

BHARTI VISHWAVIDYALAYA, DURG (C.G.)

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**SCHEME OF EXAMINATION
&
SYLLABUS
FOR
POST GRADUATE DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION
UNDER
FACULTY OF JOURNALISM AND MASS
COMMUNICATION**

Session 2022-23

(Approved by board of studies)

PG DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

SEMESTER – I

SCHEME OF EXAMINATION

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Credit
1	PGDJMC 101	Introduction to Journalism	70	30	100	40	2
2	PGDJMC 102	Mass Communication: concepts and process	70	30	100	40	2
3	PGDJMC 103	History of Mass Communication	70	30	100	40	2
4	PGDJMC 104	Print Media-I (Reporting)	70	30	100	40	2
5	PGDJMC 105	Print Media-I (Editing)	70	30	100	40	2
Total					500	225(45%)	10

SEMESTER – II

SCHEME OF EXAMINATION

S. No.	Subject Code	Subject	External	Internal	Total	Minimum Passing Marks	Credit
1	PGDJMC 201	Media Laws and Ethics	70	30	100	40	2
2	PGDJMC 202	Advertising & Public Relations	70	30	100	40	2
3	PGDJMC 203	New Media Technology	70	30	100	40	2
4	PGDJMC 204	Development Communication	70	30	100	40	2
5	PGDJMC 205	Photography and Web Content Development (Practical)	100	--	100	40	2
Total					500	225(45%)	10

SEMESTER - I

PGDJMC 101: Introduction to Journalism

Objectives of the study:

1. Understanding about news, news elements.
2. Understanding about types of news, newspaper and magazine.
3. Use of internet in Media field.
4. Understanding about role of media in various field.
5. Understanding about Media ethics.

Course contents:

Unit-I: Understanding News, News: meaning, definition, Nature, The news process: from the event to the reader (how news is carried from event to reader), Hard news vs. Soft news, basic components of a news story Attribution, embargo, verification, balance and fairness, dateline, credit line, by-line.

Unit-II: Different forms of print-Newspaper, tabloid newspaper, Magazine, Language of news- Principles of clear writing skills to write news

Unit-III: Understanding the structure and construction of news, organizing a news story, 5W's and 1H, Inverted pyramid, principles of news selection Use of archives, sources of news, use of internet

Unit-IV: Different medium-a comparison Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen Journalism, Yellow Journalism

Unit-V: Role of Media in a Democracy, Media Responsibility to the Society, Press and Democracy, Contemporary debates and issues relating to media Ethics in journalism

Learning Outcome: After completion of the course, students will be able to know about general introduction of the Journalism. They will learn about news, news elements. They know about types of news, newspaper and magazine. They will be able to use of internet in Media field. They will know about Media ethics.

Readings: -

1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing 2006.
3. George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.
5. Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006.

PGDJMC 102: Mass Communication: Concept and Process

Objectives of the study:

1. Understanding about Mass Communication. Various features of mass communication.
2. Understanding about theories of mass communication.
3. Understanding about models of mass communication.
4. Understanding about various tools of mass communication.

Course contents:

Unit-I

Mass Communication: Meaning & definitions, Characteristics, Nature and Scope, Types of communication, Mass Communication and Mass Culture

Unit-II

Functions of Mass Communication: Persuade, Inform, Educate and Entertain; Other functions; Impact & Influence of Mass Media

Unit-III

Theories of Mass Communication: Agenda Setting Theory, Cultivation Theory, Authoritarian Theory, Libertarian Theory, Social Responsibility theory, Soviet communist theory, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

Unit-IV

Models of Communication: Shannon and Weaver, Lasswell Model, Willuber Schramm model, Theodore M Newcomb model, Osgood model, Gatekeeping model

Unit-V

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, mobiles, Traditional & Folk Media, Media and modern society, Media and democracy.

Learning Outcome: After completion of the course, students will be able to know about Mass Communication. Various features of mass communication. They will be able about theories of mass communication. They will study about models of mass communication. They get knowledge about various tools of mass communication.

Readings:

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Hand book of Journalism and Mass Communication: Virbala Agrawal & B.S. Gupta
4. Mass Communication Journalism in India: D S Mehta
5. Mass Communication Theory: Denis McQuali

PGDJMC 103: History of Mass Communication

Objectives of the study:

1. Understanding about history of Media. First newspaper of India.
2. Understanding about journalism during the freedom movement.
3. Understanding about history of radio & FM radio.
4. Understanding about history of Visual media and cinema.

