

POST-GRADUATE DEGREE IN JOURNALISM &

MEDIA STUDIES

Introduction

The media industry's growth especially driven by technological advances coupled with acceleration given to people's participation in governance process has fuelled the urgency to develop a human resource in the form of communication and media practitioners who can bring more thought and societal orientation to demonstration of skill and technique. Such study programmes are required which can build theoretical insight and scholarship about core subjects and simultaneously encourage an intuitive understanding of critical global and local issues. Various communication professions rely on the "cultural values and epistemology" as well as the technical skills, the knowledge and aesthetic sensibility of their practitioners. Communication training, thus, requires more than technical knowledge and skills in its practitioners. Those who practice the profession need an "internally organized body of knowledge" which reflects a clear understanding of their society and culture and a personal repertoire of intellectual and imaginative skills.

Objectives

The Post-graduate Programme in Media Studies is designed to equip students with the theoretical knowledge and specialized skills to be effective communicators in today's fast – paced and dynamic media environment. To that end, the course is structured to provide an in-depth understanding of issues that affect media and society, as well as a broad brush acquaintance with current practices of journalism. Keeping these overarching objectives in mind, the course has been designed in a fashion which aims at standardization across all the four Main Teaching Programmes and papers in terms of the credit system.

PROGRAMME OUTCOMES

Programme outcomes for a journalism and mass communication program typically encompass a range of skills and knowledge that prepare students for careers in media, communication, journalism, public relations, and related fields.

PO1-Critical Thinking and Analysis: The student is trained to demonstrate the ability to critically analyze media content, identify biases, evaluate sources, and assess the credibility of information.

PO2-Effective Communication: The student is enabled to be proficient in written, verbal, and visual communication, capable of conveying information accurately and compellingly across various media platforms.

PO3-Media Production Skills: The student is provided hands-on experience with various media production tools and techniques, including writing, editing, photography, videography, audio production, and graphic design.

PO4-Media Literacy: The student is trained to possess a deep understanding of the role of media in society, including its influence on culture, politics, economics, and social issues.

PO5-Ethical and Legal Considerations: The student is familiar with ethical principles and legal regulations governing journalism and media practices, including issues related to privacy, accuracy, fairness, and defamation.

PO6-Research Skills: The student is enabled to conduct comprehensive research using both traditional and digital methods, gather data, analyze findings and present results effectively.

PO7-Audience Engagement: The student is trained to understand audience behavior and preferences, and be able to engage and interact with diverse audiences through compelling storytelling and strategic communication strategies.

PO8-Media Management and Entrepreneurship: The student acquires knowledge of media management principles, including budgeting, marketing, audience development, and business models.

PO9-Beat Reporting: The student is trained in basic concepts of journalism and reporting on different beats.

PO10-Designing and Layout: The student is trained in the design, layout and production of newspaper both theoretically as well as practically through the Quarterly 'JU Post' published by the department.

PO11- Digital Media: The student is well acquainted with the intricacies of Digital Journalism to conform to the changing media landscape.

PO12- Public Relations and Advertisement: The student is trained with the concepts of Public Relations and Advertisement.

PO13- Proof Reading and Editing: The student is trained in the techniques for identifying and correcting errors in grammar, punctuation, spelling, and syntax. Additionally, student may learn how to improve clarity, coherence, and conciseness in written content.

PO14- Employability: Features like practical, visits to media houses; educational tours, hands-on-training and internship are embedded within the program to ensure job readiness and good placement opportunities for the students.

PO15- Field Knowledge: Regular interactions with renowned experts from the field enable the students to acquire knowledge about the field in journalism.

Evaluation Plan

In terms of evaluation, the Course is designed to reward regular and hard work. Thus evaluation is concurrent, as well as terminal, avoiding the pitfalls of awarding a grade only at the end of the semester examination. Concurrent evaluation is done continuously, based on assignments, individual and group projects, as well as term papers, terminal evaluation consists of end of semester examination.

Internship

A month long internship with a media or communication agency, institution, media unit of a public sector undertaking and in the NGO sector will be taken by the NGO sector will be taken by the students at the end of second semester which will be assessed and evaluated.

