

# MASTER OF JOURNALISM SEMESTER - I

Paper - I

Maximum Marks-75  
Minimum Marks -30

MJ 001 History of Press

Unit 1.

Definition of Journalism, Nature, Scope and Purpose of Journalism, Press and Society, Profession of Journalism, Duties and Responsibilities of Journalists.

Unit 2.

Origin of newspaper in India : Hickey's gazette, Udant Martand, Bharat Mitra, Aaj, Role of news papers in Freedom movement, Mahatma Gandhi, Bal Gangadhar Tilak, Madhavrao Sapre, Makhanlal Chaturvedi and Ganesh Shankar Vidyarthi as journalists.

Unit 3.

Post independence journalism, leading newspapers-Hindustan, The Times of India, Dainik Bhaskar, Nav Bharat, Trends in contemporary journalism, Indian News Agencies-PTI, UNI, Bhasha, Univarta.

Unit 4.

An overview of world Press. Major newspapers of United States of America-Newyork Times, Washington Post, , major newspapers of United Kingdom-The Guardian, The Times.

Unit 5.

Origin and development of journalism in Chhattisgarh, major newspapers-Nav Bharat, Deshbandhu, Bhaskar.Prominent journalist-Madhav Rao Sapre, Swaraj Prasad Trivedi, Mayaram Surjan.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should be able to produce a report on any one of the journalists/newspaper/news agency

Reading list:

- |   |                           |
|---|---------------------------|
| 1. History of Journalism in India           | - J. Natrajan             |
| 2. Indian Journalism                        | - Krishnamurty            |
| 3. Rise and Growth of Hindi Journalism      | - R.R. Bhatnagar          |
| 4. Press in India                           | - Chalapati Rao           |
| 5. Samagra Bharitiya Patrakarita            | - Vijay Dutt Sridhar      |
| 6. Media Culture And Society                | - Colins                  |
| 7. Role of Press in the Freedom Movement-   | -Motilal Bhargav          |
| 8. Journalism in India                      | - RangaSwamy ParthSarathi |
| 9. Battle for Freedom of the Press in India | -K..S.Padhy               |
| 10. हिन्दी पत्रकारिता का वृहद इतिहास :      | डॉ. अर्जुन तिवारी         |
| 11. भारतीय स्वतंत्रता और हिन्दी पत्रकारिता: | बंशीधर लाल                |
| 12. हिन्दी पत्रकारिता इतिहास व प्रश्न:      | कृष्णबिहारी मिश्र         |
| 13. हिन्दी पत्रकारिता के कीर्तिमान :        | जगदीश प्रसाद              |

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# MASTER OF JOURNALISM SEMESTER - I

Paper - II

Maximum Marks-75  
Minimum Marks -30

MJ 02 Introduction to Mass Communication

Unit 1.

Definition, Nature, element and Process of Communication, Functions of Communication, Types of Communication-Intrapersonal, Interpersonal, Group and Mass communication.

Unit 2.

Communication Models.SMR, SMCR, SHANNON & WEAVER, Heralld D Lswel, Osgood, Wilber Schram.

Unit 3.

Theories of Communication, Four Theories of Press-Authoritarian, Libertarian, Socialistic, Social Responsibility. Communication flow -one step, two steps, multi steps.Opinion leader.

Unit 4.

Development Media Theory, Cognitive Dissonance Theory, Public Opinion and Propaganda Theory, Gate-Keeping Approaches to selection of content, Agenda Setting Theory, Uses and Gratification Theory.

Unit 5.

Indian Perspectives on Communication Theory: Communication Approaches of Vedic era, Buddha, Nanak, Kabir, Vivekanand, Mahatma Jyotiba Phule, Gandhi, Ambedkar.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should be able to describe communication, its models & theories and qualities of legends

Reading list:

- |   |                      |
|---|----------------------|
| 1. Mass Communication                           | - J.V. Vilanilam     |
| 2. Mass Communication Theory                    | - Denis Mac-Quail    |
| 3. Media Culture And Society                    | - Colins             |
| 4. Mass Communication in India                  | - Kewal J. Kumar     |
| 5. सम्प्रेषण प्रतिरूप एवं सिद्धान्त             | - डॉ. श्रीकांत सिंह  |
| 6. संचार के मूल सिद्धान्त                       | - डॉ. ओम प्रकाश सिंह |
| 7. पत्रकारिता एवं जनसंचार - सिद्धान्त एवं विकास | - डॉ. अनिल उपाध्याय  |
| 8. जनसंचार समग्र                                | - डॉ. अर्जुन तिवारी  |

# MASTER OF JOURNALISM SEMESTER - I

Paper - III

Maximum Marks-75  
Minimum Marks -30

MJ 03

## LANGUAGE OF COMMUNICATION AND TRANSLATION

### Unit 1.

Language And Society, Language and Communication – Local dialects, Language and its Forms : Spoken form – Pronunciation – Sounds, Written form- Spellings – Letters.

