

University of Rajasthan, Jaipur
MASTER IN JOURNALISM AND MASS COMMUNICATION Syllabus
Semester Scheme 2012-13

Contents:

1. Ordinances
2. Eligibility
3. Scheme of Examination
4. Semester Structure
5. Course Details

1. NEW ORDINANCES RELATED TO MASTER IN JOURNALISM AND MASS COMMUNICATION (Semester Scheme)

O.199F1: The examination of Regular students of Master degree (Post-graduate) courses of the University admitted in the academic session 2011-12 and after shall be based on (a) Semester Examinations, (b) Continuous Assessment, (c) Choice Based Credit System, and (d) Semester Grade Point Average and Cumulative Grade Point Average system as provided in O.199F1 to O.199F5. The ordinances which were in force prior to academic session 2011-12, will be applicable for Non-collegiate students (wherever permissible) and students admitted prior to academic session 2011-12 only. The ordinances O.199F1 to O.199F5 will have overriding effect over other ordinances for the Regular courses leading to Masters' degree.

O.199F2: Fifteen (15) hours of theory teaching will lead to one credit (which means one hour per week theory teaching in a semester of 90 teaching days) and in case of practical 45 hours of laboratory work will lead to two credit (which means 3 hours practical class per week in a semester of 90 teaching days). Each semester of Master's course shall offer 36 credits or more. Number of Semester Examinations and Minimum Credit required to be earned for award of Master degree in various Post-Graduate courses is specified in table given below.

#	Faculty	Degree	Subject	Number of Semesters	Minimum Credit Required
1	Arts	M.A. (Master of Arts)	1. English	4	120
2			2. European Studies	4	120
3			3. French	4	120
4			4. Hindi	4	120
5			5. Philosophy	4	120
6			6. Sanskrit	4	120
7			7. Urdu	4	120
8	Social Science	(Master of Arts)	1. Anthropology	4	120
9			2. Economics	4	120

10			3. Garment Production and Export Management	4	120	
11			4. Geography	4	120	
12			5. History	4	120	
13			6. Mathematics	4	120	
14			7. Political Science	4	120	
15			8. Psychology	4	120	
16			9. Public Administration	4	120	
17			10. Sociology	4	120	
18			11. Statistics	4	120	
19			M.S.W. (Master of Social Work)		4	120
20			M.J.M.C.(Master of Journalism and Mass Communications)		4	120
21	Fine Arts	M.A. (Master of Arts)	Dramatics	4	120	
22			Drawing and Painting	4	120	
23			Music	4	120	
24		M.V.A. (Master of Visual Arts)		4	120	
25		M. Mus. (Master of Music)		4	120	
26	Commerce	M.Com. (Master of Commerce)	Accountancy and Business Statistics	4	120	
27			Business Administration	4	120	
28			Economic Administration and Financial Management and Cooperation	4	120	
29			M.C.C.A. (Master of Cost Control and Accounts)		4	120
30		M.H.R.M. (Master of Human Resource Management)		4	120	
31		M.I.B. (Master of International Business)		4	120	
32		M.F.C. (Master of Finance and Control)		4	120	
33	Management	M.B.A. (Master of Business Administration)		4	120	
34		M.B.A. (Executive) (Master of Business Administration (Executive))		4	120	
35		M.B.A. (CAM) (Master of Business Administration-Computer Aided Management)		4	120	
36		M.B.A. (E-Com) (Master of Business Administration-E-Commerce)		4	120	
37	Education	M.Ed. (Master of Education)		2	60	
38		M.P.Ed. (Master of Physics Education)		4	120	
39		M.Lib. & Inf. Sc.(Master of Library and Information Science)		2	60	
40	Law	LL.M. (Master of Law)		4	120	
41		LL.M. (H.R.&V.E.) (Master of Law –Human Rights and Value Education)		4	120	

42	Science	M.Sc. (Master of Science)	1. Anthropology*	4	120
43			2. Biochemistry	4	120
44			3. Biotechnology	4	120
45			4. Botany	4	120
46			5. Chemistry	4	120
47			6. Environmental Science	4	120
48			7. Garment Production and Export Management*	4	120
49			8. Geography*	4	120
50			9. Geology	4	120
51			10. Home Science	4	120
52			11. Information Technology	4	120
53			12. Mathematics*	4	120
54			13. Microbiology	4	120
55			14. Pharmaceutical Chemistry	4	120
56			15. Physics	4	120
57			16. Psychology*	4	120
58			17. Statistics*	4	120
59			18. Zoology	4	120
60			M.C.A. (Master of Computer Applications)	6	180
61			B.Sc.-M.Sc. Integrated Biotechnology	10	300
62		B.Sc.-M.Sc. Integrated Information Technology	10	300	
63		M.Tech. (Engineering Physics)	4	120	
64	Engineering and Technology	Dual degree B.Tech. M.Tech. in Converging Technologies	1. Nanomaterials and Nanotechnology	10	300
65			2. Bioinformatics and Biotechnology	10	300
66			3. Information and Communication Technologies	10	300
67			4. Cognitive and Neuroscience	10	300

* Candidate who have been admitted to Master's degree in Anthropology/ Garment Production and Export Management / Geography/ Mathematics/ Psychology/ Statistics based on the Bachelor degree in Arts shall be awarded the M.A. degree in the concerned subject and

candidates who have been admitted to Master's degree in Garment Production and Export Management based on the Bachelor degree in Commerce shall be awarded the M.Com. degree in the subject.

