Techniques and skills to develop for Public Relations in different sectors.

Unit-I

Public Relations: Concept, Meaning and Definitions
Origin and Growth of Public Relations in India
Objectives and Functions of PR
Publics in PR
Difference in PR, Advertising, Publicity and Propaganda

Unit-II

Tools and Techniques of PR
Need, Nature and Scope of PR
PR and Media Relations
PR and Community Relations
House Journals, Annual Reports, Corporate Films, Speech writing, Office Memo
Use of Internet as PR Tool

Unit-III

PR in Government Sector
PR in Public Sector
PR in Private Sector
PR in NGOs
Organisational Set-up of PR Agencies

Unit-IV

PR as a Management Tool
PR and Marketing
Image Management
Crisis Communication
Emerging Trends in PR

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops. Discussion on recent select and popular Topics. Practical exercises related to writing for public relations will be undertaken.

Books Recommended:

- Wilcox, Denis L
1995: Public Relations, New York, Harper Collins College Publish
- Cutlip, Scott M
2003: Effective Public Relations, Delhi, Pearson Education (Reprint)
- Sharma, Diwakar
2004: Public Relations, New Delhi, Deep & Deep Publication
- Kumar, Vijay
2005: Public Relation in India, New Delhi Anmol Publication (1st ed.)
- Jan R. Hakemulder, fay AC De Jong, PP Singh
1998, Principles and Functions of Public Relations, N. Delhi, Anmol Publication Pvt. Ltd.
- Upadhyay, Surendra Soni, Sudhir
2005, Jansampark Evam Vigyapan, Jaipur, University Publications



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C-XIX

Semester-IV
Electronic Media- II (Television)

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce the History and Development of Television. The study of this course will help the students to understand the nature and types of television programmes, TV News, Qualities of news anchor and presenter, technologies of Television Programme Production etc.

Unit-I

History and Development of TV in India
Nature and Importance of TV
Characteristics of TV as compared to other media
Mode of Transmission: Terrestrial, Satellite TV, Cable TV

Unit-II

Nature and Types of TV Programmes
Fictional Programmes: Soap Opera, Serials, Films
News Based Programme: Talk, Discussion, Interview, etc
Educational Programme
Commentary

Unit-III

Elements of TV News
Basic Principles of TV News Writing
Sources of TV News
Types of TV News Bulletins and their Structure

Unit-IV

Television Programme Production
Pre Production
Production
Post Production

Pedagogy: Teaching will be based on- Lectures, PowerPoint presentations, Post Production, Workshops, Discussion on recent programmes. Practicals on computer using Audio-Visual lab, Studio exercises will be undertaken.

Books Recommended:

- Ravindran, R.K.
1999 : Hand Book of Radio T.V and Broadcast Journalism, New Delhi, Anmol Publication (1st edt.)
- Sinha, P.C
2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1st edt.)
- Firoz, Mohd
2005: Television in India, Delhi, Sage Publication (1st ed.)
- Todorovic, Aleksendar Louis
2006: Television Technology, New Delhi, Focal press
- Friedmann, Anthony
2007 : Writing for Visual Media, New Delhi, Focal Press (2nd edt.)
- Boyd, Andrew
2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5th edt.)
- Ivan, Cury
2011: Directing and producing for Television, London, Focal Press
- Singh, Mahaveer
2014: Doordarshan Live, Delhi, Shilpyan Prakashan
- Singh, Mahaveer
2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan



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Semester-IV

Course-XX

Course Related Practicals

M.M. : 100 Ext.

Practicals shall be related to courses of the semester-IVth

Students shall prepare a file/Assignment of

C-XVI, C-XVII, C-XVIII, and C-XIX allot by the course teacher

and viva-voce will be conduct by the external examiner.



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Semester-V

C-XXI

Advertising

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce to students the fundamentals of Advertising. The study of this course will help the students to understand the various types of advertising and its elements.

