



# UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)  
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

Email: [academicsectionju14@gmail.com](mailto:academicsectionju14@gmail.com)

## **NOTIFICATION**

(23/May/Adp./35)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the revised Syllabi and Courses of Study of subject of **Journalism and Media Studies** for Master Degree Programme of Semesters **Ist, IInd, IIIrd** and **IVth** under the **Choice Based Credit System (as given in the annexure)** for the examinations to be held in the years as per the details given below:

Subject	Semester	for the examination to be held in the years
Journalism And Media Studies	Semester-I	December 2022, 2023 and 2024
	Semester-II	May 2023, 2024 and 2025
	Semester-III	December 2022, 2023 and 2024
	Semester-IV	May 2023, 2024 and 2025

The Syllabi of the courses is available on the University website:  
[www.jammuuniversity.ac.in](http://www.jammuuniversity.ac.in)

Sd/-  
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/23/3375-3385

Dated: 25-5-2023

Copy for information and necessary action to:

1. Dean, Faculty of Arts
2. Convener, Board of Studies in Journalism and Media Studies
3. Sr. P.A. to the Controller of Examinations
4. All members of the Board of Studies
5. Confidential Assistant to the Controller of Examinations
6. I/C Director, Computer Centre, University of Jammu
7. Deputy Registrar/Asst. Registrar (Conf. /Exams. P.G/Eval Non-Prof)
- ✓ 8. Incharge, University Website for Uploading of the notification.

*Sumit Sharma*  
Deputy Registrar (Academic)

24/5/23



**P.G Department of Journalism and Media Studies**  
**University of Jammu, Jammu-180006**

**Semester-Wise Distribution of Courses and Credits**

**First Semester**

Course No.	Title (Core-Papers)	Credits	Change
Introduction to Journalism and Media Studies	PSJMCTC-101(Theory)	4	No Change
	PSJMCPC-101(Practical)	2	20%
Mass Communication: Concepts and Theories	PSJMCTC-102(Theory)	4	No Change
	PSJMCPC-102(Practical)	2	20%
Journalism 1: News Concepts, Writing Styles and Reporting Techniques	PSJMCTC-103(Theory)	4	No Change
	PSJMCPC-103(Practical)	2	20%
Journalism 2 : Editing	PSJMCTC-104(Theory)	4	No Change
	PSJMCPC-104(Practical)	2	20%
<b>Elective Paper (Any one) (Newly Introduced)</b>			
Lifestyle and Sports Reporting	PSJMCTE-105	4	
Writing skills for Mass Media	PSJMCTE-106		
<b>Total:</b>		<b>28</b>	

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*Dr. [Signature]*



**P.G Department of Journalism and Media Studies**  
**University of Jammu, Jammu-180006**

**Second Semester**

Course No.	Title (Core-Papers)	Credits	Change
Development Communication	PSJMCTC -201 (Theory)	4	No Change
	PSJMCPC -201 (Practical)	2	20%
Journalism3: Newspaper Design, Layout and Production	PSJMCTC -202 (Theory)	4	No Change
	PSJMCPC -202 (Practical)	2	20%
Journalism 4: New Media and Web Journalism	PSJMCTC -203 (Theory)	4	No Change
	PSJMCPC -203 (Practical)	2	20%
Media Laws and Ethics	PSJMCTC --204 (Theory)	4	No Change
	PSJMCPC 204 (Practical)	2	20%
<b>Elective Paper (Any one) (Newly Introduced)</b>			
Rural Reporting	PSJMCTE-205	4	
Film Studies	PSJMCTE-206		
Creative Writing	PSJMCTE-207		
<b>Total:</b>		<b>28</b>	

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**P.G Department of Journalism and Media Studies**  
**University of Jammu, Jammu-180006**

**Third Semester (New Syllabus)**

Course No.	Title (Core-Papers)	Credits
Communication Research	PSJMCTC -301(Theory)	4
	PSJMCPC -301(Practical)	2
International and Inter- Cultural Communication	PSJMCTC -302 (Theory)	4
	PSJMCPC -302 (Practical)	2
Broadcast Journalism	PSJMCTC -303 (Theory)	4
	PSJMCPC -303 (Practical)	2
UGC Swayam platform	PSMOOC-320	4
Total:		22

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**P.G Department of Journalism and Media Studies**  
**University of Jammu, Jammu-180006**

**Fourth Semester (New Syllabus)**

Course No.	Title (Core-Papers)	Credits
Public Relations and Corporate Communication	PSJMCTC -401	4
Advertising and Media Management	PSJMCTC -402	4
Term Paper/Dissertation/Project	PSJMCTC -403	4
Viva-Voce		2
Internship and Lab Journal	PSJMCTC -404	6
Presentation		2
Open Course	PSJMCTO -405	4
Total:		26

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*Dr. J. K. Sharma*

Semester I

Core Paper: Introduction to Journalism and Media Studies

Examination to be held in the year: Dec 2022, 2023, 2024

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-101

COURSE TITLE: Introduction to Journalism and Media Studies

**Unit 1:** Journalism: Concept, Objective and Functions; Elements and Foundations of Journalism; Role of Journalism in Society; Journalism and Democracy: Concept of Fourth Estate; Journalism and its accountability: Different types of Journalism: Watchdog Journalism; Advocacy Journalism; Yellow Journalism; PR Journalism; Citizen Journalism; Alternative Journalism; Investigative Journalism; Development Journalism

Making Sense of News: Politics, Economics and Sociology of News; Role of Audiences and Citizenship; Journalism: Issues and Contemporary Debates; Journalism in Changing Times: As a Mission, Profession and Business; Future of Journalism

**Unit 2:** Evolution of News Media and Journalism; History and Development of global News Media: Print Media; Evolution of Electronic Media: Radio and TV; Evolution of new Media; Mass Media Systems in Different Countries: Comparative study of US, UK, Germany, France, Japan and Australia; Mass Media Systems in Developing Countries: Brazil, South Africa, China Mass Media System in India

Strength and Weaknesses of Mass Media; Mass media in Society: Audience and Citizens; Media, Communication and Information Technology: New Media to Social Media; Media Literacy: Concept, Role and Relevance

**Unit 3:** Evolution of Newspapers in India: Pre independence; Growth of Newspapers in India after 1947: Main Trends; First and Second Press Commission: Main findings; Expansion of Regional Newspapers after 1977: Main Trends, Evolution, Growth and Expansion of Radio and TV channels in India; Evolution and growth of News Agencies: national and International

**Unit 4:** Great Indian Editors: Raja Rammohan Roy, Mahatma Gandhi, BG Tilak, Pothan Joseph, Frank Mores, Chalpathi Rao, Ramanad Chatterjee, Khushwant Singh, Girilal Jain, BG Verghese, Rajendra Mathur, Prabhash Joshi

Important Newspaper Groups: Times of India, Hindustan Times, the Indian Express, The Hindu, The Tribune, The India Today, Dainik Jagaran, Dainik Bhaskar Indian Media and Foreign Direct Investment norms: Issues and debates; National Media Policies Media and Entertainment Industry in India: Contemporary Trends and Issues

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*Dr. S. S. S.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTC-101**

**COURSE TITLE: Introduction to Journalism and Media Studies**

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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*Dr. J. S. J.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 50**

**Mid-Semester = 20 Marks**

**COURSE NO: PSJMCPC-101**

**COURSE TITLE: Introduction to Journalism and Media Studies**

**No. of Credits = 2**

**End-Semester = 30 Marks**

**Practical:** Tools of Journalism (Idea and Importance of Critical Thinking)

Logic, Evidence and Rationality

Observation and Questioning

Arguments and Analysis

Dealing with Numerical and Data

Searching Truth: Role of Research

Students will continuously work under the guidance of faculty members. Total

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

**Suggested Reading**

1. Global Comparative Media – M.K. Rampal
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali

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*Dr. S. S. Mehta*

**Core Paper: Mass Communication: Concepts and Theories**

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTC-102**

**COURSE TITLE: Mass Communication: Concepts and Theories**

**Unit 1:** Communication: Concepts, Process, Elements, Nature and Scope; Human and Non-Human Communication; Intrapersonal, Interpersonal, Group and Mass Communication; Verbal and Non-verbal Communication

Communication: Science, Social Science and Arts; Functions of Communication; Obstacles to Effective Communication; Models of Communication: Development of Communication Models: Aristotle to Complex Models present day; Important models of Communication: SMR, SMCR, Shanon and Weaver, Lasswell, Osgood, Wilber Schramm, Garbner, Newcomb, Westley and MacLean.