### Unit 2.

मुहावरे, लोकोक्तियाँ, शब्द शुद्धि, वाक्य शुद्धि, पर्यायवाची, विलोम, अनेकार्थी, समश्रुत, देवनागरी, लिपि की विशेषता, देवनागरी लिपि एवं वर्तनी मानक रूप।

### Unit 3.

General rules of English Grammer, sentence, verb, adverb, tense; Vocabulary based on test : One word for many, Opposite, synonyms.

### Unit 4.

Translation; English to Hindi; Hindi to English; Nature of Translation; Thesaurus; Dictionary use; Essay writing, Precie writing, letter writing.

### Unit 5.

Translating at least 10 different news items and two articles, Translating at least 15 different headlines of business news, Translating at least 25 different headlines of sports news, Crime, Political & Cultural news, Translating at least one coloumn of renowned sports coloumnist .

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should be able to use idioms/sayings in the expression.

### Reading list:

- |  |                        |
|--|------------------------|
| 1. English Grammer & Composition       | - Wren & Martin        |
| 2. Living English Structure            | - W.S. Allen           |
| 3. Living English for Juniors          | - N.K. Agrawal         |
| 4. Intensive Course in English         | - D.S. Siddhu          |
| 5. How to Write Correct English        | - R.P. Sinha           |
| 6. Oxford Dictionary                   | -                      |
| 7. अच्छी हिंदी                         | - रामचंद्र वर्मा       |
| 8. सामान्य हिंदी                       | - डॉ. हरदेव बाहरी      |
| 9. मानक हिंदी का व्यवहारपरक व्याकरण    | - रमेश चन्द्र महरोत्रा |
| 10. शिक्षार्थी हिंदी-अंग्रेजी शब्द कोष | - डॉ. हरदेव बाहरी      |
| 11. अंग्रेजी-हिंदी शब्द कोष            | - फादर कामिल बुलके     |

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# MASTER OF JOURNALISM

## SEMESTER - I

Paper - IV

Maximum Marks-75  
Minimum Marks -30

**MJ CD4 General Knowledge and current affairs**

Unit 1.

Objectives and ideas of Indian Constitution, Fundamental rights and directive principals of state, Centre-State relationship, Parliamentary system,

Unit 2.

Introduction to political systems of US and UK. Parliamentary and legislative procedures in India, powers and privileges of members of parliament and state legislatures, Panchayat system.

Unit 3.

Brief history of India, basic elements of Indian culture, challenges before the Indian society.

Unit 4.

Nature of Indian economy, basic economic terms: per capita income, gross domestic product, inflation, budget, stock market. Indian Agriculture.

Unit 5.

Indian foreign policy, United Nations, SAARC, Analytical study of the local, state, national and world affairs during the term.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should be able to understand and write on contemporary issues.

Reading list:

1. Manorma year book
2. Jagarn year book
3. India – Publication division
4. Bharti samaj sansthayen aur sanskriti
5. भारत की सांस्कृतिक विरासत – उमराव सिंह चौधरी
6. भारतीय संविधान – जे.एन. पाण्डे
7. भारतीय संविधान – सुभाष कश्यप
8. संस्कृति के चार अध्याय – रामधारी सिंह दिनकर

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# MASTER OF JOURNALISM SEMESTER - I

Paper - V

Maximum Marks-75  
Minimum Marks -30

## MJ CD5 Fundamental of Computers

### Unit 1.

Introduction to computers: Computer Technology and Information Technology; Operating systems.

### Unit 2.

Introduction to MS- Word MS- Excel, MS – PowerPoint, E- mail, Web, Multimedia, Software introduction : Installation.

### Unit 3.

Internet: Introduction, importance and uses, Networking, Surfing, LAN, MAN, WAN, ownership and administration of internet.

