

Choice Based Credit System

Master of Journalism

[Two Year]

Syllabus
2017 - 2019



Department of Journalism

Makhnal Chaturvedi Rashtriya Patrakarita Evam Sanchar
Vishwavidyalaya
Bhopal (M.P.)

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MASTER OF JOURNALISM

(Two Year Course)

Choice Based Credit System (CBCS)

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

Objectives of Course :-

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

Evaluation and examination: Provided in detail scheme

SEMESTER-I

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
CCC1	Journalism in Pre and Post Independence	06	05	01		80		20	100
CCC2	News and Views: Writing Skills	06	04		02	50	30	20	100
CCC3	Basics of Computer Application for Print Media	06	04		02	50	30	20	100
CCE 1	Science of Human Communication	06	05	01	--	80	--	20	100

OPEN ELECTIVE : (ANY ONE IN EACH SEMESTER)

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
OE01	Art and Culture Journalism	03	02	--	01	25	15	10	50
OE02	Sports Journalism	03	02	--	01	25	15	10	50
OE03	Content Production for Media	03	02	--	01	25	15	10	50
OE04	Media Language: Structure, Style and Translation	03	02	--	01	25	15	10	50
OE05	Crime and Court Reporting	03	02	--	01	25	15	10	50
OE06	Copy Writing on Different Issues	03	02	--	01	25	15	10	50
OE07	Magazine Journalism	03	02	--	01	25	15	10	50
OE08	Gender Studies	03	02	--	01	25	15	10	50
OE09	Science Journalism	03	02	--	01	25	15	10	50
OE10	Media Management and Business	03	02	--	01	25	15	10	50
OE11	Opinion Writing	03	02	--	01	25	15	10	50
Total		27	20	02	05	285	75	90	450

SEMESTER – II

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
CCC4	Newspaper and Magazines: Structure and Functions	06	05	01	-	80	-	20	100
CCC5	Reporting :Principles and Practices	06	04	-	02	50	30	20	100
CCC6	Word Processing and Page Layout	06	04	--	02	50	30	20	100
CCE2	Mass Communication: Principles and Process	06	05	01		80	--	20	100

OPEN ELECTIVE : (ANY ONE IN EACH SEMESTER)

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
OE01	Art and Culture Journalism	03	02	--	01	25	15	10	50
OE02	Sports Journalism	03	02	--	01	25	15	10	50
OE03	Content Production for Media	03	02	--	01	25	15	10	50
OE04	Media Language: Structure, Style and Translation	03	02	--	01	25	15	10	50
OE05	Crime and Court Reporting	03	02	--	01	25	15	10	50
OE06	Copy Writing on Different Issues	03	02	--	01	25	15	10	50
OE07	Magazine Journalism	03	02	--	01	25	15	10	50
OE08	Gender Studies	03	02	--	01	25	15	10	50
OE09	Science Journalism	03	02	--	01	25	15	10	50
OE10	Media Management and Business	03	02	--	01	25	15	10	50
OE11	Opinion Writing	03	02	--	01	25	15	10	50
Total		27	20	02	05	285	75	90	450

SEMESTER – III

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
CCC7	Editing: Principles and Practices	06	04	--	02	50	30	20	100
CCC8	Media Laws and Ethics	06	05	01		80	--	20	100
CCC9	Cyber Media and Journalism	06	04	--	02	50	30	20	100
CCE3 (A)/(B)	Electronic Journalism OR Media, Development and Social Change	06	05	01	--	80	--	20	100

OPEN ELECTIVE : (ANY ONE IN EACH SEMESTER)

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
OE01	Art and Culture Journalism	03	02	--	01	25	15	10	50
OE02	Sports Journalism	03	02	--	01	25	15	10	50
OE03	Content Production for Media	03	02	--	01	25	15	10	50
OE04	Media Language: Structure, Style and Translation	03	02	--	01	25	15	10	50
OE05	Crime and Court Reporting	03	02	--	01	25	15	10	50
OE06	Copy Writing on Different Issues	03	02	--	01	25	15	10	50
OE07	Magazine Journalism	03	02	--	01	25	15	10	50
OE08	Gender Studies	03	02	--	01	25	15	10	50
OE09	Science Journalism	03	02	--	01	25	15	10	50
OE10	Media Management and Business	03	02	--	01	25	15	10	50
OE11	Opinion Writing	03	02	--	01	25	15	10	50
Total		27	20	02	05	285	75	90	450

SEMESTER – IV

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
CCC10	Journalism Research	06	04	--	02	50	30	20	100
CCC11	Diversity and Writing for Media	06	04	--	02	50	30	20	100
CCC12	Newspaper and Magazine Production	06	04	--	02	50	30	20	100
CCE4 (A)/(B)	Intercultural Communication and Contemporary Issues OR Advertising and Public Relations	06	05	01	--	80	--	20	100

OPEN ELECTIVE : (ANY ONE IN EACH SEMESTER)

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
OE01	Art and Culture Journalism	03	02	--	01	25	15	10	50
OE02	Sports Journalism	03	02	--	01	25	15	10	50
OE03	Content Production for Media	03	02	--	01	25	15	10	50
OE04	Media Language: Structure, Style and Translation	03	02	--	01	25	15	10	50
OE05	Crime and Court Reporting	03	02	--	01	25	15	10	50
OE06	Copy Writing on Different Issues	03	02	--	01	25	15	10	50
OE07	Magazine Journalism	03	02	--	01	25	15	10	50
OE08	Gender Studies	03	02	--	01	25	15	10	50
OE09	Science Journalism	03	02	--	01	25	15	10	50
OE10	Media Management and Business	03	02	--	01	25	15	10	50
OE11	Opinion Writing	03	02	--	01	25	15	10	50
Total		27	19	01	07	255	105	90	450

SEMESTER-I**PAPER - I****JOURNALISM IN PRE AND POST INDEPENDENCE**

Module Code - CCC1

Core Course

Total Credit – 06(5+1)

Max Marks -100, (80 Th. +20 Int.)

UNIT- I

	CHARACTERISTICS OF PRE-INDEPENDENCE INDIAN PRESS	L	T	P	TOTAL
1.1	Historical Significance of 'Bengal Gazette' and 'Udant Martand'	03	01		04
1.2	Contribution of Pioneer Journalists - Raja Ram Mohan Rai and Bhartendu Babu Harishchandra	03	01		04
1.3	Role of Press in Freedom Movement	02	01		03
1.4	Brief introduction of Prominent Journalists : Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paradkar, Makhanlal Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarthi	07	01		08
	TOTAL	15	04		19

UNIT- II

	CHARACTERISTICS OF POST – INDEPENDENCE REGIONAL LANGUAGE PRESS	L	T	P	TOTAL
2.1	The Regional Press After Independence : nature and growth; Web based Regional newspapers	03	01		04
2.2	Trends in post independence leading Hindi language newspapers: Nai Duniya, Danik Bhaskar, Patrika, Dainik Jagran, Prabhakar, Aaj. Cosmopolitan Hindi newspapers and magazines : Navbharat Times, Hindustan, Jansatta, Hindi Outlook, Hindi India Today	09	01		10
2.3	Trends in post independence leading non-Hindi regional language newspapers : one each in Malayalam, Telgu, Tamil, Kannada, Bengali, Marathi, Gujarati and Assamia	04	01		05
2.4	Growth of leading Hindi News Agencies	02	01		03
	TOTAL	18	04		22

UNIT-III

	CHARACTERISTICS OF ENGLISH PRESS	L	T	P	TOTAL
3.1	The English press Pre and Post independence : nature and growth; Web based English Newspapers	04	01		05
3.2	Characteristics of Times of India, Indian Express, Hindustan Times	03	01		04
3.3	Characteristics of The Statesman, The Hindu, The Tribune	03	01		04
3.4	Growth and characteristics of English language news agencies	03	01		04
	TOTAL	13	04		17

UNIT-IV

	MODERN JOURNALISTIC TRENDS	L	T	P	TOTAL
4.1	Media as an industry and as a Business	02	01		03
4.2	The popular content, Problems of objectivity	02	01		03
4.3	Paid news syndrome, Citizen Journalism, Infotainment, Page 3 Journalism, 'Views' in Media content	04	01		05
4.4	Challenges Before Print media after advent of Electronic and Online Media	03	01		04
	TOTAL	11	04		15

UNIT-V

	CHANGING TRENDS	L	T	P	TOTAL
5.1	Role and reports of Press Commissions	04	01		05
5.2	Media Convergence : Concept and Practice	02	01		03
5.3	Changing Media Management, Media Ownership and Control	04	01		05
5.4	FDI in Media	03	01		04
	TOTAL	13	04		17

PAPER - II
NEWS AND VIEWS: WRITING SKILLS

Module Code - CCC2

Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr. +20Int.)

UNIT-I

	WRITING SKILLS	L	T	P	TOTAL
1.1	Mass communication medium, characteristics of writing for newspapers and magazines	03		01	04
1.2	Difference among various Media writing forms	03		01	04
1.3	Writing : Perspectives and Practicality	02		01	03
1.4	Basics of media writing - Target audience etc.	02		01	03
1.5	Characteristics of effective writing.	01	01	01	03
	TOTAL	11	01	05	17

UNIT - II

	NEWS CONCEPT	L	T	P	TOTAL
2.1	Information v/s news, Concept of news : Definition and development of news values	03	01	02	04
2.2	Changing concept of news : Issues and challenges, Sociological/Business aspects of News	03		02	05
2.3	Development and human interest insights in news	02		02	04
2.4	Structure of news	02		02	04
2.5	Precautions for news writing	02			02
	TOTAL	12	01	06	19

UNIT - III

	WRITING STYLES OF NEWS AND NEWS SOURCES	L	T	P	TOTAL
3.1	Hard news, soft news, Hot news, Breaking news	03		02	05
3.2	Geographic and subject based news	03			03
3.3	Inverted Pyramid style, Feature style and Dumble style.	04		02	06
3.4	Importance of news sources, Traditional, Anticipated, Abrupt and other sources	03		02	05
3.5	Criteria of Selection and Rejection and Priorities	02			02
	TOTAL	15		06	21

UNIT - IV

	SKILLS OF WRITING-I	L	T	P	TOTAL
4.1	Letters to the editor	01			01
4.2	Travelogue, Memoirs	01	01	01	03
4.3	Reportage, Diary	01	01	01	03
4.4	Interview, Panel Discussions	02		02	04
4.5	Live Commentary, Talk Shows	02		01	03
	TOTAL	07	02	05	14

UNIT - V

	SKILLS OF WRITING-II	L	T	P	TOTAL
5.1	Article/ Paid Articles and Feature Writing/ Featuritorial	03		01	04
5.2	Editorial Writing, Advertorial	02		02	04
5.3	Column Writing	02		01	03
5.4	Satire and Special Occasion Articles	02		01	03
5.5	Reviews (Film, Drama, Book etc.) and News letter	03		02	05
	TOTAL	12		07	19

PAPER - III
BASICS OF COMPUTER APPLICATION FOR PRINT MEDIA

Module Code - CCC3
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th. +30Pr. +20Int.)

