



**Scheme of Examination
&
Detailed Syllabus**

**Master of Journalism and Mass
Communication (M.J.M.C.)**



AISECT UNIVERSITY

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COURSE STRUCTURE

MASTER OF JOURNALISM MAD MASS COMMUNICATION (MJMC)

Master of Journalism & Mass communication is a one-year (two semesters) full time master degree programme designed to meet the growing demands for media professionals in the nation. The ongoing structural reforms, brought about by new socio-economic policy, has placed media at the centre stage in information sharing processes intermingled with the fast improving technologies, keeping this in view, the course to prepare and shape who can contribute significantly in this field. The MJMC programme aims to provide highly trained and motivated professionals with high journalistic technology as well as equipping the students with professional proficiency in the field of Newspapers, magazine, television, radio and web media with special emphasis on television programme production and its technology. It's aimed to arming the students with professional proficiency in the field of modern media i.e., radio, television, and web media. The course also covers human communication, information technology, and media research and media management in sufficient detail.

Semester – I

| Paper Code & Name | | Scheme of Marks | | | |
|-------------------|---------------------------------|-----------------|---------------|---------------------------------------|-----|
| | | Max. Mark | 30% Min. Mark | Total | |
| MJMC01 | 1 Communication theories | 75 | 23 | 100 | |
| | CE+AA (Internal) | 25 | 07 | | |
| MJMC02 | Journalism in practice. | 75 | 23 | 100 | |
| | CE+AA (Internal) | 25 | 07 | | |
| MJMC03 | Advance Journalism | 75 | 23 | 100 | |
| | CE+AA (Internal) | 25 | 07 | | |
| MJMC04 | Media law and ethics | 75 | 23 | 100 | |
| | CE+AA (Internal) | 25 | 07 | | |
| | Total | 400 | 132 | 33 % Aggregate passing marks | 400 |

Semester – II

| Paper Code & Name | | Scheme of Marks | | | |
|-------------------|--|-----------------|---------------|---------------------------------------|-----|
| | | Max. Mark | 30% Min. Mark | Total | |
| MJMC-05 | Advertising and Public Relation | 75 | 23 | 100 | |
| | CE+AA (Internal) | 25 | 07 | | |
| MJMC-06 | Communication Research | 75 | 23 | 100 | |
| | CE+AA (Internal) | 25 | 07 | | |
| MJMC-07 | IT applications | 75 | 23 | 100 | |
| | CE+AA (Internal) | 25 | 07 | | |
| MJMC-08 | Practical & Viva-voce | 100 | 30 | 100 | |
| | Total | 400 | 132 | 33 % Aggregate passing marks | 400 |

Master of Journalism and Mass Communication

Course of Studies (MJMC)

Semester - I

Paper - I

MJMC-1 Communication theories

M.M. - 75

M.P.M. - 23

MJMC-1 Communication theories and it's relevance.

- Communication Concepts and definition, Nature and process
- Development of communication and its history
- Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication,
- Mass Communication Process and Models: SMR & SMCR Model, Laswell's Model,
- Shannon & Weaver Model, Willbur Schramm's Model, Osgood Model
- Theories of Mass Communication & Its Relevance to Practice: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Theory, Development Communication Theory, Participant Mass Communication Theory
- Conflicts related to media coverage and representation
- International news agencies- Critique
- Mac bride commission- Recommendations and policy options culture, Stereotype and culture imperialism.
- Media policies in an international context.
- Importance and effects of Communication
- Effective Communication.
- Tribal, cultural and international communication.
- Traditional and Folk media and its importance.
- The Role of Media in Development
- Role of Mass Media in a Democracy.
- Development Communication Initiatives in India

Assignments & Exercises.

TEXT BOOK-भारत में संचार और जनसंचार म.प्र. हिन्दी ग्रंथ अकादमी प्रो. जे.वी. विलानिलम, डॉ. शशिकांत

- McQuil Denis, Mass Communication Theory , 6 ed., Sage Publication, London ,2011

Books Recommended:

- Rogers M. Everett, A History of Communication Study, Free Press, New York, 1997
- Kumar J. Keval , Mass Communication in India, Jaico Publishing House, Bombay
- Yadav , J.S., Mathur, Pradeep, Issues in Mass Communication :The Basic Concepts, Kanishka Publisher& Distributor, New Delhi
- Vilanilam J.V. Mass Communication
- Communication and Rural change : P.R.R. Singh
- Development Communication: J.R. Hakemulder
- पातंजलि प्रेमचंद संचार क्रांति और वि व जन माध्यम
- सिंह ओम प्रका T जनसंचार के मूल सिद्धांत
- विला निलम जे.वी. भारत में संचार और जनसंचार
- विकास संचार – राधे याम भार्मा
- जनसंचार और विकास – अंजन कुमार बैनर्जी

Paper - II

MJMC-02 Journalism in practice.

