Centre for Mass Communication
University of Rajasthan, Jaipur

M.A.
(Electronic Media Journalism)

Subject Code : EMJ
Course Category
CC : Compulsory Core Course
CE : Core Elective
Dis. : Dissertation
PRJ : Project Work
Contact Hours Per Week
L : Lecture
T : Tutorial
P : Practicals

Scheme of Examination
1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hourse duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

Course Structure :
The details of the courses with code, title and the credits assigned are as given below.

Eligibility :
Eligibility for admission in M.A. (Electronic Media Journalism) is first bachelor degree in any discipline from a recognized university with a minimum of 50% marks. Reservation of seats/relaxation of marks for different categories will be given as per university rules.
# University of Rajasthan, Jaipur

**M.A. (ELECTRONIC MEDIA JOURNALISM) Syllabus**

**Semester Scheme 2016-18**

## FIRST SEMESTER

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<tr>
<th>Sr.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hrs Per week</th>
<th>EoSE Duration (Hrs.)</th>
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<tr>
<td>1</td>
<td>EMJ 101</td>
<td>News Concepts and Reporting Techniques</td>
<td>CC</td>
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<td>Photojournalism</td>
<td>CC</td>
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<td>Writing for Media</td>
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<td>4</td>
<td>EMJ 104</td>
<td>Contemporary India</td>
<td>CE</td>
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<td>5</td>
<td>EMJ 105</td>
<td>History of Journalism</td>
<td>CE</td>
<td>06</td>
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<td>Introduction to Journalism and Mass</td>
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## SECOND SEMESTER

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<td>Radio Journalism &amp; Production</td>
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<td>2</td>
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<td>Media Laws and Ethics</td>
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<td>Photojournalism (Practical)</td>
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<td>CE</td>
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<tr>
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<td>Evolution of Broadcasting in India</td>
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<td>EMJ 206</td>
<td>Computer Applications in Media</td>
<td>CE</td>
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*Signature*

**Dy. Registrar**

_University of Rajasthan, Jaipur_
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<td>Dissertation / Documentary</td>
<td>CC</td>
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<td>Public Relations and Corporate Communication</td>
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<td>EMJ 406</td>
<td>Development Communication</td>
<td>CE</td>
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MA (Electronic Media Journalism)
Syllabus for 2016-18

Semester-I

EMJ 101 - News Concepts and Reporting Techniques

Unit-I

Unit-II
Structure of News: Five Ws and One H., Intro/Lead- Types , Organizing the News Story: Angle, Attribution, Quote, Background and Context, Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story

Unit III

Suggested Readings:

11. Joshi, Prof V K, Online Journalism, Enkay Publishing House
13. Craig Richard, Online Journalism : Reporting, Writing, And Editing For New Media, Wadsworth Publishing Company
14. Ward Mike, Journalism Online, Elsevier India
17. Ward, Mike, Journalism Online, Focal Press, Oxford
18. भानावत, डॉ. संजीव (संपादक), समाचार एवं फोटो लेखन, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
19. माधुर, श्याम, वेब पत्रकारिता, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2010
20. राजेन्द्र, संवाद और संवाददाता, हरियाणा हिंदी ग्रंथ अकादमी, वाणीघाट
21. जिखार, डॉ. नन्द किशोर समाचार संकलन और लेखन, उत्तरप्रदेश हिंदी संस्थान लखनऊ
22. अभयाल, डॉ. रवींद्र, समाचार परिषद, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर
23. वदुवड़ी, प्रेमनाथ, फोटो लेखन, प्रकाशन विभाग, दिल्ली
24. सुमन, हंसराज एवं विक्रम एस, वेब पत्रकारिता, नदराज प्रकाशन, दिल्ली
25. सुमन, सूरज, सोशल मीडिया सामर्थ्य क्रान्ति का कल, आज और कल, हार्पर्सकालिंस पुस्तिकाश्रं इंडिया, नौएदा

**EMJ 102 - Photojournalism**

**Unit 1:**

History and development of photography- Camera Types - Box camera, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras; Principles of composition, lighting; Photo-equipments- lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length; White Balance; Exposure techniques; Filters and Exposure meter.