The number of papers, course type and credits and detailed syllabus for each course shall be shown in the syllabus for the course concerned. A candidate will be required to earn minimum credits prescribed above for award of the Master degree.

O.199F3:

- a) The Department in context of this ordinance means the Department/Centre of concerned PG subject at University of Rajasthan or that of an affiliated institution or college, as the case may be. Teacher of parent Department means a duly appointed Teacher as per UGC prescribed qualifications in the Department where student is enrolled for the course.
- b) A Credit Monitoring Committee (CMC) of the Department will consist of the Head and THREE Senior Most Teachers on roll of the Department with Head of the Department as Chairperson. Under special circumstance, when the number of teachers on roll is less than four, the Vice-Chancellor may constitute the Credit Monitoring Committee. Registration of candidates in the First and subsequent Semesters after the prescribed last date shall not be permitted. For subsequent semesters no minimum credit earning criterion will be applicable. Credit registration atleast once in all Compulsory Credit Course shall be binding, however, earning all CCC Credits for accumulation of the prescribed minimum credits shall not be required.
- c) The candidate will be required to finalize the number of credits at the time of registration in a semester and no change will be permitted after seven days of start of the semester. The CMC of the Department shall forward the credit registration details of all students enrolled in the semester, latest by the tenth day of commencement of the semester. The prior approval of Credit Monitoring Committee will be essential and decision of Credit Monitoring Committee shall be final and binding.
- d) The Credit Courses have been classified as
 - i. Compulsory Core Courses(CCC)
 - ii. Elective Core Courses(ECC),
 - iii. Seminar (SEM), Project Work (PRJ), Field Study (FST), Self Study Courses(SSC), and other Supportive Courses (OSC), Research Publications [RPJ] can also be taken in support of Core or Elective course wherever so prescribed.
- e) The aim of the seminar is to give students an exposure to recent developments and advance topics of research interest. The Seminar preparations can be undertaken only on prior approval of Credit Monitoring Committee of the Department. The CMC will allot Seminar Credits on Merit Basis out of desiring students. Seminar preparations are to be undertaken under guidance of a Teacher of parent Department. No teacher shall be permitted to guide more than three students in a semester for Seminar supervision. The guiding teacher will make continuous internal assessment of the Seminar. At the End of Semester Examination (EoSE) the Seminar will be conducted and credits will be awarded by a Board of Three Examiners consisting of the Head of the Department, guide and one faculty member other than guide.

- f) The aim of Project Work or Field Study is to introduce students to research methodology in the subject and prepare them for pursuing research in theoretical or experimental or computational areas of the subject. The project work or Field Study is to be undertaken under guidance of a Teacher of the Department or a Scientist or any other suitable person with proven research excellence in the concerned field of study. The Project Work or Field Study can also be taken up in an outside institution of repute on approval by Credit Monitoring Committee of the Department. The Project Work or Field Study can be undertaken only on prior approval of Credit Monitoring Committee of the Department. The CMC will allot Project Work or Field Study Credits on Merit Basis out of desirous students. The guiding teacher will make continuous internal assessment of the Project Work/ Field Study. No teacher shall be permitted to guide more than three students in a semester for Project Work/Field Study under his/her supervision. EoSE for Project Work/ Field Study will be held at the unit where project work has been undertaken by a board of three examiners consisting of HoD, guide and one senior faculty.
- g) Each department is required to arrange delivery of all compulsory core courses and special number of elective core courses so that the students enrolled for the course can complete prescribed minimum number of credits. It is not binding on the Department to make provision for all elective core courses.
- h) A course is identified by a course code designated by a string of six alphanumeric characters and a course title. In a course code the first three characters of the string indicate the Department offering the course and the later three alphanumeric characters designate a particular course. In the case of compulsory core course the fourth character identifies the semester numeric digit and in case of the elective core courses the fourth character indicates the cluster of specialization. For compulsory theory core courses the fifth character is '0' , for laboratory core courses it is '1' and for Project Work/ Seminar/Field Study it is '2' and for Research Publications in journals it is '3'.
- i) There will be no supplementary/due paper/special examination. Students with grade 'F' or 'E' will have to get themselves re-registered in the course if they so desire with option either as a Self Study Course or as a regular course depending on the feasibility at the Department. The credit will be considered and counted only if registered and approved by the Credit Monitoring Committee at the time of semester registration.
- j) The candidate shall not be permitted to appear in EoSE of a particular credit if (i) he/she does not fulfil the minimum 75% attendance requirement, or (ii) he/she fails to secure a Semester Grade Point Average (SGPA) of 1.5 in the continuous assessment. The concerned department will have to communicate the eligibility of candidate for EoSE to the University Fifteen days before commencement of Examination.