M.M. – 75

M.P.M. – 23

MJMC-02 Journalism in practice.

- Journalism: Concepts and definition, Basic terms, Nature and process
- Development of journalism and its history

NEWS

Concept of news, definition of news, types of news, elements of news and sources.

WRITING

Concept of reporting, types of reporting, Reporting skills, news writing skills, five Ws & one H, some Cs, Intro and body, reporting techniques for newspaper, radio and TV.

TYPES OF JOURNALISM: investigative, sting operation, research, Judicial, political, crime, business, bollywood, warfare, tour and travel, constitutional and parliamentary reporting.

REPORTERS

Meaning & characteristics of a reporter/correspondent, classification of reporters, qualities of reporter.

Assignments & Exercises.

TEXT BOOK- REPORTING AND EDITING 1 BAMC-2 CVRU

संपादन कला विश्व भारती डॉ. संजीव भानावत

Reference Books

1. Samachar Lekhan ke Sidhant- Taqnique(Hindi) Dr.Sanjeev Bhanawat
2. Samvad Aur Samvadata (Hindi) - Rajendra
3. Active Newsroom - IPI
4. Professional Journalism - Patanjali Sethi
5. समाचार संपादन और लेखन - नन्द कि गोर त्रिखा
6. जनमाध्यम और पत्रकारिता - प्रवीण दीक्षित
7. समाचार संपादन - रमे । जैन

Paper – III (a)

MJMC-03 (a) Advance Journalism

Specialized area of journalism & mass communication (□Press)

M.M. – 75
23

M.P.M. –

- The World of Print Media.
- Types and Characteristics of Print Media.
- Different Types of Print Media.
- Journey of Newspaper From Hickey's Gazette to Online Newspapers,
- Role of Press in Social & Political Movements specially in freedom struggle of India
- Different forms of writing: News, feature, article, editorial and photo caption.
- Contents of news: Headline, sub headline, flag and Intro, body text. Statement and quote. Cartoon and caricature.
- Page dummy and layout. Contents of a news paper and magazine.

Assignments & Exercises.

TEXT BOOK. सम्प्रेशण प्रतिरूप एवं सिद्धान्त – डॉ. श्रीकांत सिंह
संचार के मूल सिद्धान्त – डॉ. ओम प्रकाश सिंह

Reference Books

1. History of Press in India - Natrajan
2. Indian Journalism - Krishnamurty
3. Rise and Growth of Hindi Journalism - R.R. Bhatnagar
4. Press in India - Chalapati Rao
5. Samagra Bharitiya Patrakarita - Vijay Dutt Sridhar
6. Media Culture And Society - Colins
7. पत्रकारिता एवं जनसंचार – सिद्धान्त एवं विकास – डॉ. अनिल उपाध्याय
8. संचार के सात सोपान –डॉ. अनिल कुमार राय 'अंकित'

Or

Paper – III (b)

MJMC-03 (b) Advance Journalism

Specialized area of journalism & mass communication (□Radio)

M.M. – 75

M.P.M. – 23

- Development of Radio Broadcasting in India
- Characteristics of Radio
- Emergence of FM , and community radio.
- Internet Radio and Community Radio in India
- Popular Radio Genres: News bulletin, Documentary, Radio feature, Drama, Talks, Music programmes
- Radio Programme Production
- The Radio Team- duties and responsibilities of team members.

Assignments & Exercises.

Text book. रेडियो पत्रकारिता, परिचय एवं प्रस्तुतिकला यूनिवर्सिटी पब्लिकेशन सिंह , ए.के.

Reference :

- *Awasthy G.C. :Broad casting in India, Allied publishers, Mumbai, 1965.*
- *Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.*
- *Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.*
- *Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.*
- *Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.*
- *Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.*
- *Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.*
- *Zacharjah Aruna radio Jockey and News Anchoring*
भार्मा कौ ल, रेडियो प्रसारण

Or

Paper - III (c)

MJMC-03(c) Advance Journalism

Specialized area of journalism & mass communication (□Television)

M.M. – 75

M.P.M. – 23

- Brief History of Television in India.
- Perception, initial development and experimental approach, SITE phase and evaluation, Expansion of television- Post asiad phase.

Contents of news: Anchor, package, special package or program. , interview, voxpop and byte. Graphics, Chrome, montaz. Headlines and text head lines, breaking news, news flash and ticker.

- Formats of Television Programmes
- TV Programme Production
- Key Professional involved in the TV Production

Assignments & Exercises.

