



**Haridev Joshi University of Journalism and Mass Communication,
Jaipur**

SYLLABUS

For

MA-JMC (Electronic Media)

(Effective from July 2020)

DEPARTMENT OF ELECTRONIC MEDIA



**Haridev Joshi University of Journalism and Mass Communication,
Jaipur**



**DEPARTMENT OF ELECTRONIC MEDIA
MA – JMC (Electronic Media)
(Effective from July 2020)**

		Core Compulsory (CC)	Core Elective (CE)		Open Elective (OE)
Semester - I	EM 101	Introduction to Journalism and Mass Communication	EM 104	Indian Polity, Society and Contemporary Issues	OE-1 Media Economy and Business
	EM 102	News Concepts and Reporting			OE-2 Financial Journalism
	EM 103	Language, Writing and Editing			OE-3 Photo-journalism
Semester - II	EM 201	Fundamentals of Television Journalism	EM204	Media Ethics, Morality and Law	OE-4 Intercultural Communication
	EM 202	Radio Journalism and Production			OE- 5 Traditional Folk Media and Alternative Media
	EM 203	Computer Applications & Multimedia Skills			
Semester - III	EM 301	Television Productions	EM 304	Social Justice, Human Rights and Civil Liberties	
	EM 302	Development Communication			
	EM 303	Communication Research			
Semester - IV	EM 401	New Media and Web/Digital Journalism	EM 403	Science, Environment and Climate Change	
	EM 402	Dissertation / Documentary			



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2 YEARS (FOUR SEMESTER) POST GRADUATE PROGRAMME – EXAMINATION SCHEME (CBCS PATTERN)

	Core Compulsory	Theory	Internal	Practical	Total	Core Elective	Theory	Internal	Practical	Total	Open Elective	Theory	Internal	Practical	Total
SEMESTER - I	EM 101 Introduction to journalism and Mass Communication	80	20		100	EM 104 Indian Polity, Society and Contemporary Issues	80	20		100	OE-1 Media Economy and Business	80	20		100
	EM 102 News Concepts and Reporting	80	20		100						OE-2 Financial Journalism	80	20		100
	EM 103 Language, Writing and Editing	80	20		100						OE-3 Photojournalism	80	20		100
	AANANDAM				2Credit										
SEMESTER - II	EM 201 Fundamentals of Television Journalism	80	20		100	EM204 Media Ethics, Morality and Law	80	20		100	OE-4 Intercultural Communication	80	20		100
	EM 202 Radio Journalism and Production	80	20		100						OE- 5 Traditional Folk Media and Alternative Media	80	20		100
	EM 203 Computer Applications & Multimedia Skills	80	20		100										
	AANANDAM				2Credit										
SEMESTER - III	EM 301 Television Productions	80	20		100	EM 304 Social Justice, Human Rights and Civil Liberties	80	20		100					
	EM 302 Development Communications	80	20		100										
	EM303 Communication Research	80	20		100										
	AANANDAM				2Credit										
SEMESTER - IV	EM 401 New Media and Web/Digital Journalism	80	20		100	EM 403 Science, Environment and Climate Change	80	20		100					
	EM 402 Dissertation / Documentary	150	50 Viva		200										
	AANANDAM				2Credit										



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Programme Objectives

To develop understanding about Electronic Media

To acquire the skills of reporting and writing for television. To inculcate the technical knowledge about Television tool like camera etc. To make student learn the news presentation on television

To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of media profession. To train the students with special focus to Radio and Television programme productions To educate the students in the areas of research.

Programme Outcomes

Understand the significance of audio and video production within historical, cultural, and professional contexts

Correctly and safely utilize production equipment and editing software (Adobe Premiere, as well as understand their basic operations.

Demonstrate familiarity with historical development of electronic media industries and technologies

Programme Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

1- High, 2- Significant, 1- Low

1. Disciplinary Knowledge;

4. Problem Solving;

7. Cooperation/Team Work;

10. Information/Digital Literacy;

13. Moral and Ethical Awareness/Reasoning;

2. Communication Skills;

5. Analytical Reasoning;

8. Scientific Reasoning;

11. Self-directed Learning;

14. Leadership Readiness/Qualities;

3. Critical Thinking;

6. Research related skills;

9. Reflective Thinking;

12. Multicultural Competence;

15. Lifelong Learning



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EM 101 Introduction to Journalism and Mass Communication

Course Objectives :

- To develop understanding of Communication Process
- To build up theoretical concepts of communication
- To understand the relationship between media and society
- To know the various areas of journalism

Learning Outcomes:

- Student is able to comprehend the communication process
- Theoretical concepts imbibed by the student
- Student has understood the role of media in a democratic society
- Student is acquainted with various types of journalism and is able to work.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

1- High, 2-Significant, 1-Low

UNIT- I	Introduction to Communication	L	T	P
	Communication – Definition, Concept and process ; Types of Communication ; Mass Communication: Definition, Functions, Mass Media and its effects on audience, merits and demerits of different media ; Models of Mass Communication: Aristotle’s model, Laswell model, Shannon and Weaver model, Osgood’s model	15	07	
UNIT- II	Mass Media Theories			
	Propaganda, Persuasion ; Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory; One step , Two step and Multi step flow of information	15	08	
UNIT- III	Journalism: Concept, Objective and Functions			
	Concept and Role of Journalism in Society ; Journalism and Democracy: Concept of Fourth Estate ; Importance of	15		07



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	critical thinking in Journalism; Contemporary Issues and Debates : Mission, Profession and Business ; Editorial Integrity, Fake news, alternative facts, Post-truth era			
UNIT- IV	Types of Journalism			
	Investigative Journalism; Data Journalism ; Rural Journalism; Alternative Journalism ; Advocacy Journalism ; Development Journalism; Yellow Journalism; Citizen Journalism	15		08

PRACTICALS/ ASSIGNMENTS: Writing and Analysing news of various genres of .Creating file work. Organizing debates.

Suggested Readings:

- 1 Mass Communication Theory: An Introduction, Denis Mc Quail, Sage, London.
- 2 Theories of Communication, M.L. DeFleur, and S. Ball-Rokeach, Longman, New York.
- 3 Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
- 4 Communication Theories. Origin, Methods, Uses Werner, Severin J. and Tankard W. James., Longman, London.
- 5 भारत में जनसंचार, केवल.जे.कुमार, जैको, मुंबई
- 6 जनसंचार:सिद्धान्त और व्यवहार, जे वी विलानीलम, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक— शशिकांत शुक्ल)
- 7 संचार के सिद्धान्त, आरमंड मेतलार्त, और मिशेल, ग्रंथ शिल्पी, नई दिल्ली (अनुवादक – वंदना मिश्र)
सम्प्रेषण: प्रतिरूप एवं सिद्धान्त श्रीकांत सिंह,भर्ती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स



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EM 102 News Concepts and Reporting

Course Objectives :

- 1 To develop the concept of News
- 2 To create acquaintance towards various types of news reports
- 3 To acquire the skills to gather news

Learning Outcomes:

- 1 Student has understood the core values of news
- 2 Learner is able to work practically in the field to gather news
- 3 Student has acquired the skills to present news for various media

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

High, 2-Significant, 1-Low

UNIT- I	News Gathering Process	L	T	P
	Meaning, Definition and Concept of News, Sources of News gathering, News Value, Type of News – Hard and Soft News, Role and Importance of Sources, Different types of Sources, Examining and testing News Value, Changing Concept of News: Factors and Issues	15	07	
UNIT- II	Different Types of News Reports			
	Factual and Routine News ; Analytical, Interpretative and Descriptive News ; Investigative news and Research based or in-depth news ; Risks of Reporting ; Qualities of a good Reporter; responsibilities and rights ; Categories of reporter-stringer, Reporter, city Reporter, Special correspondent ; Type of reporting: Political, Crime, parliamentary, education, agriculture ; Environment, Science, Sports, Investigation, Court & Development News; gender sensitive reporting etc. ; Specialized Reporting.	15	08	
UNIT- III	News Writing Process			