Duration of the Post-graduate Programme: Two Years divided into four semesters.

Structure of the Programme:

Semester and Credit System

The two years Post-graduation course will consist of 4 semesters in all. In each semester there shall be 4 papers or maximum of five papers. In each semester student has to earn 28 credits in

1st and 2nd semesters while 3rd and 4th semesters 22 credits. Each core papers are of 6 credits while elective papers are 4 credits. In all a total of 100 credits which is required to be earned to enable earn a post-graduation degree in Journalism and Media Studies by the PG-students. In addition, each paper is designed to have 4 units in all. This structure thus meets the requirements of uniformity and consistency across Courses and papers and also complies with CBCS system of University. Since it was considered desirable to deliver some specialization as well as general theoretical principles, the course maintains flexibility by having core or compulsory papers, as well as elective papers. Students have to study four core papers in first and second semesters. In addition there shall be elective papers that will be offered throughout semesters which will be compulsory. A apart from this two open-courses each of 4 credits shall be done by the student one from UGC SWAYAM platform for third semester and one for fourth semester open or elective offered by University of Jammu or department, in all total 8 credits required to be earned by the PG-students. In addition one internship programme course of 4 credits shall be compulsory.

Credits Breakup Semester wise

1st Semester

- **Total Credits from Core Papers= $4 \times 6 = 24$ credits**
- **One Elective=4 Credits**
- **Total = 28 Credits**

2nd Semester

- **Total Credits from Core Papers= $4 \times 6 = 24$ credits**
 - **Credits from Elective /open course = 4 credit**
- Total=28 Credits**

3rd Semester

- **Credits from core papers = $3 \times 6 = 18$ credits**
- **MOOC Course: 4 Credits**

Total = 22 credits

4th Semester

- **Credits from core papers = $2 \times 4 = 8$ credits**
- **Elective/Open Course = 4 credits**

- **Credits from Term Paper/ Project = 4 credit**
- **Credits from internship programme = 6 credit**

Total = 22 credits

Internship

A month long internship with a media or communication agency, institution, media unit of a public sector undertaking and in the NGO sector will be taken by the students which will be assessed and evaluated.

Duration of the Post-graduate Programme: Two Years divided into four semesters.

Requirements for earning the Journalism and Media Studies degree.

- The total credits required for the programme are 100.

ATTENDANCE

Each course (theory, practical etc.) shall be treated as an independent unit for the purpose of attendance. A student shall be required to attend a minimum of 75% of the total instruction hours in a course including tutorials and seminars in each semester. A student who fails to secure 75% attendance in a course shall not be eligible to appear in the semester examination in that course and shall be required to repeat that course.

CRITERIA FOR PROMOTION OF A STUDENT TO NEXT HIGHER SEMESTER

A student will be eligible to proceed from 1st semester to 2nd semester, from 2nd semester to 3rd semester, from 3rd semester to 4th semester, if he/she has earned 50% credits in Theory/Practical Courses cumulatively in earlier semesters of the programme and has completed the minimum attendance requirements.

ABSOLUTE GRADE SYSTEM

MARKS	Grade	Grade Points	Description of performance
≥ 90	O	10	Outstanding
≥ 75 and < 90	A+	9	Excellent
≥ 65 and < 75	A	8	Very good
≥ 55 and < 65	B+	7	Good
≥ 50 and < 55	B	6	Above average
≥ 40 and < 50	C+	5	Average
≥ 36 and < 40	C	4	Pass/Below average
≥ 20 and < 36	D	3	Fail/Poor
≤ 20	E	2	Very Poor

‘D’ and ‘E’ grades refer to unsatisfactory performance. The student shall have to repeat all compulsory courses where the D/E grade is obtained. The weights of ‘D’ and ‘E’ grades shall not be counted in SGPA or CGPA. Other grades would include:

GRADES	DESCRIPTION
<i>I</i>	<i>Incomplete</i>
<i>W</i>	<i>Withdrawal</i>
<i>X</i>	<i>Continued Project</i>
<i>S</i>	<i>Satisfactory completed</i>
<i>Z</i>	<i>Not completed</i>

CONVERSION FROM CGPA TO PERCENTAGE

The conversion of SGPA or CGPA to Percent score will be carried out by multiplication of respective SGPA or CGPA by a factor of 9. A CGPA of 6.75 shall be considered equivalent to 60% marks.

