

# **Syllabus**

## **Postgraduate Diploma in Media**

**Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar  
Vishwavidyalaya, Bhopal**

# **Postgraduate Diploma in Media**

## **P.G.D.M One Year Course**

### **Objectives of Course:**

**The P.G.D.M. Programme is designed to meet following objectives :**

- To familiarize the students with the working of print, electronic and New Media.
- To develop working skills needed for Newspapers, Magazines, Radio, T.V. and Web Journalism.
- To develop in students a sense of purpose, mission and ethical values in their chosen field.
- To develop in students an understanding of the mass communication process, its impact on human and social factors and the socio cultural environment within which it operates .
- Focus of the course will be on print journalism, electronic media along with Web Journalism.
- To develop writing skills for different media.

### **Eligibility for Admission:**

Candidates applying for admission to the P.G.D.M (Postgraduate Diploma in Media) must have bachelor in any discipline.

### **Scheme of Study for P.G.D.M Course:**

- P.G.D.M. course is divided into two semesters (One year programme).
- P.G.D.M. Course have two semesters each semester has five papers.
- There will be a written examination at the semester end in which each paper will carry 75 marks.
- Syllabus of each paper is divided into five units there will be questions from each unit to be solved.
- Normally, five questions will be asked to answer with internal choice in each question but this could be changed also.
- The theory paper will test the level of knowledge and aptitude, whereas internal assignments will evaluate the learning level, skills, developments, ability to present views, perception in class, creative inputs, ideas, reading habits, both verbal and written abilities and the level of knowledge.
- There will be internal assessment of 25 marks in each paper (theory & practical both) during the semester which will evaluate theoretical as well as practical aspects of the paper.
- Internal assessment will be in the form of class test, presentation, seminar, field work, field research, study your, attendance, class performance and participation in class,

creative inputs, ideas, reading habits, both verbal and written abilities and the level of knowledge.

- 40% total marks in each paper and each section (Theory and Internal Assessment) will be necessary to be declared pass.

## Postgraduate Diploma in Media

### Semester I

S.N.	Name of Paper	Thy. Marks	Internal Marks	Total Marks
1.1	Introduction and Growth of Journalism	75	25	100
1.2	Introduction to Communication and Research	75	25	100
1.3	Reporting	75	25	100
1.4	Editing & Layout Designing	75	25	100
1.5	Basic Computer Applications	75	25	100
	<b>Total</b>	<b>375</b>	<b>125</b>	<b>500</b>

### Semester II

S.N.	Name of Paper	Thy. Marks	Internal Marks	Total Marks
2.1	Electronic Media	75	25	100
2.2	New Media and Web Journalism	75	25	100
2.3	Media Economics	75	25	100
2.4	Media Law & Ethics	75	25	100
2.5	Special Paper (Any one)	75	25	100
	(A) Business and Finance Journalism (B) Sports Journalism (C) Defence Journalism (D) Art & Culture Reporting			
	<b>Total</b>	<b>375</b>	<b>125</b>	<b>500</b>

# SYLLABUS OF POST GRADUATE DIPLOMA IN MEDIA

## SEMESTER-I

### Introduction and Growth of Journalism

#### Paper-I

##### *Unit-I*

##### *Introduction to Journalism*

- 1.1 Journalism, Meaning, Definition & Scope.
- 1.2 Different types of Journalism.
- 1.3 Journalism as Communication tool.
- 1.4 Relationship between Media & Society.
- 1.5 Civil Society & Citizen Journalism.

##### **Unit-II**

##### **Pre Independence Print Media**

- 2.1 Introduction to the Origin of Indian Press.
- 2.2 Role of Press in Freedom Movement.
- 2.3 Freedom Fighters as Journalists
- 2.4 Major News Agencies: Reuters, AP, AFP, TAAS, UNI, PTI, ANI

##### *Unit-III*

##### **Post Independence Media**

- 3.1 Major Trends in Growth of Press.
- 3.2 Role of Press in Indian Democracy.
- 3.3 Newspapers revolution during Ninties
- 3.4 Digital Revolution & Future of Print Media

##### **Unit-IV**

##### *History of Indian Radio*

- 4.1 Development of All India Radio.
- 4.2 Role of AIR in National Development.
- 4.3 Growth of Private Radio Channels in India.
- 4.5 Future of Radio – Web Radio, Satellite Radio.

## **Unit-V**

### **History of Indian Television**

- 5.1 Development of Television
- 5.2 Growth of Private Television in India.
- 5.3 Future of Television ; HDTV, IPTV & INTERACTIVE T.V.
- 5.4 Direct to Home, Conditional Access System, Fiber Optics.
- 5.5 A very brief Introduction to the History of Indian Cinema and its Present Scenario.

### **Practical**

1. Exercise on Writing for Print Media
2. Exercise on Listen various Programmes of Radio & Write some Analytical Views.
3. Exercise on Viewing T.V. News Channels & Write Comment on it.

