



UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION

(23/May/Adp./35)

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

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

The Syllabi of the courses is available on the University website:
www.jammuuniversity.ac.in

Sd/-
DEAN ACADEMIC AFFAIRS

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

Dated: 25-5-2023

Copy for information and necessary action to:

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

Sumitsharma
Deputy Registrar (Academic)

SS *at* *17*
24/5/23



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

Semester-Wise Distribution of Courses and Credits

First Semester

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

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Dr. J. S. Singh



P.G Department of Journalism and Media Studies
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Second Semester

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

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Third Semester (New Syllabus)

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

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Fourth Semester (New Syllabus)

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

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Dr. J. K. Sharma

Semester I

Core Paper: Introduction to Journalism and Media Studies

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-101

COURSE TITLE: Introduction to Journalism and Media Studies

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

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

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

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

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

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

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

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-101

COURSE TITLE: Introduction to Journalism and Media Studies

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Section C Long answer questions

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

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

Total Marks = 50

Mid-Semester = 20 Marks

COURSE NO: PSJMCPC-101

COURSE TITLE: Introduction to Journalism and Media Studies

No. of Credits = 2

End-Semester = 30 Marks

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

Logic, Evidence and Rationality

Observation and Questioning

Arguments and Analysis

Dealing with Numerical and Data

Searching Truth: Role of Research

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

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

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Dr. S. S. Mehta

Core Paper: Mass Communication: Concepts and Theories

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-102

COURSE TITLE: Mass Communication: Concepts and Theories

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

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

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

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

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

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

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

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-102

COURSE TITLE: Mass Communication: Concepts and Theories

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

Mode of Examination

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

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (\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. (4 x 4 = 16)

Section C Long answer questions

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

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Dr. S. S. S.

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

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 Marks

End-Semester = 30 Marks

COURSE NO: PSJMCPC-102

COURSE TITLE: Mass Communication: Concepts and Theories

Practical: Interview

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

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

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

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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

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

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

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-103

COURSE TITLE: News Concepts, Writing Styles and reporting Techniques

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Section C Long answer questions

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

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Dr. S. S. S.

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

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 Marks

End-Semester = 30 Marks

COURSE NO: PSJMCPC-103

COURSE TITLE: News Concepts, Writing Styles and reporting Technique

Practical: News Stories

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

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

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

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Core Paper: Editing

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-104

COURSE TITLE: Editing

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

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

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

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

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

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

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

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

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

Total Marks = 100

Minor-Test-I = 20 Marks

Time allotted for Major Exam = 3 hours

COURSE NO: PSJMCTC-104

COURSE TITLE: Editing

No. of Credits = 4

Minor Test -II = 20 Marks

Major Exam = 60 marks

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

Mode of Examination

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

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (\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. (4 x 4 = 16)

Section C Long answer questions

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

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Dr. S. S. S.

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

Total Marks = 50

Mid-Semester = 20 Marks

COURSE NO: PSJMCPC-104

COURSE TITLE: Editing

No. of Credits = 2

End-Semester = 30 Marks

Practical: Headlines

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

Different types of Headline; Headline Writing for Newspaper and magazine

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

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

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Dr. S. S. S.

Electives

1. Lifestyle & Sports Reporting

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-105

COURSE TITLE: Lifestyle & Sports Reporting

UNIT 1

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

UNIT 2

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

UNIT 3

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

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Dr. S. S. S.

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-105

COURSE TITLE: Lifestyle & Sports Reporting

UNIT 4

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

Suggested Reading

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

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-105

COURSE TITLE: Lifestyle & Sports Reporting

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Section C Long answer questions

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

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Dr. S. S. S.

2. Writing Skills for Mass Media

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-106

COURSE TITLE: Writing Skills for Mass Media

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

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

Composition, Comprehension, Precise writing

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

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

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

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

Suggested Reading:

D.R. Williamson, Feature Writing for Newspaper

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

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

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

Sucheta

Dr. S. S. S.

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-106

COURSE TITLE: Writing Skills for Mass Media

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

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

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

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

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

Mode of Examination

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

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (\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. ($4 \times 8 = 32$)

Sucheta

Dr. S. S. S.

