

SYLLABUS

For

MA-JMC (Print Media)

(For the Session – 2021-23)

DEPARTMENT OF MEDIA STUDIES



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

DEPARTMENT OF MEDIA STUDIES
MA – JMC (Print Media)
(For the Session – 2021-23)

		Core Compulsory (CC)	Core Elective (CE)		Open Elective (OE)
Semester - I	PM 101	Introduction to journalism and Mass Communication	PM 104	Indian Polity, Society and Contemporary Issues	(One in each Semester) OE-1 Media Economy and Business (CBCS) OR OE-2 Financial Journalism (CBCS) OR OE-3 Photo-journalism (CBCS) OR OE-4 Inter-cultural Communication (CBCS) OR Public Relations, Corporate Communication and Advertising (CBCS)
	PM 102	News Concepts and Reporting			
	PM 103	History of Journalism			
		Anandam			
Semester – II	PM 201	Language, Writing and Editing	PM 204	Governance and Indian Federal System	
	PM 202	Computer Applications and Graphics			
	PM 203	Media Ethics, Morality and Law			
		Anandam			
Semester – III	PM 301	Web Journalism	PM 304	Social Justice, Human Rights and Civil Liberties	
	PM 302	Communication Research			
	PM 303	Layout, Designing and Visuals			
		Anandam			
Semester – IV	PM 401	Development Communication	PM 403	Science, Environment and Climate Change	
	PM 402	Dissertation (200 Marks)			
		Anandam			



DEPARTMENT OF MEDIA STUDIES

EXAMINATION SCHEME (CBCS PATTERN) for MA – JMC (Print Media) (For the Session – 2021-23)

	Core Compulsory	Theory	Internal	Practical	Total	Core Elective	Theory	Internal	Practical	Total	Open Elective	Theory	Internal	Practical	Total	
SEMESTER - I	PM 101 Introduction to journalism and Mass Communication	80	20		100	PM 104 Indian Polity, Society and Contemporary Issues	80	20		100	OE-1 Media Economy and Business OE-2 Financial Journalism	80	20		100	
	PM 102 News Concepts and Reporting	80	20		100							80	20		100	
	PM 103 History of Journalism	80	20		100											
	Anandam	2 Credit														
SEMESTER - II	PM 201 Language, Writing and Editing	80	20		100	PM 204 Computer Applications and Graphics	80	20		100	OE-3 Photo-Journalism OE-4 Inter-cultural Communication	80	20		100	
	PM 202 Governance and Indian Federal System	80	20		100											
	PM 203 Media Ethics, Morality and Law	80	20		100							80	20		100	
	Anandam	2 Credit														
SEMESTER - III	PM 301 Web Journalism	80	20		100	PM 304 Social Justice, Human Rights and Civil Liberties	80	20		100	OE-5 Public Relations, Corporate Communication and Advertising	80	20		100	
	PM 302 Communication Research	80	20		100											
	PM 303 Layout, Designing and Visuals	80	20		100											
	Anandam	2 Credit														
SEMESTER - IV	PM 401 Development Communication	80	20		100	PM 403 Science, Environment and Climate Change	80	20		100						
	PM 402 Dissertation (200 Marks)	80	20		100											
	Anandam	2 Credit														

PM-101: Introduction to Journalism and Mass Communication

Course Objective:

1. To impart knowledge of theoretical concepts of communication
2. To improve understanding of students about normative theories
3. Make them aware about role of journalism in the society

Learning Outcomes:

1. Theoretical understanding of communication
2. Students will be able to understand normative theories
3. Will be able to understand relation between journalism and society
4. Students would know different types of journalism

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 critical thinking in Journalism; Contemporary Issues and Debates: Mission, Profession and Business; Editorial Integrity, Fake news, alternative facts, Post-truth era	15		07
UNIT- IV	Types of Journalism			
	Investigative Journalism; Data Journalism; Rural Journalism; Alternative Journalism; Advocacy Journalism; Development Journalism; MoJo; Yellow Journalism; Citizen Journalism	15		08

PRACTICALS/ ASSIGNMENTS: Case study of investigative journalism

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: सिद्धांत और व्यवहार, जे. वी विलानीलम, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक—शशिकांत शुक्ल)
7. संचार के सिद्धांत, आरमंड मेतलार्त, और मिशेल, ग्रंथ शिल्पी, नई दिल्ली (अनुवादक - वंदना मिश्र)
8. संप्रेषण: प्रतिरूप एवं सिद्धान्त, श्रीकान्त सिंह, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद

PM-102: News Concepts and Reporting

Course Objectives:

1. To impart skills of news writing to the students
2. To improve understanding of reporting concepts
3. To Make students aware about news process

Learning Outcomes:

1. They will know about skills of news writing
2. Students will be able to understand reporting concepts
3. They Will be able to understand the news process

	News Gathering Process	L	T	P
UNIT-I	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 Principles of News Writing, Problems in News Reporting, off the record and on the record, 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 for television, writing for radio ; Writing Features: definitions, Scope, Types of features, News features, Photo Feature, Scientific Feature, Human Interest feature and syndicate feature ; 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, Press Room and Press tours.	15		08

PRACTICALS/ ASSIGNMENTS: practicing writing different types of news and reports

Suggested Readings:

1. The Journalist's Handbook, M.V. Kamath, Vikas Publishing House, New Delhi.
2. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
3. Handbook of Journalism and Mass Communication, Veerbal Aggawal, V.S. Gupta, Concept Publishing Co., Delhi
4. Mass Communication and Journalism in India, D.S. Mehta, Allied Publications Pvt. Ltd., Bombay.
5. वेब पत्रकारिता, श्याम माथुर, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर
6. संवाद और संवाददाता, राजेन्द्र, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़
7. समाचार संकलन और लेखन, डॉ. नन्दकिशोर त्रिखा, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ
8. समाचार परीक्षण, डॉ. रमेश अग्रवाल, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

PM 103 History of Journalism

Course Objectives:

1. To impart knowledge about role of press in freedom struggle
2. To make students aware about freedom fighter journalists
3. To know about main newspapers of India

Learning Outcomes:

1. Students will be able to understand role of press in freedom struggle
2. Will be able to know glorious past of India press
3. Understanding of print media industry

		L	T	P
UNIT-I	History of Press			
	Origin and Growth of India Press; Focus on Indian Press before and after Independence; Role of Journalism in Freedom movement; Mahatma Gandhi as Communicator; Other Leaders as communicators (Raja Ram Mohan Roy, Bal Gandhar Tilak, B. R. Ambedkar, Maulana Abul Kalam Azad) Role of language papers and Urdu during freedom struggle	15	4	3
UNIT-II	Press-Transition Phase	15	5	3
	Indian Press-Mission to Profession to Business ; Role of Press in democracy; Press Commissions and Press Council of India; Brief history of major English and Indian language news papers; Media as an Industry: The Public and Private Sector Media. Press/Media Organization of India, News Agencies in India, Feature Services and syndicates. Prominent Editors—Pre Independence Era; Mahaveer Prasad Dwivedi Ambika Prasad Vajpayee, Vijay Singh Pathik, Baburao Vishnu Paradkar, Jhabarmal Sharma, Makhanlal Chaturvedi, Ganesh Shankar Vidyarthi, Banarsi Das Chaturvedi.			
UNIT-III	Prominent Editors – Post Independence era	15	6	2
	Frank Moreas, D. R. Mankekar, Ajit Bhattacharjee, Kuldeep Nayar, Nikhil Chakravarti, B. G. Vergese, S. Mulgaonkar, Rajendra Mathur, Prabhas Joshi, Rahul Barpute, Karpoor Chand Kulish, Mayaram Surjan, Relationship between literature and Journalism Premchand, Surykant Tripathi 'Nirala', Sachchidananda Hirananda Vatsyayan, Raghuvir Sahay, Dharmveer Bharti, Manohar Shyam Joshi, Kamleshwar.			
UNIT-IV	Press in Rajasthan	15	5	2
	Origin and Growth of Press in Rajasthan – Pre independence era, Prominent Newspaper, Press after independence, Literature Journalism in Rajasthan, Journalism in South Rajasthan, Eminent journalist, Growth of Radio, Television			

PRACTICALS/ ASSIGNMENTS: Visit of Historical museum of newspapers.

Suggested Readings

1. History of Indian Journalism, J. Natrajana, Publication Division, New Delhi
2. Journalism in India, Parthasarathy Rangaswami, Sterling Publishers, New Delhi
3. हिंदी पत्रकारिता, डॉ. कृष्णबिहारी मिश्र, लोकभारती प्रकाशन, इलाहाबाद
4. हिंदी पत्रकारिता के विविध आयाम, डॉ. वेदप्रताप वैदिक (सं) हिंदी बुक सेंटर, नई दिल्ली।
5. समग्र भारतीय पत्रकारिता (1780-1900), विजयदत्त श्रीधर, लाभचंद्र प्रकाशन, इंदौर।
6. हिंदी पत्रकारिता; हमारी विरासत (दो खंड), शंभुनाथ, वाणी प्रकाशन, नई दिल्ली।
7. हिंदी के यशस्वी पत्रकार, क्षेमचंद्र 'सुमन', प्रकाशन विभाग, भारत सरकार, नई दिल्ली।
8. पत्रकारिता के युगनिर्माता—'अज्ञेय', रमेशचंद्र शाह, प्रभात प्रकाशन, नई दिल्ली।
9. मायाराम सुजान— कर्पूचंद्र कुलिश, सतीश जायसवाल/आर. पी. शर्मा, प्रभात प्रकाशन, नई दिल्ली।
10. राजस्थान में स्वतंत्रता संग्रामकालीन पत्रकारिता, डॉ. प्रकाश पुरोहित, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
11. राजस्थान में हिंदी पत्रकारिता, मनोहर प्रभाकर, पंचशील प्रकाशन, जयपुर।
12. संस्कृति के चार अध्याय, रामधारी सिंह दिनकर, साहित्य अकादमी, नई दिल्ली।



