

16 / M.D.S.U. Syllabus / M.A. (Journalism and Mass Communication)

Unit-II
Advertising Agency-role, structure and function, client agency relationship, media planning and budgeting, media selection, research techniques in advertising

Advertising campaign – The planning cycle, USP, Brand building and positioning, Brand Equity, importance of brand power, brand strategy and structure, integrated advertising campaign

Unit-III
Creative process, idea generation, story board, advertising copy writing and production for various mass media.

Economics of web enabled media, content, advertising, online shopping, ticketing and e & m commerce Market research –Product research, audience/consumer research, marketing strategies, event as a marketing tool, global marketing, marketing and new media, event management

Suggested Readings:

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
8. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी जयपुर।

JMC 404 Project Report and Viva Voce

The Project Report is required to be submitted at least fifteen days before the commencement of the Semester IV (Final Year) examination. Those students who fail to do so will not be allowed to appear in the examination.

The student have to write the project report in any media or any other organization, taking one of the topic relating to the below mentioned major areas in consultation of the Regular/Guest/Visiting Faculty member and Head/Incharge of the Department.

Broadcasting,

Print Media,

Development Support Communication,

On-Line/Cyber Media,

Media Management,

Public Relation and Advertising.

The Project Report will be evaluated by External examiner and internal examiner out of 50 marks and Viva voce will be of 50 marks. The viva voce will be based on project report, contemporary knowledge in journalism and mass communication and subject knowledge. The panel of examiner for Viva voce exam will include external examiner and Head/Incharge of the Department.

MAHARSHI DAYANAND SARASWATI UNIVERSITY,
AJMER

पाठ्यक्रम

SYLLABUS

**SCHEME OF EXAMINATION AND
COURSES OF STUDY**

**FACULTY OF JOURNALISM AND
MASS COMMUNICATION**

**M.A. (Journalism and
Mass Communication)**

(w.e.f. 2015-16)



ALKA PUBLICATIONS

Purani Mandi, Ajmer

NOTICE

1. Change in Statutes/Ordinances/Rules/Regulations Syllabus and Books may, from time to time, be made by amendment or remaking, and a candidate shall, except in so far as the University determines otherwise comply with any change that applies to years he has not completed at the time of change. **The decision taken by the Academic Council shall be final.**

सूचना

1. समय-समय पर संशोधन या पुनः निर्माण कर परिनियमों/अध्यादेशों/नियमों / विनियमों / पाठ्यक्रमों व पुस्तकों में परिवर्तन किया जा सकता है, तथा किसी भी परिवर्तन को छात्र को मानना होगा बशर्ते कि विश्वविद्यालय ने अन्यथा प्रकार से उनको छूट न दी हो और छात्र ने उस परिवर्तन के पूर्व वर्ष पाठ्यक्रम को पूरा न किया हो। विद्या परिषद द्वारा लिये गये निर्णय अन्तिम होंगे।

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Maharshi Dayanand Saraswati University Ajmer
M.A. (Journalism and Mass Communication)
w.e.f. Session 2015-16

Ordinance for the M.A. (Journalism and Mass Communication)

Programme: M.A. (Journalism and Mass Communication) programme is designed as a four semester programme spread over a two year period.

Eligibility: The candidate seeking admission for the first year of M.A. (Journalism and Mass Communication) shall be required to possess a Bachelors degree in any discipline with 40% marks in aggregate either of this university or equivalent thereto and for SC/ST/OBC candidates as per University reservation Rules. Preference will be given to the candidate who possesses the Bachelor degree in Journalism and Mass Communication. Candidates who have appeared or are appearing in the final year of qualifying examination may apply for admission at their own risk subject to the condition that they will be required to submit the mark-sheet of the qualifying examination at the time of counselling, failing which their candidature shall be cancelled without notice.

Admission: The admission to the M.A. (Journalism and Mass Communication) programme shall be made in order of merit to be determined on the basis of marks obtained at the qualifying exams. Any change in the course syllabi and scheme of examination shall be governed under the University ordinances.

Examination: The examination for the two year degree of M.A. (Journalism and Mass Communication) shall consist of Four Semester, two in Previous and two in Final of the course –

M.A. (Journalism and Mass Communication) (Previous)

Semester I Examination

Semester II Examination

M.A. (Journalism and Mass Communication) (Final)

Semester III Examination

Semester IV Examination

Candidates are required to pursue a regular course of study in the University/affiliated college for appearing in the examination.