**Unit 2:** Mass Communication: Concept, nature, functions and social role; Mass Communication theories and systems; Normative theories of mass media: four theories of press (authoritarian, free press, social responsibility and socialist/communist) Developmental and Democratic participation theory; Sociological and psychological theories of mass communication

**Unit 3:** Public opinion and democracy: James Bryce and Walter Lippmann; Media culture and cultural product; Media organization, media content and affect of market; Cultural integration and cultural pollution

Role of ideologies in understanding the mass media; Prominent ideologies in media studies: Hegemony, Critical Theory, Political Economy: Multiculturalism, Functionalism and Structuralism

**Unit 4:** Mediated Reality: Culture (Adorno), Print Capitalism (Banedict Anderson) Public Sphere (Habermas), Medium is message (MacLuhan), Agenda Setting (McComb) and Manufacturing Consent/propaganda model (Chomasky)

Media Ownership Patterns: Concentration in Media: Duopoly, Oligopoly and Monopoly; Cross Media Holding and its regulation; Issues of Access, diversity and pluralism in Media

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Examination to be held in the year: Dec 2022, 2023, 2024

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-102

COURSE TITLE: Mass Communication: Concepts and Theories

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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*Dr. S. S. S.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 50**

**No. of Credits = 2**

**Mid-Semester = 20 Marks**

**End-Semester = 30 Marks**

**COURSE NO: PSJMCPC-102**

**COURSE TITLE: Mass Communication: Concepts and Theories**

**Practical: Interview**

Meaning, objectives and importance of Journalistic Interview; Types of interview; Preparation and process of interview: Types of Questions, Listening and Note Taking; important points for interview: Off the Record and On the Record  
Covering Press Conferences, Meetings and Speeches

Students will continuously work under the guidance of faculty members. Total 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

**Suggested Reading**

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Media politics and ownership – Jagdish Vachani
3. Media selling – Charles Warner and Joseph Buchman
4. Media development and management – Biswajeet Guha
5. Newspaper management by Gulab Kothari

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*Dr. [Signature]*

**Core Paper: News Concepts, Writing Styles and reporting Techniques**

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**Minor-Test-I = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**COURSE NO: PSJMCTC-103**

**COURSE TITLE: News Concepts, Writing Styles and reporting Techniques**

**No. of Credits = 4**

**Minor Test -II = 20 Marks**

**Major Exam = 60 marks**

**Unit 1:** Understanding News: Evolution of news; Defining News: News Value, Elements of News; Examining and testing News Value; Changing Concept of News: Factors and Issues; Future of News: Public to personal

News gathering process: Sources of information, Observation and research; Role and Importance of Sources; Different types of Sources; Cultivating and Dealing with Sources of News; Qualities of a good Reporter; Risks of Reporting

**Unit 2:** Different types and formats of news report: Factual and Routine News, Analytical News, Interpretative news and Descriptive News, Investigative news and Research based or in – depth news, Sequential News

Structure of News: Five Ws and One H (plus Sixth W); News writing process: Selection of Information, Writing Intro/Lead, Body; Different types of Intro/Lead; Organising the News Story: Angle, attribution, Quote, Background and Context; Facts checking: Ensuring Accuracy, Objectivity, Fairness and Balance in News

**Unit 3:** Different Styles of news writing: Inverted pyramid style: concept, development, writing process, merits and demerits; Feature style: Concept, development, writing process, merits and demerits; Sand clock style: concept, development, writing process, merits and demerits; Nut Graf

Language of News: Principles and Practices: Clarity, Precision, Conciseness; Pitfalls in use of Language: Jargons, Cliches, Metaphor etc; Mind your Language and Expressions: Bias, Prejudices etc

**Unit 4:** Types of reporting: Based on Beats and Bureau; Local reporting: Covering City and Civic Bodies; Crime reporting: Covering Crime; Political Reporting: Political parties and Elections; Business Reporting: Covering Business, Industry, Share and Commodity market;

Lifestyle Reporting: Covering City Life, Celebrities, Fashion and Parties; Sports Reporting: Covering Matches, Sportsperson and Sports Bodies; Specialised Reporting: Parliamentary, Defence, Foreign Affairs; Science/Technology, Health and Environment

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*Dr. Anil K. Singh*

Examination to be held in the year: Dec 2022, 2023, 2024

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-103

COURSE TITLE: News Concepts, Writing Styles and reporting Techniques

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark ( $\checkmark$ ). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. ( $12 \times 01 = 12$ ).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. ( $4 \times 4 = 16$ )

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. ( $4 \times 8 = 32$ )

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*Dr. S. S. S.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 50**

**No. of Credits = 2**

**Mid-Semester = 20 Marks**

**End-Semester = 30 Marks**

**COURSE NO: PSJMCPC-103**

**COURSE TITLE: News Concepts, Writing Styles and reporting Technique**

**Practical: News Stories**

Researching for News Stories: Library, Documents, Reports, Internet; Collecting and managing information; Dealing with official Records, Data, numbers; Field Visit: Observation and eyewitnesses; Follow up, Embargo and Dealing with Press Release; Ethics and laws related to Reporting

Students will continuously work under the guidance of faculty members. Total 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

**Suggested Reading**

1. News Writing - George Hough
2. The Professional Journalism - M. V. Kamath
3. The Journalist 's Handbook - M.V. Kamath
4. K. M. Srivastava, News Reporting & Editing

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## Core Paper: Editing

Examination to be held in the year: Dec 2022, 2023, 2024

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-104

COURSE TITLE: Editing

**Unit 1:** Concept of Editing: Role, Objectives and Importance; Editorial values: Truthfulness, Accuracy, Objectivity, Fairness, Balance and attribution; Challenges of editing: Dealing with Bias, Prejudices and Slant; Dealing with different types of pressures: Political, Business-financial, religious, caste, criminal and legal

Editing process: News selection and Placement; Management of News flow: News flow on the desk from different sources; Ensuring News value and other criteria; Objectives of copy editing: Checking Facts, Language, style, clarity and simplicity; Editing symbols; Relevant graphics for copy; Photo caption; Editorial vocabulary

**Unit 2:** Editorial Vision: Generating Idea, Ensuring Creativity and Innovation; Visualisation and Planning of a Newspaper/ Magazine; Team work: Managing and allocating Editorial Resources; Editorial Co-ordination: Managing Different Desks

Structure of News Room: News room, news flow and editing system; News room Structure of News paper, magazines and news agencies; Structure of TV news room; Structure of radio news room; Structure of News portal/website news room

**Unit 3:** Role and responsibility of Gatekeepers; Editorial Organisation and Responsibilities; Integrated News Room: Multi-tasking; Re-organisation of News Room: Input, Output and assignment

Editorial functionaries: Chief Editor/Editor, Executive editor, Managing editor, Assistant editor, Resident editor, News editor, Feature editor, Chief sub editor, Sub editor/copy editor, Bureau chief/chief reporter, Special correspondent/Principal correspondent, Reporter/Correspondent, Stringer