PM-104: Indian Polity, Society and Contemporary Issues

Course Objectives:

1. To make students aware about Indian political system
2. To improve their understanding of Indian society
3. To improve students critical thinking about contemporary issues

Learning Outcomes:

1. They will be able to understand about Indian political system
2. This will enhance their understanding about Indian society
3. They will be more critical thinkers about contemporary issues

		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			

PRACTICALS/ ASSIGNMENTS: practicing writing different types of news and reports

Suggested Readings:

- 1 Introduction to the Constitution of India, D.D. Basu, Prentice Hall of India, New Delhi
- 2 India after Gandhi, Ramchandra Guha, Picador India, New Delhi
- 3 India since Independence, Bipan Chandra, M. Mukherjee, A. Mukherjee, Penguin, New Delhi
- 4 Indian Economy, Datt and Sundaram, S. Chand, New Delhi
- 5 The Making and Working of Indian Constitution, S. K. Chaube, NBT, New Delhi.
- 6 भारतीय संविधान, सुभाष कश्यप, एन.सी.ई.आर.टी., नई दिल्ली
- 7 रामचन्द्र गुहा, भारत गांधी के बाद, पेंगुइन बुक्स, नई दिल्ली
- 8 आजादी के बाद का भारत, बिपिन चन्द्र, मृदुला मुखर्जी, और आदित्य मुखर्जी, दिल्ली विश्वविद्यालय, दिल्ली।



पहला सेमेस्टर : दो क्रेडिट

सामाजिक अभियान नियोजन (सोशल कैंपेन प्लानिंग)

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

पशुओं पर होने वाले अत्याचार की रोकथाम

महिला मुद्दों के प्रति संवेदनशीलता

SEMESTER II

PM-201: Language, Usage and Art of Writing

Course Objectives:

1. To make students aware about Principles of News Writing
2. To improve their understanding about Essentials of News
3. To improve students skills on the Essentials of writing for Radio

Learning Outcomes:

1. They will be able to write News report
2. This will enhance their understanding about news writing
3. They will be able to write for radio and TV

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; Developing Paragraphs – argument/counter argument, explanation and illustration ; Serving the News – Inverted Pyramid; 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 ; Practicing News Report writing ; Practicing Feature Writing ; Special Stories and articles ; Basics of Reviewing - Book Review, Film Review ; Essentials of Translation, Cultural sensibility in translation	15	08	
UNIT- III	Writing for Radio and Television			
	Conversational Writing – Write like you Talk ; Essentials of writing for Radio - Writing for the Ear ; Feature Writing for Radio; How to write a 200 words talk, Radio News, commentary, talk shows ; Practicing Scriptwriting for Radio ; Basic Format of News Scripts for television ; Writing to Pictures – writing for the Eye and the Ear ; Importance of Ambient Sounds and Silence; Practicing Television news writing – Headlines, Anchor Links, Body, Teasers.	15		07
UNIT- IV	Ethical and Creative News writing			
	Writing fair and balanced reports ; 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: News and feature writing practice

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 रैणा, वाणी प्रकाशन, नई दिल्ली
- 7 मीडिया लेखन, रमेशचंद्र त्रिपाठी और पवन अग्रवाल, भारत प्रकाशन, लखनऊ
- 8 जन माध्यमों की लेखन विधाएं, सुस्मिता बाला, कनिष्क पब्लिशर्स, नई दिल्ली

PM-202: Computer Applications and Graphics

Course Objectives:

1. To make students aware about computer hardware
2. To improve their understanding about Applications of MS office
3. To make them learn Adobe Photoshop and Corel draw

Learning Outcomes:

1. They will be able to handle computer hardware
2. This will enhance their understanding about Applications of MS office
3. They will be learn Adobe Photoshop and Corel draw