UNIT-I

COMPUTER FUNDAMENTALS					
	L	T	P	TOTAL	
1.1	Definition, Generations and basic Components of Computers	02		03	05
1.2	Input/output devices, Memory and other peripherals	02		02	04
1.3	Introduction to Operating System (Windows).	02		02	04
1.4	Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).	03		02	05
TOTAL	09		09	18	

UNIT- II

OFFICE AUTOMATION TOOLS: MS Word					
	L	T	P	TOTAL	
2.1	Introduction to MS Office Suit	02		02	04
2.2	Introduction to Word Processing	02		03	05
2.3	MS Word documents Tools and Menus	02		03	05
2.4	Document editing and formatting, Mail Merge and other Tools	02		02	04
TOTAL	08		10	18	

UNIT- III

OFFICE AUTOMATION TOOLS: MS Excel and MS Power Point					
	L	T	P	TOTAL	
3.1	Introduction to MS Excel Interface, Tools and Menus	02		02	04
3.2	Creating Spreadsheet, Use of functions, Charts and Graphs	02		02	04
3.3	Introduction to MS Power Point-Interface, Tools and Menus	02		03	05
3.4	Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations	03		02	05
TOTAL	09		09	18	

UNIT - IV

	INTRODUCTION TO INTERNET	L	T	P	TOTAL
4.1	Brief history of services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blog, Uses of Internet, Skype).	03		02	05
4.2	Internet Protocols (FTP, HTTP, TCP/IP)	02		03	05
4.3	Websites, Portals and Search Engines; Online newspapers/channels/magazines	03		02	05
4.4	Advantages and threats in Internet Communication	02		01	03
	TOTAL	10		08	18

UNIT - V

	INTRODUCTION TO ADOBE PHOTOSHOP	L	T	P	TOTAL
5.1	Introduction to Graphics, Colour models and modes	02		02	04
5.2	Graphic file formats and their applications	02		03	05
5.3	Adobe Photoshop- Interface, Tools and Menus	02		03	05
5.4	Working with Layers, filters, Masking and other tools	02		02	04
	TOTAL	08		10	18

PAPER -IV
SCIENCE OF HUMAN COMMUNICATION

Module Code - CCE1
Elective Core Course

Total Credit -- 06(5+1)
Max Marks -100, (80Th. +20Int.)

UNIT- I

	HUMAN, COMMUNICATION AND SOCIETY	L	T	P	TOTAL
1.1	Characteristics of human being	03	01		04
1.2	Essential of human being to live in the society	03	01		04
1.3	Concept of Society	02			02
1.4	Essential of communication to built the society	03			03
1.5	Concept of socialization, Process, Agent and problems	04	01		05
	TOTAL	15	03		18

UNIT- II

	COMMUNICATION MODELS	L	T	P	TOTAL
2.1	Definition of communication process	02	02		04
2.2	Model of human communication- MCR and SMCR Model, Willber Schram's Participatory Model, Osgood Model of Communication, Model of Franke Dance, kincaids Convergence Model.	06	01		07
2.3	Concept of 'Self' and 'Other' in communication	02	02		04
2.4	Introduction to Johari's Window of Joseph Luft & Harry Ingham	02	01		03
	TOTAL	12	06		18

UNIT- III

	COMMUNICATION SKILLS	L	T	P	TOTAL
3.1	Communication process from 'Self' and it's importance	03	01		04
3.2	Nonverbal communication & its importance	02	01		03
3.3	Interdependency of Language & Communication, Art of Writing and its development	03	01		04
3.4	Art of Listening and its development	02	01		03
3.5	Art of speaking & its development, Audio Visual Communication	03	01		04
	TOTAL	13	05		18

UNIT- IV

	DIALOGUE AND GROUPS	L	T	P	TOTAL
4.1	Concept of interpersonal communication	02	01		03
4.2	Functional concept of dialogue	03			03
4.3	Concept of social relationship, its process and types	03	01		04
4.4	Small group communication-process and importance	03	01		04
4.5	Large group communication - process and importance	03	01		04
	TOTAL	14	04		18

UNIT- V

	MODERN AND INDIAN CONCEPT OF COMMUNICATION	L	T	P	TOTAL
5.1	Mass Communication - Concept, Process, Types and role	05	01		06
5.2	Internet and Communication	02	01		03
5.3	Concept and process of "Vasudhaiv Kutumbakam" and Human Communication	02	01		03
5.4	Introduction to Narad Muni's communication formula	02			02
5.5	Spiritual communication – Concept, Process and importance	04			04
	TOTAL	15	03		18

SEMESTER-II
PAPER - I

NEWSPAPER AND MAGAZINES: STRUCTURE AND FUNCTIONS

Module Code – CCC4
Core Course

Total Credit – 06(5+1)
Max Marks -100, (80Th. +20Int.)

UNIT-I

	ORGANIZATIONAL STRUCTURE	L	T	P	TOTAL
1.1	Contemporary trends in Print Journalism, Contemporary presentation styles and editing of newspaper and magazines	03		01	04
1.2	Structure of a newspaper organization - Editorial, Management, Production, Circulation, Marketing, Advertising, Human Resource development Training, Finance and Accounting dept. and Co-ordination among these depts.	04		01	05
1.3	Function and organization of the editorial department of a newspaper, Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and Chief Reporter etc.	04		01	05
1.4	Functions and Responsibilities of Group Editor, Managing Editor, Coordinating editor, etc	03		01	04
1.5	Newsroom organization and coordination among editorial staff	01			01
	TOTAL	15		04	19

UNIT-II

	PRINT MEDIA INDUSTRY	L	T	P	TOTAL
2.1	Print Media as an industry	01			01
2.2	Changing Indian Print Media Scenario.	02		01	03
2.3	Small Newspapers: Challenges and Solution.	02		01	03
2.4	Steps of Newspaper Production.	03		01	04
2.5	Size of Newspaper: Broadsheet & Tabloid.	03		01	04
	TOTAL	11		04	15

UNIT - III

	MAGAZINE JOURNALISM	L	T	P	TOTAL
3.1	Magazine Publication : Aims & Objects.	02			02
3.2	Brief history of Magazine Journalism in India and USA	03			03
3.3	Writing & Editing skills of Magazines. Types of Magazines : General Interests, Business, Sports, Children's, Women's, Leisure & Entertainment, Science, Health, Education, IT, Auto, Career, Crime, Photography etc.	07		01	08
3.4	New Trends in Magazine Journalism, Future of Magazine Journalism.	02		01	03
3.5	Editing of On-Line Magazines.	02	01		03
	TOTAL	16	01	02	19

UNIT - IV

	NEWS AGENCY JOURNALISM	L	T	P	TOTAL
4.1	News Agencies-Concept and Scope	02	01	01	04
4.2	History of News Agency Journalism in India	03	01	01	05
4.3	News Agencies-Structure and Management	03	01	01	05
4.4	Functions of News Agency	02			02
4.5	Significance of Pen and Paperless journalism	02			02
	TOTAL	12	03	03	18

UNIT-V

	PRINTING TECHNOLOGY	L	T	P	TOTAL
5.1	Brief History of Printing Technology	02		01	03
5.2	Various types of printing presses - Hand Press, Treadle, Cylinder, Litho, Rotary, photo gravure, Flexography, Offset, Web Offset, Screen Printing etc.	05	01	01	07
5.3	Composing- Hand Composing, Mono Composing, Lino Composing, Photo Type Setting, DTP etc.	02	01		03
5.4	Colour Printing-processing, colour separation	02		01	03
5.5	Printing papers- Types, Weight and Measurements	02		01	03
	TOTAL	13	02	04	19

PAPER - II

REPORTING: PRINCIPLES AND PRACTICES

Module Code – CCC5
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th. +30Pr.+20Int.)

