

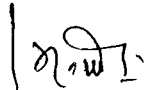

SYLLABI
FOR
UGC SPONSORED

Certificate, Diploma & Advance Diploma

In

Journalism

2016-17


Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR 

UNIVERSITY OF RAJASTHAN,
JAIPUR

SYLLABUS

JOURNALISM

The Certificate, Diploma and Advance Diploma in Journalism are of one-year duration each. These are add-on courses, which a regular student in UG or PG programme can pursue simultaneously. The certificate holder shall be eligible for Diploma and the Diploma holder shall be eligible for the Advance Diploma course. Candidates who have passed 10+2 examination from a recognized Board shall be considered eligible for admission to the Certificate Course.

| Nomenclature of the Course | Duration | Eligibility Criteria |
|-----------------------------------|-----------------|---------------------------------|
| Certificate in Journalism | 1 academic year | 10+2 from any recognized Board. |
| Diploma in Journalism | 1 academic year | Certificate in Journalism |
| Advance Diploma in Journalism | 1 academic year | Diploma in Journalism |

Credit System

CERTIFICATE : 30 Credits
Diploma : 60 Credits
Advance Diploma : 90 Credits

Each course will be of 30 credits. Each credit will have 15 hours of work load, out of which 10 credits shall be assigned to field/subject work training. The proof of this shall be submitted during final examination in the form of work experience certificate/project duly signed by the concerned authority.

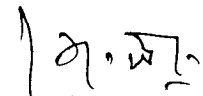
Examination

Annual Scheme of Examination will be followed

1. The number of papers and the minimum passing and maximum marks for each paper shall be shown in the syllabus. Each theory paper will be of three hours duration and the duration of practical examination shall be as prescribed in the syllabi.
2. There shall be 9 questions in each question paper, out of which the candidates will be required to attempt 5 questions in all.
3. The medium of instruction and examination shall be English and Hindi both.
4. Result categorization: Pass with Honours 75%, First division 60% and pass 50% in the aggregate.
5. To pass the examination, a candidate is required to obtain at least 36% marks in each paper (theory & practical separately as prescribed in syllabi) and 50% marks in aggregate of all the papers to declare a candidate pass.
6. A candidate needs to clear all papers in order to be eligible for promotion to the next level of courses. A candidate securing less than 36% marks in maximum of one paper shall be allowed to take the exam in the successive academic year only.
7. A candidate passing the Certificate course shall be admitted to the Diploma course.
8. A candidate passing the Diploma course shall be admitted to the Advanced Diploma course.

SYLLABUS

| PART | COURSE | PAPER | TITLE OF PAPER | Max. Marks | Min. Marks | Duration of Exam |
|----------|-------------------------------|-----------|-------------------------------------|------------|------------|------------------|
| Part-I | Certificate in Journalism | Paper-I | Introduction to Communication | 100 | 36 | 3 Hours |
| | | Paper-II | Basics of News Reporting | 100 | 36 | 3 Hours |
| | | Paper-III | Practical | 100 | 36 | 3 Hours |
| Part-II | Diploma in Journalism | Paper-I | Introduction to Audio-Visual Media | 100 | 36 | 3 Hours |
| | | Paper-II | Basics of News Editing | 100 | 36 | 3 Hours |
| | | Paper-III | Practical | 100 | 36 | 3 Hours |
| Part-III | Advance Diploma in Journalism | Paper-I | Law, Media and Society | 100 | 36 | 3 Hours |
| | | Paper-II | Computer Application for Mass Media | 100 | 36 | 3 Hours |
| | | Paper-III | Practical | 100 | 36 | 3 Hours |


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SYLLABUS

JOURNALISM

PART-I

CERTIFICATE IN JOURNALISM

Paper-I- Introduction to Communication

100

Journalism- Definition, concept, scope, Journalism an art or science, principles of modern journalism, ethics in journalism, career in journalism.

Advent of printing press in India, origin and development of journalism in India with special reference to contribution of Raja Ram Mohan Roy, Bhartendu, Madan Mohan Malviya, Bal Mukund Gupta, Bal Gangadhar Tilak, Mahavir Prasad Dwivedi and Mahatma Gandhi, major newspapers & periodicals of India since independence

Books Recommended :

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Raghavan, G.N.S., The Press in India : A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi.
5. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद।
6. वैदिक डॉ. वेदप्रताप (संपा), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।

Paper-II- Basics of News Reporting

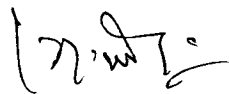

100

News-concept and definition, news sources and elements of news. Essentials of news writing. Categories of reporters, reporter's qualities and responsibilities. Various types of news stories with special reference to reporting seminars, accidents, crime, social and educational activities.