UNIT- I	Computer Fundamentals Hardware	L	T	P
	Define Computer, The Computer and Integrated Circuit Technology; Classification of Computers, Memory System, Characteristics Terms for Various Memory Devices, Main Memory or Primary Storage, External/Auxiliary Memory: Magnetic Disk, Winchester Disk, Magnetic Tape, Optical Memories, High Speed Memories. Operating System Concepts: Operating System, Multi programming; Types of Operating System : Batch Operating System, Multi programming Operating System	15	07	
UNIT- II	Major Applications of MS office			
	MS Word : 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. Formatting Documents: Setting Font styles, Font selection style, size, colour etc, Type face - Bold, Italic, Underline, Case Settings, Highlighting, Special symbols, Setting Paragraph style, Alignments, Indents, Line Space, Margins, Bullets & Numbering. Setting Page style- Formatting Page, Page tab, Margins, Layout settings, Columns, Header & footer, Page, Numbering, date & Time. MS Excel: Spread Sheet & Its Applications, Opening Spreadsheet, Menus- Main Menu, Formula Editing, Formatting, Toolbars, Using help, Shortcuts, Spreadsheet Types. Chart: Various Chart Types, Creating Charts. MS Power Point : Introduction & area of use, Creating a New Presentation, Working with Presentation, Save a presentation, different views, Inserting, Deleting and Copying of Slides Working with Speaker Notes, Handouts, Columns & Lists Slide Layout and its types Animation, Transition, Working with PowerPoint Objects, Designing & Presentation of a Slide Show, Printing Presentations with print options.	15	08	
UNIT- III	Introduction to Adobe Photoshop and Corel draw			
	Adobe Photoshop: interface, features, Keystrokes, Opening and importing images, creating documents with different size, various methods and tools of selection of Pixels in images, Editing image, Crop tool, Slice tool, Eye Dropper Tool etc.	15		07



	Corel draw: Basic Elements of Graphic Design: Lines, Shapes, Texture, Color, Value and Size. Basic Principles of Graphic Design Visual Hierarchy, Repetition, Contrast, Typography and Rules. Image & Graphics File Formats.			
UNIT- IV	DTP Application for Print Media			
	Quark Express: Tools of Quark Xpress software, Menus of Quark Xpress software, Different important function of Quark Xpress Software, Text editing in Quark Xpress software. Adobe In-design : introduction, interface, keystrokes Manipulating text: Creating a document, Master Pages, Rulers and Guides, Adding and Deleting pages, Working with Master Pages, tracking kerning and leading, Placing text and graphics on the document pages, Color and Transparency: Adding transparency effects, Applying transparency settings to images and text, Creating Tints and Advanced Gradient Techniques, Importing illustrator documents that use transparency	15		08

PRACTICALS/ ASSIGNMENTS: Practice of Quark Xpress and InDesign in computer lab

Suggested Readings :

- 1 Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official
- 2 Adobe Indesign CC Classroom in a book, Anton, Kelly Kordes (2015), Colarado: Adobe Press.
- 3 Adobe Indesign Keyboard Shortcuts, U.C-Abel.(2017), Create Space Independent
- 4 Corel Draw X8, Bouton, David Gary. (2017), McGraw-Hill Education.
- 5 The Photoshop Workbook, Dewis, Glyn, Professional Retouching and Compositing Tips,
- 6 Fundamentals of Computers, E. Balagurusamy, Mcgraw Hill
- 7 Learn Adobe Indesign For print and digital Media, Jonathan Gordon, Colarado: Adobe
- 8 Photoshop: From Beginner to Expert, Harrison, Timothy, The Ultimate Guide to
- 9 Learning Computer Fundamentals, Ms Office and Internet & Web Tech.- Dinesh Maidasani,
- 10 Multimedia Systems, Ralf, Steinmetz and Nahrstedt, Klara, Illinois, Springer.
- 11 Fundamentals of Computers, Reema Thareja, Oxford University Press- First Edition
- 12 Computers Today, S.K. Basandra, Galgotia Publications.
- 13 Corel DRAW 2017 & Home and Student Suite X8, Schiessl, Peter - Training Book.
- 14 Step by Step Computer Applications- John Roche, Gill & Macmillan
- 15 Computer Fundamentals, V.Rajaraman, Neeharika Adabala, PHI

PM 203 Media Ethics, Morality and Law

Course Objectives:

1. To make students aware about media ethics
2. To improve their understanding about need for free press
3. Students will learn about different media organizations

Learning Outcomes:

1. They will know the free press and constitutional role
2. This will enhance their understanding about free press
3. They will learn different media organizations

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	4	3
UNIT-II	Media Ethics – Evolution and Principles	15	5	3
	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. Social Media Intermediary Guidelines-2021			
UNIT-III	Laws and Bodies related to Media	15	6	2
	Copyright Act; Books and Newspapers Registration Act; Working Journalists Act; Cable TV Network Regulation Act; AIR and DD broadcast code; Information Technology Act, 2000, Indian Telegraphs Act 1885; Cinematographic 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	15	5	2
	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. Law of Sedition			