Unit-I

Advertising: Concept, Meaning and Definitions
History and Growth of Advertising in India
Social and Economic Benefit of Advertising
Types of Advertising

Unit-II

Market and its segments
Advertising Strategies
Product Advertising
Brand Building
Advertising Appeals

Unit-III

Advertising Agency: Departments and Functions
Budget, Media and Campaign Planning
Advertising Production Techniques
Copy Writing
Web Advertising

Unit-IV

Marketing : Planning and Execution
Advertising and Pressure Groups
Advertising Laws and Ethics
Ethical issues in Advertising

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on recent select and popular advertisements. Practical exercises related to making advertisements will be undertaken.

Books Recommended:

- Sharma,S. & Kumar Deepak
2003:Advertising Planning, implementation & Control,Jaipur, Mangaldeep Publication
- Pant,N.C.
2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication(1st ed.)
- Kundra, Shipra
2005: Introduction to Advertising and Public Relation, New Delhi, Anmol Publication (1st ed.)
- Jethwaney Jaishri & Jain Shruti
2006:Advertising Management, New Delhi, Oxford University Press
- Mohan Savita
2012:Trends in Advertising Management, New Delhi, Enkay Pub. Hansa
- Patanjali, Premchand
2008, Aadhunik Vigyapan, New Delhi, Vani Prakshan
- Gupta, U.C.
2012, Aadhunik Vigyapan Aur Jansampark, New Delhi, Arjun Publishing House
- Pant, N.C., Singh Indrajeet
2008, Vigyapan Patrakarita Vartmaan Technique Evam Avdhaarna,
New Delhi, Kanishka Publishers Distributors



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Semester-V

C-XXII Development Communication

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to familiarize the students with the Role of Communication in development . The study of this course will help the students to understand Development communication.

Unit-I

Meaning and Concept of Development
Process of Development
Indicators of Development
Theories of Development
Developmental issues in India

Unit-II

Development Communication: Meaning, Concept and Definitions
Growth of Development Communication
Strategies in Development Communication
Role of Media in Development Communication

Unit-III

Rural Development and Village Communication
Child Development and ICDS
Meaning and Concept of Development Support Communication
Health and DSC
Communication and Awareness in Rural Areas

Unit-IV

Developmental Agencies of Government
Reporting on Development Projects
Community Participation and Sustainable Development
Communication Technologies and Development Communication

Pedagogy: Teaching will be based on- Lectures, PowerPoint presentations, Discussions, Seminars. Discussion on various Developmental agencies. Seminars and tutorial working on different aspects will be undertaken in teaching.

Books Recommended:

- Mankekar, D.R.
1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC
- Mankekar, D.R.
1979: 'Media and Third World', New Delhi, IIMC
- Stevenson I. Robert
1988: 'Communication, development and third world', New York, Longman Inc.
- UNESCO
1988: 'Communication and Society- A Documentary History of NWICO', Paris
- Macbride Commission Report
1989: 'Many Voices, One World', Paris
- Melkote, Srinivas R.
2001, 'Communication for Development in the Third World : Theory and Practice', New Delhi, Sage
- Tiwari, I.P.
2001, 'Communication Technology and Development', New Delhi, Publication Division, Govt. of India
- Toari, Komal
2000, 'Sustainable Human Development Issues and Challenges', New Delhi, Concept Publishing Co.
- UNDP
2009, 'Sustainable Development', New York
- Singh, Yogendra
2004, 'The Concept of Participatory Management', New Delhi, R.K. Printers



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Semester-V

C-XXIII

Mass Media Writing Skills

M.M.100 (Ext. 75, Int. 25)

Objective: This course is designed to introduce to students the fundamentals of Mass Media Writing. The study of this course will help the students to understand the writing techniques for print media.

