



संचार एवं पत्रकारिता
DEPARTMENT OF COMMUNICATION
डॉ. हरीसिंह गौर विश्वविद्यालय
DR. HARISINGH GOUR VISHWAVI

JURNALISM
प्र.)
SAGAR (M.P.)

No./ Jour/2016/159

Date-08.06.2016

To,

The Dean
School of AIS
Dr. H.S.Gour Vishwavidyalaya
Sagar (MP)

Sub: Minutes of Meeting of BOS held on 08.06.2016

Dear Sir,

BOS meeting of the Department of Communication & Journalism was held on 08.06.2016. Minutes of the meeting is being forwarded for further course of action. Copy of minutes is enclosed with this letter (02 pages).

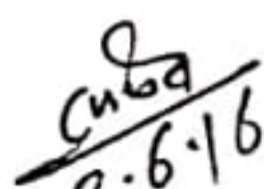
Enclosure:-

1-Copy of minutes of BOS

Copy to:-

- 1-Director, Academic Affairs
- 2-Secretary to the Hon'ble VC for Information.


(Dr. Lalit Mohan)
Head
Deptt. Of Comm. & Journalism
Dr. H. S. Gour V. V. Sagar


08.6.16
Head
Deptt. Of Comm. & Journalism
Dr. H. S. Gour V. V. Sagar



Minutes of Meeting of BOS

The meeting of BOS (Board of Studies) of the Department of Communication & Journalism was held to review and discuss the different matters related to academic growth and development of the Department on 08.06.2016 at 10.30 AM in the Department of Communication & Journalism. Members present:

1. Dr. Lalit Mohan---Chairperson
2. Prof. R. M. Pathak (Ex Director, MMIJ, MGKVP Varanasi)---Member
3. Prof. Uma Tripathi, HOD (Journalism, RDVV, Jabalpur, MP)---Member
4. Prof. Chanda Bain HOD (Hindi Department, DHSGSU Sagar)---Member
5. Dr. A. A. Khan (Assistant Professor, Deptt of Comm & Jour)---Member
6. Dr. Neelam Thapa (Assistant Professor, Deptt of Lib & Info. Sc.)---Member

Chairperson welcomed the members and introduced the Department, its academic programmes, past achievements and other remarkable facts. Chairperson requested the members to contribute by valuable inputs to enrich and build this Department as a centre for potential and excellence in academics and research in the area of mass media and journalism in forthcoming years.

Agenda for consideration:

1. Nomenclature of PG/UG Programme of the Department.
2. Proposal of Three Year Full Time Undergraduate Programme in Journalism & Mass Communication (2017-18).
3. Syllabus of UG (03Years)/PG (02 Years)/PhD (Course Work) Programmes.
4. Syllabus of UG (01 Year) Programme for 2016-17 to be continued.

The agenda was discussed at length and the meeting resolved:

Item No.1- Nomenclature of PG/UG Programme of the Department.

Currently Department runs two year postgraduate programme named MJMC (Master of Journalism and Mass Communication) and one year undergraduate programme BJMC (Bachelor of Journalism and Mass Communication). A gazette notification was issued by UGC, New Delhi about specification of degrees in March 2014. In the said notification it is mentioned that MJMC should be restructured as MA (Journalism and Mass Communication) and BJMC should be restructured as BA (Journalism and Mass Communication). Furthermore it is also mentioned that where the duration of course at UG level is one year the name of the said degree should be BJ (Bachelor of Journalism). In the compliance of the said notification it is appropriate to change the nomenclature of postgraduate/undergraduate degree of the Department.

Matter was placed before the BOS.

Resolution- BOS approved unanimously the same and recommended that from the session 2016-17 nomenclature of two year postgraduate degree will be MA (Journalism and Mass Communication) and one year undergraduate degree will be BJ (Bachelor of Journalism).



(संचार एवं पत्रकारिता विभाग)

DEPARTMENT OF COMMUNICATION & JOURNALISM

डॉ. हरीसिंह गौर विश्वविद्यालय सागर, (म.प्र.) 470003
DR. HARISINGH GOUR VISHWAVIDYALAYA, SAGAR (M.P.)

Item No.2- Proposal of Three Year Full Time Undergraduate Programme in Journalism & Mass Communication.

Currently Department runs one UG programme (01 Year) and one PG Programme (02 years). In these courses students can get admission after completion of their graduation or equivalent degree. Most of the students prefer to get admission in PG Programme directly instead of one year UG Programme. In this situation it seems a less utility of one year UG Programme.

