University of Rajasthan
Jaipur

SYLLABUS

M.A. JOURNALISM
&
MASS COMMUNICATION

(Annual Scheme)

M.A (Previous) Examination  2019
M.A. (Final) Examination  2020

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
UNIVERSITY OF RAJASTHAN, JAIPUR
M.A. IN JOURNALISM AND MASS COMMUNICATION M.A. (JMC)
SYLLABUS & ANNUAL EXAMINATION SCHEME (SESSION 2018-20)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dy. Registrar
(Academic)
University of Rajasthan
## Syllabus of M.A. (JMC) (Two Years)

<table>
<thead>
<tr>
<th>Title of the Paper</th>
<th>Max. Marks</th>
<th>Min. Marks</th>
<th>Duration of Exam</th>
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<tbody>
<tr>
<td><strong>PAPER I: CONTEMPORARY INDIA AND COMMUNICATION MEDIA</strong></td>
<td>100</td>
<td>36</td>
<td>3 HRS</td>
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<tr>
<td>Part A: Profile of Contemporary India</td>
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<td>Part B: Introduction to Folk and Print</td>
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<td>Part C: Introduction to Electronic &amp; Film Media</td>
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<tr>
<td><strong>PAPER II: NEWS REPORTING, EDITING AND FEATURE WRITING</strong></td>
<td>100</td>
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<td>3 HRS</td>
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<tr>
<td>Part A: Reporting</td>
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<td>Part C: Feature Writing</td>
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<tr>
<td><strong>PAPER III: AUDIO-VISUAL COMMUNICATION</strong></td>
<td>100</td>
<td>36</td>
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<td>Part B: Craft of Writing for Various Genres</td>
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<td>Part C: Object &amp; Impact of Electronic Media.</td>
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<tr>
<td><strong>PAPER IV: MEDIA MANAGEMENT, LAWS AND ETHICS</strong></td>
<td>100</td>
<td>36</td>
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<tr>
<td>Part A: Media Management</td>
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<td>Part C: Ethics</td>
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<td>TOTAL Max. Marks</td>
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<td><strong>PAPER II: COMMUNICATION RESEARCH</strong></td>
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<tr>
<td><strong>PAPER V: (COMPULSORY)-DISSERTATION OR PRACTICAL WORK</strong></td>
<td>100</td>
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<td>TOTAL Max. Marks</td>
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Dy. Registrar
(1) Academic
University of Rajasthan
Jaipur
Syllabus for M.A.(JMC) Annual Scheme 2018-20
SYLLABUS-2018-20
MA(JMC) (Previous)

PAPER I-CONTEMPORARY INDIA AND COMMUNICATION MEDIA

Part A: Profile of Contemporary India
Contemporary social, economic and political problems.

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

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

Books Recommended:
1. India Year Book. Publications Division, New Delhi.
3. Daily newspapers and current news and opinion periodicals.
13. रिल्युं, म.क. दिवाली, हिंदी पत्रकारिता, नवे भारतीय प्रकाशन, इलाहाबाद.
14. हैदर, म. नवे प्रताप (संपादक), हिंदी पत्रकारिता - विज्ञान आयाम, हिंदी बुक सेंटर, नई दिल्ली।
15. शरद, विज्ञानयंत्र, समस्त भारतीय पत्रकारिता (1780-1900) लघुकथा प्रकाशन, इलाहाबाद.
16. शर्मा, म. श्रीएन., सवाक्षर भारतीय हिंदी फिल्म: उद्धव विकास, राज प्रकाशिका हास्य, दिल्ली।

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JAIPUR

Syllabus for MA(JMC) Annual Scheme, 2018-20
Part A : Reporting
Definitions of News, news values, sources of news, news gathering; categories of reporters, special corespondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper;
Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.
Types of news stories; reporting weather, speeches, conventions, seminars; press conferences: political events, elections, legislature, court proceedings; accidents, crimes; social, cultural and educational activities; sports, writing obituaries. Purpose, preparation and techniques of Interviewing.
Interpretative, investigative and development reporting.