Semester I

Core Papers (6 Credits each- 4 credit for theory and 2 for Practical)

1. Introduction to Journalism and Media Studies
2. Mass Communication: Concepts and Theories
3. News Concepts, Writing Styles and Reporting Techniques
4. Editing

Elective Papers (Any one) (4 Credits)

1. Lifestyle and Sports Reporting
2. Writing Skills for Mass Media

Total Credits: 28

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

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 (\surd). 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 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)

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-101

COURSE TITLE: Introduction to Journalism and Media Studies

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

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-101

COURSE TITLE: Introduction to Journalism and Media Studies

Course Outcome:

CO1: The student is acquainted with the functions and role of journalism in society. The student acquires knowledge about history, evolution and development of journalism.

CO2: The student is trained to deal with numerical and data, besides understanding role of research in journalism, enabling analytical ability.

CO3: Student gets to know about media landscape of different countries leading to employability skills outside the country.

CO4: The student gets knowledge about great Indian editors and prominent newspaper organizations.

CO5: The student gets hands on training about use of various tools of journalism, thus strengthening their core skill.

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-101

COURSE TITLE: Introduction to Journalism and Media Studies

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

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

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 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

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 (\surd). 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

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

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)

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

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

Course Outcome:

CO1: The student is acquainted with the basics of the process of mass communication.

CO2: The student acquires knowledge of various models and theories of communication.

CO3: The student understands the role of public opinion and ideology in mass media, leading to critical thinking.

CO4: The student is acquainted with media ownership patterns.

CO5: The student gets a practical knowledge of conducting interviews, thus developing the interviewing skills.

CO6: The student gets a practical knowledge of covering press conferences, meetings and speeches, thereof providing students with real-time experience of the field.

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

Core Paper: News Concepts, Writing Styles and reporting Techniques

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

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

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

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

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 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

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

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)

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

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

Course Outcome:

CO1: The student is acquainted with the knowledge of classification of newspaper as a recorder of news and events, as an organ of public opinion, instrument of social service, and promoter of democracy, leading to acquiring informed citizens.

CO2: The student understands the role of the editor-functions and responsibilities and also editorial freedom and the role of the editor in recent perspective Chief Sub editor and Sub editors, enhancing organizational awareness.

CO3: The student is enabled to identify the role of the reporter and his/her duties and responsibilities. Various duties responsibilities & qualities of a chief reporter, foreign correspondent, special correspondent, bureau chief, district correspondent. This instills code of ethics and also prepares the student for employability at national and international media houses.

CO4: The student knows about different structures of news writing (inverted pyramid structure), Intro, lead and language of news writing, objectivity, writing techniques on society, fashion, music and arts, education, employment opportunities, health, environment and financial reporting.

CO5: The student understands News and its elements, news sources and different types of news.

CO6: The student is trained to write different types of headlines, thus honing their core skill of writing creative headlines.

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

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

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

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

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 (\surd). 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)

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-104

COURSE TITLE: Editing

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)

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

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-104

COURSE TITLE: Editing

Course Outcome:

CO1: The student is acquainted with understanding of editing process and provided hands-on training for the same.

CO2: The student understands fundamentals of news editing and is exposed to experiential learning through practical.

CO3: The student learns about the layout of the newsroom hierarchy and functions.

CO4: The student is trained for photo-editing process with basic understanding of photography skills, thus widening the domain of employability as photographer. The students get hand-on-training through participation in the workshops and activities of the photography club.

CO5: The student is enabled to develop skills in various aspects of editing, such as grammar, style, structure and clarity.

CO6: The student learns to identify and correct errors, enhance readability, which prepares the student for employability in the profession of proof reading at national and international media houses.

