

H. J



**UNIVERSITY OF RAJASTHAN
JAIPUR**

SYLLABUS

FACULTY OF SOCIAL SCIENCE

**Master of Journalism (Electronic Media)
(Semester Scheme)**

For the Academic Session

2015-2017

Eligibility: Bachelor Degree in any discipline

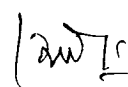
**University of Rajasthan has adopted these Courses of Haridev Joshi
University of Journalism & Mass Communication**

[Signature]
Dy. Registrar
(Electronic)
University of Rajasthan
Jaipur

Master of Journalism (Electronic Media)

Scheme of Examination for 2015-17

Subject Code	Subject Title	Theory Papers		Duration	Total Marks
		External	Internal		
Semester I					
1101	Introduction to Journalism and Mass Communication	70	30	3 hours	100
1102	History of Media	70	30	3 hours	100
1103	News Concepts and Reporting Techniques	70	30	3 hours	100
1104	Writing for Media	70	30	3 hours	100
Semester II					
1201	Photojournalism	70	30	3 hours	100
1202	Television Journalism	70	30	3 hours	100
1203	Media Ethics & Laws	70	30	3 hours	100
1204	Computer Applications in Media	70	30	3 hours	100
Semester III					
1301	Television Production Theory	70	30	3 hours	100
1302	Radio Journalism and Production	70	30	3 hours	100
1303	Contemporary India	70	30	3 hours	100
1304	Television Production Practical	70	30	3 hours	100
Semester IV					
1401	New Media	70	30	3 hours	100
1402	Advertising and PR for Electronic Media	70	30	3 hours	100
1403 & 1404	Dissertation	200			


Dy. Registrar
 (Academic)
 University of Rajasthan

(2)

Paper-1101

Introduction to Journalism and Mass Communication

Unit – 1

Introduction to Communication

- Communication – Definition, Concept, process and functions
- Verbal and Non-Verbal Communication
- Types of Communication
- Models of mass communication: Linear model, Laswell model, Shanon and Weaver model, Non-linear model and Functional model
- Mass Communication: Definition, Functions, Mass Media and its effects on audience, merits and demerits of different media

Unit – 2

Theories of Communication

- Theories of Communication – Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory
- Normative Media Theory – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, New Normative media Theory- Developing Nations Media Theory, Democratic Participant Media Theory.
- Interactive Theory – One step flow, Two step flow (Opinion Leaders), Multi step flow
- Psychological & Individual differences Theory – Balance Theory, Congruity theory, Cognitive Dissonance theory and Rosenberg's affective Cognitive Consistency theory.

Unit – 3

Journalism: Concept, Objective and Functions

- Elements, Foundations and Role of Journalism in Society
- Journalism and Democracy: Concept of Fourth Estate
- Journalism and its accountability: Journalistic Ethics
- Journalism: Contemporary Issues and Debates

Unit -4

Types of Journalism

- Yellow Journalism
- Citizen Journalism
- Alternative Journalism
- Investigative Journalism
- Development Journalism
- Democratic Journalism
- Advocacy Journalism

Unit 5

Idea and Importance of Critical Thinking in Journalism

- Logic, Evidence and Rationality
- Observation and Questioning

12/11/21
Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR *se*

(3)

- Arguments and Analysis
- Dealing with numerical information and data
- Searching Truth : Role of Research

Suggested Readings:

- Mass Communication in India, Keval J Kumar, Jaico Publishing House
- Dynamics of Mass Communication: Theory and practice, Uma Narula
- Handbook of Communication: Models and perspectives, Uma Narula
- Propaganda and Persuasion, Jowett and Victoria
- Patrakarita ka itihasa evam jansanchar madhyam (Hindi), Dr.Bhanawat, University press
- Jansanchar evam Patrakarita (Hindi), Prof. Ramesh Jain, Mangaldeep Publication
- Hindi patrakarita ki vikas yatra (Hindi), Asha Gupta, Kanishka Publishers Delhi