PROGRAMME ADMINISTRATION

Evaluation

- (i) Each theory paper will carry 40 marks. The duration of written examination for each paper shall be of three hours. The Internal Assessment will carry 10 marks for each paper to be given by the concerned teacher.
- (ii) The scheme of evaluation of project studies shall be done by both internal and external experts.
- (iii) To pass the semester examination student is required to secure 25% marks in individual paper (combining internal and external examination) and 36% in aggregate in the semester. The student can carry over the paper from one semester to another or one year to other as per the University's other Post Graduate courses in Arts and Commerce.

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- (iv) The degree shall be awarded to successful students on the basis of the combined results of first year, Semester I & II and second year Semester III & IV examinations as follows:
- Securing 60% and above I Division
 - Securing 45% and more and below 60% II Division
 - Securing 36% and above but less than 45% Pass
- (v) A student to be eligible for award of degree has to clear all the papers offered as per University ordinances.
- (vi) A candidate who fail to qualify all the papers of examination either in previous Semester I & II or final class Semester III & IV, shall appear in the due papers in the next three semester examination when the paper becomes due.
- (vii) A candidate who desires to improve his or her performance shall appear at the subsequent examination as per University ordinances.

Question Paper Pattern: A candidate has to attempt five questions in all out of ten questions from the course syllabus.

Attendance: As per university rule.

THE PROGRAMME

The M.A. (Journalism and Mass Communication) is a two-year full-time programme. The course structure is as follows:

COURSE STRUCTURE

The programme has been organized in two years-First Year and Second Year. The list of papers offered during First Year and Second Year of the programme shall be as follows:

M.A. (Journalism and Mass Communication)

First Semester

Marks

S. No.	Subject Code	Course Title	Internal Assessment	Theory Exam.
1.	JMC 101	Principles of Communication and Communication Theory	10	40
2.	JMC 102	Origins and Growth of Media	10	40
3.	JMC 103	Reporting and Feature Writing	10	40
4.	JMC 104	Editing, Layout and Design	10	40

Second Semester

S. No.	Subject Code	Course Title	Internal Assessment	Theory Exam.
1.	JMC 201	Radio Journalism	10	40
2.	JMC 202	Television Journalism	10	40
3.	JMC 203	Communication Research	10	40
4.	JMC 204	Media Laws and Ethics	10	40

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Third Semester

S. No.	Subject Code	Course Title	Internal Assessment	Theory Exam.
1.	JMC 301	Rural and Development Communication	10	40
2.	JMC 302	Science and Environment Communication	10	40
3.	JMC 303	Media Ownership and Management	10	40
4.	JMC 304	Contemporary Media Technologies	10	40

Fourth Semester

S. No.	Subject Code	Course Title	Internal Assessment	Theory Exam.
1.	JMC 401	Statistical Methods and Tools in Communication Research	10	40
2.	JMC 402	Public Relation and Corporate Communication	10	40
3.	JMC 403	Advertising and Marketing	10	40
4.	JMC 404	Project Report and Viva Voce	10	40

Note: The contact hour of teaching would be 25-30 hours for each theory paper except Project Report and including internal assessment. The project report will be guided to the students by the Regular/Guest/Visiting Faculty as allotted by the Head/Incharge of the Department as the case may be.

JMC 101 Principles of Communication and Communication Theory

Unit-I

Communication: Definition, Concept, elements, forms, process and functions of communication, types of Communication, Need and Significance of communication, Public Opinion and Propaganda, Publicity, New aspects of Communication.

Unit-II

Emergence of Theories: Propaganda: Concept, Devices and Theory; System Theory; Information Theory, Cognitive and Consistency Theories, Attitude Change Theories Unit, Interpersonal and Mass Communication Theories

Unit-III

Theories of Communication: Sociological and Normative Theories Bullet, Psychological or Individual Differences, Personal Influence, Cultivation, Dependency, Uses and Gratification, Agenda setting, Free Press, Development, Communist Media theory and others.

Suggested Readings:

1. McQuail Denis, Mass Communication Theory, (New Ed.), Sage Publication Ltd.
2. Rogers M. Everett, A History of Communication Study, New York, Free Press
3. Littlejohn, W. Stephen, Theories of Human Communication, (New Ed.), Belmont, California
4. Kincaid, D. Lawrence, Communication Theory - Eastern and Western

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Perspectives, Academic Press Inc., San Diego

5. Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.)