### Unit 4.

Introduction of HTTP, HTML, Optical fiber. Use of smart phone as computing device.

### Unit 5.

Web pages; Search Engines; Blogs, portals

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should be able to use computers and internet.

### Reading list:

- |   |                        |
|---|------------------------|
| 1. Data Communication & Networking        | - Forouzen             |
| 2. Computer Networking                    | - Tan and Bomb         |
| 3. Computer Fundamental O level Module II | -                      |
| 4. Computer Fundamental                   | - Chetan Shrivastav    |
| 5. A First Course in Computer 2000/2003   | - Sanjay Saxena        |
| 6. Complete Reference on MS- Office 2003  | - Microsoft Corp. Inc. |
| 7. Complete Reference on HTML             | - Microsoft Corp. Inc. |

# MASTER OF JOURNALISM

## SEMESTER - II

Paper - I

Maximum Marks-75  
Minimum Marks -30

MJ 006 Media Laws and Ethics

Unit 1.

History of Press Laws in India, Media laws-scope and need, The Press and Registration of Books Act 1867, Official secrets Act 1923.

Unit 2.

Freedom of speech and expression – restrictions under article 19(2). Censorship and media-Emergency and its effects on media, parliamentary and legislative privileges.

Unit 3.

Contempt of courts Act 1971 – civil and criminal law of Defamation – relevant provisions of Indian penal code with reference of sedition, Crime against women and children; Information Technology Act 2000, Right to Information, Act 2005.

Unit 4.

Working Journalist and other newspaper employees (conditions of service & miscellaneous provisions) Act 1955, Cinematograph Act 1953, Prasar Bharati Act, Cable Television Act, Intellectual property right legislations including Copyright Act.

Unit 5.

Accountability and independence of media-Structure and Role of Press Council of India, its guidelines for the press; Press commissions and their recommendations, Guidelines given by the Editors Guild of India.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should understand ethics, media laws and provisions therein.

Reading list:

- |                                       |  |
|---------------------------------------|--|
| 1. Law of the Press                   | - D.D. Basu                            |
| 2. Patrakarita Aur Press Vidhi        | - Dr. Basanti Lal Bowel                |
| 3. Press Kanoon Aur Patrakarita       | - Dr. Sanjeev Bhanawat                 |
| 4. Press and Laws of Media            | - H.P. Ghosh                           |
| 5. जनमाध्यम : कानून एवं उत्तर दायित्व | - डॉ. श्रीकान्त सिंह                   |
| 6. प्रेस विधि                         | - डॉ. नन्दकिशोर त्रिखा                 |
| 7. प्रेस विधि                         | - डॉ. सुरेन्द्र कुमार एवं मनोहर प्रसाद |

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# MASTER OF JOURNALISM SEMESTER - II

Paper - II

Maximum Marks-75  
Minimum Marks -30

## MJ C07 Reporting

- Unit 1. Concept of news, definition of news, types of news, elements of news and sources.
- Unit 2. Concept of reporting, types of reporting, Reporting skills, news writing skills, five Ws & one H, Intro and body, reporting techniques for newspaper, radio and TV.
- Unit 3. Meaning & characteristics of a reporter/correspondent, classification of reporters, qualities of reporter.
- Unit 4. Feature writing, articles writing, review-cinema theatre and books, coloums
- Unit 5. Interviews-types, preparation for interview, interview writing skills. Press Conference-types of press conferences, preparation and reporting of press conference.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should develop a nose for news and be able to write in different forms.

### Reading list:

1. Samachar Lekhan ke Sidhant- Taqnique(Hindi) -Dr.Sanjeev Bhanawat
2. Samvad Aur Samvadata (Hindi) - Rajendra
3. Reporting & Editing -K.M.Srivastav)
4. Professional Journalism - Patanjali Sethi
5. समाचार संपादन और लेखन - नन्द किशोर त्रिखा
6. जनमाध्यम और पत्रकारिता - प्रवीण दीक्षित
7. समाचार संपादन - रमेश जैन
8. पत्रकारिता के विविध आयाम - डॉ. वेदप्रताप वैदिक

# MASTER OF JOURNALISM

## SEMESTER - II

Paper - III

Maximum Marks-75  
Minimum Marks -30

MJ C08

### Editing

#### Unit 1.

Editing-Meaning and Concept, Structure of news paper organization, Function and organization of the editorial department of a news paper-Editor, Asst Editor, News editor, chief sub editor, sub editor, chief reporter, reporter etc. Functions and responsibilities of Group Editor, Managing editor, co-ordinating editor, Resident editor.

