UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.A

(i) Electronic Media Journalism
(ii) Journalism and Mass Communication
(iii) Public Relations and Advertising

Semester Scheme

I/II Semester Examination 2016-2017
III/IV Semester Examination 2017-2018
University of Rajasthan, Jaipur
M.A. (JOURNALISM AND MASS COMMUNICATION)
Syllabus
Semester Scheme 2016-18

First Semester

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_Dy. Registrar_  
(Academic)  
University of Rajasthan
Semester-I

JMC 101 : NEWS REPORTING AND WRITING

UNIT-I
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-II

UNIT-III
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.

Books Recommended:

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. झानावल, डॉ. सुजीव (संपादक), समाचार एवं फीचर लेखन, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009
19. माधुर, स्मार्त, वेब पत्रकारिता, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2010
20. राजेन्द्र, संवाद और संवाददाता हिंदी ग्रन्थ अकादमी, चण्डीगढ़।
21. विख्यात, डॉ. नट किशोर समाचार संकलन और लेखन, उत्तरप्रदेश हिंदी संस्थान, लखनऊ।
22. अग्रवाल, डॉ. संजय, समाचार पत्रिकाओं, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर।
23. बलात्कृष्ण, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली।
24. सुमन, हंसराज एवं विक्रम एस, वेब पत्रकारिता, नेहरू प्रकाशन, दिल्ली।
25. सुमन, सर्वें, सोशल मीडिया सम्पर्क कार्यों का कल, आज और कल, हार्परकोल्स पब्लिकेशन्स इंडिया, नौएडा

JMC 102 : EDITING, LAYOUT AND DESIGNING

UNIT-I

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.

UNIT-II

Heading: various types and art of writing
Text-breakers and their use for dressing copy writing.
Photo journalism, Pictures: selection and editing, writing captions.

UNIT-III

Concept of reader’s editor and Ombudsmen.
Editorial page and opinion writing.
Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.

Books Recommended :

14. भानावत, डॉ. संजीव (संपादक), समापन एवं मुद्रण तकनीक, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
15. लिङ्गवटे, मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिंदी ग्रंथ अकादमी, मोढाल।
16. नारायणन, के. पी. समापन कला, मध्यप्रदेश हिंदी ग्रंथ अकादमी, मोढाल।
17. शार्मा, देवदत्त, शार्मा, विनोद कुमार मुद्रण एवं सज्जा, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
18. ओझा, प्रभुलक्ष्म, मुद्रण परिचय, विहार हिंदी ग्रंथ अकादमी, पटना।
19. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं प्रयोग, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर।
20. कोठरी, गुलाब, फोटो पत्रकारिता, पंचवील प्रकाशन, जयपुर।
JMC 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.

Books Recommended:
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. रैणा, मोलैकर, संचार माध्यम लेखन, वाणी प्रकाशन, नई दिल्ली
5. शर्मा, मीना, हिन्दी भाषा, मीडिया और सर्वनास्तिक लेखन, तरुण प्रकाशन, गाजियाबाद
6. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंचशील प्रकाशन, जयपुर
7. बाला, सुरिता, जन माध्यमों की लेखन कियाँ।, कालिणी प्रकाशन, दिल्ली
8. गिरीश, डॉ. रमेश चन्द्र और अगलवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

JMC 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.

Books Recommended:
1. India Year Book. Publications Division, New Delhi.
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. प्रभाकर, डॉ. मनोहर, भानवत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009
6. भानवत, प्रो. (डॉ.) संजीव, विलुप्त होती बेरियाँ एक परिदृश्य, जन संवार केंद्र, राजस्थान विश्वविद्यालय, जयपुर 2009
7. वन्द, बिपिन, मुखर्जी, मुंडला और मुखर्जी आदित्य, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली
8. गुहा, रामचन्द्र, भारत गांधी के बाद, पेंचन बुक्स
9. कश्यप, सुमाष, भारतीय संविधान, एन.एस.ई.आर.टी., नई दिल्ली

JMC 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.

Books Recommended :
1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
5. भिन्न, डॉ.कृष्ण बिहारी, हिंदी पत्रकारिता लोक भारती प्रकाशन. इलाहाबाद
6. वैदिक, डॉ. वेदप्रताप (संपादक), हिंदी पत्रकारिता विविध आयाम, हिंदी बुक सेंटर, नई दिल्ली।
7. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता (1780—1900) लामचन्द प्रकाशन, इल्लावर।
8. भानवत, डॉ. संजीव (संपादक), भारत में संवार माध्यम, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर
9. भानवत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संवार माध्यम, यूनिभर्सिटी प्रकाशन, जयपुर

Dr. Registrar
(Academic)
University of Rajasthan
Jaipur, India
JMC 106: GROWTH OF ELECTRONIC MEDIA

UNIT-I

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

UNIT-III
Advent and development of Hindi cinema - Indian cinema after independence;
Documentaries, Issues and problems of Indian cinema. History of internet.