### **Reference Books:**

- Mass Communication In India, An Annotated Bibliography, Asian Mass Communication Research, Singapore.
- Mass Communication and Journalism in India, D.S. Mehta, Allied Publishers Limited
- Mass Communication In India, Keval J. Kumar, Jaico Publishing House, Mumbai.
- Understanding Mass Communications, Defleur / Dennis, Goyalsaab Publishers, New Delhi.
- Indian Newspaper Revolution, Robin Jeffery, Oxford University Press.
- इलेक्ट्रॉनिक माध्यम-रेडियो एवं दूरदर्शन, डॉ. राम मोहन पाठक,यूनिवर्सिटी पब्लिकेशन ,नई दिल्ली
- दूरदर्शन एवं सूचना प्रौद्योगिकी, डी.डी. ओझा, सत्यप्रकाश,ज्ञानगंगा, नई दिल्ली

# **Introduction to Communication and Research**

## **Paper II**

### ***Unit - I***

#### ***Basic Concepts of Communication***

- 1.1 Meaning, definitions and scope of communication
- 1.2 Process and elements of communication
- 1.3 Levels of communication: intra personal, inter personal, Group and mass communication
- 1.4 Verbal and non-verbal communication and Audio-Visual Communication

### ***Unit - II***

#### ***Communication Theories***

- 2.1 Psychological and individual difference theory - selective exposure and selective perception
- 2.2 Personal influence theory - Two-step flow and multi-step flow
- 2.3 Sociological theories - cultivation theory, agenda setting theory, The uses and gratification theory, dependency theory
- 2.4 Indian concept of communication.

### ***Unit - III***

#### ***Mass Communication Theories***

- 3.1 Mass society theory
- 3.2 Political economy media theory
- 3.3 Hegemony theory
- 3.4 Culture and semiotic theory

### ***Unit - IV***

#### ***Communication Models***

- 4.1 Lasswell's model (1948)
- 4.2 Shannon and Weaver's model (1949)
- 4.3 Osgood's model (1954)
- 4.4 Newcomb's Model (1953)
- 4.5 Gerbner's Model (1956)
- 4.6 Westley' and Maclean's Model (1957)

## ***Unit - V***

### ***Research***

- 5.1 Research – Introduction, Definition
- 5.2 Types of Research – Qualitative, Quantative
- 5.3 Research Methodology
- 5.4 Research Design
- 5.5 Report Writing- Data Analysis, Data Presentation

### **Practical**

1. Exercise on writing different communication types with their relevant examples.
2. Exercise of communication research types.
3. Exercise of making some research methodology for various subjects.
4. Exercise of making some research design
5. Exercise of latest issues data analysis
6. Exercise of data presentation of various subjects.

### **Reference Books:**

- Mass Communication Theory - Denis Mcquail, Sage publication, New Delhi.
- Mass Communication in India - Keval J. Kumar, Jaico Publishing House, Mumbai.
- Understanding Mass Communication - Melvin. L. Defluer, Publishers Distributors, Delhi.
- Communication and Society - Kamlesh Mahajan.
- Media, Communication, Culture- James Lull, Columbia University Press, New York.
- Communication Theories : Origin, Methods and uses in the Mass Media - Werner. J. Severin and James. W. Tankard Jr.
- Research and Report writing : P Saravanavel, V.K. Publishing House
- International Media Research : John Corner, Philip Schlesinger, Roger Silverstone
- Research Methodology, Methods & Techniques : C R Kothari, Willy Eastern Ltd, New Delhi
- Mass Media Research - an Introduction : Roger D Wimmer and Joseph R Dominide
- Media Research Methods : Measuring audiences, Reactions and impact, Barrie Gunter, sage publications – New Delhi
- Media Research Techniques, Arthur Asa Berger, Sage Publications, Newbury.
- Media Research: Cross Sectional Analysis, Author Press, New Delhi
- Research Methods for Communication Science, James H. Watt, Sjeff A Van Den Berg, Allyn & Bacon, Boston.
- संप्रेषण : प्रतिरूप एवं सिद्धांत – डॉ. श्रीकांत सिंह, भारती पब्लिशर्स, इलाहाबाद,
- संचार माध्यमों का प्रभाव – डॉ. ओम प्रकाश सिंह, क्लासिकल पब्लिशिंग कम्पनी, नई दिल्ली.

- सामाजिक सर्वेक्षण, अनुसंधान एवं सांख्यिकी ,हरीशचन्द्र उपाध्याय, एटलांटिक पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, नई दिल्ली
- अनुसंधान की प्रविधि और प्रक्रिया, भूपेन्द्र मिश्रा, तक्षशिला पब्लिशर्स, नई दिल्ली

# Reporting

## Paper III

### *Unit - I*

- 1.4 Concept of News
- 1.5 News - Definitions
- 1.6 Types of News
- 1.4 Elements of News
- 1.5 News Sources

### *Unit - II*

- 2.1 Concept of Reporting
- 2.2 Types of reporting
- 2.3 Reporting Skills
- 2.4 Reporting of Sports, Defence, Courts & Crimes, IT, Science & Technology, Agriculture, Business, Finance, Arts & Culture, Social Issues, General Issues and Environmental Issues etc.
- 2.5 Political Reporting

### *Unit - III*

- 3.1 Role and Responsibilities of a Reporter / Correspondent
- 3.2 Classification of Reporter
- 3.3 Qualities of a Reporter
- 3.4 Basics of Depth Reporting
- 3.5 Basics of Investigative Reporting

### *Unit - IV*

- 4.7 News Writing
- 4.8 Feature Writing
- 4.9 The art of Reviewing
- 4.10 Columns Writing
- 4.11 Article Writing

### *Unit - V*

- 5.6 Interviewing - Techniques, Types and Formats
- 5.7 Preparation for Conducting Good Interview
- 5.8 Press Conference –Types and Techniques
- 5.9 Modern Trends – The New Journalism, Activism & Advocacy Journalism
- 5.10 Human Interest Stories, Society, Life Style.