JMC 102 Origins and Growth of Media

Unit- I

History of Indian News Paper- Early Journalism in Bengal, Bombay and Madras Presidencies; Press and Freedom Movement; Press and Emergency; Press in Indian Language; News Agencies.

Unit- II

Radio: Origin and Development of Radio; All India Radio; Milestone in the history of Radio in India; FM radio.

Television: Origin and Development of Television; Milestone in the history of Indian television; Doodarshan; Prasar Bharati; Satellite and Cable television in India; Private Channels.

Unit- III

Cinema: Salient Era to the talkies, Cinema in India, Bollywood, Tollywood, Koliwood, Traditional Media in India, Folk and Theatre.

Origin and Growth of Media in Rajasthan: Newspaper, Television, News Agencies, Movement in Rajasthan.

Suggested Readings:

1. P. Parthasarathi, Modern Journalism in India (1991), Sterling Publisher.
2. Irwin Iang, A History of Mass Communication Six Information Revolutions, Focal Press.
3. Brian Winston, Media Technology Society: A history from telegraph to internet, Routledge.

JMC 103 Reporting and Feature Writing

Unit- I

Definitions of News, news values, sources of news, news gathering; qualities and 7 C's of News, categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper;

Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

Unit- II

Niche Reporting-Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition, Conventions & Seminars; Political Events, Elections, Writing Obituaries.

History of Internet, News Portals, Blogs. Definition and characteristics of Online Media- New media-as a tool for social change, interactivity and new media, Internet and impact on mass media, web newspapers, radio, and television

Unit- III

Feature- Meaning, Concept and various types. A feature distinguished from a news story, a special article and an editorial. Preparation of manuscript; feature syndicates; freelance writing.

Writing reviews of books, films, theatre and performing arts, Language proficiency; Developing writing skills-usages, common errors, newspaper lexicon, syntax.

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Suggested Readings:

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
3. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
4. Sahay, Uday, Making News : Handbook of the Media in Contemporary India, Oxford University Press, New Delhi.
5. MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi.
6. Allied Publishers Pvt. Ltd., New Delhi.
7. Agrawal, Veerabala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept
8. Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co., Texas.
9. Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.
10. Nelson, Roy Paul., Articles and Features. Houghton-Mifflin, Boston.
11. Nicholls, Brian., Features with Flair. Vikas Publishing House, New Delhi.
12. Mehta, D.S., Mass Communication and Journalism in India. Allied Publications Pvt.Ltd.,Bombay.
13. राजेन्द्र, संवाद और संवाददाता, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
14. कोठारी, गुलाब, फोटो पत्रकारिता, पंचशील प्रकाशन, जयपुर।
15. त्रिखा, डॉ.नन्द किशोर समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान लखनउ ।
16. अग्रवाल, डॉ. रमेश, समाचार परीक्षण, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर
17. चतुर्वेदी, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली।
18. Ray, Tapas, Online Journalism : A Basic Text, Cambridge University Press India Pvt Ltd.
19. Joshi, Prof V K, Online Journalism, Enkay Publishing House
20. सुमन, हंसराज एवं विक्रम एस, वेब पत्रकारिता, नटराज प्रकाशन, दिल्ली

JMC 104 Editing, Layout and Printing

Unit- I

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor, Concept of reader's editor and Ombudsmen. Editorial page and opinion writing.

Unit- II

Heading: various types and art of writing; Text-breakers and their use for dressing copy writing. Photo journalism, Pictures: selection and editing, writing captions.

Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.

Unit- III

Brief history of printing. computerized photo type setting. Letterpress, Offset, Gravure. Recent technological innovations in composing, Proof reading: symbols and importance.

Ethics and new media-consequences and issues pertaining to irresponsible writing and transfer of SMS/MMS, sting operations, Online media and e-

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governance, digital divide and digital natives

Suggested Readings:

1. George, T.J.S. Editing, A Handbook for Journalists. IIMC, New Delhi
2. Hides, Michael., The Sub-editor's Companion. Press Institute of India, New Delhi.
3. Evans, Harold., Editing and Design (5 Volumes). William Heinemann, London.
4. The Active Newsroom (IPI Manual). International Press Institute, Zurich.
5. Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.
6. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
7. Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc., New York.
8. Maghdam, Dineh., Computers in Newspaper Publishing. Marcel-Dekker Inc., New York
9. Collin, D.H., Dictionary of Printing & Publishing. Peter Collin Publishing Ltd., Middlesex.
10. Worlock, Peter., The Desk Top Publishing Book. Heinemann, London.
11. Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.
12. Parthasarathy, Rangaswami, Basic Journalism, MacMillan India Ltd., New Delhi.
13. Krishnamoorti, R., Copy Preparation & Proof-reading. Northern Book Centre, New Delhi.
14. लडबडे, मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
15. नारायणन, के.पी.सम्पादन कला, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
16. शर्मा, देवदत्त, शर्मा, विनोद कुमार, मुद्रण एवं सज्जा, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
17. ओझा, प्रफुल्लचन्द्र, मुद्रण परिचय, बिहार हिन्दी ग्रन्थ अकादमी, पटना।
18. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं प्रयोग, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।

JMC 201 Radio Journalism

Unit-I

General principles of writing and editing for radio scripts

Radio News writing and editing, characteristics, comparison with news in print media.

Unit-II

Radio report, newsreel, talk, interview, discussions and features. Special audience programmes, Radio Commentary, Basics of news reading. Radio anchoring & RJing producing programmes for community radio.

Unit-III

Radio program production- basics of audio production, formats, features, news based programs, talks, radio drama, phone-in, documentaries,, indoor and outdoor recordings, sound design, principles of radio editing, educational programmes.

Suggested Readings:

1. Chatterjee, P.C., Broadcasting in India, Sage, New Delhi.
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India, New Delhi.

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3. Bhatt, S.C., Broadcast Journalism: Basic Principles. Har-Anand Publications, New Delhi.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Jain, S.P., Art of Broadcasting, Intellectual Publishing House, New Delhi.
6. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
7. Chatterji, P.C., Broadcasting in India, Sage, New Delhi.
8. गंगाधर, मधुकर, रेडियो लेखन, बिहार, हिन्दी ग्रन्थ अकादमी, पटना।
9. विश्वकर्मा, रामबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली।
10. चतुर्वेदी, राधानाथ, प्रसारण के लिए समाचार लेखन।
11. मंजुल, मुरली मनोहर, प्रसारण की विविध विधाएं, साहित्य संगम, इलाहाबाद।

JMC 202 Television Journalism

Unit-I

General principles of writing for TV, television language and grammar, writing and editing news, basics of news reading and anchoring. TV report, interview, discussions and documentaries.

Unit-II

Television programme production-production elements, formats, camera, lighting, audio-swathing, video tape recording, post production editing, special effects, studio lighting, sound effects, mixing, editing for television: linear and non linear editing.

Unit-III

Use of Radio and TV for education and development, socio cultural implications and impacts of satellite channels, and social sites, TRP.

Suggested Readings:

1. Singh, Chandrakant P., Before the Headlines: A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.
3. Saxsena, Gopal, Television in India, Vikas Publishing House, New Delhi.
4. Acharya, R.N., Television in India, Manas Publication, Delhi.
5. French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective. Sage, New Delhi
6. Ninan, Sevanti., Through the Magic Window: Television and Change in India. Penguin Books, New Delhi.
7. Dahlgren, Peter, Television and the Public Sphere: Citizenship, Democracy and the Media. Sage, London.
8. असगर, बजाहत एवं प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन, दिल्ली
9. अमर, डॉ.अमरनाथ, टेलीविजन-साहित्य और सामाजिक चेतना, आलेख प्रकाशन दिल्ली
10. नन्दा, डॉ. वर्तिका, टेलीविजन एण्ड क्राइम रिपोर्टिंग, राजकमल प्रकाशन, दिल्ली
11. सिन्हा, कुलदीप, पटकथा लेखन के तत्व, चित्राभ्रम प्रकाशन, मुम्बई

JMC 203 Communication Research

Unit-I

Communication Research: Definition, Development, Process and Scope of Communication Research.

Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Methods Research, Readership surveys, TAM and Listenership.

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Unit-II

Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs.
Theory Building in Communication Research: Definition, Elements, Concepts, Variables and Hypothesis.

Unit-III

Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types; Determining Sample size.

Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study, Field Observations and Content Analysis.

