

MASTER OF JOURNALISM

(Two Year Course)

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| 1. Eligibility for Admission | :- | Graduation in any discipline from any University |
| 2. No. of Seats | :- | 25 |
| 3. Admission | :- | on the basis of entrance test |
| 4. Duration | :- | 2 year (4 Semesters) |
| 5. Reservation | :- | As per Govt. rules |
| 6. Fee | :- | As per university rules |

Objectives of Course :-

- (1) To familiarize the students with the working of media both Print, Electronic & New media.
- (2) To develop working skills needed for newspapers, Magazines, Radio, T.V. and web Journalism.
- (3) To develop research attitude and research skills to understand media and to make use of them.
- (4) To develop understanding of development and its relationship with media.
- (5) To develop writing skills for different formats used in media.
- (6) To develop understanding of the role of media in society.
- (7) To sensitize students about human values, culture, development of society, environment etc. in relation to media.
- (8) To develop competence to supervise and guide the working of media and the spirit of a team-head.
- (9) To develop aptitude and competence to analyze and interpret the events.
- (10) Focus of the course will be on print journalism along with electronic media.

Eligibility for Admission :-

Candidate applying for admission to the M.J. (Master of Journalism) must have bachelor in any discipline. Admission shall be granted through entrance test or interview or both.

Evaluation and examination : Provided in detail scheme

SEMESTER – I

S.N.	Name of paper	Theory	Practical	Internal Evaluation	Total
1.1	Science of Human Communication	80	----	20	100
1.2	Mass Communication principles & Process	80	----	20	100
1.3	Basic skills of writing	50	30	20	100
1.4	Journalism & Journalist	80	----	20	100
1.5	Basics of Computer Application	30	50	20	100
Total		----	----	----	500

SEMESTER – II

S.N.	Name of paper	Theory	Practical	Internal Evaluation	Total
2.1	News Papers & News Magazines - Structure & Functions	80	----	20	100
2.2	News : Concept, Elements & Types	50	30	20	100
2.3	Editing- Principles & Practices	50	30	20	100
2.4	Role of Journalism in pre & post Independence era	80	----	20	100
2.5	Word processing & Page Layout	30	50	20	100
Total		----	----	----	500

SEMESTER – III

S.N.	Name of paper	Theory	Practical	Internal Evaluation	Total
3.1	Reporting - Principles & Practices	50	30	20	100
3.2	Cyber Media & Journalism	50	30	20	100
3.3	Media ethics & laws	80	----	20	100
3.4	Content production for media	50	30	20	100
3.5	Media, Society & social change	80	----	20	100
Total		----	----	----	500

SEMESTER – IV

S.N.	Name of paper	Theory	Practical	Internal Evaluation	Total
4.1	Journalism Research	50	30	20	100
4.2	Advertising & Public Relations	80	----	20	100
4.3	Diversity & writing for media	50	30	20	100
4.4	Basic Principles of Media Management & Marketing	80	----	20	100
4.5	News Paper & Magazine production	50	30	20	100

		(Portfolio)	(Viva-voce)		
	Total	----	----	----	500

SEMESTER – I

1.1	Science of Human Communication
1.2	Mass Communication-Principles & Process
1.3	Basic skills of writing
1.4	Journalism & Journalist
1.5	Basics of Computer Application

L-Lecture,

W-Workshop,

P-Practical

GD- Group Discussion, S-Seminar,

D-Demonstration,

V-Visit,

T-Total

PAPER –I
SCIENCE OF HUMAN COMMUNICATION

UNIT-I

		L	GD	S	W	D	V	P	T
1.1	Characteristics of human being	3							3
1.2	Essential of human being to live in the society	3	1						4
1.3	Concept of Society	3							3
1.4	Essential of communication to built the society	3	1						4
1.5	Concept of socialization, Process, Agent and problems	3	1						4
	TOTAL								18

UNIT-II

		L	GD	S	W	D	V	P	T
2.1	Definition of communication process	2				1			3
2.2	Model of human communication MCR and SMCR Model, Willber Schram's Participatory Model Osgood model of communication Model of Franke Doms	7				1			8
2.3	Concept of 'Self' and 'Other' in communication	3	1						4
2.4	Introduction to Johari's Window of Joseph Luft & Harry Ingham	2				1			3
	TOTAL								18

UNIT-III

		L	GD	S	W	D	V	P	T
3.1	Communication process from 'Self' and its importance	2							2
3.2	Nonverbal communication & its importance	2							2
3.3	Interdependency of Language & Communication. Art of Listening and its development	4	1			1			6
3.4	Art of Writing and its development	3							3
3.5	Art of speaking & its development Audio Visual Communication	4				1			5
	TOTAL								18

UNIT-IV

		L	GD	S	W	D	V	P	T
4.1	Concept of interpersonal communication	3							3
4.2	Functional concept of dialogue	2	1						3
4.3	Concept of social relationship, its process and types	3	1						4
4.4	Small group communication-process and importance	3				1			4
4.5	Large group communication - process and importance	3				1			4
	TOTAL								18

UNIT-V

		L	GD	S	W	D	V	P	T
5.1	Mass Communication - Concept, Process, Types and role	3							3
5.2	Internet and Communication	2							2
5.3	Concept and process of “Vasudhaiv Kutumbakam” and Human Communication	3	1						4
5.4	Introduction to Narad Muni’s communication formula	3	1						4
5.5	Spiritual communication – Concept, Process and importance	3	2						5
	TOTAL								18

Paper-II
MASS COMMUNICATION - PRINCIPLES & PROCESS

UNIT-I

		L	GD	S	W	D	V	P	T
1.1	Social Group, Crowd, Folk, Mass, Public, audience , Reader, Viewer- Concept, Interpretation, and difference	8							8
1.2	Process of Group Communication	2	1						3
1.3	Concept and Functions of Mass Communication	2							2
1.4	Models of Mass Communication, Gerbner's Model, Wilber Schramm's Model of Mass Communication	2							2
1.5	Bharatmuni's model of Drama	2	1						3
	TOTAL								18