Taking into account of new scenario of media at global level and extreme possible opportunities in this field, studying about communication, media and journalism at graduation level will be more beneficial for students. Most of the central universities like Gūru Ghasidas Vishwavidyalaya, Bilaspur (CG), Indira Gandhi National Tribal University, Amarkantak (MP), University of Delhi (New Delhi), Banaras Hindu University (Varanasi) are offering Full Time Three Years undergraduate programme in Journalism and Mass Communication. This initiative will give a great exposure to the students and will be fruitful for the Department also.

Matter was placed before the BOS.

Resolution- BOS resolved unanimously that it is appropriate to abolish the one year UG programme which is currently run by the Department from next session (i.e. 2017-18) and suggested to introduce Three Years Full Time Undergraduate Programme BA (Journalism) initially with intake of twenty (20) Seats in each session. It will be started and advertised for admission from next session (2017-18). Structure, paper scheme and syllabus of the said programme was adopted and approved as per the prescribed template provided by UGC, New Delhi. The members also suggested that the syllabus and credit distribution can be modified keeping in mind the facilities and infrastructure available in the Department. Members also emphasized that University Administration should pay special attention to develop the infrastructure of the Department at the earliest.

Item No.3- Syllabus of UG (03Years)/PG (02 Years)/Ph.D. (Course Work) Programmes.

Resolution- Approved unanimously with minor changes. The members authorized the Chairperson to modify the syllabus/scheme of different programmes as per requirement according to University Ordinance.

Item No.4- Syllabus of UG (01Year) Programme for 2016-17.

Resolution- Approved unanimously with minor changes.

Meeting was concluded with Vote of Thanks.

Prof. Uma Tripathi (Member)
Prof. R. M. Pathak (Member)
Prof. Chanda Bain (Member)
Dr. A. A. Khan (Member)
Dr. Neelam Thapa (Member)

Dr. Lalit Mohan (Chairperson)
Comm. & Journalism
Dr. H. S. Gour & V. Sagar



क्र. / पत्रकारिता / 2019 / 474

दिनांक-26.07.2019

बैठक-कार्यवृत्त
अध्ययन मंडल, संचार एवं पत्रकारिता विभाग

संचार एवं पत्रकारिता विभाग के अध्ययन मंडल की बैठक आज दिनांक 26 जुलाई 2019 को संचार एवं पत्रकारिता विभाग में दोपहर 11.30 बजे आयोजित हुई। बैठक में निम्नलिखित सदस्य उपस्थित हुए।

1- डॉ. ललित मोहन	-	अध्यक्ष, अध्ययन मंडल	अध्यक्ष
2- प्रो चंदा बेन	-	हिंदी विभाग	सदस्य
3- प्रो. बी.के. श्रीवास्तव	-	इतिहास विभाग	सदस्य
4- डॉ. विवेक कुमार जायसवाल	-	संचार एवं पत्रकारिता विभाग	सदस्य

अध्ययन मंडल के अध्यक्ष ने उपस्थित सदस्यों का स्वागत किया। तदुपरांत विभाग की अकादमिक गतिविधियों से अवगत कराया।

कार्यसूची

बैठक में निम्नलिखित बिन्दु विचारार्थ रखे गए:-

- 1- स्नातकोत्तर एम.ए. (जेएमसी) एवं स्नातक बी.जे. पाठ्यक्रम (सिलेबस) सत्र 2019-20 का अनुमोदन।
- 2- बी.जे. (एक वर्षीय) पाठ्यक्रम को समाप्त करने तथा तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम का अनुमोदन।

कार्यवृत्त

बिन्दु क्र. 1. स्नातकोत्तर एम.ए. (जेएमसी) एवं स्नातक बी.जे. पाठ्यक्रम (सिलेबस) सत्र 2019-20 का अनुमोदन।

निर्णय- समिति ने सर्वसम्मति से विभाग द्वारा संचालित स्नातकोत्तर कार्यक्रम एम.ए. (जेएमसी) और स्नातक कार्यक्रम बी.जे. (एक वर्षीय) पाठ्यक्रम का अनुमोदन किया।

बिन्दु क्र.2. बी.जे. (एक वर्षीय) पाठ्यक्रम को समाप्त कर तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम का अनुमोदन।