Second Semester

Core Paper: Development Communication

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-201

COURSE TITLE: Development Communication

Unit 1

Understanding Development: Concept and Process

Theories of Development:

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

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

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

Unit 2

Development Communication: Concept, Role and Relevance

Theories of Development Communication: Diffusion of Innovation

Mass Media and Modernisation

Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm

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

Development Communication and International Development Agencies (MDGs)

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

Development Communication and Role of Civil Society and Government

Experiences of Development Communication in India

Unit 3

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

Communication Gap in Development Programmes and Plan

Knowledge and Knowledge sharing

Bottom up and Dialogic Communication

Participation in Communication Process

Preparing Message and Pre-testing of Messages

Finalising Developmental Messages

Participatory Message development Strategies

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Dr. S. S. S.

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-201

COURSE TITLE: Development Communication

Unit 4

Development Journalism: Concept and Objectives

Evolution of Development Journalism

Area and Scope of Development Journalism

Making Development Journalism interesting and relevant

Development Scene in India: Issues and Challenges

Rural Development

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

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

Reporting rural issues and marginalized communities

Prominent Development Journalists

Monitoring and Evaluation of Development Communication

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Section C Long answer questions

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

Suketa

Dr. S. S. S.

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

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 marks

End-Semester = 30 marks

COURSE NO: PSJMCPC-201

COURSE TITLE: Development Communication

Practical

Designing Social Campaigns: Social Advertising, Folk Media

Preparing Print Messages (Wallpaper, Leaflets etc)

Designing Audio-visual Messages

Developing IEC Material

Community Radio

Digital networks

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

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

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

Suketa

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Core Paper: Newspaper Design, Layout and Production

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-202

COURSE TITLE: Newspaper Design, Layout and Production

Unit 1

Newspaper Design: Concept, Basic Elements and Objectives of Designing

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

Newspaper format: Tabloid and Magazine

Newspaper Layout, Makeup and Dummy

Flags, Masthead and headlines

Initial Letters, Ornaments and Border

Rules: Column Rule, Cutoff Rule, Window

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

Single theme Design

Unit 2

Makeup Lines: Vertical, Diagonal, Circular, Horizontal

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

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

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

Principals of Graphics and its Importance

Unit 3

Visualization Principles

Type and Type Face,

Type measurement, Point Size

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

Pagination, Cover printing, Security measures in printing Press

Page Making of Dailies

Magazine Design

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

Desk Top Publishing

Unit 4: Use of Pictures in Designing

Photo: Language of pictures

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

Picture Story Layout; Roles and Responsibilities of Picture Editor

Sucheta

25

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-202

COURSE TITLE: Newspaper Design, Layout and Production

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

Mode of Examination

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

Section A: Multiple choice questions

Q.No.1 will be an objective type question covering the entire syllabus. Twelve objectives with four options each will be set and the candidate will be required to write the correct option and not specify by putting a tick mark (\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. ($4 \times 8 = 32$)

Subeta

Dr. S. S. S.

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

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 marks

End-Semester = 30 marks

COURSE NO: PSJMCPC-202

COURSE TITLE: Newspaper Design, Layout and Production

Practical

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

Clicking pictures, Use of Gadgets, Focus, Shutter Speed

Composition: Subject and Lighting

Photo Editing: Principles and Practices

Photo Feature: Exhibition, Caption writing and Packaging

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

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

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Prin

Core Paper: New media and Web Journalism

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-203

COURSE TITLE: New media and Web Journalism

Unit 1:

Introduction to Computer

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

Different Operating Systems

Programming Software

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

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

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

Use of information technology in news organization

Problem of fonts

Unit 2

Internet: History and basic features

Prominent browsers: explorer, Firefox, chrome etc

Internet in India: development, future and challenges

Internet in Hindi: limitations and possibilities

E commerce: Sale-purchasing, banking, advertising etc

Prominent news portal and search engine

Unit 3:

New Media: Concept, Characteristics and Nature of medium

Evolution of New Media and its relationship with IT and Telecommunication

New Media and Media Convergence

New Media as a Tool of Journalism

Web Journalism in India

Effects of WWW on Journalism and society

Economy of Web journalism

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

Security, ethics, law and credibility

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Dr. S. S. S.