**Unit 4:** Different types of Journalistic and Editorial Writing: Feature: Characteristics, Types, Writing Style and Packaging; Opinion Writing: Editorial, Commentary and Articles

Editing and Language; Checking Language, Spelling and Grammar; Following Style sheet/book; Editing and translation; Role of translation in editing; Translation process: simplicity, translation of meaning, essence, accuracy; Criteria for good translation

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*Dr. S. S. S. S.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**Minor-Test-I = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**COURSE NO: PSJMCTC-104**

**COURSE TITLE: Editing**

**No. of Credits = 4**

**Minor Test -II = 20 Marks**

**Major Exam = 60 marks**

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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*Dr. S. S. S.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 50**

**Mid-Semester = 20 Marks**

**COURSE NO: PSJMCPC-104**

**COURSE TITLE: Editing**

**No. of Credits = 2**

**End-Semester = 30 Marks**

**Practical: Headlines**

Art and Science of Headline Writing; Role and Importance of Headlines

Different types of Headline; Headline Writing for Newspaper and magazine

Students will continuously work under the guidance of faculty members. Total

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

**Suggested Reading**

1. News Editing - Bruce II. Westley

2. Outline Of Editing - M.K. Joseph

3. Advanced Editing - Adarsh Kumar Varma

4. The Making Of An Editor - Rahul Mudgal

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*Dr. S. S. S.*

## Electives

### 1. Lifestyle & Sports Reporting

Examination to be held in the year: Dec 2022, 2023, 2024

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-105

COURSE TITLE: Lifestyle & Sports Reporting

#### UNIT 1

- Understanding fashion, lifestyle and entertainment journalism
- Emergence of lifestyle as a reporting beat
- Different beats in lifestyle journalism- Yoga, Travel, Food, Fitness, Books
- Generating story ideas
- Writing on fashion trends
- Writing book reviews

#### UNIT 2

- Qualities of a good lifestyle journalist
- Interview types and techniques as an essential lifestyle reporting tool
- Structure and functioning of a lifestyle reporting team
- Commercialization and digitalization of lifestyle journalism
- Reporting fashion shows and fashion photography
- Future prospects of lifestyle journalism

#### UNIT 3

- Evolution of sports journalism
- Defining sports journalism
- Difference between sports reporting and hard news
- Types and techniques of writing sports
- Different types and structure of sports columns
- Structure of a sports story
- News Sources for sports reporters
- Qualities and essential skills for a sports journalist in digital era

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*Dr. S. S. S.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTE-105**

**COURSE TITLE: Lifestyle & Sports Reporting**

#### **UNIT 4**

- Nature, formats and style of sports writing in print, TV and Web
- Nature and characteristics of sports news audience
- Changing sports news consumption and distribution patterns, changing preferences of audience
- Reporting popular sports in India- Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)
- Role and functions of International Sports Organisations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
- Sports authority of India (SAI), its importance in promotion of sports
- Role and significance of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)
- New trends in sports journalism: e-magazines, blogs

#### **Suggested Reading**

- Aamidor A. (2002). Real Feature Writing, Lawrence Erlbaum Associate Publishers.
- Armstrong. J.R. (1964). Injury in sports. Springfield, IL:CC. Thomas.
- Craig. S. (2002). Sports Writing: A beginner's Guide. Shoreham, VT: Discover Writing Press.
- Frank S. (2019). Sports Extra Classics of Sports Reporting. Forgotten Books
- Frost C. (2002). Reporting for journalists, Routledge, London.
- Miller Sendra & Mc Neil Peter. (2018). Fashion Journalism: History, Theory & Practice, Bloomsbury, London, N. Delhi.
- Raghavendra M.K. (2009). 50 Indian Film Classics, HarperCollins India. Noida
- Schultz B. (2015). Sports Media Reporting, Producing, and Planning. Routledge.
- Sports Journalism: A practical Introduction. (2013). London: Sage Publications.
- Stofer T. (2019). Sports Journalism An Introduction to Reporting and Writing. Rowman & Littlefield Publishers.
- Wheeler S. (2009). Feature Writing for Journalists. Routledge.

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**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTE-105**

**COURSE TITLE: Lifestyle & Sports Reporting**

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

**Mode of Examination**

The paper will be divided into sections A, B and C. M.M. = 60

**Section A: Multiple choice questions**

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

**Section B Short answer question**

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4x 4 = 16)

**Section C Long answer questions**

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

*Sucheta*

*Dr. S. S. S.*

## 2. Writing Skills for Mass Media

Examination to be held in the year: Dec 2022, 2023, 2024

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-106

COURSE TITLE: Writing Skills for Mass Media

**Unit I:** Fundamentals of Communication-I Writing as an essential communication skill. Basic Grammar Paragraph writing. Sentence construction and structure: Clarity, emphasis, rhythm and length

The Process of Writing- Developing a story with hints, Cloze Test

Composition, Comprehension, Precise writing

**Unit II:** What is sentences and types of sentences, Declarative sentence, Imperative sentence, Interrogative sentence, Exclamatory sentence, How to use sentence, When to use sentence, Examples of Prepositions, conjunctions

**Unit III:** Methods of Writing: Identifying Your Subject; Gathering Information; Purpose; Knowing your Reader; Managing the Writer's Block; Beginning to Write; Writing the Thesis Statement; Writing a Paragraph; Introductions and Conclusions; Organising your Writing; Expository Discourse; Narrative Discourse; Descriptive Discourse; Argumentative Discourse; The Writing Process

**Unit IV:** Basics of writing for media- structure and content; Writing for Newspaper: Hard News, Soft News; Feature Writing; Article Writing; Editorial Writing; Headline Writing; Writing Intros; Writing for Magazines

Translation: Need, Importance and Scope; Types of Translation; Process of Translation; Analysis; Transfer; Restructuring; Literary Translation; Principles of Translation for Media: Print Media, Electronic Media, Films and TV Shows, Strategies of Translation for Media

### Suggested Reading:

D.R. Williamson, Feature Writing for Newspaper

Dash, A. (2008). *Journalistic writing*. New Delhi: Sonali Publications

Gurdon, M. (2007). *Write on!*. London: New Holland

Hicks, W., Adams, S., Gilbert, H., & Holmes, T. (2010). *Writing for Journalists*. London: Routledge. Jean Wyrick (1990), *Steps to Writing Well with Additional Readings* (6<sup>th</sup> edition), Thomson Wadsworth, Boston, USA

*Sucheta*

*Dr. S. S. S.*

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTE-106**

**COURSE TITLE: Writing Skills for Mass Media**

Liz Hamp-Lyons and Ben Heasley (2006), *Study Writing*, Second Edition, Cambridge University Press

Mckane, A. (2006), *News Writing*, New York: Sage

Mukherjee, Sujit, *Translation as Discovery and other Essays: On Indian Literature in English Translation*, Orient Longman, Hyderabad, 1994.