**Unit 2:**

Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

**Unit 3:**

Techniques of Photojournalism - blur, freeze, panning; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

**Suggested Readings :**

1. Carltna, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Londen, (Prentice Hall)
3. Aiyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, New Delhi,
5. Langton, Loup, Photojournalism and Today’s News: Creating Visual reality,
EMJ 103 : Writing for Media

UNIT-I
Principles and methods of effective writing for mass media. ; Difference between writing for different medium—TV, Radio, Newspaper, Magazines & Web.

UNIT-II
Writing features- Meaning and concept of features. ; Types of features, ingredients of feature writing

UNIT-III
Writing for Various Target Audiences. ; Different types of writings : Travelogues, biography, Memoirs, film review

Suggested Readings :
1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Usha, Writing for the Media, Oxford University Press, New Del
4. रैण, गौरीशंकर, संवाद माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
5. शर्मा, मीना, हिंदी भाषा, माधिकाय और सर्जनात्मक लेखन, तरण प्रकाशन, यात्रियाबाद
6. प्रभाकर, डॉ. नानकर, पत्रकारी लेखन के आधार, पंकजसेल प्रकाशन, जयपुर
7. बाळ, सुभिन्न, जन माध्यमों की लेखन विधाएं, कनिष्ठ पक्षियों, जियुटीब्लूटर्स, नई दिल्ली
8. विनय, डी. संस्कृति चन्द्र और अद्वय, डी. पवन, मौड़ा लेखन, भारत प्रकाशन, लखनऊ

EMJ 104 – Contemporary India

UNIT-I

UNIT-II

UNIT-III
India's foreign policy, Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

Suggested Readings :
1. India Year Book. Publications Division, New Delhi.
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. भाषा, डॉ. नन्दीन, भारत, दृ. संजीब (संपादक), समकालीन भारत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
6. भानवत, प्रौ. (डॉ.) संजीब, विलुप्त होती कैदिया एक परिदृश्य, जन संचार केन्द्र, राजस्थान विश्वविद्यालय, जयपुर 2009
7. चन्द्र, विभिन्न, मुख्यो, मुख्यो और मुख्यी आदिवा, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली
8. गुरु, समवचन, भारत गाथा के बाद, पेन्सन बुक्स
9. कर्शध, सुभाष, भारतीय संक्षांस, एनीसै.आर.टी., नई दिल्ली

EMJ 105: History Of Journalism

UNIT-I

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

UNIT-II


UNIT-III

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.

Suggested Readings:

1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
5. मिश्र, डॉ.कुण्ड विद्यार्थी, हिंदी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद
6. वैदिक, डॉ. वेदासाप (संपाद.), हिंदी पत्रकारिता विविध आयाम, हिंदी बुक सेंटर, नई दिल्ली।
7. श्रीधर, विजयदत्त, समय भारतीय पत्रकारिता (1780-1900) लामचन्द प्रकाशन, इन्डिया।
8. भानवत, डॉ. संजीव (संपादक), भारत में संचार माध्यम, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर
9. मानवत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, जुनिकाली विद्वानोत्तरशासन, जयपुर
EMJ 106 - Introduction to Journalism and Mass Communication

Unit – I

Unit – II

Unit – III

Suggested Readings:
5. सिंह, उ. श्रीकांत संप्रेषण : प्रतिरूप एवं सिद्धांत, भारती पब्लिकेशन्स एंड डिस्ट्रीब्यूटर्स, फैजाबाद।
6. सिंह, ओम प्रकाश, संबांध के मूल सिद्धांत, वलासिकल पब्लिकेशन्स कम्पनी नई दिल्ली।
7. हिंदू, आशा और जैन, महु, पारसी सुंदरीलाल, संबंध के सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
SEMESTER II