PRACTICALS/ ASSIGNMENTS: case study of ethical challenge of media

Suggested Readings

1. The Constitution of India, M.C.J. Kagzi, Metropolitan Book Co., Delhi.
2. Law of Press Censorship in India, Soli J. Sorabji, H.M. Tripathi Pvt. Ltd., Bombay.
3. Indian Press Laws, Baddepudi Radhakrishnamurti, Indian Law House, Guntur.
4. Freedom of the Press in India, A.G. Noorani (Ed.), Nachiketa Publications Ltd., Bombay.
5. हमारा लोकतंत्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन, नई दिल्ली।
6. प्रेस विधि, डॉ. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी।
7. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया, मिक्की, नई दिल्ली।
8. मीडिया कानून और आचार संहिता, शालिनी जोशी, सेज पब्लिकेशन्स प्राइवेट इण्डिया लिमिटेड, नई दिल्ली

PM-204: Governance and Indian Federal System

Course Objectives:

1. To make students aware about different constitutional provisions
2. To let them know about different constitutional bodies
3. To help students understand state government functioning

Learning Outcomes:

1. Students will be able to understand constitutional provisions
2. They Will understand rights and duties of citizens
3. They will Understand formulation and functioning of central and state government

	Foundations of Indian Democracy and Government	L	T	P
UNIT-I	Constitutional Foundations of Indian Parliamentary System; President, Vice President - Election, Powers and Functions, Prime Minister and the Council of Ministers - Constitutional provisions and political trends; Composition, Powers and Functions of Lok Sabha and Rajya Sabha; Parliamentary Committees; Composition, Powers, Functions of Supreme Court and Concept of Judicial Review; Legislature, Executive and Judiciary Conflicts and Inter-dependence.	15	4	3
UNIT-II	Indian Federalism – Spirit and System Nature of Indian Federation - Unitary and Federal features of the Indian Constitution; Division of Powers: Union List, State List, Concurrent List; Residual Powers and Inter-State Council; Evolution of Centre-State relations, Article 356 and its misuse ; Demand for Greater State Autonomy - Rajamannar Committee Recommendations, West-Bengal Memorandum, Anandapur Sahib Resolution and Sarkaria Commission; Recent Trends.	15	5	3
UNIT-III	Governmental Structure in States and Local Self Governance State Government - Appointment, Powers and Role of the Governor; Chief Minister and the Council of Ministers; The Legislative Assembly and Speaker; The Legislative Council and the Chairperson ; High Court, District Courts and Lower Judiciary - Composition and Functions; Democratic Decentralization and Local Self Governance; Panchayati Raj and Municipalities- Structure, role, functions.	15	6	2
UNIT-IV	Rule of Law and Institutional Mechanisms Rule of Law, IPC and CRPC ; Debates on extraordinary laws and civil liberties; Legal system and Police structure; Commissions for police reform; Institutional mechanisms-National Human Rights Commission, National Commission for Scheduled Castes, National Commission for Scheduled Tribes, National Commission for Minorities; Role of CAG and CVC; RTI and Central Information Commission	15	5	2

PRACTICALS/ ASSIGNMENTS: Prepare a public campaign for political reforms/ Visit NGO working for RTI, Judicial reforms etc.

Suggested Readings :

- 1 Politics and Ethics of the Indian Constitution, Rajeev Bhargava, (ed.), OUP, New Delhi.
- 2 Democracy and Discontent: India's Growing Crisis of Governability, Atul Kohli, CUP, New Delhi
- 3 Federalism in the New Millennium, B.D Dua and M.P Singh (eds.) Manohar, New Delhi
- 4 Parties and Party Politics in India, Devesh Kapur and Pratap B. Mehta, eds., Zoya Hasan, OUP, Delhi.
- 5 Public Institutions in India: Performance and Design, OUP, New Delhi
- 6 भारत में राजनीति, रजनी कोठारी, वाणी प्रकाशन, (हिन्दी संपादन अभय दुबे), नई दिल्ली
- 7 भारत गांधी के बाद, रामचंद्र गुहा, पेंगुइन बुक्स, नई दिल्ली
- 8 भारतीय शासन एवं राजनीति, बीएल फडिया, साहित्य भवन पब्लिकेशंस, नई दिल्ली

आनंदम

दूसरा 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

SEMESTER III

PM-301: Web Journalism

Course Objectives:

- 1 Introduce the students to process of visual communication and its analysis techniques
- 2 Make them familiar with various basics of Photography
- 3 To introduce the students to technical aspects of the Photography, cameras lens and lighting

Learning Outcomes:

- 1 Understand the Concept of Visual Communication
- 2 Exercise and practice photography techniques and skills
- 3 Demonstrate a broad knowledge of Digital Photography

UNIT- I	Concept of New Media	L	T	P
	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, Web series; Netflix and, Amazon Prime	15	08	
UNIT- III	Basics of Digital Journalism	15		07
	Digital journalism- concept, practices and principles; Importance of Digital Journalism; Structure and functioning of Digital newsroom Website creation, online news gathering; Web production team members and their responsibilities; Ethics of web journalism			
UNIT- IV	YouTube Journalism	15		8
	YouTube Journalism, Data theft, Privacy, New media and society, Students will come up with the Production Work based on the inputs given.			