UNIT-II

		L	GD	S	W	D	V	P	T
2.1	Sahridaya and Sadharanikaran (Tender Hearted and Simplification) Concept and Interpretation	2							2
2.2	Effects of Mass Communication: Bullet theory, Action - Reaction, Two Step and Multi Step flow	5							5
2.3	Uses and Gratifications theory, Gate keeping, Cultural theory Lasswell's concept of Mass Communication, Agenda Setting and Media	5							5
2.4	Media: Concept and Interpretation, Types of Media Characteristics and limitations of each media	4							4
2.5	Convergence Media	2							2
	TOTAL								18

UNIT-III

		L	GD	S	W	D	V	P	T
3.1	Characteristics of audience: Structure and Power	4	1						5
3.2	Role of media - Various theories: Authoritarian, Libertarian, Social Responsibility, Democratic and Dependency theory	5							5
3.3	Russian concept of Media, Participatory Media	4							4
3.4	Development oriented Media, Business Media	3	1						4
	TOTAL								18

UNIT-IV

		L	GD	S	W	D	V	P	T
4.1	Media Professionals : Qualities, Skills and functions Characteristics of a ideal media Professionals	4							4
4.2	Structure of Media in India, Its Reach and Effect	4							4
4.3	Impact of Mobile, Computer and Internet on Traditional Media	4	1						5
4.4	Role of Mass Media in Development	4	1						5
	TOTAL								18

UNIT-V

		L	GD	S	W	D	V	P	T
5.1	Moral Values and code of Ethics in the functions of Media	5							5
5.2	Public Broadcasting	3							3
5.3	Community Media: Interpretation and Need	4	1						5
5.4	Alternative Media, Parallel Media and Social Media	5							5
	TOTAL								18

PAPER - III
BASIC SKILLS OF WRITING

UNIT-I

		L	GD	S	W	D	V	P	T
1.1	Mass communication medium, characteristics of writing for newspapers & magazines	4						2	6
1.2	Difference among various writings forms	4						2	6
1.3	Writing : various perspective & practicality	4						2	6
	TOTAL								18

UNIT – II

		L	GD	S	W	D	V	P	T
2.1	Basics of media writing - target audience etc.	4						2	6
2.2	Characteristics of communicative media writing	4						2	6
2.3	Characteristics of effective writing	4						2	6
	TOTAL								18

UNIT – III

		L	GD	S	W	D	V	P	T
3.1	Letters to the editor	1						1	2
3.2	Travelogue	2						1	3
3.3	Memoirs	2						2	4
3.4	Interview	3						2	5
3.5	Live commentary	2						2	4

	TOTAL								18
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UNIT – IV

		L	GD	S	W	D	V	P	T
4.1	Article	3						2	5
4.2	Editorial	3						2	5
4.3	Special occasion articles	2						1	3
4.4	Feature	3						2	5
	TOTAL								18

UNIT – V

		L	GD	S	W	D	V	P	T
5.1	Reportage	2						1	3
5.2	Column	3						2	5
5.3	Diary	1						1	2
5.4	Reviews (Film, Drama, Book etc.) & News letter	4						4	8
	TOTAL								18

PAPER - IV
JOURNALISM & JOURNALIST

UNIT-I

	INTRODUCTION TO JOURNALISM	L	GD	S	W	D	V	P	T
1.1	Journalism - meaning & scope	4							4
1.2	Various types of Journalism	4							4
1.3	Journalism as communication skill	3	2						5
1.4	Civil society & Citizen Journalism	3	2						5
	TOTAL								18

UNIT-II

	WORLD JOURNALISM	L	GD	S	W	D	V	P	T
2.1	Concept, Evolution and development of Journalism	2							2
2.2	Evolution and development of printing press (Brief History)	2							2
2.3	Role of press in Social, Economic and Political transformation	3							3
2.4	Comparative study of Journalism of developed and developing countries (historical perspective).	3							3
2.5	Brief introduction of important world newspapers specially European	4							4
2.6	Brief introduction of important news channels and websites	4							4
	TOTAL								18

UNIT-III

	CHANGING FACE OF JOURNALISM AND NEW CHALLENGES	L	GD	S	W	D	V	P	T
3.1	Modernization of press and press management	3							3
3.2	National press, Regional press, District and Tehsil level press	3							3
3.3	Electronic medium and Internet Journalism	2							2
3.4	Representative newspapers and magazines (Anand Bazar Patrika, Enadu, Navbharat Times, Jansatta, Malayalam Manorama, Nai Dunia, Bhaskar, Aaj, Punjab Kesari, Kaumi Awaz, Sakaal, Hindu, Times of India, Dinman, Dharmyug, Illustrated Weekly, Outlook, India Today-Brief introduction)	10							10
	TOTAL								18

UNIT-IV

	JOURNALIST : ROLE & RESPONSIBILITIES	L	GD	S	W	D	V	P	T
4.1	Journalist	4							4
4.2	Mission	4							4
4.3	Profession	5							5
4.4	Professional hazards	5							5
	TOTAL								18

UNIT-V

	THE GREAT JOURNALIST	L	GD	S	W	D	V	P	T
5.1	The Historical Contribution of Journalist & Journalism	8							8
5.2	Some eminent Journalist	10							10
	TOTAL								18

Paper - V
Basic Computer Applications

UNIT-I

	COMPUTER FUNDAMENTALS	L	GD	S	W	D	V	P	T
1.1	Definition, Generation and basic Components of Computer	3							3
1.2	Input/output devices, Memory and other peripherals	3						1	4
1.3	Introduction to Operating System (Windows 98/XP).	3				1		2	6
1.4	Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).	3						2	5
	TOTAL								18

UNIT-II

	OFFICE AUTOMATION TOOLS: MS Word	L	GD	S	W	D	V	P	T
2.1	Introduction to MS Office Suit	2						2	4
2.2	Introduction to Word Processing	2						2	4
2.3	MS Word documents Tools and Menus	2						2	4
2.4	Document editing and formatting, Mail Merge and other tools	2				2		2	6
	TOTAL								18