#### Unit 2.

Editing principles-Tools and techniques, newsroom organization, role and functions of copy desk, Art of copy subbing, precautions in editing, Editorial Page, Editorial writing, Letters to Editor,

#### Unit 3.

Editing copies of news agencies, Bureaus, Special correspondents, Foreign correspondents, Regional correspondents, city reporters, stringers, Editing of articles and Features.

#### Unit 4.

Headlines-Meaning, significance and types, Effective headline writing. Giving headlines to news stories and articles. Giving headlines to features.

#### Unit 5.

Role of photo editor in a media organisation, selection of photographs, cropping photographs, writing captions. Importance of charts and graphics, illustrations and cartoons.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should understand basics of copy editing, structure of a newspaper organisation.

#### Reading list:

1. News Editing
2. Sub Editing
3. Sampadan Kala
4. Editing: A hand book for Journalists
5. News Editing-Theory and Practice
6. समाचार संपादन
7. समाचार संकलन और संपादन
8. समाचार संपादन
9. संपादन कला
10. संपादन कला

- B. Webeley
- F.J. Mans
- K.P. Narayan
- George TJS
- Soren Banerjee
- डॉ. रमेश जैन
- प्रेमनाथ चौबे
- प्रेमनाथ चतुर्वेदी
- डॉ. हरिमोहन
- डॉ. अर्जुन तिवारी

# MASTER OF JOURNALISM

## SEMESTER - II

Paper - IV

Maximum Marks-75  
Minimum Marks -30

MJ E01

Public Relations

Unit 1.

Public Relations; Meaning, Concept and Definition, Types of PR, Tools of PR, Principles of Public Relations and its importance, PR and Society.

Unit 2.

Origin and Development of Public Relations, Public Relations System in Different Sectors, Strategic Public Relations and Management, Media Management and Event Management, Publicity and propaganda.

Unit 3.

Organizational set up and Function of PR Department, PRO; Role and Qualities, Corporate image-Identity and techniques, PR Campaign, Feedback.

Unit 4.

Internal PR, Internal PR programmes and techniques. House Journal, External PR, PR for other external audiences, PR and Marketing, Role in product promotion.

Unit 5.

Building and maintaining cordial relationships with media, organizing press conference, visits and interviews, writing press releases. PR ethics : ethical, and legal issues, Crisis management.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should understand the role of public relations officer and acquire skills needed for it.

### Reading list:

1. Public Relations in India
  2. How to be good PRO
  3. Public Relation Handbook
  4. Principles of Public Relation
  5. जनसंपर्क : सिद्धांत एवं तकनीक
  6. जनसंपर्क : सिद्धांत एवं व्यवहार
  7. जनसम्पर्क
  8. जनसम्पर्क
  9. जनसम्पर्क
  10. जनसम्पर्क
- J.M. Kaul  
- C.V.N. Reddy  
- Sam Black  
- Cutliff  
- डॉ. संजीव भानावत, डॉ. क्षिप्रा माथुर  
- डॉ. सुशील त्रिवेदी, डॉ. शशिकांत शुक्ला  
- बलदेव सहाय  
- जयश्री जेठवानी  
- डी.एस. मेहता  
- बलदेव राज गुप्त

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# MASTER OF JOURNALISM

## SEMESTER - II

Paper - V

Maximum Marks-75  
Minimum Marks -30

MJ 202

Advertising

- Unit 1. Advertising; Concept and Definition, Advertising Tools and Practices, History and Development of Advertising, Classification of advertising, Advertising and Marketing, Ad Campaign.
- Unit 2. Understanding the audience, demographic profile, Media creative, coordination with the other media, Media for advertising, media profile, media planning method, selecting and determining the media mix, classification of media, understanding the media coverages (circulation/readership/viewership/listenership etc.).
- Unit 3. Types of media, print electronic, films, outdoors, transit, internal traditional, festive Advertising creativity : Determining the message, copy writing. Script writing for radio commercials. Script for audio & television, spot of film for cinema – creating the advertisements for print media, slogan and signature, scheduling and monitoring control.
- Unit-IV Advertising agency system, types of agencies, history in brief. Structure of an advertising agency, account planning, account executive, creative copy and studio, media productions and servicing administration. Media production, billing and accounts department and their roles, How to select an advertising agency, briefing the agency, Ad agencies in India.
- Unit 5. Advertising Research, Advertising Agencies; An Introduction; Social Responsibilities in advertising; ethics and code of conduct in advertising. Surrogate ads, ad copy writing.