UNIT-I

	REPORTING AND WRITING OF NEWS	L	T	P	TOTAL
1.1	Reporting: Meaning and Concepts	03		01	04
1.2	Types of Reporting, Beat Reporting	03		01	04
1.3	Reporting Skills	01		01	02
1.4	News Writing skills, Five W's & one H and Some C's. Intro and Body	03		01	04
1.5	Reporting Techniques for Different media	02		02	04
	TOTAL	12		06	18

UNIT-II

	REPORTERS / CORRESPONDENT'S	L	T	P	TOTAL
2.1	Characteristics of a Reporter / Correspondent - their functions	04			04
2.2	Reporter/Selection Process, Wage Structure etc.	02		01	03
2.3	Classification of Reporters	03		01	04
2.4	Qualities of a Reporter	02	01	01	04
2.5	Coordination among the News Gathering Units Problems of functional relations between Reporting Units and the desk.	04			04
	TOTAL	15	01	03	19

UNIT-III

	INTERVIEW AND PRESS CONFERENCE	L	T	P	TOTAL
3.1	Types of Interview	02	01	01	04
3.2	Preparations for Interview	02	01	01	04
3.3	Interview Writing Skills	02	01	01	04
3.4	Types of Press Conference-Difference between Press Conference, Meet the Press and Press briefing	02		02	04
3.5	Preparations and Reporting of Press Conference	02	01	01	04
	TOTAL	10	04	06	20

UNIT - IV

	SPECIALISED REPORTING	L	T	P	TOTAL
4.1	Reporting of Central/State Governments and Ministries	01		01	02
4.2	Parliamentary/Legislative Reporting	01		01	02
4.3	Reporting of Sports. Defence and Strategic Affairs, Courts and Crime, IT, Science & Technology, Agriculture, Business, Finance, Arts and Culture, Social Issues, Religious , spiritual /General Issues, Environmental Issues etc.	08		02	10
4.4	Political Reporting	01		01	02
4.5	The Art of Reviewing - Films, Theatre, Books and Performing Arts	01		01	02
	TOTAL	12		06	18

UNIT - V

	INVESTIGATIVE AND INTERPRETATIVE REPORTING AND NEWS ANALYSIS	L	T	P	TOTAL
5.1	Basics of investigative, Indepth, Interpretative Reporting	02			02
5.2	Tools of Investigative Reporting: Perseverance, Legwork, Research, Note Taking and Writing skills	02			02
5.3	Developing Sources and Guarding Against News Plants	02			02
5.4	Difference between Indepth reporting and Investigative Reporting	02			02
5.5	Tools of Interpretative Reporting	01			01
5.6	Significance of Perspective in Interpretative Reporting	01			01
5.7	News Analysis: Round ups and Follow ups	02			02
5.8	Providing Perceptions and Insights into Socio-Economic, Political, Cultural and Historical Aspects of Story	03			03
	TOTAL	15			15

PAPER - III WORD PROCESSING AND PAGE LAYOUT

Module Code – CCC6
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

UNIT-I

	MS OFFICE	L	T	P	TOTAL
1.1	Prepare your resume using MS Word	03	01	01	05
1.2	Create Comprehensive report using picture, chart and graph etc	03	01	01	05
1.3	Create chart and Graph, Using Title, axis, Value and Label etc.	03		01	04
1.4	Create good presentation using picture, charts and graphs etc.	03		01	04
	TOTAL	12	02	04	18

UNIT-II

	PAGE MAKER	L	T	P	TOTAL
2.1	Introduction to PageMaker	03	01	01	05
2.2	Text editing and formatting in PageMaker	03		01	04
2.3	Create a Page Layout using PageMaker and Create Column	03	01	01	05
2.4	Insert Picture and other objects in PageMaker	03		01	04
	TOTAL	12	02	04	18

UNIT-III

	QUARK XPRESS AND IN DESIGN	L	T	P	TOTAL
3.1	Introduction to QuarkXPress and In Design	03	01	01	05
3.2	Text editing and formatting in QuarkXPress and In Design	03		01	04
3.3	Create Page layout in QuarkXPress and In Design	03	01	01	05
3.4	Insert Picture and create links in page	03		01	04
	TOTAL	12	02	04	18

UNIT-IV

	ADVANCE QUARK XPRESS AND IN DESIGN	L	T	P	TOTAL
4.1	Create Box Item in an Article and use of fonts	03	01	01	05
4.2	Insert Picture box in Text Box	03		01	04
4.3	Use of Picture Box insert Picture Box Giving Title On and Below Picture Box	03	01	01	05
4.4	Prepare DUMMY of Newspaper	03		01	04
	TOTAL	12	02	04	18

UNIT-V

	PHOTOSHOP	L	T	P	TOTAL
5.1	Introduction to Photoshop Interface, Tools and Menus	03		01	04
5.2	Usage of Filters.	03		02	05
5.3	Uses of Layers in Photoshop document	03		01	04
5.4	Understand uses of mask and effect of mask on Picture	04		01	05
	TOTAL	13		05	18

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PAPER-IV

MASS COMMUNICATION : PRINCIPLES AND PROCESS

Module Code – CCE2
Elective Core Course

Total Credit – 06(5+1)
Max Marks -100, (80Th. +20Int.)

UNIT-I

	MASS COMMUNICATION CONCEPT AND MODELS	L	T	P	TOTAL
1.1	Social Group, Crowd, Mass, Public, audience , Reader, Viewer- Concept, Interpretation, and differences	04			04
1.2	Process of Group Communication	03			03
1.3	Concept and Functions of Mass Communication	03			03
1.4	Models of Mass Communication Gerbner's Model, Wilber Schramm's Model of Mass Communication, Westly and Mclean's Model	07			07
1.5	Bharatmuni's Model.	01			01
	TOTAL	18			18

UNIT-II

	MASS COMMUNICATION TYPES AND IMPACTS	L	T	P	TOTAL
2.1	Sahridaya and Sadharanikaran (Tender Hearted and Simplification) Concept and Interpretation	02	01		03
2.2	Effects of Mass Communication- Magic Bullet theory, Action - Reaction, Two Step and Multi Step flow	03	01		04
2.3	Uses and Gratifications theory, Gate keeping, Cultural theory Lasswell's concept of Mass Communication, Agenda Setting and Media	04	01		05
2.4	Media: Concept and Interpretation, Types of Media Characteristics and limitations of each media	04			04
2.5	Convergent Media	02			02
	TOTAL	15	03		18

UNIT-III

	INTRODUCTION OF MEDIA: PRINCIPLES AND THEORY	L	T	P	TOTAL
3.1	Normative Theories: Authoritarian, Libertarian, Social Responsibility, Soviet Media theory.	02	01	01	04
3.2	Development Media Theory, Democratic Participant Theory	02	01	01	04
3.3	Dependency Media Theory and Participatory Media	02	01	02	05
3.4	Media Imperialism, Cultural Imperialism	02	01	02	05
	TOTAL	08	04	06	18

UNIT-IV

	MEDIA: REASERCH AND EFFECTS	L	T	P	TOTAL
4.1	Media Professionals : Qualities, Skills and functions Characteristics of an ideal media Professional	03	01		04
4.2	Characteristics of Audience: Structure and Power	03	01		04
4.3	Structure of Media in India, Its Reach and Effect	03	01		04
4.4	Impact of Mobile, Computer and Internet on Traditional Media	03			03
4.5	Role of Mass Media in Development	03			03
	TOTAL	15	03		18

UNIT-V

	MEDIA: TYPES AND ETHICS	L	T	P	TOTAL
5.1	Public Broadcasting	02	01	01	04
5.2	Community Media: Interpretation and Need	04	01	01	06
5.3	Alternative Media, Parallel Media and Social Media	04		01	05
5.4	Moral Values and code of Ethics in the functions of Media	02		01	03
	TOTAL	12	02	04	18

SEMESTER-III
PAPER - I
EDITING: PRINCIPLES AND PRACTICES

Module Code – CCC7
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th. +30Pr. +20Int.)

UNIT-I

	CONCEPT OF EDITING	L	T	P	TOTAL
1.1	Editing : Meaning Concept & Significance	02	01	01	04
1.2	Understanding the Publications-Its audience, Ideology, Demography etc.	02	01	01	04
1.3	Preparation, use & Importance of Style Book.	02	01	01	04
1.4	Editing Symbols/Proof reading symbols and how the computer has revolutionised editing.	02	01	01	04
1.5	Reorganising and restructuring of a story	01		01	02
	TOTAL	09	04	05	18

UNIT-II

	PROCESS OF EDITING – I	L	T	P	TOTAL
2.1	Editing : Principles, tools & techniques. Principles of layout and designing.	03		01	04
2.2	News room functions and coordination.	02		01	03
2.3	Role and functions of copy desk	02		01	03
2.4	Art of hard & soft copy editing, Steps and precautions.	03		01	04
2.5	Difference between Newspaper & Magazine Editing.	03		01	04
	TOTAL	13		05	18

UNIT-III

	PROCESS OF EDITING-II	L	T	P	TOTAL
3.1	Editing: Copies of News Agencies, Bureaus, Special Correspondents, Foreign Correspondents, Regional Correspondents, City Reporters, Stringers etc.	04		01	05
3.2	Copy writing, Abstracting, Synoptic writing, Excerpting, Slanting, Streamlining, Rewriting, Integration Translation, Transcreation and Transliteration.	03		01	04
3.3	Editing for a Target Audience	02		01	03
3.4	Editing of Feature Pages : Sunday Magazines, Special Sections, Special Supplements and City pullouts	02		01	03
3.5	Editing of Articles, Features and Other Stories	03			03
	TOTAL	14		04	18

UNIT IV

	PROCESS OF EDITING -III	L	T	P	TOTAL
4.1	Reorganizing & restructuring of a news story	02	01	01	04
4.2	Various types & Intro's and Lead's.	02		01	03
4.3	Editing of Front page, Sports page and Business page.	02	01	01	04
4.4	Specific language inputs: Word, Phrases, Specific grammatical problems.	02		01	03
4.5	Editing to fit available space: cutting and expanding copy to fill a space.	02	01	01	04
	TOTAL	10	03	05	18

UNIT-V

	HEADLINES AND PHOTOGRAPHS	L	T	P	TOTAL
5.1	Headlines - Meaning, Significance and Types	02		01	03
5.2	Effective headline Writing - Characteristics and Techniques	02		01	03
5.3	Photo Selection - Role and Significance, Qualities of effective photographs.	02		01	03
5.4	Photo editing- Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs. Captions, Sub caption and cut line writing, Editing of Photo-features, Action and effective Photographs	04		01	05
5.5	Preparations of Charts, Diagrams, Graphs, Illustrations and Cartoons etc.	03		01	04
	TOTAL	13		05	18

PAPER - II MEDIA LAWS AND ETHICS

Module Code – CCC8
Core Course
UNIT-I

Total Credit – 06(5+1)
Max Marks -100, (80Th.+20Int.)