Books Recommended :

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
3. Mamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
4. राजेन्द्र, संवाद और संवाददाता, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
5. त्रिखा, डॉ. नन्दकिशोर, समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान, लखनऊ।

| | |
|---|------------|
| Paper-III-Practical | 100 |
| (I) Submission of Project | |
| (a) Five news stories of candidate's interest | 35 |
| (b) Comparative study of two newspapers with special reference to major events of a week. | 35 |
| (II) Viva-voce | 30 |


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PART-II

DIPLOMA IN JOURNALISM

Paper-I- Introduction to Audio-Visual Media

100

Salient features of Radio, Television and Film. Origin and development of broadcast media in India; writing for Radio and Television in different genres. Internet, Online Journalism.

Books Recommended :

1. Chatterjee, P.C., Broadcasting in India. Sage, New Delhi.
2. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
3. Ramchandran, T.M. (Ed.), 70 Years of Indian Cinema (1913-1983), Cinema India-International, Bombay.
4. Valicha, Dr. Kishore, The Moving Image- A Study of Indian Cinema, Orient Longman Ltd., Bombay.
5. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्मस : उद्भव विकास, राज पब्लिशिंग हाउस, दिल्ली।
6. प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन प्राइवेट लिमिटेड, दिल्ली।
7. दीक्षित प्रो. सूर्यप्रसाद, अग्रवाल डॉ. पवन, मीडिया लेखन-कला, न्यू रॉयल बुक कम्पनी, लखनऊ
8. शर्मा कौशल, रेडिया प्रसारण, प्रतिभा प्रतिष्ठान, नई दिल्ली।

Paper-II- Basics of News Editing

100

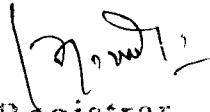
Newsroom of a daily newspaper and its function. Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, copy editing, proof reading symbol.

Books Recommended :

1. George, T.J.S. Editing, A Handbook for Journalists. Indian Institute of Mass Communication, New Delhi.
2. Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.
3. Gibson, Martin I., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
4. नारायणन, के.पी., सम्पादन कला, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।

Paper-III- Practical

| | | |
|-------------|---|----|
| (I) | Submission of Project | |
| (a) | Radio News Bulletin | 20 |
| (b) | TV News Bulletin | 20 |
| (c) | Radio talk or TV documentary | 20 |
| (d) | Rewriting of a larger news passage (app. 500 words) into a shorter passage (app. 150 words) | 10 |
| (II) | Viva-Voce | 30 |


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PART-III

ADVANCE DIPLOMA IN JOURNALISM

Paper-I- Law, Media & Society

100

Relationship between law, society and media. Freedom of speech and expression and their limits; parliamentary privileges, Contempt of Court, law of Defamation, Official Secrets Act. 1923, Copyright Act, Press Council Act and Press Commissions. Responsibility and accountability of media.

Books Recommended :

1. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
2. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
3. त्रिखा, डॉ. नन्द किशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।

Paper-II- Computer Application for Mass Media

100

History and origin of computer

Web publishing, DTP, use of graphics, introduction to Windows-2000, Windows desktop, MS-Word, Excel, PowerPoint and PageMaker.

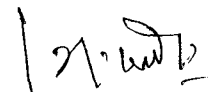
Introduction to Internet; main facilities of Internet.

Books Recommended :

1. Introduction to Information Technology- Chetan Shrivastava
2. How Computer Works with interactive CD-Prentice Hall of India
3. Teach yourself Microsoft Office 2000 in 10 Minutes
4. An Introduction to Information Technology and Computer Fundamentals Santosh Choubey, Ram Prasad & Sons.
5. Quark Express for beginners BPB Publication.