### ***Practical***

- 1 Exercise of writing news for different subjects.
- 2 Exercise of writing features of different subjects.
- 3 Exercise of writing articles of different subjects.
- 4 Exercise of writing columns writing of different subjects.
- 5 Exercise of writing the art of review writing of different subject.
- 6 Exercise of taking some interviews of different personality.

### **Reference Books:**

- News writing: George.A.Hough,Boston Hough mifflin company.
- News culture: Allen Stuart,Buckingham open university press.
- Modern Journalism and News writing: Savita Chadda.
- Basic Journalism: Rangaswami Parthasarathi,Macmillan India Ltd.
- Principles of Journalism: Prabhakar Pandey, popular prakashan ,Bombay.
- Press and Media: Suhash Chakravarty,Kanishka publishers and distributors, New Delhi.
- The Journalistic Hand Book, M.V. Kamath, Vikas Publishing House, New Delhi
- News reporting and editing, K.M Shrivastava, Sterling Publishers, New Delhi
- समाचार फीचर लेखन एवं संपादन कला – हरिमोहन –तक्षशिला पब्लिकेशन ,नई दिल्ली.

## **Editing & layout Designing**

### **Paper IV**

#### ***Unit - I***

- 1.7 Editing – Meaning, Concept & Significance
- 1.8 Structure of Newspaper Organisation: Management Department – Production, Circulation, Marketing, Human Resource Development, Training, Finance & Accounting.
- 1.9 Functions & Responsibility of Editor, Sub Editor, News Editor, Chief Sub Editor & Chief Reporter etc.
- 1.4 Contemporary Trends in Print Journalism

#### ***Unit - II***

- 2.1 Editing – Principles, Tools & Techniques.
- 2.2 Art of Proof Reading and Copy Editing.
- 2.3 Salient Features of Newspapers, Magazines & Web Editing.
- 2.4 Editing of Articles, Features & Other Stories.
- 2.5 Editing Copies of News Agencies.

#### ***Unit - III***

- 3.1 Types Faces – Typography, Different Types of Fonts, Families.
- 3.2 Composing – Hand Composing, Mono Composing, Lino Composing, Photo type Setter, DTP etc.
- 3.3 Photo Cropping, Caption Writing.
- 3.4 Introduction to Page: Types, Sizes.
- 3.5 Picture Selection.

#### ***Unit - IV***

- 4.12 Principles of Newspaper Design & Layout
- 4.13 Tools & Techniques of Layout & Designing
- 4.14 Planning the Page
- 4.15 Editing for Magazine
- 4.16 Layout: Front Page, Sports Page & Business Page

#### ***Unit - V***

- 5.11 Writing Various Types of Headlines and Intro.
- 5.12 Writing & Editing Skills for magazines
- 5.13 Use of Charts, Graphs & Diagrams in Layout Designing, Use of Pictures and Illustrations
- 5.14 Balancing Visuals, Advertisement & Editorial Content
- 5.15 Application of Communication & Computer Technology in Editing- DTP, VDT, Fascimile etc.

## ***Practical***

- 1 Exercise of editing news of newspapers
- 2 Exercise of writing various types of intro & leads.
- 3 Exercise of editing the copies of news agencies
- 4 Exercise of planning the page of newspaper
- 5 Exercise of editing the articles, features & other stories
- 6 Exercise of editing the front page, sport page & business page of newspaper.

## **Reference Books:**

- Editing, design and book production, Foster Charles, Journey Man, London.
- Editing : A hand book for Journalist, George T.J.S., Indian Institute of Mass Communication, New Delhi.
- News Editing in Theory and Practice, Sourin Banerji, K.P. Bagchi and Company Calcutta, New Delhi.
- संपादन कला, के. पी. नारायण, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल.
- समाचार संपादन और पृष्ठ सज्जा, रमेश जैन, राजस्थान प्रकाशन, जयपुर.
- समाचार संपादन, प्रेमनाथ चतुर्वेदी, ऐकेडिमिक बुक्स, नई दिल्ली.
- समाचार पत्र मुद्रण और साजसज्जा, श्याम सुन्दर शर्मा, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल.

# **Basic Computer Application**

## **Paper V**

### ***Unit - I***

#### **Computer Fundamentals**

- 1.10 Brief History, Definition, Basic Components and Peripheral Devices.
- 1.11 Introduction to Operating system. (Windows 98/XP)
- 1.12 Know about GUI, Multi-user, Multitasking and Network Support System.
- 1.4 Introduction to Accessories, Control Panel, Find Files & Folders.

### ***Unit - II***

#### ***Word Processing***

- 2.1 Use of MS Word in Copy Editing.
- 2.2 Editing Facilities & Inserting Page Break, Objects and Pictures.
- 2.3 Formatting facilities: Paragraph setting, Drop cap, Change Case, Column etc.
- 2.4 Useful Tools (Mail Merge, Spell Checking, Word Count etc.) and Use of Tables.

### ***Unit - III***

#### **Introduction to MS Excel & MS PowerPoint**

- 3.1 Introduction to MS Excel and PowerPoint.
- 3.2 Creating Different Charts, Use of Functions, Conditional formatting and sorting.
- 3.3 Interface, Tools and Menus of MS Excel & PowerPoint.
- 3.4 How to Design an Effective Presentation?

### ***Unit - IV***

#### **Internet & Photo Editing**

- 4.17 Brief History, Services on Internet (E-Mail, Video Conferencing, Chatting etc.)
- 4.18 Difference Between Website & Portal, Introduction to Search Engine.
- 4.19 Introduction to PhotoShop. Interface, Various Tools their uses.
- 4.20 Different Color Modes and their use. Use of Layers and Filters.

