UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.A. JOURNALISM
&
MASS COMMUNICATION

(ANNUAL SCHEME)

M.A (Previous) Examination 2018
M.A (Final) Examination 2019

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
Centre for Mass Communication
University of Rajasthan, Jaipur

M.A.
(Journalism and Mass Communication)
Annual Examination Scheme
Session 2017-19

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
UNIVERSITY OF RAJASTHAN, JAIPUR
M.A. JOURNALISM AND MASS COMMUNICATION SYLLABUS
MJMC (Annual Examination Scheme)
Session 2017-19

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

2. The number of papers and the minimum marks for 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 is certified by the Principal or Head of the Institution to have attended 75% of the total number of lectures, tutorials, 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 at least 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 at least 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 Examiner. The marks of dissertation will be taken average of two External Examination.

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

**MJMC (Previous) Exam 2018**

<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 1</strong></td>
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<tr>
<td>Contemporary India and Communication Media</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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<tr>
<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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<td><strong>Paper II</strong></td>
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<tr>
<td>News Reporting, Editing and Feature Writing</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td>Part A: Reporting</td>
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<td>Part B: Editing</td>
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<td>Part C: Feature Writing</td>
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<tr>
<td><strong>Paper III</strong></td>
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<tr>
<td>Audio-Visual Communication</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</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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<td><strong>Paper IV</strong></td>
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<tr>
<td>Media Management, Laws and Ethics</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td>Part A: Media Management</td>
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<td>Part B: Media Laws</td>
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<td>Part C: Ethics</td>
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### MJMC (Final) Exam 2019

<table>
<thead>
<tr>
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<th>Min. Marks</th>
<th>Duration of Exam.</th>
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<tbody>
<tr>
<td><strong>Paper 1</strong></td>
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<tr>
<td>Development Communication &amp; Science Communication</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td>Part B: Role and Responsibilities of Development Communication</td>
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<td>Part C: Science Communication</td>
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<tr>
<td><strong>Paper II</strong></td>
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<tr>
<td>Communication Research</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td><strong>Paper III</strong></td>
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<tr>
<td>Theories of Communication</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td>Part A: Communication: Concepts and its Models</td>
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<td>Part B: Traditional Communication: Theories and Approach</td>
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<td>Part C: Modern Scientific Theories</td>
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<td><strong>Paper IV</strong></td>
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<tr>
<td>Advertising and Public Relations</td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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<tr>
<td>Part A: Rise and Growth of Advertising</td>
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<tr>
<td>Part B: Definition and Dimension of Public Relations</td>
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<tr>
<td>Part C: Ethics in Public Relations and Advertising</td>
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<tr>
<td><strong>Paper V (Compulsory)-Dissertation or Practical Work</strong></td>
<td>100</td>
<td>36</td>
<td>3 hrs.</td>
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SYLLABUS
MJMC (Previous)

Paper I - Contemporary India and Communication Media

Part A : Profile of Contemporary India

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.
Print

Part C : Introduction to Electronic and Film Media Radio/Television
A historical perspective. Emergence of AIR-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.
17. मिश्र, डा, कृष्ण धिरो, हिंदी पत्रकारिता, लोक भारती प्रकाश, इलाहाबाद।
18. वैदेश, डा, वेद प्रताप (सम्पादक), हिंदी पत्रकारिता — विभिन्न आयाम, हिंदी बूक सेटर, नई दिल्ली।
19. श्रीधर, विजयलक्ष्मी, समय भारतीय पत्रकारिता (1780—1900) तनाववर्धि प्रकाशन, इलाहाबाद।
20. शर्मा, डा, वी.एन, साक्षात् भारतीय हिंदी फिल्म्स : उद्यम विकास, राज परलिशिंग हाउस, दिल्ली।
Paper II - News Reporting, Editing and Feature Writing