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	Principles of News Writing, News flow, News room, follow up of stories Concept of credibility in News Reporting ; Structure of News: Five Ws and One H ; Selection of Information, Writing Intro/Lead, Body ; Different types of Intro/Lead ; Organising the News Story: Angle, Attribution, Quote, Background and Context; Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story ; Writing for magazines and Journals ; Writing for news agency, Writing Features: definitions, Scope, Types of features, News features, Human Interest ; Citizen journalism.	15		07
UNIT- IV	Different Styles Of News Writing			
	Inverted pyramid style: Concept, development, writing process, merits and demerits ; Feature style: Concept, development, writing process, merits and demerits ; Sand clock style: concept, development, writing process, merits and demerits ; Interviews: definition, types & preparation of Interviews, qualities of good Interviews ; Press Release, Press Conference, Press briefing, Meet the Press.	15		08

PRACTICALS/ ASSIGNMENTS: Writing News in different styles, Headline writing, Writing and Planning interviews,

Suggested Readings:

- The Journalist's Handbook, M.V Kamath, Vikas Publishing House, New Delhi.
A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
Handbook of Journalism and Mass Communication, Vir Bala Aggawal, , V.S Gupta Concept Publishing Co., New Delhi.
Mass Communication and Journalism in India D.S.Mehta, Allied Publications Pvt. Ltd., Bombay.
वेब पत्रकारिता, श्याम माथुर, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर 2010
संवाद और संवाददाता राजेंद्र हरियाणा ग्रंथ अकादमी चंडीगढ़
समाचार संकलन और लेखन, डॉ. नंदकिशोर त्रिखा, उत्तर प्रदेश हिन्दी संस्थान लखनऊ
समाचार परीक्षण, डॉ. रमेश अग्रवाल, राजस्थान हिन्दी ग्रंथ अकादमी जयपुर



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EM 103 Language, Usage and Art of Writing

Course Objectives :

- 1 To develop the basic knowledge of writing news and other genres
- 2 To get the skills of writing for print and learn its nitty grittyies
- 3 To acquire the skills to write for radio and Television

Learning Outcomes:

- 1 Student has learnt and practiced the style for writing News and other genres
- 2 Learner has developed capabilities to write for print
- 3 Student has acquired the skills to write for various formats of Radio and Television

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

UNIT- I	Principles of Writing for Effective Communication	L	T	P
	Principles and Attributes of News Writing : Clarity, Simplicity, Accuracy ; Writing to Inform, Entertain, Educate ; Use of words, sentences – types and construction ; Active and Passive voice; Use of tenses in mass media writing ; (Hindi and English both). Developing Paragraphs – argument/counter argument, explanation and illustration ; Hourglass structure.	15	07	
UNIT- II	Writing for Print			
	Essentials of News writing for Print ; Writing features - Meaning and concept of features ; Types of features, ingredients of feature writing ;Article, Practicing News Report writing ; Practicing Feature Writing	15	08	
UNIT- III	Writing for Special Stories			
	Special Stories and articles ; Basics of Reviewing - Book Review, Film Review ; Essentials of Translation .Basic	15		07
UNIT- IV	Ethical and Creative News writing			



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	Writing fair and balanced reports ; Mind your Language and Expressions: Bias, Prejudice, etc. ; Pejorative, Connotative v/s Denotative words and meaning; Pitfalls in usage of language-Jargon, Clichés, Metaphors etc. ; Writing on Victims of Tragedy ; Changing trends in news writing : new styles ; Organizational stylebook and individual flair ; Art of writing with Colour and Creativity.	15		08

PRACTICALS/ ASSIGNMENTS: Writing News Articles, Features story, Book review, Film review, Translation Exercises.

Suggested Readings:

- 1 Writing for the Media, Usha Raman, Oxford University Press, New Delhi
- 2 Basic Aspects of Media Writing, Om Gupta, Kanishka Publishers, New Delhi
- 3 The Universal Journalist, David Randall, Pluto, London
- 4 Essentials of Mass Media Writing, T.K. Ganesh, Authors Press, Delhi
- 5 The Language of Newspapers, Danuta Reah, Routledge, London
- 6 संचार माध्यम लेखन, गौरी शंकर रैना वाणी प्रकाशन नई दिल्ली
- 7 मीडिया लेखन, रमेश चंद त्रिपाठी और पवन अग्रवाल, भारत प्रकाशन, लखनऊ
- 8 जन माध्यमों की लेखन विधाएँ, सुस्मिता बाला कनिष्क पब्लिशर्स





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EM 104 Indian Polity, Society and Contemporary Issues

Course Objectives:

- 1 To impart a general understanding of Indian political system and constitution
- 2 To provide a basic knowledge of Indian economic system
- 3 To make students aware of global and contemporary issues

Learning Outcomes:

- 1 Students will be able to understand Indian political system and features of Indian Constitution
- 2 They will have a basic understanding of Indian Economic system
- 3 Students will be aware of global and contemporary issues

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

		L	T	P
UNIT-I	Constitution of India	15	07	
	Indian Constitution; Key Features, Fundamental Rights and Duties; Directive Principles ; Democracy and Election System			
UNIT- II	Indian Economy	15	08	
	Economic System of India; Privatisation, Liberalisation and Globalisation; Impact of Liberalisation; NITI Aayog, RBI, Finance Ministry; Unemployment and Agrarian Crisis			
UNIT- III	Contemporary Issues	15		07
	Communalism Vs Secularism ; Criminalisation and Corporatisation of Politics; Caste based Polarisation; Freedom and Autonomy of Media; Women Empowerment and Gender Issues			
UNIT- IV	Global Context	15		08
	Terrorism and Insurgencies; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbours ; UN, SAARC, BRICS			



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PRACTICALS/ ASSIGNMENTS: Students will be asked to give presentations on current affairs and organise group discussions on contemporary topics.

Suggested Readings:

- 1 Constitution of India: A Handbook for Students; Subhash Kashyap, Vitasta Publishing Pvt. Ltd., New Delhi
- 2 Our Political System; Subhash Kashyap, National Book Trust, New Delhi
- 3 Plutocracy, Cronyism and Populism: Facet of Neo-liberalism in India; Kamal Nayan Kabra, Vitasta Publication, New Delhi
- 4 Trends Of Socio-Economic Changes in India; M.K. Chaudhuri, IAS, Shimla
- 5 समकालीन भारत; सवाल और सरोकार; कमल नयन काबरा, प्रकाशन संस्थान, नई दिल्ली
- 6 उदारीकरण की राजनीति; राजकिशोर, वाणी प्रकाशन, नई दिल्ली





SEMESTER II

EM 201 Fundamentals of Television Journalism

Course Objectives:

1. To develop understanding about Television as a Mass medium
2. To inculcate the technical knowledge about Television tool like camera etc.
3. To acquire the skills of reporting and writing for television
4. To make student learn the news presentation on television

Learning Outcomes:

1. Student has learnt the characteristics of television and working of newsroom
2. Learner is able to write, record and report for television
3. Student has developed the skills to compile various components of a television report
4. Student has acquired the skills to finally create the news bulletins after editing