	MEDIA LAWS - THE CONCEPT	L	T	P	TOTAL
1.1	Media Laws: Concept, Nature, Scope and Need	02	01		03
1.2	An Overview of Media laws, both as a Socio-Political Institution and as a Business	04			04
1.3	Freedom of Speech and Expression: Constitutional Provisions	04	01		05
1.4	Censorship and Media: The Indian Experience, Particularly during the Emergency of 1975	06			06
	TOTAL	16	02		18

UNIT-II

	MAJOR LEGAL PROVISIONS AND ACTS – 1	L	T	P	TOTAL
2.1	Press and Registration of Books Act, 1867	04	01		05
2.2	Law on Defamation	03	01		04
2.3	Contempt of Courts Act, 1971	03	01		04
2.4	Privileges of Parliament/State Legislatures	04	01		05
	TOTAL	14	04		18

UNIT-III

	MAJOR LEGAL PROVISIONS AND ACTS – 2	L	T	P	TOTAL
3.1	Right to Information Act, 2005/ Official Secrets Act, 1923, Consumer Protection Act	05	01		06
3.2	Working Journalists, Other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955	04	01		05
3.3	Copyright Act, 1957	02	01		03
3.4	Press Council Act, 1978	03	01		04
	TOTAL	14	04		18

UNIT-IV

	MAJOR LEGAL PROVISIONS AND ACTS – 3	L	T	P	TOTAL
4.1	Cable Television Networks (Regulation) Act, 1995 and Rules	02			02
4.2	Prasar Bharati (Broadcasting Corporation of India) Act, 1990	04			04
4.3	Information Technology Act, 2000	04			04
4.4	Debate and Regulations about Convergence, Media Council etc.	04			04
4.5	Salient Features of cinematography Act-1952	04			04
	TOTAL	18			18

UNIT-V

	MEDIA ETHICS - CONCEPT AND STATUS	L	T	P	TOTAL
5.1	Media Ethics: Concept, Scope, Need and Contemporary Status	04			04
5.2	Norms of Journalistic Ethics, Press Council's Guidelines	05			05
5.3	Institutions of the Ombudsman, Right to Privacy, Lok Adalat	05			05
5.4	Broadcasting Code, Cable TV Programme Code, Advertising Code	04			04
	TOTAL	18			18

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PAPER - III CYBER MEDIA AND JOURNALISM

Module Code – CCC9
Core Course

Total Credit – 06(4+2)
Max Marks -100, (80Th.+30Pr.+20Int.)

UNIT-I

	NEW MEDIA - INTRODUCTION	L	T	P	TOTAL
1.1	New Media-Definition and evolution of New Media	03	01		04
1.2	Use of New Communication Medium (Internet, Mobile)	03	01		04
1.3	Features, Advantages, Limitation and Risk factor involved in New Media	04	01		05
1.4	Use of SMS, MMS, Video Conferencing, E-mail, Skype and Mobile Journalism.	04	01		05
	TOTAL	14	04		18

UNIT -II

	CONTENT PLANNING	L	T	P	TOTAL
2.1	Information Overload, Selection and Retrieval	03	01		04
2.2	Writing for Web : Basic Principles	03	01		04
2.3	Importance of web Journalism : Information, news and Entertainment on Web	04	01		05
2.4	Preparation and Presentation of Web content	04	01		05
	TOTAL	14	04		18

UNIT -III

	ANIMATION	L	T	P	TOTAL
3.1	Introduction to Adobe Premier. Features of Adobe Premier and FCP	04	01		05
3.2	Workspace – Customizing the workspace, Tools, clip details Menus Assets.	03		01	04
3.3	Transition - Transition overview, Adding transition, Adding Titles in a movie.	03	01		04
3.4	Effects -Working with effects, Applying Compositing and Exporting video outputs.	03	01	01	05
	TOTAL	13	03	02	18

UNIT-IV

	MULTIMEDIA	L	T	P	TOTAL
4.1	Introduction to Multimedia	02	01	01	04
4.2	Elements of Multimedia (Text, Images, Audio, Video, Animation)	04		01	05
4.3	Introduction to Sound Editing and Popular Applications	02	01	01	04
4.4	Introduction to Video Editing and Popular Video Editing Applications	04		01	05
	TOTAL	12	02	04	18

UNIT-V

	UNDERSTANDING WEB PAGE	L	T	P	TOTAL
5.1	Introduction to FrontPage. Tools, Menus and Interface of Front Page	03	01	01	05
5.2	Basic tags of HTML/ DHTML	02	01	01	04
5.3	Understanding Script Languages (VB Script, Java Script), Static Pages and Dynamic Pages	03		01	04
5.4	Introduction to Blog, Social networking (Facebook, Twitter, Orkut, linkedin)	04		01	05
	TOTAL	12	02	04	18

PAPER IV (A)
ELECTRONIC JOURNALISM

Module Code – CCC3(A)
Elective Core Course
UNIT -I

Total Credit – 06(5+1)
Max Marks -100, (80Th.+20Int)

Introduction of Electronic Media					
	L	T	P	TOTAL	
1.1	02	01	01	04	
1.2	02	01	01	04	
1.3	02	01	01	04	
1.4	01	01	01	03	
1.5	01	01	01	03	
TOTAL	08	05	05	18	

UNIT -II

Radio					
	L	T	P	TOTAL	
2.1	02		01	03	
2.2	01		01	02	
2.3	01		01	02	
2.4	02		01	03	
2.5	02		01	03	
2.6	01		01	02	
2.7	01		02	03	
TOTAL	10		08	18	

UNIT -III

Television-1					
	L	T	P	TOTAL	
3.1	02		01	03	
3.2	02		01	03	
3.3	02		01	03	
3.4	02		01	03	
3.5	02		01	03	
3.6	02		01	03	
TOTAL	12		06	18	

UNIT -IV

	Television-II	L	T	P	TOTAL
4.1	News reporting, Television script.	01		02	03
4.2	News writing, news anchoring, packaging.	02		02	04
4.3	Process of news presentation-Pre production and post production.	02		01	03
4.4	Basics of script writing for TV programs, Tv documentaries, types of documentaries.	02		01	03
4.5	Comparison in form and content of DD, Aaj Tak, Zee TV, Star TV, NDTV, CNBC news and Janmat TV.	03		02	05
	TOTAL	10		08	18

UNIT-V

	Web Journalism	L	T	P	TOTAL
5.1	Significance and scope of web journalism.	02		01	03
5.2	Techniques of writing, editing and layout.	02		02	04
5.3	Surfing and browsing a news website.	02	01	01	04
5.4	Applying convergence in media.	02		01	03
5.5	Role and scope of convergence in development	02	01	01	04
	TOTAL	10	02	06	18

PAPER – IV (B)
MEDIA, DEVELOPMENT AND SOCIAL CHANGE

Module Code – CCC3(B)
Elective Core Course

Total Credit – 06(5+1)
Max Marks -100, (80Th.+20Int.)

UNIT-I

	MEDIA AND SOCIETY	L	T	P	TOTAL
1.1	Media and Society linkages	03	01		03
1.2	Role of Media in Democracy	03	01		04
1.3	Media and Culture	03	01	01	05
1.4	Media and Public Opinion	03	01	01	05
	TOTAL	12	04	02	18

UNIT -II

	ROLE OF MEDIA IN SOCIAL CHANGE	L	T	P	TOTAL
2.1	Motivation for Change and Media	02	01	01	04
2.2	Barriers in Social Change and Media	03	01	01	05
2.3	Political Changes and Media	02	01	01	04
2.4	Economic, Social Changes and Media	03	01	01	05
	TOTAL	10	04	04	18

UNIT - III

	PROCESS OF DEVELOPMENT	L	T	P	TOTAL
3.1	Development: Meaning, Concept and Process.	02	01	01	04
3.2	Models of Development	03	01	01	05
3.3	Problems and issues in Development	03	01	01	05
3.4	Characteristics of Developing Societies	02	01	01	04
	TOTAL	10	04	04	18

UNIT-IV

	DEVELOPMENT AND MEDIA	L	T	P	TOTAL
4.1	Communication and Development	03	01		04
4.2	Development Communication and Development Support Communication: Meaning, Concept, Definition, philosophy and process	05	01		06
4.3	Role of Media in Development Communication theories	03	01		04
4.4	Empowerment Process and Media	03	01		04
	TOTAL	14	04		18

UNIT - V

	DEVELOPMENT AND RELATED ISSUES	L	T	P	TOTAL
5.1	Development Related Organizations: UNO, WTO, Millennium Development goals, Sustainable goals, Digital Divide, Civil Society	02	01	01	04
5.2	Social Development in India and Government Programs: an Analytical Description, Social Development Index	02	01	01	04
5.3	E-Governance for Development and Democracy	02		01	03
5.4	Research, field work and Sources for Developmental stories	02	01	01	04
5.5	Different Developmental stories in form of News, feature and Report	01	01	01	03
	TOTAL	09	04	05	18

SEMESTER – IV

PAPER – I **JOURNALISM RESEARCH**

Module Code – CCC10
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

UNIT - I

	CONCEPT OF RESEARCH	L	T	P	Total
1.1	Meaning, Nature and Scope of Social and Mass Communication Research	02		01	03
1.2	Review of literature, Types and Approaches of Research	02	01	01	04
1.3	Formulation of Research Problem, Variables, Hypothesis	02		01	03
1.4	Research Design and its types	02	01	01	04
1.5	Reliability, Validity and Objectivity	02	01	01	04
	TOTAL	10	03	05	18

UNIT - II

	RESEARCH METHODOLOGY	L	T	P	Total
2.1	Methods and Methodology	02	01	01	04
2.2	Sampling - Meaning, Types and Problems	03	01		04
2.3	Sources of Data - Primary and Secondary data	02	01		03
2.4	Questionnaire, Schedule, Interview and Observation Method	02	01	01	04
2.5	Case Study, Content Analysis	01	01	01	03
	TOTAL	10	05	03	18