O.199F4: In Continuous Assessment (Department/ College/Institution wise) and End of Semester Examination (EoSE) examination (University as a whole) separate Grades will be awarded as specified under this ordinance. The continuous assessment will consist of two components, namely, (i) Internal Assessment and (ii) Sessional Test(s) in ratio 30:70. The internal assessment component will comprise of assessment of students performance on the

basis of factors like Attendance, Classroom Participation, Quiz, Home Assignment etc. The sessional test shall be conducted on coverage of 50% of course content specified in the syllabus. The Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) for Continuous Assessment will be calculated on the Department/College level and for EoSE at the University level. The name of College/Department will be mentioned with SGPA and CGPA of Continuous Assessment.

O.199F5:

- a) Grades in a particular examination with less than 10 students registered in the course (cumulative at Department level for continuous assessment and cumulative at university level for EoSE) will be awarded on the basis of percentage of marks obtained as per table given below.

Percentage Range	Grade	Grade Point	Grade Definition
75-100	O	6	Outstanding
65-74	A	5	Very Good
55-64	B	4	Good
45-54	C	3	Average
33-44	D	2	Below Average
25-33	E	1	Poor
0-24	F	0	FAIL

- b) Grades in a particular examination with more than 10 students registered in the course (cumulative at Department level for continuous assessment and cumulative at university level for EoSE) will be calculated on the basis of relative merit of marks obtained, that is, Grade O (Point 6) to top 10% students, Grade A (Point 5) to next 25 % students in merit order, Grade B (Point 4) to further next 30% students in the merit order and Grade C (Point 3) to further next 25% in the merit order and Grade D (Point 2) to remaining last 10% students with exceptions permitted (i) to the extent to award students with same mark and the same grade, (ii) to award Grade E (Point 1) to those students securing less than 33% but more than 25% marks in the examination, and (iii) to award Grade F (Point 0) to those students securing less than 25% marks in the examination. The grade point assignment is also given below in tabular form.

Standing in Merit of the Course or Marks Obtained in the course	Grade	Grade Point	Grade Definition
Top 10 % in Merit	O	6	Outstanding
Among Top 35% in Merit but not in Top 10%	A	5	Very Good
Among Top 65% in Merit but not in Top 35%	B	4	Good
Among Top 90% in Merit but not in Top 65%	C	3	Average

Among Last 10% in Merit	D	2	Below Average
25% <=Marks<33%	E	1	Poor
Marks<25%	F	0	FAIL

- c) Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) will be calculated on the credit weighted average of the grade points obtained as given below.

$$SGPA = \frac{\sum_{i=1}^n C_i P_i}{\sum_{i=1}^n C_i}$$

Where

C_i : Number of credits earned in the i^{th} course of Semester for which SGPA is to be calculated.

P_i : Grade Point Earned in i^{th} course

i : 1, 2,n represents the number of courses in which a student is registered in the concerned semester.

$$CGPA = \frac{\sum_{i=1}^n C_i P_i}{\sum_{i=1}^n C_i}$$

Where

C_i : Number of credits earned in the i^{th} course of Course till date for which CGPA is to be calculated.

P_i : Grade Point Earned in i^{th} course

i : 1, 2,n represents the number of courses in which a student is registered in the concerned semester.

- d) The SGPA, CGPA grades will be assigned as per table given below.

SGPA or CGPA	Grade	Definition
5.50 to 6.00	O	Outstanding
4.50 to 5.49	A	Very Good
3.50 to 4.49	B	Good
2.50 to 3.49	C	Average
1.50 to 2.49	D	Below Average
0.50 to 1.49	E	Poor
0.00 to 0.49	F	FAIL

- e) The University will issue a complete transcript of credits, grade obtained, SGPA and CGPA on declaration of each semester result and a consolidated one on the accumulation of minimum credits required for the award of Master degree.
- f) The maximum period for accumulation of the credit for Award of Master degree is 5 years (8 years for Ten Semester courses). Failing which the credits earned will stand withdrawn and null and void.

- g) The details of conversion of seven point scale into percentage as per UGC notification is given below

SGPA or CGPA	Grade	Definition	Percentage
5.50 to 6.00	O	Outstanding	75-100
4.50 to 5.49	A	Very Good	65-74
3.50 to 4.49	B	Good	55-64
2.50 to 3.49	C	Average	45-54
1.50 to 2.49	D	Below Average	33-44
0.50 to 1.49	E	Poor	25-33
0.00 to 0.49	F	FAIL	0-24