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

1- High, 2-Significant, 1-Low

UNIT- I	Understanding the medium and Working of the Newsroom	L	T	P
	Strengths and weaknesses of TV as a News Medium; History of TV in India -SITE, Terrestrial, Cable and Satellite ; Public Service and Commercial TV Broadcasting ;Working of a TV Camera : Camera parts, shots and angles for news coverage, Camera movements and gears ; The TV Newsroom-Input, Output, Assignment Desks; Functionaries and their roles in a newsroom - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors, graphic artists ; Backroom researchers, Archives people	15		07
UNIT- II	TV News Reporting and Skills			
	News values, news as it happens ; sources of news, news agencies; Breaking news : definition and practice ; News Priorities for TV, comparison with other news media; Reporting skills: Spotting and Visualizing stories, gathering information, cultivating sources,	15		08



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	developing and designing a story, understanding deadlines ; Presentation skills: Voice-Over, voice modulation, body language; Piece-to-camera (P to Cs) ; Interview skills : significance of sound- bytes, vox pops, door-steppers, detailed news interviews			
UNIT- III	Writing/Scripting for TV News			
	Thinking Audio and Video ; Writing to Pictures, Conversational style: words, visuals and writing in aural style; Elements and Formats of News Script; Preventing information overload and Permitting visuals to breathe: the significance of silence and Natural Sounds; Writing News Features, Anchor Leads, voice over scripts.	15		07
UNIT- IV	Editing and Presenting TV News			
	Basics of Editing– Dos and Don'ts, Pre-Roll, Post-Roll ; Structure of a news bulletin: headlines, individual stories ; The LIVE Report- phonos, Stand Ups, OBs, Walkabouts; Compilation of a bulletin- the run downs, leads, teasers, live feed ; The Anchor's Role and Skills : news sense , screen presence, alert mind, interview skills, ad-libbing, MOJO	15		08

PRACTICALS/ ASSIGNMENTS: Creating/Production of News Stories. Writing, Reporting, Shooting/ Recording. Finally prepare a News Bulletin.

Suggested Readings :

- 1 Reporting for TV, C.D. Lewis, Columbia University Press
- 2 India on Television, Nalin Mehta, Harper Collins, Delhi
- 3 Television and Popular Culture in India, A Mitra, Sage Publications, London.
- 4 Before the Headlines, Chandrakant P. Singh, Macmillan India Ltd
- 5 Television and Social Change in Rural India, Kirk Johnson, , Sage Publications, Delhi
- 6 भारत में जनसंचार और प्रसारण मीडिया, मधुकर लेले , राधाकृष्ण प्रकाशन नई दिल्ली
- 7 इलेक्ट्रॉनिक मीडिया, रमेश जैन, यूनिवर्सिटी बुक हाउस, जयपुर
- 8 इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, मिनाक्षी वशिष्ठ, राजस्थान हिंदी ग्रन्थ अकादमी , जयपुर
9. टेलीविजन और अपराध रिपोर्टिंग, वर्तिका नन्दा, , राजकमल प्रकाशन
- 10 खबरें विस्तार से, डॉ. श्याम कश्यप और मुकेश कुमार, राजकमल प्रकाशन



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EM 202 Radio Journalism and Production

Course Objectives:

- 1.To develop understanding of history of radio in India
- 2.To get the skills of writing for various formats of radio
- 3.To acquire the knowledge of technical aspects of radio

Learning Outcomes:

- 1.Student has understanding of history of radio
- 2.Learner has developed capabilities to write for various radio formats
- 3.Student has acquired skills to operate with radio equipments and work with them
- 4.Student has developed understanding of community radio as a democratic medium

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

UNIT- I	Introduction to Radio Journalism	L	T	P
	History and Development of radio as a medium of mass communication – growth of Radio in India, Organizational setup of All India radio (AIR); new trends in Indian broadcasting FM Radio state and private initiatives, Amateur Radio	15	07	
UNIT- II	Radio Programming and Writing			
	Conversational Writing – Write like you Talk ; Essentials of writing for Radio - Writing for the Ear ; Feature Writing for Radio; Practicing Scriptwriting for Radio ; News writing ; Preparation of news bulletin ;Announcements; Planning and writing for different radio programme formats :Talk, Play, Radio Magazine, Feature ,Commentary, Interviews, Documentary, Docudrama, Phone-in and Radio Bridge.	15		08
UNIT- III	Production and Presentation			
	Microphones :Types and Use ; Radio Studio Set Up ; Presentation Skills : Pronunciation, Enunciation and Modulation ; Moderating	15		07



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	skills for radio discussion programmes ; Recording, sound effects, music, mixing and Editing ; Handling interactive live transmission			
UNIT- IV	Radio Transmission			
	Radio as tool of development, FM and AM; Internet Radio; Satellite Radio; Community radio: Concept, Importance and Success Stories. Popular radio programmes and presenters of India -Ameen Sayani, Sushil Doshi ,Jasdev Singh, Ramanuj Prashad Singh, Vinod Kashyap, Sushil Jveri, Baldev Anand Sagar, <u>Devaki Nandan Pandey</u> and <u>Melville De Mellow</u> . Introduction to International Radio	15		08

PRACTICALS/ ASSIGNMENTS:

Writing, Recording and Editing for various radio formats

Suggested Readings:

- 1 Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers, New Delhi
- 2 Broadcast Journalism, Alexander, Ray and Stewart, Peter Routledge, New York and London
- 3 Radio Journalism in India, Vartika, Nanda, Kanishka Publishers, New Delhi
- 4 Radio Production, McLeish, Robert and Link Jeff, Focal Press, New York and London
- 5 लोक आकाशवाणी की आवाज़ का जादूगर उद्धघोषक, आलोक सक्सेना, कनिष्क पब्लिशर्स
- 6 इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, मीनाक्षी वशिष्ठ हिन्दी ग्रंथ अकादमी
- 7 सूचना और प्रसारण मंत्रालय, नवनीत मिश्र, वाणी आकाशवाणी, भारत सरकार, नई दिल्ली
- 8 आकाशवाणी एवं दूरदर्शन, ओमप्रकाश जमालोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली



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EM 203 Computer Applications & Multimedia Skills

Course Objectives:

1. To develop the basic knowledge of computer operations
2. To get the skills to work with MS word and Excel
3. To acquire the skills to work with MS Power Point and prepare presentations
4. To excel in working with various tools of Photoshop
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

Learning Outcomes:

1. Student is well versed with basic computer operations
2. Learner has developed capabilities to work with MS Word and MS Excel
3. Student has acquired the skills to prepare presentations using MS Power Point
4. Student has developed skills to work with Adobe Photoshop

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

UNIT-I	Computer Basics	L	T	P
	Definition, Generation and Basic components of computers Input/ Output devices and other peripherals Introduction to Hardware and Software Introduction to Operating Systems : Linux, Mac OS, Windows Functions and Feature of Operating System Process Management, Memory Management, File Management, Device Management security, Command interpretation, Multiprogramming, Multitasking, Multiprocessing, Time-Sharing	15		07
UNIT-II	Introduction to MS word and Excel	15		08
	Microsoft Word-Components of MS World, features of Microsoft world, shortcut keys of MS World and Descriptions Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions			



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UNIIT - III	Basics of MS Power Point and Outlook Microsoft PowerPoint- Components of MS PowerPoint, features of PowerPoint, Views Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer, English Script typing ,Hindi Script typing	15		07
UNIT-IV	Introduction to Adobe Photoshop Adobe Photoshop Software. Pixels, Resolution, Colour Modes and Models Use of Tools, Palettes and Panels Use of Layers and Filters Exporting to Various File Formats and saving in different File Formats.	15		08

PRACTICALS/ ASSIGNMENTS:

Projects of the Software Studied Photo correction, Resizing, Cropping, Layering, Burning and Dodging