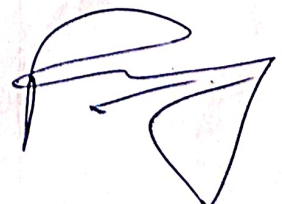
**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should understand basics of advertising and acquire skills needed for it.

### Reading list:

1. Advertising
  2. Adhunik Vighyan
  3. Advertising Principles & Practices
  4. The Creative Connection,
  5. Advertising Basics,
  6. The craft of copy writing,-
  7. विज्ञापन कला
- Dr. S.S. Kaptan  
- Pramchand Patanjali  
- Chunawala  
- F. Milton  
- Vilanilam J.V.,  
- June A Vallards, Arther A. Winters  
- एकेश्वर हटवाल

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# Master of Journalism (MJ)

## Semester – III

### Paper – I

MJ-~~C09~~ Communication Research

Maximum Marks – 75  
Minimum Marks – 30

#### Unit 1.

Definition – steps of research, hypotheses, types of research, role – function scope and importance of communication research. Research design.

#### Unit 2.

Methods of communication research – survey method, observation method, case studies, content analysis.

#### Unit 3.

Tools and Techniques of data collection: sources- media sources, reference, questionnaire and schedules, field studies, surveys, sampling methods and representativeness of the samples.

#### Unit 4.

Media research – evaluation, feedback, feed forward, public opinion surveys – pre-election studies and exit polls. Data analysis techniques – coding and tabulation, descriptive, historical analysis and graphical presentation,

#### Unit 5.

Readership and audience surveys, preparation of research reports/ project reports/dissertations/ thesis, Ethical Perspectives of mass media research,

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should basics of research and its methodology.

#### Reading list:

- |  |                    |
|--|--------------------|
| 1. Introduction to Mass Communication Research | : Borman           |
| 2. Opinion Leadership in India                 | : Lalit Sen        |
| 3. Trends in Content Analysis                  | : Pool             |
| 4. The Media and The People                    | : Brown            |
| 5. मीडिया शोध                                  | : डॉ. मनोज दयाल    |
| 6. संचार शोध प्रविधि                           | : डॉ. संजीव भानावत |

# Master of Journalism

## Semester III

### Paper II

MJ ~~CTD~~ Advance Reporting

Maximum Marks-75  
Minimum Marks -30

#### Unit 1. -

Set up and working of news bureaus in national capital, metros and state capitals, distribution of work among correspondents and co-ordination with central desk. Foreign correspondents and their function.

#### Unit 2. -

Reporting of central/state govt. and ministries, parliamentary/state assembly reporting, reporting of sports, defence and strategic affairs, courts and crime, IT, Science and technology, agriculture, business, finance, art and culture, social issues, political reporting. News Features

#### Unit 3. -

Investigative approach, tools of investigative reporting, research and writing skills, developing sources and guarding against plants, stories, writing in-depth news.

#### Unit 4.-

Basics and tools of interpretative reporting, News analysis-explaining significance of development and analyzing facts. Providing perceptions and insights into socio economic, political, cultural and historical aspects of the story.

#### Unit 5. -

Activism and advocacy journalism, competition between print and electronic media, human interest stories, society and life style. Sensationalism, sting operations, use of bugging devices, hidden cameras. Citizen journalist.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should develop skills to work in a senior position in media organization.

#### Reading list:

1. News Reporting & Editing
  2. News Reporting & Editing
  3. News Editing & Reporting
  4. Professional Journalism
  5. पत्रकारिता एवं संपादन कला
- K.M. Shrivastava  
- Jan R. Hakemulder  
- Madhur Selvaraj  
- MV Kamath, Vikas publishing House Pvt Ltd, New Delhi  
- एन. सी. पंत

# Master of Journalism

## Semester III

### Paper – III

#### MJ – ~~CI~~ Advance Editing

Maximum Marks – 75

Minimum Marks – 30

#### Unit 1.

Advance editing-Meaning, concept and significance. Understanding the publication-its audience, ideology, Region etc. Preparation, use and importance of style book, Editing in electronic news room. Rewriting story.