Paper - 1102
History of Media

Unit-1


- Introduction to Traditional Media
- Origin and Growth of Indian Press.
- Focus on Indian Press before and after Independence.
- Role of Journalism in Freedom movement; Mahatma Gandhi and his Journalism.
- Freedom Fighters as communicators (Raja Ram Mohan Roy, Bal Gandhar Tilak, B. R. Ambedkar, Maulana Abul Kalam Azad, Ganesh Shanker Vidharthi) Role of Urdu Newspapers during freedom struggle.
- Origin and Growth of Media in Rajasthan

Unit-2

- Indian Press-Mission to Profession to Business.
- Role of Press in democracy.
- Press Commissions and Press Council of India.
- Brief history of major English and Indian language news papers.
Media as an Industry: The Public and Private Sector Media. Press/Media Organization of India,
- News Agencies in India, Feature Services and syndicate

Unit-3

- Development of Radjo as a medium of mass Communication, history of Radio in India; AIR,
- Vividh Bharti, FM Services.
- Commercial Broadcasting Service, External Broadcasting Service.


Dy. Registrar
(Academic)
University of Rajasthan

④

Unit-4

- Development of Television as a medium of mass Communication, historical perspective of television in India.
- Development of Doordarshan.
Liberalization in reference to the Media, Entry of private broadcasting/Media
Satellite Television broadcast

UNIT-5

- History of Indian Cinema – Hindi Cinema; before and after Independence.
- Popular Cinema Vs Parallel Cinema, Digital cinema.
- History and Development of New Media in India

Suggested Readings :

- 1.Hindi Patrkarita ka Itihas(Hindi) by Jagdish Prashad Chaturvedi ,Prabhat Publication
2. Hindi Patrkarita ka Vrihad Itihas(Hindi) by Arjun Tiwari Vani Publication
3. Samachar Patro Ka Itihas (Hindi)---Ambika Prashad bajpai
4. The Rise & Growth of Hindi Journalism by Dr. R.R.Bhatnagar Viswavidyalaya Prakashan
5. Mass Communication & Journalism in India by D.S. Mehta
6. Mass Communication in India by Kevel J. Kumar

Paper--1103

News Concepts and Reporting Techniques

Unit-1: News gathering process: Sources of information, Observation and Research

- Meaning, Definition and Concept of News.
- News Value; examining and testing of news value and news elements.
- Type of News – Hard and Soft News.
- News Sources; Types and Importance
- Changing concept of news: Factors and issues

Unit 2: Different types and formats of News Reports

- Analytical, Interpretative and Descriptive News.
- Investigative news and Research based or in-depth news.
- Qualities of a good Reporter; challenges and responsibilities
- Types of reporter-stringer, Reporter and correspondent.

- Types of reporting: Objective, Interpretative, Investigative, Crime
- Specialized Reporting-Sports, Court, Legislature, Science and technology, Development.

Unit-3: News writing process

- Structure of News: Five Ws and One H.
- Intro/Lead- Types , writing Intro/Lead, Body
- Organizing the News Story: Angle, Attribution, Quote, Background and Context.
- Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story
- Writing for news agency, magazines, television, and radio.

Unit 4 : Different Styles of News writing

- Inverted pyramid style: Concept, development, writing process, merits and demerits
- Feature style: Concept, development, writing process, merits and demerits
- Interviews: definition, types & preparation of Interviews, qualities of good Interviews.
- Sand Clock style: Concept, development, writing process, merits and demerits
- Press Release, Press Conference, Press briefing, Meet the Press, Press Room and Press tours.

Unit 5: Language of News - Principles and Practices

- Attributes of News: Clarity, Precision. Conciseness.
- Pitfalls in use of language: Jargons, Clichés, Metaphor etc.
- Mind your Language and Expressions: Bias, Prejudices etc.
- Pejorative, Connotative vs. Denotative words and meanings.