### ***Unit - V***

#### **Layout Design using QuarkXpress**

- 5.16 Introduction to QuarkXpress.
- 5.17 Use of QuarkXpress Tools.
- 5.18 Interface and menus of QuarkXpress.
- 5.19 Prepare Simple pages for Newspaper/Magazine.

## **Practical**

- 1 Searching files & folders (On the basis of name, size and date)
- 2 Changing Desktop setting
- 3 Writing and formatting article
- 4 Creating chart and giving title
- 5 Making a presentation on given topic
- 6 Use search engine. Understanding Chatting.
- 7 Develop a news paper dummy using Quark Xpress.

## **Reference Books:**

- कम्प्यूटर एक परिचय, विष्णुप्रिया सिंह एवं मीनाक्षी सिंह, एशियन पब्लिशर्स।
- माइक्रोसॉफ्ट विंडोजन 2000, बिष्णु प्रिया सिंह, मीनाक्षी सिंह एशियन पब्लिशर्स।
- डेटा-बेस मैनेजमेंट सिस्टम बिष्णु प्रिया सिंह, मीनाक्षी सिंह एशियन पब्लिशर्स।
- Learning to Use the Internet, Ernest Ackermann, BPB Publications
- Elements of Computer Science, Satish Ramaswami, Rajesh Ramaswami, Ashish Publishing Homes.
- Computing System Hardware, M. Wells, Cambridge University.
- Page Maker, Vishnu Priya Singh, Meenakshi Singh, sian Publishers.
- Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, Macuillan Publishing.

# **SEMESTER-II**

## **Electronic Media**

### **Paper I**

#### **Unit – I**

##### **Introduction To Electronic Media**

- 1.1 Introduction to Electronic Media
- 1.2 Role and Importance of Electronic Media.
- 1.3 Concept and Difference of Spoken, Visual & Web Language.
- 1.4 Characteristics of Radio, T.V. & Web Media.
- 1.5 Basic Principles & Differences of Radio, T.V. & Web Media (Writing & Editing).

#### **Unit – II**

##### **Radio Journalism**

- 2.1 Changing trends of Radio and New Technology(FM, HAM, Web, Sky Radio)
- 2.2 Alternative Formats & Strategies in programming
- 2.3 Research for Radio, Rating Research
- 2.4 Elements of Radio writing & Presentation Techniques
- 2.5 News writing and its Presentation, News based programmes

#### **Unit – III**

##### ***T.V. Journalism***

- 3.1 Cable & Satellite T.V.- Impact of Foreign broadcasts on Indian Audiences.
- 3.2 T.V. Viewers- Types of Programmes, News & News based Programmes, Game Shows, Documentaries, Soap Opera & Serials, Telefilms, Talk Shows & Variety Shows etc
- 3.3 Emergence of Pay Channels & DTH, HDTV, Interactive T.V.
- 3.4 Recommendation of Various Committees for Improvement of All India Radio & Doordarshan

#### **Unit – IV**

##### ***Television Production***

- 4.1 Fundamentals of Television Production.
- 4.2 Production Team, Production Elements, Principles of Direction, Editing, Shots, Camera Movement, Audio, Lighting, Set- Designing, Props & Graphics.
- 4.3 T.V. Script Writing, Visual Thinking, Language & Style.
- 4.4 Compare & Contrast: Form & Content of Following News Channels: D.D., Aaj Tak, Zee News, Star News, CNBC Awaz, IBN-7, NDTV 24X7, News24, Live India, Sahara Samay, CNN, Times Now etc.

## **Unit – V**

### **T.V. News & Convergence**

- 5.1 Introduction to T.V. News Room.
- 5.2 Art of News writing for T.V.
- 5.3 Art of Conducting T.V. Interviews.
- 5.4 Coverage of Press Conference & Mega Events.
- 5.5 Concept of Convergence in Media.

### **Practical**

- 1 Exercises of writing for Radio, T.V. & Web Media
- 2 Exercises of editing for Radio, T.V. & Web Media
- 3 Exercises of research for Radio programmes & Rating research
- 4 Exercises of script writing for Radio and T.V. News
- 5 Exercise of conducting a T.V. Interview.
- 6 Exercises of covering some Press Conference & Media Events

### **Reference Books:**

- इलेक्ट्रॉनिक माध्यम रेडियो एवं दूरदर्शन, डॉ. राममोहन पाठक, यूनिवर्सिटी पब्लिकेशन, नई दिल्ली।
- रेडियो और दूरदर्शन पत्रकारिता , हरिमोहन, तक्षशिला प्रकाशन।
- जनमाध्यम और प्रौद्योगिकी, जगदीश्वर चतुर्वेदी।.....
- Broadcasting in India, P.C. Chatterjee, Sage Publication, New Delhi.
- Broadcast Journalism, Boyd Andrew, Focal Press, London.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi.
- This is All India Radio, P.C. Chatterjee, Publication Division, New Delhi.
- News Writing, George A. Hough, Kanishka Publication, New Delhi.

# **New Media and Web Journalism**

## **Paper II**

### **Unit – I**

#### ***New Media – Definition of New Media***

1. Use of New Communication Medium (Internet, Mobile).
2. Features, Advantages, Limitation and Risk factor involve in New Media.
3. Use of SMS, MMS, VOIP, Video Conferencing, Email in the context of Time, Cost and Quality.
4. Required technical & other understanding and preparation for media perssonel.

