University of Rajasthan
Jaipur
SYLLABUS
M.A.
JOURNALISM
(Semester Scheme)
I/II Sem. - 2015-2016
III/IV Sem. - 2016-2017

Prepared by

Checked by

Asst. Registrar (Acad-1)
University of Rajasthan
University of Rajasthan, Jaipur
MASTER IN JOURNALISM AND MASS COMMUNICATION
Syllabus
Semester Scheme 2015-17

First Semester

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<th>S. No.</th>
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<td>JMC 101</td>
<td>CONTEMPORARY INDIA</td>
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<td>COMMUNICATION RESEARCH</td>
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<td>MEDIA LAWS AND ETHICS</td>
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JMC 101-CONTEMPORARY INDIA

UNIT A


UNIT B

India's foreign policy, relations with neighboring and other major countries. Indian Judicial System & Reforms, Mass Media and Democracy, Globalization and its impact on media.

UNIT C


Contemporary social, economic, political and gender related issues.

Books Recommended:

1. India Year Book. Publications Division, New Delhi.
3. Daily newspapers and current news and opinion periodicals.
5. प्रभाकर, डॉ. मनोहर, मानवता, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
6. भानवत, प्रो. (डॉ.) संजीव, विश्व वि. वि. हॉली कैंटियाँ एक परिदृश्य, जन संचार केंद्र, राजस्थान विश्वविद्यालय, जयपुर 2009

JMC 102: GROWTH OF MEDIA

UNIT A

Concept of Journalism—nature, scope, function and types (such as advocacy, campaign, investigative, immersive and citizen journalism)

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

UNIT B

UNIT C

A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

Advent and development of Hindi cinema - Indian cinema after Independence;

Documentaries, Issues and problems of Indian cinema.

History of Internet.

Books Recommended:

18. भिन्न, डॉ.कृष्ण विहारी, हिन्दी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद.
19. वैदिक, डॉ. वेदविवाद (संप.), हिन्दी पत्रकारिता विकिप प्रायोजन, हिन्दी बुक सेंटर नई दिल्ली.
20. श्रीधर, विजयदल, समय भारतीय पत्रकारिता (1780–1900) तामिलनाडु प्रकाशन, इन्दिरा.
21. शास्त्री, डॉ. वी.ए., सत्यक भारतीय हिन्दी फिल्म उद्धव विकास, राज प्रकाशक, हांगकांग, दिल्ली.
22. नगरुणी, जगदीश, लोकतंत्र और सोशल मीडिया: अनामिका पत्तियाँ, दिल्ली, 2014.04.12.
23. पाठों, सुधीर, मीडिया-समाजसी संस्कृतिक संदर्भ, वाणी प्रकाशन, दिल्ली, 2011.
JMC 103-NEWS REPORTING AND FEATURE WRITING

UNIT A

Definitions of News, news values, sources of news, news gathering; 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 B


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 C

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.

Books Recommended:

2. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
4. Sahay, Uday, Making News : Handbook of the Media in Contemporary India, Oxford University
5. Press, New Delhi.

Asst. Registrar (Acad-)  
University of Rajasthan
JMC 104 : EDITING, LAYOUT AND PRINTING

UNIT A

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 and editor, concept of reader’s editor and Ombudsmen.

Editorial page and opinion writing.

UNIT B

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 C

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-governance, digital divide and digital natives

Books Recommended:

14. मानवता, ऑ जीव (संपादक), सम्पादन एवं मुद्रण तकनीक, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
15. लिड़के, मुद्रण सामग्री ग्रंथकारी, मध्यप्रदेश हिन्दी प्रदेश अकादमी,भोपाल।
16. नारायण,के के सम्पादन कला,मध्यप्रदेश हिन्दी ग्रंथ अकादमी,भोपाल।
17. शर्मा, देवदत्त, शर्मा, किंग फुगार, मुद्रण एवं सच्चाई,राजस्थान हिन्दी ग्रंथ अकादमी,जयपुर।
18. ओझा, प्राकृतिक, मुद्रण परियोजना,विहार हिन्दी ग्रंथ अकादमी,पटना।
19. यादव, नरेंद्र सिंह, फोटोग्राफी तकनीक एवं प्रयोग,सारस्थान हिन्दी ग्रंथ अकादमी,जयपुर।

JMC 201- RADIO JOURNALISM

UNIT A

General principles of writing and editing for radio scripts

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

UNIT B

UNIT C

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.