Suggested Readings

- Broadcast Journalism by Andrew Boyd, Focal Press, Elsevier
- Professional Journalism , MV Kamath, Vikas Publishing House
- Journalist's Handbook, MV Kamath, Vikas Publishing House
- Writing for Media, Usha Raman, Oxford University Press
- Feature Writing, Friedlander, Lee, PHI Learning
- Patrakarita ki vibhin vidhayein, Nishant Singh, Radha publications (Hindi)
- Smart Reporter, Shailesh, Dr.Brijmohan, Vaani Prakashan (Hindi)

- Samachar avam feature lekhan, Dr. Sanjeev Bhanawat, Rajasthan Hindi Grantha Akademi (Hindi)
- Khoji patrakarita, Dr. Vijay Kulshreshta, Rajathan Hindi Grantha Akademi (Hindi)

Paper-1104

Writing for Media

Unit-1 : Creative writing and communication skills

- Writing to Inform, Entertain, Educate
- 7 C's of Communication
- Serving the News – Inverted Pyramid ; Hourglass structure
- Translation to Trans-creation
- Practicing Translation from Hindi to English / English to Hindi

Unit-2 : Writing for Print

- Essentials of writing for print
- Practicing News Report writing
- Practicing Feature Writing
- Press Release, press brief, rejoinder

Unit-3 : Writing for Radio

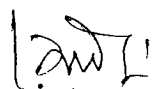
- Essentials of writing for Radio script - Writing for ear, Shared medium
- Practicing Radio news writing- Scriptwriting
- Radio Plays, commentary, talk shows, interview
- Feature Writing

Unit-4 : Writing for Television and Web

- Essentials of writing for television - Scriptwriting
- Writing to Pictures – writing for the Eye and the Ear
- Practicing Television news writing – Headlines, Anchor Links, Body
- Writing news for Web

Unit-5: Writing Special stories and Reviews

- Special Stories and articles
- Photo Caption writing
- Reviewing - Book Review, Film Review


Dy. Registrar
 (Academic)
 University of Rajasthan
 JAIPUR

(7)

Suggested Readings:

Writing for the Mass Media by James Stovall, Pearson Publishers

Writing for Visual Media by *Anthony Friedmann*, Taylor & Francis

Writing for Media by Usha Raman, Oxford University Press

Masters of the Word: How Media Shaped History by William L. Bernstein,
Grove Atlantic

Samachar evam Feature lekhan by Sanjeev Bhanawat, Rajasthan Hindi

Grantha Akademi

Paper-1201 **Photojournalism**

Unit 1: Introduction to Photography

- History and development of photography
- Photography – elements and principle
- Types of Camera- Box camera, Polaroid cameras Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras
- Principles of composition, subject and Basic lighting.

Unit 2: Equipments of Photography

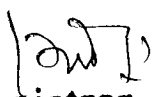
- Photographic equipments-lens types and functions, film-types and functions, Tripod, Flash, lens-hood, reflectors & other accessories
- Shots, Focus, Aperture, Shutter speed, Selection of subject, , depth of field, focal length
- White Balancing, types of exposure, ,exposure techniques,
- Photographic filters and effects, Exposure meter.

Unit- 3: Introduction to Photojournalism

- Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay
- Qualities essential for photo journalism
- Means and Methods of Photographic Imaginations
- Photographic Messages
- Internet Photo Journalism
- Characteristics of Photojournalism
- Photojournalism Code of Ethics

Unit 4: Techniques of Photojournalism

- Photographic techniques-blur, freeze, panning,


Dy. Registrar
(Academic)
University of Rajasthan

8

- Selective focusing, Frame within frame
- Zooming, Multi Exposure, long Exposure, Panorama,
- Montage, Fill in flash, , flash away from camera, Candid Photography
- Digital Photography

Unit-5: Production Work

Student will be required to click photographs on themes discussed in the class and make an e-portfolio.

Students will be asked to make Photo Essay and Photo feature.

They will make a photo-story on any given topic with ten photographs.

Suggested Readings :

- 1.Master of Photography by Reuel Golden Carltna
2. Photography by Barbara Londen, John Upton and Jim Stone (Prentice Hall)
- 3 Digital Photojournalism by Balakrishna Aiyer
- 4.Visual Communication and Photojournalism,PKChandra, Swasti Publishers, New Delhi,
- 5.Photojournalism and Today's News: Creating Visual reality, Loup Langton

Paper-1202

Television Journalism

Unit -1 : Understanding the medium

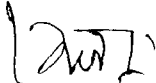
Evolution and development of TV; Strengths and weaknesses of the medium; History of TV in India -SITE, Terrestrial, Cable and Satellite ; Public Service and Commercial TV Broadcasting ; Working of a TV Camera: various camera parts, shots and angles for news coverage, types of ENG cameras