निर्णय- समिति ने सर्वसम्मति से विभाग द्वारा वर्तमान में संचालित बी.जे. (एक वर्षीय) पाठ्यक्रम को समाप्त कर आगामी सत्र 2020-21 से तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम आरंभ किए जाने का अनुमोदन किया। इस पाठ्यक्रम में प्रवेश हेतु 20 सीटें निर्धारित की गईं। तीन वर्षीय बी.ए. ऑनर्स (पत्रकारिता) पाठ्यक्रम (स्कीम सहित) का भी अनुमोदन किया गया तथा पाठ्यक्रम में यूजी.सी. की नियमावली के अनुरूप संशोधन हेतु विभागाध्यक्ष महोदय को अधिकृत किया गया।

1- डॉ. ललित मोहन
अध्यक्ष, अध्ययन मंडल

2- प्रो चंदा बेन
सदस्य

3- प्रो. बी.के. श्रीवास्तव
सदस्य

4- डॉ. विवेक कुमार जायसवाल
सदस्य

MA (Journalism & Mass Communication)

Two Years Full Time Post Graduate Programme

(CBCS)

SYLLABUS (2019-20)



Department of Communication & Journalism
(School of Arts and Information Sciences)

Doctor Harisingh Gour Vishwavidyalaya

(A Central University)

Sagar (MP) India- 470003



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)

MA (Journalism & Mass Communication)-Syllabus (2019-20)



About The Program-

The course introduces the significance and role of communication in human life. It provides a wide range of communication and different forms of mass media. It trains the students according to requirement of communication and media industry, other institutions of repute in field of journalism and mass communication and several other sectors related to it. The course includes the almost all disciplines of humanities and social sciences to provide the interdisciplinary scope of their employment. The two-year study consists of four semesters, covering theory papers and practical. Every student shall be required to attend 75% of theory and practical classes individually in all the four semesters.

Eligibility- Graduation or equivalent degree in any discipline with 50% marks. Relaxation and reservation as per rules.

Mode of admission- Through All India Entrance Test

Nature of Course- Regular & CBCS Semester System (04 Semesters)

Total Credits- 80 Credits (CC 60 + SE 16 + OE 04=80)



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MA (Journalism & Mass Communication)-Syllabus (2019-20)

SEMESTER – I

Course	Code		Title	Credits	LTPC	Hours
CMJ	CC	121	History of Journalism	05	4105	75
CMJ	CC	122	Reporting & Editing	05	4105	75
CMJ	CC	123	Communication Theories	05	4105	75
CMJ	SE	124	Press Clipping & Analysis	04	0044	120
CMJ		or 125	or Field Work & Presentation			
Total Credits- 19 Total Hours-345						

SEMESTER – II

SEMESTER - II						
Course	Code		Title	Credits	LTPC	Hours
CMJ	CC	221	Media Laws & Ethics	05	4105	75
CMJ	CC	222	Radio Journalism	05	4105	75
CMJ	CC	223	Advertising & Public Relations	05	4105	75
CMJ	SE	224	Radio Program Production	04	0044	120
CMJ		or 225	or Advertising Creation Presentation			
Total Credits- 19 Total Hours-345						

SEMESTER – III

SEMESTER – III						
Course	Code		Title	Credit	LTPC	Hours
CMJ	CC	321	Alternative Journalism	05	4105	75
CMJ	CC	322	TV Journalism	05	4105	75
CMJ	CC	323	Magazine Journalism	05	4105	75
CMJ	SE	324	Script Writing for TV	04	0044	120
CMJ		or 325	or Magazine Dummy Making			
Total Credits- 19 Total Hours-345						

SEMESTER – IV

SEMESTER - IV						
Course	Cod		Title	Credit	LTPC	Hours
CMJ	CC	421	Media Management	05	4105	75
CMJ	CC	422	Communication Research	05	4105	75
CMJ	CC	423	Dissertation & Viva-Voce	05	4105	75
CMJ	SE	424	Blog Making & Designing	04	0044	120
CMJ		or 425	or Lay-Out Design			
Total Credits- 19 Total Hours-345						

CMJ	OE	226	Advertising & Pub. Relations	02	2202	Hrs 30
CMJ	OE	326	Media & Social Development	02	2202	Hrs 30

CC-60, SE-16, OE-4 Total Credits=80

Pattern of Examination/Assessment			
Mid I- (20)	Mid II/ Internal Assessment- (20) Internal Assessment-15 Attendance-05	End Semester Exam (60)	Total (100)