Books Recommended:
12. Murti, DMR, Gandhi and Journalism, Kanishka Publishers & Distributors, Delhi, 2013
13. शर्म, डॉ. ची.एन., सब्ज़ भारतीय हिंदी फिल्म्स: उदय, विकास, राज पति विषिंग हाउस, दिल्ली, 2011
14. शाह, इ.एन., भारतें में जनसंचार और प्रसारण मीडिया, राजस्थान प्रकाशन, नई दिल्ली, 2011
15. छात्रपति, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
16. माधुर, श्याम, सिने पत्रकारिता, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
17. माधुर, श्याम, सिनेरिया का सफर, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2013
SEMESTER II

JMC 201 : 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:

5. सिंह, डॉ. श्रीमान् संग्रहण : प्रतिरूप एवं सिद्धान्त, भारतीय पत्रिकायें एण्ड डिस्त्रीब्यूट्स, फैंबादा।
6. सिंह, ओम प्रकाश, संचार के मूल सिद्धांत, ग्लासिकल पत्रिकायें, कम्पनी नई दिल्ली।
7. हिंदी आशा, जैन मथु, पारशुकुंजला, संचार के सिद्धांत, राजस्थान हिन्दी प्रथा अकादमी, जयपुर, 2009

JMC 202 : 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:

15. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
18. भाषेवर, अरुण, हस्ताक्षर लोकतंत्र और जानने का अधिकार: वाणी प्रकाशन, नई दिल्ली।
19. निकाह, डॉ. नन्द किशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।
20. सहाय, नन्दिनी, व राजगडिया, विषय, सूचना का अधिकार, निकाह, नई दिल्ली।
21. ओझा, अरुण कुमार व मंगलानी डॉ. रघु, सूचना का अधिकार: सिद्धांत और व्यवहार, सेंटर फॉर गुड गवर्नेंस, राजस्थान राज्य लोक प्रशासन संस्थान, जयपुर।
22. भारती, डॉ. संजीव, नाशिक कोल्हापूर, समाचार पत्र व्यवसाय एवं प्रेस कानून, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009.
23. शर्मा मदन, रेडियो नाटक, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2012.

JMC 203 : COMPUTER APPLICATIONS

UNIT-A

Definition, Generation and basic Components of Computer
Input/output devices, Memory and other peripherals
Introduction to Operating Systems
Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

UNIT - B

Introduction to MS Office Suit
Introduction to Word Processing
MS Word documents Tools and Menus
Document editing and formatting, Mail Merge and other tools

UNIT – C

3.1 Introduction to MS Excel Interface, Tools and Menus
3.2 Creating Spreadsheet, Use of functions, Charts and Graphs
3.3 Introduction to MS Power Point-Interface, Tools and Menus
3.4 Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

JMC 204 : 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 TV for education and development,

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

Books Recommended :

5. French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective. Sage, New Delhi
JMC 205: 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. गंगाधर, मुख्यकर, टैक्सियो लेखन, बिहार, हिंदी यंत्र अकादमी, पटना।
10. विज्ञानों, रामबाप्तिरानी, आकाशगंगानी, प्रकाशन विभाग, दिल्ली।
11. चलने देवी, राधानाथ, प्रसारण के लिए समाचार लेखन.
JMC 206: 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:

2. पटेलिया, डा॰ मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तक्षशिला प्रकाशन, नई दिल्ली।
3. पटेलिया, डा॰ मनोज कुमार, विज्ञान संचार, तक्षशिला प्रकाशन, नई दिल्ली।
4. भानवत, डा॰ संजीव (संपादक), विज्ञान एवं विद्यासागर, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010
5. पटेलिया डा॰ मनोज, भानवत डा॰ संजीव (संपादक), वैज्ञानिक वृद्धिकोण और संचार माध्यम, जन संचार केन्द्र, राजस्थान विश्वविद्यालय, जयपुर एवं राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद, विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006
SEMESTER – III

JMC 301: 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.
5. केट्वरी, गुलाब, समाचार-पत्र, प्रबंधन, माध्यमवादी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
6. जैन, सुनुसार, भारतीय समाचार-पत्रों का संगठन और प्रबंध, मध्यप्रदेश हिन्दी प्रस्तुति आकादमी, भोपाल।
7. पटेलिया, शिवानुसार, समाचार पत्र प्रबंध, म.प्र. हिन्दी गंड आकादमी, भोपाल।

JMC 302 : COMMUNICATION RESEARCH

UNIT A


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

UNIT B

Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs.