Suggested Readings:

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A. (2010, 2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.
4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London: Macmillan Press.
6. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.
7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.
8. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi: McGraw-hill.
11. Stewart Thomas (2002) Principles of Research in Communication. USA: Allyn and Bacon.
12. Treadwell Donald (2010) Introducing Communication Research. USA: Sage Publications.
13. Weaver and Wilhoit (2003) Mass Communication Research and Theory. USA: Allyn and Bacon.
14. Wimmer, R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
15. आहुजा, राम, सामाजिक सर्वेक्षण एवं अनुसंधान, रावत प्रकाशन, जयपुर
16. दयाल, डॉ. मनोज, मीडिया शोध, हरियाणा साहित्य अकादमी, पंचकूला

JMC 204 Media Laws and Ethics

Unit-I

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court, Law of defamation, Official Secrets Act, 1923, Right to Information Act, Press and Registration of Books Act, 1867, Media Reporting of Child Rights.

Unit-II

Working Journalists and Other, Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955, Copyright Act, Press Council Act,

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Indecent Representation of Women Act, Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.

Unit-III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Accountability and independence of media.

Suggested Readings:

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
4. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd. Bombay.
5. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. Rayudu, C.S. & Rao Dr. Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.
9. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication, Singapore.
10. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.
11. Nordenstreng, Kaarle and Hifti Topuz (Eds.), Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.
12. Kataria, Dr. S.K. Right to Information, National Publishing House, New Delhi
13. पाण्डेय, अरूण, हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन, नई दिल्ली।
14. त्रिखा, डॉ. नन्द किशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।
15. सहाय, नन्दिनी व राजगडिया, विष्णु, सूचना का अधिकार, मिक्की, नई दिल्ली।
16. ओझा, अरूण कुमार व मंगलानी डॉ.रूपा, सूचना का अधिकार: सिद्धान्त और व्यवहार, सेन्टर फॉर गुड गवर्नेंस, राजस्थान राज्य लोक प्रशासन संस्थान, जयपुर

JMC 301 Rural and Development Communication

Unit-I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, development in India in the Five Year Plans, Role of Communication in Development.

Approach to development: Basic need, integrated development, Local organisations, Self development and Participatory development.

Unit-II

Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication, Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

Unit-III

Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

Suggested Readings:

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Ambastha, C.K., Communication Patterns in Innovation Development. Extension and Client System. B.R. Publishing Corporation, Delhi.
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
4. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
5. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
6. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Mehta, S.R. (Ed.), Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
9. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
10. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.
11. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
12. Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har. Anand Publication, New Delhi.
13. Narula, Uma, Development Communication-Theory and Practice, Har. Anand Publication, New Delhi
14. Dua, M.R. and Gupta, V.S., Media and Development, Har. Anand Publication, New Delhi
15. Kuppaswamy, B. Communication and Social Development in India. Sterling Publishers, New Delhi.
16. उपाध्याय, अनिल कुमार, पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर, वाराणसी।

JMC 302 Science and Environment Communication

Unit-I

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

Unit-II

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

Unit-III

Environment Communication: Meaning, concept and importance; Writing Environment news stories, important media for communicating Environmental issues, writing and producing Environment based programs on radio television and internet, writing features on Environment, communicating Environmental issues to rural audiences.

Suggested Readings:

1. Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.
2. पटैरिया, डॉ. मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तक्षशिला प्रकाशन, नई दिल्ली।
- 3- पटैरिया, डॉ. मनोज कुमार, विज्ञान संचार, तक्षशिला प्रकाशन, नई दिल्ली।

JMC 303 Media Ownership and Management

Unit-I

Principals of Management practices in media industry- Different types of newspaper ownership patterns in India, Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

Unit-II

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership.

Unit-III

Newspaper economics, circulation and advertising as sources of revenue; Newspaper as an industry and as a public forum; Problems of small newspapers. Measures for the press to cope with the challenges from electronic media and internet; Introduction to major Indian professional organisations of media: INS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUJ.

Suggested Readings:

1. Report of the Enquiry Committee on Small Newspaper (1965).
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, Netherlands.
3. Sindhvani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.
4. Mathur, B.S., Principles of Management. National Publishing House, New Delhi.
5. कोठारी, गुलाब, समाचार-पत्र प्रबंधन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
6. जैन, सुकुमाल, भारतीय समाचार-पत्रों का संगठन और प्रबंध, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
7. पटैरिया, शिव अनुराग, समाचार पत्र प्रबंध, म.प्र. हिन्दी ग्रन्थ अकादमी, भोपाल

JMC 304 Contemporary Media Technologies

Unit-I

Emergence of New Media Technologies- Internet, World Wide Web (WWW), On line Journalism, Mobile journalism; Mobile as Mass Media; Face book, twitter, Whatsup and other social media, Basic knowledge of HTML and use of

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a content management system

Unit-II

Digital storytelling: Tools of multimedia journalists; learn to report, write and produce in a manner that is appropriate for online media; Feature writing for online media: Story idea, development and news updates; Podcast and Webcast

Unit-III

Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright

Suggested reading:

1. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
3. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004
4. Menon, Narayana. The Communication Revolution. National Book Trust
5. Pavlik J.V. Media in the Digital Age. Columbia University Press
6. Newspaper and magazine articles about New Media

JMC 401 Statistical Methods and Tools in Communication Research

Unit- I

Statistics: Meaning, function and place of Statistics in communication research; **Measurement:** Meaning, levels of measurement; **Data Processing:** Classification, tabulation and coding.