PRACTICALS/ ASSIGNMENTS: Practice in computer lab

Suggested Readings

- 1 Multi Media Journalism, R C Ramanujan, Aph Publication, New Delhi
- 2 Computer Application for Journalism, Rajiv Saxena, Centurm Press, New Delhi
- 3 Journalism Online, Mike Word, Elsevier India
- 4 इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, कुमार राकेश, श्रीनटराज प्रकाशन, नई दिल्ली
- 5 नया मीडिया: अध्ययन और अभ्यास, शालिनी जोशी और शिवप्रसाद जोशी, पेंगुइन प्रकाशन
- 6 वेब पत्रकारिता, श्याम माथुर, हिन्दी ग्रंथ अकादमी, जयपुर

PM 302 Communication Research

Course Objectives:

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

Learning Outcomes:

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

	Key Concepts in Research	L	T	P
UNIT-I	Key Concepts in Research			
	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	07	
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	15	08	
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	15		07
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.	15		08

PRACTICALS/ ASSIGNMENTS: Students will prepare a news report using primary and secondary data. / Ideation of research topic. / Practice of statistical methods.

Suggested readings:

- 1 Research methods, Ram Ahuja, Rawat Publications, Jaipur
- 2 Introducing Communication Research, Donald Treadwell, Sage Publications, USA
- 3 Quantitative Research in Communication, Allen Mike, Sage Publications, USA
- 4 अनुसंधान परिचय, डॉ. पारसनाथ राय और डॉ. सी.पी. राय, लक्ष्मीनारायण अग्रवाल, आगरा
- 5 सामाजिक अनुसंधान, राम आहूजा, रावत प्रकाशन, जयपुर

PM-303 Editing, Layout and Designing

Course Objectives:

1. Introduce students with newspaper organizations
2. Make them aware editing process
3. To let students know about editorial structure

Learning Outcomes:

1. Students will able to understand print media organization
2. They will know editing process
3. Students will understand editorial process

UNIT- I	Media Organisation And Concept Of Editing	L	T	P
	Newspaper Organization, types of newspapers; Definition and concept of editing, importance and scope of editing for newspapers and magazines; Basic principles of editing for print media and electronic media; Headlines and sub headings. Editorial values: Truthfulness, Accuracy, Objectivity, Fairness, Balance and attribution; Challenges of editing: Dealing with bias, prejudices and slant; Dealing with different types of pressures: Political, business-financial, religious, caste, criminal and legal, Visualisation and Planning of a Newspaper/magazine; Team work: Managing and allocating editorial resources; Editorial co-ordination: Managing different desks.	15	07	
UNIT- II	Editing Tools And Techniques			
	Editing Process: News selection and placement; Management of News flow: News flow on the desk from different sources; Objectives of copy editing: Checking facts, language, style, clarity and simplicity; Editing symbols, relevant graphics for copy, photo caption; Editorial vocabulary.	15	08	
UNIT- III	Editorial Structure			
	Structure of Editorial Department in a daily newspaper; Responsibilities- Editor, News editor, sub-editor; Editorial writing, language and grammar of editing, offline and online editing; Concept of Reader Editor and Ombudsman. Fundamentals of copy-editing, proof reading symbols, tools of editing; Style sheet, the editing glossary, copy editing, agency copy editing ; Translation – Object and techniques, translation for media, sentence structure, paragraph structure ; Reference Journalism.	15		07
UNIT- IV	Design And Graphics			
	Basics of Design and graphic, elements and principles of design, typography, colour ; Components of layout and layout planning ; Make up of front page and other pages, dummy, magazine & book layout ; Photo editing, cropping, principles of photo editing.	15		08

PRACTICALS/ ASSIGNMENTS: Lab practice of page designing

Suggested readings:

- 1 Newspaper layout and design- Daryl R. Moen, Iowa State University Press
- 2 Page Layout- Duncan Baird Pub., HarperCollins
- 3 समाचार पत्र पृष्ठ सज्जा और संपादन, के. आर. गुप्ता, ओमेगा प्रकाशन, हमीरपुर, हिमाचार प्रदेश
- 4 समाचार संपादन, कमल दीक्षित और महेश दर्पण, माखनलाल चतुर्वेदी विश्वविद्यालय, भोपाल