Part B : Editing and Printing
Organisation and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, sub-editing symbols.
Editorial page and opinion writing. Heading: various types and art of writing
Text-borders and their use for dressing copy writing. Pictures: selection and editing, writing captions.
Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.
Brief history of printing. Printing types: their structure, design and classification, computerised photo type setting, Letterpress, Offset, Gravure. Recent technological innovations in composing, printing and production methods. Proof reading: symbols and importance.

Part C : Feature Writing
What is a Feature? A feature distinguished from a news story, a special article and an editorial.
Types of features; importance of human interest and illustrations in features. Types of feature leads and their uses. Preparation of manuscript; feature syndicates; freelance writing. Writing reviews of books, films, theatre and music concerts.
Language proficiency: Developing writing skills-usages, common errors, newspaper lexicon, syntax.

Books Recommended:
2. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
9. चौबैती, प्रेमचंद, छैक लेखन, प्रकाशन विज्ञान, दिल्ली।
10. सातारा, वनवाड़ के पत्रकार, पंकजीत प्रकाशन, जयपुर।
11. कोटावरी, गुलाम, फोटो पत्रकार, पंकजीत प्रकाशन, जयपुर।
12. रिखा, प्रेमचंद, साहित्य रंग और लेखन, जयपुर प्रेमचंद कवितात्मक संस्थान, लखनऊ।
13. भहन, पुराण साहित्यी श्रीसाज्जीवाली, भव्य प्रेमचंद हिनी प्रमुख अकादमी, गोरखपुर।
14. शर्मा, शर्मा, रिखा, राजस्थान हिनी प्रमुख अकादमी, जयपुर।
15. ओझा, प्रकाशचंद, गुजरात प्रमुख, बिहार हिनी प्रमुख अकादमी, पटना।
PAPER III-AUDIO-VISUAL COMMUNICATION


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

Part B: Craft of Writing for Various Genres

Radio: General principles of writing for radio, editing scripts and tapes.
Radio News: writing and editing, characteristics, comparison with news in print media, basics of news reading. Radio report, newsreel, talk, interview, discussion and feature. Special audience programmes, commercial and external services.
Television: General principles of writing for TV; writing and editing news, basics of news reading. TV report, interview, discussion and documentary.

Part C: Object & Impact of Electronic Media

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

Books Recommended:

2. Luthra, H.R., Indian Broadcasting, Publications Division, Govt. of India, New Delhi.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
14. गंगावर, मुकुर, रेडियो लेखन, बिहार हिंदी प्रमुख ज्ञानधारी, पटना।
15. विनोबा, राजस्थान, बालकविता, प्रकाशन किकांग, दिल्ली।
16. जिबुर्जी, समाचार प्रसारण के लिए समाचार लेखन।
17. गंगुलु, गुरुदीर, प्रसारण की विविध विषय, साहित्य संगम, इलाहाबाद।

Dy. Registrar
(Academic)
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Syllabus for MA (JMC) Annual Scheme, 2022-23
PART A : Media Management

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. Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership. 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, AINPBC, IFWJ, NUJ. Advertorial and Impact features

PART B : Media Laws


PART C : Ethics


Accountability and independence of media.

Books Recommended:
14. पालड़ी, अनुष्ठ, हमारा लोकतंत्र और जनता का अधिकार, वाणी प्रकाशन, नई दिल्ली।
15. झिङ्ग, आ, नाटकशैली, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।
16. कोट्सरी गुलाम, समाप्त-पत्र प्रकाशन, मास्कुलाट चतुर्दी राष्ट्रीय प्रकाशन, विश्वविद्यालय, भोपाल।
17. जैन, सुकुमार, भारती समाप्त-पत्रों का संगठन और प्रकाश, भय प्रदेश हिंदी प्रकाश अकादमी, भोपाल।

Dy. Registrar
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University of Rajasthan
& JAIPUR

Syllabus for MA(JMC) Annual Scheme, 2018-20
PAPER I-DEVELOPMENT COMMUNICATION AND SCIENCE COMMUNICATION

Part A: Development Communication: Concepts & Evolution

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India. NITI Ayog.