Unit-I

Types of Media Writing
Writing for Newspapers and Magazines
Narrative Writing
Interpretative writing

Unit-II

Feature: Concept and Meaning
Types of Feature
Ingredients of Feature Writing
Writing for radio and TV Programmes
Reportage

Unit-III

Edit Page Writing: Leader Writing
Write-Ups
Middles
Opinion Writing
Letters to Editor

Unit-IV

Technical Writing: Science, Business
Environmental, Sports writing
Difference between Magazine and Newspaper Writing
Freelance writing
Qualities of Freelance Journalist

Pedagogy: Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Current and popular Issues. Practical exercises related to writing for print will be undertaken.

Books Recommended:

Chadhdha, Savita

1998 : Modern Journalism and News Writing, Taxshila Prakashan, N.Delhi

George, A. Hough

2006, News writing, New Delhi, Kanishka Publishers

मिश्र, चन्द्रप्रकाश

मीडिया लेखन: सिद्धांत एवं व्यवहार, संजय प्रकाशन, नई दिल्ली

पंत, एन.सी.

मीडिया लेखन के सिद्धांत, तक्षिला प्रकाशन, नई दिल्ली

सिंह, निगांत

पत्रकारिता की विविध विधायें, राधा पब्लिकेशन्स, नई दिल्ली



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Semester-V
Digital Journalism

C-XXIV

M.M.100 (Ext. 75, Int. 25)

Objective: This course aims to provide introduction to Digital Journalism. This course also imparts the knowledge of Computer Networks and Social Networking Sites.

Unit-I

Digital Communication: Meaning and Definition
Characteristics of Digital Communication
Characteristics of Internet
Brief History of ISP

Unit-II

Search Engines
Websites and its type
e-mail: Need and Importance
e-Commerce

Unit-III

Brief History of e-newspapers in Hindi and English
Reasons for the growing popularity of e-newspaper
Future aspects of e-newspapers
Limitations of Digital Journalism

Unit-IV

Elements of online Newspaper
Difference between Print Journalism and Online Journalism
Reporting, Writing and Editing for Online Newspaper
News Portals

Pedagogy: Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

Books Recommended:

- Bansal, S.K.
2002: Internet Technologies, New Delhi, APH Pub.
- Nath, Shyam
2002 : Assessing the State of Web Journalism, New Delhi, Author Press
- Ahmad, Tabraj
2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication
- Menon, Shailja
2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press
- Talesra, Hemlata/Nagda, M.L.
2003 : Web Paged Learning, Delhi, Authors Press
- Chakravarthy, Jagdish
2004 : Net, Media and the Mass Communication, New Delhi, Author Press
- Ray, Tapas
2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.
- Verma, Deepika
2015 : The Era of New Media, New Delhi, A. R. Publication



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Semester-V

Course-XXV

Course Related Practicals

M.M. : 100 Ext.

Practicals shall be related to courses of the semester-Vth

Students shall prepare a file/Assignment of

C-XXI, C-XXII, C-XXIII, and C-XXIV allot by the course teacher
and viva-voce will be conduct by the external examiner.



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Semester-VI

Course-XXVI Print Media Practical-Viva Max. Marks: 100

- (i) Reporting on political, developmental and social issues, crime, cultural activities, speeches, seminars, fashion & lifestyles and sports (any five on different subjects)
- (ii) Editing –Political, local, foreign and moffusil copies, including head lining (5)
- (iii) Prepare of a 4-page Newspaper

Course-XXVII Radio Practical-Viva Max. Marks: 100

- (i) Two 40 sec. Radio jingles/spots etc.
- (ii) A 10 minute Documentary/ talk /discussion on any subject

Course-XXVIII TV Practical Viva Max. Marks: 100

- (i) A 30 seconds TV ad (commercial or social)
- (ii) A 5 minute TV programme on a social or consumer issue

Course-XXIX New Media Practical-Viva Max. Marks: 100

Content writing of online journalism
Use of social networking sites.

Course-XXX Project- Viva Max. Marks: 100

A student will prepare a project report on a topic related to mass communication on the basis of this project report. A practical viva examination will be conduct towards the end of sixth semester by external examiner.

All Practical-Viva will be conducted by the External examiner.

