

MASTERS OF JOURNALISM & MASS COMMUNICATION

Syllabus / Scheme

Semester - I

S. No.	Subjects	Theory	Practical	Internal
1.	History And Development of Media (MJMC 101)	80	-	20
2.	Communication : Principles And Theories (MJMC 102)	80	50	20
3.	Media Language : Structure, Style And Translation (MJMC 103)	80	50	20
4.	News Papers & Magazines (MJMC 104)	80	-	20
5.	Computer For Media (MJMC 105)	80	50	20

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Programme: MJMC

Semester – I

Session – 2019 - 20

Name of Paper	Paper Code	Theory				
		L	T	EST	CAT	Total
History & Development of Media	MJMC 101					
		3	1	80	20	100

S.No	Units / Topic	Hours/Week
1	<p>Characteristics of Pre – Independence Press</p> <ul style="list-style-type: none"> • Concept of Journalism and Media (Lecture, expert session) • History of Bengal Gazette and Udan Martand. • Contribution of pioneer journalists like Raja Ram Mohan Roy and Bhartendu Babu Harish Chandra (Lecture and Case reading) • Brief Introduction of prominent journalists – Lokmanya Tilak, Mahatma Gandhi Baburao Vishnu Paradhkar, Makhanlal Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarthi. (Lecture and Case reading) • Role of press in Freedom Movement. (Lecture and Case reading) 	4 hrs/week
2	<p>Characteristics of Post – Independence Regional Language Press</p> <ul style="list-style-type: none"> • The regional press after Independence : Nature and Growth, Web based regional newspapers. (Lecture and Case reading) • Trends in post – independence leading Hindi Language newspapers; Nai Dunia, Dainik Bhaskar Government efforts in growth of press after Independence formation of Press Commission. (Lecture and Case reading) • Trends in post – independence leading Hindi Cosmopolitan, Hindi newspapers and magazines, Navbharat Times, Hindustan, jansatta, Hindi Outlook, Hindi India Today. (Lecture and Case reading) • Trends In post- independence/vernacular language newspapers: one each in Malayalam, Telugu, tamil, Kannada, Bengali, Marathi, Gujarati and Assamese. (Lecture and Case reading) • Growth of leading Hindi News Agencies – Hindustan Samachar, Bhasha, Univarta. (Lecture and Case reading) 	4 hrs/week
3	<p>Characteristics of Post – Independence English Language Press</p> <ul style="list-style-type: none"> • The English press after Independence: Nature and growth, Web based newspapers. (Lecture and Case reading) • Characteristics of Times of India, India Express, Hindustan Times. (Lecture and Case reading) • Characteristics of The Statesman, The Hindu, The Tribune. (Lecture and Case reading, Demonstration) • Growth and characteristics of English language News Agencies – PTI, UNI. (Lecture and Case reading) • Characteristics of English News Magazine – The Week, Outlook, India Today. (Lecture and Case reading) 	4 hrs/week
4	<p>Brief Introduction of Radio and Television</p> <ul style="list-style-type: none"> • Development of Radio; Public and Private Radio systems; characteristics of FM and Ham Radio, Community Radio (Lecture and Case reading) • Brief history of Television in India (Lecture and Case reading) 	4 hrs/week

	<ul style="list-style-type: none"> • Introduction to Public and Private Television Network Cable industry in India. (Lecture and Case reading) • Recommendations of various Committees for Improvement of All India Radio and Doordarshan. (Lecture and Case reading) • Introduction to Regulatory Bodies – TRAI (Lecture and Case reading) 	
5	<p>Brief History of Development of Film and Traditional Media</p> <ul style="list-style-type: none"> • Traditional media, like Puppet, Drama, Folk theatre forms (Lecture and Case reading) • Contemporary relevance of traditional media (Lecture and Case reading & discussion) • A brief history of early silent Indian Cinema (Lecture and Case reading & discussion) • Early talkies era In India (Lecture and Case reading & Discussion) • Growth of different types of films such as documentary and features film, parallel and commercial cinema In India (Lecture and Case reading & discussion) 	4 hrs/week

References

1. Patrakarita ka Itihas, Dr. Arjun Tiwari, Vani Prakashan, New Delhi.
2. Bharatiya Patrakarita Kosh, Shri Vijaydutt Shridhar. Vani Prakashan, New Delhi.
3. Patrakarita Tab Se Ab Tak, Dhananjay Chaupra, Uttar Pradesh Hindi Sansthan, Lucknow/
4. India's newspaper Revolution, Robbin Jaffrey, Jaico Publication, New Delhi.
5. Mass Communication in India, Keval J Kumar, Jaico Publication
6. History of the Press in India, J Natrajan, Asia Publishing House, Delhi.