Unit -2 : Organisation and Working of the Newsroom

The TV newsroom-Input, Output, Assignment Desks; Functionaries and their roles in a news room - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists

Unit -3 : TV News - Reporting and Skills

News values, significance of timeliness, news as it happens ; sources of news, news agencies; breaking news : definition and practice ; news priorities for TV, comparison with other news media; **reporting skills**: understanding deadlines, gathering information, cultivating sources, spotting, developing and designing a story ; **presentation skills**: VO's, voice modulation, body language; Piece-to-camera (PtoCs) ; **interview skills** : significance of sound-bites, vox pops, door-steppers, detailed news interviews.


Dy. Registrar
(Academic)

University of ...

9

Unit -4 : 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: the significance of silence and Natural Sounds; Writing News Features, Anchor Leads, voice over scripts.

Unit -5 : Editing and Presenting TV News

Basics of Editing – Dos and Dents, Pre-Roll, Post-Roll ; Structure of a news bulletin: headlines, individual stories ; The LIVE Report- phonos, Stand Ups, OBs, Walkabouts; Compilation of a bulletin- the run downs, leads, teasers, live feed ; The Anchor's Role and Skills : news sense, screen presence, alert mind, interview skills, ad-libbing.

Suggested Readings:

Writing for Television, Radio and New Media by Hilliard R.I; Wadsworth, Denmark.
Reporting for TV by Lewis C.D., Columbia University Press.
Television and Popular Culture in India by A Mitra, Sage Publications, London.
India on Television by Nalin Mehta, Harper Collins
Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
Television and Social Change in Rural India (2000) by Johnson Kirk, Sage Publications
Electronic Media by Ramesh Jain, University Book House (Hindi)
Television Production by Dev Vrat Singh, MLCRPV (Hindi)

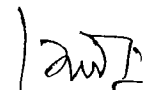
Paper-1203 **Media Ethics and Laws**

Unit-1 : Constitutional Framework and the Media

- Freedom of Speech and Expression, importance of Article 19.
- Free Press and Independent Media – Supreme Court Cases on Article 19.
- Brief history of Press Laws in India.
- Laws on Morality, obscenity and censorship - Impact on Media.

Unit-2 :Media Ethics – Evolution and Principles

- Defining Ethics.
- Evolution of Journalistic Ethics.
- Fundamental values of truth, fairness and objectivity.


Dy. Registrar
(Academic)
University of Rajasthan

10

- Press Council Code on communal writings.
- Parliamentary Code for Journalists and Ethics of Covering State Assemblies.
- Editorial Ethics

Unit-3 :Laws relating to Press and Broadcast Media


- Press Commissions.
- Press Council of India
- Copyright Act, 1957
- Cinematography Act,1952
- AIR and DD broadcast code, election code.
- Cybercrime and debates on Cyber Law
- Information Technology Act, 2000
- Cable Television Network (Regulations) Act, 1995.
- Prasar Bharti (Indian Broadcasting Corporation) Act, 1990

Unit-4 : Restrictions on Media

- Official Secrets Act.
- Contempt of Court and the Judiciary.
- Defamation.
- Legislature and its Privileges.
- Right to Privacy.
- IPC and Cr. PC provisions

Unit-5 :Recent Ethical Issues and Challenges for Media

- Right to Information Act and transparency.
- Social audits.
- New media and cyber journalism
- Paid News Crisis
- Sting Journalism- BMW hit & run case, Operation West End , Uma Khurana case
- Trial by Media- Aarushi murder case, Gudiya Case


Dy. Registrar
 (Academic)
 University of Rajasthan

(11)