Suggested Readings:

1. Step by Step Computer Applications- John Roche, Gill & Macmillan
2. Basics of Computer- Muhammad Umar, Create Space Independent Publishing Platform
3. Learning Computer Fundamentals, MS Office and Internet & Web Tech.- Dinesh Maidasani, Firewall Media
4. Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official training workbook from Adobe
5. कम्प्युटर फंडामेंटल्स , प्रदीप के सिन्हा, प्रीती सिन्हा , बीपीबी पब्लिकेशन्स , नई दिल्ली
6. आई टी टूल्स एवं एप्लिकेशन्स, सतीश जैन , शशांक जैन डॉ. मधुलिका जैन, बीपीबी पब्लिकेशन्स , नई दिल्ली
7. एडोब फोटोशॉप 7 , बीपीबी एडिटोरियल बोर्ड , बीपीबी पब्लिकेशन्स , नई दिल्ली



**Haridev Joshi University of Journalism and Mass Communication,
Jaipur**

EM 204 Media Ethics, Morality and Laws

Course Objectives:

- 1.To develop insight regarding constitutional provisions and media
- 2.To inculcate the ethical issues related to journalism
- 3.To acquire the thorough knowledge about various laws related to media
- 4.To make student understand the contemporary ethical issues

Learning Outcomes:

- 1.Student has learnt the constitutional framework and its relation to media
- 2.Learner is able to understand the various ethical and legal issues related to media
- 3.Student has acquired thorough knowledge about various laws
- 4.Student has capability to analyse contemporary ethical issues in media

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

1- High, 2-Significant, 1-Low

UNIT- I	Constitutional Framework and the Media	L	T	P
	Freedom of Speech and Expression, importance of Article 19 ; Free Press and Independent Media – Supreme Court Cases on Article 19 ; History of Press Laws in India; Laws on Morality, obscenity and censorship - Impact on Media.	15		08
UNIT- II	Media Ethics – Evolution and Principles			
	Defining Ethics ; Evolution of Journalistic Ethics ; Fundamental values of truth, fairness and objectivity ; Parliamentary Code for Journalists and Ethics of Covering State Assemblies ; Ethics for New media and cyber journalism. Cyber Laws ; Editorial Ethics ; Editorial, Advertorial and Paid News Crisis New trends, Policies and Innovations of Social and new multimedia.	15		07
UNIT- III	Laws and Bodies related to Media			
	Copyright Act; Books and Newspapers Registration Act; Working Journalists Act.	15		07



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	Cable TV Network Regulation Act ; AIR and DD broadcast code; Information Technology Act, 2000. Indian Telegraphs Act, 1885 ; Cinematograph Act, 1952. Cable Television Network (Regulations) Act, 1995 ; Press Council of India ; Prasar Bharti (Indian Broadcasting Corporation) Act, 1990 ; Editors Guild of India, Code of Conduct of EGI, INS, NBA			
UNIT- IV	Recent Ethical Challenges for Media			
	Official Secrets Act ; Contempt of Court and the Judiciary ; Defamation ; Right to Privacy; Sting Journalism, Trial by Media-Case Studies ; Corporate Control, PR Influence and Undeclared Censorship.	15		08

PRACTICALS/ ASSIGNMENTS:

Case Studies: Prominent Media Related cases. Make cases. Group discussions.

Suggested Readings	
	The Constitution of India, M.C.J. Kagzi, Metropolitan Book Co., Delhi.
	Law of Press Censorship in India, Soli Sorabji, H.M. Tripathi Pvt. Ltd., Bombay.
	Indian Press Laws, Radhakrishnamurti Baddepudi, Indian Law House, Guntur.
	Freedom of the Press in India, A.G Noorani, Ed. Nachiketa Publications Ltd., Bombay.
	हमारा लोकतन्त्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन नई दिल्ली
	प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
	सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया मिक्की, नई दिल्ली



SEMESTER III

EM 301 Television Productions

Course Objectives:

- 1.To develop understanding regarding basics of television production
- 2.To inculcate the technical knowledge of indoor and outdoor productions
- 3.To acquire the skills to light , shoot and create proper television environment
- 4.To make student learn audio and video editing
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

Learning Outcomes:

- 1.Student has learnt the capabilities to generate ideas
- 2.Learner is able to take the idea to the production process
- 3.Student has developed the skills to produce TV programme indoors and outdoors
- 4.Student has acquired the skills to edit creatively and aesthetically

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

UNIT- I	Production Basics	L	T	P
	Television programme formats ; Scanning Process, Aspect ratio, , Broadcast standard: NTSC,PAL, SECAM, Types of Video camera, Camera Features and their effects, Focus, Composition, Rule of 180 degree, optical zoom, digital zooms, Focal length, types of lenses, Depth of Field, filters, white balance, colour temperature, ENG and EFP Camera, Camera mounting: tripod, dollies, cranes and jibs, track and trolley, Steadicam, Video Tapes formats and other storages System,	15	07	
UNIT- II	Process of television Production: Pre Production			
	Idea generation, Concept, treatment and synopsis writing	15	08	



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	for television; Story boarding and Script writing formats; Production team members and their responsibility: executive producer, director/producer, script writer, production assistant, production manager, camera person, floor manager set designer, lighting director, make -up artist ,costume designer, choreographer, properties managers, audio engineer, electrical engineer ,music director, graphics engineer, video editor, artists.			
UNIT- III	Process of television Production			
	Facing a Camera; Eye Contact; Lights: Natural, artificial, Sun gun, HMI,CFLs, Led, soft lights, lighting accessories, gels, diffusers, reflectors and Studio Lighting; Equipment for television production- CCU, Vision mixer, audio console, recorders, types of microphones; talk-back system, CG generator, cables & connectors, Single and multi-camera set-up; Set design for studio and outdoor shoot- Virtual studio. Cues and commands for video production	15		07
UNIT- IV	Process of Post Production			
	Concept, process and grammar of video Editing, types of editing-online, Offline, linear and non-linear editing. Functions and features of non-linear editing work station. Aesthetics in audio-video editing. Major video editing software.	15		08

PRACTICALS/ ASSIGNMENTS:

Students will be asked to make 2 to 4 minute ad films /7 to 11 minute short film Production

Suggested Readings:

- 1 Gerald Millerson, The Technique of Television Production, Focal Press, UK
- 2 Herbert Zettl, Television Production Handbook, Thompson Wadsworth Pub
- 3 Vasuki Belavady, Video Production, Oxford Publication 2010
- 4 वीडियो प्रॉडक्शन, परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली
- 5 पटकथा लेखन, असगर वज़ाहत, राजकमल प्रकाशन, नई दिल्ली
- 6 वीडियो प्रॉडक्शन : प्रक्रिया एवं सिद्धान्त, गोपाल सिंह, अनामिका पब्लिकेशन्स, नई दिल्ली



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EM 302 Development Communication

Course Objectives:

- 1.To develop the concept of development and associated agencies
- 2.To create knowledge about various development approaches in India
- 3.To acquire understanding towards various development issues in India
- 4.To make student learn the concept and working of development communication

Learning Outcomes:

- 1.Student has imbibed the conceptual framework of development
- 2.Learner is able to write about various development approaches and issues
- 3.Student has developed the knowledge sphere of development issues in India and their causal phenomenon
- 4.Student has understood the basics of development communication and is able to work in this area