*This pattern is applicable for each paper.p



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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-CC-121	SEMESTER-I	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
History of Journalism				

UNIT-I Evolution of Press

- Origin of Printing Press In Europe, UK and USA
- Brief History Printing Press In India
- Indian Vernacular Press
- Role of Indian Press In Freedom Movement
- Indian Press Pre-Independence, Post-Independence

UNIT-II Press History in India

- Origin of Indian News Agencies and Their Role
- Bengal Gazette and Udant Martand
- Bengal and Hindi Journalism
- Hindi Journalism In Non-Hindi State

UNIT-III Various Features of Indian Press

- British Government and Indian Press
- Brief History of Journalism In M.P. U.P and Bundelkhand
- Other Indian Languages and Press History
- Leading Indian Journalist and Editor of Indian Press
- Freedom of Press

UNIT-IV Leading Newspapers

- History of Today's Leading News Paper
- Danik Bhaskar, Patrika
- Dainik Jagaran
- The Times of India
- Amar Ujala and Hindustan
- Malayala Manorma and Enadu

UNIT-V Journalism through Magazines

- Literary Magazines
- India Today, Sarita, The Week
- Saras Salil, Women's Era
- Publication of Indian Government
- Publication of M.P. Government

Suggested Readings-

- Hindi Patrkari. Krishnbihari Mishra, Bhartiya Gyanpeeth, New Delhi 2011
- Hindi Patrkari Vivid Aayam. Dr.Ved Prakash Vaidik, National Publishing House, New Delhi
- Hindi Patrkari Ka Alochnatamk Itihaas.Dr.Ramesh Kumar
- Journalism in India. R. Parthsarathy, Sterling Publishers, 2000



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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-CC-122	SEMESTER-I	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
Reporting and Editing				

UNIT-I Reporting: An Introduction

- Concept of Reporting
- News-Definition, Concept
- Element of News
- News Values
- Sources of News

UNIT-II Various Features of Reporting

- Lead Writing
- Kinds of lead
- Reporting:- Crime, Weather
City live, Speech, Accident

UNIT-III Special Reporting

- Reporting
- Accident
- Disaster
- Court
- Election
- Interview-Kinds, Purposes, Techniques
- Interpretative Reporting

UNIT-IV Editing

- Meaning, Purposes
- News Desk
- Step of Editing Department
- News
- Headline

UNIT-V Branches of News Editing

- Local News Editing
- Regional News Editing
- National News Editing
- International News Editing
- Aspects of News/Views/Editing

Suggested Readings-

- News Writing: George .A. Hough, Boston Hough miffin company.
- News culture: Allen Stuart, Buckingham open university press.
- Modern Journalism and News writing: Savita Chadda
- Basic Journalism: Rangaswami Parthasarathi, Macmilan India Ltd.
- Editing design and book production: Foster Charles, Journy London
- News Editing Theory and practice : Sourin Banerji: K.P. Bagchi and company New Delhi.
- Samachar Feature lekhan avum Sampadan, Harimohan, Takshila Prakashan
- Sampadan Kala. K.P.Narayan
- Print Media Lekhan, Ramesh Jain



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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-CC-123	SEMESTER-I	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
Communication Theories				

UNIT-I Introduction to Communication

- Communication: Concept, Definition, Process, Scope, Elements & Functions
- Nature of Human Communication, Verbal & Non-Verbal Communication
- Types of Communication
- Barriers of Communication

UNIT-II Models of Communication

- Lass well Model of Communication, Shannon & Weaver Model
- Wilber-Schramm Model of Mass Communication
- Osgood & Schramm Model, De' Fleur Model

UNIT-III Different Theories of Communication

- Bullet Theory, Hypodermic Needle Theory
- Cognitive Consistency, Agenda Setting, Cultivation Theory
- Media System Dependency Theory
- Selective Perception, Selective Retention, Selection Exposure

UNIT-IV Normative Theories of Communication

- Authoritarian Theory
- Libertarian Theory
- Soviet Communist Theory
- Social responsibility Theory
- Democratic Participation Theory

UNIT-V Mass Media & Society

- Communication & Public Opinion
- Media Audiences
- Information technology & Society
- Mass Communication & Culture

