

ORDINANCE No. 1 [A]
MASTER OF JOURNALISM (MJ)

Refer Section [35]

1. This degree shall be known as Master of Journalism (MJ)
2. The duration of this programme shall extend over two full academic sessions and each of these academic sessions shall be sub-divided into two semesters each.
3. The minimum qualification for application to admission in MJ programme shall be as follows:
A candidate holding a graduate degree of the University or of any other University recognized to be equivalent thereto by the University *shall be eligible for admission to MJ programme.
4. The admission to the MJ programme of study shall be made on merit to be decided on the basis of written entrance test and/or selection interview organized by the University.
English / Hindi shall be the medium for the entrance test, instruction and examination for the course of study.
The admission so granted shall be further governed by the University rules applicable to all the students in the University and the decision of the Kulpati in case of any dispute shall be final.
5. The total intake capacity of the MJ programme shall be as per UGC norms and as decided by the University from time to time.
6. The students admitted to MJ programme shall not be permitted to appear at any other examination.
7. The MJ programme shall consist of such courses / papers and dissertation as may be prescribed by the University.
8. There shall be a University Examination conducted by the University at the end of each semester on the basis of course contents and scheme of examination as may be prescribed by the University from time to time.
9. A student after having undertaken a regular course of study shall be eligible to be admitted to the Semester Examination if he/she had attended at least 75 percent of the classes of the Semester concerned.

* No. 2503/Acad./07 dt. 01/05/2007

10. A candidate in order to be declared pass at any of the Semester Examination shall be required to obtain at least P grade points* in each of the theory papers, CE & AA, Practical.
- 11 A candidate, declared pass at the first semester examination shall be eligible to be promoted to the second semester and shall be eligible to take up the second semester examination if he/she fulfills all other conditions to be eligible to appear at the examination.
- 1) A candidate who fails in maximum two courses *shall be allowed to keep the term and shall be eligible for promotion to the second semester, if he has cleared/passed all internal assessment exams.
 - 2) Such candidate as mentioned in subsection (1) under proviso shall be eligible to take examination in such subjects of the first semester, in which he has failed, simultaneously with the examination of second semester, subject to the other conditions for eligibility of examination being fulfilled.
 - 3) If the student aforesaid under subsection (2) fails to clear his courses of first semester along with the second semester exam then in such case he shall appear as an ex-student in the immediately following first semester examination again.
 - 4) If such a student as described under this proviso fails to clear his courses of first semester even in the second attempt as described under proviso (3) he shall cease to be a student of MJ programme.
12. A candidate declared pass at the first and second semester examination shall be eligible to be promoted to the third semester examination and shall be eligible to take up the third semester examination, if he/she fulfills all other conditions to appear at the examination.
- 1) A candidate who fails in maximum two courses *shall be allowed to keep the term and shall be eligible for promotion to the third semester, if he has cleared/passed all internal assessment exams.
 - 2) Such candidate as mentioned in subsection (1) under proviso shall be eligible to take examination in such subjects of the second semester in which he has failed, simultaneously with the examination of third semester, subject to the other conditions for eligibility of examination being fulfilled.
 - 3) If the student aforesaid under subsection (2) fails to clear his theory papers of second semester along with the third semester exam then in such case he shall appear as an ex-student in the immediately following second semester examination again. Subject to the condition that he has cleared the first semester.