Text book -video production - vasuki belvadi oxford press

Books Recommended:

- Awasthy G.C. :Broadcasting in India, Allied publishers, Mumbai, 1965.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.
- Television Production by Allan Wurtzel, McGraw Hills Book Co. New Delhi.
- Television Production by Zettl Herbert
- The Technique of Television Production by Gerald Millerson
- Broadcasting/ cable and Beyond by Joseph R. downtick
- मनीशी द्विवेदी, रेडियो पत्रकारिता एवं प्रसारण सिद्धांत

- हरिमोहन, रेडियों और दूरदर्शन पत्रकारिता
- जैन रमेश, इलेक्ट्रॉनिक मीडिया लेखन
- भार्गव कौशल, रेडियों प्रसारण

Or

Paper - III (d)

MJMC-(d) Advance Journalism

Specialized area of journalism & mass communication (□Web Media

M.M. – 75

M.P.M. – 23

- Emergence of web media
- Brief history of web media,
- Website, Blog, News portal,
- Social networking sites
- New Media :Future of journalism
- Characteristics of New Media
- Traditional vs new media
- Citizen journalism

Assignments & Exercises.

TEXT BOOK- 3 BAMC 3 CVRU

Books Recommended:

- Sochna Prodyogiki awam Patrakarita by Malik, Ashok
- Young people and New Media by Sonia, Livingstone
- Dictionary of internet by Dsouza Y.K.
- Multimedia Magic-BPB Publication Multimedia Making by Van Vaughen

Or

Paper - III (e)

MJMC-(e) Advance Journalism

Specialized area of journalism & mass communication (□Photo journalism)

M.M. - 75

M.P.M. - 23

- Introduction to Photojournalism
- Photo and Video journalism in India
- Types of photojournalism
- Working of a Camera
- Camera movements
- Equipments in Photography
- Photo and video Feature
- Role and Responsibility of Photojournalist.

Assignments & Exercises.

Reference:

- On camera by Harris Watts.
- Shooting Digital Video by Jon Fauer
- Basic T.V Technology, Digital and Analog by Robert L. Hartwig
- Introduction to T.V Technology by Inglis
- Broadcasting Technology by O.P Shrivastava

Paper – IV

MJMC-04 Media law and ethics

M.M. – 75
23

M.P.M. –

- Journalism as a profession
- Careers in Journalism and mass media
- Journalists- Their role and responsibilities
- Working journalist act 1955.
- Cinematograph Act 1953,
- Prasar Bharati Act,
- Cable Television Act,
- Information Technology Act 2000
- Right to Information, Act 2005.
- Intellectual property right legislations including Copyright Act,.
- Indian Constitution and freedom of press
- Freedom of Press: Role of Press Council of India, its guidelines for the press, Press commissions and their recommendations,
- Professional organizations in media:
- Ethics and journalism: Accountability and independence of media-Structure Guidelines given by the Editors Guild of India.

Assignments & Exercises.

Reference Books

- | | |
|---------------------------------------|-------------------------|
| 1. Law of the Press | - D.D. Basu |
| 2. Patrakarita Aur Press Vidhi | - Dr. Basanti Lal Bowel |
| 3. Press Kanoon Aur Patrakarita | - Dr. Sanjeev Bhanawat |
| 4. Press and Laws of Media | - H.P. Ghosh |
| 5. जनमाध्यम : कानून एवं उत्तर दायित्व | – डॉ. श्रीकान्त सिंह |
| 6. प्रेस विधि | – डॉ. नन्दकि गोर त्रिखा |

Master of Journalism and Mass Communication

Course of Studies (MJMC)

Semester - II

Paper - I

MJMC-05 Advertising and Public Relation

M.M. – 75
23

M.P.M. –

- **Advertising:** □ Concepts, definition and Role of Advertising in marketing.
- **Publicity:** □ Concepts, definition and how it is different to advertising.
- **Propaganda:** Concepts, definition and role of propaganda in election.
- **Public relations:** Concepts, definition and different types of Public relations.
- **Public opinion:** Concepts, definition and how mass media affect public opinion.
- **Lobbing:** Concepts, definition and how lobbying is different to corruption. Role of lobbying in public relation.

Assignments & Exercises.