Suggested Readings-

- Mc Quail, Denis. **Mass Communication Theory**, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Littlejohn, W. Stephen. **Theories of Human Communication**, 3rd ed., Belmont, California, 1989.
- Kincaid, D. Lawrence. **Communication Theory – Eastern and Western Perspectives**, Academic Press Inc., San Diego, 1987.
- Kumar. J. Keval. **Mass Communication in India**, Jaico Publishing house, Bombay, (New Ed.)
- Rajgadhiya, Vishnu. **Jansanchar : Siddhant Evam Anuprayog**, Radhakrishna Publication, New Delhi



Department of Communication & Journalism
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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-SE-124	SEMESTER-I	LTPC-0044	CREDIT-04	Hrs- 120
Press Clipping & Analysis				

- Collection of News
- Selection of News
- Documentation
- Quantitative & Qualitative Analysis
- Inference/Outcome
- Preparing Report
- Presentation

OR

CMJ-SE-125	SEMESTER-I	LTPC-0044	CREDIT-04	Hrs- 120
Field Work & Presentation				

- Selection of Field
- Method of Work
- Hypothesis
- Research In-put
- Making A Project
- Presentation



Department of Communication & Journalism
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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-CC-221	SEMESTER-II	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
Media Laws & Ethics				

UNIT-I Indian Constitution and Media

- Basics of Indian Constitution and Fundamental Rights
- Freedom of Speech and Expression
- History of Press Law In India

UNIT-II Media Ethics and Principles

- Concept and Definition of Ethics
- Fundamental Values of truth, fairness and objectivity
- Ethical Issues and Challenges For Media
- Press Council Code on Journalistic Ethics

UNIT-III Law Related To Print Media in India

- Press Commission, Press Council Of India
- Books and Newspaper Registration Act
- Working Journalist Act
- Copyright Act

UNIT-IV Law Related To Broadcast Media in India

- Cable TV Network Regulation Act
- Cinematography Act
- Prasar Bharti Act 1990
- Information Technology Act 2000

UNIT-V Restrictions on Media

- Contempt of Court
- Defamation
- Right To Privacy, Official Secret Act
- IPC and Cr. PC Provisions

Suggested Readings-

- Trikha, N.K. **Media Law**, Vishwavidyalaya Prakashan, Varanasi
- Myneni, DR. S.R. **Media Law**, Asia Law House, Hyderabad 2013.
- Prasad, Kiran. **Media Law in India**. Kluwer Law International, 2011
- Durga Das Basu, **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
- B. N. Ahuja, **History to Press, Press Laws & Communications**, Surjeet Publications, 1988.



Department of Communication & Journalism
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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-CC-222	SEMESTER-II	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
Radio Journalism				

UNIT-I Introduction of Radio

- General Characteristics of Radio
- Development of Radio Broadcasting in Europe and America
- Development of Radio Broadcasting in India (Pre Independence Era)
- Development of Radio Broadcasting in India (Post Independence Era)

UNIT-II All India Radio

- Development of All India Radio
- Organizational Structure and Functions of AIR
- AIR Services
- AIR and Nation's Development

UNIT-III Writing for Radio

- Radio Language
- Radio Scripting and its Formats
- Non Fiction Radio Writing
- Fiction Radio Writing

UNIT-IV Radio Program Production

- Ideation and Format of Radio Program
- Scripted and Unscripted Program
- Pre Production & Post Production
- Art of Presentation

UNIT-V New Trends in Radio

- FM Radio
- Community Radio
- Satellite Radio
- POD casting

Suggested Readings-

- Radio Journalism By A.K.Singh
- Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak
- Radio Prasaran Ki Nai Technique By Dr. Kishor Sinha
- Radio aur Doordarshan Patrakarita By Prof. Harimohan
- Mass Communication in India, Kewal J. Kumar



Department of Communication & Journalism
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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-CC-223	SEMESTER-II	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
Advertising & Public Relations				

UNIT- I Advertising: An Introduction

- Evolution of Advertising, Definition, Types and Functions of Advertising
- Advertising as 3D Art
- Ad-Creativity
- Creativity Thinking Process

UNIT- II Public Relation: An Introduction

- PR: Concept and Principles
- Origin and Development of PR
- Publics in Public Relation
- PR in Public Sector and PR in Private Sector

UNIT- III Advertising and Account Planning

- Client Servicing and Account Planning
- The Role of Advertising Agencies in Account Planning
- Advertising Budget
- Methods of Budget Allocation

UNIT- IV Writing & Designing

- Advertising Copy Writing, Elements of Design and Layout Formats
- Visual Communication, Storyboard, Script, Radio & TV Commercials
- Writing and Editing Skills in Public Relation
- Multi News Release, House Journal, Bulletin Board, Backgrounders