Suggested Readings

- Introduction to the Constitution of India, DD Basu, SC Sarkar & Sons pvt ltd
- Media Law and ethics, M. Neelamalar, PHI learning
- Media Ethics- truth, fairness and objectivity, PranjoyGuhaThakurta, Oxford University Press
- Mass Media Laws and Regulations, Rayudu CS, Rao Nageshwar, Himalya Publishing House
- Media Ethics, Issues and cases, Philip Patterson, Lee Wilkins, Mc Graw Hill
- Law of the Press, DD Basu, Prentice Hall, New Delhi
- Bharat kaSamvidhan –ekparichay, DD Basu (Hindi)
- Media ka underworld: paid news, corporate aurloktantra, Dilip Mandal, Radhakrishanprakashan (Hindi)
- Bharat meinpatrakarita, Alok Mehta, National book trust (Hindi)
- Media Vidhi, Nishant Singh, Radha Publications (Hindi)
- Press kanoonaurpatrakarita, Dr Sanjeev Bhanawat, Rajasthan Hindi GranthaAkademi (Hindi)

Paper-1204

Computer Applications in Media

Unit- 1 : Computer Basics

- Definition, Generation and Basic components of computers
- Introduction to Operating Systems
- Input/ Output devices and other peripherals
- Functions and Feature of Operating System (Process Management, Memory Management, File Management, Device Management security, Command interpretation, Multiprogramming, Multitasking, Multiprocessing, Time-Sharing)

+

Unit-2: M S Office

- Microsoft Word-Components of MS Word, features of Microsoft world, shortcut keys of MS Word and Descriptions
- Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions
- Microsoft PowerPoint- Components of MS Microsoft, features of PowerPoint, Views
- Microsoft Outlook, Features of Outlook

Unit-3: Computer Practical-

- Script typing (Hindi and English)


Dy. Registrar
(Academic)
University of Rajasthan

(12)

- Uses of Scanner & Printer,
- File formats,

Unit-4: Uploading the AV 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-5: Multimedia and World Wide Web

- Introduction to Multimedia and its uses
- Brief history and services of Internet (E-mail, Video conferencing, Internet Telephony, Chatting, Blogs)
- Internet Protocols (FTTP, HTTP, TCP/IP)
- Web Portals, E-papers

Suggested Readings:

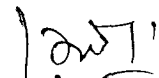
1. IT TOOL and Application by Satish Jain BPB Publication
2. Computer Fundamental (Hindi and English) by Pradeep and Priti Sinha, BPB Publication
3. Computer and Information Technology Fundamentals by Ashok Sharma, College Book House
4. Web Patrakarita by Shyam Mathur, Rajasthan Hindi Granth Academy
5. Adobe Photoshop by Visnu Priya Singh, Computech Publications Limited

Paper-EM-1301
Television Production Theory

Unit- 1: 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

Unit- 2 Production process and techniques


Dy. Registrar
 (Academic)
 University of Rajasthan
 JAIPUR

13

- 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 -3:Basics of TelevisionStudio

- 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
- Anchoring, Discussion and Talk Show, Interviews

Unit 4:Basics of Video Editing

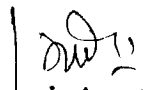
- Grammar of editing
- Liner / Nonlinear Editing, transitions
- Online / Offline Editing , AB Roll Editing
- Nonlinear editing Software and Digital Effects

Unit 5: Video and Broadcast Technology

- Analogue and Digital Technology
- Video Tape Formats-VHS,U-Matic, Beta, Mini DV, HD
- Broadcast Standards-NTSC, Pal, SECAM
- Satellite & Cable TV Broadcasting

Suggested Readings

- Television Production Handbook, Herbert Zettl, Cengage Learning
- Video Production, VasukiBelavadi, Oxford University Press
- Producing Videos, Martha Mollison, Viva Books
- Video Production Handbook, Gerald Millerson, Focal Press
- Basics of Video Production, Des Lyver, Graham Swainson, Focal Press
- Basics of Video Sound, Des Lyver, Focal Press
- Basics of Video Lighting, Des Lyver, Focal Press
- Television Production (Hindi), Dev Vrat Singh, MakhanlalChaturvediVishwavidyalaya


Dy. Registrar
 (Academic)

(14)

- Video Production (Hindi), Gopal Singh, Kanishka Publishers

Paper-1302

Radio Journalism and Production

Unit-I

- Radio as a medium of mass communication
- Development of radio in India
- Radio as a tool of development

Unit-II

Basics of radio Production

- Microphones (Types and Importance)
- Radio Studio Set Up

Unit-III

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-IV

Production and Presentation

- Voice Training: Effective use of voice (Enunciation, Flow, Pronunciation, Modulation)
- Radio Interviews-Preparing and Planning, Types of Interviews on Radio, Live and Recorded Interviews
- Moderating skills for radio discussion programmes
- Handling interactive live transmission