UNIT-III

	COMMUNICATION RESEARCH	L	T	P	Total
3.1	Nature and Importance of Communication research, Communication Research in India	02	01	01	04
3.2	Communicator/source analysis, Message Analysis, Channel Analysis and Audience Analysis	02	01	01	04
3.3	Process and Impact Analysis	02	01		03
3.4	Media Research, Public Opinion Research, Pre Poll and Exit Poll surveys: Legal Implications	02	01	01	04
3.5	TRP and TAM, Feedback and Feed forward Researches	02		01	03
	TOTAL	10	04	04	18

UNIT-IV

	COMMUNICATION SURVEY RESEARCH	L	T	P	Total
4.1	Uses of Communication Survey research	02	01		03
4.2	Uses of different Communication research methods in CSR	02	01		03
4.3	Processing a CSR proposal and a report	02	01		03
4.4	Scheduling, Activities and Budgetary requirements for CSR proposal	02	01		03
4.5	Advertisement and Market Research and Pareto Chart	02	01		03
4.6	Ethical perspective in research	02	01		03
	TOTAL	12	06		18

UNIT-V

	DATA ANALYSIS	L	T	P	Total
5.1	Levels of measurement, Rating Scales, Tabulation and Classification	02		01	03
5.2	Graphic and Diagrammatic representation of data	02		01	03
5.3	Mean, Median, Mode, Standard Deviation	02		01	03
5.4	Analysis of variance, Correlation	02		01	03
5.5	Research Software's	02		01	03
5.6	Report Writing Indexing and Bibliography	02		01	03
	TOTAL	12		06	18

DIVERSITY AND WRITING FOR MEDIA

Module Code – CCC11
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

UNIT –I

DIVERSITY AND PLURALITY		L	T	P	Total
1.1	Diversity-Concept, Structure and Significance	02	01		03
1.2	Diversity of Inert and consciousness in the nature.	03			03
1.3	Diversity in opinions- interpretation and importance	03			03
1.4	Cultural Diversity-interpretation and importance	03	01	01	05
1.5	Plurality in Diversity-Concept and interpretation	02	01	01	04
TOTAL		13	03	02	18

UNIT –II

UNITY AND DIVERSITY		L	T	P	Total
2.1	Unity in Diversity- Concept and interpretation	02	01		03
2.2	Diversity in Unity- Concept and interpretation	02	01		03
2.3	Diversity - Concept -Social, Cultural, Economic and Political	02		01	03
2.4	Essential components of Diversity, Merits and Demerits.	03		01	04
2.5	Uniformity v/s Diversity	03	01	01	05
TOTAL		12	03	03	18

UNIT –III

EXPRESSION AND DIVERSITY		L	T	P	Total
3.1	Essentiality of diversity and plurality in expression.	03	01		04
3.2	Role of diversity in creative expression.	03	01		04
3.3	Forms and Effects of diversity of expression	03	01	01	05
3.4	Uniformity v/s diversity of expression	03	01	01	05
TOTAL		12	04	02	18

UNIT -IV

	DIVERSITY AND COMMUNICATION	L	T	P	Total
4.1	Diversity of communication and dialogue- interpretation and forms.	03	01	01	05
4.2	Diversity of communication medium- merits and demerits	02	01	01	04
4.3	Diversity and plurality in the content of communication media Interpretation-Estimate-Measurement Scale	03	01	01	05
4.4	Inter relationship of social and cultural diversity with diversity in Media	02	01	01	04
	TOTAL	10	04	04	18

UNIT -V

	MEDIA WRITING AND DIVERSITY	L	T	P	Total
5.1	Persuasive Elements and Absorption of diversity and plurality of writings in the News - exercises	03	01	01	05
5.2	Socio - economic diversity of Media professionals	02	01	01	04
5.3	Production of Entertainment programmes, social diversity and plurality - exercises	03	01	01	05
5.4	Role of Mass media in Social Dialogue of diversity.	02	01	01	04
	TOTAL	10	04	04	18

PAPER -III
NEWSPAPER AND MAGAZINE PRODUCTION

Module Code – CCC12
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

	PRACTICAL WORK	L	T	P	Total
01	Each student shall produce one single edition of 04 Page Newspaper on Computer (tabloid/broadsheet size)				
02	Fourth Semester Students will edit and publish a 08 page full size broadsheet newspaper printing and circulation responsibility of the student concern	15		60	75
03	Fourth Semester Students shall prepare, edit and publish 32 pages (with 04 cover pages) News Magazine and will get it circulated.				
	TOTAL	15		60	75

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PAPER – IV (A)
INTERCULTURAL COMMUNICATION AND CONTEMPORARY ISSUES

Module Code – CCE4(A)
Elective Soft Core

Total Credit – 06(5+1)
Max Marks -100, (80Th.+20Int.)

UNIT-I

	Introduction of Intercultural Communication	L	T	P	Total
1.1	Culture:- Definition, Process, Symbols, Culture as a Social Institution	02	01		03
1.2	Value System: primary, secondary, Eastern and Westerns Perspectives.	03		01	04
1.3	Intercultural Communication: Definition and Process	02	01		03
1.4	Cultural Symbols in Verbal and Non verbal Communication.	02		01	03
1.5	World Philosophical and functional dimensions View (Hindu, Islamic, Buddhists, Western Perspectives)	03	01	01	05
	TOTAL	12	03	03	18

UNIT-II

	Intercultural Communication-I	L	T	P	Total
2.1	Eastern Cultures (Dwaitha, Adwaitha, Vishishtadwaitha)	02	01		03
2.2	Chinese (LaoTzu and Confucius), Shinto, Buddhism and Sufism.	02		01	03
2.3	Language and Grammar as a Medium of Cultural communication- Panini/Patanjali- Prabhakara, Mandanamisra, Chomsky, Thoreau, Darrida and other.	03	01		04
2.4	Modern Mass Media as Vehicles of Intercultural Communication.	02		01	03
2.5	Barriers in Intercultural Communication. Religious, Political and Economic pressures.	02		01	03
2.6	Communication for Intercultural conflict resolution.	02			02
	TOTAL	13	02	03	18

UNIT -III

	Intercultural Communication-II	L	T	P	Total
3.1	Culture, Communication and Folk Media	02	01	01	04
3.2	Impact of New Technology on Culture, Globalization and its Effects on Culture and Communication.	03	01	01	05
3.3	Mass Culture Typologies-Criticism and Justification.	02	01		03
3.4	Idea, Ideology and Media.	01	01		02
3.5	Ideologies and Political System Through Historical Perspective form Ancient to Modern.	02	01	01	04
TOTAL		10	05	03	18

UNIT-IV

	Contemporary Issues-I	L	T	P	Total
4.1	Responsibility of Media in Pluralistic society.	02	01	01	04
4.2	Feudalism, Capitalism and communism.	02	01	01	04
4.3	Ideologies of Indian Freedom movement.	02	01	01	04
4.4	Gandhism, Nehruvian Socialism and Socialism, Regionalism.	02	01	01	04
4.5	Social Justice and Ethics Conflict	02			02
TOTAL		10	04	04	18

UNIT-V

	Contemporary Issues-II	L	T	P	Total
5.1	Emergence of Religious Fundamentalism and Terrorism.	01	01	01	03
5.2	Human Rights, Gender Equality, Decentralisation.	02	01	01	04
5.3	Fundamentalist Activism, Dalit Activism.	01		01	02
5.4	Uni-Polar World and Multi Polar World.	01		01	02
5.5	Globalisation , Role of MNC's, WTO.	01	01	01	03
5.6	Burning issues: Indo Pak relations, North East, Constitutional Reforms Economic Reforms, India as Super Power.	02	01	01	04
TOTAL		08	04	06	18

PAPER – IV (B)
ADVERTISING AND PUBLIC RELATIONS

Module Code – CCE4(B)
Elective Soft Core

Total Credit – 06(5+1)
Max Marks -100, (80Th.+20Int.)

UNIT – I

INTRODUCTION TO PUBLIC RELATIONS		L	T	P	Total
1.1	Concept and Definition of Public Relations, Role and Scope of Public Relations, CSR in PR	02	01	01	04
1.2	Types of Public Relations: Public, Government, Private and Service Sector P.R., Image Building, Brand Promotion, Informational and Crisis Management Public Relations	03	01	01	05
1.3	Tools of P.R.: Media Release-Forms and Formats, Media Conference, Seminars/ Workshops, Events, Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature and Videos, Interviews and other Programmes	03	01	01	05
1.4	P.R., Propaganda, Publicity and Advertising Sales Promotion and Marketing	02	01	01	04
TOTAL		10	04	04	18

UNIT -II

ROLE AND FUNCTIONS OF PUBLIC RELATIONS		L	T	P	Total
2.1	P.R. in Central and State Government - Role and Functions	03	01		04
2.2	Organisational structure of P.R. Department in Central - State Government	03			03
2.3	P.I.B., A.I.R., D.D., Films Division, Song and Drama Division, Field Publicity etc.	04	01		05
2.4	Art of P.R. writing	02			02
2.5	Publicity Media- Press, TV, Radio, Films, Video, News technology	04			04
TOTAL		16	02		18

	PUBLIC RELATIONS AND MEDIA	L	T	P	Total
3.1	P.R. and Media, Event Management	02	01		03
3.2	Corporate Communications: Tools and Techniques,	03	01		04
3.3	Major P.R. Agencies: Indian and International Agencies, their Functioning and Organisational setup	04			04
3.4	Characteristics of Good P.R. and C.C. Personnel	02	01		03
3.5	P.R. Campaign- Research and Feedback	03	01		04
	TOTAL	14	04		18

UNIT -IV

	INTRODUCTION TO ADVERTISING	L	T	P	Total
4.1	Advertising - Definition, Role and Importance	02			02
4.2	History and Development of Advertising, Present Status of Advertisements	03			03
4.3	Types of Advertisement - Corporate, Product, Display, Financial, Public Service, Tenders and Notices, Appointment Ads and Classified Ads.	04			04
4.4	Advertising ethics and Social responsibility, Socio-Economic effects of Advertising, Image and Attitude Research	03			03
4.5	Regulation of Advertising - Role of AAI, ASCI and INS.	02			02
4.6	Advertising Research: Research in Advertising, Market Research and Advertising Research, Positioning Research: Pre-test Research and Post- Test Research Advertising Models: PACT, DAGMAR, AIDA, HOE.	04			04
	TOTAL	18			18

UNIT - V

	ART OF ADVERTISING	L	T	P	Total
5.1	Ad Agency - Types, Structure and Functions	02	01		03
5.2	Art of Developing Effective Copy and Importance of Copy writer	02	01		03
5.3	Copy elements - Headline, Sub Heads, Slogans, Body Copy, Logo etc.	03			03
5.4	Layout - Importance, Steps and Principles of a good Layout, Visuals- Its importance.	04	01		05
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.	04			04
	TOTAL	15	03		18

OPEN ELECTIVE (ANY ONE IN EACH SEMESTER)
PAPER – V (A)
ART AND CULTURE JOURNALISM

Module Code - MUOE1
 Open Elective
 UNIT-I

Total Credit – 03(2+1)
 Max Marks -50, (25Th.+15Pr.+10Int.)