### ***Unit – II***

#### **Content Planning**

1. Planning, Management and Retiring of Content.
2. Writing for web: Basic Principles.
3. Imports of web Journalism: Information, news and entertainment on web.
4. Preparation and Presentation of web content.

### ***Unit – III***

#### **Animation**

1. Introduction to Animation and popular graphics applications.
2. Introduction to Flash.
3. Tools, Menus and Interface of Flash.
4. Develop simple Animation using Flash.

### ***Unit – IV***

#### ***Multimedia***

1. Introduction to Multimedia.
2. Elements of Multimedia (Text, Images, Audio, Video, Animation).
3. Introduction to Sound Editing and popular applications.
4. Introduction to Video Editing and popular applications.

### ***Unit – V***

#### **Understanding WebPages**

1. Introduction to FrontPages.
2. Tools, Menus and Interface of FrontPage.
3. Basic tags of HTML/DHTML.
4. Understanding Script Languages (VB Script, JavaScript), BLOG, Static Pages And

## Dynamic Pages.

### **Practical**

- 1 Develop a simple web page on given topic.
- 2 Develop a simple animation using Flash and insert it into the web page.
- 3 Design a newspaper web site.

### **Reference Books:**

- Exploring FrontPage 2002, Raghav Bahl, Cybertech
- Macromedia Flash MX: virtual classroom, Sahlin Doug, Dreamtech Press, New Delhi
- Flash mx action script programming bible, Reinhardt Robert Lott Joey, Wiley dreamtech India P Ltd., Delhi
- BPB मल्टीमीडिया कोर्स, BPB
- Web design fundamentals, Handbook, Daniel Gray, Dreamtech, Delhi
- Flash 5 magic with action script, Emberton David J. Hamin J. Scott, Techmedia, New Delhi
- Principles of multimedia ,Ranjan Parekh, The McGraw-hill

## **Media Economics Paper-III**

### **Unit-I**

#### **Tools for a Business Journalist**

- 1.1 Media Management – Introduction, Definition, Principles and Significance of Management
- 1.2 Media Ownership Patterns in India – Proprietorship, Partnership, Private Ltd. , Public Companies, Trusts, Co – Operatives, Religious Institutions (Societies) & Franchisees (Chains)
- 1.3 Recruitment, Hiring & Training of Staff
- 1.4 Organisation Theory, Functions & Organisational Structure of Different Departments

### **Unit-II**

#### **Marketing**

- 2.1 Marketing Function – Product, Price, Placement & Promotions
- 2.2 Important bodies of Media Industries DAVP, INS, DPR, ABC, IBF, AAAI, ASCI, TRAI,
- 2.3 Importance of Readership Research
- 2.4 Economics of Media Business.

### ***Unit-III***

#### **Finance**

- 3.1 Finance Management, Meaning, Structure & Importance
- 3.2 Budgeting & Projection Process
- 3.3 Administration & Programme Management
- 3.4 Functions of Brand Management

### **Unit-IV**

#### ***Basics of Public Relations***

- 4.1 *Meaning, Definition and Types of Public Relations*
- 4.2 Tools and Techniques of Public Relations
- 4.3 Public Relations & Media Publics of Public Relations, Public Relation Campaign.
- 4.4 Public Relation in Various Sectors: Government, Public, Private and Corporate.

## Unit-V

### *Basics of Advertisements*

- 5.1 Meaning, Definition and Types of Advertisements
- 5.2 Advertising Appeals, Elements of Advertising
- 5.3 Creativity in Advertising and Copy Writing.
- 5.4 Ad agency – Structure and Functions, Advertising Campaign, Media Planning

### *Practical*

- 1 Exercise of survey in some media management organizations.
- 2 Exercise of organize a media conference as public relation office of an organization.
- 3 Exercise of clipping different types of advertisements.

### **Reference:**

- Media Management in India, Dibakar Panigrahy, Editor P.K. Biswasroy, Kanishka Publishing House, New Delhi.
- Electronic Media Management, Avinash, Chiranjeev, Authors Press, New Delhi
- International Marketing Management, C. Subhash Jain, CBS Publishers & Distributers, New Delhi.
- News Paper Management in India, Gulab Kothari, Intercultural open University, Netherlands.
- Business Communications, K.K. Sinha, Gal gotia Publication.
- Advertising – New Concepts , S.S Kaptain, Sarup & Sons, New Delhi.
- Advertising & Public Relations, B.N. Ahuja and S.S. Chabra, Surjeet Publications Delhi.
- Advertising Media Planning, Z. Jack, Sission and Bumba Lincoln.
- Brand Positioning : Strategies for Corporate Advantage, Subroto Sengupta, Tata Mc Graw Hill, New Delhi.
- Advertisement in Print Media, Sanjay Kaptan and Akhilesh Acharya, Book Enclave, Jaipur.
- Public Relations, H.Frazier Moore & Frank B. Kalupa, Surjeet Publications,

New Delhi.