EMJ 201 - Radio Journalism and Production

Unit-I
Radio as a medium of mass communication, Development of radio in India, Radio as a tool of development, Basics of Radio Production, Microphones (Types and Importance), Radio Studio Set Up

Unit-II
Radio Writing, News writing, Preparation of news bulletin, Various formats of news and programmes, Art of writing different radio programme formats (Talk, Play, Feature and Commentary)

Unit-III

Suggested Readings:
1. The Known World of Broadcast News, Ajay Das, MLS publishers
4. Radio and TV Journalism, Jan R Jonge and PP Singh
5. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
6. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
7. Electronic Media Lekhan (Hindi), Harish Arora
8. Akashvani Ki Awaz ka Jadugar Udghoshak (Hindi), Alok Saxena, Kanishka Publishers
9. Electronic Yug mein Patrakarita ka Badalita Swarup (Hindi), MeenakshiVashishta,Rajasthan Hindi Grantha Academy
10. Media Lekhan aur Sampadan Kala (Hindi), Govind Prasad and Anupam Pandey, Discovery Publishing House

EMJ 202 : Media Laws And Ethics

UNIT-I

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

Books Recommended:
10. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication,
11. Singapore.
14. Kataria, Dr.S.K.Right to Infromation, National Publishing House, New Delhi
15. Meelamalar M., Media Law and Ethics, PHI Learning Private Limited, New Delhi, 2010
17. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
20. पाण्डेय,अरुण,हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन ,नई दिल्ली।
21. त्रिका, डॉ.नन्द तिलक, प्रेस विधि ,विश्वविद्यालय प्रकाशन,वाराणसी।
22. तहाय, नन्दनी. व राजनाथिया, विश्व, सूचना का अधिकार, मिक्सी, नई दिल्ली।
23. ओमा, अरुण कुमार व मंगलानी डॉ.रूपा, सूचना का अधिकार सिद्धांत और व्यवसाय ,सेंटर फॉर गुड गवर्नेंस,राजस्थान राज्य लोक प्रशासन संस्थान,जयपुर।
24. भानवत, डॉ. संजीव, माधुर्य किशोर (संपादक), समाचार पत्र व्यवसाय एवं प्रेस कानून, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
25. सम्र सदन, रेडियो नाटक, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2012
EMJ 203- Photojournalism (Practical's)

External Assessment & Viva – 70 marks
Internal Assessment – 30 marks

Students will be given practical training in Photojournalism and produce any five of the following:

- Students will give visual documentation of shooting fast and slow events.
- Students will give visual documentation of shooting news stories/news features.
- Students will give visual documentation of shooting social/environmental themes.
- Students will provide evidence of effective caption writing to pictures.
- Students will give visual documentation of handling themes in Black and White.
- Students will provide evidence of effectively handling Digital camera/photography.

Suggested Readings


EMJ 204-Television Journalism

Unit-I

Evolution and growth of TV; Strengths/weaknesses of the medium; Using TV Camera: camera parts, shots and angles for news coverage; Organisation and Working of TV Newsroom- Input, Output, Assignment Desks; Functionaries and their roles - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, Archives people, graphic artists.

Unit-II

TV News – News values, significance of timeliness, news as it happens; Breaking news: definition and practice; News Priorities for TV, comparison with other news media; Reporting skills: understanding deadlines, gathering information, cultivating sources, spotting and designing a story;
presentation skills: VOs, voice modulation, body language; Piece-to-camera (PtoCs); Interview skills: significance of sound-bytes, vox pops, door-steppers, detailed news interviews.

Unit III

Writing/Scripting for TV News, Writing to Pictures, thinking audio and video; Conversational style: words, visuals and writing in 'aural' style; Elements and Formats of News Script; Preventing information overload and Permitting visuals to breathe: significance of silence and Natural Sounds; Writing News Features, Anchor Leads, voice over scripts. Basics of Editing TV News—Dos and Don'ts, Pre-Roll, Post-Roll; Structure of a news bulletin: headlines, individual stories; The LIVE Report-Phonos, Stand Ups, OBs, Walkabouts; Compilation of a bulletin—run downs, leads, teasers, live feed; The Anchor’s Role and Skills: news sense, screen presence, alert mind, interview skills, ad-libbing.