	AESTHETICS	L	T	P	TOTAL
1.1	Art and Various art mediums.	04			04
1.2	Art and Aesthetics.	04	01		05
1.3	Introduction to Indian Aesthetics- Bharat and Abhinavupt (Special reference)	02	01		03
1.4	Introduction to western aesthetics Earnst Fisher, Gramschi (Special reference)	03	01		04
1.5	Traditional and Modern Art forms.	03	01		04
	TOTAL	16	04	06	20

UNIT-II

	MUSIC, PRINTING AND SCULPTURE	L	T	P	TOTAL
2.1	Intrcduction to Indian Music- Styles, Gharanas, Major Exponents.	03	01		04
2.2	Intrcduction to Indian Painting – styles, Forms and major Exponents.	03	01		04
2.3	Intrcduction to Indian Sculpture– styles, Forms and major Exponents.	03	01		04
2.4	Insight into the Western Paintings, music and sculpture, major artists and their important works.	03	01		04
	TOTAL	12	04		16

UNIT -III

	LITERATURE AND DANCE	L	T	P	TOTAL
3.1	Literature and its impact on society.	02	01		03
3.2	Introduction to trends in Indian literature with special reference to Hindi literature.	03	01		04
3.3	Introduction to various Indian Dance Forms.	03	01	01	05
3.4	Traditional Folk and classical forms.	02	01	01	04
	TOTAL	10	04	02	16

UNIT-IV

	THEATRE AND CINEMA	L	T	P	TOTAL
4.1	Ancient, Sanskrit and Modern Drama in India.	02			02
4.2	Major theatre exponents, their works and critique.	02	01	01	04
4.3	Introduction to History of Hindi Cinema and Various trends.	02		01	03
4.4	Major film makers, their work and critique.	04	01	01	06
4.5	Theatre and Cinema Comparison and Comprehension	02	01	01	04
	TOTAL	12	03	04	19

UNIT-V

	ORGANIZATION AND ART MAGAZINES	L	T	P	TOTAL
5.1	Important Arts Organizations Like Sahitya Academy, Sangeet Natak Academy, National School of Drama, Film and Television Institute of India, Pune (FTII), Bharat Bhawan.	04	02		06
5.2	Indira Gandhi National Centre for Performing Art, Introduction of National Museum, Natrang.	03	01		04
5.3	Contemporary Indian Literature, Study of Purvagarh. Kalavarta, Chomasa, Naya Gyanodaya and Sakshatkar Magazines	04	01		05
5.4	Indian Art Magazines and their Introductions, Magazines of Literature and Culture.	02	02		04
	TOTAL	13	06		19

PAPER – V(B)
SPORTS JOURNALISM

Module Code - MJOE2
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

	IMPORTANCE, LANGUAGE SKILL AND PRESENTATION	L	T	P	TOTAL
1.1	Sports Journalism.	03			03
1.2	History of sports writing in the world and in India	03	01		04
1.3	Language Skill, Writing and Editing- for sports	03			03
1.4	Selection of Headlines, Photos, Lay-out, Design, Cartoon, Graphics and Graphs, Photo feature.	03	01	01	05
1.5	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.	06	01	01	08
	TOTAL	18	03	02	23

UNIT-II

	SPORTS NEWS	L	T	P	TOTAL
2.1	Qualities of Sports Journalist	01		01	02
2.2	Collection of News- Through Self Sources, By Agencies, By Press Releases, By Conference, By Radio and Television, By Internet.	03	01	01	05
2.3	Sports Journalism for Radio and Tv, Curtain raiser, Commentary, Interviews.	03	01	02	06
2.4	Organizational set up & structure of some important Sports Channels.	02			02
2.5	Writing for Web Media. Introduction of some important sports related websites.	02		01	03
	TOTAL	11	02	05	18

UNIT -III

	STRUCTURE OF SPORT ORGANIZATIONS	L	T	P	TOTAL
3.1	Government	04	02		06
	i. Ministry				
	ii. Directorate.				
	iii. Sport Council				
	iv. Sport Authority.				
	v. Sport Hostel.				
3.2	Private	02	01		03
	i. Indian Olympic Association				
	ii. Olympic Association of the States.				
3.3	Federation	03	01	01	05
	i. Federation of Various Sport Organizations.				
	ii. Association of Various Sports in States.				
	iii. District and Commissionerary Unit of Various Sport.				
3.4	Sports Club	01			01
3.5	Competitions	02			02
	i. Various National State and District Level Competitions.				
	ii. Invited Competition.				
	TOTAL	12	04	01	17

UNIT-IV

	DIFFERENCES BETWEEN NEWSPAPER AND MAGAZINE EDITING	L	T	P	TOTAL
4.1	Differences Between the Content of Newspaper and Magazines	02	01	01	04
4.2	Differences Between Writing Styles.	02		01	03
4.3	Differences in Presentation and News Selection	02		01	03
4.4	Specific Skills.	01			01
4.5	Selection of Photos.	01			01
4.6	Intro Writing on Contemporary Sport and Events.	03		01	04
4.7	Quick Comment on Special Occasions.	02			02
	TOTAL	13	01	04	18

UNIT-V

	WELFARE SCHEMES	L	T	P	TOTAL
5.1	Government Awards for Sports Person: Arjun Award, Padamshree Award, Vikram, Dronacharya Award etc.	04	01		05
5.2	Sports Quota and Government Services.	02	01		03
5.3	Declaring Extra Ordinary Sport Person.	01	01		02
5.4	Incentive and prize on Best performance	01			01
5.5	Benefit Matches.	01			01
5.6	Acceptance of Marks for Admission in Colleges.	01			01
	TOTAL	10	03		13

Signature

Signature

Signature

**PAPER – V(C)
CONTENT PRODUCTION FOR MEDIA**

Module Code – MJOE3
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

	FEATUERS OF MEDIA CONTENT	L	T	P	TOTAL
1.1	Media Content :Motives and Significance, News and Views	03	01	01	05
1.2	Critical Perspectives on Content	03	01		04
1.3	Convergence in Media Content	02		02	04
1.4	Advertisement and Related Materials	02	01	02	05
	TOTAL	10	03	05	18

UNIT-II

	MEDIA CONTENT BEYOND NEWS	L	T	P	TOTAL
2.1	Feature : Concept , Significance and Types	03		01	04
2.2	Various styles of Feature Writing, Feature : The Visual Support	03	01	01	05
2.3	Writing Style of News Features	02	01	02	05
2.4	Fashion, Life Style and Entertainment Inputs	02	01	01	04
	TOTAL	10	03	05	18

UNIT-III

	SPECIALISED MEDIA WRITING – I	L	T	P	TOTAL
3.1	Writing Human Interest Stories	02	01	02	05
3.2	Follow-up Stories	01	01	02	04
3.3	Writing Editorials, Special Articles	01	01	02	04
3.4	Activism and advocacy Journalism	02	01	02	05
	TOTAL	06	04	08	18

UNIT-IV

	SPECIALISED MEDIA WRITING – II	L	T	P	TOTAL
4.1	Selection of Subjects According to Specific Target Groups	02	01	01	04
4.2	Writing on Rural, Urban and Rural Issues	02	01	01	04
4.3	Content Writing for Weekend/Sunday Supplements and Pullouts	03	01	01	05
4.4	Content on Controversial Issues Like Cast, Community, Regionalism , Human Rights and Communal	03	01	01	05
	TOTAL	10	04	04	18

UNIT-V

	NEW MEDIA WRITING : VIEWS	L	T	P	TOTAL
5.1	Alternative Journalism: Skills for The Multimedia Journalist, Presenting News and Views, Citizens as Content Producer	03	01	01	05
5.2	Writing for the Web	03	01	02	06
5.3	Telling the Story with Images	02	01	02	05
5.4	Working With Videos	01		01	02
	TOTAL	09	03	06	18

PAPER – V (A)
MEDIA LANGUAGE: STRUCTURE, STYLE AND TRANSLATION

Module Code – MJOE4
Open Elective
UNIT-I

Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

	ESSENTIALS OF MEDIA WRITING	L	T	P	TOTAL
1.1	Importance of Language and Communication	02		02	04
1.2	Characteristics of writing for newspapers and magazines.	03		02	05
1.3	Basics of grammar in Hindi and English; use of phrases and words.	02		02	04
1.4	Basics of writing for Radio and Tv.	03		02	05
	TOTAL	10		08	18

UNIT-II

	PARAPHRASING AND TRANSLATIONS	L	T	P	TOTAL
2.1	Methods of Paraphrasing, Attribution, and Quoting.	01	02	01	04
2.2	Translating at least 5 different news items.	01	02	01	04
2.3	Translating at least one creative writing of about 500 words.	01	02	01	04
2.4	Preparing a list of at least 20 phrases in Hindi and English used for the same expression.	02	02	02	06
	TOTAL	05	08	05	18

UNIT -III

	NEWS AND FEATURE WRITING SKILLS	L	T	P	TOTAL
3.1	News: Concepts and Elements.	01	02	01	04
3.2	Writing Intros and Headline.	01	02	02	05
3.3	Writing Simple News Stories.	01	02	01	04
3.4	Writing Feature Articles.	02	02	01	05
	TOTAL	05	08	05	18