Books Recommended:

2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India, New Delhi.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
9. गाथावर, मनुष्कर, रेडियो लेखन, विहार, हिंदी ग्रंथ अकादमी, पटना।
10. विज्ञान, रामचंद्र, आवाज कला, प्रकाश, विभाग, दिल्ली।
11. घाटुबाटी, राजनाथ, प्रसारण के लिए समाचार लेखन,
12. मुजुलु, गुलाम मोहब, प्रसारण की विषय विधाएँ, साहित्य संगम, इलाहाबाद।
13. भारती, डॉ. संजीप (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
14. श्रीमाला, डॉ. इन्द्रप्रकाश, सामाजिक रेडियो, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2013
15. राजस्थानी, इंकराम, संवादन कैसे करें, साहित्यागार, जयपुर

JMC 202- COMMUNICATION RESEARCH

UNIT A


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

UNIT B
UNIT C

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.

Research Report Writing: General Principles and Styles; Communication Research Ethics.

Books Recommended:

15. भानावत, ढैं. संजीव (सह-प्रकाशक), संचार शौच प्रविष्टियाँ, राजस्वाय भिन्नी ग्रन्थ अकादमी, जयपुर, 2009
JMC 203-THEORIES OF COMMUNICATION

UNIT A


UNIT B

Communication models of Harold Lasswell, Charles Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley & MacLean.

Psychological Theories: Concepts of Selective Exposure, Selective Perception and Selective Retention.

Sociological Theories: Cultivation, Agenda-Setting, Uses and Gratification, Spiral of Silence,

Media System Dependency.


Marshall MacLuhan's approach.

UNIT C

Theories: Bullet, Balance: Congruity and Cognitive Dissonance.


Social Scientific Theories: Mass Society, Marxist and Structural-Functional.

Books Recommended:

JMC 204 : MEDIA LAWS AND ETHICS

UNIT A


UNIT B


UNIT C

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. Guidelines for broadcast Media.

Accountability and independence of media.

Books Recommended:

JMC 301 - TELEVISION JOURNALISM

UNIT A

General principles of writing for TV, Visual language and grammar, writing and editing news, basics of news anchoring. TV report, interview, discussions and documentaries, Reality Shows, Customise Programme and Infotainment Programmes.

UNIT B

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

UNIT C

Use of Radio and TV for education and development.

Socio Cultural implications and impacts of satellite channels, and social sites, audience research and feedback, TRP.

Books Recommended:
JMC 302: SCIENCE AND ENVIRONMENT COMMUNICATION

UNIT A

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 B

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 C
Writing science news stories, important media for communicating science, writing and producing
science based programs on radio television and internet, writing features on science, Training for
science and technology communicators, communicating science to rural audiences.

Books Recommended:

1. Vilanilam, J.V., Science Communication and Development through Media, Sage
Publication, New Delhi.
2. पतेरिया, डॉ. मनोज कुमार, हिंदी विज्ञान पत्रकारिता, तक्षशिला प्रकाशन, नई दिल्ली।
3. पतेरिया, डॉ. मनोज कुमार, विज्ञान संचार, तक्षशिला प्रकाशन, नई दिल्ली।
4. भानवत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिंदी ग्रंथ अकादमी,
जयपुर, 2010
5. पतेरिया डॉ. मनोज, भानवत डॉ. संजीव (संपादक), वैज्ञानिक दृष्टिकोण और संचार माध्यम, जन
संचार केंद्र, राजस्थान विश्वविद्यालय, जयपुर एवं राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद्,
विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006

JMC 303-DEVELOPMENT COMMUNICATION

UNIT A

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

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

Role of Communication in Development.