जनसंपर्क : सिद्धांत एवं तकनीक
विज्ञापन कला

– डॉ. संजीव भानावत, डॉ. क्षिप्रा माथुर
– एके वर हटवाल

Reference Books

1. Public Relations in India - J.M. Kaul
2. How to be good PRO - C.V.N. Reddy
3. Advertising - Dr. S.S. Kaptan
4. Adhunik Vighyan - Pramchand Pataanjali
5. Advertising Principal & Practicas - Chunawala
6. Public Relation Handbook - Sam Black
7. Principles of Public Relation - Cuttiff
8. विज्ञापन कला – एके वर हटवाल
9. जनसम्पर्क – बलदेव सहाय

- | | | |
|-----|-----------|--------------------|
| 10. | जनसम्पर्क | – जयश्री जेठवानी |
| 11. | जनसम्पर्क | – डी.एस. मेहता |
| 12. | जनसम्पर्क | – बल्देव राज गुप्त |

Paper - II

MJMC-06 Communication Research

M.M. – 75
23

M.P.M. –

- Introduction of research methods and process
- Mass communication research- Historical overview
- Administrative and critical traditions
- Effects research- Strengths and limitations
- Communication research in India- Landmark studies related to SITE
- Content analysis- Quantitative and qualitative approaches
- Market research and its relationship to communication particularly advertising
- Sampling techniques- Strengths and limitations
- Statistical methods of analysis basics.

मीडिया भोध : डॉ. मनोज दयाल

मीडिया रिसर्च विश्व भारती मिनाक्षी पुनिया

Recommended Books

1. Introduction to Mass Communication Research : Borman
2. Opinion Leadership in India : Lalit Sen
3. Trends in Content Analysis : Pool
4. The Media and The People : Brown
5. Communication : Barker

Paper - III

MJMC-07 IT applications

M.M. – 75
23

M.P.M. –

Depth study

- Ms Office.
- Coral Draw.
- Quark Express.
- Adobe PageMaker.
- Adobe Photoshop.
- Adobe premier.
- Internet surfing.
- Font converter.
- Mailing, blogging and chatting.

Books Recommended:

- Multimedia by Vishnu Priya Singh
- Multimedia on the PC by Sinclair, BPB Publication
- Articles in newspaper and magazines
- 'Computer Today' magazine
- Internet Complete by Sybex BPB Publication
- ABC of Internet by Crumlish, BPB Publication
- Fundamentals of Computer by
- ABCs of DOS .5 by Miller BPB Publication
- Multi Media & Cyber Journalism, Dr. Anil K. Rai 'Ankit', Shree Publishers & Distributors, New Delhi
- Understanding Digital Media and Weblog Journalism, Dr. Anil K. Rai 'Ankit', Shree Publishers, New Delhi

- बीपीबी, एडॉब पेजमेकर
- बीपीबी, एडॉब फोटो गॉप
- बीपीबी, कम्प्यूटर कोर्स
- बीपीबी, इंटरनेट ई-मेल कोर्स
- बीपीबी, कोरल ड्रॉ
- गोयल हेमंत कुमार डीटीपी कोर्स
- गोयल हेमंत कुमार एटेंजेड कम्प्यूटर कोर्स

Paper - IV

MJMC-08 MJMC-8 Practical

M.M. - 75
23

M.P.M. -

- **Visit** a News channel, radio station and press. see how it functions. Submit a paper of your understanding.

- **video production**

Make a documentary film.

Describe your subject, working process, difficulties, learning and its importance in video format.

Interview: Chose any famous personality and interview him/her.

News bulletin: cover your city and make a news bulletin. Includes anchor visual, package, interviews and woxpop, and live phono.

Panel discussion: Chose a subject and organize a panel discussion.

Or

- **Page making.**

Cover your city and make news.

Chose any famous personality and interview him/her.

Chose a subject and get public opinion.

Prepare a front page of your imaginary news paper and cover page r of a magazine.

Or

- **Online activity:** create a blog,

Compare 5 most popular news portals and present a report about their news content.

Write a note: Social networking sites are growing as news source.

- **internship:** work for two months in any press, Radio or TV channel and submit a dissertation and find out how it is organized and how it produces programme And how works for special coverage.

Evaluation Scheme

Each semester shall be of 400 marks. The division of marks shall be as follows:-(i)

Ist to IInd Semester

- a) Continuous Evaluation (CE) (Internal) (25%) of 100
Assignment and Activities (AA)
25 in each paper for CE and AA
- b) Comprehensive Practical Examination 100
at the end of the second semester (External) (50+25+25)
50-Project, 25-Viva-voce & 25 on character & behavior (Internal)

PASSING

30% in each paper and total aggregating 33% in the examination concerned shall be the passing marks. Student has to clear Continuous Evaluation, Assignment Activities, Practical and End Term Exam separately.

The results shall be marked by the system of division on basis of the schedule shown below -

| division | MARKS OBTAINED |
|-------------------|-----------------------------|
| I st | On 60% and above |
| II nd | 45% and above but below 60% |
| III rd | 33% and above but below 45% |
| Fail | below 33% |