UNIT- V Message Placements: Communication/Message Support Media

- Elements of Media Planning, Measurements Techniques of Media
- Other Promotional Instruments, Media Buying and Scheduling
- Essentials of PR Campaign, Preparing a PR Campaign, Campaign Evaluation
- Media Tracking and Content Analysis, Image and Reputation Management
- Brand Management, Social Marketing and Event Management
- Crisis Communication and PR

Suggested Readings-

- Aadhunik Vigyapan By Dr. Premchand Patanjali, Vanee Prakasan ,New Delhi
- Advertising Theory and Practice By S.A. Chunawala, Keval J Kumar and K.C.Sethia
- Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
- Jansampark By Gulab Kothari, Patrika Publication, Jaipur.
- The Public Relation Handbook, Alison Theaker, Routeledge
- Sage Handbook of Public Relations, Robert L. Heath
- Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
- Jansampark By Gulab Kothari, Patrika Publication, Jaipur
- Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
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MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-SE-224	SEMESTER-II	LTPC-0044	CREDIT-04	Hrs-120
Radio Program Production				

- Various Radio Program
- Formats of Radio Program
- Selection of Program
- Script Writing
- Program Production
- Editing & Mixing
- Presentation

OR

CMJ-SE-225	SEMESTER-II	LTPC-0044	CREDIT-04	Hrs-120
Advertising Creation & Presentation				

- Selection of Problem
- Analyzing the problem
- Collection & Refinement of the Information
- Application of Creativity
- Evaluation of Creative solution
- Presentation



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)

MA (Journalism & Mass Communication)-Syllabus (2019-20)

CMJ-OE-226	SEMESTER-II	LTPC-2002	CREDIT-02	Hrs-30-6hrs/Unit
Advertising & Public Relations				

UNIT-I Advertising: An Introduction

- Evolution of Advertising, Definition, Types and Its Functions
- Advertising and Account Planning
- The Role of Advertising Agencies in Account Planning
- Advertising Budget and Methods of Allocation

UNIT-II Advertising: Creativity, Copy Writing & Design

- Ad-Creativity, Creativity Thinking Process & Paradigm shift
- Advertising Copy Writing
- Elements of Design and Layout Formats and Visual Communication
- Storyboard, Script, Shooting and Recording and Editing of Radio & TV Commercials

UNIT-III Message Placements: Communication/Message Support Media

- Elements of Media Planning
- Measurements Techniques of Media
- Other Promotional Instruments
- Media Buying and Scheduling

UNIT-IV Public Relation: An Introduction

- PR: Concept and Principles
- Origin and Development of PR
- Public Meeting, Press Release, Press Conference
- PR in Public Sector and PR in Private Sector

UNIT-V Writing and Strategy in Public Relation

- Writing and Editing Skills
- Preparation of Multi News Release
- Press Note, House Journal, Bulletin Board, Backgrounders etc.
- Media Tracking, Content Analysis and Campaign Evaluation

Suggested Readings-

- Aadhunik Vigyan By Dr. Premchand Patanjali, Vanee Prakasan ,New Delhi
- Advertising Theory and Practice By S.A. Chunawala, Keval J Kumar and K.C.Sethia
- Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
- Jansampark By Gulab Kothari, Patrika Publication, Jaipur.



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CMJ-CC-321	SEMESTER-III	LTPC-5105	CREDIT-05	Hrs- 75- 15hrs/Unit
Alternative Journalism				

UNIT-I Alternative Journalism: Introduction

- Concept of Alternative Journalism
- Need of Alternative Journalism
- Aim of Alternative Journalism
- Mainstream vs Alternative Journalism
- Alternative Journalism in Ancient Age

UNIT-II Print Media and Alternative Journalism

- Small-Scale Newspaper Movements
- Small-Scale Magazines on Different Issues
- Mass Movements and role of Alternative Journalism
- Poster, Banner, Pamphlet, Handbill

UNIT-III Alternative Journalism through Films

- Evolution of Short Films
- Parallel or Arts Films
- Communication Through Documentary
- Films with feminist lens
- Voices through Films

UNIT-IV New Media: A Tool of Alternative Journalism

- Origin of Blogs
- Social Networking Sites
- Freedom of Speech Through New Media
- Role of Internet in producing Alternative Content

UNIT-V Citizen Journalism

- Citizen Journalism
- Journalism of Social Concerns
- Identity & Politics of Change
- Questions of Credibility & Reliability