- Effective Public Relations in Public and Private sector, C.G. Banik, Jaico Publishing House, Mumbai.
- Hand Book of Public relations, Heath Robert L., sage Publications, New Delhi.
- आधुनिक विज्ञापन एवं जनसम्पर्क, डॉ. तारेश भाटिया, तक्षशिला प्रकाशन, नई दिल्ली।
- जनसम्पर्क प्रचार एवं विज्ञापन, डॉ. विजय कुलश्रेष्ठ, राजस्थान प्रकाशन, जयपुर।

## **Media Law & Ethics**

### **Paper IV**

#### **Unit – I**

- 1.1 Press Law – Concept and Need
- 1.2 History of Indian Media Law
- 1.3 Constitutional Freedom of Media and Limitations of Constitutional Freedom of Media in India
- 1.4 Media and Legislature: Power of Parliament and its Members, Privileges and Immunities (State Legislatures), Contempt of Legislature, Parliamentary Proceedings. (Protection of Publication) Act, 1977 Article of 361 – A of Indian Constitution.
- 1.5 Indian Constitution: Emergency Provisions Media Censorship : Indian Experience

#### **Unit – II**

- 2.1 Law of Defamation
- 2.2 Contempt of Court Act, 1971
- 2.3 Copyright Act, 1957
- 2.4 Official Secrets Act, 1923
- 2.5 Right to Information Act, 2005 and its Background

#### **Unit – III**

- 3.1 Prasar Bharti Act, 1990
- 3.2 Press Council of India Act, 1978
- 3.3 Press and Registration of Book Act, 1867
- 3.4 Working Journalist and Other Newspaper Employees (Conditions of Services), Provisions and Miscellaneous Act, 1955
- 3.5 Cinematography Act, 1955

#### **Unit – IV**

- 4.1 IPC 1860 and its Media Related and Important Sections.
- 4.2 CrPC 1973 and its Media Related Important Sections
- 4.3 Consumer Protection Act, 1986
- 4.4 Law relating to Cyber Crimes.
- 4.5 Law Related with Elections & Elections Coverage

#### **Unit – V**

- 5.1 Guidelines to Journalistic Ethics Prepared by Press Council of India and Different Associations and Unions of Journalists
- 5.2 Guidelines for Coverage of Parliamentary Proceeding by AIR and Doordarshan (GEETA Mukharjee Committee Recommendations)
- 5.3 Guidelines on Coverage of Elections by Akashwani and Doordarshan, AIR Code During Elections

- 5.4 The Cable Television Networks (Regulations) Act, 1995 and Rules 1994  
5.5 Right to Privacy

### **Practical**

- 1 Exercise of some write cases of media
- 2 Exercise of seeing legal proceeding of court.
- 3 Exercise of cutting news related with law.
- 4 Exercise of writing some legal proceedings news.

### **Reference Books :**

- पत्रकारिता एवं प्रेस विधि, डा. बसंतीलाल बाबेल, सुविधा लॉ हाउस।
- समाचार पत्र व्यवसाय एवं प्रेस कानून, डा. संजीव भानावत, क्षिप्रा माथुर पतनज्ञन्जर संचार, अध्ययन एवं शोध संस्थान, जयपुर।
- भारत में प्रेस-विधि, डा. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी।
- सूचना की स्वतंत्रता और शासकीय गोपनीयता, न्यायमूर्ति श्री रणजीत सिंह सरकारिया, मा.च.रा. प.वि.वि., भोपाल।
- Media Ethics and Law, Dr. Jan R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, Anmol Publications Pvt. Ltd
- Principles and Ethics of Journalism and Mass Communication, Y.K. D'souza, Commonwealth Publishers
- Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur.
- Press Vidhi (Hindi), Prof. Nandkishor Triखा, Vishwavidyalaya Prakashan, Varanasi

# **BUSINESS AND FINANCIAL JOURNALISM**

## **(Special Paper V-A)**

### **Unit-I**

#### **Tools of a Business Journalism**

- 1.1 An overview of Indian Economy & history of business journalism in India.
- 1.2 An overview of Global Economy.
- 1.3 Comparative study of major business publications: ET, FE, BS, BI, BW, BT, EPW ETC.
- 1.4 Corporate sector in India & Industry : Introduction.
- 1.5 Stockmarkets : Brief overview.
- 1.6 Banking : Introduction & overview.
- 1.7 Insurance, Money Market, Govt Transactions and Credit Policy

### **Unit-II**

#### **Government Policies & Business Journalism**

- 2.1 Major Ministries and their functions: Finance, Industry, Commerce, Agriculture, Telecom, IT, Steel & Mines, Petroleum & Chemical, Fertilizer
- 2.2 Planning Commission: State Planning Board & An overview of role and function etc.
- 2.3 Budget: Analysis (Central & State ).
- 2.4 WTO & the Indian economy: Policy measures & implications.
- 2.5 Privatisation: A business journalist's viewpoint (Special Economy Zones).
- 2.6 Assignment: A published article on a topic of choice.

### ***Unit-III***

#### **Corporate Sector & Industry**

- 3.1 Major Industries in India: Changing patterns & Analysis.
- 3.2 Analysing industry trends.
- 3.3 Corporate Sector in India: Emergence, Growth, Investment & Laws (Company Laws).
- 3.4 Business families in India: Changing trends & barons.
- 3.5 Organised and Unorganised Sector.