Suggested Readings:

1. Writing for Television, Radio and New Media by Hilliard R.I.; Wadsworth, Denmark.
4. India on Television by Nalin Mehta, Harper Collins
5. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
7. Electronic Media by Ramesh Jain, University Book House (Hindi)
8. Television Production by Devvrat Singh, MLCP (Hindi)
9. मेट्रिक, लेटेस्ट, भारत में जनसंचार और प्रसारण मीडिया, संयुक्त प्रकाशन, नई दिल्ली, 2011
   भानवाल, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी यथा अकादमी, जयपुर, 2009

EMJ 205—Evolution of Broadcasting in India

Unit I:
Invention of Radio and its advent as a tool of information/entertainment.
Evolution of Radio as a tool of Mass Communication during World War-II and the modern world
History of Radio in India: Pre-Independence era
Start of Indian Radio Broadcasting—Emergence of All India Radio / Akashwani
Development of Radio Broadcasting in India: Public Service, Commercial and Community service

Unit II:
Evolution and development of TV; Strengths and weaknesses of the medium
History of TV in India - SITE, Growth of Doordarshan
Public Service and Commercial TV Broadcasting
Emergence of Cable and Satellite Television in India
Formation of Prasar Bharati—Its Role and Limits
Private News Channels—Growth and Current Challenges

Unit III:
History of Internet—Alternate Visions of written and audio-visual communication

Dy. Registrar
Academic
University of Rajasthan
JAIPEE
EMJ 206- Computer Applications in Media

Unit-I


Unit-II

Uploading Videos through FTP, Introduction to Window Movie Maker, Various tools of Window Movie Maker and its uses, Various types of Video and audio file formats, Process to Convert and Send the Videos on ftp servers.

Unit-III

Basics of Multimedia, Concepts, Definition and Elements of Multimedia, Applications of Multimedia, Components of Multimedia, Picture files, History and Development of Internet, History and Advantages of Internet, Types of Internet Connections, Interconnecting Protocols-TCP IP, FTP, HTP, WWW. Web page Websites, web browser, Search Engines, Internet Services-Chatting Blogging, Email and Video Conferencing

Suggested Readings:

1. IT Tools and Application by Satish Jain BPB Publication
2. Computer Fundamental (Hindi and English) by Pradeep and Priti Sinha, BPB Publication
3. Computer and Information Technology Fundamentals by Ashok Sharma, College Book House
4. Web Patrakarita by Shyam Mathur, Rajasthan Hindi Granth Academy
Semester-III

EMJ 301-Television Production Theory

Unit-I

Understanding the camera, Video Camera-Types- Camcorders, ENG, EFP, Studio Cameras, Camera mounting Equipment- Monopod, tripod, studio pedestal, Special Camera mounts, Video Camera features and parts- White balance, Focus, Depth of field, Aperture, Shutter , zoom, Filters, Aspect Ratio, Lenses- Different types; wide angle, zoom, telephoto, Production process and techniques, Visual Grammar-Composition, Classification of shots, Camera Movements, Rule of thirds, Stages of production - Pre production, Production & Post Production, Lighting: Three point Lighting, Reflectors, Lighting grid, Lighting accessories, Sound - characteristics, Signal to Noise Ratio, acoustics, types of Microphones, Writing for Television- Story boarding and Script writing, Voice Broadcast Skills- Enunciation, Flow, Modulation

Unit II

Basics of Television Studio, Single Camera and Multi-camera set-ups, PCR, VTR, Multi Preview Monitors, Video Switcher, audio mixer, Talkbacks, Floor Plan, Floor Manager- cues and commands, Operational items and Controls of Studio, Use of Teleprompter.