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-203

COURSE TITLE: New media and Web Journalism

Unit 4:

Citizen Journalism: Concept and models

Development, Limitations and possibilities

Experiments of citizen Journalism in India

Future of Citizen Journalism

Social networking sites and journalism

Orkut, Facebook, Biggadda etc

Social messaging and journalism: Twitter phenomenon

Platform of Criticism for Existing Institutions Including Media

The Phenomenon of Wikileaks

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Section C Long answer questions

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

Subota

Primo

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

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 marks

End-Semester = 30 marks

COURSE NO: PSJMCPC-203

COURSE TITLE: New media and Web Journalism

Practical

Web Journalism: Concept and Development

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

Writing for Web: Important points

Difference of writing for print and web

Use of hyperlink

Report writing for internet, editing and rewriting

Blogging: Concept, development and basic features

Main technical aspects: Possibilities and problems

Role of aggregator

Economic aspect of blogging

Ethical issues

Importance of comments and controversies of anonymous comments

Role of blogging in alternative journalism

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

50 marks are for this practical.

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

Sukhate

Shirga

Core Paper: Media Laws and Ethics

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-204

COURSE TITLE: Media Laws and Ethics

Unit 1:

Media Laws: Rational, Principles and Evolution

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

Indian Constitution Key Features

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

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

Supreme Court cases related to Article 19

Right to Information Act

Reasonable restrictions on Article 19 freedom

Official Secrecy Act

Judiciary and Contempt of Court

Legislature and its Privileges

Restriction through IPC and CRPC

Censorship and its different forms

Unit 2:

Laws related to Press

Copyright Act: Main features, issues and

Books and Newspapers Registration Act

Working Journalist Act

Press Council Act

Laws related to Broadcast Media

Cable TV Network Regulation Act

Cinematography Act

Prasar Bharti Act

Conditional Access System (CAS)

Proposed Broadcast Regulatory Authority of India Act

Information technology Act (IT Act)

Cyber Crime

Media Laws related to Media Content and Advertisement

Defamation/Libel

Right to Privacy

Sudata

Prin

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-204

COURSE TITLE: Media Laws and Ethics

Unit 3:

Media Regulation: Rational, Principles and Evolution

Debates and Controversies related Media Regulation

Regulation of Broadcast, Press and Web

Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation

Press Ombudsman: Readers Editor

Debate on News Room Diversity and Media Laws

Unit 4

Journalistic Ethics: Principles of Ethics

Rational and Evolution of Journalistic Ethics

Journalistic Values: Concept, Importance and Debates

Journalists Code of Conduct

Resolving Ethical Dilemma: Different Methods

Media Ethics and Role of Different Media Organizations

Trade Union Rights in Media

Press Council

INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA, BEA

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Suketa

Dr. S. S. S.

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-204

COURSE TITLE: Media Laws and Ethics

Section C Long answer questions

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

Sukhate

Wing 4

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

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 marks

End-Semester = 30 marks

COURSE NO: PSJMCPC-204

COURSE TITLE: Media Laws and Ethics

Practical

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

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

Suehata

Dr. S. S. S.

Electives

Rural Reporting

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

UNIT 1

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

UNIT 2

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

UNIT 3

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

Suketa

Dr. S. S. S.

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTE-205

COURSE TITLE: Rural Reporting

UNIT 4

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

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Section C Long answer questions

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

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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

Sucheta

Dr. V. V. Shinde

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

Suketa

D. Singh

Examination to be held in the year: May 2023, 2024, 2025
Total Marks = 100 No. of Credits = 4
Minor-Test-I = 20 Marks Minor Test -II = 20 Marks
Time allotted for Major Exam = 3 hours Major Exam = 60 marks
COURSE NO: 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; Planning and designing of webpages, blogs, e-newspapers, e-magazines

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

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

Section B Short answer question

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

Section C Long answer questions

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

Suggested Reading

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

Jackson, Donald. The Story of Writing(15BN 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.