Thus the percentage will be obtained by using this table

CGPA	%	CGPA	%	CGPA	%
6	100	4	60	2	39
5.9	95	3.9	59	1.9	37.8
5.8	90	3.8	58	1.8	36.6
5.7	85	3.7	57	1.7	35.4
5.6	80	3.6	56	1.6	34.2
5.5	75	3.5	55	1.5	33
5.4	74	3.4	54	1.4	32.2
5.3	73	3.3	53	1.3	31.4
5.2	72	3.2	52	1.2	30.6
5.1	71	3.1	51	1.1	29.8
5	70	3	50	1	29
4.9	69	2.9	49	0.9	28.2
4.8	68	2.8	48	0.8	27.4
4.7	67	2.7	47	0.7	26.6
4.6	66	2.6	46	0.6	25.8
4.5	65	2.5	45	0.5	25
4.4	64	2.4	43.8	0.4	20
4.3	63	2.3	42.6	0.3	15
4.2	62	2.2	41.4	0.2	10
4.1	61	2.1	40.2	0.1	5

The enhancement of CGPA by 0.01 will enhance percentage as given below:

Grade	SGPA or CGPA	Percentage enhancement on 0.01 CGPA enhancement
O	5.50 to 6.00	0.5
A	4.50 to 5.49	0.1
B	3.50 to 4.49	0.1
C	2.50 to 3.49	0.1

D	1.50 to 2.49	0.12
E	0.50 to 1.49	0.08
F	0.00 to 0.49	0.5

For example (i) CGPA of 5.73 is equivalent to 86.5%, (ii) CGPA of 5.12 is equivalent to 71.2%, (iii) CGPA of 4.34 is equivalent to 63.4%, (iv) CGPA of 3.26 is equivalent to 52.6%, (v) CGPA of 2.17 is equivalent to 41.04%, and (vi) CGPA of 1.11 is equivalent to 29.88%.

2. Eligibility:

A candidate who has secured more than 50% or CGPA of 3.0 in the UGC Seven Point scale [45% or CGPA 2.5 in the UGC Seven Point Scale for SC/ST/Non-creamy layer OBC] or equivalent in the Bachelor degree examination of any faculty shall be eligible for admission to First Semester of a Master of Journalism and Mass Communication course on the basis of entrance test.

3. Scheme of Examination:

- (1)** Each theory paper EoSE shall carry 100 marks The EoSE will be of 3 hours duration. Part 'A' of theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry one mark for correct answer.
- (2)** Part "B" of paper will consist of four questions with internal choice (except in cases where a different scheme is specifically specified in the syllabus of 20 mark each. The limit of answer will be five pages.

4. Course Structure:

The details of the courses with code, title and the credits assigned are as given below.

Abbreviations Used

Course Category

CCC: Compulsory Core Course

ECC: Elective Core Course

OEC: Open Elective Course

SC: Supportive Course

SSC: Self Study Core Course

SEM: Seminar

PRJ: Project Work

RP: Research Publication

Contact Hours

L: Lecture

T: Tutorial

P: Practical or Other

S: Self Study

Relative Weights

IA: Internal Assessment (Attendance/Classroom Participation/Quiz/Home Assignment etc.)

ST: Sessional Test

EoSE: End of Semester Examination

First Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	JMC 101	CONTEMPORARY INDIA	CCC	09	6	3	0	3	0
2.	JMC 102	GROWTH OF MEDIA	CCC	09	6	3	0	3	0
3.	JMC 103	NEWS REPORTING AND FEATURE WRITING	CCC	09	6	3	0	3	
4.	JMC 104	EDITING ,LAYOUT AND PRINTING	CCC	09	6	3	0	3	0

Second Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	JMC 201	RADIO JOURNALISM	CCC	09	6	3	0	3	0
2.	JMC 202	COMMUNICATION RESEARCH	CCC	09	6	3	0	3	0
3.	JMC 203	THEORIES OF COMMUNICATION	CCC	09	6	3	0	3	0
4.	JMC 204	MEDIA LAWS AND ETHICS	CCC	09	6	3	0	3	0

Third Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	JMC 301	TELEVISION JOURNALISM	CCC	09	6	3	0	3	0
2.	JMC 302	SCIENCE AND ENVIOURMENT COMMUNICATION	CCC	09	6	3	0	3	0
3.	JMC 303	DEVELOPMENT COMMUNICATION	CCC	09	6	3	0	3	0
4.	JMC 304	MEDIA MANAGEMENT	CCC	09	6	3	0	3	0

Fourth Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					L	T	P	Thy	P
1.	JMC 401	STATISTICAL METHODS IN COMMUNICATION RESEARCH	CCC	09	6	3	0	3	0
2.	JMC 402	ADVERTISING AND MARKETING COMMUNICATION	CCC	09	6	3	0	3	0
3.	JMC 403	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	CCC	09	6	3	0	3	0
4.	JMC 421	DISSERTATION OR PRACTICAL WORK	PRJ	09	0	0	14	0	0

JMC 101-CONTEMPORARY INDIA

UNIT A

Salient features of the Indian Constitution: fundamental rights and duties, directive principles of state policy, Parliament and State Legislative Assembly & Council. Electoral System and Reforms Strengthening of democracy, National integration. Centre-State Relations. Panchayati Raj, Lokpal.

UNIT B

India's foreign policy, relations with neighboring and other major countries. Indian Judicial System & Reforms, Mass Media and Democracy, Globalization and its impact on media.