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

UNIT- I	Introduction to Development	L	T	P
	Development: Definition, meaning and Concept ; Development dichotomies: historical overview of development ,Gap between developed and developing societies ; Issues and indicators of development (HDI), Planned Economy, NITI Aayog ; MacBride Commission/NWICO ; International organizations - UNICEF, UNDP, UNESCO, WTO, WHO	15	07	
UNIT- II	Various Approaches to Development			
	Approach to development : Basic need, Integrated development, Local organisations, Self-development, Participatory development ; Gandhian understanding of development and distributive justice – Gram Swaraj, Trusteeship Theory, Dignity Of Labour ; Mixed Economy ; Socialist Approach, Decentralisation of Power and Panchayati Raj Sustainable Development –Principles and Practice ; Globalisation and Glocalisation	15	08	
UNIT- III	Development Issues and Indian Perspectives			
	Social and Rural Development: Social indicators of development-	15		07



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	education, literacy, nutrition and health, population control and family welfare, environment, women and child development ; Poverty alleviation and land reforms ; Issues in urban development-slums, housing, public transport, traffic ; Water Conservation and drought management with special focus on Rajasthan ; Forest and Wildlife conservation; Tribal rights on forests, land, water - Ecology v/s Economy.			
UNIT- IV	Development Communication			
	Theories on Development Communication: Dominant , Modernization ; Dependency, Diffusion of innovation and Social marketing theory ; Social cultural and economic barriers ; Role of mass communication in development process ; Role of alternative and community media in communication for development ; Development Journalism : issues of gender, race, ethnicity, religion, social class, poverty; Role of NGOs and Voluntary Organisations.	15		08

PRACTICALS/ ASSIGNMENTS:

Creating development communication Stories for Radio or Television.

Suggested Readings :

- 1 Chalkley, Alan B., A Manual of Development Journalism, Vikas Publication, New Delhi
- 2 White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
- 3 Prasad, Kiran, Communication for Development (Volume-1 Understanding Development Communication), B.R. World of Books, New Delhi
- 4 Prasad, Kiran, Communication for Development (Volume-2 Advanced Development Communication), B.R. World of Books, New Delhi
- 5 Narula, Uma, Development Communication-Theory and Practice, Har.Anand Publication, New Delhi
- 6 विकास संचार: विविध परिदृश्य, चंदेश्वर यादव, हिमाद्रि प्रकाशन, दिल्ली
- 7 कृषि संचार माध्यम एवं पद्धतियाँ, कन्हैया सिंह, वैज्ञानिक एवं तकनीकी शब्दावली आयोग, नई दिल्ली
- 8 भारत में जनसंचार की संवृद्धि और विकास, जे वी विलानीलम, राष्ट्रीय पुस्तक न्यास (अनुवादक—हरीश जैन)



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EM 303 Communication Research

Course Objectives:

- To understand the concepts of communication research.
- To gain an understanding about various methods and tools of media research.
- To familiarize students with the process of research.

Course Outcomes:

- Students will gain conceptual knowledge of communication research.
- Students will learn about various methods of media research.
- Students will understand the process of research.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

Unit I	Key Concepts in Research	L	T	P
	Meaning , Concept , Definitions Of Research , Importance And Characteristics Of Research; Types- Basic Research, Applied Research, Action Research, Quantitative And Qualitative Research ; Universals Of Research: Data, Concepts, Constructs, Variables; Types Of Variables; Electronic Media Research, Media Effects Research ; Research As A Tool Of News Reporting In Journalism.	15	1	2
Unit II	Research Process			
	Steps In Research Process; Arriving At A Research Problem; An Idea/Topic; Concretising The Idea And Finalizing Research Problem; Considerations In Problem Selection: Interest, Relevance, Significance, And Cost And Time Factors; Review Of Literature; Formulating Study Objectives, Research Questions; Hypothesis – Research Hypothesis And Null Hypothesis/Alternative Hypothesis; Research Proposal	16	2	2
Unit III	Research Methods- I			
	Methods In Research- Survey Method, Content Analysis Method, Case Study Method, Observation Method, Interview Method, Selecting A Research Design, Types Of Research Design: Exploratory Or Formulative Studies, Descriptive Studies, Diagnostic Studies, Experimental Studies, Features Of A Good Research Design	17	2	1



Unit IV	Research Methods- II			
	Sampling- Meaning, Population And Sample Size, Sampling Methods: Probability And Non-Probability Probability Sampling Procedures – Simple Random Sampling, Stratified Random Sampling, Cluster Sampling, Systematic Sampling; Non-Probability Sampling Methods: Convenience/Accidental Sample, Quota Sampling, Snowball Sampling, Characteristics Of Samples; Sample Size Adequacy; Sampling Error, Statistical Methods: Measure Of Central Tendency/Averages: Arithmetic Mean, Median Mode, Report writing.	14	2	2

Practical/Assignments: Preparation of a Synopsis

Students will prepare a news report using primary and secondary data.

Ideation of research topic. Practice of statistical methods.

Suggested Readings:

- 1 Research and development in Digital media, Rae Earnshaw, Springer
- 2 Research methodology, C. R. Kothari, New Age International (P) Ltd., New Delhi
- 3 The Handbook of Online and Social Media Research, Ray Poynter, A John Wiley and Sons, Ltd, Publication, London
- 4 अनुसन्धान परिचय, पारसनाथ राय, लक्ष्मी नारायण अग्रवाल एजुकेशनल पब्लिशर्स, इलाहाबाद
- 5 अनुसंधान संदर्शिका, एस. पी. गुप्ता, शारदा पुस्तक भवन, इलाहाबाद
- 6 अनुसन्धान विश्लेषण तथा सर्वेक्षण, जी. एल. श्रीवास्तव, शिवंक प्रकाशन, नई दिल्ली



**Haridev Joshi University of Journalism and Mass Communication,
Jaipur**

EM 304 Social Justice, Human Rights and Civil Liberties

Course Objectives:

- 1.To develop understanding of history of human rights to relate it with the current times
- 2.To inculcate the basic postulates of universal declaration of human rights.
- 3.To acquire the knowledge about international conventions and their implications
- 4.To make student learn and civil liberties as a journalist to comprehend and write issues in the correct perspective
- 5.To develop understanding of history of human rights to relate it with the current times

Learning Outcomes:

- 1.Student has learnt the basics of human rights and their history
- 2.Learner has developed understanding towards international conventions and international organisations
- 3.Student has developed the skills to analyse the human rights crisis situations
- 4.Student has learnt to comprehend the universal code for human rights

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

1- High, 2-Significant, 1-Low

UNIT- I	History and Evolution	L	T	P
	Human Right- concept, meaning and evolution ; Human Rights under UN Charter-Council on Human Rights-UN High Commissioner for Human Rights- International Covenants on Human Rights.	15	07	
UNIT- II	UDHR			
	UDHR 1948- Convention on Civil and Political rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental rights. 1966- India and Universal Declaration.	15	08	
UNIT- III	International Conventions			
	International Conventions on inhuman acts—Genocide, Apartheid, Torture and other cruel inhuman or degrading	15		07



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	treatment of punishment ; Slavery- slave trade- forced-bonded or compulsory labour ; Traffic in person-drugs-arms and prostitution; Elimination of racial discrimination ; Abolition of Death penalty; Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.			
UNIT- IV	Civil Liberties Organisations			
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU) ; Women, children rights and child labour and abuse ; Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), disabled persons, indigenous tribal people- older people-war and HIV AIDS affected person ; Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts ; Police atrocities: Violation of Human Rights and their Remedies ; PUCL, APCLC, HRF, PUDR, CPDR.	15		08

PRACTICALS/ ASSIGNMENTS:

Case Studies: Preparation and presentation

Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.
4. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
5. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
6. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. हमारा लोकतन्त्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन नई दिल्ली
9. प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
10. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया मिक्की, नई दिल्ली



SEMESTER - IV

EM 401 New Media and Digital Journalism

Course Objectives:

- 1.To develop understanding about New Media and its Components
- 2.To inculcate the technical skills required writing for New Media
- 3.To acquire the skills to cope up with the technological challenges and create content for New Media

Learning Outcomes:

- 1.Student has learnt the working of new media and its characteristics
- 2.Learner is able to write for various platforms of new media
- 3.Student has developed the skills to work technically and aesthetically for the new media and create good writing pieces

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

UNIT- I	Concept of New Media	L	T	P
	Brief history and services of Internet, Meaning, definitions and characteristics of New Media ; Important News and social networking sites, blogging and micro-blogging ; Evolution, growth and Impact of social media ; Digital literacy and ethical issues	15	07	
UNIT- II	Writing in New Media			
	Writing News Stories, Features and Articles with Visual and Graphics on the Websites ; Interview and Chats on the Web as News Source ; Writing for Blogs ; Online Versions (E- Papers, Magazin, webseriesnetflix and,Amazon Prime	15	08	
UNIT- III	Basics of Digital Journalism			
	Digital journalism- concept, practices and principles ;	15		07



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	Importance of Digital Journalism ; Structure and functioning of Digital newsroom Website creation, Hyper linking online news gathering ; Web production team members and their responsibilities ; Ethics of web journalism			
UNIT- IV	Basics of Multimedia			
	Fundamentals of Multimedia : Elements, Applications, Hardware, Software, Tools used in Multimedia File formats and Compression techniques Introduction of text style, fonts and Types, hyper text (E-mail, Video conferencing.	15		08

PRACTICALS/ ASSIGNMENTS:

The Students will come up with the Production Work based on the inputs given

Suggested Readings

- 1 RCRamanujan, MultiMediaJournalism, AphPublication, 2009
- 2 RajivSaxena, ComputerApplicationforJournalism, CenturnPress
- 3 Mike Word, Journalism Online, Elsevier India, 2002
- 4 इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार ,श्रीनटराजप्रकाशन ,नई दिल्ली, 200
- 5 वेब पत्रकारिता, श्याम माथुर, श्यामप्रकाशन 2011



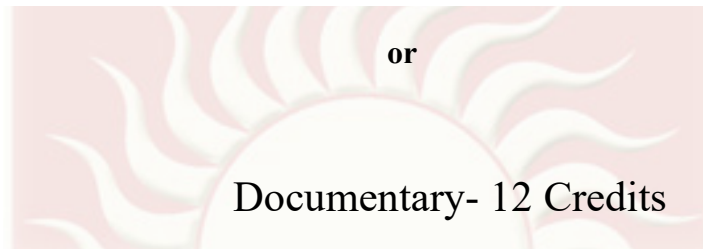
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EM 402 Dissertation / Documentary 12 Credits

Each student will carry out a research project during the course and he/she will have to submit research synopsis/proposal within 3 months from the date of admission. Topic of the research project will be selected in consultation with the teachers and a Guide will be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor will have to be attached in the dissertation. It will also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation will be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 for English and font size14 for Hindi. It will NOT be spiral bound. Line space will be single, borders maximum 3cm on all four sides. For headings, titles and subtitles bigger font size can be used. One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work will be presented at the time of viva voce examination. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else.

During the viva voce examination each student will make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.



A Documentary of 10 to 12 minutes has to be made by each student. Student will write, direct, shoot and edit the film individually and take help of other students in production phase. Film should be made on a duly approved topic and script. Script and film will be presented at the time of Examination and given marks on the basis of Viva Voce.

File -50 Marks

Film-100 Marks

Viva Voce-50 Marks



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EM 403 Science and Environment Communication

Course Objectives:

- 1.To develop understanding of basic scientific concepts
- 2.To inculcate the scientific attitude and know about the science movements
- 3.To acquire the skills to know the environmental and climatic issues
- 4.To make student able to analyse science issues and write about them

Learning Outcomes:

- 1.Student has learnt and developed understanding about science
- 2.Learner is able to develop ideas from various science movement
- 3.Student has developed the skills to produce good media pieces related to environmental and climatic challenges
- 4.Student has acquired the skills to write and produce science communication

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

UNIT- I	Public Understanding of Science	L	T	P
	Public Understanding of Science (PUS); how to promote the PUS ; Relationship between science and the public ; Scientific literacy, Scientific Culture ; Scientific thinking and attitude; Globalization and changing attitudes towards Science ; Role of Science and Technology in the modern society.	15	07	
UNIT- II	Science Movements and Writings			
	Classification and brief description of different genres of scientific writings ; Popular science fiction and science journalism ; Popularizing Science and Technology: Methods and Problems ; Promoting scientific outlook and using science and technology for social change; Andhsriddha Nirmoolan Samiti, Peoples Science Network, Bharat Gyan Vigyan Samiti (BGVS), Bharat Jan Vigyan Jattha.	15	08	
UNIT- III	Science and Environment Communication			
	Traditional Live Style and Environment; Natural calamities in Himalaya, Traditional Water Conservation System and Recent water	15		07



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	Crisis in Rajasthan; Concepts of Gochar and Oran			
UNIT- IV	Environment and Climate change			
	Industrialisation and Climate change ; Green House gases and Global Warming ; Impact of Climate change on Earth—Glacier melting, Ocean and Rivers ; United Nations Framework Convention on Climate change—UNFCCC ; Kyoto Protocol, Paris Agreement	15		08

PRACTICALS/ ASSIGNMENTS:

Suggested Readings

- The Great Derangement: Climate Change and the Unthinkable, Amitava Ghosh, Penguin Books Limited, New Delhi
- Science Communication and Development through Media, J.V. Vilanilam, Sage Publication, Delhi.
- Churning the Earth: The Making of Global India, Aseem Srivastava, and Ashish Kothari Penguin India, New Delhi
- The Politics of Climate change and Global Crisis, Mortgaging our Future, Bidwai, Prafull, Orient Blackswan, New Delhi
- भूमि, जल, वन और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- जीवन संपदा और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- आज भी खरे हैं तालाब, अनुपम मिश्र, , गांधी शांति प्रतिष्ठान, नई दिल्ली।
- प्राचीन भारत के महान वैज्ञानिक, गुणाकर मुले, ज्ञान विज्ञान प्रकाशन, नई दिल्ली।
- विज्ञान संचार, डॉ. मनोज कुमार पटेरिया तक्षशीला प्रकाशन नई दिल्ली



**Haridev Joshi University of Journalism and Mass Communication,
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OPEN ELECTIVE PAPERS

OE1- Media Economy and Business

Course Objectives

- 1 To introduce the concept of media economy to the students.
- 2 To teach the various aspects of Indian media business.
- 3 To make them understand the business models of various media such as print, electronic and digital media.

Learning Outcomes

- 1 Students will learn the concept of media economy.
- 2 They will understand the different aspects of Indian media business.
- 3 It will develop their understanding regarding business patterns of different media houses.