Paper-III- Practical

- | | | |
|-------|---|----|
| (I) | Production of 8 page in-house newsletter | 35 |
| (II) | Project report on the media and society related issues approved by Head of the Department | 35 |
| (III) | Viva-voce | 30 |


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10
Part-II- Communication Research

Section-A

- ▶ Communication Research: Meaning, nature and types.
- ▶ Communication Research Issues of Objectivity.
- ▶ Research Process & Scientific method
- ▶ Basic elements of inquiry: Concepts, variables, hypotheses and Theory
- ▶ Research Design: Exploratory, Descriptive, Explanatory, and Experimental
- ▶ Ethics in Communication Research

Section-B

- ▶ Sampling-Probability and non-probability sample types
- ▶ Data: Types and Sources
- ▶ Techniques of data collection: Observation, Interviewing, Questionnaire, Schedule, Case study, Content analysis, Projective technique


Section-C

- ▶ Data processing: Classification & tabulation
- ▶ Data analysis: Descriptive statistical measures Central tendency, mean, median, mode, Dispersion- Index of quantitative standard deviation variation and coefficient of variation;
- ▶ Co-relation: Meaning, characteristics, Pearson \bar{Y} , Spearman \bar{Y}
- ▶ Hypotheses testing: chi-square test
- ▶ Report Writing
- ▶ Use of Computer in Communication Research

Books Recommended

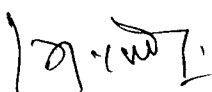

- 1 Stempel, Guide H. and Bruce Westley, Research Methods in Mass Communication, Prentice-Hall, New Jersey.
- 2 Berger, Arthur Asa, Media Research Techniques. Sage, London, New Delhi.
- 3 Das, G., Social Survey and Research. Manu Enterprises, Delhi.
- 4 Emmert, Philipn and William D. Brooks (Eds.), Methods of Research in Communication. Houghton Mifflin Co., Boston.
- 5 Wilkinson, T.S. and Bhandarkar, P.L. Methodology and Techniques of Social Research. Himalaya Publishing House, Bombay.
- 6 Lowery. Shearon A. and Melvin L. Defleur, Milestones in Mass Communication Research. Longman, New York. London.
- 7 Bedekar, V.H., How to Write Assignment Research Papers Dissertations and Thesis. Kanak Publications. New Delhi.
- 8 Ahuja, Ram, Research Methods, Rawat Publication, Jaipur
- 9 Kothari, C.R., Research Methodology Methods & Techniques, Wiley Eastern Limited, New Delhi.


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SYLLABI
FOR
UGC SPONSORED
Certificate, Diploma & Advance Diploma
In
Mass Communication (Video Production) - MCVP

UNIVERSITY OF RAJASTHAN,
JAIPUR


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University of Rajasthan
JAIPUR


SYLLABUS

MASS COMMUNICATION (VIDEO PRODUCTION) - MCVP

The Certificate, Diploma and Advance Diploma in Mass Communication & Video Production are of one-year duration each. These are add-on courses, which a regular student in UG or PG programme can pursue simultaneously. The certificate holder shall be eligible for Diploma and the Diploma holder shall be eligible for the Advance Diploma course. Candidates who have passed 10+2 examination from a recognized Board shall be considered eligible for admission to the Certificate Course.

| Nomenclature of the Course | Duration | Eligibility Criteria |
|--|-----------------|---------------------------------|
| Certificate in Mass Communication & Video Production | 1 academic year | 10+2 from any recognized Board. |
| Diploma in Mass Communication & Video Production | 1 academic year | Certificate in Journalism |
| Advance Diploma in Mass Communication & Video Production | 1 academic year | Diploma in Journalism |

Credit System

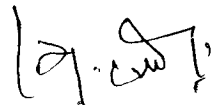

| | | |
|-----------------|---|------------|
| CERTIFICATE | : | 30 Credits |
| Diploma | : | 60 Credits |
| Advance Diploma | : | 90 Credits |

Each course will be of 30 credits. Each credit will have 15 hours of work load, out of which 10 credits shall be assigned to field/subject work training. The proof of this shall be submitted during final examination in the form of work experience certificate/project duly signed by the concerned authority.

Examination


Annual Scheme of Examination will be followed

9. The number of papers and the minimum passing and maximum marks for each paper shall be shown in the syllabus. Each theory paper will be of three hours duration and the duration of practical examination shall be as prescribed in the syllabi.
10. There shall be 9 questions in each question paper, out of which the candidates will be required to attempt 5 questions in all.
11. The medium of instruction and examination shall be English and Hindi both.
12. Result categorization: Pass with Honours 75%, First division 60% and pass 50% in the aggregate.
13. To pass the examination, a candidate is required to obtain at least 36% marks in each paper (theory & practical separately as prescribed in syllabi) and 50% marks in aggregate of all the papers to declare a candidate pass.
14. A candidate needs to clear all papers in order to be eligible for promotion to the next level of courses. A candidate securing less than 36% marks in maximum of one paper shall be allowed to take the exam in the successive academic year only.
15. A candidate passing the Certificate course shall be admitted to the Diploma course.
16. A candidate passing the Diploma course shall be admitted to the Advanced Diploma course.