PM-304: Social Justice, Human Rights and Civil Liberties

Course Objectives:

- 1 Introduce the basic concepts of human rights
- 2 To make students aware about challenges to human rights
- 3 To give specific knowledge about civil and political rights

Learning Outcomes:

- 1 Students will be able to understand concepts of human rights
- 2 They will understand challenges to human rights in India
- 3 Students will get knowledge about civil and political rights

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. 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.	15	08	
UNIT- III	International Conventions			
	International Conventions on inhuman acts—Genocide, Apartheid, Torture and other cruel inhuman or degrading 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, Rights of refugees, Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person, Rights of LGBTQ.	15		07
UNIT- IV	Civil Liberties Organisations			
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU) ; 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: Reporting on human rights issues.

Suggested Readings

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

तीसरा सेमेस्टर : दो क्रेडिट

स्वास्थ्यवर्धक भोजन आदतें

वृद्धाश्रम और अनाथालयों में भ्रमण

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

भ्रष्टाचार-विरोधी अभियान

SEMESTER IV

PM 401 Development Communication

Course Objectives:

- 1 To introduce students human communication, and apply at least one of those approaches to the analysis and evaluation of human communication
- 2 To get them find, use, and evaluate primary academic writing associated with the communication discipline
- 3 To develop knowledge, skills, and judgment around human communication

Learning Outcomes:

- 1 Students will be able to understand human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
- 2 Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
- 3 Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

	Introduction to Development	L	T	P
UNIT-I	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 needs, 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,	15	08	
UNIT-III	Development Issues and Indian Perspectives			
	Social and Rural Development: Social indicators of development-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.	15		07
UNIT-IV	Development Communication			
	Theories of 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: Developmental stories of different issues/ Reporting of NGOs working on developing issues.

Suggested Readings :

- 1 A Manual of Development Journalism, Alan B Chalkley, Vikas Publication, New Delhi
- 2 Everybody loves a good drought: stories from India’s poorest districts, P. Sainath, Penguin Books, Delhi



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



PM-402: Dissertation

(200 Marks)

Dissertation

Evaluation of Research Dissertation	150	marks
Presentation of Dissertation	20	marks
Viva-voce examination	030	marks

GUIDELINES FOR DISSERTATION

Structure of the Dissertation

- Cover Page
- Title Page
- Declaration (by the student on originality)
- Certificate (by the Supervisor/s)
- Table of Contents
- Acknowledgement
- List of Abbreviation/Acronyms
- Preface

(Give Roman Page No. from Title page to Preface)

The dissertation should be divided into several sections/chapters relating to:

1. Introduction

- Statement of the Problem
- Rationale
- Theoretical Connection
- Objectives
- Research Questions
- Hypothesis (optional)
- Scope and Limitations

2. Review of Literature

3. Methodology

4. Chapters Based on Objectives

5. Major Outcomes

6. Conclusion & Recommendations

Bibliography

Appendices

Formalities of Submission

Each student will carry out a dissertation during the course and he/she will have to submit research synopsis/proposal within 3 months from the date of admission in the respective semester. Topic of the research project will be selected in consultation with the teachers and a supervisor 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.



Dissertation will be computer typed in Hindi or English. The word limit for the body of the dissertation (excluding the title page, preface, table of contents, declaration of originality (by student), certificate by supervisor/s, acknowledgement, list of abbreviation/acronyms, abbreviations, bibliography, etc.) shall be 20,000 to 25,000 words (approximately 80-100 pages). Dissertation shall be typed in Times New Roman, Font size 12 / Kokila, Font size 16/ Mangal Font size 10, and printed in 1.5 line space on single side of the A-4 size paper with 1 inch margin on all sides.

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. A student shall not be allowed to submit the dissertation without duly signed forwarding certificate by the faculty supervisors/s. A student will have to submit three copies of the dissertation in hard bound (spiral bund will not be accepted) to the Academic Section and one copy to his/her supervisor/s.

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



PM-403: Science, Environment and Climate Change

Course Objectives:

1. To impart knowledge about different genres of scientific writings
2. To make students know traditional life style and environment
3. Understanding of Industrialization and Climate change

Learning Outcomes:

1. Students will get knowledge about different genres of scientific writings
2. They will know traditional life style and environment
3. Students will have better knowledge Industrialization and Climate change

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	Environment and Climate change			
	Traditional Life Style and Environment; Natural calamities in Himalaya, 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, Water Conservation System and Recent water Crisis in Rajasthan; Concepts of Gochar and Oran	15		07
UNIT- IV	Eminent Environmentalists of India			
	Anupam Mishra, Vandana Shiva, Rajendra Singh, Sunita Narayan, Medha Patkar, Sunder Lal Bahuguna, Shekhar Pathak, Chandi Prasad Bhatt	15		08

PRACTICALS/ ASSIGNMENTS: Science reporting

Suggested Readings

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



चौथा सेमेस्टर : दो क्रेडिट

मीडिया साक्षरता के प्रति जागरुकता

गैर-सरकारी संगठनों के साथ प्रतिभागिता

कंप्यूटर साक्षरता का प्रसार

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

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.