Course Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

1- High, 2-Significant, 1-Low

- | | | |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge; | 2. Communication Skills; | 3. Critical Thinking; |
| 4. Problem Solving; | 5. Analytical Reasoning; | 6. Research related skills; |
| 7. Cooperation/Team Work; | 8. Scientific Reasoning; | 9. Reflective Thinking; |
| 10. Information/Digital Literacy; | 11. Self-directed Learning; | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning. |

UNIT- I	Print Media Business	L	T	P
	Indian Media Industry, News and Non-News Media, Cross Media Ownership, Indian Media towards Business, Impact of Economic Liberalization, Print Media (Large, Medium and Small), FDI Issues, Business matrix- Circulation, Readership, Advertisement, Subscription, Production, Newsprint, Impact of Digital Media.	15	6	1
UNIT- II	Television Business			
	Television Industry in India, Post DD era, Cable TV (LCO & MSO), DTH, Impact of Digitization (Internet TV, Mobile TV),	15	7	1



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	Regulatory Issues and TRAI, Business Metrics- Subscription, Advertisements, Rating, FDI in TV, Foreign Players, Paid News and Content Regulation in TV.			
UNIT- III	Radio Business			
	Evolution and growth of Radio, Beyond AIR, Rebirth of Radio as FM Radio, Internet Radio, Satellite Radio, Community Radio, Economics of Radio, Cost, Revenue- Advertisements and Sponsorship, Regulation Issues.	15	6	2
UNIT- IV	Digital Media Business			
	Evolution of Digital Media, Digital Media Platforms, Media Convergence, Offline Media and Online Media, Forms of Digital Media (Owned, Paid and Earned), Digital Media Metrics (Page, Hits, Page impressions and Clicks), Revenue Metrics	15	4	3

PRACTICALS/ ASSIGNMENTS: Presentations and Case Study

Suggested Readings:

- 1 India’s Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 2 India Connected: Mapping the Impact of New Media ; Sunetra Sen Narayanan, Sage India, New Delhi
- 3 India’s Communication Revolution: Bullock Cart to Cyber Mart; Evertt M. Rogers and Arvind Singhal, Sage Publication
- 4 The Indian Media Economy (Edited); Adrian, Athique, Vibodh Parthasarathi and S.V. Srinivas, Oxford University Press
- 5 खांडेकर, वनिता कोहली, भारतीय मीडिया व्यवसाय, सेज इंडिया, नई दिल्ली। □ सिंह, देवव्रत, भारतीय इलेक्ट्रॉनिक मीडिया, प्रभात प्रकाशन, नई दिल्ली। □ सुनेत्र सेन नारायण, शालिनी नारायण, इंडिया कनेक्टेड: न्यू मीडिया के प्रभावों का अध्ययन।



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OE-2: Financial Journalism

Course Objectives

1. To introduce the concept of business reporting to the students.
2. To teach the various aspects of Indian Economy.
3. To make them understand the financial journalism.

Learning Outcomes

1. Students will learn the concept of business reporting.
2. They will understand the different aspects of Indian business.
3. It will develop their understanding regarding financial journalism.

Course Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

3- High, 2-Significant, 1-Low

- | | | |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge; | 2. Communication Skills; | 3. Critical Thinking; |
| 4. Problem Solving; | 5. Analytical Reasoning; | 6. Research related skills; |
| 7. Cooperation/Team Work; | 8. Scientific Reasoning; | 9. Reflective Thinking; |
| 10. Information/Digital Literacy; | 11. Self-directed Learning; | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning. |

UNIT- I	Indian Economy	L	T	P
	Indian Economy, GDP, Physical Deficit, Trade Deficit, Export, Import, Direct Tax, Indirect Tax, Custom Duty, Excise Duty, Forex reserve, DTC, GST, CBDT, CBEC, FDI, FII and FIPB . Service sector, Manufacturing and Agriculture	15	6	1
UNIT- II	Financial Market			
	RBI, Repo rate, Reverse Repo Rate, CRR, Bank rate, Inflation , IRDA, PFRDA, TRAI, SEBI and role, Global Market, WTO, World Bank, IMF, South Asia and Business Relations, BSE, NSE and their Benchmark Index IPO, FPO, Listing of Company , Share Trading Mutual Funds, Types and Investment Sectors and Sectoral Index, Commodity exchange and FMC	15	7	1



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UNIT- III	Financial/Business Journalism-I			
	Financial Journalist, responsibility, New Debate, News and Share Market, Market Abuse and Media, Panic and Rumour, Ethics and Financial Journalism, Corporate Laws	15	6	2
UNIT- IV	Financial/Business Journalism-II			
	Business Reporting and Indian Media, Newspapers and TV Channels, Business Reporting and Public Relations, Issue of Ethics Financial Newspapers, Business News Channels, B2B Web Portals. Globalization and Business News	15	4	3

PRACTICALS/ ASSIGNMENTS: Making report on working of share markets.

Suggested Readings:

- 1 Business Journalism: How to Report on Business and Economics, Keith Hayes, Apress, New York City.
- 2 Business Journalism: A Critical Political Economy Approach, Ibrahim Seaga Shaw, Routledge India.
- 3 कॉरपोरेट पंचतंत्र, आलोक पुराणिक, प्रकाशक अपर्णा पुराणिक, गाजियाबाद, उत्तर प्रदेश।
- 4 भारतीय अर्थव्यवस्था, भरत झुंझुनवाला, राजपाल एंड संस, नई दिल्ली।
- 5 आर्थिक पत्रकारिता, हिमांशु शेखर, डायमंड पॉकेट बुक, नई दिल्ली



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OE-3 Photojournalism

Course Objectives:

2. Make them familiar with various basics of Photography
3. To introduce the students to technical aspects of the Photography, cameras lens and lighting
4. To introduce the students to various genres of Photography
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

Learning Outcomes:

1. Exercise and practice photography techniques and skills
2. Demonstrate a broad knowledge of Digital Photography
3. Student will be able to understand the technical aspect of Photography
4. Work effectively in the current photography practices

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

1- High, 2-Significant, 1-Low

UNIT- I	Basics of Photography	L	T	P
	Brief history of photojournalism, Elements of Photography, principles and rules of composition, exposure triangle, and white balance. Types of photographic cameras and their structure: box camera, Polaroid camera, TLR,SLR,DSLR ,Lenses: types and their perspective Camera movements: shots and angles	15	07	
UNIT- II	Techniques and types of Photography			
	Photographic techniques-blur, freeze, panning, Selective focusing, Frame within frame, Zooming, Multi Exposure, long Exposure, Panorama. Fill in flash, flash away from camera, Candid Photography, Photo essay, Portrait, Landscape, Wildlife, Environment, Disasters Photography, Photography for Advertising, Sports, Conflicts, War, Political and Social Photography.	15	08	
UNIT- III	Digital Photography			
	Digital workflow, identifying and authentication of source, converting the images coming from diverse sources to compatible	15		07



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	formats. Editing the picture for newspaper. Storage media			
UNIT- IV	Photojournalism			
	Brief History of Photojournalism, Planning for News Photography; Photo Feature, Essential Qualities of a Photojournalist ; Principles of Photojournalism ; Photo Editing & Photo Caption, Ethical Considerations for Photojournalism, appreciation of Eminent Photojournalists.	15		08

PRACTICALS/ ASSIGNMENTS:

Students will be asked to make Photo Essay, Photo feature, Portrait and Landscape Photography.

