University of Rajasthan
Jaipur
SYLLABUS
M.A.
JOURNALISM
(Annual Scheme)
Previous - 2016
Final - 2017

Prepared by -

Checks

Asstt. Registrar (Acad-I)
University of Rajasthan
Jaipur
UNIVERSITY OF RAJASTHAN, JAIPUR
MASTERS IN JOURNALISM AND MASS COMMUNICATION SYLLABUS
MJMC Examination
(Annual Examination Scheme)
Session 2015-17

1. Each Theory Paper 3 hrs. duration 100 Marks
   Dissertation/Practical 100 marks

2. The number of papers and the minimum marks for each paper shall be shown in the Syllabus.

3. Each question paper will have three parts/sections. Candidates are required to attempt five questions in all. At least one question is compulsory to attempt from each part/section.

4. The medium of instruction and examinations shall be English or Hindi.

5. No candidate shall be considered to have pursued a regular course or study unless he certified by the Principal or Head of the Institution to have attended 75% of the total number of lectures, tutorial, seminars and case discussions in each year during the course of study.

6. Only those students shall be eligible to opt for dissertation in Final who have obtained minimum 55% marks in Previous Examination.

7. Classification: First Division 60%, Second Division 48% and Pass class 36% in the total aggregate.

8. For a pass in examination, a candidate is required to obtain at least 25% marks in each paper and 36% marks in the total aggregate in theory at the previous and Final Examinations separately and 36% marks in practicals separately, wherever prescribed.

9. (a) Ord. 212: A candidate who has failed at M.A./M.Com./MJMC (Previous) examination but has passed in at least 50% of the papers prescribed for the examination obtaining 36% marks in each paper in accordance with the rules given below shall be eligible to re-appear in the failing papers of previous along with the final examination.

   (b) Ord. 212-A: Candidate who has failed at the M.A./M.Com./MJMC (Final) examination but has passed in at least 50% of the papers obtaining 36% marks in each paper prescribed for the examination in accordance with the rules given in clause below shall be exempted from re-appearing in a subsequent year in the papers in which he has passed.

   (i) Where the candidate fails to secure the requisite minimum percentage of marks prescribed for a pass in the aggregate of all the papers, he shall be deemed to have passed in each such papers in which he has secured at least 36% marks.
(ii) Where the candidate secures the requisite minimum percentage of marks prescribed for a pass in the aggregate of all the papers, he shall be deemed to have passed in each such papers in which he has secured at least 25% marks.

(iii) For reckoning 50% of the papers at the Previous and Final Examination, Practical will be included and one Practical will be counted as one paper.

10. (a) A candidate who does not pass even in 50% of the papers prescribed for the M.A./M.Com. (Previous) examination in accordance with the above rules shall not be eligible for admission to the M.A./M.Com./MJMC (Final) Class. He will be required to re-appear at the Previous examination in all the prescribed papers and practicals.

(b) A candidate who does pass even in 50% of the papers prescribed for the M.A./M.Com./MJMC (Final) examination in accordance with the above rules shall be required to re-appear at the same in subsequent year in all prescribed papers and practicals.

11. If candidate clears any paper(s)/practical(s)/dissertation/viva-voce prescribed at the Previous and/or Final Examination separately after a continuous period of three years, for the purpose of working out his division only the minimum pass marks viz. 25% (365 in case of practicals) shall be taken into account in respect of such paper(s)/practicals/dissertation as are cleared after the aforesaid period, provided that in case where a candidate requires more than 25% marks in order to reach the requisite minimum aggregate as many marks out of these actually secured by him will be taken into account as would enable him to make up the deficiency in the requisite minimum aggregate (Ord. 212-B).

12. The dissertation shall be type-written and submitted in triplicate so as to reach the office of the Registrar at least 30 days before the commencement of the Theory Examination. Dissertation/Practical work shall be assessed by two External Examiner. The marks of dissertation will be taken average of two External Examination.

(For details of papers, maximum marks and minimum marks and Syllabus etc. see separate Booklet of Syllabus.)

<table>
<thead>
<tr>
<th>Syllabus of MJMC</th>
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<tr>
<td>(Two Years)</td>
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<tr>
<td>MJMC (Previous)</td>
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<thead>
<tr>
<th>Title of Paper</th>
<th>Max.</th>
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<th>Duration of Exam.</th>
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<tr>
<td>Paper I</td>
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<tr>
<td>Contemporary India and Communication Media</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td>Part A : Profile of Contemporary India</td>
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<td>Part B : Introduction to Folk and Print</td>
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<td>Part C : Introduction to Electronic &amp; Film Media</td>
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Paper II  
**News Reporting, Editing and Feature Writing**  
A : Reporting  
Part B : Editing  
Part C : Feature Writing  

Paper III  
**Audio-Visual Communication**  
Part B : Craft of Writing for Various Genres  
Part C : Object & Impact of Electronic Media.  