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), Regulatory Issues and TRAI, Business Metrics- Subscription, Advertisements, Rating, FDI in TV, Foreign Players, Paid News and Content Regulation in TV.	15	7	1
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 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेज इंडिया, नई दिल्ली।
- 6 भारतीय इलेक्ट्रॉनिक मीडिया, देवव्रत सिंह, प्रभात प्रकाशन, नई दिल्ली।
- 7 इंडिया कनेक्टेड: न्यू मीडिया के प्रभावों का अध्ययन, सुनेत्र सेन नारायण, शालिनी नारायण, सेज इंडिया, नई दिल्ली।

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.

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
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
- 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

OE-3 Photojournalism

Course Objectives:

1. Make them familiar with various basics of Photography
2. To introduce the students to technical aspects of the Photography, cameras lens and lighting
3. To introduce the students to various genres of Photography

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

UNIT- I	Basics of Photography	L	T	P
	Brief history of photography, Photography-elements, principles and rules of composition, Exposure and white balance. Types of photographic cameras and their structure ,Lenses: types and their perspective Camera movements: shots and angles, Digital Photography	15	07	
UNIT- II	Different types of Photography			
	Photo essay, Portrait, Landscape, Wildlife, Environment, Disasters Photography, Photography for Advertising, Sports, Conflicts, War, Political and Social Photography.	15	08	
UNIT- III	Techniques 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	15		07
UNIT- IV	Photojournalism			
	Planning for News Photography ; Photo Feature, Essential Qualities of a Photojournalist ; Principles of Photojournalism ; Photo Editing & Photo Caption, Ethical Considerations for Photojournalism	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, Vadhara 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

Learning Outcomes:

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

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			
	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

OE- 5 Public Relations, Corporate Communication and Advertising

Course Objectives :

- 1 To apprise students of the various models and functions of Public Relations.
- 2 To apprise them of ethical aspects of Advertising and Public Relations.
- 3 To teach them the various aspects of Corporate Communication.

Learning Outcomes:

- 1 It will develop students practical knowledge of external and internal tools of Public relations.
- 2 They will understand the various aspects of corporate communication.
- 3 They will understand the ethical aspects of Advertising and Public Relations.

UNIT-I	Introduction to Public Relations	L	T	P
	-History, definition, nature, concept and scope -Image building and crisis management -Publicity, propaganda and public opinion -PR Process - Public Relations officer: Qualifications and responsibilities -PRSI, IPRA and PRCAI: Code of ethics for PR	15	08	
UNIT- II	Corporate Communication and tools of PR			
	-Corporate Communication: definition, need, nature and Scope - Strategies of corporate communication, Corporate Social Responsibility (CSR) - PR tools and techniques: media relations, Press conference, Press briefing, Press note, Press tours, house journal, Open house - Structure and role of PR agencies	15	08	
UNIT- III	Digital PR			
	-Digital Communication: digital PR, digital journalism, digital advertising and digital marketing -SEO (on page, off page and keyword planning) -Social media and PR, Blogger, You tuber,	15	08	
UNIT- IV	Advertising			
	-Advertising: definition, nature and scope, advertising for print, electronic, radio and digital Media -Advertising Agencies: Structure and functions - Advertising ethics: ASCI and code of ethics	15	08	

Suggested Readings

- 1 Corporate Communication: Principles and Practice; Jaishri Jethwaney, Oxford University Press.
- 2 विज्ञापन एवं जनसंपर्कजयश्री जेठवानी सागर प्रकाशन नई दिल्ली
- 4 Public Relations: Principles and Practices; Iqbal Singh Sachdeva, Oxford University Press
- 5 Effective Public Relations ; Centre, Cutlip & Broom, Pearson Education, Singapore
- 6 Public Relations and the Social Web ; Robert Brown , Kogan Page India, New Delhi
- 7 जनसंपर्क की व्यावहारिक मार्गदर्शिका, रवि मोहन, वाणी प्रकाशन, नई दिल्ली
- 8 Foundations of Advertising Theory and Practice; Chunawala and Sethia, Himalya Publishing House.
- 9 Advertising Law and Ethics; P.B. Sawant and Badopadhyay, Universal Law Publishing Company
- 10 Advertising Principles and Practice; William Wells, John Burnett and Sandra Moriarty, Pearson Education