UNIT-III

	OFFICE AUTOMATION TOOLS: MS Excel and MS Power Point	L	GD	S	W	D	V	P	T
3.1	Introduction to MS Excel Interface, Tools and Menus	3						2	5
3.2	Creating Spreadsheet, Use of functions, Charts and Graphs	3						2	5
3.3	Introduction to MS Power Point-Interface, Tools and Menus	2						2	4
3.4	Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations	2						2	4
	TOTAL								18

UNIT-IV :

	INTRODUCTION TO INTERNET	L	GD	S	W	D	V	P	T
4.1	Brief history of services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blog, Use of Internet).	2				1		2	5
4.2	Internet Protocols (FTP, HTTP, TCP/IP)	2						2	4
4.3	Websites, Portals and Search Engines; Online newspapers/channels/magazines	1				2		2	5
4.4	Advantages and threats in Internet Communication	2						2	4
	TOTAL								18

UNIT-V :

	INTRODUCTION TO ADOBE PHOTOSHOP	L	GD	S	W	D	V	P	T
5.1	Introduction to Graphics, Colour models and modes	3						2	5
5.2	Graphic file formats and their applications	3						2	5
5.3	Adobe Photoshop- Interface, Tools and Menus	2						2	4
5.4	Working with Layers, filters, Masking and other tools	2						2	4
	TOTAL								18

SEMESTER – II

2.1	News papers & news magazines structure
2.2	News : concept elements & types
2.3	Editing, Principles & practices
2.4	Role of journalism in pre & post independence era
2.5	Word processing & page layout

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PAPER - I
NEWS PAPER & NEWS MAGAZINE: STRUCTURE & FUNCTIONS

UNIT-I

	INTRODUCTION	L	GD	S	W	D	V	P	T
1.1	Contemporary trends in Print Journalism, Contemporary presentation styles and editing of news paper and magazines	4	2						6
1.2	Structure of a news paper organization - Editorial, Management, Production, Circulation, Marketing, Advertising, Human Resource development Training, Finance and Accounting dept. and Co-ordination among these depts.	4					1		5
1.3	Function and organization of the editorial department of a news paper, Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and Chief Reporter etc.	4							4
1.4	Functions and responsibilities of Group Editor, Managing Editor, Coordinating editor, etc	3							3
	TOTAL								18

UNIT-II

	NEWS ROOM STRUCTURE	L	GD	S	W	D	V	P	T
2.1	News room organization	4							4
2.2	Role and function of copy desk	4							4
2.3	Art of Copy editing, Steps and precautions in editing	4							4
2.4	Difference between editing of Newspapers and Magazines	4	2						6
	TOTAL								18

UNIT - III

	MAGAZINE EDITING	L	GD	S	W	D	V	P	T
3.1	Brief history of Magazine Journalism in India & USA	4							4
3.2	Types of Magazines: General Interests, Business, Sports, Children's, Women's, Leisure & Entertainment, Science, Health, Education, IT, Auto, Career, Crime, Photography etc.	6							6
3.3	New trends in Magazine Journalism, Future of magazine Journalism	4							4
3.4	Editing of CD-ROM & On-line Magazines	4							4
	TOTAL								18

UNIT – IV

	News Agency Journalism	L	GD	S	W	D	V	P	T
4.1	News Agencies-Concept & Scope	4							4
4.2	History of News Agency Journalism in India	4							4
4.3	News Agencies-Structure and Management	4					1		5
4.4	Functions of News Agency	3							3
4.5	Significance of pen & paperless journalism	2							2
	TOTAL								18

UNIT-V

	PRINTING TECHNOLOGY	L	GD	S	W	D	V	P	T
5.1	Brief History of Printing Technology	2							2
5.2	Various types of printing presses - Hand Press, Treadle, Cylinder, Litho, Rotary, photo gravure, Flexography, offset, web offset, Screen printing etc.	7							7
5.3	Composing- Hand Composing, Mono composing, Lino composing, photo type setter, DTP etc.	4							4
5.4	Colour Printing-processing, color separation etc.	3							3
5.5	Printing paper- Types, weight and measurements	2							2
	TOTAL								18

PAPER - II
NEWS : CONCEPT, ELEMENTS & TYPES

UNIT-I

	NEWS CONCEPT	L	GD	S	W	D	V	P	T
1.1	Concept of news : Definition & development of news values	3	1						4
1.2	Changing concept of news : Issues & challenge	3	1						4
1.3	Collection of News : Source of information, observation & research	3							3
1.4	Sociological aspects of News	3	1						4
1.5	Development & human interest insights in news	3							3
	TOTAL								18

UNIT-II

	NEWS WRITING	L	GD	S	W	D	V	P	T
2.1	Elements of news	3						4	7
2.2	Information v/s news	1	1						2
2.3	News values, checking of news values	2	1						3
2.4	Structure of news	2						2	4
2.5	Precautions for news writing	1						1	2
	TOTAL								18

Unit-III

	TYPES & WRITING STYLES OF NEWS	L	GD	S	W	D	V	P	T
3.1	Hard news, soft news, Hot news, Breaking news	2						3	5
3.2	Geographic, skill and subject based news	3						3	6
3.3	Inverted pyramid style	1						2	3
3.4	Feature style	1						1	2
3.5	Dumble style	1						1	2
	TOTAL								18

UNIT-IV

	NEWS SOURCES & SELECTION OF NEWS	L	GD	S	W	D	V	P	T
4.1	Importance of news sources	3	1						4
4.2	Traditional, Anticipated, Abrupt & other sources	3	1						4
4.3	Criteria of selection	3	2						5
4.4	Elimination & priorities	3	2						5
	TOTAL								18

UNIT-V

	NEWS FOR ELECTRONIC MEDIA	L	GD	S	W	D	V	P	T
5.1	Trends of news in electronic media	2	1						3
5.2	Radio news room-Structure and Functions	2					1		3
5.3	Radio news writing : Structure, Intro, Body	3						2	5
5.4	TV news room-Structure and Functions	2					1		3
5.5	T.V. news : Concept, different formats of TV news, P to C, Vo, Live, Phone in, OB	2						2	4