- 4) If such a student as described under this proviso fails to clear his course of second semester even in the second attempt as described under proviso (3) he shall cease to be a student of MJ programme.
13. A candidate declared pass at the Ist, IInd, IIIrd semester examination shall only be eligible to attempt to the fourth semester.
 - 1) A candidate who fails in maximum two courses *shall be allowed to keep the term and shall be eligible for promotion to the fourth semester, if he has cleared/passed all internal assessment exams.
 - 2) Such candidate as mentioned in subsection (1) under proviso shall be eligible to take examination in such subjects of the third semester in which he has failed, simultaneously with the examination of fourth semester, subject to the other conditions for eligibility of examination being fulfilled.
 - 3) If the student aforesaid under subsection (2) fails to clear his theory papers of third semester along with the fourth semester exam then in such case he shall appear as an ex-student in the immediately following third semester examination again. Subject to the condition that he has cleared the second semester.
 - 4) If such a student as described under this proviso fails to clear his courses of third semester even in the second attempt as described under proviso (3) he shall cease to be a student of MJ programme.
14. A candidate who after passing in the internal assessment of all the courses and dissertation is eligible to be admitted to the semester examination fails to appear at the examination due to illness or any other unavoidable reasons, he/she will be permitted to appear at the next two subsequent examinations of the semester concerned as an ex-student of the semester only and in case he/she fails to pass the examination, he/she shall cease to be a student of MJ programme of the University.
15. A candidate not permitted to take up the first semester examination due to shortage of attendance shall be required to apply for admission afresh in the next academic session and shall also be required to appear at the admission test.
16. There shall be no second full or supplementary examination for any semester examination.
17. There shall not be any revaluation in case of internal assessment, project report, dissertation and practical.

18. No person shall be admitted to MJ programme if he/she has already passed the MJ examination of the University or any equivalent examination of any other university or statutory body.
 19. Each student shall be required to pay such fees of the course as may be prescribed by the University from time to time.
 - 20.* In matters of admission, attendance, examination, deficiency condonation of grace marks or VC grace and in all other matters not provided for in this Ordinance the MJ degree programme shall be governed by the general provisions of the relevant Ordinance save in so far as they are not inconsistent with the Provisions of this Ordinance.
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* No. 2503/Acad./07 dt. 01/05/2007

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Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya

RAIPUR CHHATTISGARH)

Kathadih, Post office: Sunder Nagar, Raipur (Chhattisgarh) 492013

Tel : 0771 - 2779201, Fax: 0771-2779210

MASTER OF JOURNALISM (TWO YEAR FULL TIME)

Objectives of the Course :-

- To familiarize the students with the working of Print, Electronic & New media.
- To develop skills needed for newspapers, Magazines, Radio, T.V. and web Journalism.
- To familiarize students with film appreciation and photo journalism.
- To develop research attitude to understand media and to make use of them.
- To develop writing skills for different formats used in media.
- To sensitize students about human values, culture, society, environment etc.
- Focus of the course will be on print journalism.
- To prepare the students according to the demand of media industry and journalism teaching.

SCHEME FOR FOUR SEMESTERS

Core courses are compulsory for all students in each semester.

Semester I

All courses of this Semester are compulsory.

Core Course:

- (1) History of Press
- (2) Introduction to Mass Communication
- (3) Language of communication & Translation
- (4) General Knowledge & Current Affairs
- (5) Fundamentals of Computers
- (6) Practical

Semester II

Core Course:

- (1) Media Laws & Ethics
- (2) Reporting
- (3) Editing
- (4) Practical

Elective Course: (A student has to choose any two elective courses offered by the deptt)

- (1) Public Relations
- (2) Advertising
- (3) Film Appreciation
- (4) Photo Journalism

Semester III

Core Course:

- (1) Communication Research
- (2) Advance Reporting
- (3) Advance Editing
- (4) Practical

Elective Course: (A student has to choose any two elective courses offered by the deptt)

- (1) Editorial & Feature Writing
- (2) New Media
- (3) Basic principles of Media Management & marketing

- (4) Human Rights & Media

Semester IV

Core Course:

- (1) Tribal Communication and Development Journalism
- (2) Business Journalism
- (3) Dissertation
- (4) Practical

Elective Course: (A student has to choose any two elective courses offered by the deptt)

- (1) Electronic Journalism
- (2) Application of IT in media
- (3) Sports Journalism
- (4) International communication & Inter-cultural communication

Evaluation Scheme

Master of Journalism programme shall consist of 96 Credits. Each semester shall be of 24 Credits.

EVALUATION FOR CORE COURSES

End term theory examination (external) shall be conducted for 3 Credits. Remaining 1 credit shall be awarded for Continuous evaluation (Internal).

EVALUATION FOR ELECTIVE COURSE

End term theory examination (external) shall be conducted for 3 Credits. Remaining 1 credit shall be awarded for Continuous evaluation (Internal).

RESULT

The results shall be marked by the system of gradation on basis of the schedule shown below. We shall adopt absolute grading recommended by UGC. Absolute Grading: The marks are converted to grades based on pre-determined class intervals as mentioned below.