Theory Building in Communication Research: Definition, Elements: Concepts, Variables and Hypothesis.

Conduct of Research in Print Media, Electronic Media and Advertising: New Media (Internet).
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:


भावावत, छ. संजीव (संपादक), संचार शौच प्रविधियाँ, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009

आहुजा, राम, सामाजिक संवेदनशील एवं अनुसंधान, राजस्थान प्रकाशन, जयपुर, 2009

दयाल, छ. मनोज, मीडिया शौच-हरियाणा साहित्य अकादमी, पंचकूला
JMC 303: DESKTOP PUBLISHING

UNIT-A
Prepare your resume using MS Word
Create good report using picture, chart and graph etc
Create chart & Graph, Using Title, axis, Value and Label etc.
Create good presentation using picture, chart and graph etc.
Introduction to Quark Xpress
Text editing and formatting in Quark Xpress
Create Page layout in Quark Xpress
Insert Picture and create links in page

UNIT - B

Introduction to InDesign
Create Box Item in an Article and use of fonts
Insert Picture box in Text Box
Use of Picture Box insert Picture Box Giving
Title On and Below Picture Box

UNIT - C

Prepare DUMMY of Newspaper
Introduction to Photoshop Interface, Tools & Menus
Use of Layers in Photoshop document
Understand use of mask and effect of mask on Picture

JMC 304: NEW MEDIA TECHNOLOGY

UNIT - A
Ownership and administration of Internet, ISPs, WAP, types of Internet Connection: Dial-up, ISDN, lease line.
Multi Media; Meaning, concept, systems, elements and applications.
Convergence: Need, nature and future of convergence.
Introduction to HTTP, HTML,
Unit-B
Web page development, inserting, linking, writing, editing, publishing, locating, promoting and maintaining a
website.
Concept of Netizens, online newspapers and magazines, periodicals, blogging, social networking sites, Social
Media.
Major news portals. Data Mining through Web.
Unit-C
Web Journalism- on line editions of newspapers- management and economics.
Role of new media towards society, judiciary, executive and legislature.
New Media and Democracy.
Advantages, limitation and risk factors in new media.
Debate on Cyber Security related to Economical, Cultural, Social and Political Issues.
Evolution, Limitations and possibilities.
Citizen Journalism in India.
Blogging: Concept, development and basic features
Role of blogging in alternative journalism.

Suggested Readings
1. Tripathi, Durgesh, Media and Youth, Manak Publication, New Delhi, 2016
2. Khatri, Neeraj Interactive Media and Society (2013), Kalpaz Publication, New Delhi
3. Naya Media Naye Rujhan-Shalini Joshi Shiv Prasad Joshi
4. How to Learn Computer Internet and Web designing

JMC 305 : 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.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

Books Recommended:
JMC 306: HUMAN RIGHTS AND MEDIA

Unit- A

Human Right- concept, meaning and challenges.


Unit-B


Unit-C

International Human and Civil Rights Organizations—Amnesty International
Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts.

Human Rights and Media

Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.
Assessment of reports- reporting and writing for Human Rights and courts.

Suggested Readings

SEMESTER – IV

JMC 401 : PHOTO JOURNALISM

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

Books Recommended :

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,

JMC 402 : PROJECT WORK

Project work – 75 marks
Viva – 25 marks

Attempt any three activities from the following Assignments -

1- Each student shall produce one single edition of 04 Pages newspaper on Computer(tabloid size)
2- Each student shall design and prepare a website containing 6 to 8 pages which are hyperlinked.
3- Design a cover page of any magazine (A-4 size) of your choice.
4- Prepare an advertisement (size A-4) based on social issue.
5- Design a photo feature (with minimum 8 photographs) on A-3 size sheet.

JMC 403: DISSERTATION OR PRACTICAL WORK

The Dissertation/Practical Work 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 a Mass
Communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department.

**JMC 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**

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).

**Books Recommended:**

10. Tripathi Durgesh, Advertising and Youth, Manak Publication, New Delhi, 2016e
11. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
12. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010
JMC 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

Books Recommended:

13. तिर्के, रूजील एवं शुक्ला, शशिकांत, जनसम्पर्क : सिद्धांत एवं व्यवहार, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
14. भानाभत, कृ. मंजीत (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010

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JMC 406: 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 Mode); Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation).

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. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009