	TOTAL								18
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PAPER - III
EDITING: PRINCIPLES & PRACTICE

UNIT-I

	THE CONCEPT	L	GD	S	W	D	V	P	T
1.1	Editing : meaning concept & significance	3							3
1.2	Understanding the Publication-Its audience, Ideology, Region etc.	4							4
1.3	Preparation, use & Importance of Style Book.	2							2
1.4	Editing Symbols & how the computer has revolutionised editing.	2						2	4
1.5	Recorganising and restructuring of a story	3						2	5
	TOTAL								18

UNIT-II

	PROCESS OF EDITING – I	L	GD	S	W	D	V	P	T
2.1	Editing : Principles, tools & techniques	3						1	4
2.2	News room functions	2							2
2.3	Role and functions of copy desk	2							2
2.4	Art of hard & soft copy editing, Steps, precautions & Editing	2						3	5
2.5	Difference between editing of newspaper & magazines copies	2						3	5
	TOTAL								18

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UNIT-III

	PROCESS OF EDITING-II	L	GD	S	W	D	V	P	T
3.1	Editing of copies of News Agencies, Bureaus, Special Correspondents, Foreign Correspondents, Regional Correspondents, City Reporters, Stringers etc.	2						2	4
3.2	Copy writing, Abstracting, Synoptic writing, Excerpting, Slanting, Streamlining, rewriting, Integration Translation, Transcreation and Transliteration etc.	3						3	6
3.3	Editing for a Target Audience	1							1
3.4	Editing of Feature Pages : Sunday Magazines, Special Sections, Special Supplements and City pull outs	3						1	4
3.5	Editing of Articles, Features and Other Stories	2						1	3
	TOTAL								18

UNIT-IV

	HEADLINE AND PHOTOGRAPHS	L	GD	S	W	D	V	P	T
4.1	Headlines - meaning, Significance and Types	2							2
4.2	Effective headline Writing - Characteristics and Techniques	2						2	4
4.3	Photo Selection - Role and Significance, Qualities of a effective photograph	2						1	3
4.4	Photo editing- Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs. Caption and Sub caption writing, Editing of Photo-features, Action and Attractive Photographs	3						2	5
4.5	Preparations of Charts, Diagrams, Graphs, Illustrations and Cartoons etc.	3						1	4

	TOTAL								18
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UNIT-V

	EDITING - MODERN TECHNIQUES	L	GD	S	W	D	V	P	T
5.1	Online editing, Digital editing	2							2
5.2	Visual Editing -Linear editing, Non linear editing	4						2	6
5.3	Elements of Radio writing & presentation techniques, Radio studio	3						1	4
5.4	Fundamentals of TV production, script writing & TV news room	3						1	4
5.5	Contemporary, Radio & TV News formats	2							2
	TOTAL								18

PAPER - IV

ROLE OF JOURNALISM IN PRE & POST INDEPENDENCE ERA

UNIT-I

	CHARACTERISTICS OF PRE-INDEPENDENCE INDIAN PRESS	L	GD	S	W	D	V	P	T
1.1	Historical significance of 'Bengal Gazette' and 'Udant Marthand'	4							4
1.2	Contribution of pioneer Journalists like Raja Ram Mohan Rai and Bhartendu Babu Harishchandra	4							4
1.3	Role of press in freedom movement	4							4
1.4	Brief introduction of prominent journalists : Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paradkar, Makhanlal Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarth	6							6
	TOTAL								18

UNIT-II

	CHARACTERISTICS OF POST – INDEPENDENCE REGIONAL LANGUAGE PRESS	L	GD	S	W	D	V	P	T
2.1	The regional press after independence : nature and growth; Web based Regional newspapers	3							3
2.2	Trends in post independence leading Hindi language newspapers : Nai Duniya, Danik Bhaskar, Aaj. Cosmopolitan Hindi newspapers and magazines : Navbharat Times, Hindustan, Jansatta, Hindi Outlook, Hindi India Today	4							4
2.3	Trends in post independence leading non-Hindi regional language newspapers : one each in Malayalam, Telgu, Tamil, Kannada, Bengali, Marathi, Gujrati and Assamia	8							8
2.4	Growth of leading Hindi News Agencies	3							3

	TOTAL								18
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UNIT-III

	CHARACTERISTICS OF POST – INDEPENDENCE ENGLISH LANGUAGE PRESS	L	GD	S	W	D	V	P	T
3.1	The English press after independence : nature and growth; Web based English Newspapers	5	1						6
3.2	Characteristics of Times of India, Indian Express, Hindustan Times	4							4
3.3	Characteristics of The Statesman, The Hindu, The Tribune	4							4
3.4	Growth and characteristics of English language news agencies	4							4
	TOTAL								18

UNIT-IV

	MODERN JOURNALISM TRENDS	L	GD	S	W	D	V	P	T
4.1	Media as an industry	4							4
4.2	Media as a business	4							4
4.3	The popular content	4							4
4.4	Problems of objectivity	3							3
4.5	Paid news syndrome	3							3
	TOTAL								18

UNIT-V

	VARIOUS FORMATS OF MEDIA CONTENT & JOURNALISM	L	GD	S	W	D	V	P	T
5.1	Civic Journalism	3							3
5.2	Infotainment	2	1						3
5.3	Page 3 Journalism	3	1						4
5.4	Advertorial	3	1						4
5.5	'Views' in Media content	3	1						4
	TOTAL								18

PAPER - V
WORD PROCESSING & PAGE LAYOUT

UNIT-I

	MS Office	L	GD	S	W	D	V	P	T
1.1	Prepare your resume using MS Word	3						2	5
1.2	Create good report using picture, chart and graph etc	3						2	5
1.3	Create chart & Graph, Using Title, axis, Value and Label etc.	2						2	4
1.4	Create good presentation using picture, chart and graph etc.	2						2	4
	TOTAL								18