#### Unit 2.

Specific language inputs, usage tips, words and phrases to be avoided, specific grammatical problems, cutting or expanding copy to fill space, various types of intros, editing for Sunday magazines, tabloids and evening news papers. Editing of front page, business page and sports page.

#### Unit 3.

Brief history of magazine journalism in India, types of magazines (general interest, business, sports, children, women, Leisure and entertainment, science, health, education, career.) Writing and editing skills for magazines. New trends in magazine journalism, Future of magazine journalism.

#### Unit 4.

Principals of layout designing of contemporary news papers. Relationship between writing, editing and designing. Use of white space in layout designing. Planning the page-giving weightage to a story, positioning for optimum effectiveness, balance in editorial content, Designing special pages, importance of dummy.

#### Unit 5.

Use of pictures and illustrations, charts, graphs and diagrams. Balancing visuals, advertisements and editorial contents. Ethical considerations while selecting visual for crime, death and grief stories.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should develop skills to work in a senior position in media organization.

#### Reading list:

1. News Reporting and Editing: K.M Srivastava
2. News Reporting and Editing: Jan. R. Hakemulder
3. News Reporting and Editing: Madhur Selvraj
4. New Editing in theory and practice: Soren Banerjee, KP Bagchi and Company Kolkata

# Master of Journalism

## Semester III

### Paper – IV

MJ – ~~EDS~~ Editorial & Feature Writing

Maximum Marks – 75  
Minimum Marks – 30

- UNIT – I Editorial: Definition – Types - Purpose and style of writing - Editorial comments - columns and special articles. Comparative study of edit page of local and national dailies.
- UNIT – II The Editorial Page: Its Importance – Needs – Contents – Typography - Lay Out - Main Contents of Editorial page - Editorial Policy: Concept, nature and applications. Ethics of Editorial Writing - Eminent editors - Editor's Guild.
- UNIT – III Column writing: Maiden Issue - Particular Topic Editorial Writing Activities: News and Current Events - Refutation, Opinions and Views – Interpretation. Letters to editor. Differentiate between editorial, feature and article.
- UNIT – IV Feature Writing: Definition of a feature. Types of features: descriptive, historical, personality – Language – Format. Feature Writing Activities: Personality Sketch – Place - Event - Features Interview: Personality – Opinion – Subject. features vis-à-vis fiction and literature; distinction between a featurised news story and a feature article
- UNIT – V Search for topics and material that can sell, titles, leads and slant in features; planning a feature, importance of human interest in features, basic principles and do's and don'ts of reviewing books, films, stage plays and TV programmes; concept of photo-feature; scope of and approach to free-lancing for newspapers & magazines.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should develop skills to work in a senior position in media organization.

### Reading list:

1. News Reporting and Editing: K.M. Srivastava
2. News Editing: Bruce Westley
3. Editing and Design: Harold Evans
4. Editing in the Electronic Era: M.L. Gibson
5. Editing Manual: Sourin Banerjee

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# Master of Journalism

## Semester III

### Paper – IV

MJ – ~~308~~ Digital Media

Maximum Marks – 75  
Minimum Marks – 30

- Unit-I** Characteristics of Digital media, Importance of Digital Media and Social Media, Blogs, RSS, and Micro blogging, Social Networks.
- Unit-II** Digital Media and Convergence: Origin, Definition, Objectives of Convergence, Importance of Coverage, The New Paradigm, Types of Convergence, Its affect on Society , Convergence Regulation.
- Unit-III** Blogging & Twittering: Concepts, Usages, Impact on society, Traditional vs Digital Media,
- Unit-IV** Citizen journalism : Theory, History, Birth of Blogs, Objectivity, Quality, Legal repercussions, "Citizen journalism" versus "grassroots media", Proponents of citizen journalism.
- Unit-V** E-mails – Personal, business communication between individuals and organizations, changing characteristics of the same, Social networking sites, and perception of interpersonal and social communication. Uses of twitter, facebook, blogs.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should learn usage of new media.