Course contents:

Unit-I: History of Print Media Media and Modernity: Print Revolution , Telegraph, Yellow Journalism, History of the Press in India: Colonial Period, National Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators

Unit-II: Origin of newspapers in India. Hicky's *Gazette*. Growth of language journalism and contribution of Raja Ram Mohan Ray. Bal Gangadhar Tilak and early struggle for freedom of press. Mahatma Gandhi and role of press during the freedom movement. Major trends in post-independence press in India.

Unit-III: Sound Media Emergence of radio Technology, The coming of Gramophone, Early history of Radio in India, History of AIR: Evolution of AIR Programming, FM: Radio Privatization

Unit-IV: Visual Media: The early years of Photography, Lithography and Cinema From Silent Era to the talkies Cinema in later decades,

Unit-V: The coming of Television and the State's Development Agenda, Commercialization of Programming (1980s), Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of PrasarBharati

Learning Outcome: After completion of the course, students will be able to know about history of Media. First newspaper of India. They came to know about journalism during the freedom movement. They must get knowledge about history of radio & FM radio. They learn about history of Visual media and cinema.

Readings:

1. Briggs, A and Burke, P, Social History of Media: From Gutenberg to the Internet, (PolityPress, 2010) (Chapter 2 and Chapter 5)
2. ParthasarthyRangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
3. Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian LanguagePress, (New Delhi, Oxford 2003)
4. Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993), 1- 32
5. Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991) - 39- 57

PGDJMC 104: Print Media – I (Reporting)

Objectives of the study:

1. Understanding about news story, structure of news. Lead and types of lead.
2. Understanding about various types of reporting (beat).
3. Understanding about interpretation and analytical news story.
4. Understanding about interviewing, article and feature writing, review writing.

Course Content-

Unit-I: News: Definition, values, structure of news report, Lead writing and kinds of lead, Objectivity and sources, Qualities of a reporter.

Unit-II: Reporting (a) Accident, (b) Crime, (c) Disaster, (d) Speech, (e) Politics, (f) Legislature, (g) Court, (h) Conflict, (i) Commerce, (j) Sports, (k) Gender, (l) Science, (m) Rural, (n) City life and (o) Human Interest Stories.

Unit-III: Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists; Dairies, Obituary.

Unit-IV: Interviewing- kinds, purpose and techniques. Reviews and criticism: Films, TV programmes, dramas,

Unit-V: Article writing, feature writing, book review, film review, editorial, letter to the editor

Learning Outcome: After completion of the course, students will be able to know about news story, structure of news. Lead and types of lead. They become know about various types of reporting (beat). They get knowledge about interpretation and analytical news story. They get skill about interviewing, article and feature writing, review writing.

BOOKS FOR REFERENCE

1. Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.
2. Kamath, M.V. *Journalists Handbook*.
3. Srivastava, K.M. *News Reporting & Editing*
4. Fedlen. F. *Reporting for Print Media*
5. Charnley, Mitchell V. *Reporting*
6. Kamath, M.V. *Professional Journalism*
7. Puri, G.K. *Journalism*
8. Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

PGDJMC 105: Print Media – II (Editing)

Objectives of the study:

1. Understanding about printing technology, copy editing, proof reading.
2. Understanding about various newsroom organization, content of the editorial page.
3. Understanding about headlines, types of headlines, kinds of page layout.
4. Understanding about front page and inside page, photo journalism.

Course content:

Unit-I: Introduction to printing technology. Offset printing method. Types and families of typefaces. Fundamentals of copy editing. Proof reading. Newspaper style sheet. Editing. Different types of copies: news agencies. Correspondents. Local reporters. Rural reporters. Press releases and publicity materials. Glossary of journalistic terms.

Unit-II: Newsroom organization. Editorial staff pattern and division of work. Edition planning. News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for magazines.

Unit-III: Headlines: types and techniques of writing, typography, Headlines for magazines. Principles of newspaper page make-up, mechanics of dummies, kinds of page layout,

Unit-IV: planning the front page and inside pages, designing special pages, supplements and tabloids. Designing magazine pages, page layout

Unit-V: Concept of photo journalism, types and sources, legal and ethical aspects of photography. Photo cropping and captioning, cartoons.