Unit III


Suggested Readings

1. Television Production Handbook, Herbert Zettl, Cengage Learning
2. Video Production, Vasuki Belavadi, Oxford University Press
3. Producing Videos, Martha Molisson, Viva Books
8. Television Production (Hindi), Dev Vrat Singh, Makanlal Chaturvedi Vishwavidyalaya
9. Video Production (Hindi), Gopal Singh, Kanishka Publishers
EMJ 302 - Television Production Practical

External Assessment & Viva – 70 marks
Internal Assessment – 30 marks

Students will be given hands-on practical training of television and studio production and will create any five of the following Tele-Productions:

- Students will produce news stories.
- Students will produce group programs like discussions, features.
- Students will make advertisements, talk shows, etc
- Students will make short fictional or message films on social/environmental themes.

Suggested Readings

11. Video Production, Vasuki Belavadi, Oxford University Press
12. Producing Videos, Martha Mollison, Viva Books
17. Television Production (Hindi), Dev Vrat Singh, Makanalal Chaturvedi Vishwavidyalaya
18. Video Production (Hindi), Gopal Singh, Kanishka Publishers

EMJ 303 – Radio Production (Practical)

External Assessment & Viva – 70 marks
Internal Assessment – 30 marks

Students will be given practical training in Radio Production and create any five of the following:

- Recording of radio programmes/News Stories
- Voice/ presentation skills on radio
- Preparing of news bulletin/news piece for radio
- Feature writing for radio
- Moderation of a radio talk show
- Conduction of radio interviews
- Script writing for a radio play

Suggested Readings:

2. The Known World of Broadcast News, Ajay Das, MLS publishers
5. Radio and TV Journalism, Jan R Jonge and PP Singh
6. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
7. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
8. Electronic Media Lekhan (Hindi), Dr Harish Arora
10. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Dr Meenakshi Vashishta, Rajasthan Hindi Granth Academy
11. Media Lekhan aur Sampadan Kala (Hindi), Dr. Govind Prasad and Anupam Pandey, Discovery Publishing House

304-Human Rights And Media

Unit- I
Human Right- concept, meaning and challenges.

Unit-II


Unit-III
International Human and Civil Rights Organizations—Amnesty International
Human Rights Commissions in India— NHRC, SHRC, Human Rights Courts in districts.
Human Rights and Media

Suggested Readings

EMJ-305: Electronic Media Management

UNIT-I
Principles of Management practices in media industry- Different types of Media ownership patterns in India, FDI in Electronic Media, Organisational pattern of a 24X7 News Channel, functioning of editorial, HR, advertisement, marketing and distribution departments, inter-relationships and coordination among them.
UNIT-II
Cross media ownership.

UNIT-III
Revenue Model of TV: Sponsorship, Advertisements and Rebroadcasting, Audience Rating: BARC, TRP and TAM, RAM, Branding TV; How to Win Audiences and Influence Viewers
Introduction to major Indian professional organisations of media; NBA, IBF, BCCI

Suggested Readings
1. Electronic Media Management, Revised(Paperback) by Peter Pringle, Michael F Starr
2. Media Management: Print, Electronic and Online, Dr. Vijay Agrawal, Publisher: publication.mcu@gmail.com
4. Transforming Your Go-to-Market Strategy: The Three Disciplines of Channel Management Hardcover by Kasturi Rangan (Author)
5. The TV Brand Builders : Andy Bryant and Charlie Mawer Kogan Page, London and New Delhi
6. TRP TV News aur Bazar- Dr. Mukesh Kumar, Vaani Prakashan

EMJ-306: Communication Research

UNIT-I
Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Method Research. Readership surveys, TAM and Listenership.

UNIT II
Conduct of Research in Print Media, Electronic Media and Advertising; New Media(Internet).