Grades and Grade points

O (Outstanding)	10 (91 to 100)
A + (Excellent)	9 (81 to 90)
A (Very Good)	8 (71 to 80)
B + (Good)	7 (61 to 70)
B (Above Average)	6 (51 to 60)
C (Average)	5 (41 to 50)
P (Pass)	4 (31 to 40)
F (Fail)	0
Ab (Absent)	0

Fee-

Tuition Fee for MJ is Rs. 6050/- Per Semester.

MASTER OF JOURNALISM
(Two years full time Post Graduate course)
Marking Scheme for Four Semester

Subject / Paper		Marks	Total Marks
Semester – I			
MJ C 01 4 CREDITS	History of Press End term theory exam CE+AA	75 25	100
MJ C 02 4 CREDITS	Introduction to Mass Communication End term theory exam CE+AA	75 25	100
MJ C 03 4 CREDITS	Language of Communication & Translation End term theory exam CE+AA	75 25	100
MJ C 04 4 CREDITS	General Awareness & Current Affairs End term theory exam CE+AA	75 25	100
MJ C 05 4 CREDITS	Fundamental of Computers End term theory exam CE+AA	75 25	100
	Practical Examination		100
Grand Total (Marks)			600
Grand Total(Credits)			24
Semester – II			
MJ C 06 4 CREDITS	Media Laws & Ethics End term theory exam CE+AA	75 25 100	100
MJ C 07 4 CREDITS	Reporting End term theory exam CE+AA	75 25	100
MJ C 08 4 CREDITS	Editing End term theory exam CE+AA	75 25	100
	Practical		100
MJ E 01 4 CREDITS	Public Relation End term theory exam CE+AA	75 25	100
MJ E 02 4 CREDITS	Advertising End term theory exam CE+AA	75 25	100
MJ E 03 4 CREDITS	Film Appreciation End term theory exam CE+AA	75 25	100
MJ E 04 4 CREDITS	Photo Journalism End term theory exam CE+AA	75 25	100
Grand Total (Marks)			600
Grand Total(Credits)			24

<u>Semester – III</u>			
MJ C 09 10 CREDITS	Communication Research End term theory exam CE+AA	75 25 100	100
MJ C 10 4 CREDITS	Advance Reporting End term theory exam CE+AA	75 25	100
MJ C 11 4 CREDITS	Advance Editing End term theory exam CE+AA Practical	75 25	100
	Practical		100
MJ E 05 4 CREDITS	Editorial & Feature Writing End term theory exam CE+AA	75 25	100
MJ E 06 4 CREDITS	Human Rights & Media End term theory exam CE+AA	75 25	100
MJ E 07 4 CREDITS	Basic principles of Media Management & marketing End term theory exam CE+AA	75 25	100
MJ E 08 4 CREDITS	New Media End term theory exam CE+AA	75 25	100
Grand Total (Marks)			600
Grand Total(Credits)			24
<u>Semester – IV</u>			
MJ C 12 10 CREDITS	Tribal Communication and Development Journalism End term theory exam CE+AA	75 25	100
MJ C 13 4 CREDITS	Business Journalism End term theory exam CE+AA	75 25	100
MJ C14 4 CREDITS	Dissertation End term evaluation of thesis Progress Report	75 25	100
	Practical		100
MJ E 09 4 CREDITS	Electronic Journalism End term theory exam CE+AA	75 25	100
MJ E 10 4 CREDITS	Application of IT in media End term theory exam CE+AA	75 25	100

MJ E 11 4 CREDITS	Sports Journalism End term theory exam CE+AA	75 25	100
MJ E 12 4 CREDITS	International Communication and Inter-cultural Communication End term theory exam CE+AA		
Total			600
Grand Total(Credits)			24
Grand Total of First, Second, Third and Fourth Semester (Marks)			2400
Grand Total of First, Second, Third and Fourth Semester (Credits)			96

MASTER OF JOURNALISM

SEMESTER - I

Paper - I

Maximum Marks-75
Minimum Marks -30

MJ C01 History of Press

Unit 1.