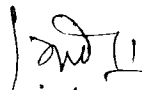
Unit-V

Future of Radio

- FM
- Internet Radio
- Satellite Radio
- Community radio: Concept and Importance

Suggested Readings:

- The Known World of Broadcast News, Ajay Das, MLS publishers


Dy. Registrar
(Academic)
University of Rajasthan

15

- Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers
- Radio Jockeying and News Anchoring, Aruna Zachariah, Kanishka Publishers
- Radio and TV Journalism, Jan R Jonge and PP Singh
- History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
- Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
- Electronic Media Lekhan (Hindi), Harish Arora
- Akashvani Ki Awaz ka Jadugar Udghoshak (Hindi), Alok Saxena, Kanishka Publishers
- Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
- Media Lekhan aur Sampadan Kala (Hindi), Govind Prasad and Anupam Pandey, Discovery Publishing House

Paper-1303

Contemporary India

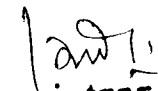
Unit 1: Brief History of Contemporary India

- The Idea of India: Myth and Reality
- History of Freedom Struggle: 1857-1947 – Highlights and Legacies
- Era of Congress: 1947-67; Emergence of non-Congress parties
- Crisis of Emergency, Era of Uncertainty 1977- 91
- India after Globalization – Coalition Politics, Market Economy and FDI Debate

Unit 2: Indian Political System and Constitution

- Democracy, Parliament, Political parties and election system
- Governance: Parliament, Executive and Judiciary
- Salient features of the Constitution: Secularism, Social justice, Federalism
- Fundamental Rights and Duties of citizens
- Directive Principles of State
- Local Governance and Panchayati Raj- Structure, role, functions

Unit 3: Economic System of India


Dy. Registrar
 (Academic)
 Rajasthan

(16)

- Main features and trends of Indian economy – Inflation, Recession, GDP
- Management of Economy: Finance Ministry, Planning Commission, Reserve Bank
- Problems of Poverty, Hunger, Malnutrition, Unemployment
- Agrarian crisis and problems of Rural India

Unit 4: Law Enforcement Institutions

- Judiciary: Supreme Court, High Courts, Lower Courts
- IPC and CrPC : Provisions relevant for Media
- Police, Civil Administration and society
- RTI and Movement for Transparency

Unit 5: Prominent Contemporary Issues

- Movement for Social Justice for Dalits, Tribals and OBCs
- Problem of Corruption and Black Money – Role of Lokpal, Lok Ayukta
- Communalism – Causes and Consequences
- Women's Empowerment and Gender Justice
- Human Rights and Media

Suggested Readings:

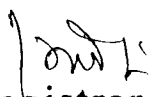
India's Struggle for Independence by Bipan Chandra et al, Penguin Publishers
 India after Gandhi by Ramachandra Guha, Picador India [also available in Hindi]
 India since Independence by Bipan Chandra et al, Penguin Publishers
 Introduction to Constitution of India by DD Basu, Prentice Hall, New Delhi
 The Argumentative Indian by Amartya Sen, Penguin Publishers
 Churning the Earth : Making of Global India by Aseem Srivastava and Ashish Kothari, Penguin Publishers

Paper 1304

Television Production Practical

Students will be given hands-on practical training of television and studio production.

- Students will produce news stories.
- Students will produce group programs like discussions, features.
- Students will produce studio production in groups.
- Students will make television programs like advertisement, talk shows, etc
- Students will visit television channels and will be given hands on practical training of production.


Dy. Registrar
 (Academic)
 University of Rajasthan

17

Paper--1401

NEW MEDIA

Unit-1 : Introduction to New Media

- Introduction to New Media; Development of New Media, New Media Technology.
- Communication Technology (C.T.)-Concept and Scope.
- CT and IT Similarities and differences; telephone, electronic, digital exchange, C-Dot-Pagers, cellular, telephone.
- Internet LAN, , WAN, E-Mail. Web.