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Name of Paper	Paper Code	Theory				
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COMMUNICATION : PRINCIPLES & THEORIES	MJMC 102					
		3	1	80	20	100

S.No	Units / Topic	Hours/Week
1	INTRODUCTION <ul style="list-style-type: none"> • Communication : Meaning, definition & scope. • Elements of communication: Source, message, channel, receiver, feedback and noise. Effect. • Process and functions of communication. • Types of communication: Interpersonal, Intrapersonal, group and mass communication. • Role of press in Freedom Movement. (Lecture and Case reading) 	4 hrs/week
2	CHANNEL of COMMUNICATION <ul style="list-style-type: none"> • Verbal and Non-Verbal communication • Organizational communication: Formal and Informal Communication. • Upward, downward, lateral and crosswise communication. • The seven 'C's of good communication • Barriers of communication. 	4 hrs/week
3	MODELS & THEORIES of COMMUNICATION <ul style="list-style-type: none"> • Models of communication: SMR & SMCR model, Harold Lasswell, Shanion & Weaver, Charles Osgood, Wilbur Schramm, Westley & Maclean and Newcomb models of communication. • Theories of communication: Bullet theory, Limited effect theory, Cultivation theory, Agenda setting, Two-step flow, Multistep flow and role of opinion leaders. • Spiral of Silence, Propaganda, • Social Differentiation Theory. 	4 hrs/week
4	MASS COMMUNICATION MEDIA <ul style="list-style-type: none"> • Various forms of media: Characteristics and functions of media- Print media, electronic media, cinema. • Traditional media, outdoor media etc.. • Normative media theory: Authoritarian, Libertarian, Communist media, Social responsibility, two emerging theories of Development media and Democratic participation. • Role of mass media in social change and development. 	4 hrs/week
5	COMMUNICATION TECHNOLOGY & INFORMATION SOCIETY <ul style="list-style-type: none"> • New communication technology: Internet and cyberspace, satellites and telecommunication, technology as an extension of men. • Media imperialism, communication and culture. • Mass media and environment. 	4 hrs/week

References

1. Keval J. Kumar – Mass communication in India, Jaico, Mumbai
2. Denis McQuonil – Mass communication Theory : An Introduction, Sage, Delhi
3. Vilanilam J.V. – Bharat Men Sanchar aur Jansanchar, M.P. Hindi Granth Academy, Bhopal (Hindi)
4. Vilanilam J.V. – Mass communication: Principle and Practice, MLC, University Bhopal. 2002
5. D.V.R. Murthy – Mass communication: Concepts and Issues Olive Green Pug. Kochi
6. J. Hamelink – The Politics of World Communication, Sage, London.
7. Emery E. Ault. P.H. – Introduction to Mass Communication, IOWA, IOWA University Presi.

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Session – 2019 - 20

Name of Paper	Paper Code	Theory				
		L	T	EST	CAT	Total
MEDIA LANGUAGE : STRUCTURE , STYLE & TRANSLATION	MJMC 103	L	T	EST	CAT	Total
		3	1	80	20	100