Basenett- McGuire, Susan, *Translation Studies*, London: Methuen, 1980

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions

from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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*Dr. S. S. S.*

## Second Semester

### Core Paper: Development Communication

Examination to be held in the year: May 2023, 2024, 2025

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-201

COURSE TITLE: Development Communication

#### Unit 1

Understanding Development: Concept and Process

Theories of Development:

Dominant Paradigm: WW Rostow's Demographic Transition Theory, Empathy and Multiplier effect

Dependency Theory: Critique of Dominant Paradigm, Development and Under-development, Centre-Periphery debate and Third World Perspective

Alternative Models of Development: Small is beautiful (Schumacher), Participatory (Conscientisation, World Bank), Communitarian model of Development

#### Unit 2

Development Communication: Concept, Role and Relevance

Theories of Development Communication: Diffusion of Innovation

Mass Media and Modernisation

Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm

Alternative approaches to Development Communication: Participatory Development Communication (Paolo Freir, Miguel Sabido)

Development Communication and International Development Agencies (MDGs)

UNESCO's role and approach to Communication and Development, ICT4D

Development Communication and Role of Civil Society and Government

Experiences of Development Communication in India

#### Unit 3

Communication Need Assessment: Understanding the Communication need of Society and Communities

Communication Gap in Development Programmes and Plan

Knowledge and Knowledge sharing

Bottom up and Dialogic Communication

Participation in Communication Process

Preparing Message and Pre-testing of Messages

Finalising Developmental Messages

Participatory Message development Strategies

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Examination to be held in the year: May 2023, 2024, 2025

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours      Major Exam = 60 marks

COURSE NO: PSJMCTC-201

COURSE TITLE: Development Communication

#### Unit 4

Development Journalism: Concept and Objectives

Evolution of Development Journalism

Area and Scope of Development Journalism

Making Development Journalism interesting and relevant

Development Scene in India: Issues and Challenges

Rural Development

Marginalized Communities: Poor, SC/ST/OBC, Minorities, Women

Coverage of Development stories in Mass Media: Potential, Problems and Issues

Reporting rural issues and marginalized communities

Prominent Development Journalists

Monitoring and Evaluation of Development Communication

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

*Suketa*

*Dr. S. S. S. S.*

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 50**

**No. of Credits = 2**

**Mid-Semester = 20 marks**

**End-Semester = 30 marks**

**COURSE NO: PSJMCPC-201**

**COURSE TITLE: Development Communication**

### **Practical**

Designing Social Campaigns: Social Advertising, Folk Media

Preparing Print Messages (Wallpaper, Leaflets etc)

Designing Audio-visual Messages

Developing IEC Material

Community Radio

Digital networks

Case Studies in Communication for Development: MDGs, Health, Poverty, Education, Ecology etc.

Students will continuously work under the guidance of faculty members. Total

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

### **Suggested Reading**

1. India's Information Revolution: A Critique by Gill, S.S.
4. The Face of the Future: Biometric Surveillance and Progress by Rana Das Gupta
5. Web Radio by Chris Priestman
6. World Bank: World Bank Development Report
7. Mass Communication in India by Keval J. Kumar

*Suketa*

*Dr. S. S. Gill*

**Core Paper: Newspaper Design, Layout and Production**

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours      Major Exam = 60 marks**

**COURSE NO: PSJMCTC-202**

**COURSE TITLE: Newspaper Design, Layout and Production**

**Unit 1**

Newspaper Design: Concept, Basic Elements and Objectives of Designing

Basic Principles of Designing: Balance, Contrast, Rhythm, Unity, Harmony, Aesthetics

Newspaper format: Tabloid and Magazine

Newspaper Layout, Makeup and Dummy

Flags, Masthead and headlines

Initial Letters, Ornaments and Border

Rules: Column Rule, Cutoff Rule, Window

Front Page Design, Functional Design, Horizontal Design, Modular Design, Total page Design

Single theme Design

**Unit 2**

Makeup Lines: Vertical, Diagonal, Circular, Horizontal

Focal Point of a Newspaper, Front page, focal point, inside page focal point

Folio Line: Front Page Folio Line, Inside Page Folio Line

Page Personality: Front Page, Sports Page, Edit Page, Leisure Page etc.

Principals of Graphics and its Importance

**Unit 3**

Visualization Principles

Type and Type Face,

Type measurement, Point Size

Newspaper Printing Methods: Letter Press, Cylinder, Rotary, Offset, Plate Making, Types of Paper,

Pagination, Cover printing, Security measures in printing Press

Page Making of Dailies

Magazine Design

Color Printing: Techniques, Color composition, Color Separation, Color Correction

Desk Top Publishing

**Unit 4: Use of Pictures in Designing**

Photo: Language of pictures

Types of Photo Journalism: Portrait, Wildlife, environment, sports, Landscape, disaster, ad etc

Picture Story Layout; Roles and Responsibilities of Picture Editor

*Sucheta*

*Dr. S. S. S. S.*

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours      Major Exam = 60 marks**

**COURSE NO: PSJMCTC-202**

**COURSE TITLE: Newspaper Design, Layout and Production**

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

*Suketa*

*Dr. S. S. S.*

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 50**

**No. of Credits = 2**

**Mid-Semester = 20 marks**

**End-Semester = 30 marks**

**COURSE NO: PSJMCPC-202**

**COURSE TITLE: Newspaper Design, Layout and Production**

**Practical**

Main Software in layout Design: PageMaker, Quark Express, Coral Draw, Photoshop, In-design etc.

Clicking pictures, Use of Gadgets, Focus, Shutter Speed

Composition: Subject and Lighting

Photo Editing: Principles and Practices

Photo Feature: Exhibition, Caption writing and Packaging

Students will continuously work under the guidance of faculty members. Total

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

**Suggested Reading**

1. Web Journalism: Practice and Promise of a New Medium by James Glen
2. Online Journalism: Principles and Practices of News for the Web by James C. Frost
3. Digitising the News: Innovation in Online Newspapers.
4. Blog: Understanding the information reformation that's changing the world by Hug Hewitt.
5. Journalism in the 21<sup>st</sup> Century: Online Information, Electronic Databases and the News by Tom Koth
6. Introduction to Information Technology by Turban, Rainer, Potter
7. The online Journalist by Randy Reddick, Elliot King
8. A Handbook of Modern Newspaper Editing and Production by Hodgson, F.W.
9. News Reporting and Editing by KM Shrivastava

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**Core Paper: New media and Web Journalism**

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours      Major Exam = 60 marks**

**COURSE NO: PSJMCTC-203**

**COURSE TITLE: New media and Web Journalism**

**Unit 1:**

Introduction to Computer

Basic information related to computer: Hardware and software, Input, Output, CPU and information of other computer tools,

Different Operating Systems

Programming Software

Network: basic component of network, server, work, station, modem

Types of network: LAN, WAN, Internet and Wi-Fi

Devices and Uses: email, voice mail, chat, file transfer, recourse sharing, data bank

Use of information technology in news organization

Problem of fonts

**Unit 2**

Internet: History and basic features

Prominent browsers: explorer, Firefox, chrome etc

Internet in India: development, future and challenges

Internet in Hindi: limitations and possibilities

E commerce: Sale-purchasing, banking, advertising etc

Prominent news portal and search engine

**Unit 3:**

New Media: Concept, Characteristics and Nature of medium

Evolution of New Media and its relationship with IT and Telecommunication

New Media and Media Convergence

New Media as a Tool of Journalism

Web Journalism in India

Effects of WWW on Journalism and society

Economy of Web journalism

Management of web journalism, basic structure, content, news flow

Security, ethics, law and credibility

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*Dr. Vinod K. Singh*

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours      Major Exam = 60 marks**

**COURSE NO: PSJMCTC-203**

**COURSE TITLE: New media and Web Journalism**

**Unit 4:**

Citizen Journalism: Concept and models

Development, Limitations and possibilities

Experiments of citizen Journalism in India

Future of Citizen Journalism

Social networking sites and journalism

Orkut, Facebook, Biggadda etc

Social messaging and journalism: Twitter phenomenon

Platform of Criticism for Existing Institutions Including Media

The Phenomenon of Wikileaks

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 50**

**No. of Credits = 2**

**Mid-Semester = 20 marks**

**End-Semester = 30 marks**

**COURSE NO: PSJMCPC-203**

**COURSE TITLE: New media and Web Journalism**

**Practical**

Web Journalism: Concept and Development

Web News: News Sites/Portal, Audio and Video in Web, Podcasting

Writing for Web: Important points

Difference of writing for print and web

Use of hyperlink

Report writing for internet, editing and rewriting

Blogging: Concept, development and basic features

Main technical aspects: Possibilities and problems

Role of aggregator

Economic aspect of blogging

Ethical issues

Importance of comments and controversies of anonymous comments

Role of blogging in alternative journalism

Students will continuously work under the guidance of faculty members. Total

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

**Suggested Reading**

1. New Media and Internet Activism: From the Battle of Seattle to Blogging by Kahn, R and D Kellner.
2. New Media: A Critical Introduction by Martin Lister, John Dovey, Seth Giddings, Iain Grant and Kieran Kelly.
- The Information Age: An Anthology on its Impact and Consequences by David S. Alberts, Daniel
3. New Media: The key Concepts by Nicholas Gane and David Beer
4. The Network Society: A cross-cultural perspectives by Castells, Manuel
5. The Network Society: Social Aspects of New Media by Van Dijk
6. New Media Cultures by Marshall, P.D.