### Reading list:

1. Fundamental of Internet –TMT
2. Computer Journals and Magazines
3. E-Journalism – Arjun Tiwari
4. Online Journalism – Tapas Ray
5. Web Journalism – Shyam
6. Computer Sanchar
7. PC Quest Magazine

# MASTER OF JOURNALISM SEMESTER - IV

## Paper - I

### MJ- ~~C-12~~ Tribal Communication and Development Journalism

Maximum Marks - 75

Minimum Marks - 30

- Unit 1. Development: Concept, Theories and Models, Indicators of development, Development Programme and their implementation, Inter personal and group Indicators of development communication, opinion leaders. Role of mass media in Tribal areas, Indigenous communication system in tribal areas hat Bazaar, Social gatherings, Barter (Exchange) and Reciprocity,
- Unit 2. Traditional system of communication, Folk theatre, folk dance, folk music, puppetry, fairs and festivals, participatory use of traditional media for Rural and Tribal appraisal, Government agencies and use of traditional media.
- Unit 3. Use of traditional media for rural and Tribal communication, Impact of mass media on rural and tribal audience, Tribal communication problems, and prospects with special reference to Chhattisgarh, Traditional media of Chhattisgarh, Laws related with tribal development & Unrest in Scheduled areas.
- Unit 4. Concept of development journalism, Changing pattern of traditional society, Communication and National development: approach of Wilbur Schrams, Diffusion of Innovation approaches, Gandhian vision of development, Issues related with displacement & rehabilitation.
- Unit 5. Development Communication and peoples movement in India, Awareness campaign for grassroots democracy - Gram panchayat, Development Journalism for health and family welfare, Agriculture education & rural development, nutrition, SITE for development Communication Kheda Project, Jhabua project and Gyandoot as alternative communications approaches.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should understand tribal culture and concept of development.

#### Reading list:

1. Understanding Media : Marshal Macluhan
2. Mass communication Theory : Denis Macwell
3. Communication and Rural change : P.R.R. Singh
4. Communication and Social Development : B. Kuppuswamy
5. Development Communication - J.R. Hakemulder
6. जनसंचार और विकास - अंजन कुमार बैनर्जी
7. संस्कृति, विकास और संचार क्रांति - पूरन चन्द्र जोशी
8. पत्रकारिता एवं विकास संचार - डॉ. अनिल कुमार उपाध्याय
9. भारत में जनसंवाद - डॉ. महावीर सिंह
10. भारत वार्षिकी - प्रकाशन विभाग भारत सरकार
11. विकास और समाज - श्यामाचरण दुबे
13. जनमाध्यम - जगदीश्वर चतुर्वेदी

# MASTER OF JOURNALISM SEMESTER - IV

Paper -II

Maximum Marks-75  
Minimum Marks -30

MJ ~~C-13~~ Business Journalism

## Unit 1.

Meaning and scope of business journalism, an over view of Indian economy, global economy and its impact on Indian economy, manufacturing, finance and service sectors, Primary, Secondary & Tertiary sectors,

## Unit 2.

Economic ministries and their functions, finance, industry, commerce, agriculture, telecom IT, Steel and mines, civil aviation, petroleum, railways, surface transport. NITI AYOJ-its role and functions. Central and state budgets-their implications on economy. WTO and Indian concerns. Concepts of privatization, globalization, liberalization and swadeshi.

## Unit 3.

Major industries in India, Major business houses in India, Foreign capital-FDI, FII and multinationals. Major Industry bodies in India-CII, FICCI, ASSOCHAM etc.

## Unit 4.

Introduction to stock markets in India and abroad. Methods to evaluate stocks-reading balance sheet, profit and loss accounts, predicting industrial trends, Mutual funds, role and functions of commodity exchange, Banking & Insurance Sectors.

## Unit 5.

Marketing mechanism and practices, consumer rights and their protection-MRTPC, Consumer protection act 1986, Consumer forums and courts, Regulatory bodies- RBI, SEBI, TRAI, Electricity regulatory Authorities,

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should learn basics of business journalism and the institutions governing business and be able to report/edit business for media.

### Reading list:

1. Indian Stock markets-Regulation, performance and policy perspective,- AK Sharma and GS Batra
2. Economic Development of India: Since Independence- Bhakri Suman and Gopal
3. Economic Reforms and Global challenge - LG Patel
4. Encyclopedia of Economics, Commerce and Management- Raghuvver Dayal and Peter Zakariab, Kirit Rajpal

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# MASTER OF JOURNALISM SEMESTER - IV

Paper - III

Maximum Marks-100  
Minimum Marks -40

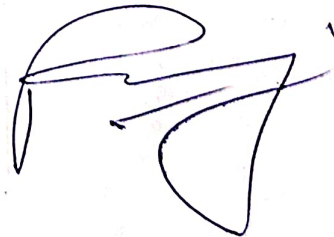
## MJ C-14 DISSERTATION

Every student will have to work on a dissertation in any area of communication detailed in the curriculum. For completing the dissertation, they will follow the research steps under the guidance of the faculty members.