UNIT-II

	PageMaker	L	GD	S	W	D	V	P	T
2.1	Introduction to PageMaker	3						2	5
2.2	Text editing and formatting in PageMaker	3						2	5
2.3	Create a Page Layout using PageMaker & Create Column	3						2	5
2.4	Insert Picture and other objects in PageMaker	3							3
	TOTAL								18

UNIT-III

	QuarkXpress	L	GD	S	W	D	V	P	T
3.1	Introduction to QuarkXpress	2						3	5
3.2	Text editing and formatting in QuarkXpress	2						3	5
3.3	Create Page layout in QuarkXpress	2						3	5
3.4	Insert Picture and create links in page	2						1	3
	TOTAL								18

UNIT-IV

	Advance QuarkXpress	L	GD	S	W	D	V	P	T
4.1	Create Box Item in an Article and use of fonts	3						2	5
4.2	Insert Picture box in Text Box	2						2	4
4.3	Use of Picture Box insert Picture Box Giving Title On and Below Picture Box	4						1	5
4.4	Prepare DUMMY of Newspaper	4							4
	TOTAL								18

UNIT-V

	Photoshop	L	GD	S	W	D	V	P	T
5.1	Introduction to Photoshop Interface, Tools & Menus	3						1	4
5.2	Use of Filters on picture	4						1	5
5.3	Use of Layers in Photoshop document	3						1	4
5.4	Understand use of mask and effect of mask on Picture	4						1	5
	TOTAL								18

SEMESTER – III

3.1	Reporting - Principles & Practices
3.2	Cyber Media & Journalism
3.3	Media ethics & Laws
3.4	Content production for Media
3.5	Media, Society & Social Change

PAPER - I
REPORTING - PRINCIPLES & PRACTICES

UNIT-I

	REPORTING AND WRITING OF NEWS	L	GD	S	W	D	V	P	T
1.1	Concept of reporting	3	1						4
1.2	Types of reporting	2							2
1.3	Reporting skills	2						3	5
1.4	News writing skills, five W's and one H & Some C's. Intro and Body	3						2	5
1.5	Reporting techniques for different media	2							2
	TOTAL								18

UNIT-II

	REPORTERS / CORRESPONDANTS	L	GD	S	W	D	V	P	T
2.1	Meaning & characteristics of a reporter / Correspondant - their functions	4							4
2.2	Recruitment/selection process, wage structure etc.	3							3
2.3	Classification of reporters	3							3
2.4	Qualities of a reporter	2	1						3
2.5	Coordination among the news gathering units Problems of functional relations between reporting units and the desk.	4	1						5
	TOTAL								18

UNIT-III

	INTERVIEW AND PRESS CONFERENCE	L	GD	S	W	D	V	P	T
3.1	Types of interview	2							2
3.2	Preparations for interview	2							2
3.3	Interview writing skills	2						3	5
3.4	Types of Press Conference-Difference between Press Conference, Meet the Press and Press briefing	3							3
3.5	Preparations and reporting of Press Conference	3						3	6
	TOTAL								18

UNIT - IV

	SPECIALISED REPORTING	L	GD	S	W	D	V	P	T
4.1	Reporting of Central/State Governments and Ministries	2							2
4.2	Parliamentary/State Assembly Reporting	2						1	3
4.3	Reporting of Sports, Defence and Strategic Affairs, Courts and Crime, IT, Science & Technology, Agriculture, Business, Finance, Arts and Culture, Social Issues/General issues, Environmental issues etc.	6						1	7
4.4	Political Reporting	1						1	2
4.5	The art of reviewing - Films, Theatre, Books and Performing Arts	2						2	4

	TOTAL								18
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UNIT - V

	INVESTIGATIVE & INTERPRETATIVE REPORTING AND NEWS ANALYSIS	L	GD	S	W	D	V	P	T
5.1	Basics of Investigative, Indepth, Interpretative Reporting	2							2
5.2	Tools of Investigative Reporting: Perseverance, Legwork, Research, Note Taking and Writing skills	1						1	2
5.3	Developing sources and guarding against News plants	1							1
5.4	Difference between Indepth reporting and Investigative reporting	1							1
5.5	Tools of Interpretative Reporting	2							2
5.6	Significance of Perspective in Interpretative Reporting	1							1
5.7	News Analysis	2						2	4
5.8	Providing perceptions and insights into socio-economic, political, cultural and historical aspects of story	3						2	5
	TOTAL								18

PAPER - II
CYBER MEDIA & JOURNALISM

Unit-I

	NEW MEDIA - INTRODUCTION	L	GD	S	W	D	V	P	T
1.1	New Media-Definition of New Media	2							2
1.2	Use of New Communication Medium (Internet, Mobile)	2	1						3
1.3	Features, Advantages, Limitation and Risk factor involved in New Media	4	1						5
1.4	Use of SMS,MMS VOIP, Video Conferencing, E-mail in the context of Time, Cost and Quality	4	1						5
1.5	Required technical & other understanding and preparation for media personnel	3							3
	TOTAL								18

Unit-II

	Content Planning	L	GD	S	W	D	V	P	T
2.1	Planning, Management and Retrieving of Content	3							3
2.2	Writing for Web : Basic Principles	3						3	6
2.3	Importance of web Journalism : Information, news and Entertainment on Web	3							3
2.4	Preparation and Presentation of Web content	3						3	6
	TOTAL								18

Unit-III

	Animation	L	GD	S	W	D	V	P	T
3.1	Introduction to Animation and Popular graphics applications	2						2	4
3.2	Introduction to Flash	1				2		3	6
3.3	Tools, Menus and Interface of Flash	1						2	3
3.4	Developing simple Animation using Flash	1				2		2	5
	TOTAL								18

Unit-IV

	Multimedia	L	GD	S	W	D	V	P	T
4.1	Introduction to Multimedia	3							3
4.2	Elements of Multimedia (Text, Images, Audio, Video, Animation)	3						1	4
4.3	Introduction to Sound Editing and popular applications	2						3	5
4.4	Introduction to Video editing and popular applications	3						3	6
	TOTAL								18