Learning Outcome: After completion of the course, students will be able to know about printing technology, copy editing, proof reading. They came to know about various newsroom organization, content of the editorial page. They get knowledge about headlines, types of headlines, kinds of page layout. Knowledge about front page and inside page, photo journalism.

BOOKS FOR REFERENCE

1. Baskette, Floyd & Jack Sissors. New York: MacMillan Publishing Co. Inc, 1977.
2. Butcher, Judith. *Copy Editing* Cambridge: Cambridge University Press, 1975.
3. Keeble , Richard (Ed). *Print Journalism: A Critical Introduction*. London: Routledge, 2005
4. Harcup, Tony. *Journalism: Principles and Practice*, New Delhi: Vistaar Publications, 2005.
5. Saxena, Sunil. *Headline Writing*. New Delhi, Sage Publications, 2006.
6. Rivers, Willa m L. *News in Print : Writing & Reporting* New York : Harper & Raw Publishers Inc.,1984.
7. Mencher, Melvin. *News Reporting and Writing*. McGraw-Hill, 2006.

SEMESTER – II

PGDJMC 201: Media Laws & Ethics

Objectives of the study:

1. Understanding about media laws and ethics, freedom of expression.
2. Understanding about ethics in reporting and media.
3. Understanding about various laws related to media, defamation, contempt of court
4. Understanding about IT act, media and regulatory bodies, censorship

Course contents:

Unit-I: Ethical Framework And Media practice, Freedom of expression (Article 19(1)(a) and Article 19(1)(2) Freedom of expression and defamation- Libel and slander, Issues of privacy and Surveillance in Society, Right to Information, Idea of Fair Trial/Trial by Media, Intellectual Property Rights Media ethics and cultural dependence, Student Presentations- Photocopied material for Study Packs in India

Unit-II: Media Technology and Ethical Parameters, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court), Discussion of Important cases-eg- Operation Westend, Some Related, laws- Relevant sections of Broadcast Bill, NBA guidelines Student Presentations- Tehelka's Westend . School Teacher Uma Khurana case

Unit-III: Representation and ethics, Advertisement and Women, Pornography Related Laws and case studies-, Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc Student Presentations- Students will submit on above mentioned topics.

Unit-IV: Media and Regulation, Regulatory bodies, Codes and Ethical Guidelines Self Regulation, Media Content- Debates on morality and, Culture and Taboo, Censorship and media debates

Unit-V: Media and Social Responsibility, Economic Pressures, Media reportage of marginalized sections- children, dalits, tribals, Gender, Media coverage of violence and related laws - inflammatory writing (IPC 403), Sedition incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social Activists

Learning Outcome: After completion of the course, students will be able to know about media laws and ethics, freedom of expression. They will get knowledge about ethics in reporting and media. They get knowledge of various laws related to media, defamation, contempt of court. Knowledge of IT act, media and regulatory bodies, censorship

Essential Reading list:

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
4. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
5. Iyer Vekat, Mass Media Laws and Regulations in India- Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

PGDJMC 202: Development Communication

Objectives of the study:

1. Understanding about development and development communication.
2. Understanding about various models of development. Sustainable development.
3. Understanding about various role of media in development. Mass media as a tool for development.
4. Understanding about Practicing development communication, rural journalism, use of traditional media.

Course contents:

Unit-I: Development: Concept, concerns, paradigms, Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Basic needs model, Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals

Unit-II: Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. approaches – diffusion of innovation, Alternative Dev comm. approaches:, Sustainable Development,, Participatory Development, Inclusive Development.

Unit-III: Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and post liberalization eras Role, performance record of each medium- print, radio, tv, video, traditional media Role of development agencies and NGOs in development communication, Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Cyber media and dev – e-governance, e-chaupal, national knowledge network, Right to Information (RTI).

Unit-IV: Practicing development communication, Strategies for designing messages for print Community radio and dev, Television programmes for rural India (KrishiDarshan), Using new media technologies for development., Development Journalism and rural reporting in India

Unit-V:Rural Journalism, Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on rural problems and issues; Specific features of tribal society; Information needs in tribal setting;

Learning Outcome: After completion of the course, students will be able to know about development and development communication. They get knowledge about various models of development. Sustainable development. They came to know various role of media in development. Mass media as a tool for development. They will know about Practicing development communication, rural journalism, use of traditional media.