## **Unit-IV**

### ***Stockmarkets & the Business Journalism***

- 4.1 Introduction to Stockmarkets.
- 4.2 How to evaluate stocks (Reading balance sheets & predicting industry trends)
- 4.3 Mutual Funds: Changing trends, Unit Linked Plans
- 4.4 Role & Function of SEBI.
- 4.5 FDIs: Growing clout in Indian Stockmarkets.
- 4.6 Assignment: Article on (a) Harshad Mehta scandal (b) Major frauds in Stockmarkets (c) Mutual funds (d) Global stock markets & India: Optional.
- 4.7 Comex & Futures, FMC, Warehouse receipts, SBOT (India first Comex), Brief on CBOT

## **Unit-V**

### ***Marketing, Advertising & the Consumer***

- 5.1 Growing importance of Marketing & Advertising.
- 5.2 Famous marketing works in India: Analysis.
- 5.3 Famous advertising campaigns & successful brands: Analysis.
- 5.4 Consumer Rights & Protection: MRTP, Consumer courts and Corporate Ethics.
- 5.5 Business Media in the age of electronic journalism & internet.
- 5.6 Assignment: Article on (a) Controversial marketing war (b) Successful brand (c) famous consumer court/MRTP Verdict (s) and (d) foreign brands.
- 5.7 Real Estate Market

## ***Unit-VI***

### **Controversial issues confronting business media**

- 6.1 WTO and agriculture: Business media coverage of rural economy.
- 6.2 Labour: 'Exit' policy, VRS, Productivity (Banking, Telecom, Insurance), Industrial Disputes & Act
- 6.3 Foreign Capital & Stock markets.
- 6.4 WTO & the 'Death' of 'Indian' Industry.
- 6.5 Corruption in Policy & decision making
- 6.6 Assignment: Article on (a) Cheap imports & farmers (b) Public sector banks and insurance  
The 'Bombay Club' (D) Why Enron is perceived as a failure.

## **Practical**

- 1 Exercise of clipping the new optional papers.
- 2 Exercise of writing the news of optional papers.

- 3 Exercise of writing some feature, articles on optional paper.
- 4 Exercise of taking a interview of some famous personality of related optional paper

**Reference Books:**

- Indian Stock Market – Regulation Performance and Policy Perspective, A.K. Sharma & G. S. Batra, Deep & Deep Publishing Private Ltd.
- Economic Development of India, Since Independence, Bhakri Suman & Gopal, Kalayani Publication, Ludhiyana.
- Economic Reform and Global change, I.G. Patel, Macmillan India Ltd, New Delhi.
- Economic reforms in India: Problem and Prospects, Menjor Singh, Mittal Publishers, New Delhi.
- Economic Reforms: The Indian Experience, K.D. Saxena, Shipra publishers, New Delhi
- The Global Media, Robert W. Machesney, Edward S. Hermann, Madhyam Books, New Delhi

## **SPORTS JOURNALISM**

### **(Special Paper V-B)**

#### **Unit – 1**

- 1.1 History of Sports writing in the World and in India.
- 1.2 Brief history of important Sports Associations in India: Indian Olympic Association (IOA). All India Football Federation (AIFF), Amateur Athletics Federation of India (AAFI), Board of Control for Cricket in India (BCCI) etc,
- 1.3 Structure of Sports activities in India and in the World – Olympic Games, Asian Games, Common Wealth Games, World Cup Football Championship. World Cup Athletics, Grand Slam Tennis events, Indian National Games.
- 1.4 Sports Authority of India – Its structure, functioning, States Sports Councils/State Sports Associations.

#### **Unit – 2**

- 2.1 Sports glossary/terminology, laws, rules and regulations of various games – Cricket, Hockey, Football, Athletics, Table-tennis, Wrestling, Chess, Badminton, Swimming, Weight-lifting, Skating, Billiards, Kho-kho, Kabaddi.
- 2.2 Leading Sports publications of India and the World.
- 2.3 Famous Sports Journalists of India and the World.
- 2.4 Some famous sports commentators.

#### **Unit – 3**

- 3.1 Appreciations of Sports : Create a vision for analysis.
- 3.2 How to understand the finer points of the Game ?
- 3.3 What factor constitutes a game ?
- 3.4 How the activities of a player are to be watched and appreciated ?

#### **Unit – 4**

- 4.1 Sports writing for print media : Writing for a Daily Newspaper/News Agencies/ Magazines.
- 4.2 Feature writing for Sports : feature, personality feature, search for topics and material that can sell : titles, leads and slant in features.

- 4.3 Photo feature, preparing a photo feature on sports, column writing, conducting interview of a sports personality.
- 4.4 Editing and layout designing of the sports page. Do's and Don'ts in editing sports copy writing and editorial on sports.

## **Unit – 5**

- 5.1 Sports Journalism for Radio and TV.
- 5.2 Programme production on sports activities in various formats like talk discussions & analysis.
- 5.3 Process and precautions of out door coverage of various sports activities.
- 5.4 Organizational set up & structure of some important sports channels
- 5.5 Writing for web media. Introduction of some important sports related websites.

### **Practical**

- 1 Exercise of clipping the new optional papers.
- 2 Exercise of writing the news of optional papers.
- 3 Exercise of writing some feature, articles on optional paper.
- 4 Exercise of taking a interview of some famous personality of related optional paper

### **Reference Books:**

1. Sports Broadcasting, Brad Schultz, Focal Press – Oxford.

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- खेल पत्रकारिता, सुशील दोषी, मा.च.रा.प.वि.वि., भोपाल
  - खेल-खिलाडी विश्वकोष, योगराज थानी, राजपाल एण्ड सन्स, दिल्ली।
  - खेल समाचारों का अंतर्वस्तु विश्लेषण ,धरमेन्दु सिंह ,सुरेन्द्र पाठक, मा.च.रा.प.वि.वि. भोपाल
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*DEFENCE JOURNALISM*

**(Special Paper V-C)**

**UNIT -1**

- 1.1 Defence and Media
- 1.2 Defence reporting : Necessity & history
- 1.3 Defence reporter : Preparation and essential requisites
- 1.4 Defence reporting : Its risk and Do's and dont's
- 1.5 Defence reporting : Its Legal position

**UNIT-2**

- 2.1 Defence reporting and its hurdles.
- 2.2 Types of defence reporting.
- 2.3 Writing on defence issues.
- 2.4 News sources in defence and how to keep them.
- 2.5 Defence news through non-defence sources.
- 2.6 Tools of a defence reporter.