Suggested Readings:

- 1 Photojournalism: The Professionals' Approach Kenneth Kobre,; Focal Press, Waltham, Massachusetts
- 2 Practical Photojournalism P Martin Keene,; Focal Press, Waltham, Massachusetts
- 3 Rajasthan: India's Enchanted Land; Raghubir Singh, Thames and Hudson, London
- 4 My Land and Its People; Raghu Rai, Vadhera Art Gallery, New Delhi
- 5 Understanding Photojournalism; Jennifer Good and Paul Lowe, Bloomsbury, London
- 6 प्रकाश लेखन; गुलाब कोठारी, पत्रिका प्रकाशन, जयपुर
- 7 प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
- 8 फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
- 9 फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
- 10 डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
- 11 फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर





OE-4 Intercultural Communication

Course Objectives

1. To understand and engage the theories, practices, and field of intercultural communication
2. To develop skills to research, observe, and analyze intercultural communication in everyday life, popular media, and other mediated discourse
3. To develop skills to engage in mindful, reflexive, and accountable dialogue and managing conflicts

Course Outcome

1. Students will be able understand the theories, practices, and field of intercultural communication
2. They will have skills to engage in mindful, reflexive, and accountable dialogue through difference

Course Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

UNIT- I	Introduction	L	T	P
	Intercultural Studies and Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict	15	08	
UNIT-II	Cross-Cultures			



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	Co-Cultures, Cross-culture, International Negotiations from a cross-cultural perspective, Interfaith dialogue, Bridging culture through media, Intercultural marriage, Cultural effects of colonization, Cross-cultural issues in a global working environment, The Culture Shock Phenomenon	15	07	
UNIT-III	Identity and Intercultural Communication			
	Identity and Sub-Groups, Context and Power, Communication and Culture, Media Literacy, Evolution of Media, Mass media in socialization, Media Content and the real world, Hegemony as a tool of Ideology	15	08	
UNIT-IV	Politics and Culture			
	The Politics of Culture, Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis, Marxist, Semiotics, Sociology, Psychoanalysis, Media and Realism (Class, Caste, Gender, Race, Age)	15	07	

Suggested Readings :

1. Intercultural Communication in Context, Judith Martin and Thomas Nakayama, McGraw-Hill Education, New York
2. Politics, Policy and Culture (Political Cultures), Dennis J Coyle, Richard J Ellis, Westview Press, Colorado
3. Communication and Culture, Tony Schirato, Susan Yell, Sage Publication
4. Cultural Industry, Theodor W Adorno, Routledge



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OE- 5 Traditional Folk Media and Alternative Media

Learning Objectives:

- 1 To study and understand various forms of Traditional and Folk Media.
- 2 To explain students about forms and popular practices of Folk culture in Rajasthan.
- 3 To understand the role and relevance of folk and alternative media in social development.

Learning Outcomes:

- 1 Students will learn about different forms of Folk and Alternative media.
- 2 They will develop an understanding about folk practices of Rajasthan.
- 3 They will study the importance and role of folk media in social development.

Course Mapping															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
01															
02															
03															
04															
05															

3- High, 2-Significant, 1-Low

- | | | |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge; | 2. Communication Skills; | 3. Critical Thinking; |
| 4. Problem Solving; | 5. Analytical Reasoning; | 6. Research related skills; |
| 7. Cooperation/Team Work; | 8. Scientific Reasoning; | 9. Reflective Thinking; |
| 10. Information/Digital Literacy; | 11. Self-directed Learning; | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning |

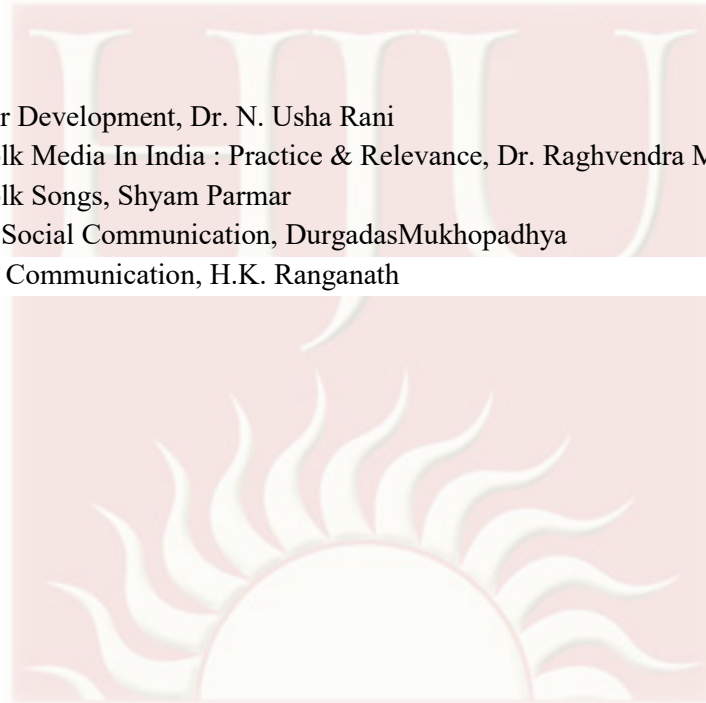
	L	T	P
Unit I: Traditional Folk Media - Concept and Forms	15	8	
Traditional Folk Media – meaning, characteristics, its difference from Mass Media. Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal, Traditional Media in India: Regional diversity, relevance, future.			
Unit II: Traditional Folk Media and Social Development	15	7	
Role of Traditional Folk Media in social change; challenges and threats to folk media. Strengthening folk media- means and ways, Scope of using Traditional Folk Media in Rajasthan, traditional folk media in socio- economic development, traditional folk media and health awareness.			
Unit III: Alternative Media	15	8	
Neighborhood newspapers, wall newspapers, graffiti, bulletin boards, Social			



Media and citizen journalism, role of blogging in alternative journalism, Social messaging and journalism.			
Unit IV: Popular Folk Music and Dance of Rajasthan	15	7	
Traditional Folk Dance Forms of Rajasthan – Ghoomar, Bhavai Dance, Kalbelia, Chari, KachhiGhodi, TerahTaal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari. Folk Musical Instruments in Rajasthan – Stringed Instruments (Ektara, Morchang, Sarangi, Rawanhattha, and Kamayacha.), Percussion Instruments (Nagaras, Dhols, and Damrus in all sizes and shapes.), Flutes and Bag Pipes (Poongi, Algoza, Tarpi, Been, Bankia, and Shehnai.), Traditional Instruments (Baara, Jantar, Ghoralio, Thali, Garasiyas, Jaltall, etc are the different types of musical instruments which were the reason behind for the charm and glory of Folk music and dance.)			

Suggested Readings:

1. Folk Media for Development, Dr. N. Usha Rani
2. Traditional Folk Media In India : Practice & Relevance, Dr. Raghvendra Mishra
3. Traditional Folk Songs, Shyam Parmar
4. Folk Arts and Social Communication, DurgadasMukhopadhyya
5. Folk Media & Communication, H.K. Ranganath





हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर

आनंदम पाठ्यक्रम

स्नातकोत्तर पाठ्यक्रमों में सत्र 2020-21 से लागू

प्रथम सेमेस्टर: दो क्रेडिट

सामाजिक अभियान नियोजन (सोशल कैम्पेन प्लानिंग)

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

पशुओं पर होने वाले अत्याचार की रोकथाम

महिला और बच्चों के मुद्दों के प्रति संवेदनशीलता

द्वितीय सेमेस्टर : दो क्रेडिट

समावेशी विकास परियोजना

पोस्टर निर्माण

सामाजिक मुद्दों के प्रति प्रतिभागिता

पर्यावरणीय मुद्दे—जल संरक्षण, वृक्षारोपण, प्लास्टिक्स के उपयोग की मनाही

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

तृतीय सेमेस्टर : दो क्रेडिट



स्वास्थ्यवर्धक भोजन आदतें
वृद्धाश्रम और अनाथालयों में भ्रमण
मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें
भ्रष्टाचार-विरोधी अभियान – वर्कशॉप, गेस्ट लेक्चर
सामान्य पुलिस और आर टी आई प्रक्रिया (एफ आई आर फाइल कराने की प्रक्रिया)

चतुर्थ सेमेस्टर : दो क्रेडिट

मीडिया साक्षरता के प्रति जागरूकता
गैर-सरकारी संगठनों के साथ प्रतिभागिता
कंप्यूटर साक्षरता का प्रसार
मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें
ग्रामीण क्षेत्रों से व्याख्यान (प्रोजेक्ट ऑफिसर के)