UNIT-IV

TRANSLATING JOURNALISTIC CONTENT-1: BUSINESS AND ENVIRONMENT		L	T	P	TOTAL
4.1	Translating at least 5 different news items from Business Pages	02	01	01	04
4.2	Translating at least 20 different Headlines of Business News	02	01	01	04
4.3	Translating at least one Article on Business	02	01	01	04
4.4	Preparing a glossary of 25 words in both the language, generally used for the same expression for business related journalistic content.	03	01	02	06
TOTAL		09	04	05	18

UNIT-V

TRANSLATING JOURNALISTIC CONTENT-2: SPORTS AND SCIENCE		L	T	P	TOTAL
5.1	Translating at least 5 different news items on five different sports.	02	01	01	04
5.2	Translating at least 20 Headlines of Sports News items of different Sports	02	01	02	05
5.3	Translating a column Article of Renowned Person on Sports.	02	01	01	04
5.4	Preparing a glossary of 25 words in both the languages, generally used for the same expression for different sports.	03	01	01	05
TOTAL		09	04	05	18

PAPER – V (B) CRIME AND COURT REPORTING

Module Code – MJOE5
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

	CRIME REPORTING	L	T	P	TOTAL
1.1	Crime Reporting.	02	01	01	04
1.2	History of Crime Reporting.	02	01	01	04
1.3	Crime, Society and Law.	01	01	01	03
1.4	Psychology of Crime.	01	01	01	03
1.5	Sensationalization of Crime and Glamorization of Criminals.	01	01	02	04
	TOTAL	07	05	06	18

UNIT-II

	CRIME: CENCEPTS AND TYPES	L	T	P	TOTAL
2.1	Concept of Criminology.	01	01	01	03
2.2	Sociology of Crime.	01	01	01	03
2.3	Changing Pattern of Crimes.	02	01	01	04
2.4	Rural and Urban Crimes.	02	01	01	04
2.5	Mafia, Politics and Money.	01	01	02	04
	TOTAL	07	05	06	18

UNIT -III

	LAWs, AGENCIES AND INVESTIGATIVE, REPORTING	L	T	P	TOTAL
3.1	Knowledge of Criminal Laws (viz, IPC, CrPC etc.)	01	01	02	04
3.2	Investigative Reporting and Writing of Crime Stories.	01	01	02	04
3.3	Med a, Police and Criminals.	01	01	01	03
3.4	Investigation Agencies (Lokayukta, Lokpal, C.B.I., I.B., Interpol etc.)	01	01	01	03
3.5	International Crimes, Terrorism and Laws.	01	01	02	04
	TOTAL	05	05	08	18

UNIT-IV

	JUDICIAL SYSTEM AND MEDIA	L	T	P	TOTAL
4.1	What is Judiciary?	02	01	01	04
4.2	Composition of Court Structure.	02	01	01	04
4.3	What is Court Reporting?	02	01	01	04
4.4	Knowledge of Legal Procedure and Major Laws.	01	01	01	03
4.5	Media and Judiciary.	01	01	01	03
	TOTAL	08	05	05	18

UNIT-V

	HUMAN RIGHTS, MEDIA AND SOCIETY	L	T	P	TOTAL
5.1	Media, Law, State and society.	01	01	02	04
5.2	Media and Human Rights:	01	01	01	03
5.3	Precaution and Challenges in Court Reporting- Do's and Don'ts.	02	01	01	04
5.4	Journalist's Responsibility Towards Society and Judiciary.	01	01	01	03
5.5	Issues and Challenges before Crime and Court Journalists.	02	01	01	04
	TOTAL	07	05	06	18

PAPER – V (C)
COPY WRITING ON DIFFERENT ISSUES

Module Code – MJOE6
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

	POLITICAL REPORTING	L	T	P	TOTAL
1.1	Writing news reports on current political issues. (national/ International/Regional/Local)	02	02	02	06
1.2	In-depth news reports on current political issues (national/ International)	02	02	02	06
1.3	Writing news reports on local political scenario/ Political leaders Interviews	02	02	02	06
	TOTAL	06	06	06	18

UNIT-II

	HEALTH REPORTING	L	T	P	TOTAL
2.1	Writing news report/ In-depth report on local hospital infrastructure.	02	02	02	06
2.2	Writing news on seasonal disorders.	02	02	02	06
2.3	Write News reports and facts based news on local health organizations survey reports. (Aids, Polio, Child Birth ratio, Female Foeticide etc.)	02	02	02	06
	TOTAL	06	06	06	18

UNIT-III

	URBAN ISSUES	L	T	P	TOTAL
3.1	Writing News/ Column on new trends of Urban/City development. (Smart city)	02	02	02	06
3.2	Writing News report/ In-depth report (Facts, Interviews, and Surveys) on environmental changes.	02	02	02	06
3.3	Decision of NGT (National Green Tribunal) and its report	02	02	02	06
	TOTAL	06	06	06	18

UNIT IV

	CULTURE, CINEMA, ENTERTAINMENT REPORTING	L	T	P	TOTAL
4.1	Writing different types of news report (News, first person, Column, feature) on celebs Interviews.	02	02	02	06
4.2	Writing news report on new trend of cinema, youth choice, trend of market	02	02	02	06
4.3	Writing news/Column/ feature on folk art and different types of cultural art forms and events occurred in the city	02	02	02	06
	TOTAL	06	06	06	18

UNIT-V

	BUSINESS REPORTING	L	T	P	TOTAL
5.1	Write/In-depth study on Indian Foreign Policies (Bilateral trade)	02	02	02	06
5.2	Writing short news/ news report on Share Market, Crude, Commodity, Barking and International tread chances.	02	02	02	06
5.3	Writing in-depth news report on Budget.	02	02	02	06
	TOTAL	06	06	06	18

PAPER – V (A)
MAGAZINE JOURNALISM

Module Code – MJOE7
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

MAGAZINES: EVOLUTION AND TYPES					
		L	T	P	TOTAL
1.1	Brief History of magazine journalism in (i) India (ii) UK (iii) USA	01		02	03
1.2	Magazines, Journals and Daily Newspapers	01		02	03
1.3	Types of Magazines – General Interest, Business, Sports, Children's, Cartoons and Comic books and magazines, Women's, Travel and life style, Leisure & Entertainment, Science, Health, and Education Magazines.	02	01	02	05
1.4	Specialised Magazines – IT, Health, Auto, Career, Interiors & Design, Crime, Photography.	01		02	03
1.5	Coffee table Publications, House Journals and Magazine sections of Daily Newspapers	01	01	02	04
	TOTAL	06	02	10	18

UNIT -II

MAGAZINE PUBLISHING					
		L	T	P	TOTAL
2.1	Launching a Magazine – Target, Market, Focus and Style.	02	01	01	04
2.2	Dividing a magazine into sections	02	01	01	04
2.3	Importance of a cover story	02		01	03
2.4	Regular Sections in magazine, Letters, Columns, Article, Advice, Editorials, Time out.	02	01	01	04
2.5	Editorial Administration, Copyright, Libel, Censorship & Invasion of Privacy, Regulatory laws.	02	01		03
	TOTAL	10	04	04	18

UNIT - III

	MAGAZINES: PLANNING, CONTENT AND LAYOUT	L	T	P	TOTAL
3.1	Planning a Magazine Issue: Editorial Meeting and Co-ordination with bureaus, Reporters, Contributors, Writers etc.	01	01	02	04
3.2	Planning focus, cover story, Research and Reporting by Correspondents.	01	01	02	04
3.3	Role of Re-write specialists and Copy Desk, Coordinator and editor.	01	01	02	04
3.4	Layout in a magazine, Role of Graphics and Photo section.	01	01	01	03
3.5	Closing an issue and sending it for Printing.	01	01	01	03
	TOTAL	05	05	08	18

UNIT-IV

	MAGAZINE AND MARKETING	L	T	P	TOTAL
4.1	Role of Circulation Department in a Magazine.	01	01	02	04
4.2	Role of Marketing/ Advertising Departments.	01	01	01	03
4.3	Planning and Executing Special issues and Supplements.	01	01	02	04
4.4	Audience Research, Content Studies (Analysis), Advertising Research.	01	01	01	03
4.5	Role and Importance of Promotions and Special Subscription offers.	01	01	02	04
	TOTAL	05	05	08	18

UNIT V

	NEW TRENDS	L	T	P	TOTAL
5.1	Writing skills for magazines, freelancing for magazines.	02	01	01	04
5.2	New trends in magazine journalism.	01	01	01	03
5.3	Important Magazines: News Week, Time, Readers Digest, India Today, Outlook, The Week, Competition Success Review, Femina, Vanita, Manorama, Caravans, Herald (Pakistan), The Economist.	04	01	01	06
5.4	CD-Rom and On-line Magazines	01	01	01	03
5.5	Future of Magazine journalism	01	01		02
	TOTAL	09	05	04	18

PAPER – V (B) GENDER STUDIES

Module Code – MJOE8
Open Elective

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

UNIT-I

Gender and Society	L	T	P	TOTAL
1.1 Social Stratification	01	01	01	03
1.2 Tribal, agrarian, Industrial and Post industrial forms of Society	01	01	01	03
1.3 Enlightenment and Modernism	02	01	01	04
1.4 Religions (Monotheism and Pagan) and their role towards women.	01	01	01	03
1.5 Patriarchal, Matrilineal and Polyandrous forms of society	02	01	02	05
TOTAL	07	05	06	18

UNIT-II

Gender Discrimination	L	T	P	TOTAL
2.1 Division of labour Socio-economic and Ideological Division of labour	02	01	01	04
2.2 Re-reading norms, values, attitudes, morality and locating gender bias.	02	01	01	04
2.3 Reading masculinity and its ideological apparatus.	01	01	01	03
2.4 Ideological basis of discrimination between boy and girl	02	01	01	04
2.5 A case study of Rukama Devi	01	01	01	03
TOTAL	08	05	05	18