**UNIT-3**

- 3.1 Origin and development of defence service in India and its structure
- 3.2 Navy : Its origin and development
- 3.3 Air force : History and Growth
- 3.4 Indian armed forces and their associate organisations
- 3.5 Abbreviations & legal status

**UNIT-4**

- 4.1 India and its neighbouring countries
- 4.2 Wars after India's Independence
- 4.3 Present challenges of defence
- 4.4 Social face of defence

**UNIT-5**

- 5.1 International Arms & Amunition Market
  - 5.2 India's major defence Institutes
  - 5.3 Indianisation of Indian army
  - 5.4 Integrated guided missiles development programme (ISMDD)
  - 5.5 Development of light combat aircraft and main battle tank
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**Practical**

- 1 Exercise of clipping the new optional papers.
- 2 Exercise of writing the news of optional papers.
- 3 Exercise of writing some feature, articles on optional paper.
- 4 Exercise of taking a interview of some famous personality of related optional paper

**Reference Books:**

- Defence Journalism in India, Sangeeta Saxena, Manas Publications, New Delhi
  - Indian Security Threats & Strategies, Ashok Malik, Rajendra Nath, Shyam Khosla, Pan Chand Research Institute, Cha digrah.
  - कारगिल दस्तावेज, रविन्द्र जैन, आर.जे. कम्यूनिकेशन प्राइवेट लि., भोपाल
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# **ART & CULTURE REPORTING**

## **(Special Paper V-D)**

### **UNIT-1**

- 1.1 Cultural Journalism : Contemporary trends in print and electronic media
- 1.2 Media, society and culture
- 1.3 Areas of Art and Culture and their major forms
- 1.4 Major writing forms for Art and Culture, formats, language and style
- 1.5 Relationship of form, medium and target
- 1.6 Forms to writing on life style and entertainment

### **UNIT -2**

- 2.1 An introduction to Indian Aesthetics involving classical, folk and tribal arts
- 2.2 Art and society, elements of art-reviews, status of art review in journalism
- 2.3 Modern art movement
- 2.4 Significance of seeing, listening and contemplating in art
- 2.5 Communication revolution and art forms

### **UNIT-3**

- 3.1 A brief introduction to different Schools (Gharanas) of Music.
- 3.2 Contributions of Kumar Gandharva, Bhimsen Joshi, Mallikarjun Mansoor, Ameer. Khan, Bade Gulamali Khan, Kishori Amonker, Hari Prasad Chourasiya, Ravishanker, Dagar Bhandhus.
- 3.3 Ravindra Sangeet, Kathak, Bharatnatyam, Odisee, Mohiniattam, Kuddiattam, Contributions of Kelucharan Mahapatra, Birjoo Maharaj, Yamini Krishnamurthi.
- 3.4 Brief introduction to different folk and tribal dance forms.
- 3.5 Art Institutions: Sangeet & Natak Academy, National School of Drama, Lalit Kala Academy, Sahitya Academy, Bharat Bhawan, Indira Gandhi National Museum of Man
- 3.6 Study of Magazines and Journals like, Art today, India Magazine, Kalavarta, Natrang, Chaumasa, Sakshatkar, Poorvgrah

### **UNIT-4**

- 4.1 Brief introduction to Indian Architecture.
- 4.2 Contributions of Mughal and western architecture, Temples of Khajuraho and Konarka and Taj Mahal
- 4.3 Main elements of theatre review, style of acting, costumes, stage, design, music, and light and sound.
- 4.4 Contributions of Habib Tanveer, Ratan Thiyam, Ramgopal Bajaj. Jaidev Taneja, Girish Karnad and Street and puppet theatre.

## UNIT -5

- 5.1 Brief introduction to traditional and modern painting, art of Bheem Baithaka, Rajputana, Miniature, Madhubani.
- 5.2 Contributions of painters like Ramkumar Jagdish Swaminathan, M.F. Hussain
- 5.3 Indian popular cinema Vs. parallel cinema.
- 5.4 Contributions of main film makers like Ritwik Ghatak, Mrinal Sen, Shyam Benegal, Govind Nihalani, Raj Kapoor, Kumar Shahni, Mani Kaul etc.
- 5.5 Elements of film appreciation, music Songs, covering form and content of film.
- 5.6 Brief study of film magazines and Journals like Patkatha, Cinemaya, Cineblitz, Star and Style, Screen, Filmfare.

### Practical

- 1 Exercise of clipping the new optional papers.
- 2 Exercise of writing the news of optional papers.
- 3 Exercise of writing some feature, articles on optional paper.
- 4 Exercise of taking a interview of some famous personality of related optional paper

### Reference Books:

- संस्कृति विकास और संचार क्रांति, बदलते परिप्रेक्ष्य, पूरनचंद जोशी, ग्रेथ शिल्पी ,दिल्ली
  - परिवर्तन और विकास के सांस्कृतिक आयाम, पूरनचंद जोशी, ग्रेथ शिल्पी,दिल्ली ।
  - भारत की सांस्कृति विरासत, डॉ. उमराव सिंह चौधरी, म.प्र. हिन्दी ग्रंथ अकादमी,भोपाल
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