S.No	Units / Topic	Hours/Week
1	<p>Understanding of Media Language</p> <ul style="list-style-type: none"> • Importance of language in communicating, Growth and Development of language (Lecture, Presentation, assignment) • Growth of media language: From print to online, Changes taking place in structure and style of language, New trends in media language (Lecture, Group discussion, assignment) • Basics of grammar in English and Hindi, Selection and use of phrases and words (Lecture, assignment) • Characteristics of writing for newspaper and magazines, Language for writing: Word and sentence making, Headline writing (practice) (Lecture, Presentation, Practical, assignment) • The language of journalism – concrete, specific, active, clear, democratic, non – sexist, non – racist, non – violent, inclusive, variable, common language (Lecture, Presentation, Group discussion/expert lecture) 	4 hrs/week
2	<p>Language for Audio – Visual</p> <ul style="list-style-type: none"> • Concept of audio – visual language, Basic difference between written and spoken language (Lecture, Presentation, Expert lecture) • Basic characteristics of writing for radio (Lecture, Presentation, Expert Lecture) • Basic characteristics of writing for TV (Lecture, Presentation, Expert Lecture) • Use of other language words and its limitations in Hindi media (Lecture, Presentation, Group discussion, assignment) • Creative writing for photo feature, Caption writing , Cartoon and its language (Lecture, Group discussion, assignment) 	4 hrs/week
3	<p>Translation and Paraphrasing</p> <ul style="list-style-type: none"> • Importance of Translation/Paraphrasing in media, Effective and Ineffective translation, Methods of paraphrasing, attribution and quoting (Lecture, Group discussion, assignment) • Translate (Paraphrase) at least 5 different News (English to Hindi) (Lecture, Practical, Presentation, assignment) • Translate (Paraphrase) at least 5 different News (Hindi to English) (Lecture, Practical, Presentation, assignment) • Translate (Paraphrase) at least 2 different. (Lecture, Practical, Presentation, assignment) • Preparing a glossary of 20 phrases in Hindi and English, generally used for the same expression. (Lecture, Practical, Presentation, assignment) 	4 hrs/week

4	<p>Translating Journalistic Content : 1</p> <ul style="list-style-type: none"> • Preparing a glossary of 50 words in Hindi – English from Business page (Practical, Presentation, Group Discussion, Assignment) • Preparing a glossary of 25 – 25 Hindi – English words used in political news (Practical, Presentation, Group discussion, assignment) • Translating at least 5 different news items from Business pages (Hindi - English) (Practical, Presentation, group Discussion, Assignment) • Translating at least 5 Political news items (Hindi - English) (Practical, Presentation, Group Discussion, Assignment) • Translating at least one political and one business article (Hindi - English) (Practical, Presentation, Group Discussion, Assignment) 	4 hrs/week
5	<p>Translating Journalistic Content: 2</p> <ul style="list-style-type: none"> • Preparing a glossary of 25- 25 words (Hindi – English) from Sports page (Practical, Presentation, group Discussion, Assignment) • Translating at least 5 different news items on five different sports (Hindi - English) (Practical, Presentation, group Discussion, Assignment) • Translating a column article of renowned person on sport (at least 2 in both language) (Practical, Presentation, group Discussion, Assignment) • Translating at least 5 Science news items (Hindi - English) (Practical, Presentation, group Discussion, Assignment) • Translating at least 5 International news items (Hindi - English) (Practical, Presentation, group Discussion, Assignment) 	4 hrs/week

References

1. Usha Raman, (2010). Writing For The Media, Oxford University Press – New Delhi.
2. Simeon Lindstrom (2015). Creative writing – From Think to Ink, Create Space Independent Publishing Platform, Canada.
3. Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
4. Andrew Bonime & Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United Stated
5. Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland
6. Jemes G Stovall (2014). Writing for the Mass Media, Pearson, New York.
7. prqosZnh jkeLo:i ¼1981½] Hkk"kk vkSj laosnuk] yksdHkkjrh] bykgkckn
8. frokjH HkksykukFk ¼1984½] Hkk"kk vkSj laLd`fr] izHkkr izdk'ku] fnYyh
9. frokjH HkksykukFk ¼1986½] ekud fgUnh dk Lo:i] izHkkr izdk'ku] fnYyh
10. frokjH HkksykukFk ¼1984½] i=dkfjrk esa vuqokn dh leL;k,Wa] 'kCnkdkj izdk'ku] ubZ fnYyh
11. frokjH HkksykukFk ¼1987½] vuqokn foKku] 'kCnkdkj izdk'ku] fnYyh
12. n~foosnh vuqie ¼2014½] fgUnh O;kdj.k] jhrw ifCyds'ku] t;iqj
13. Prasad, S. (19993). Editors on Editing/ HY, National Book Trust
14. o.kZoky gjh`k ¼2012½ Vsyhfotu dh Hkk"kk] jk/kkd`.ku izdk'ku
15. flag MkW- vt; dqekj ¼2012½] ehfM;k dh cnyrh Hkk"kk