Unit-V

	Understanding WebPages	L	GD	S	W	D	V	P	T
5.1	Introduction to FrontPage. Tools, Menus and Interface of Front Page	2						2	4
5.2	Basic tags of HTML/DHTML	3						2	5
5.3	Understanding Script Languages (VB Script, Java Script), Static Pages and Dynamic Pages	2						3	5
5.4	Introduction to Blog, social networking (facebook, twitter, orkut, linkedin)	2						2	4

	TOTAL								18
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PAPER - III
MEDIA ETHICS & LAWS

UNIT-I

	MEDIA LAWS - THE CONCEPT	L	GD	S	W	D	V	P	T
1.1	Media Laws: Concept, Nature, Scope and need	3							3
1.2	An overview of media laws, both as a socio-political institution and as a business	3	1						4
1.3	Freedom of speech and expression: Constitutional provisions	3							3
1.4	Permissible restrictions under Article 19(2), their scope and limits: Rights with Responsibilities	3	1						4
1.5	Censorship and Media: The Indian experience, particularly during the Emergency of 1975	3	1						4
	TOTAL								18

UNIT-II

	MAJOR LEGAL PROVISIONS & ACTS – 1	L	GD	S	W	D	V	P	T
2.1	Press and Registration of Books Act, 1867	2							2
2.2	Law on defamation	3							3
2.3	Contempt of Courts Act, 1971	3							3
2.4	Privileges of Parliament/State Legislatures	3	1						4
2.5	Major provisions of IPC (1860), CRPC (1973) affecting the media	5	1						6
	TOTAL								18

UNIT-III

	MAJOR LEGAL PROVISIONS & ACTS – 2	L	GD	S	W	D	V	P	T
3.1	Official Secrets Act, 1923	2							2
3.2	Right to Information Act, 2005, Consumer Protection Act	4	1						5
3.3	Working Journalists, Other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955	4	2						6
3.4	Copyright Act, 1957	2							2
3.5	Press Council Act, 1978	2	1						3
	TOTAL								18

UNIT-IV

	MAJOR LEGAL PROVISIONS & ACTS – 3	L	GD	S	W	D	V	P	T
4.1	Cable Television Networks (Regulation) Act, 1995 and Rules	2							2
4.2	Prasar Bharati (Broadcasting Corporation of India) Act, 1990	3	1						4
4.3	Information Technology Act, 2000	2							2
4.4	Legal provisions about licensing, up linking, regulating etc. of private electronic media channels	3	2						5
4.5	Debate and regulations about convergence, Media Council etc.	3	2						5
	TOTAL								18

UNIT-V

	MEDIA ETHICS -CONCEPT & STATUS	L	GD	S	W	D	V	P	T
5.1	Media ethics: Concept, Scope, Need and Contemporary status	2							2
5.2	Norms of Journalistic ethics, Press Council's guidelines	2	1						3
5.3	Institutions of the Ombudsman, Right to Privacy, Lok Adalat	4	1						5
5.4	Broadcasting Code, Cable TV Programme Code, Advertising Code	4							4
5.5	Professional ethics and Codes for Public Relations and Advertising	3	1						4
	TOTAL								18

PAPER - IV
CONTENT PRODUCTION FOR MEDIA

UNIT-I

	CHARACTERS OF MEDIA CONTENT	L	GD	S	W	D	V	P	T
1.1	News	3						2	5
1.2	Views	3						2	5
1.3	Advertisement & related materials	3						1	4
1.4	Convergence in media content	3						1	4
	TOTAL								18

UNIT-II :

	MEDIA CONTENT BEYOND NEWS	L	GD	S	W	D	V	P	T
2.1	Content beyond news	2						2	4
2.2	Preparations for media writing	2						3	5
2.3	Tools for media writing	3						2	5
2.4	Significance of words and visuals	2						2	4
	TOTAL								18

UNIT-III

	SPECIALISED MEDIA WRITING – I	L	GD	S	W	D	V	P	T
3.1	Feature : Concept & Significance	2						2	4
3.2	Types of feature	3						2	5
3.3	Various styles of feature writing	3						2	5
3.4	Feature : the visual support	2						2	4
	TOTAL								18

UNIT-IV

	SPECIALISED MEDIA WRITING – II	L	GD	S	W	D	V	P	T
4.1	Articles	2						3	5
4.2	Columns	2						2	4
4.3	Views	2						3	5
4.4	Reportage	2						2	4
	TOTAL								18

UNIT-V

	MEDIA WRITING : VIEWS	L	GD	S	W	D	V	P	T
5.1	Writing editorials	2						3	5
5.2	Special articles	2						3	5
5.3	Letter to the editor	1						1	2
5.4	Travelogues & Entertainment inputs	3						3	6

	TOTAL								18
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PAPER - V
MEDIA, SOCIETY & SOCIAL CHANGE

UNIT-I

	MEDIA & SOCIETY	L	GD	S	W	D	V	P	T
1.1	Media & society linkages	3	1						4
1.2	Role of media in democracy	4	1						5
1.3	Media & culture	4	1						5
1.4	Media & public opinion	3	1						4
	TOTAL								18

UNIT -II

	INTERCULTURAL COMMUNICATION - I	L	GD	S	W	D	V	P	T
2.1	Chinese (LaoTsu and Confucius), Shintu, Buddhism and Sufism	4							4
2.2	Language and grammar as a medium of cultural communication - Panini/Pathanjali-Chomsky, Thoreau, Daride and others	4							4
2.3	Modern Mass Media as Vehicles of Intercultural Communication	2	1						3
2.4	Barriers in Intercultural communication - religious, political and economic pressures	3	1						4
2.5	Communication for intercultural conflict resolution	2	1						3

	TOTAL								18
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UNIT - III

	INTERCULTURAL COMMUNICATION - II	L	GD	S	W	D	V	P	T
3.1	Folk Media and Communication	2							2
3.2	Impact of new technology on culture, globalization and its effects on culture and communication	3	1						4
3.3	Idea, Ideology and Media	4	1						5
3.4	Ideologies and Political system through historical perspective from Medieval to Modern	4							4
3.5	Theories of Power	3							3
	TOTAL								18