### GUIDELINES -

1. Title: It should be decided with the help of the HOD and must be submitted in the beginning of 4<sup>th</sup> semester or in the end of 3<sup>rd</sup> semester.
2. Synopsis: After finalizing the title, synopsis should be submitted (research design clearly indicating aims, objective, research methodology, review of literature and bibliography etc) in the first month of fourth semester.
3. Progress: From time to time student will submit progress report of research to department in writing and signed by the guide/co guide. A minimum of 3 reports must be submitted before final submission of dissertation.
4. Final dissertation in 3 copies in hard bound should compulsorily be submitted. The date of submission will be decided by HOD.

This dissertation carries 100 marks. 25 marks will be awarded on progress reports submitted by the student, while 75 marks will be awarded on final evaluation of dissertation.



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# MASTER OF JOURNALISM SEMESTER - IV

Paper - IV

Maximum Marks-75  
Minimum Marks -30

## MJ ~~E-09~~ Electronic Journalism

### Unit 1.

Basic characteristics of electronic media, brief history of radio and TV and web in India. Cable TV, DTH and pay channels.

### Unit 2.

Radio news writing and editing, structure of radio news bulletin, Radio news room and news studios, Art of news reading, commentary, Field reporting, Voice dispatch. FM Radio.

### Unit 3.

Process of TV news production-pre and post production, TV news room and studio, reporting for Television-Interview Techniques, PTC, basics of script writing.

### Unit 4.

Role of input & output editors in a news channel; Packaging, voice-over. Comparison in form and content of Door Darshan, Aajtak, NDTV, CNBC-Awarz etc.

### Unit 5.

Significance and scope of web journalism, major news portals, surfing and browsing of news portals, writing techniques for web, concept of convergence, applying convergence in media.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should learn basics of electronic media and can differentiate between content of different media and produce that as well.

### Reading list:

1. Understanding digital media and weblog journalism, - Dr. Anil K Rai
2. Audio-Visual Journalism - Ahuja
3. Broadcasting Journalism- Basic Principles - Bhatt
4. Writing for TV & Radio - H. Ropott
5. Techniques of TV Production - Rudy Bratz
6. Television Production - Herbert Zettle
7. Radio Production - Herbert Zettle
8. इलेक्ट्रानिक माध्यम : रेडियो एवं दूरदर्शन - डॉ. राममोहन पाठक
9. इलेक्ट्रानिक मीडिया - डॉ. संजीव भानावत (संपा.)
10. ब्रेकिंग न्यूज - पुण्य प्रसून वाजपेयी
11. प्रसारण पत्रकारिता - मधुकर गंगाधर

# Master of Journalism

## Semester IV

Paper –V

MJ – ~~ETD~~ Applications of IT in Media

Maximum Marks – 75  
Minimum Marks – 30

Unit 1.

Information Technology (IT): Concept and scope, Role, importance and applications of computers in various mass media, formatting text, page design and layout, mail merge and document management.

Unit 2.

Graphics, multimedia and introduction to animations, introduction to page maker, coral draw, Quark express, photo shop.

Unit 3.

Internet-Introduction, definitions and various activities on internet, tools and services, Browsing the internet.

Unit 4.

Websites, Homepages, search resources; video conferencing and telephony.

Unit 5.

Cyber Journalism: Online editions of newspapers ,E-newspapers–creation, marketing, Online editing, e- publishing, security issues on Internet, social, political, legal and ethical issues in IT.

**Assignments & Exercises:** As given from time to time.

**Syllabus outcome:** The student should learn how to use media software.

Reading list:

- |   |                        |
|---|------------------------|
| 1. Data Communication & Networking        | - Forouzen             |
| 2. Computer Networking                    | - Tan and Bomb         |
| 3. Computer Fundamental O level Module II | -                      |
| 4. Computer Fundamental                   | - Chetan Shrivastav    |
| 5. A First Course in Computer 2000/2003   | - Sanjay Saxena        |
| 6. Complete Reference on MS- Office 2003  | - Microsoft Corp. Inc. |
| 7. Complete Reference on HTML             | - Microsoft Corp. Inc. |