Paper IV  
**Media Management, Laws and Ethics**  
A : Media Management  
Part B : Media Laws  
Part C : Ethics  

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<thead>
<tr>
<th>Title of the Paper</th>
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<td>Paper I</td>
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<tr>
<td>Development Communication &amp; Science Communication</td>
<td>100</td>
<td>36</td>
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<td>Part B : Role and Responsibilities of Development Communication</td>
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<td>Part C : Science Communication</td>
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<tr>
<td>Paper II Communication Research</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td>Paper III Theories of Communication</td>
<td>100</td>
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<td>Part A : Communication : Concepts and its Models</td>
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<td>Part B : Traditional Communication : Theories and Approach</td>
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<td>Part C : Modern Scientific Theories</td>
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<tr>
<td>Part IV Advertising and Public Relations</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<td>Part A : Rise and Growth of Advertising</td>
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<td>Part B. Definition and Dimension of Public Relations</td>
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<td>Part C : Ethics in Public Relations and Advertising</td>
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<tr>
<td>Paper V (Compulsory)-Dissertation or Practical Work</td>
<td>100</td>
<td>36</td>
<td>3 hrs. 500</td>
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SYLLABUS
MJMC (Previous)
Paper I-Contemporary India and Communication Media

Part A: Profile of Contemporary India

Part B: Introduction to Folk and Print Media
Folk Media
Traditional Media: Folk Dances, Folk Theatre, Folk Songs, Puppetry. Their importance in India, specially rural and tribal areas. Familiarity with some well-known folk media in India. Ways and means to keep them alive in the face of popularity of the electronic media.
Print

Part C: Introduction to Electronic and Film Media Radio/Television
A historical perspective. Emergence of AIR-commercial broadcasting-FM radio-state and private initiatives. Satellite and cable television in India.
Films
Historical development of Hindi cinema-silent era-talkies-Indian cinema after Independence; parallel cinema, commercial cinema; political cinema; documentaries-issues and problems of Indian cinema.
New Media
Development of new media; convergence-internet-web journalism.

Books Recommended:
1. India Year Book. Publications Division, New Delhi.
3. Daily newspapers and current news and opinion periodicals.
18. भिंत्र, डॉ. क्रूणा बिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद।
19. बेदिक, डॉ. वेद प्रताप (संपादक), हिन्दी पत्रकारिता — विदिशा आयाम, हिन्दी युक सेंटर, नई दिल्ली।
20. श्रीधर, विजयलक्ष्मी, समग्र भारतीय पत्रकारिता (1780-1900) हार्मनच ज़रकाश, इन्दिर।
21. सर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फ़िल्म : उद्देश्य, विकास, राज पब्लिशिंग हाउस, दिल्ली

Paper II-News Reporting, Editing and Feature Writing

Part A : Reporting
Definitions of News, news values, sources of news, news gathering: categories of reporters, special corespondent 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 leaders.
Types of news stories; reporting weather, speeches, conventions seminars; press conferences; political events, elections, legislature, court proceedings; accidents, crimes; social, cultural and educational activities; sports, writing obituaries. Purpose, preparation and techniques of Interviewing.
Interpretative, investigative and development reporting.

\[2\]
Part B : Editing and Printing

Organisation and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, sub-editing symbols.

Editorial page and opinion writing. Heading : various types and art of writing
Text-breakers and their use for dressing copy writing. Pictures: selection and editing, writing captions.
Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.
Brief history of printing. Printing types : their structure, design and classification, computerised photo type setting. Letterpress, Offset, Gravure. Recent technological innovations in composing, printing and production methods.
Proof reading : symbols and importance.

Part C : Feature Writing

What is a Feature? A feature distinguished from a news story, a special article and an editorial.
Types of features; importance of human interest and illustrations in features. Types of feature leads and their uses.
Preparation of manuscript; feature syndicates; freelance writing. Writing reviews of books, films, theatre and music concerts.
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.
7. साज्जेदूर, गुप्त, संसार और संवादपत्र, हरियाणा हिन्दी ग्राम पारिसंहार, चन्द्रनारायण.
8. कोदाली, गुलाब, फोटो पत्रकारिता, पंचायती प्रकाशन, जयपुर.
9. त्रिखा, डॉ. नेकदिवस, समाचार संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ.
Paper III-Audio-Visual Communication


World systems of broadcasting: organization and operations of All India Radio, Doordarshan. Prasar Bharti. An appraisal of Cable network and major News Channels in India. Important recommendations of the various committees on broadcasting and broadcasting codes for Radio and Television.

**Part B : Craft of Writing for Various Genres**

Radio: General principles of writing for radio, editing scripts and tapes.

Radio News: writing and editing, characteristics, comparison with news in print media, basics of news reading. Radio report, newsreel, talk, interview, discussion and feature. Special audience programmes, commercial and external services.

Television: General principles of writing for TV; writing and editing news, basics of news reading. TV report, interview, discussion and documentary.
Part C: Object & Impact of Electronic Media

Film: Important government film organisations, film censorship.
Use of Radio and TV for education and development, social and cultural implications of domestic and foreign satellite channels.
Audience research.