UNIT C

Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

Economic Reforms since 1991.

Contemporary social, economic, political and gender related issues.

Books Recommended:

1. India Year Book. Publications Division, New Delhi.
2. Kagzi, M.C.J. The Constitution of India, Metropolitan Book Company, Delhi.
3. Daily newspapers and current news and opinion periodicals.
4. Basu, DD, The Constitution of India

JMC 102: GROWTH OF MEDIA

UNIT A

Concept of Journalism-nature, scope, function and types(such as advocacy, campaign, investigative, immersive and citizen journalism)

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

UNIT B

Origin and development of the press and news agencies in India. The press and freedom movement, Press : problems and prospects. Rise and growth of journalism in Rajasthan.

A historical perspective of Radio in India. FM and community Radio-state and private initiatives.

UNIT C

A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

Advent and development of Hindi cinema - Indian cinema after Independence;

Documentaries, Issues and problems of Indian cinema.

Books Recommended :

1. Many Voices, One World. Report of the International Commission for the Study of Communication Problems. UNESCO. Oxford, New Delhi and IBH Publishing Company, Bombay.
2. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
3. Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.
4. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
5. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
6. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
7. Kazmi, Nikhat, The Dream Merchants of Bollywood. UBS Publishers, New Delhi.
8. Reuben, Bunny, Follywood Flashback. Indus: An imprint of Harper Collins Publishers India Pvt. Ltd., Delhi.
9. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
10. Ramchandran, T.M. (Ed.), 70 Years of Indian Cinema (1913-1983), Cinema India-International, Bombay.
11. Gokulsing, K. Moti and Dissanayake, Wimal, Indian Popular Cinema (A Narrative of Cultural Change), Orient Longman Limited, New Delhi.
12. Chabria, Suresh (Ed.), Light of Asia (Indian Silent Cinema-1912-1934), Wiley Eastern Ltd., New Delhi.
13. Valicha, Dr. Kishore, The Moving Image-A Study of Indian Cinema, Orient Longman Ltd., Bombay.
14. Bose, Mihir, Bollywood: A History, Roli Books Pvt. Ltd., New Delhi.
15. Anantharaman, Ganesh, Bollywood Melodies : A History of he Hindi Film Song, Penguin Books India, New Delhi.
16. Garga, B.D., So Many Cinemas - The Motion Picture in India, Varaity Book Depot, New Delhi.
17. मिश्र, डॉ. कृष्ण बिहारी ,हिन्दी पत्रकारिता लोक भारती प्रकाशन ,इलाहाबाद

18. वैदिक, डॉ. वेदप्रताप (संपा.), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर ,नई दिल्ली।
19. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता (1780–1900) लाभचन्द्र प्रकाशन ,इन्दौर।
20. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्मसः उद्भव विकास, राज पब्लिशिंग हाउस,दिल्ली।

JMC 103-NEWS REPORTING AND FEATURE WRITING

UNIT A

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.

UNIT B

Niche Reporting-Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition, Conventions & Seminars; Political Events, Elections, Writing Obituaries.

History of Internet, News Portals, Blogs. Definition and characteristics of Online Media- New media- as a tool for social change, interactivity and new media, Internet and impact on mass media, web newspapers, radio, and television

UNIT C

Feature- Meaning, Concept and various types. A feature distinguished from a news story, a special article and an editorial. Preparation of manuscript; feature syndicates; freelance writing.

Writing reviews of books, films, theatre and performing arts. Language proficiency; Developing writing skills-usages, common errors, newspaper lexicon, syntax.

Books Recommended :

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
3. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
4. Sahay, Uday, Making News : Handbook of the Media in Contemporary India, Oxford University Press, New Delhi.
5. Press, New Delhi.
6. MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.

7. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
8. Allied Publishers Pvt. Ltd., New Delhi.
9. Agrawal, Veerbala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi.
10. Publishing Co., New Delhi.
11. Murthy, R.K., Freelancing.
12. Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co., Texas.
13. Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.
14. Nelson, Roy Paul., Articles and Features. Houghton-Mifflin, Boston.
15. Nicholls, Brian., Features with Flair. Vikas Publishing House, New Delhi.
16. Mehta, D.S., Mass Communication and Journalism in India. Allied Publications Pvt.Ltd.,Bombay.
17. राजेन्द्र, संवाद और संवाददाता ,हरियाणा हिन्दी ग्रन्थ अकादमी,चण्डीगढ ।
18. कोठारी,गुलाब,फोटो पत्रकारिता,पंचशील प्रकाशन ,जयपुर ।
- 19..त्रिखा,डॉ.नन्द किशोर समाचार संकलन और लेखन,उत्तरप्रदेश हिन्दी संस्थान लखनउ ।
20. अग्रवाल,डॉ. रमेश ,समाचार परीक्षण ,राजस्थान हिन्दी ग्रंथ अकादमी,जयपुर
21. चतुर्वेदी ,प्रेमनाथ ,फीचर लेखन, प्रकाशन विभाग, दिल्ली ।
- 22-Ray, Tapas, Online Journalism : A Basic Text, Cambridge University Press India Pvt Ltd.
- 23-Joshi, Prof V K,Online Journalism ,Enkay Publishing House
- 24- Singer,JaneB,Fiend,Cecilia Online Journalism Ethics:Traditions and Transactions, ,PhiLearning
- 25-. Chauhan Swati,Pant N.C , Handbook Of Online Journalism,Kanishka Publishers Distributors
- 26- Craig Richard,Online Journalism:Reporting,Writing,And Editing For New Media,Wadsworth Publishing Company
- 27-. Ward Mike,Journalism Online,Elsevier India
- 28- सुमन, हंसराज एवं विक्रम एस,वेब पत्रकारिता ,नटराज प्रकाशन, दिल्ली