16. ftrsUnz xqIrk] fiz;n'kZu] v:.k izdk'k ¼2009½] i=dkfjrk esa vuqokn. jktdey izdk'ku] fnYyh

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Session – 2019 - 20

Name of Paper	Paper Code	Theory				
		L	T	EST	CAT	Total
NEWSPAPER AND MAGAZINES : STRUCTURE AND FUNCTIONS	MJMC 104	3	1	80	20	100

S.No	Units / Topic	Hours/Week
1	ORGANIZATIONAL STRUCTURE <ul style="list-style-type: none"> Contemporary trends in Print Journalism, Contemporary presentation styles and editing of newspaper and magazines. Structure of a news paper organization – Editorial, Management, Production, Circulation, Marketing, Advertising, Human Resource development Training Finance and Accounting dept. and Co-ordination among these depts.. Function and organization of the Editorial department of a newspaper, Functions of Editor, Resident Editor, Asst. Editor, News Editor, chief Sub – Editor, Sub Editor and Chief Reporter etc. Functions and responsibilities of Group Editor, Managing Editor, Coordinating editor, etc. News room organization and coordination among editorial staff. 	4 hrs/week
2	PRINT MEDIA INDUSTRY <ul style="list-style-type: none"> Print Media as an industry. Changing Indian Print Media Scenario. Small Newspaper : Challenges and Solution. Step s of Newspaper Production. Size of Newspaper: Broadsheet & Tabloid. 	4 hrs/week
3	MAGAZINE JOURNALISM <ul style="list-style-type: none"> Magazine Publication : Aims & Objects. Brief history of Magazine Journalism in India and USA. Writing & Editing skills of Magazines. Types of Magazines : General Interests, Business, Sports, Children’s Women’s Leisure & Entertainment, Science, Health, Education, IT, Auto, Career, Crime, Photography etc. New Trends in Magazine Journalism, Future of Magazine Journalism. Editing of On – Line Magazines. 	4 hrs/week
4	NEWS AGENCY JOURNALISM <ul style="list-style-type: none"> News Agencies – Concept and Scope. History of News Agency Journalism in India. 	4 hrs/week

	<ul style="list-style-type: none"> • News Agencies – Structure and Management. • Functions of News Agency • Significance of Pen and Paperless journalism. 	
5	<p>PRINTING TECHNOLOGY</p> <ul style="list-style-type: none"> • Brief History of Printing Technology. • Various types of printing presses – Hand Press, Treadle, Cylinder, Litho, rotary, photo gravure, flexography, Offset, Web Offset, Screen Printing etc. • Composing – Hand Composing, Mono Composing, Lino Composing, Photo type Setting, DTP etc. • Colour Printing- Processing, colour separation. • Printing Papers – Types, Weight and Measurements. 	4 hrs/week

Reference :

- Hand book of Journalism, Kiran Thakur.
- Journalism. K. Parthasarth.
- Professional Journalism, M. R. Kamat.
- Mass Communication in India. Keval J. Kumar.
- Understanding Journalism : Barun Roy.

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Semester – I

Session – 2019 - 20

Name of Paper	Paper Code	Theory				
COMPUTER FOR MEDIA	MJMC 105	L	T	EST	CAT	Total
		3	1	80	20	100