*Sucheta*

*Dr. S. S. S.*

**Core Paper: Media Laws and Ethics**

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours      Major Exam = 60 marks**

**COURSE NO: PSJMCTC-204**

**COURSE TITLE: Media Laws and Ethics**

**Unit 1:**

Media Laws: Rational, Principles and Evolution

Normative Theories of Media Laws (Media Laws in Different Political Systems)

Indian Constitution Key Features

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19

Interpretation of Article 19: Defining the freedom of Press and Media

Supreme Court cases related to Article 19

Right to Information Act

Reasonable restrictions on Article 19 freedom

Official Secrecy Act

Judiciary and Contempt of Court

Legislature and its Privileges

Restriction through IPC and CRPC

Censorship and its different forms

**Unit 2:**

Laws related to Press

Copyright Act: Main features, issues and

Books and Newspapers Registration Act

Working Journalist Act

Press Council Act

Laws related to Broadcast Media

Cable TV Network Regulation Act

Cinematography Act

Prasar Bharti Act

Conditional Access System (CAS)

Proposed Broadcast Regulatory Authority of India Act

Information technology Act (IT Act)

Cyber Crime

Media Laws related to Media Content and Advertisement

Defamation/Libel

Right to Privacy

*Sudata*

*Dr. S. S. Srinivas*

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours      Major Exam = 60 marks**

**COURSE NO: PSJMCTC-204**

**COURSE TITLE: Media Laws and Ethics**

**Unit 3:**

Media Regulation: Rational, Principles and Evolution  
Debates and Controversies related Media Regulation  
Regulation of Broadcast, Press and Web  
Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation  
Press Ombudsman: Readers Editor  
Debate on News Room Diversity and Media Laws

**Unit 4**

Journalistic Ethics: Principles of Ethics  
Rational and Evolution of Journalistic Ethics  
Journalistic Values: Concept, Importance and Debates  
Journalists Code of Conduct  
Resolving Ethical Dilemma: Different Methods  
Media Ethics and Role of Different Media Organizations  
Trade Union Rights in Media  
Press Council  
INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA, BEA

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4x 4 = 16)

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*Dr. S. S. S.*

Examination to be held in the year: May 2023, 2024, 2025

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours Major Exam = 60 marks

COURSE NO: PSJMCTC-204

COURSE TITLE: Media Laws and Ethics

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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*Dr. S. S. Sukhate*

Examination to be held in the year: May 2023, 2024, 2025

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 marks

End-Semester = 30 marks

COURSE NO: PSJMCPC-204

COURSE TITLE: Media Laws and Ethics

### Practical

Debate, Discussion and Case Studies based on this course shall constitute the practical paper of the course. Students will continuously work under the guidance of faculty members. Total 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

### Suggested Reading

1. Freedom of Press: Under the Indian Constitution by BR Sharma
2. Introduction to the Constitution of India by DD Basu
3. Makers of Modern India, Ed. By Ramachandra Guha
4. Press Laws and Media Ethics by Anil K. Dixit
5. Law of the Press by DD Basu
6. The Muzzled Press by KS Padhy
7. Journalistic Ethics by PK Menon
8. Indian Journalism: Keeping it Clean by Alok Mehta

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*Dr. S. S. S.*

## Electives

### Rural Reporting

Examination to be held in the year: May 2023, 2024, 2025	
Total Marks = 100	No. of Credits = 4
Minor-Test-I = 20 Marks	Minor Test -II = 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam = 60 marks
COURSE NO: PSJMCTE-205	
COURSE TITLE: Rural Reporting	

#### UNIT 1

1. Understanding of Indian farming sector and crops
2. Introduction to agricultural communication and its origin
3. Agricultural extension and major players
4. Relationship between research and extension
5. Diffusion of Innovation for extension
6. Classification of adopters and factors affecting adoption of Innovation

#### UNIT 2

1. Role of agriculture in Indian economy
2. Critical importance of agricultural sector for India and its people
3. Changing food habits of Indians
4. Understanding of food surpluses and shortages
5. Understanding of Indian agriculture and global trade
6. Understanding of India's annual budget with respect to The Economic Survey on agriculture

#### UNIT 3

1. Reporting skills for rural reporting
2. Tools and techniques for reporting and writing rural and agricultural stories
3. Impact of climate change and monsoon rains on Indian farming
4. Role played by government in providing data and statistics through various ministries – Ministry of Agriculture & Farmers' Welfare, Ministry of Consumer Affairs, Food and Public Distribution
5. Grants, loans, farm services by national and International agencies such as the US department of Agriculture (USDA)
6. Global initiatives taken by the Food and Agriculture Organization of the United Nations

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*Dr. S. S. S.*

Examination to be held in the year: May 2023, 2024, 2025  
Total Marks = 100 No. of Credits = 4  
Minor-Test-I = 20 Marks Minor Test -II = 20 Marks  
Time allotted for Major Exam = 3 hours Major Exam = 60 marks  
COURSE NO: PSJMCTE-205  
COURSE TITLE: Rural Reporting

#### UNIT 4

1. Research in Indian agriculture – NITI Ayog, World bank
2. Understanding ecofeminism its origin and growth
3. Impact of genetically modified crops
4. Sustainable methods of agriculture offered by Research Foundation for Science, Technology, and Natural Resource Policy (RFSTN)
5. Livelihood Issues related to land and agriculture
6. Livelihood Rights of agricultural workers and farmers in India

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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Examination to be held in the year: May 2023, 2024, 2025  
Total Marks = 100 No. of Credits = 4  
Minor-Test-I = 20 Marks Minor Test -II = 20 Marks  
Time allotted for Major Exam = 3 hours Major Exam = 60 marks  
COURSE NO: PSJMCTE-205  
COURSE TITLE: Rural Reporting

### Suggested Reading

- Bhattacharyya, K. K. (2013). Science Communication As A Tool For Development. Global Media Journal – Indian Edition.
- Dev, S. (2010). Inclusive Growth in India: Agriculture, Poverty and Human Development. Oxford University Press
- Gulati, A., Sharma, P., Samantara, A., & Terway, P. (n.d.). Agriculture Extension System in India. Indian council for research on international economic relations
- Lauterer, J. (2006). Community Journalism: Relentlessly Local. The University of North Carolina
- M. V, A.(2021). Emerging Trends In Agricultural Marketing In India. BRILLION Publishing
- Mathur, K. (1994). Communication for Development and Social Change
- Narula, U. (2019). Development Communication. Har-Anand Publications Pvt Ltd.
- Shintre, S. (2013). Ecological & Environmental Reporting in India. Sakal Prakashan
- Shiva, V. (2015). Soil Not Oil: Environmental Justice in an Age of Climate Crisis. North Atlantic Books
- Shiva, V. (2015). Who Really Feeds The World? WomenUnlim