JMC 104 : EDITING, LAYOUT AND PRINTING

UNIT A

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, Concept of reader's editor and Ombudsmen.

Editorial page and opinion writing.

UNIT B

Heading: various types and art of writing

Text-breakers and their use for dressing copy writing.

Photo journalism, Pictures: selection and editing, writing captions.

Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.

UNIT C

Brief history of printing. computerized photo type setting. Letterpress, Offset, Gravure. Recent technological innovations in composing, Proof reading: symbols and importance.

Ethics and new media-consequences and issues pertaining to irresponsible writing and transfer of SMS/MMS, sting operations

Online media and e-governance, digital divide and digital natives

Books Recommended:

1. George, T.J.S. Editing, A Handbook for Journalists. IIMC, New Delhi
2. Hides, Michael., The Sub-editor's Companion. Press Institute of India, New Delhi.
3. Evans, Harold., Editing and Design (5 Volumes). William Heinemann, London.
4. The Active Newsroom (IPI Manual). International Press Institute, Zurich.
5. Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.
6. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
7. Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc., New York.
8. Maghdam, Dineh., Computers in Newspaper Publishing. Marcel-Dekker Inc., New York
9. Collin, D.H., Dictionary of Printing & Publishing. Peter Collin Publishing Ltd., Middlesex.
10. Worlock, Peter., The Desk Top Publishing Book. Heinemann, London.
11. Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.
12. Parthasarathy, Rangaswami, Basic Journalism, MacMillan India Ltd., New Delhi.
13. Krishnamoorti, R., Copy Preparation & Proof-reading. Northern Book Centre, New Delhi.
14. लिडबडे, मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल ।
15. नारायणन, के.पी. सम्पादन कला, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल ।

16. शर्मा, देवदत्त ,शर्मा, विनोद कुमार,मुद्रण एवं सज्जा,राजस्थान हिन्दी ग्रंथ अकादमी ,जयपुर ।
17. ओझा ,प्रफुल्लचन्द्र ,मुद्रण परिचय,बिहार हिन्दी ग्रन्थ अकादमी,पटना ।
18. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं प्रयोग,राजस्थान हिन्दी ग्रन्थ अकादमी,जयपुर ।

JMC 201- RADIO JOURNALISM

UNIT A

General principles of writing and editing for radio scripts

Radio News writing and editing, characteristics, comparison with news in print media.

UNIT B

Radio report, newsreel, talk, interview, discussions and features. Special audience programmes, Radio Commentary, Basics of news reading. Radio anchoring & RJing producing programmes for community radio.

UNIT C

Radio program production- basics of audio production, formats, features, news based programs, talks, radio drama, phone-in, documentaries,, indoor and outdoor recordings, sound design, principles of radio editing, educational programmes.

Books Recommended :

1. Chatterjee, P.C., Broadcasting in India, Sage, New Delhi.
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India, New Delhi.
3. Bhatt, S.C., Broadcast Journalism: Basic Principles. Har-Anand Publications, New Delhi.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Jain, S.P., Art of Broadcasting, Intellectual Publishing House, New Delhi.
6. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
7. Chatterji, P.C., Broadcasting in India, Sage, New Delhi.
8. गंगाधर ,मधुकर, रेडियो लेखन,बिहार, हिन्दी ग्रंथ अकादमी ,पटना ।
9. विश्वकर्मा, रामबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली ।
10. चतुर्वेदी, राधानाथ ,प्रसारण के लिए समाचार लेखन,
11. मंजुल, मुरली मनोहर, प्रसारण की विविध विधाएं ,साहित्य संगम ,इलाहाबाद ।

JMC 202-COMMUNICATION RESEARCH

UNIT A

Communication. Research: Definition, Development, Process and Scope of Communication Research.

Paradigms of Communication Research: Positivist, Interpretivist and Critical Paradigms.

Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Methods Research. Readership surveys, TAM and Listenership.

UNIT B

Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs.

Theory Building in Communication Research: Definition, Elements: Concepts, Variables and Hypothesis.

Conduct of Research in Print Media, Electronic Media and Advertising; New Media(Internet).

UNIT C

Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types;

Determining Sample size

Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study,

Field Observations and Content Analysis.

Research Report Writing: General Principles and Styles; Communication Research Ethics.