UNIT-IV

	ROLE OF MEDIA IN SOCIAL CHANGE	L	GD	S	W	D	V	P	T
4.1	Motivation for change & Media	3	1						4
4.2	Barriers in Social change & Media	3	1						4
4.3	Political changes & Media	4	1						5
4.4	Economic & Social changes & Media	4	1						5
	TOTAL								18

UNIT-V

	PROCESS OF DEVELOPMENT & MEDIA	L	GD	S	W	D	V	P	T
5.1	Communication & media for development	3	1						4
5.2	Communication & development	3	2						5
5.3	Empowerment process & media	3	2						5
5.4	Major theories of development communication	4							4
	TOTAL								18

SEMESTER – IV

4.1	Journalism Research
4.2	Advertising & Public Relation
4.3	Diversity & Writing for Media
4.4	Basic Principles of Media Management & Marketing
4.5	News paper & Magazine Production

PAPER – I
JOURNALISM RESERACH

UNIT - I

		L	GD	S	W	D	V	P	T
1.1	Meaning, Nature & Scope of Social & Mass Communication research	3							3
1.2	Types of research	3							3
1.3	Formulation of Research Problem, Variables, Hypothesis	3						2	5
1.4	Research Design and its types	3						2	5
1.5	Reliability, Validity and Objectivity	2							2
	TOTAL								18

UNIT - II

		L	GD	S	W	D	V	P	T
2.1	Sampling - Meaning, Types and Problems	3							3
2.2	Sources of Data - Primary and Secondary data	2							2
2.3	Questionnaire, Schedule, Interview and Observation	4						2	6
2.4	Case Study	2						1	3
2.5	Content Analysis	3						1	4
	TOTAL								18

UNIT-III

		L	GD	S	W	D	V	P	T
3.1	Nature & Importance of Communication research	2							2
3.2	Communicator/source analysis	2						1	3
3.3	Message Analysis	2						1	3
3.4	Channel Analysis	2						1	3
3.5	Audience Analysis	2						1	3
3.6	Process and Impact Analysis	3						1	4
	TOTAL								18

UNIT-IV

		L	GD		W	D	V	P	T
4.1	Uses of Communication Survey research	2							2
4.2	Uses of different Communication research methods in CSR	3	1						4
4.3	Processing a CSR proposal and a report	2						2	4
4.4	Scheduling, Activities and Budgetary requirements for CSR proposal	3						2	5
4.5	Advertisement & Market Research and Parato Chart	3							3
	TOTAL								18

UNIT-V

		L	GD		W	D	V	P	T
5.1	Levels of management, tabulation & classification	3						1	4
5.2	Graphic & diagrammatic representation of data	2							2
5.3	Mean, Median, Mode, Standard Deviation	4							4
5.4	Analysis of variance, correlation	3						1	4
5.5	Research software	2							2
5.6	Indexing and bibliography	2							2
	TOTAL								18

PAPER – II

ADVERTISING AND PUBLIC RELATIONS

UNIT –I

	INTRODUCTION TO PUBLIC RELATIONS	L	GD		W	D	V	P	T
1.1	Concept and Definition of Public Relations, Role and Scope of Public Relations	2							2
1.2	Types of Public Relations.: Public, Government, Private and Service Sector P.R., Image Building, Brand Promotion, Informational & Crisis Management Public Relations	7							7
1.3	Tools of P.R.: Media. Release, Media Conference, Seminars/ Workshops, Events, Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & other Programmes	5							5
1.4	P.R., Propaganda, Publicity & Advertising Sales Promotion and Marketing	4							4
	TOTAL								18

UNIT -II:

	ROLE AND FUNCTIONS OF PUBLIC RELATIONS	L	GD	S	W	D	V	P	T
2.1	P.R. in Central & State Government - Role and Functions	4	1						5
2.2	Organisational structure of P.R. Department in Central - State Government	4							4
2.3	P.I.B., A.I.R., D.D., Films Division, Song & Drama Division, Field Publicity etc.	5							5
2.4	Art of P.R. writing	4							4
	TOTAL								18

UNIT – III

	PUBLIC RELATIONS AND MEDIA	L	GD	S	W	D	V	P	T
3.1	P.R. and Media	2	1						3
3.2	Corporate Communications: Tools and Techniques	3							3
3.3	Major P.R. Agencies: Indian & International Agencies, their Functioning and Organisational setup	3					1		4
3.4	Characteristics of Good P.R & C.C personnel	3	1						4
3.5	P.R. Campaign	4							4
	TOTAL								18

UNIT –IV

	INTRODUCTION TO ADVERTISING	L	GD	S	W	D	V	P	T
4.1	Advertising - Definition, Role & Importance	3							3
4.2	History & Development of Advertising, Present Status of Advertisements	2							2
4.3	Types of Advertisement - Corporate, Product, Display, Financial, Public Service, Tenders & Notices, Appointment Ads & Classified Ads.	5							5
4.4	Advertising ethics & Social responsibility	4	1						5
4.5	Regulation of Advertising - Role of AAAI, ASCI & INS.	3							3
	TOTAL								18

UNIT – V

	ART OF ADVERTISING	L	GD	S	W	D	V	P	T
5.1	Ad Agency - Types, Structure and Functions	3							3
5.2	Art of Developing Effective Copy and Importance of Copy writer	4							4
5.3	Copy elements - Headline, Sub Heads, Slogans, Body Copy, Logo etc.	3							3
5.4	Layout - Importance, Steps & Principles of a good Layout, Visuals- Its importance.	2							2
5.5	Advertising Campaign, Planning, Selection of Media, Budget etc. Analysis of some memorable Indian Advertising Campaigns- Amul, Cadburys, Hero Honda, Raymonds, Bajaj, Onida, Vodaphone, HUL, Idea etc.	6							6
	TOTAL								18