*Suketa*

*Dr. V. V. Shiva*

### Film Studies

Examination to be held in the year: May 2023, 2024, 2025

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours      Major Exam = 60 marks

COURSE NO: PSJMCTE-206

COURSE TITLE: Film Studies

#### UNIT 1

1. Film language and genres
2. Components of film- script, light, sound, camera, acting, music, editing
3. Visual language- Shot, scene, sequence, montage
4. Film theories: Aesthetic, Soviet Formalist, Semiotic, Ideological, Psychoanalytic approach
5. Eminent film personalities of India

#### UNIT 2

1. Film & Society- Film movements
2. New wave films
3. The cinemas of India: Pre-historic era; Silent era (Raja Harishchandra); Talkies
4. Hindi Cinema and Regional Cinema
5. Parallel Cinema (Ankur), Diaspora (Namesake)

#### UNIT 3

1. Film audiences
2. Film censorship and CBFC standards
3. Regulation and finance of film production
4. Film magazines
5. Film festivals and film awards

#### UNIT 4

1. Film Appreciation
2. Writing film review
3. Review of selected Indian and foreign films
4. Emerging trends in contemporary Indian cinema: Computer Generated Imagery (CGI)
5. Contemporary Indian film industry: Multiplex culture, piracy and statistics, OTT platforms

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*Dr. J. S. J.*

<b>Examination to be held in the year: May 2023, 2024, 2025</b>	
<b>Total Marks = 100</b>	<b>No. of Credits = 4</b>
<b>Minor-Test-I = 20 Marks</b>	<b>Minor Test -II = 20 Marks</b>
<b>Time allotted for Major Exam = 3 hours</b>	<b>Major Exam = 60 marks</b>
<b>COURSE NO: PSJMCTE-206</b>	
<b>COURSE TITLE: Film Studies</b>	

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

### **Suggested Reading**

J. , Saldi, R., & Manjula, S. Indian Cinema through the Century.

Gazetas, A. (2000). An Introduction to World Cinema. Jefferson, NC: McFarland

Garga, B.D. (2008). So many Cinemas: The Motion Picture in India, Eminence Designs

Nowell-Smith, G. (1995). The Oxford History of World Cinema. Oxford: Clarendon Press

Phillips, L.R., & Phillips, J.M. (1979). Film Appreciation. New York. Gordon Press.

### **Creative Writing**

*Subhata*

*Dr. Subhata*

Examination to be held in the year: May 2023, 2024, 2025  
Total Marks = 100 No. of Credits = 4  
Minor-Test-I = 20 Marks Minor Test -II = 20 Marks  
Time allotted for Major Exam = 3 hours Major Exam = 60 marks  
COURSE NO: PSJMCTE-207  
COURSE TITLE: Creative Writing

**Unit I:** Fundamentals of Creative writing: Authorial Voice; Authenticity and Credibility; Lucidity and Directness;

Structure: Opening; Appropriate Ending; Building a climax; Genesis of themes: preparation for writing

Dramatisation of Ideas: Readability; Imagery and Symbols; Dialogues and Monologues; Situations

Preparing Press Copy: Indexing; Footnoting and Reference; Editing and Proof-Reading

**Unit II:** Feature Writing: Writing about Women; Book Reviews; Travel Writing; Interviews

Short Story: Developing story ideas, Balancing different perspectives, Human interest angle, Qualitative evidence

Criticism and appreciation of development initiatives, Positive/ Constructive Journalism

**Unit III:** Writing for Radio: Radio talk and Profile; Essential Production techniques: Adapting for radio-the Spoken Word; Types of Programmes : A Summary; Writing for Children: Radio; Radio Plays; Radio Interviews and Discussions; Radio Documentary

Writing for TV: Plays and Serials; Essential production Techniques: Adapting for TV; Types of Programmers: A Summary; Writing for Television: Children; Television Documentary; TV and Video Magazines; TV ADS

**Unit IV:** Writing Skills for new media: Overview of Web writing; Linear vs nonlinear form; Writing for screen vs writing for print; Structure of a web report; Web page writing techniques; Content writing, editing, reporting and its management; Web page style, editing web text; Multi-media and interactivity; Writing with hyperlinks; Content management systems; Planing and designing of webpages, blogs, e-newspapers,e-magazines

Examination to be held in the year: May 2023, 2024, 2025

*Sushanta*

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<b>Total Marks = 100</b>	<b>No. of Credits = 4</b>
<b>Minor-Test-I = 20 Marks</b>	<b>Minor Test -II = 20 Marks</b>
<b>Time allotted for Major Exam = 3 hours</b>	<b>Major Exam = 60 marks</b>
<b>COURSE NO: PSJMCTE-207</b>	
<b>COURSE TITLE: Creative Writing</b>	

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

Suggested Reading

Hopper, Vincent F. and Cedric Gale. Essentials of w&ing. 3rd ed. Baron Pubs., 1983.

Jackson, Donald. The Story of Writing(1ISBN 0-8008-0172-5) Pentalic, Taplinger, 1981.

Lyman, Edna. What to Tell and How to Tell it. (3rd ed.).

Maybury, Barry. Writdrs Workshop: Techniques in Creative Writing, Batsford, 1979.

McAUister, Constance. Creative Writing Activities (Nos. 2-6), 1980.

Thornburg, R. M. (2011). Producing Online News: Stronger Stories, CQ Press, Washington.

Quigley, Pat. Creative Writing 11: A Handbook of Techniques for Effective, Writing, Vol. 11. Potentials Development, 1983.

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### Semester III

#### Core Paper: Communication Research

Examination to be held in the year: Dec 2022, 2023, 2024	
Total Marks = 100	No. of Credits = 4
Minor-Test-I = 20 Marks	Minor Test -II = 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam = 60 marks
COURSE NO: PSJMCTC-301	
COURSE TITLE: Communication Research	

#### UNIT 1:

Unit 1: Research: Concept and Objectives; History, Scope and Significance Basic Elements of Research: Socio-Political Context of Research; Theoretical Framework and Analytical Framework; Qualitative and Quantitative Research  
Types of Research in Social Sciences: Historical Research, Basic Research, Applied Research  
Scientific Research, Experimental Research, Participatory Research, Action Research

#### UNIT 2:

Concept and History; Different Approaches to Communication Research; Functional and Political Economic Approach; Communication Research and Social Science; Communication Research in India; Communication Research and Semiotics  
Area of Research, Title, Problem, Hypothesis, Design when Hypothesis is to be check, Design in Exploratory Research, Design in Observational Research. Literature Review, Analysis and Research Report; Conclusion; Use of Feedback and Feed Forward in Research

#### UNIT 3:

Theory of Probability and Statistics; Variables: Dependent, Independent and intervening  
Data: Source and Methods of Collection; Data Analysis: Data Verification, Coding, Listing, Analysis and Interpretation  
Measurement; Mean, Mode and Median; Validity; Reliability  
Use of SPSS

#### UNIT 4:

Survey Research and Sampling  
Probability Sampling - Random Sampling, Systematic Sampling, Stratified Sampling, Multistage Sampling and Cluster Sampling.  
Non Probability Sampling-Purposive Sampling, Quota Sampling, Accidental Sampling

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Examination to be held in the year: Dec 2022, 2023, 2024  
 Total Marks = 50                      No. of Credits = 2  
 Mid-Semester = 20 Marks              End-Semester = 30 Marks  
 COURSE NO: PSJMCPC-301  
 COURSE TITLE: Communication Research

### Practical

Tools and Techniques of Communication Research; Content Analysis: Qualitative and Quantitative; Questionnaire, Schedule, Interview, Observation, Peoples Meter, Diary, Area Study, Telephone; Survey, Online Survey etc; Opinion Poll, Exit Poll, TRP, RAM and IRS

Students will continuously work under the guidance of faculty members. Total 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

### Suggested Reading

Berelson, B. (1952). *Content analysis in communication research*. Glencoe, IL: Free Press.