UNIT III
Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types;
Determining Sample size
Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study, Field Observations and Content Analysis.
Research Report Writing: General Principles and Styles; Communication Research Ethics.
Suggested Readings

15. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविष्टियाँ, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009
16. आहुजा, कम, सामाजिक सर्वेक्षण एवं अनुसंधान, सारत प्रकाशन, जयपुर
17. दयाल, डॉ. मनोज , मीडिया शोध , हरियाणा साहित्य अकादमी, पंचकूला
Semester-IV

EMJ- 401 : New Media

Unit-I


Unit-II

Writing News Stories, Features and Articles with Visual and Graphics on the Web, Blogging: Concept, development and basic features, Writing for Blogs, Role of blogging in Alternative Journalism, Online Versions (E- Papers, Magazine, Radio/FM and Television channels)

Unit-III

Orkut, Facebook, Twitter, Social messaging and journalism: Twitter phenomenon, Ethical issues: Importance of comments and controversies of anonymous comments, Experiments in Citizen Journalism in India, The Students will come up with the Production Work based on the inputs given.

Suggested Readings:

1. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
2. Stephen McDowell & Kartik Pashupati (nd) 'India’s Internet policies: ownership, control, and purposes'; Unpublished Paper.
3. The Revenge of Low Tech: autolabs, telecentros and tactical media in Sao Paulo by Richard Rosas, from Crisis Media Sarai Reader 04

EM-402 : Cinema Studies

Unit-I

Conceptual Framework : History, Pioneers, Art or Commerce
Evolution of Cinema : Technological, Social and Economic
Introduction to major Film Genres
Debates on Cinema : Realism, Auteur, Ideological

Unit -II

Silent Era of Indian Cinema - Major Features and Personalities
The 'Talkies'- Advent of Sound in Indian Films
EMJ-403 : Dissertation/Documentary

The Dissertation is required to be submitted at least fifteen days before the commencement of the IV semester examination. Students will be required to submit a Dissertation on relevant/significant Media related themes/issues after conducting research under the guidance of a faculty member and with the approval of the Head of the Department.

OR

Students can opt to create Audio-visual Documentaries/Presentations on topical themes either individually or in groups of not more than 3 students per group.

EMJ-404: Advertising And Marketing Communication

UNIT A

Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution, Promotion, Integrated Marketing Communication.

Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

UNIT B

[Signature]

Dy. Registrar
Academic
Rajasthan
Evolution of advertising, concept, functions, classification, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, ethics of advertising (ASCI code of conduct), surrogate advertising, importance of self-regulation in advertising.

UNIT C

Advertising Agency-role, structure and functions, client agency relationship, media planning and budgeting, media selection, evaluation of advertising (pre-tests and post-tests)
USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning (types and phases).

Suggested Readings:
10. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं विज्ञापन निर्देशन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
11. भानवत, डॉ. संजीव (पायारक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010

EMJ-405: Public Relations And Corporate Communication

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, PR process (Race Approach), Qualities of PR personnel.

UNIT C

Crisis management- PR & corporate communication in damage control, 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

Suggested Readings:
12. जियेदी, सुशील एवं शुक्ला, शासिकार, जनसंपर्क : सिद्धांत एवं व्यवस्था, संस्थाप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
13. भानूदत, डॉ. संजीव (संपादक), जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010

EMJ 406-Development Communication

UNIT I
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 II
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 III
Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication.
Participatory message making, Decision making and action.
Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

Suggested Readings:
17. उपाद्याय, अर्जित कुमार, पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर, वाराणसी।
18. गानाधर, डॉ. संजीव (संपादक), विकास एवं प्रशिक्षण संचार, राजस्थान हिन्दी प्रेमसंग्रह, जयपुर, 2010

Dy. Registrar
(Academic)
University of Rajasthan
Subject Code: JMC
Course Category
CCC: Compulsory Core Course
Dis.: Dissertation
PRJ: Project Work
Contact Hours Per Week
L: Lecture
T: Tutorial
P: Practicals

Scheme of Examination
1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hourse duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

Course Structure:
The details of the courses with code, title and the credits assigned are as given below.

Eligibility:
Eligibility for admission in M.A. (Journalism and Mass Communication) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.