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SYLLABUS

| PART | COURSE | PAPER | TITLE OF PAPER | Max. Marks | Min. Marks | Duration of Exam |
|----------|---|-----------|--|------------|------------|------------------|
| Part-I | Certificate in Mass Communication (Video Production) - MCVP | Paper-I | Introduction to Mass Communication and Media Scene | 100 | 36 | 3 Hours |
| | | Paper-II | Introduction to TV Production | 100 | 36 | 3 Hours |
| | | Paper-III | Principles of Sound for the Electronic Media. | 100 | 36 | 3 Hours |
| | | Paper-IV | Practical | | 36 | 3 Hours |
| Part-II | Diploma in Mass Communication (Video Production) - MCVP | Paper-I | Video Camera & Tapes | 100 | 36 | 3 Hours |
| | | Paper-II | Editing in TV Production | 100 | 36 | 3 Hours |
| | | Paper-III | Script writing for video | 100 | 36 | 3 Hours |
| | | Paper-IV | Practical | 100 | 36 | 3 Hours |
| Part-III | Advance Diploma in Mass Communication (Video Production) - MCVP | Paper-I | Fundamentals of Studio Production | 100 | 36 | 3 Hours |
| | | Paper-II | Video Production Techniques | 100 | 36 | 3 Hours |
| | | Paper-III | Practical | 100 | 36 | 3 Hours |


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SYLLABUS

JOURNALISM

PART-I

CERTIFICATE IN MASS COMMUNICATION (VIDEO PRODUCTION) - MCVP

Paper-I- Introduction to Mass Communication and Media Scene

100

Journalism- Definition, concept, scope, Journalism an art or science, principles of modern journalism, ethics in journalism, career in journalism.

Advent of printing press in India, origin and development of journalism in India with special reference to contribution of Raja Ram Mohan Roy, Bhartendu, Madan Mohan Malviya, Bal Mukund Gupta, Bal Gangadhar Tilak, Mahavir Prasad Dwivedi and Mahatma Gandhi, major newspapers & periodicals of India since independence

Books Recommended :

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Raghavan, G.N.S., The Press in India : A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi.
5. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद।
6. वैदिक डॉ. वेदप्रताप (संपा), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।

Paper-II- Introduction to TV Production

100

News-concept and definition, news sources and elements of news. Essentials of news writing. Categories of reporters, reporter's qualities and responsibilities. Various types of news stories with special reference to reporting seminars, accidents, crime, social and educational activities.

Books Recommended :

6. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
7. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
8. Mamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
9. राजेन्द्र, संवाद और संवाददाता, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
10. त्रिखा, डॉ. नन्दकिशोर, समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान, लखनऊ।

Paper-III-Practical

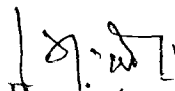

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(I) Submission of Project

(a) Five news stories of candidate's interest 35

(b) Comparative study of two newspapers with special reference to major events of a week. 35

(II) Viva-voce 30


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PART-II

DIPLOMA IN MASS COMMUNICATION (VIDEO PRODUCTION) - MCVP

Paper-I- Video Camera & Tapes

100

Salient features of Radio, Television and Film. Origin and development of broadcast media in India; writing for Radio and Television in different genres. Internet, Online Journalism.

Books Recommended :

9. Chatterjee, P.C., Broadcasting in India. Sage, New Delhi.
10. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
11. Ramchandran, T.M. (Ed.), 70 Years of Indian Cinema (1913-1983), Cinema India-International, Bombay.
12. Valicha, Dr. Kishore, The Moving Image- A Study of Indian Cinema, Orient Longman Ltd., Bombay.
13. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्मस : उद्भव विकास, राज पब्लिशिंग हाउस, दिल्ली।
14. प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन प्राइवेट लिमिटेड, दिल्ली।
15. दीक्षित प्रो. सूर्यप्रसाद, अग्रवाल डॉ. पवन, मीडिया लेखन-कला, न्यू रॉयल बुक कम्पनी, लखनऊ
16. शर्मा कौशल, रेडिया प्रसारण, प्रतिभा प्रतिष्ठान, नई दिल्ली।

Paper-II- Basics of News Editing

100

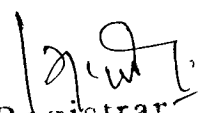

Newsroom of a daily newspaper and its function. Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, copy editing, proof reading symbol.