Suggested Reading

1. News Editing - Bruce H. Westley
2. Outline Of Editing - M.K. Joseph
3. Advanced Editing - Adarsh Kumar Varma
4. The Making Of An Editor - Rahul Mudgal

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

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

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)

Course Outcome:

CO1: The student is acquainted with fashion reporting lifestyle and entertainment journalism

CO2: The student acquires the skill of Writing on fashion trends.

CO3: The student acquainted with Evolution of sports journalism and structure of sports columns.

CO4: The student learns about FIFA, ICC, IOC, international Games Federation and National Games.

CO5: The students is enabled in different beats and prepared for freelance writing in any national or international newspapers, thus ensuring employability.

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

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.

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

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 (\surd). 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 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)

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

Course Outcome:

CO1: The student is acquainted with sentence construction, developing a story with hints and Cloze Test.

CO2: The student is trained in writing skills for various media platforms, including print, electronic and digital.

CO3: The student is acquainted with role of translation in media writing and different tools of translation.

CO4: The student gets experiential learning through participating in the activities of the Translation Club.

CO5: The student learns about Gathering Information Narrative Discourse; Descriptive Discourse; Argumentative Discourse.

CO6: The student is trained in better use of language in writing.

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

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

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

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

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), and 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 Freire, 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

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 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

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

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

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 (\surd). 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)

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

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

Course Outcome:

CO1: The student acquires the understanding of development communication and development journalism.

CO2: The student learns about identifying communication needs and designing Social Campaigns.

CO3: The student learns about participatory communication, community radio and inclusion of marginalized.

CO4: Student is trained with folk mediums and different developmental campaigns by creating documentaries, pamphlets for creating awareness among masses, thus acquiring hands-on training.

CO5: The student gets experiential learning through various field visits.

CO6: The student acquires hands-on-training through participating in various activities of the University Community Radio.

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

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

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

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

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 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

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

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)

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

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

Course Outcome:

CO1: The student is acquainted the basic understanding of layout as a process.

CO2: The student learns about using page layout, its concept and understanding for educational purposes

CO3: The student experiences practical application of page layout in the teaching-learning process.

CO4: The student understands the importance of layout and design in the newspaper production process.

CO5: The student learns about various software and tools required for the designing and layout of the newspapers

CO6: The student gets hands-on-training through 'JU Post', the Quarterly of the department.

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 21st Century: Online Information, Electronic Databases and the News by Tom Koth

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

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

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

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

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

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, Bigadda 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).

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

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)

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

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

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

Course Outcome:

CO1: The student is acquainted with the evolution of new media, digital story telling techniques, thus being updated with the latest technological developments in the field.

CO2: Student knows about basic information related to computers, history of internet and different types of computer networks, thus acquiring basic computer skills.

CO3: The student is acquainted with the concept of e-commerce, internet in Hindi and changing concept of media landscape.

CO4: The student is taught about new media and media convergence, citizen journalism and social networking sites, leading to enhanced employability in these sectors.

CO5: The student gets a practical knowledge of blogging, podcasting and creating stories for web portals and acquires experiential learning through various practical and seminars.

CO6: The student gets training about social media, digital visualization.

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

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.

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

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	

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. ($4 \times 8 = 32$)

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

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

Course Outcome:

CO1: The student is acquainted with the comprehensive understanding of the legal and ethical frameworks that govern media practices, leading to inculcation of value education

CO2: The student learns about the freedom of speech and expression, copyright act, defamation and privacy act.

CO3: The student is acquainted with different laws related to press like Prasar Bharti act, Information Technology act, Press Council Act etc.

CO4: The student is encouraged to understand the concept of newsroom diversity and different forms of media regulations.

CO5: The student is trained to resolve ethical dilemmas, leading to developing analytical, critical and informed thinking.

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

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

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).

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	

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)

Course Outcome

CO1: The student is acquainted with understanding the crucial dimensions of rural development, raising awareness about the national context. The student is trained about basic aspects of rural development.

CO2: The student learns about rural issues like agricultural budget.

CO3: The student acquires skills related to planning, formulation, monitoring and evaluation of rural development projects and programs, leading to training in this domain.

CO4: The student learns about the basic aspects of research and project work, leading to inculcating a critical and methodological approach.

CO5: The student is provided with an integrated perception of various aspects of rural life.