UNIT B

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.

UNIT C

Development Communication: Concept and process, Dominant, Dependency and Participatory
Models of Communication.

Participatory message making, Decision making and action.

Asstt. Registrar (Acad.­I)
University of Rajasthan
Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

**Books Recommended:**

17. उपनायन, अनिल कुमार, जनकरिता व विकास संचार, विज्ञान प्रकाशन मंडल, दिल्ली, 2010
18. मानववाद, अंजन सांज्ञीय (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010

**JMC 304: STATISTICAL METHODS IN COMMUNICATION RESEARCH**

**UNIT A**

Statistics: Meaning, function and place of Statistics in communication research, process

Measurement: Meaning, levels of measurement, validity and reliability of measurement.

Data Processing: Classification, tabulation and coding.

**UNIT B**

Descriptive Statistics: Measures of Central Tendency (Mean, Median and
UNIT C

Correlation/Association: Characteristics of Correlation, Measures of Correlation (Phi, Crammer's V, Lambda, Spearman r, Goodman and Kruskal’s Gamma and Pearson r).

Inferential Statistics: Difference Between Parametric and Nonparametric Statistical Tests; Steps in Hypothesis Testing, Chi-square Test.

Use of Computers in Data analyses

Books Recommended

7. मानवता, डॉ. संजीव (संपादक), संबंध शोध प्रबंधियाँ, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009

JMC 401- MEDIA MANAGEMENT

UNIT A

Principles of Management practices in media industry- Different types of newspaper ownership patterns in India, FDI.

Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

UNIT B

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

UNIT C

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.

Books Recommended:

2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
6. जैन, सुकुमार, भारतीय समाचार-पत्र, प्रक्षेपन, मानव-तालाब सच्चाई राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
7. जैन, सुकुमार, भारतीय समाचार-पत्रों का संगठन और प्रक्षेप, मध्यप्रदेश हिन्दी ग्रंथ आकादमी, भोपाल।
8. पटेलिया, शिवअंद्र, समाचार पत्र प्रकंड, म.प्र. हिन्दी गंगा आकादमी, भोपाल।

JMC 402: ADVERTISING AND MARKETING COMMUNICATION

UNIT A

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.

UNIT B

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.

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

UNIT C

Social Media-definition, Role of social media in marketing, bloggers and other participatory journalists, Social networking sites and Blogging as platforms for communication, netizens and netiquette.
Economics of web enabled media, content, advertising, online shopping, ticketing and e & m commerce

Market research – Product research, audience/consumer research, marketing strategies, situation analysis, event as a marketing tool, global marketing, marketing and new media, event management

Books Recommended:

10. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
11. भानावत, ऋ. संजीव र (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

JMC 403: PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

UNIT A

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 B

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 C

Crisis management- PR & corporate communication in damage control, crisis management, use of media in times of crisis, third sector initiative

Opportunities, challenges and issues for PR and corporate communication in the media environment
Ethical issues of Public Relations and Corporate Communication – standards and Code of Ethics, professional organizations and councils

Books Recommended:

12. त्रिवेदी, सुशील एवं घुक्ला, शशिकांत, जनसम्पर्क : सिद्धांत एवं व्यवहार, मध्यप्रदेश हिंदी ग्रंथ अकादमी, भोपाल।
13. मानवत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2010

JMC 421 - DISSERTATION OR PRACTICAL WORK

The Dissertation/Practical Work is required to be submitted at least fifteen days before the commencement of the final second year examination. Those students who fail to do so will not be allowed to appear in the examination.

Students will be required to submit a Dissertation on a communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department/College/Institute.