Bauer, M. (2000) "Classical Content Analysis: A Review," in M. Bauer and G. Gaskell (eds.), *Qualitative Researching with Text, Image and Sound — A Handbook*. London: SAGE. pp. 131—150.

Park, D. W., & Pooley, J. (2008). *The history of media and communication research: Contested memories*. New York: Peter Lang.

Hansen, A., Cottle, S., Negrine, R. and Newbold, C. (1998). *Mass Communication Research Methods*. London: Macmillan

*Sucheta*

*Dr. S. S. S.*

Examination to be held in the year: Dec 2022, 2023, 2024	
Total Marks = 100	No. of Credits = 4
Minor-Test-I = 20 Marks	Minor Test -II = 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam = 60 marks
COURSE NO: PSJMCTC-301	
COURSE TITLE: Communication Research	

### Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

#### Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark ( $\checkmark$ ). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. ( $12 \times 01 = 12$ ).

#### Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. ( $4 \times 4 = 16$ )

#### Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. ( $4 \times 8 = 32$ )

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*Dr. S. S. S.*

**Core Paper: International and Inter-Cultural Communication**

**Examination to be held in the year: Dec 2022, 2023, 2024**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTC-302**

**COURSE TITLE: International and Inter-Cultural Communication**

**Unit 1:**

International Communication: Social, Economic and Political Aspects of International Communication; Communication and Information as a tool of Equality and Exploitation; Communication as a Human right: UN Declaration in connection with Human Right and Communication.

International Informational Flow; International News Agency and Syndicate; Western Information System and Critiques; Impact of Technology on Information Flow: Satellite Communication, International Telephony and Regulatory Organizations, Imbalance in International Information Flow, McBride Commission Report

**Unit 2**

Issues of International Communication: Information Flow and Democratization; Process of Media; Professional Criteria; Cultural Imperialism; Emergence of Global Media and its impact

Cultural Materialism: Culturalist interpretation; Structuralist interpretation; Hegemony; Power and Ideology: Political Economy; Ideology; Culture Industry; Cultural Studies: Mass Culture; Birmingham School Popular Culture; Modernism and Post Modernism

**Unit 3:**

Inter Cultural Communication: Concept of Culture, Culture as a Social Institution, East and West Perspectives; Concept of Inter Cultural Communication and its different Aspects, History of Communication in Eastern and Western Cultures; Culture, Communication and Traditional Media

**Unit 4**

New Media as a tool for International Communication  
Barriers of Intercultural Communication  
Impact of Globalization on Communication and Culture

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Examination to be held in the year: Dec 2022, 2023, 2024	
Total Marks = 100	No. of Credits = 4
Minor-Test-I = 20 Marks	Minor Test -II = 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam = 60 marks
COURSE NO: PSJMCTC-302	
COURSE TITLE: International and Inter-Cultural Communication	

### Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

#### Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

#### Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

#### Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

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Examination to be held in the year: Dec 2022, 2023, 2024  
 Total Marks = 50                                      No. of Credits = 2  
 Mid-Semester = 20 Marks                              End-Semester = 30 Marks  
 COURSE NO: PSJMCPC-302  
 COURSE TITLE: International and Inter-Cultural Communication

### Practical

Role of Traditional and Mass Media. Dance, Music, Play, and Cinema as an instrument of Inter Cultural Exchange

Mass Media as a Cultural Institution.

Efforts by UNESCO for increasing Inter Cultural Communication

Students will continuously work under the guidance of faculty members. Total 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End: Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

### Suggested Reading

Handbook of International and Intercultural Communication. William Gudykunst and Bella Mody, Sage, 2022

Intercultural Communication: An advanced resource book for students. *Adrian Holliday* et al, Routledge, 2021

Experiencing intercultural communication (5th ed.) Martin, J. N., & Nakayama, T. K. (2011). . New York: McGraw-Hill Higher Education.

Constructing co-cultural theory: an explication of culture, power, and communication. Orbe, M. (1998). Thousand Oaks: Sage Publications.

Folkways: A Study of the Sociological Importance of Usages, Manners, Customs, Mores, and Morals. Sumner, W. G. (1906). New York, NY: Ginn and Company.

Foundation of intercultural communication. Chen, G. M., & Starosta, W. J. (2005). Boston, MA: Allyn & Bacon.

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*Dr. S. S. S.*

**Core Paper: Broadcast Journalism.**

<b>Examination to be held in the year: Dec 2022, 2023, 2024</b>	
<b>Total Marks = 100</b>	<b>No. of Credits = 4</b>
<b>Minor-Test-I = 20 Marks</b>	<b>Minor Test -II = 20 Marks</b>
<b>Time allotted for Major Exam = 3 hours</b>	<b>Major Exam = 60 marks</b>
<b>COURSE NO: PSJMCTC-303</b>	
<b>COURSE TITLE: Broadcast Journalism</b>	

**Unit 1:**

Broadcast Media: Key Features, Characteristic and Strength & Weaknesses; Evolution of Broadcasting in India: Broadcasting to Narrowcasting; Public Service Broadcasting and Question of Autonomy; Role of Private Sector in Broadcasting; Broadcast Journalism: Scope and Challenges

Television Broadcasting: Main Characteristics and Trends; History of TV in India: Satellite and Cable TV; Government Policy and Regulations; Broadcasting of Sound, Picture and Data by Microwave, Satellite and Cable; Techniques of TV Broadcasting: Terrestrial, Conditional Access System, DTH, IPTV, TV on Mobile

**Unit 2:**

TV News: Concept and Basic Features; TV News Writing: Research and Production; Different Types of TV News Writing: Anchor (STD) Read, Anchor (STD) VO, Anchor (STD) Byte, Anchor (STD)- Graphics, Anchor (STD)-Package etc; Headline, Lead in, Promo, Coming UP (Teaser) Writing; Voice Over and Anchoring, Use of Teleprompter; Importance of pronunciation in TV

Structure of TV News Room; TV Reporting; Areas for Radio Reporting; Format: Live, Phone in, OB, DSNG; Interview Technique; Piece to Camera; TV Documentary; Reporting for Documentary

**Unit 3:**

Radio Medium: Role of Sound, Characteristics of Audio Medium, Strength and Limits of Audio Medium; Radio Broadcasting: Main Characteristics and Trends; Radio and Indian Oral Tradition/ Culture; Target Audience of Radio: Interests, Habits, Needs and its Social, Economic, Cultural Background; Different Types of Radio: AM, FM, Community Radio

Radio News: Basic Elements; Structure of Radio News; Structure of Radio News Room: Responsibilities and Works of Different Editorial Positions; Writing Styles of Radio News; Difference between Writings for Radio and Other Mediums; Language for Radio News; Important points to remember while Writing Radio News

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*Dr. S. S. S.*

Examination to be held in the year: Dec 2022, 2023, 2024

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-303

COURSE TITLE: Broadcast Journalism

#### Unit 4:

Reporting for Radio; Areas for Radio Reporting; Characteristics of Radio Reporting  
Important points to remember for Radio Reporting; Audio Input in Radio Report: Sound Byte,  
Voice Dispatch, Vox Pops; Byte of Specialist; Interview; Live Input; Actuality; Importance of  
Pronunciation in Radio

Radio Production; Editing and Presentation of Radio News; Editing of Radio Copy; Preparation  
of a Copy for Broadcasting on Radio; Making Radio Bulletin: Compilation and Bunching;  
Headline Writing; Radio Programme

#### Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

#### Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with  
four options each will be set and the candidate will be required to write the correct option and not  
specify by putting a tick mark (✓). Four questions from covered units in Minor I and II and eight  
questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 =  
12).

#### Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five  
questions will be set and the candidate will be required to attempt any four questions in about  
150 words. Each answer will be evaluated for 4 marks. (4 x 4 = 16)

#### Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will  
be required to attempt any four questions in 300-350 words. Two questions from the units  
covered in Minor I and II and three from the remaining units will be set. Each answer will be  
evaluated for 10 marks. (4 x 8 = 32)

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**Total Marks = 50**

**No. of Credits = 2**

**Mid-Semester = 20 Marks**

**End-Semester = 30 Marks**

**COURSE NO: PSJMCPC-303**

**COURSE TITLE:** Broadcast Journalism

## Practical

TV Production: TV Camera: Characteristics, Types and Operating  
Technique of TV Lighting: Lighting for Multi-camera Setup, Lighting for Chroma, Effect  
Combining Audio for TV: Post Production, Audio Mixing  
Graphics and Animation

## Graphics and Animation

## Organizing Studio and Outdoor Recording

Single, Double and Multi Camera Production

## ENG and Field Production

Video Editing: Cut, Mix, Dissolve, Jump, AB Roll etc.

Production: Online and Post Production

TV Programme: Different Formats of TV Programmes

## Programming for News Channel

### Different Formats of Radio Programmes: News and Entertainment

Programme Planning: Contemporary and FM Entertainment

Programme Presentation: Live and Recorded

Students will continuously work under the guidance of faculty members. Total 50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End: Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

**Suggested Reading:**

Beaman, Jim. *Interviewing for Radio*. New York: Routledge, 2000.

Boyd, Andrew. *Broadcast Journalism: Techniques of Radio and TV News*. 5th ed. Woburn, MA: Focal Press, 2001.

Butler, Jeremy G. *Television: Critical Methods and Applications*. Mahwah, NJ: Lawrence Erlbaum Associates, 2002.

Crouse, Chuck. *Reporting for Radio*. Chicago: Bonus Books, 1998.

Donald, Ralph and Thomas Spann. *Fundamentals of Television Production*. Ames: Iowa State University Press, 2000.

Fleming, Carol. *The Radio Handbook*. New York: Routledge, 2002.

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### Fourth Semester

**Core Paper: Public Relation and Corporate Communication**

Examination to be held in the year: May 2023, 2024, 2025  
No. of Credits = 4

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

Time allotted for Major Exam = 3 hours      Major Exam = 60 marks

**COURSE NO: PSJMCTC-401**

**COURSE NO:** PSJMC TC-401  
**COURSE TITLE:** Public Relation and Corporate Communication

Unit 1:

Public Relation: Concept, Process and Scope

Public Relation: Concept, Process and Scope  
History and Development; PR in Different Political Systems; The power of Public Opinion  
and Persuasion; PR Practice and Process In-house and PR Consultancy; PR as source OF  
News

## Unit 2:

Unit 2:  
Tools and Strategy: Press Conference, Press Releases, Tours, Special events, Rejoinders,  
Feature Writing  
Medium in Public Relation:

Feature Writing  
Campaign, Propaganda, Advocacy and Lobbying, Medium in Public Relation;  
Publics/Stakeholders

Unit3:

Unit3:  
Elements of Corporate Communication; Media Management and Planning  
Tools and Strategy of Corporate Communication; Corporate Image Management;  
Corporate Communication in Private and Public Sector

Unit 4:

Unit 4:  
Crisis Communication and Management; Corporate Social Responsibility; Lobbying for Corporate; Ethical Issues in Corporate Communication; Laws and Code of Conduct

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

### Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark ( $\checkmark$ ). Four questions from covered units in

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**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTC-401**

**COURSE TITLE: Public Relation and Corporate Communication**

Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. (12 x 01 = 12).

Section B Short answer question

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. (4x 4 = 16)

Section C Long answer questions

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. (4 x 8 = 32)

Suggested Reading

1. Black Sam&Melvin L.Sharpe, Practical Public Relations, Universal
2. Dennis L. Wilcoese&Glen T, Public Relations, Pearson
3. Fernandez, J (2004). Corporate Communications: A 21<sup>st</sup> Century Primer, Response Books
4. Jethwaney, J and Sarkar, NN(2015). Public Relations Management, Sterling, New Delhi
5. Jethwaney, J(2010). Corporate Communication Principles and Practice, New Delhi, OUP
6. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta
7. Oliver, Sandra (2008). Public Relations Strategy, Kogan Page, Social Sector Page

*Sucheta*

*Dr. S. S. S.*

## Core Paper: Advertising and Media Management

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTC-402**

**COURSE TITLE: Advertising and Media Management**

### Unit 1:

Concept, Objective and Role; Social, Economic and Political Context of Advertising;

Development of Advertising: Global and Indian Context

Types of Advertising and Classification of Advertising, Factors determining advertising opportunity of a product, service, idea; Types of Appeals and Advertising Messages;

Advertising Agencies

### Unit 2:

Advertising Theories and Models-AIDA Model, DAGMAR Model, Maslow's Hierarchy

Model, Communication theories applied to advertising

Brand Management: Concept and Evolution; Visualization and Copy Writing

Creativity in Advertising; Advertising Research; Laws and Code of Conduct for

Advertising; Social, Cultural and Ethical Issues in Advertising

Role of Professional Organizations (ASCI/AAAI/Ad Clubs)

### Unit 3:

Concept of Media Management, Origin and Growth; Media Management in the global scenario; Development of Media Organisation as an Industry in India; Consolidation and Convergence in Media Industry; Ownership Patterns in India; Functions of various Departments of Media Organisations; Media Management Models

### Unit 4:

Concept of Entrepreneurial Journalism; Fundamentals of Business for Entrepreneurial Journalism, focusing on core principles of finance and management; New Business Models for News/ Journalism/ Media Organisations; Case Studies of Indian/Local Business Models

Instruction for Paper setter for Major Exam (60 Marks with duration of 3 hrs)

Mode of Examination

The paper will be divided into sections A, B and C. M.M. = 60

Section A: Multiple choice questions

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*Dr. S. S. S.*

**Examination to be held in the year: May 2023, 2024, 2025**

**Total Marks = 100**

**No. of Credits = 4**

**Minor-Test-I = 20 Marks**

**Minor Test -II = 20 Marks**

**Time allotted for Major Exam = 3 hours**

**Major Exam = 60 marks**

**COURSE NO: PSJMCTC-402**

**COURSE TITLE: Advertising and Media Management**

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark ( $\checkmark$ ). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. ( $12 \times 01 = 12$ ).

**Section B Short answer question**

Q.No.2 comprises short answer type questions from the Units not covered in the Minors. Five questions will be set and the candidate will be required to attempt any four questions in about 150 words. Each answer will be evaluated for 4 marks. ( $4 \times 4 = 16$ )

**Section C Long answer questions**

Q.No.3 comprises long answer type questions. Five questions will be set and the candidate will be required to attempt any four questions in 300-350 words. Two question from the units covered in Minor I and II and three from the remaining units will be set. Each answer will be evaluated for 10 marks. ( $4 \times 8 = 32$ )

**Suggested Reading**

1. Aaker, Myers & Batra, Advertising Management
2. Chunawalla, Advertising: Theory and Practice, Himalaya Publishing House
3. Douglas Torin, The Complete Guide to Advertising, MacMilan, London
4. Lewis Herschell Gordion, The Complete Advertising and Marketing Handbook, East West Books
5. Mohan Mahender, Advertising Management: Concepts&Cases, Tata McGraw Hill Publishers
6. Ogilvy David, Ogilvy on Advertising, Prion Books, London

**Course No.403: Term Paper/ Dissertation/Project/Viva-Voce (6 credits)**

**Course No.404: Internship and Lab Journal/Presentation (8 credits)**

**Open Course (4 credits)**

*Susheta*

*Ujjwal*