Unit-2 : Concept of New Media

- Media Globalization and Web Journalism, Features of Online Journalism
- Use of Internet and the World Wide Web as tools of Journalism
- Analysis of important Indian and global news based websites
- Cyber Crimes and Laws

Unit-3 : Writing in New Media

- Writing News Stories, Features and Articles with Visual and Graphics on the Web
- Interview and Chats on the Web as News Source
- Blogging: Concept, development and basic features
- Writing for Blogs
- Online Versions (E- Papers, Magazine, Radio/FM and Television channels)

Unit-4 : Social Media and journalism

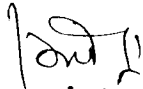
- Orkut, Facebook, Twitter, Digital diary, chatting, social networking sites.
- Social messaging and journalism: Twitter phenomenon
- Role of blogging in alternative journalism
- Ethical issues: Importance of comments and controversies of anonymous comments.,
- Experiments in Citizen Journalism in India

Unit-5: Writing and Production Work for New Media

The Students will come up with the Production Work based on the inputs given.

Suggested Readings:

Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
Stephen McDowell & Kartik Pashupati (nd) 'India's Internet policies: ownership, control, and purposes'; Unpublished Paper.


Dy. Registrar
(Academic)
University of Rajasthan

18

The Revenge of Low Tech: autolabs, telecentros and tactical media in Sao Paulo by Richard Rosas, from *Crisis Media Sarai Reader 04*

Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging" *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)

Feenberg A. and M. Bakardjieva, (2004)."Virtual community: No killer implication" *New Media and Society* Vol 6(1): 37-43.

Paper--1402

Advertising and Public Relations for Electronic Media

Unit-1

- Advertising – concept and definition
- History and development of advertising
- Media for Advertising-print, radio, television, outdoor and interactive media.
- Types of Advertising

Unit-2.

- Socio- economic effects of advertising.
- Media planning: media strategies and selection of media
- Advertising Agency: Types, Structure and Functions

Unit-3

- Advertising copy for Print Media
- Visualization: Illustrations, Colour and Layout
- Effects in advertising (Zeigernik ,Halo, Empty space effect)
- Copy writing for radio commercials, TV, Outdoor and Interactive media
- Advertising creativity: Stages in the creative process, advertising appeals and Message Approaches/Execution Styles
- Advertising campaigns: Types and Phases

Unit-4

- Public Relations: Definition and concept
- Publics of PR: Media, Consumers, Government, Community and Stakeholders
- PR process: Planning, Implementation , Research and Evaluation

Unit-5

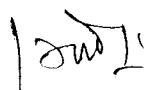
- Tools of PR: House Journals, Press Conference, Press Brief, Press Release, Rejoinder, AV material, Advertorial, Webcast, Special events (Exhibitions and Trade fairs), Photographs, , Press tours

Suggested Readings:

- Advertising Principles and Practice, William Wells, John Burnett and Sandra Moriarty, Pearson education.

- Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalya Publishing House
- Advertising and Sales Promotion, Satish Batra & Kazmi
- Sales Promotion and Advertising Management, MN Mishra, Himalya Publishing House
- Advertising and Promotion: An integrated marketing communication perspective, George Belch and Michael Belch, McGraw Hill Publications.
- Corporate Communication, Jaishri Jethwaney, Oxford University Press.
- Contemporary Advertising, William Arens, McGraw Hill Publications
- P.K. Advertising Law and ethics, P.B. Sawant and Badopadhyay, Universal Law Publishing company.
- Vigyapanavam Jansamparak (Hindi), Jayshri Jethwani, Sagar Publication
- Vigyapanavam Jansamparak (Hindi), Vijay Kulshreshth and Pratul Athiyya
- Vipnanke Siddhant (Hindi), Bhagwati Prakash Sharma, Rajeev Jain, Jayant Sharma, Harshita Shrimali, Apex Publishing House.
- Vigyapan Taknikavam Siddhant (Hindi), Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Vigyapan Prabhanda (Hindi), Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan (Hindi), Shailesh Sengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Vigyapan (Hindi), Dr. Sanjeev Bhanawat, Rajasthan Hindi Grahnta Academy.

Paper 1403 and 1404
Dissertation


Dy. Registrar
 (Academic)
 University of Rajasthan
 JAIPUR