Books Recommended:

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A.(2010,2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.
4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London: Macmillan Press.
6. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.

7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.
8. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi: McGraw-hill.
11. Stewart Thomas (2002) Principles of Research in Communication. USA: Allyn and Bacon.
12. Treadwell Donald (2010) Introducing Communication Research. USA: Sage Publications.
13. Weaver and Wilhoit (2003) Mass Communication Research and Theory. USA: Allyn and Bacon.
14. Wimmer, R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
15. आहुजा, राम ,सामाजिक सर्वेक्षण एवं अनुसंधान, रावत प्रकाशन, जयपुर
16. दयाल, डॉ. मनोज , मीडिया शोध ,हरियाणा साहित्य अकादमी, पंचकूला

JMC 203-THEORIES OF COMMUNICATION

UNIT A

Communication: Definitions, meaning and scope, elements and process, functions. Types of communication: Verbal and Non-verbal; Intrapersonal, Interpersonal, Group and Mass Communication, Public Opinion and Propaganda.

UNIT B

Communication models of Harold Lasswell, 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.

Normative Media Theories: Authoritarian, Libertarian, Communist, Social Responsibility.

Marshall MacLuhan's approach.

UNIT C

Theories: Bullet, Balance : Congruity and Cognitive Dissonance.

Personal Influence Theories : Two-step Flow and Multi-step Flow.

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

Books Recommended:

1. MaQuail, Denis., Mass Communication Theory: An Introduction. Sage, London.
2. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
3. McQuail, Denis and Windhl. Communication Models for the Study of Mass Communication. Longman, London.
4. Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. Longman, London.
5. सिंह, डॉ.श्रीकान्त संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स,फैलाबाद ।
6. सिंह,ओम प्रकाश,संचार के मूल सिद्धान्त,क्लासिकल पब्लिशिंग कम्पनी नई दिल्ली ।

JMC 204 : MEDIA LAWS AND ETHICS

UNIT A

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court., Law of defamation. Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867.

UNIT B

Working Journalists and Other

Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.

Copyright Act. Press Council Act. Indecent Representation of Women Act. Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.

UNIT C

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations.

Accountability and independence of media.

Books Recommended :

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
4. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
5. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. Rayudu, C.S. & Rao Dr.Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.
9. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication, Singapore.
10. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.

10

13. Nordenstreng, Kaarle and Hifti Topuz (Eds.). Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.
14. Kataria, Dr.S.K.Right to Information, National Publishing House, New Delhi
15. पाण्डेय ,अरुण,हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन ,नई दिल्ली।
16. त्रिखा,डॉ.नन्द किशोर,प्रेस विधि ,विश्वविद्यालय प्रकाशन,वाराणसी।
- 17.सहाय, नन्दिनी, व राजगडिया, विष्णु, सूचना का अधिकार, मिक्की, नई दिल्ली।
18. ओझा, अरुण कुमार व मंगलानी डॉ.रूपा, सूचना का अधिकार: सिद्धान्त और व्यवहार ,सेन्टर फॉर गुड गवर्नेंस,राजस्थान राज्य लोक प्रशासन संस्थान,जयपुर

JMC 301- TELEVISION JOURNALISM

UNIT A

General principles of writing for TV, television language and grammar, writing and editing news, basics of news reading and anchoring. TV report, interview, discussions and documentaries.

UNIT B

Television programme production-production elements, formats, camera, lighting, audio-swathing, video tape recording, post production editing, special effects, studio lighting, sound effects, mixing, editing for television: linear and non linear editing.

UNIT C

Use of Radio and TV for education and development,

socio cultural implications and impacts of satellite channels, and social sites, TRP.

Books Recommended :

1. Singh, Chandrakant P., Before the Headlines : A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.
3. Saxsena, Gopal, Television in India, Vikas Publishing House, New Delhi.
4. Acharya, R.N., Television in India, Manas Publication, Delhi.
5. French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective. Sage, New Delhi
6. Ninan, Sevanti., Through the Magic Window: Television and Change in India. Penguin Books, New Delhi.
7. Dahlgren, Peter, Television and the Public Sphere: Citizenship, Democracy and the Media. Sage, London.
8. असगर, बजाहत एवं प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन, दिल्ली
9. अमर, डॉ. अमरनाथ , टेलीविजन-साहित्य और सामाजिक चेतना , आलेख प्रकाशन दिल्ली
10. नन्दा, डॉ. वर्तिका, टेलीविजन एण्ड क्राइम रिपोर्टिंग, राजकमल प्रकाशन, दिल्ली
11. सिन्हा, कुलदीप , पटकथा लेखन के तत्व, चित्राश्रम प्रकाशन , मुंबई

JMC 302: SCIENCE AND ENVIRONMENT COMMUNICATION

UNIT A

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

UNIT B

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

UNIT C

Writing science news stories, important media for communicating science, writing and producing science based programs on radio television and internet, writing features on science, Training for science and technology communicators, communicating science to rural audiences.