Unit- II

Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode); Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation).

Unit- III

Correlation: Characteristics of Correlation, Measures of Correlation (Carl Pearson, Spearman and Concurrent Method), Hypothesis testing of means and proportions for large and small samples; Nonparametric tests, Chi-square Test. Use of SPSS in Data analyses

Suggested Readings:

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
4. Reinard John C. (2006) Communication Research Statistics. New Delhi: Sage Publications.
5. Wimmer, R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
6. Wrench J.S. et al. (2009, Indian Edition) Quantitative Research Methods for Communication. New Delhi: Oxford University Press.

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JMC 402 Public Relations and Corporate Communications

Unit- I

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs; **Public Relations:** Definition, objectives; brief history of public relations in India. **Structure of PR and Corporate communication in State, Public and Private Sectors**

Unit- II

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, campaign planning, corporate communication research, qualities of PR personnel.

Unit- III

Crisis management- PR & corporate communication in damage control, crisis management, use of media in times of crisis, third sector initiative
Ethical issues of Public Relations and Corporate Communication- standards and Code of Ethics, professional organizations and councils
Suggested Readings:

1. Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.
2. Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.
3. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.
4. Oxley, Harold, The Principles of Public Relations. Kogan Page, London.
5. Basu, Anil, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.
6. Kaul, J.M, Public Relations in India. Naya Prakash, Calcutta.
7. Mehta D.S., Handbook of Public Relations, Allied Publishers, New Delhi.
8. Sengupta, Sailesh, Management of Public Relations & Communication, Vikas Publishing House, New Delhi.
9. Black, Sam, Practical Public Relations, Universal Book Stall, New Delhi.
10. Jethwaney, Jaishri N., Public Relations : Concepts, Strategies, Sterling Publishers Pvt. Ltd., New Delhi.
11. Tiwari, Raghunath Prasad, Rajya Sarkar aur Jansampark. Makhanlal Chaturvedi Rashtriya
12. Patrakarita Vishwavidyalaya, Bhopal.
13. त्रिवेदी, सुशील एवं शुक्ला, शशिकान्त, जनसम्पर्क : सिद्धान्त एवं व्यवहार, मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल।

JMC 403 Advertising and Marketing

Unit- I

Concept, functions, classification & types, evolution of advertising, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, advertising and consumerism, standards and ethics in advertising, surrogate advertising, importance of self regulation in advertising.

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Unit-II

Advertising Agency-role, structure and function, client agency relationship, media planning and budgeting, media selection, research techniques in advertising

Advertising campaign – The planning cycle, USP, Brand building and positioning, Brand Equity, importance of brand power, brand strategy and structure, integrated advertising campaign

Unit-III

Creative process, idea generation, story board, advertising copy writing and production for various mass media.

Economics of web enabled media, content, advertising, online shopping, ticketing and e & m commerce Market research –Product research, audience/consumer research, marketing strategies, event as a marketing tool, global marketing, marketing and new media, event management

Suggested Readings:

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Career Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
8. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी जयपुर।

JMC 404 Project Report and Viva Voce

The Project Report is required to be submitted at least fifteen days before the commencement of the Semester IV (Final Year) examination. Those students who fail to do so will not be allowed to appear in the examination.

The student have to write the project report in any media or any other organization, taking one of the topic relating to the below mentioned major areas in consultation of the Regular/Guest/Visiting Faculty member and Head/Incharge of the Department.

Broadcasting,

Print Media,

Development Support Communication,

On-Line/Cyber Media,

Media Management,

Public Relation and Advertising.

The Project Report will be evaluated by External examiner and internal examiner out of 50 marks and Viva voce will be of 50 marks. The viva voce will be based on project report, contemporary knowledge in journalism and mass communication and subject knowledge. The panel of examiner for Viva voce exam will include external examiner and Head/Incharge of the Department.