UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M. A.

JOURNALISM & MASS COMMUNICATION

(Annual Scheme)

M.A. (Previous) Examination - 2020
M.A. (Final) Examination - 2021
UNIVERSITY OF RAJASTHAN, JAIPUR
M.A. IN JOURNALISM AND MASS COMMUNICATION M. A. (JMC)
SYLLABUS & ANNUAL EXAMINATION SCHEME (SESSION 2019-20)

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 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 paper 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% (36% in case of practical) shall be taken into account in respect of such
    paper(s)/practical(s)/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.)

Dy. Registrar
(Academic)

[Signature]

[Date: 5th March, 2020]
<table>
<thead>
<tr>
<th>Title of the Paper</th>
<th>Max. Marks</th>
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<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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<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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<td><strong>PAPER III: AUDIO-VISUAL COMMUNICATION</strong></td>
<td>100</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>
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<td>Part A: Media Management</td>
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<td>Part C: Ethics</td>
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<td><strong>TOTAL Max. Marks</strong></td>
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<td><strong>PAPER I: DEVELOPMENT COMMUNICATION &amp; SCIENCE COMMUNICATION</strong></td>
<td>100</td>
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<td>Part A: Development Communication: Concepts &amp; Evolution</td>
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<td>Part B: Role and Responsibilities of Development Communication</td>
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<td>Part C: Science Communication</td>
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<td><strong>PAPER II: COMMUNICATION RESEARCH</strong></td>
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<td><strong>PAPER III: THEORIES OF COMMUNICATION</strong></td>
<td>100</td>
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<td>Part A: Communication: Concepts and its Models</td>
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<td><strong>PAPER IV: ADVERTISING AND PUBLIC RELATIONS</strong></td>
<td>100</td>
<td>36</td>
<td>3 HRS</td>
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<td>Part A: Rise and Growth of Advertising</td>
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<td>Part B: Definition and Dimension of Public Relations</td>
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<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>
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<td><strong>TOTAL Max. Marks</strong></td>
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</table>
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.

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.
7. Parmar, Shyamlal, Traditional Folk Media in India, Geka Books, New Delhi.
13. वैलिचार, डॉ. किशोर, दिव्यार्जन (उपन्यास), हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद।
14. बैद्धिक, डॉ. बंद सारस (उपन्यास), हिन्दी पत्रकारिता — विज्ञान आयाम, हिन्दी मूक सेंटर, नई दिल्ली।
15. शचीर, नवीन, समय भारतीय पत्रकारिता (1947-2000) सामाजिक प्रकाशन, इलाहाबाद।
16. शर्मा, डॉ. वी.ए.पी., समय भारतीय हिन्दी मित्र : उद्धत विकास, एक पत्रकारिता इतिहास, दिल्ली
Part A: Reporting
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.
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-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.

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. भुमिका, वेऩन, ये॑र लेखन, प्रकाशन भाग, हिंदी।
10. संलेख, संवाद और संस्करण, हिन्दी प्रथम अक्षरार्थ, हिन्दी।
11. कौशल, पुस्तक, पाठक प्रकाश, प्रकाशन, प्रयुक्त।
12. निबंध, श्री, न्यायिकीय, सामाजिक संस्करण और लेखन, उत्तर प्रदेश हिन्दी संस्थान, त्रलंका।
13. निबंध, पुस्तक सभी न्यायिकीय, उत्तर प्रदेश हिन्दी प्रथम अक्षरार्थ, भोपाल।
14. संवाद, संवाद न्यायिक, मूल्य एवं संबंध, राजस्थान हिन्दी प्रथम अक्षरार्थ, पटना।
15. अंप्रा प्रकुपलसन, मूल्य परिकल्पना, विषय हिन्दी प्रथम अक्षरार्थ, पटना।

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World systems of broadcasting; organization and operations of All India Radio, Doordarshan, Prasar Bharati. 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. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
14. गंगावर, भक्ति, शिष्यों लेखन, विहार हिंदी प्रस्तुति आयोजन, पटना।
15. विद्वानों, राष्ट्रीय संघीय, आयोजनसमी, प्रकाशन निकाि, दिल्ली।
16. बूढ़हैन, राज्यवाद प्रसारण के संघ निकान के।
17. मनुकु, गुरु के मन्दिर, प्रसारण के रूप में विकसित किया, साहित्य संगम, इलाहाबाद।

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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.
Organisational 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, AINPEI, IFWJ, NJU. Advertorial and Impact features

Part B: Media Laws

Part C: Ethics
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, Guidelines of media.
Accountability and independence of media.

Books Recommended:
14. पप्पों, आम, हमारा लोकान्तर और चलने का अभिवादन, नई दिल्ली.
15. जिन्ना, बतुर, नासिकियों, प्रेस किया, रिलायन्सिङ्स प्रकाशन, वाराणसी.
16. कोटाली गुलाम, समाचार-पत्र प्रवक्ता, साहित्यकार बहुदीघीन सन्तोष सिंह बिश्वविद्यालय, भोपाल.
17. जीना, भुदुपल, भारती समाचार-न्याय का संवेदन और प्रबंध, नया प्रेसा, हिन्दी प्रकाशन अकादमी, भोपाल.
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 Aayog.

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. रामेश, डी. गोपाल, इन्डियन प्रकाशन प्रकाशन, ज्ञान प्रकाशन, नई दिल्ली। रामेश, डी. गोपाल, इन्डियन प्रकाशन प्रकाशन, ज्ञान प्रकाशन, नई दिल्ली।
14. उमेश, डी. अंजलि, पार्कटिसिटी एंड विज्ञान संस्थान, ज्ञान प्रकाशन, नई दिल्ली।
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:
9. Ahuja, Ram, Research Methods, Rawat Publication, Jaipur.
12. शर्म, वीरेंद्र प्रकाश, सिद्धांत वैज्ञानिकी, पंचाली प्रकाशन, जयपुर।

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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, Wesley & 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. शिंदे, दी. श्रीकल्यान, राजनीति: प्रविष्ट्य एवं प्रसिद्धि, मार्केट प्रबंधन एवं विज्ञान, पूजा प्रकाशन.
13. शिंदे, ओम प्रकाश, संसार के मूल सिद्धांत, कलाशिकत्व परिवर्तन कम्पनी, नई दिल्ली.

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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. विदर्भ, सुभाष एवं सूरत, शिक्षाकार, अनुवादक: तिब्बुल इत्यादि व व्यवहार, कर्म प्रदेश हिंदी प्रभा अकादमी।
13. यात्रा, नरेंद्र सिंह, विद्यागत तकनीक एवं विद्वान, सरकार शिक्षा हिंदी प्रभा 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.