Approach to development: Basic need, Integrated development, Local organisations, Self development, Participatory development. Role of Communication in Development.

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

Part B: Role and Responsibilities of Development Communication

Participatory message making, Decision making and action.

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

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

Problems of Rural Development - Role of various government agencies

Part C: Science Communication

Evolution of Science and Technology in India, Popularising Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

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

Books Recommended:

13. पटेलिया, डॉ. मनोज, हिंदी साहित्य पत्रकारिता, तत्कालिन प्रकाशन, नई दिल्ली।
14. पटेलिया, डॉ. मनोज, हिंदी साहित्य संसार, तत्कालिन प्रकाशन, नई दिल्ली।
15. उपाध्याय, डॉ. अनिल, पत्रकारिता एवं विकास संसार, विज्ञान प्रकाशन मन्दिर, वाराणसी।

Dy. Registrar (Academic) University of Rajasthan
PAPER II-COMMUNICATION RESEARCH

Part A
Introduction: The Meaning of Research and the Scientific Method, Characteristics of Research and the Development of Mass Media Research, Classification of Research

The Elements of Research: Concepts, Constructs, Hypotheses/Research Questions and Instrumentation, Variables, Measurement, Scales

Part B
Major Communication Research Methods: Experimental Research, Survey Research, Content Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion

Sampling: Meaning and Types of Sampling Population and Sample, Sample Size and Sampling Error

Part C
Areas of Mass Communication Research: Print Media Research, Electronic Media Research, Public Relations Research, Advertising Research, Media Effects Research


Books Recommended:
3. Das, G., Social Survey and Research, Manu Enterprises, Delhi.
9. Ahuja, Ram, Research Methods, Rawat Publication, Jaipur.
12. शर्मा, वैदिक प्रकाश, रिसर्च मैथेडोलॉजी, पंजवील प्रकाशन, जयपुर।
PAPER III-THEORIES OF COMMUNICATION

Part A : Communication : Concepts and its Models

Part B : Traditional Communication : Theories and Approach
Communication models of Harold Lasswell, Shannon & Weaver, Charles Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley & MacLean.
Psychological Theories : Concepts of Selective Exposure, Selective Perception and Selective Retention.
Sociological Theories : Cultivation, Agenda-Setting, Uses and Gratification, Spiral of Silence, Media System Dependency.

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

Books Recommended :
12. शिखर, ऋषि. श्रीकर्त्त, संशोधन : प्रतिरूप एवं सिद्धांत, भारती पवित्रमय एवं हिन्दूस्तानी, प्रेमज्ञान, फूलपुरी.
13. शिखर, ओम प्रकाश, संथार के वृत्त सिद्धांत, वल्लासिकल पुस्तकसंग्रह कम्पनी, ग्यांवी डिल्ली.

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Syllabus for MA(JMC) Annual Scheme 2018-20
**PAPER IV - ADVERTISING AND PUBLIC RELATIONS**

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

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


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

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

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


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

Ethics of Public Relations.

Economic and Social effects of advertising. Ethics in Advertising.

**Books Recommended :**

12. जीवनी, भूषण एवं वृक्षार, राजस्थान, जयसिंहदेवा, भूषण एवं वृक्षार, मध्य प्रदेश हिंदी प्रम्भ अकादमी.
13. यादव, नरेन्द्र सिंह, विज्ञापन कलेखन एवं विज्ञापन, राजस्थान हिंदी प्रम्भ अकादमी, जयपुर.

**Paper V (Compulsory) - Dissertation OR Practical Work**

The Dissertation/Practical Work is required to be submitted at least thirty days before the commencement of the final second year examination. Those students who fail to do so will not be allowed to appear in the examination.

Students will be required to submit a Dissertation on a communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department/College/Institute. The Dissertation shall be examined for 100 marks.

[Signature]
Dy. Registrar (Academic)
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Syllabus for MA(MC) Annual Scheme, 2018-20