Suggested Readings:

1. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
2. SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
3. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
4. Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan, Upadhyay Varanasi, 2007.
5. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.

PGDJMC 203: New Media Technology

Objectives of the study:

1. Understanding about New media technology, early communication technologies, development of radio and television technologies.
2. Understanding about Definition, Meaning, scope and importance of multimedia.
3. Understanding about convergence of media technology, Internet radio & TV.
4. Understanding comparison between web and print journalism.

Course contents:

Unit –I: Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective.

Unit –II: Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.

Unit III: Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media.

Unit IV: Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption

Unit-V: Web and print Journalism – a comparison; content generation and research; design of contents; web journalism: social, legal and ethical issues. Technical writing: skills and techniques, technical writing and general writing.

Learning Outcome: After completion of the course, students will be able to know about New media technology, early communication technologies, development of radio and television technologies. They get knowledge about definition, meaning, scope and importance of multimedia. They came to know about convergence of media technology, Internet radio & TV. They get knowledge of comparison between web and print journalism.

Reference Books:

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1. Information & Communication Technology- Kiran Prasad.
2. IT in India- Om Gupta & Ajay Jasra.
3. Multimedia Journalism- Dr. R.C Ramanjun.
4. Understanding the Web- Alan Albarran & David Goff.
5. Multimedia Communication- Jerry Gibson.
6. Internet Journalism in India-Om Gupta & Ajay Jasra.
7. Communication Media & Electronic Revolution- Aruna Zachariah.

PGDJMC 204: Advertising and Public Relations

Objectives of the study:

1. Understanding about advertising, features of advertising. AIDA model, DAGMAR model. Ethical & Regulatory Aspects of Advertising
2. Understanding about various media for advertising.
3. Understanding about Public relations and its functions, tools of PR, PR campaign
4. Understanding about role of PR, ethical aspects of PR, social media.

Course contents:

Unit-I: Introduction to Advertising, Meaning and history Advertising, Importance and Functions a) Advertising as a tool of communication, b) Role of Advertising in Marketing mix, PR Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising, Types of advertising and New trends Economic, cultural, Psychological and Social aspects of advertising, Ethical & Regulatory Aspects of Advertising Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit-II: Advertising through Print, electronic and online media, Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting, Media selection, Planning, Scheduling Marketing Strategy and Research and Branding, Advertising department vs. Agency-Structure, and Functions, Advertising Budget, Campaign Planning, Creation and Production

Unit-III: Public Relations-Concepts and practices, Introduction to Public Relations, Growth and development of PR Importance, Role and Functions of PR, Principles and Tools of Public relations, Organisation of Public relations: In house department vs consultancy., PR in govt. and Private Sectors, Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit-IV: PR-Publics and campaigns, Research for PR, Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Unit-V: Social Media Marketing, Social Media Technologies and Management, Integrated Marketing Communication, Developing Social Networks, Social Media Strategies, Tactics and Ethics, Social Media Tools, Measurement Strategies and ROI

Learning Outcome: After completion of the course, students will be able to know about advertising, features of advertising. AIDA model, DAGMAR model. Ethical & Regulatory Aspects of Advertising. They get knowledge about various media for advertising. They came to know Public relations and its functions, tools of PR, PR campaign. They get knowledge about role of PR, ethical aspects of PR, social media.

Readings-

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta

PGDJMC 205: Photography and Web content Development (Practical)

Objectives: This will provide students hands-on experience on handling the camera and its usage indifferent scenarios. Students will be required to make a photo feature on a relevant topic. The feature should be able to express the theme with the use of pictures alone or with minimal words. They will also be required to take up timely assignments on photography and take part in college functions and events as photojournalists.

Web Content Development Practical

Objective/s: Students will be acquainted with the significance and need of writing for the web, deeming its demand in the current scenario. This will give them a clear picture of various forms of online writing. Students will be required to take timely practical tests for writing content for the web on the following topics:

1. Writing reviews for product launches
2. Writing review: books, movies, plays
3. Writing questionnaire for an interview to be published on the web
4. Writing features and understanding the mechanisms of feature writing for the web
5. Writing subject-based articles and features: science, sports, food, health etc.

Learning Outcome: After completion of the course, students will be able to know about hands-on experience on handling the camera and its usage indifferent scenarios. Students will be get knowledge of a photo feature on a relevant topic.They will be able to review of a book, movie and play.

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