Suggested Readings-

- Media Vimarsh, Ramsharan Joshi
- The Alternative Media Handbook, Kate Coyer, Routeledge
- Alternative Media, Chris Atton, Routeledge
- Understanding Alternative Media, Olga Bailey, Open University Press



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CMJ-CC-322	SEMESTER-III	LTPC-5105	CREDIT-05	Hrs- 75- 15hrs/Unit
Television Journalism				

UNIT-I Understanding Television

- Evolution And Development Of TV
- History Of TV in India
- Television : Characteristics as a Medium of communication
- TV industry in India

UNIT-II Television Program Formats

- Concept, Ideation and Formatting
- Fiction and Non-Fiction
- Scripted and Unscripted TV Program
- TV Genres

UNIT-III Television Program Production

- Pre Production
- Post Production
- In House Production and Outdoor Production
- SFX and Visual Effects

UNIT-IV Television News

- Television News Reporting
- Bulletin, Live Program, Talk Show
- Docudrama and Documentary

UNIT-V Broadcasting Ethics

- Broadcasting Guidelines of Prasar Bharti
- Freedom of Broadcaster
- Viewer's Right
- Different Regulatory Bodies

Suggested Readings-

- Broadcast News: *Writing, Reporting and Producing*, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- An introduction to writing for Electronic Media: *Scripwriting Essentials Across the Genres*, RobertsB. Musburger, Focal Press, Oxford, 2007
- Television in India: *Many Faces*, Mira K. Desai, Authors Press, Delhi, 2010
- Television and Popular Culture India: *A Study of the Mahabharata*, Ananda Mitra, Sage, Delhi



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CMJ-CC-323	SEMESTER-III	LTPC-5104	CREDIT-05	Hrs- 75- 15hrs/Unit
Magazine Journalism				

UNIT-I Magazine: Introduction

- Concept of Magazine and Historical Perspective
- Importance and Significance of Magazine
- Cover Page and Its Importance
- Magazine Design
- Sales Promotion

UNIT-II Characteristics of Magazine

- Challenges In Magazine World
- Eye Catching Stringier
- Headline last Minute Change
- Typography and Magazine
- Magazine For Various Class and Age Groups

UNIT-III Magazines of Different Groups

- Magazines For Women
- Magazines For Youth
- Magazines For Children
- Magazines For Health

UNIT-IV Magazine on Various Issues

- Human Rights Issue
- Environment Issue
- Political Issue
- Women's Issue
- Caste Issue
- Communal Issue

UNIT-V Content of Magazine

- Editorial Team
- Cover Page Story
- Editorial
- Photo Feature
- Book Reviews
- Other Content and New Trends in Magazine

Suggested Readings-

- Sampadan Kala. K.P.Narayan
- Sampadan Kala. Dr.Sanjiv Bhanavat
- News Reporting and Editing K.N. Srivastva
- Print Media Lekhan aur Sampadan, Ramesh Jain



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CMJ-SE-324	SEMESTER-III	LTPC-0044	CREDIT-04	Hrs-120
Script Writing For TV				

- Script Format & Story Board
- Dialogue/Monologue
- Analyzing the situation
- Scripting

OR

CMJ-SE-325	SEMESTER-III	LTPC-0044	CREDIT-04	Hrs-120
Magazine Dummy Making				

- Cover Page Design
- Generalization of various interest
- Selection of Publishing Material
- Headline, Photo, Cartoon & Others
- Fitment in Lay-out
- Typography Selection
- Editing & Proof Reading



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CMJ-CC-421	SEMESTER-IV	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
Media Management				

UNIT-I Introduction of Media Management

- Concept of management
- Functions and Principles of good management
- Models of Media management
- Development of media organizations as an Industry in India

UNIT-II Media Ownership

- Ownership Patterns
- Ownership Issues: Monopoly & Cross Ownership
- Media Financing
- Revenue Generation

UNIT-III Product and Consumerism

- Media Product
- Branding
- Media Consumption
- Audience Profiling

UNIT-IV Media Market

- Demography, Psychography and Geography
- Market Segmentation and Clusters
- Measurement Methods
- Market Profiling

UNIT-V New Trends in Media Management

- Use of ICT in Media Management
- Issues and Challenges of Globalization
- Media Convergence and Divergence
- Social Responsibility v/s Profitability