Books Recommended :

5. George, T.J.S. Editing, A Handbook for Journalists. Indian Institute of Mass Communication, New Delhi.
6. Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.
7. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
8. नारायणन, के.पी., सम्पादन कला, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।

Paper-III- Practical

| | | |
|-------------|---|----|
| (I) | Submission of Project | |
| (a) | Radio News Bulletin | 20 |
| (b) | TV News Bulletin | 20 |
| (c) | Radio talk or TV documentary | 20 |
| (d) | Rewriting of a larger news passage (app. 500 words) into a shorter passage (app. 150 words) | 10 |
| (II) | Viva-Voce | 30 |


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PART-III

ADVANCE DIPLOMA IN JOURNALISM

Paper-I- Law, Media & Society

100

Relationship between law, society and media. Freedom of speech and expression and their limits; parliamentary privileges, Contempt of Court, law of Defamation, Official Secrets Act. 1923, Copyright Act, Press Council Act and Press Commissions. Responsibility and accountability of media.

Books Recommended :

7. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
8. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
9. त्रिखा, डॉ. नन्द किशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।

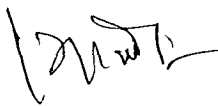
Paper-II- Computer Application for Mass Media

100

Web publishing, DTP, use of graphics, introduction to Windows-2000, Windows desktop, MS-Word, Excel, PowerPoint and PageMaker.

Paper-III- Practical

- | | |
|---|----|
| (IV) Production of 8 page in-house newsletter | 35 |
| (V) Project report on the media and society related issues approved by Head of the Department | 35 |
| (VI) Viva-voce | 30 |


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Part-II- Communication Research

Section-A

- ▶ Communication Research: Meaning, nature and types.
- ▶ Communication Research Issues of Objectivity.
- ▶ Research Process & Scientific method
- ▶ Basic elements of inquiry: Concepts, variables, hypotheses and Theory
- ▶ Research Design: Exploratory, Descriptive, Explanatory, and Experimental
- ▶ Ethics in Communication Research

Section-B

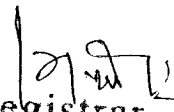
- ▶ Sampling-Probability and non-probability sample types
- ▶ Data: Types and Sources
- ▶ Techniques of data collection: Observation, Interviewing, Questionnaire, Schedule, Case study, Content analysis, Projective technique

Section-C

- ▶ Data processing: Classification & tabulation
- ▶ Data analysis: Descriptive statistical measures Central tendency, mean, median, mode, Dispersion- Index of quantitative standard deviation variation and coefficient of variation;
- ▶ Co-relation: Meaning, characteristics, Pearson \bar{Y} , Spearman \bar{Y}
- ▶ Hypotheses testing: chi-square test
- ▶ Report Writing
- ▶ Use of Computer in Communication Research

Books Recommended

- 10 Stempel, Guide H. and Bruce Westley, Research Methods in Mass Communication, Prentice-Hall, New Jersey.
- 11 Berger, Arthur Asa, Media Research Techniques. Sage, London, New Delhi.
- 12 Das, G., Social Survey and Research. Manu Enterprises, Delhi.
- 13 Emmert, Philipn and William D. Brooks (Eds.), Methods of Research in Communication. Houghton Mifflin Co., Boston.
- 14 Wilkinson, T.S. and Bhandarkar, P.L. Methodology and Techniques of Social Research. Himalaya Publishing House, Bombay.
- 15 Lowery, Shearon A. and Melvin L. Defleur, Milestones in Mass Communication Research. Longman, New York. London.
- 16 Bedekar, V.H., How to Write Assignment Research Papers Dissertations and Thesis. Kanak Publications. New Delhi.
- 17 Ahuja, Ram, Research Methods, Rawat Publication, Jaipur
- 18 Kothari, C.R., Research Methodology Methods & Techniques, Wilcy Eastern Limited, New Delhi.


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