UNIT -III

Feminism	L	T	P	TOTAL
3.1 Desire and the discourses of sexuality, sexism, asceticism	02	01	01	04
3.2 Emergence of feminist consciousness	01	01	01	03
3.3 Liberal school of feminism	01	01	01	03
3.4 Marxist school of feminism	01	01	01	03
3.5 Indian social reform movement and representation of woman, issues in them such as Dowry, Child marriage, Widow re- marriage, Triple Talac	03	01	01	05
TOTAL	08	05	05	18

UNIT-IV

	Women Issues	L	T	P	TOTAL
4.1	Gender Identity	01	01	01	03
4.2	Socio-economic, political legal institutions and their gender politics.	01		02	03
4.3	Women rights, movement and status of women (including SC, ST and OBCs)	01		02	03
4.4	Current status of women with reference to literary education, reproductive health, employment and other indicators of human development	01		02	03
4.5	Sexual harassment at work and legal provisions to prevent it	01		01	02
4.6	Domestic violence and legal provisions to prevent it.	01		01	02
4.7	Sex trade, sexual abuse such as rape, molestation	01		01	02
	TOTAL	07	01	10	18

UNIT-V

	Women Issues and Media	L	T	P	TOTAL
5.1	Women's issues and Media	01		01	02
5.2	Portrayal of women	01	01	01	03
5.3	Women's empowerment and political structure	01	01	01	03
5.4	Contribution of leading Indian Feminists like Ila Bhatt, Madhu Kishwar, Brinda Karat, Urvashi Butalia, Indira Jaisingh	02	01	01	03
5.5	Legal rights of women	01	01	01	03
5.6	Impact of global restructuring on kinship Networks	01	01	01	03
	TOTAL	07	05	06	18

PAPER – V(C)
SCIENCE JOURNALISM

Module Code – MJOE9

Open Elective

UNIT-I

Total Credit – 03(2+1)

Max Marks -50, (25Th.+15Pr.+10Int.)

	NEWS REPORT AND REPORTAGE	L	T	P	TOTAL
1.1	Science related issues for news/report writing	03		01	04
1.2	Science news Distinction form general news	03	01	01	05
1.3	Interpretative Reporting on Science Issues	03		01	04
1.4	Investigative Reporting for Science Journalism	03	01	01	05
	TOTAL	12	02	04	18

UNIT-II

	VARIOUS SCIENCE RELATED TOPICS FOR FEATURES AND ARTICLES	L	T	P	TOTAL
2.1	Feature versus Article writing on Science and Technology	02		02	04
2.2	Features/articles for Radio/Tv/Magazines and Web Media	02		02	04
2.3	Types of Features.	03		02	05
2.4	Feature Syndicates	03		02	05
	TOTAL	10		08	18

UNIT -III

	SCIENCE BASIS INTERVIEW AND PANNEL DISCUSSIONS	L	T	P	TOTAL
3.1	Techniques of Interviewing	02		01	03
3.2	Types of discussion, Group discussion, Focus discussion for Print as well as Broadcast and Web Media.	04		02	06
3.3	Press conference: Preparations and Precautions.	02		02	04
3.4	Launching a Science Magazine: Preparation and Process	03		02	05
	TOTAL	11		07	18

UNIT-IV

	CREATIVE WRITING FOR SCIENCE POPULARISATION	L	T	P	TOTAL
4.1	Science Fiction: Story writing, Fantasy, Terminology of science fiction	02	01	02	05
4.2	Science Plays: Stage, Lighting, Characterisation, Directions and Productions	02	01	02	05
4.3	Poems: Why through poems, essential elements, Rhyming	02		02	04
4.4	Quiz: Designing Scientific Quiz.	01	01	02	04
	TOTAL	07	03	08	18

UNIT-V

	PHOTO/VISUALS, ILLUSTRATIONS, SCIENTOON	L	T	P	TOTAL
5.1	Photo Journalism: Basics of Photography, Types of Photography, Lighting Composition, Sources of Scientific photography, Use of Photographs, Caption Writing and other Art Work.	04		02	06
5.2	Illustrations and Visuals	02		01	03
5.3	Scientoons: Message or Principles, Art Work, Caption.	02	01	02	05
5.4	Use of Web Media(Visuals and Text) for Popularizing Science	02		02	04
	TOTAL	10	01	07	18

PAPER -V (A) MEDIA MANAGEMENT AND BUSINESS

Module Code – MJOE10
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

PRINCIPLES OF MANAGEMENT					
		L	T	P	Total
1.1	Concept of Management, The Principles of Management and their significance in Media Business	02	01	01	04
1.2	Media as an industry, Size and Growth prospects, Scope as a Profession	02	01	01	04
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)	03	01	01	05
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	03	01	01	05
	TOTAL	10	04	04	18

UNIT-II

MEDIA MARKETING					
		L	T	P	Total
2.1	Organization Theory, Leadership, Delegation, Decentralization, Motivation Control and co-ordination, Functions of Human Resource Development, Henry Fayols Principles	02	01	01	04
2.2	Functions and Organizational structure of different departments Labour laws, Press Commissions	02	01	01	04
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.	03	01	01	05
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.	03	01	01	05
	TOTAL	10	04	04	18

UNIT -III

ECONOMICS OF MEDIA BUSINESS				
	L	T	P	Total
3.1 Important Bodies of Media Industry DAVP, INS, DPR (State Govts.) ABC, IBF, AAI, ASCI, TRAI	02	01	01	04
3.2 Importance of Readership Research, Syndicated and Commissioned, Various usage, Methodology, Optimization for Content improvisation, Circulation Planning, Advertising Sales and Brand Building	03	01	01	05
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	03	01	01	05
3.4 The economics of Media business, Revenue and expense heads and ways to manage them for higher profitability (Both print and Electronic Media) Wastage control bench marks and quality standards	02	01	01	04
TOTAL	10	04	04	18

UNIT-IV

FINANCE MANAGEMENT				
	L	T	P	Total
4.1 Finance Management, Budgeting and Projection process, Accounts management for fund flow planning and ABC Certification, Tax Planning	03	01		04
4.2 Capital Expenditure, Cost of Capital, Depreciation, Production costs, Commercial Policy	02	01	01	04
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	03	01	01	05
4.4 Administration and Programme Management Scheduling, Transmitting, Record Keeping, Quality control through cost effective techniques	03	01	01	05
TOTAL	11	04	03	18

UNIT-V

	LOGISTIC AND INVENTORY MANAGEMENT	L	T	P	Total
5.1	Distribution and logistics management, Criticality of Timelines	02	01	01	04
5.2	Functions of Brand Management, Advertising and Promotions, Training, Research, Reference Section, Corporate communication, CRM and MIS departments	02	01	01	04
5.3	Inventory Management (raw and finished product) Purchase Management, issues involved in importing of Newsprint and Machines	02	01		03
5.4	Recent Trends in Indian Media management Scene: Global competition in Indian media scene Foreign media industries in India, FDI in Indian media, Recent Trends of media Management in Indian media in Industries.	04	01		05
5.5	Film: Planning, Production, Distribution, marketing, Revenue, Retail.	02			02
	TOTAL	12	04	02	18

PAPER – V (B) OPINION WRITING

Module Code – MJOE11
Open Elective
UNIT-I

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

VIEWS IN MEDIA		L	T	P	Total
1.1	Concept of News and views in media, specially in a newspaper.	03	01	01	05
1.2	Significance of opinions in Newspapers.	02	01	01	04
1.3	Responsibilities and functions of Editor, Lead Writers and Assistant Editors.	03	01	01	05
1.4	Major forms of views and opinions in Newspapers and magazines.	02	01	01	04
TOTAL		10	04	04	18

UNIT-II

THE EDIT PAGE		L	T	P	Total
2.1	Concept and format of edit page of newspapers and magazines.	02	01	01	04
2.2	Opinion in Correspondent's Newsletters, Features, Columns, News reports, City notes.	04	01		05
2.3	Syndicated opinion columns.	01	01	02	04
2.4	Innovations on the edit page: a package of opinions, views, analysis perspectives, comments and information, balancing opinions and comments, encouraging debates.	03	01	01	05
TOTAL		10	04	04	18

UNIT -III

	EDITORIAL AND ARTICLES	L	T	P	Total
3.	The edit page, difference between main articles, side articles, short notes and current topics; difference in character, style and tone.	02	01		03
3.	Defining editorial, its functions and need.	02	01		03
3.	Editorial beyond definition-informed comments, scholarly opinions, prescient observations, exhortations, value judgments, arguments, persuasions, suggestions etc.	03	01		04
3.	Main articles: how they are different from editorials, detailed analysis, depth comment, wider perspectives on long lasting issues of economic political and cultural developments of significance, objectives of main articles.	04	01		05
3.	Current topics, short notes, their purpose; role of letters to the editor column, difference in style.	03			03
5	TOTAL	14	04		18

UNIT-IV

	EDITORIAL WRITING	L	T	P	Total
4.1	Form, purpose and style of editorial writing.	01	01	02	04
4.2	Process of editorial writing: Editorial meeting, panel of editorial writers.	02	01	01	04
4.3	Tools for editorial writing: speed, command over language, reading, scholarship and ability to throw new light on issue and events.	03	01	01	05
4.4	Using clippings and reference material, developing sources and contacts among decision makers, policy and opinion makers; having sources of information independent of editorial staff and reports.	03	01	01	05
	TOTAL	09	04	05	18

UNIT-V

	EDITORS AND COLUMNISTS	L	T	P	Total
5.1	Editor as a thinker, opinion maker, advisor, champion, crusader, newsmen, muck-raker and philosopher.	02	01	02	05
5.2	Editor as great marketman devising communication package, identifying target readership/audience.	03	01	02	06
5.3	Columnists on specialized area.	01		01	02
5.4	Eminent Editors: Present and Past.	02		01	03
5.5	Contemporary Columnists.	01	01		02
	TOTAL	09	03	06	18

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