Part A: Reporting
Definitions of News, news values, sources of news, news gathering; categories of reporters, special correspondents and their 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, crime; 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-breakers 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.
4. राजेन्द्र, संवाद और संवाददाता, हसियाणा हिन्दी ग्रंथ अकादमी, चंडीगढ़।
5. कौतुकी, गुलाब, फोटो परिकल्पना, पंजाबी प्रकाशन, जयपुर।
6. ढिख, उ. नन्दकिशोर, सामाजिक संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ।
13. सिसार, मुद्रण सामग्री प्रौद्योगिकी, मध्य प्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
14. शमी देवदत्त, शमी विनोद कुमार, मुद्रण एवं संज्ञा, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
15. आंजन प्रकुल्लभ, मुद्रण परिचय, विहार हिन्दी ग्रंथ अकादमी, पटना।
20. बंधुवीर, प्रेममाथ, फील्ड लेखन, प्रकाशन विभाग, दिल्ली।
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 organisations, 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. Banerji, U.L., This is All India Radio, Publications Division, New Delhi.
14. गंगाप्रसाद, मुकुर्त, रेडियो लेखन, बिहार हिंदी प्रथम अकादमी, पटना।
15. विश्वकर्मा, रत्नविहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली।
16. चतुरवीरी, रामनाथ प्रसारण के लिए समाचार लेखन।
17. मंजूल, मुरली मनोहर, प्रसारण की विविध विधाएं, साहित्य संगम, इलाहाबाद।

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
Paper IV - Media Management, Laws and Ethics

Part A : Media Management

Basic principles of management. Different types of newspaper ownership patterns in India. Organisational pattern of a daily newspaper, a magazine and a news agency; functioning of editorial, business and printing departments, inter-relationship and coordination among them; newspaper economics, circulation and advertising as sources of revenue.

Newspaper as an industry and as a public utility. 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.

Part B : Media Laws


Part C : Ethics

Media : Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; role of press and/or media councils and press ombudsmen-Press Council of India and its broad guidelines for the press-codes suggested for the press by Press Council and Press Commissions and other professional organizations.

Accountability and independence of media.

Books Recommended :

6. कोठरी कृष्ण, समाचार-पत्र प्रबंधन, मार्केटिंग लघुक्षेत्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
7. जीन, गुरुदास, भारतीय समाचार-पत्र का संस्थापन और प्रकाशन, भारत प्रेस एंड हिन्दी ग्रंथ अकादमी, भोपाल।
18. पाण्डेय, अर्जुन, हार्मोनी औद्योग और जानने का अधिकार, वाणी प्रकाशन, नई दिल्ली।
19. त्रिखा, डॉ. नन्दकिशोर, प्रेस विज्ञान, विश्वविद्यालय प्रकाशन, बाराणसी।

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
SYLLABUS
MJMC (FINAL)

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, development in India in the Five Year Plans.
Role of Communication in Development.
Approach to development: Basic need, Intergrated development, Local organisations, Self development, Participatory development.
Development Communication: Concept and process, Dominant, Dependency and 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:
Part II - Communication Research

Part A: Communication Research:
Basic Elements of Inquiry: Concepts, variables, hypotheses.
Research Design: Exploratory, Descriptive, Explanatory, Experimental. Sources of Data.

Part B
Sampling-Probability and non-probability sample types.
Techniques of data collection: Observation, interviewing, questionnaire, schedule, case study, content analysis, projective analysis.

Part C
Data processing: Classification & tabulation. Data analysis: Elementary statistical methods- Central tendency: mean, median, mode.
Dispersion-standard deviation and co-efficient of variation. Correlation: Meaning, characteristics, Pearson r and Spearman r Hypotheses testing: Chi-Square test.

Books Recommended:
9. Ahuja, Ram, Research Methods, Rawat Publication, Jaipur.
12. रामार्थ, वीरेंद्र प्रकाश, रिसर्च मैट्स्टेटिकजी, पंशरील प्रकाशन, जयपुर।

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
Paper III-Theories of Communication

Part A: Communication: Concepts and its Models
Communication: Definitions, meaning and scope, elements and process, functions. Types of communication:

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. सिंह, डॉ. शेखरकुन्ता, सप्रेरण : प्रतिरूप एवं सिद्धान्त, भारती प्रकाशन एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद।
13. सिंह, ओम प्रकाश, संघार के नूतन सिद्धान्त, क्लासिकल पर्यालाप कंपनी, नई दिल्ली।

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR
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:
15. त्रिवेदी, सुरेंद्र एवं शुक्ल, शासिकाला, जनसमर्था: सिद्धान्त एवं व्यवहार, सत्य प्रदेश हिन्दी ग्रन्थ अकादमी।
16. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिंदी ग्रन्थ 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]

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Jaipur