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.
14. गंगाधर, मनोज, रैडियो लेखन, बिहार हिन्दी ग्रंथ अकादमी, पटना।
15. विस्तारसम, राजसभावासी, आकाशवाणी, प्रकाशन विभाग, दिल्ली।
16. चुनौतियों के लिए समाचार लेखन।
17. मंजुल, गुरुवी गणेश, प्रसारण की विविध विधाएं, साहित्य संगम, इलाहाबाद।

Paper IV: Media Management, Laws and Ethics

Part A: Media Management

Basic principles of management. Different types of newspaper ownership patterns in India. Organisational pattern of a daily newspaper, a magazine and a news agency; functioning of editorial, business and printing departments, inter-relationship and coordination among them; newspaper economics, circulation and advertising as sources of revenue.
Newspaper as an industry and as a public utility. 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.
Part B: Media Laws


Part C: Ethics

Media: Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; role of press and/or media councils and press ombudsmen-Press Council of India and its broad guidelines for the press-codes suggested for the press by Press Council and Press Commissions and other professional organizations.

Accountability and independence of media.

Books Recommended:

6. कोठारी गुलाब, समाचार-पत्र प्रबंधन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
7. जैन, सुकुमार, भारती समाचार-पत्रों का संगठन और प्रबंध, गंगा प्रेस निकट इंडिया अकादमी, भोपाल।
18. पाण्डे, अरुण, हमारा लोकतंत्र और जानने का अभिकार, वाणी प्रकाशन, नई दिल्ली।
19. लिखा, डॉ. नन्दकिशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाणी प्रकाशन।
MJMC (FINAL)

Paper I-Development Communication and Science Communication

Part A: Development Communication: Concepts & Evolution

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, Intergated development, Local organisations, Self development, Participatory development.

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

Part B: Role and Responsibilities of Development 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.

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

Problems of Rural Development - Role of various government agencies

Part C: Science Communication

Evolution of Science and Technology in India,

Popularising Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

Training for science and technology communicators, science writing, producing science programmes for radio and television, communicating science to rural audiences.

Books Recommended:
Part II - Communication Research

Part A: Communication Research:


Basic Elements of Inquiry: Concepts, variables, hypotheses.

Research Design: Exploratory, Descriptive, Explanatory, Experimental. Sources of Data.

Part B

Sampling - Probability and non-probability sample types.

Techniques of data collection: Observation, interviewing, questionnaire, schedule, case study, content analysis, projective analysis.

Part C: Data processing: Classification & tabulation. Data analysis: Elementary statistical methods: Central tendency: mean, median, mode.
Dispersion-standard deviation and co-efficient of variation. Correlation: Meaning, characteristics; Pearson r and Spearman r Hypotheses testing: Chi-Square test.

Report Writing.

Project planning: formulation, implementation, evaluation. Ethics in Communication Research.

Books Recommended:
9. Ahuja, Ram, Research Methods, Rawat Publication, Jaipur.
12. शर्मा, वीरेन्द्र प्रकाश, रिसर्च मैचेडोलॉजी, पंचवीं वर्ष, प्रकाशन, जयपुर।

Paper III-Theories of Communication

Part A: Communication: Concepts and its Models

Part B: Traditional Communication: Theories and Approach
Communication models of Harold Lasswell, Shannon & Weaver, 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.


**Part C: Modern Scientific Theories**

Theories: Bullet, Balance : Congruity and Cognitive Dissonance. Personal Influence Theories:


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

**Books Recommended:**

12. शिंह, डॉ. श्रीकांत, संग्रहण : प्रतिरूप एवं सिद्धांत, भारती पब्लिकेशंस एवं डिस्ट्रीब्यूटर्स, फेज़ावाद।
13. शिंह, ओम प्रकाश, संचार के मूल सिद्धांत, क्लासिकल पब्लिकेशंस कंपनी, नई दिल्ली।

**Paper IV-Advertising and Public Relations**

**Part A: Rise and Growth of Advertising**

Advertising: Definition, advertising vis-à-vis publicity, public relations and marketing; brief history of advertising in India.


Preparation of Ad copy. Principles of Ad. design, stages of layout.

**Part B : Definition and Dimension of Public Relations**

Public Relations: Definition, objectives; brief history of public relations in India. Organisation and working of PR departments in government (central and state), public sector undertakings, private sector, educational institutions, hospitals, NGOs.

PR publics-external and internal.

PR campaign-Press releases, press conferences, conducting of tours.


**Part C : Ethics in PR and Advertising**

Ethics of Public Relations.

Economic and Social effects of advertising. Ethics in Advertising.

*Books Recommended*:

Paper V (Compulsory)-Dissertation OR Practical Work

The Dissertation/Practical Work is required to be submitted at least thirty 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. The Dissertation shall be examined for 100 marks.