PAPER – III

DIVERSITY AND WRITING FOR MEDIA

UNIT –I

		L	GD	S	W	D	V	P	T
1.1	Diversity-Concept, Structure and Importance	3							3
1.2	Diversity of Inert and consciousness in the nature.	3	1						4
1.3	Diversity in opinions- interpretation and importance	3	1						4
1.4	Cultural Diversity-interpretation and importance	3							3
1.5	Plurality in Diversity- interpretation and importance	3	1						4
	TOTAL								18

UNIT –II

		L	GD	S	W	D	V	P	T
2.1	Unity in Diversity- Concept and interpretation	2	1						3
2.2	Diversity in Unity- Concept and interpretation	2	1						3
2.3	Diversity - Concept -Social, Cultural, Economic and Political	4		1	1				6
2.4	Essential components of Diversity, merits and demerits.	3	1						4
2.5	Uniformity v/s Diversity	1	1						2
	TOTAL								18

UNIT –III

		L	GD	S	W	D	V	P	T
3.1	Essentiality of diversity and plurality in expression.	3						1	4
3.2	Role of diversity in creative expression.	3	1					1	5
3.3	Forms and Effects of diversity of expression	3	1					1	5
3.4	Uniformity v/s diversity of expression	3						1	4
	TOTAL								18

UNIT –IV

		L	GD	S	W	D	V	P	T
4.1	Diversity of communication and dialogue-interpretation and forms.	2	1						3
4.2	Diversity of communication medium- merits and demerits	2	1						3
4.3	Diversity and plurality in the content of communication medium. Interpretation-Estimate-Measurement	4	1	1					6
4.4	Inter relationship of social and cultural diversity with diversity in Media	4		1	1				6
	TOTAL								18

UNIT –V

		L	GD	S	W	D	V	P	T
5.1	Absorption of diversity and plurality of writings in the News - exercises	2						4	6
5.2	Socio - economic diversity of Media professionals	2	1						3
5.3	Production of Entertainment programmes, social diversity and plurality - exercises	2						4	6
5.4	Role of mass media in diversity of social dialogue.	2		1					3

	TOTAL								18
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PAPER – IV

BASIC PRINCIPLES OF MEDIA MANAGEMENT & MARKETING

UNIT-I

		L	GD	S	W	D	V	P	T
1.1	Concept of Management, The Principles of Management and their significance in Media Business	4							4
1.2	Media as an industry, Size and Growth prospects, Scope as a Profession	4							4
1.3	Ownership Pattern of Media Business in India - Proprietorship, Partnership, Private Limited, Public Limited, Companies, Trusts, Co-operatives, Religious institutions (Societies) and Franchisees (Chains)	6							6
1.4	Process of Policy formulation for a media company - Planning, Implementation and Control. Strategic issues involved in launching a new media venture versus running an existing media company	4							4
	TOTAL								18

UNIT-II

		L	GD	S	W	D	V	P	T
2.1	Organization Theory, Leadership, Delegation, Decentralization, Motivation Control and co-ordination, Functions of Human Resource Development, Henry Fayols Principles	3							3
2.2	Functions and Organizational structure of different departments Labour laws, Press Commissions	3							3
2.3	Marketing Function (Product, Price, Place and Promotion) with focus on Subscription revenue, Single copy Sales, Subscription and Institutional Sales, Distribution of TV Channels and Radio Stations by using Sales Promotions, Advertising, Personal Selling Consumer, Trade Schemes, Data Base Management, Customer Relationship Management etc.	6							6
2.4	Marketing functions (Product, Price, Place and Promotion) with focus on Advertising revenues, Personal selling to Advertiser and Ad Agencies, Advertising, Promotions, Direct mailers, Presentations, Relationship Marketing, Marketing of Special issues and Special Occasions, Marketing Information System.	6							6
	TOTAL								18

UNIT -III

		L	GD	S	W	D	V	P	T
3.1	Important Bodies of Media Industry DAVP, INS, DPR (State Govts.) ABC, IBF, AAI, ASCI, TRAI	4							4
3.2	Importance of Readership Research, Syndicated and Commissioned, Various usage, Methodology, Optimization for Content improvisation, Circulation Planning, Advertising Sales and Brand Building	4			1				5
3.3	Changing role and accountability of editorial and non-editorial staff, Responsibility of editorial team for building specific readership /audience base and increasing the subscription base	4	1						5
3.4	The economics of Media business, Revenue and expense heads and ways to manage them for higher profitability (Both print and Electronics Media) Wastage control benchmarks and quality standards	4							4
	TOTAL								18

UNIT-IV

		L	GD	S	W	D	V	P	T
4.1	Finance Management, Budgeting and Projection process, Accounts management for fund flow planning and ABC Certification, Tax Planning	4			1				5
4.2	Capital Expenditure, Cost of Capital, Depreciation, Production costs, Commercial Policy	4							4
4.3	Production Planning and Execution, Production Terminology, Control Practices and Procedures. Planning of Dummy for Print and Fixed Point Charts for TV and Radio	4			1				5
4.4	Administration and Programme Management _ Scheduling, Transmitting, Record Keeping, Quality control through cost effective techniques	4							4
	TOTAL								18

UNIT-V

		L	GD	S	W	D	V	P	T
5.1	Distribution and logistics management, Criticality of Timelines	3	1						4
5.2	Functions of Brand Management, Advertising and Promotions, Training, Research, Reference Section, Corporate communication, CRM and MIS departments	5	1		1				7
5.3	Inventory Management (raw and finished product) Purchase Management, issues involved in importing of Newsprint and Machines	5	1		1				7
	TOTAL								18

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PAPER – V

PRACTICAL

PRODUCTION OF NEWS PAPERS & MAGAZINE

1. Each student shall produce one single edition of 04 Pages news paper on Computer(tabloid/broadsheet size)
2. Fourth Semester Students will edit and publish an 08 pages full size broadsheet newspaper printed & circulated.
3. Fourth Semester Students shall prepare, edit and publish 32 pages (with 04 cover pages) News Magazine circulated.

Master of Journalism [Two Year]

Syllabus



2011— 2013

Makhanlal Chaturvedi Rashtriya Patrakarita
Avam Sanchar Vishwavidyalaya
Bhopal (M.P.)

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