Suggested Readings-

- Management and Organisation By L.A. Allen
- Managing People in Organizations By B.R. Virmani
- The Indian Media Business By Vanita Kohali – Khandekar, Sage Publication
- Samachar Madhyamam Ka sangathan Evam Prabandhan By Dr.Sanjeev Bhanawat
- Excellence in Business Communication By Thill, Book Base, Mumbai
- Essentials of Operations Management By Scott T Ypoung, Sage Publication
- Management and Organisation By L.A. Allen
- Managing People in Organizations By B.R. Virmani



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CMJ-CC-422	SEMESTER-IV	LTPC-4105	CREDIT-05	Hrs- 75- 15hrs/Unit
Communication Research				

UNIT-I Communication Research: An Introduction

- Concept of Research
- Nature and Scope of Research
- Importance of Communication Research
- Aims and Objectives of Research
- Qualities of Researcher
- Basis of Research

UNIT-II Pre-Research Preparation

- Steps of Research
- Research Hypothesis
- Research Designs
- Sources of Data
- Data Collection

UNIT-III Research Methodology in Mass Media

- Types of Research
- Observation
- Interview
- Schedule
- Questionnaire

UNIT-IV Tools & Techniques of Research

- Case Study
- Sampling
- Scaling
- Content Analysis
- Classification and Tabulation of Data

UNIT-V Presentation & Report Writing

- Analysis and Interpretation of Data
- Diagrammatic Presentation of Data
- Graphic Presentation of Data
- Result Forecasting and Preparing of The Report
- Research Reference and Bibliography , Indexing

Suggested Readings-

- Understanding The Research Process By Paul Oliver, Sage Publication
- Introducing Communication Research By Donald Treadwell, sage Publication
- Sanchar Shodh By Dr. Manoj Dayal
- Shodh Pravidhi, Vinay Mohan Sharma



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CMJ-CC-423	SEMESTER-IV	LTPC-4105	CREDIT-05	Hrs- 75
Dissertation & Viva-Voce				

Students will have to prepare a dissertation on a topic decided with the consultation of concerned teacher related to the field of journalism and mass communication. After submission of the dissertation there will be an open viva voce.

Some of the broader areas of the research are given below-

- Growth and Development of Journalism
- Literary Journalism
- Communication and Language
- Communication and Culture
- Gender and Communication
- Public Relations
- Advertising
- New Media communication
- Topics related to various Means of Communication (Film, Radio, Television, and Internet)

Other areas as decided by concerned teacher and students after consultation.



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CMJ-SE-424	SEMESTER-IV	LTPC-0044	CREDIT-04	Hrs-120
Blog Making & Designing				

- Creating blog
- Blog designing
- Editing
- Adding Video/Audio/Pictures etc.
- Blog Publishing
- Writing For Blog

OR

CMJ-SE-425	SEMESTER-IV	LTPC-0044	CREDIT-04	Hrs-120
Lay-Out design				

- Basics of Design
- Lay –out
- Format of Lay-out
- Typography
- Basics of Photography & Its application
- Dummy Making
- Short Project



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CMJ-OE-326	SEMESTER-III	LTPC-2002	CREDIT-02	Hrs- 30-06hrs/Unit
Media and Social Development				

UNIT-I Introduction of Media

- Print Media
- Electronic Media
- Films
- New Media

UNIT-II Different Approaches of Development

- Gandhian Approach to Development
- Marxist Theory of Development
- Alternative Models of Development
- Development Policies and Planning

UNIT-III Development Issues and Indian Perspective

- Issues of Rural Development
- Population, Women and Child Development
- Issues of Development of Deprived Society
- Tribal rights, Land Reforms and wildlife conservation
- Health, Education, Poverty, Unemployment etc.

UNIT-IV Mass Media & Development

- Role of Media in Development (Print and Electronic)
- Uses of New Communication Technology In Development
- Cinema and Development
- Use of Traditional and Folk media in Development

UNIT-V Mass Media & Culture

- Food Habits, Fashion
- Life Style, Vulgarly
- Consumerism
- Impact of ICT on Society

Suggested Readings-

- Sociology (Vol.-1 and Vol.-2), By M.L. Gupta and Dr. D.D. Sharma, Sahitya Bhavan Publications, Agra
- Understanding Community Media by Kevin Howley, Sage Publication
- Bharatiya Samajik Samsayen By Prof. Gupta/Sharma , Sahitya Bhavan Publications, Agra
- Indian Society By S.C.Dubey
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- Manav Samaj, Rahul Sankrityayan