S.No	Units / Topic	COMMUNICATIVE ENGLISH	Hours/Week
1	Introduction to Computer <ul style="list-style-type: none">• Definition – History & Generation of Computer, Applications of computer, Advantages of Computer, Characteristics of computer : Speed, Storage, Hardware & Software, Block Diagram, Types of Computer: Analog, digital & Hybrid, On the Basis of Size Main frame, Mini Computer, Super Computer, Desktop Computer, Laptop Computer, Palmtop Computer. (Lecture, Demonstration, Lab Practice)• Memory : Units, Types – Primary Memory : RAM, ROM PROM, EPROM, EEPROM, DDR Secondary memory : Hard disk, CD, DVD, Blue ray Disc, Pen Drive Magnetic Tape & Zip – Disk. (Lecture, Demonstration)• CPU : Functions of CPU, Mother Board, Hard disk, Graphics Card, Network Card – Modem (Lecture, Demonstration)• Input, Output devices: Keyboard, Mouse, Scanner, Digital Camera, Joystick, Pen drive, Monitor, Printer, And Plotter Connecting port: Serial, Parallel, and USB port. (Lecture, Demonstration, Presentation)• Data Scanning Devices.		4 hrs/week
2	Windows : Definition of Operating System <ul style="list-style-type: none">• Functions of OS Types of OS : Single user, Multi – User, (Lecture, Tutorial)• Windows Desktop – GUI: Definition, Standards, Cursors/Pointers, Icons, GUI Menus, GUI – Desktop icons and their functions: My computer, My documents, Network neighborhood, Recycle Bin, Quick launch Tool Bar, System Tray, Start Menu, Task bar . (Lecture, Lab Practical)• Dialog boxes: List box, Spin Control Box, Slide, Drop – down list, Radio button, Check box, Test box. (Lecture, Demonstration)• Parts of Windows – Title bar, Menu bar, Scroll bar, Status Bar, Maximize, Minimize, Close and Resize & Moving a Window. (Lecture, Demonstration, Lab Practical)• Windows – Start Menu – Help Menu – Preview Menu ; Logoff & Shutdown, Working with Notepad & Word Pad: Opening & Saving files, Formatting, Printing, Inserting objects, Creating & Editing Images with Microsoft paint, Using the Calculator – Personalizing Windows. (Lecture, Tutorial, Lab Practical)		4 hrs/week

3	<p>MS Word – Working with Documents</p> <ul style="list-style-type: none"> • Opening & saving files, Editing Text documents, Inserting. Deleting, Cut, Copy, Paste, Undo, Redo, Find, search, Replace, Formatting page & setting Margins, Converting files to different formats, Using Tool bars, Ruler (Lecture, Demonstration) • Formatting Documents – Setting Font styles, Font selection – style, size color etc, Type face – Bold, Italic, Underline, Case Settings, Highlighting, Special symbols, Setting Paragraph style, Alignments, Indents, Line Space, Margins, Bullets. (Lecture, Demonstration) • Setting Page style – Formatting Page, Page tab , Margins, Layout settings, Columns, Header & footer, Page Numbering, date & Time. (Lecture, Lab Practical) • Creating Tables – Table Settings, borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting (Lecture, Demonstration, Lab Practical) • Drawing – Inserting Clipart, Pictures/ files etc. , Tools – Spell Checks, Mail Merge. (Lecture, Demonstration) 	4 hrs/week
4	<p>MS Excel</p> <ul style="list-style-type: none"> • Spread Sheet Its Applications, Opening Spreadsheet, Menus – Main Menu, Formula Editing, Formatting, Toolbars, Using help, Shortcuts, Spreadsheet Types. Working with Spreadsheets – opening, Saving files, Setting Margins, Spread sheet addressing – Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys (Lecture, Demonstration) • Entering & Deleting Data – Find, and Replace, Inserting Data, Insert: Cells, Column, Rows, Sheets, Symbols, Data from External files, Clipart, Pictures, files etc, Inserting Functions. (Lecture, Demonstration, Lab Practical) • Setting Formula – Finding Total in a Column or Row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation, Percents, SUM, COUNT, AVGAS, MAX, MIN) (Lecture, Demonstration) • Chart: Various Chart Types, Creating Charts. (Lecture, Lab Practical) • Applications (Lecture) 	4 hrs/week
5	<p>MS Power Point</p> <ul style="list-style-type: none"> • Introduction & area of use, Creating a New Presentation (Lecture, Demonstration) • Working with Presentation, Save a presentation, Different views, Inserting, Deleting and Copying of Slides (Lecture, Tutorial) • Working with Speaker Notes, Handouts, Columns & Lists (Lecture, Demonstration) • Slide Layout and its types, Adding Graphics, Sounds and Movies to a Slide (Lecture, Demonstration) • Animation, Transition, Working with Power Point Objects, Designing & Presentation of a Slide Show, Printing Presentations with print options. (Lecture, Demonstration, Lab Practical) 	4 hrs/week

Reference

1. Fundamentals of multimedia Ze – Nian U
2. Fundamentals of Computers : E. Balaguruswami.
3. Computer Fundamentals : Anita Goel, Pearson Publication.