CO6: The student acquires ground knowledge through various assignments given throughout the course.

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

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

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

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)

Course Outcome:

CO1: The student is acquainted with Components of film- script, light, sound, camera, acting, music, editing, leading to skill development in this field.

CO2: The student learns about Aesthetic, Soviet Formalist, Semiotic, Ideological and Psychoanalytic approaches.

CO3: The students learn about Film movements. Film censorship and CBFC standard.

CO4: The student is trained in the core skills of this domain enabling him/her to seek employability in this field.

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

CO5: The student acquires experiential learning through participating in workshops organized by the Film Club.

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

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

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

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 (\surd). 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)

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	

Course Outcomes:

CO1: The student is acquainted with Dramatization of Ideas. The student learns to write scripts for Plays and Serials.

CO2: The student understands the concept of Readability; Imagery and Symbols; Dialogues and Monologues for creative writing.

CO3: The student learns self expression, leading to personality growth and development.

CO4: The student knows about Human interest angle in creative writing along with positive constructive Journalism.

CO5: The creative thinking of the student is enhanced. The student acquires credible linguistic competence.

CO6: The student acquires wider knowledge through participation in the activities of the Literary Club.

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 Workship: 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.

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

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 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 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)

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

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

Course Outcome:

CO1: The student is acquainted with understand the concept, role and importance of research. The student acquires research acumen.

CO2: The student understands the nature and characteristics of research. The student inculcates problem solving approach.

CO3: The student understands the scope of mass communication

CO4: The student is acquainted with clear understanding of Pure and Applied Research

CO5: The student is given practical training with different Applications used for communication Research

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

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

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 (\surd). 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)

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

Course Outcomes:

CO1: The student is acquainted with the different forms of communication at international forum and learns about the imbalance in international information flow.

CO2: The student knows about the flow of information at International level.

CO3: The student is acquainted with the emergence of global media and its impact.

CO4: The student learns about cultural materialism, cultural interpretation and structuralist interpretation.

CO5: The student is taught about barriers of intercultural communication.

CO6: The student is trained for employability at the national and international media houses.

CO7: The student gets hands-on-training about the role of mass media and traditional media as an instrument of intercultural exchange, through various practical assignments as an integral part of the course.

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	

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.

Core Paper: Broadcast Journalism.

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 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; Peace 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

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

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

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).

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: PSJMPC-303	
COURSE TITLE: Broadcast Journalism	

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 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)

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

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.

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-303	
COURSE TITLE: Broadcast Journalism	

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

Course Outcomes:

CO1: The student is acquainted with key features, characteristics of broadcast media.

CO2: The student learns about evolution of broadcasting in India, government policies and regulations in India.

CO3: The student is acquainted with the structure of TV newsroom and core skills like script writing, radio reporting, TV Documentary etc.

CO4: The student is trained in the skill of handling different types of sounds, light, angles and Headlines.

CO5: The student gets hands on training on TV production, Camera, graphics and animation through practical.

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.

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

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 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)

Course Outcomes:

CO1: The student is acquainted with PR as a discipline and its central theme. The student is provided the core competence in the emergent and expanding area of employability in public relations and corporate communications.

CO2: The student learns to apply theories, perspectives, principles, and concepts to write press releases

CO3: The student is trained in the skill to create appropriate messages for different publics

CO4: The student is acquainted with critical analysis of case studies related to public relations to inculcate core competence and analytical and critical thinking.

CO5: The student is trained to apply ethical communication principles and practices, leading to inculcation of values and an enhanced awareness of the responsibility of the profession.

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 21st 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

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.

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	

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 (\surd). 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 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)

Course Outcomes:

CO1: The student is acquainted with evolution of advertisement in India.

CO2: The student acquires experiential learning through visit to different media houses.

CO3: The student learns about the advertisement in print, electronic and digital media.

CO4: The student acquires real-life information through interaction with various experts.

CO5: The student is acquainted with evolution of media management, and different departments of media organizations.

CO6: The student learns about the ownership pattern and convergence in contemporary times in media.

CO7: The student is given hands-on-training in advertising through practical and seminars.