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Semester III

Core Paper: Communication Research

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

UNIT 1:

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

UNIT 2:

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

UNIT 3:

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

UNIT 4:

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

Sucheta

Prakash

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

Practical

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

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

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End:

Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading

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

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

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

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

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Dr. S. S. S.

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

Section C Long answer questions

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

Sucheta

Dr. S. S. S.

Core Paper: International and Inter-Cultural Communication

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-302

COURSE TITLE: International and Inter-Cultural Communication

Unit 1:

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

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

Unit 2

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

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

Unit 3:

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

Unit 4

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

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Dr. S. S. S. S.

Examination to be held in the year: Dec 2022, 2023, 2024	
Total Marks = 100	No. of Credits = 4
Minor-Test-I = 20 Marks	Minor Test -II = 20 Marks
Time allotted for Major Exam = 3 hours	Major Exam = 60 marks
COURSE NO: PSJMCTC-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 (\checkmark). Four questions from covered units in Minor I and II and eight questions from the remaining units will be set. Each objective will be for one mark. ($12 \times 01 = 12$).

Section B Short answer question

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

Section C Long answer questions

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

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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 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

Sucheta

Dr. S. S. S.

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

Unit 4:

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

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

Mode of Examination

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

Section A: Multiple choice questions

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

Section B Short answer question

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

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

Total Marks = 50

No. of Credits = 2

Mid-Semester = 20 Marks

End-Semester = 30 Marks

COURSE NO: PSJMCPC-303

COURSE TITLE: Broadcast Journalism

Practical

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

Graphics and Animation

Organizing Studio and Outdoor Recording

Single, Double and Multi Camera Production

ENG and Field Production

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

Production: Online and Post Production

TV Programme: Different Formats of TV Programmes

Programming for News Channel

Different Formats of Radio Programmes: News and Entertainment

Programme Planning: Contemporary and FM Entertainment

Programme Presentation: Live and Recorded

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

Mid-Semester: Field Work: 10

Presentation and Viva: 10

Total: 20 Marks

Semester End: Field Work: 10

File: 10

Presentation and Viva: 10

Total: 30 Marks

Suggested Reading:

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

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

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

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

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

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

Subeta

Dr. Anil K. Singh 50

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-401

COURSE TITLE: Public Relation and Corporate Communication

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

Section B Short answer question

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

Section C Long answer questions

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

Suggested Reading

1. Black Sam&Melvin L.Sharpe, Practical Public Relations, Universal
2. Dennis L. Wilcose&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

Sucheta

Dr. J. M. Kaul

Core Paper: Advertising and Media Management

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

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

COURSE NO: PSJMCTC-402

COURSE TITLE: Advertising and Media Management

Unit 1:

Concept, Objective and Role; Social, Economic and Political Context of Advertising;
Development of Advertising: Global and Indian Context
Types of Advertising and Classification of Advertising, Factors determining advertising
opportunity of a product, service, idea; Types of Appeals and Advertising Messages;
Advertising Agencies

Unit 2:

Advertising Theories and Models-AIDA Model, DAGMAR Model, Maslow's Hierarchy
Model, Communication theories applied to advertising
Brand Management: Concept and Evolution; Visualization and Copy Writing
Creativity in Advertising; Advertising Research; Laws and Code of Conduct for
Advertising; Social, Cultural and Ethical Issues in Advertising
Role of Professional Organizations (ASCI/AAAI/Ad Clubs)

Unit 3:

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

Unit 4:

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

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

Mode of Examination

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

Section A: Multiple choice questions

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Dr. S. S. S.

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

Total Marks = 100

No. of Credits = 4

Minor-Test-I = 20 Marks

Minor Test -II = 20 Marks

Time allotted for Major Exam = 3 hours

Major Exam = 60 marks

COURSE NO: PSJMCTC-402

COURSE TITLE: Advertising and Media Management

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

Section B Short answer question

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

Section C Long answer questions

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

Suggested Reading

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

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

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

Open Course (4 credits)

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Ujjwal