Books Recommended:

1. Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.
2. पटैरिया ,डॉ.मनोज कुमार ,हिन्दी विज्ञान पत्रकारिता ,तक्षशिला प्रकाशन,नई दिल्ली ।
- 3.पटैरिया, डॉ.मनोज कुमार,विज्ञान संचार, तक्षशिला प्रकाशन,नई दिल्ली ।

JMC 303-DEVELOPMENT COMMUNICATION

UNIT A

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, Intergated development, Local organisations, Self development, Participatory development.

UNIT B

Development Communication: Concept and process, Dominant, Dependency and Participatory

Models of 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.

UNIT C

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

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

Books Recommended :

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client System. B.R. Publishing Corporation, Delhi.
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
4. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
5. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
6. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Mehta, S.R. (Ed.). Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
9. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
10. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.
11. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
12. Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har.Anand Publication, New Delhi.
13. Narula, Uma, Development Communication-Theory and Practice, Har.Anand Publication, New Delhi
14. Dua, M.R. and Gupta, V.S., Media and Development, Har.Anand Publication, New Delhi
15. Kuppaswamy, B. Communication and Social Development in India. Sterling Publishers, New Delhi.
16. उपाध्याय ,अनिल कुमार ,पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर,वाराणसी ।

JMC 304- MEDIA MANAGEMENT

UNIT A

Principals 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.

UNIT B

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership.

UNIT C

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, AINPEC, IFWJ, NUJ.

Books Recommended :

1. Report of the Enquiry Committee on Small Newspaper (1965).
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
3. Netherlands.
4. Sindhwani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.
5. Mathur, B.S., Principles of Management. National Publishing House, New Delhi.
7. कोठारी ,गुलाब,समाचार-पत्र,प्रबन्धन,माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय,भोपाल ।
8. जैन,सुकुमाल,भारतीय समाचार –पत्रों का संगठन और प्रबन्ध,मध्यप्रदेश हिन्दी ग्रन्थ अकादमी ,भोपाल ।
9. पटैरिया ,शिवअनुराग,समाचार पत्र प्रबंध ,म0प्र0हिन्दी गंथ अकादमी ,भोपाल

JMC 401: STATISTICAL METHODS IN COMMUNICATION RESEARCH

UNIT A

Statistics: Meaning, function and place of Statistics in communication research, process

Measurement: Meaning, levels of measurement, validity and reliability of measurement.

Data Processing : Classification, tabulation and coding.

UNIT B

Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode); Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation).

UNIT C

Correlation/Association: Characteristics of Correlation, Measures of Correlation (Phi, Crammer's V, Lambda, Spearman r, Goodman and Kruskal's Gamma and Pearson r.

Inferential Statistics: Difference Between Parametric and Nonparametric Statistical Tests; Steps in Hypothesis Testing, Chi-square Test.

Use of Computers in Data analyses

Books Recommended

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
4. Reinard John C. (2006) Communication Research Statistics. New Delhi: Sage Publications.
5. Wimmer,R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
6. Wrench J.S. et al. (2009, Indian Edition) Quantitative Research Methods for Communication. New Delhi: Oxford University Press.

JMC 402: ADVERTISING AND MARKETING COMMUNICATION

UNIT A

Concept, functions, classification & types, evolution of advertising, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, advertising and consumerism, standards and ethics in advertising, surrogate advertising, importance of self regulation in advertising.

UNIT B

Advertising Agency-role, structure and function, client agency relationship, media planning and budgeting, media selection, research techniques in advertising

Advertising campaign – The planning cycle, USP, Brand building and positioning, Brand Equity, importance of brand power, brand strategy and structure, integrated advertising campaign

Creative process, idea generation, story board, advertising copy writing and production for various mass media

UNIT C

Social Media-definition, Role of social media in marketing, bloggers and other participatory journalists, Social networking sites and Blogging as platforms for communication, netizens and netiquette

Economics of web enabled media, content, advertising, online shopping, ticketing and e & m commerceMarket research –Product research, audience/ consumer research, marketing strategies, situation analysis, event as a marketing tool, global marketing, marketing and new media, event management

Books Recommended:

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper &Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
8. यादव ,नरेन्द्र सिंह,विज्ञापन तकनीक एवं सिद्धान्त ,राजस्थान हिन्दी ग्रन्थ अकादमी ,जयपुर ।

JMC 403: PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

UNIT A

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

UNIT B

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, campaign planning, corporate communication research. Qualities of PR personnel.

UNIT C

Crisis management- PR & corporate communication in damage control, crisis management, use of media in times of crisis, third sector initiative

Opportunities, challenges and issues for PR and corporate communication in the media environment

Ethical issues of Public Relations and Corporate Communication –standards and Code of Ethics, professional organizations and councils

Books Recommended:

1. Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.
2. Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.
3. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.
4. Oxley, Harold, The Principles of Public Relations. Kogan Page, London.
5. Basu, Anil, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.
6. Kaul, J.M, Public Relations in India. Naya Prakash, Calcutta.
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JMC 421 - DISSERTATION OR PRACTICAL WORK

The Dissertation/Practical Work is required to be submitted at least fifteen 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.