Definition of Journalism, Nature, Scope and Purpose of Journalism, Press and Society, Profession of Journalism, Duties and Responsibilities of Journalists.

Unit 2.

Origin of newspaper in India : Hickey's gazette, Udant Martand, Bharat Mitra, Aaj, Role of news papers in Freedom movement, Mahatma Gandhi, Bal Gangadhar Tilak, Madhavrao Sapre, Makhanlal Chaturvedi and Ganesh Shankar Vidyarthi as journalists.

Unit 3.

Post independence journalism, leading newspapers-Hindustan, The Times of India, Dainik Bhaskar, Nav Bharat, Trends in contemporary journalism, Indian News Agencies-PTI, UNI, Bhasha, Univarta.

Unit 4.

An overview of world Press. Major newspapers of United States of America-Newyork Times, Washington Post, , major newspapers of United Kingdom-The Guardian, The Times,

Unit 5.

Origin and development of journalism in Chhattisgarh, major newspapers-Nav Bharat, Deshbandhu, Bhaskar. Prominent journalist-Madhav Rao Sapre, Swaraj Prasad Trivedi, Mayaram Surjan.

Assignments & Exercises.

Reading list:

- | | |
|---|---------------------------|
| 1. History of Journalism in India- | J. Natrajan |
| 2. Indian Journalism | - Krishnamurty |
| 3. Rise and Growth of Hindi Journalism | - R.R. Bhatnagar |
| 4. Press in India | - Chalapati Rao |
| 5. Samagra Bharitiya Patrakarita | - Vijay Dutt Sridhar |
| 6. Media Culture And Society | - Colins |
| 7. Role of Press in the Freedom Movement- | -Motilal Bhargav |
| 8. Journalism in India | - RangaSwamy ParthSarathi |
| 9. Battle for Freedom of the Press in India | -K..S.Padhy |
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MASTER OF JOURNALISM

SEMESTER - I

Paper - II

Maximum Marks-75
Minimum Marks -30

MJ C02 Introduction to Mass Communication

Unit 1.

Definition, Nature, element and Process of Communication, Functions of Communication, Types of Communication-Intrapersonal, Interpersonal, Group and Mass communication.

Unit 2.

Communication Models.SMR, SMCR, SHANNON & WEAVER, Heralld D Lswel, Osgood, Wilber Schram.

Unit 3.

Theories of Communication, Four Theories of Press-Authoritarian, Libertarian, Socialistic, Social Responsibility. Communication flow -one step, two steps, multi steps.Opinion leader.

Unit 4.

Development Media Theory, Cognitive Dissonance Theory, Public Opinion and Propaganda Theory, Gate-Keeping Approaches to selection of content, Agenda Setting Theory, Uses and Gratification Theory.

Unit 5.

Indian Perspectives on Communication Theory: Communication Approaches of Vedic era, Buddha, Nanak, Kabir, Vivekanand, Mahatma Jyotiba Phule, Gandhi, Ambedkar.

Assignments & Exercises.

Reading list:

- | | |
|--|----------------------|
| 1. Mass Communication | - J.V. Vilanilam |
| 2. Mass Communication Theory | - Denis Mac-Quail |
| 3. Media Culture And Society | - Colins |
| 4. Mass Communication in India | - Kewal J. Kumar |
| 5. $\text{I Ei}^{\text{'k.k}} \text{ifr : i ,o fl) }^{\text{kur}}$ | & Mk- Jhdkr flg |
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MASTER OF JOURNALISM

SEMESTER - I

Paper - III

Maximum Marks-75

Minimum Marks -30

MJ C03

LANGUAGE OF COMMUNICATION AND TRANSLATION

Unit 1.

Language And Society, Language and Communication – Local dialects, Language and its Forms : Spoken form – Pronunciation – Sounds, Written form- Spellings – Letters.

Unit 2.

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Unit 3.

General rules of English Grammer, sentence, verb, adverb, tense; Vocabulary based on test : One word for many, Opposite, synonyms.

Unit 4.

Translation; English to Hindi; Hindi to English; Nature of Translation; Thesaurus; Dictionary use; Essay writing, Precie writing, letter writing.

Unit 5.

Translating at least 10 different news items and two articles, Translating at least 15 different headlines of business news, Translating at least 25 different headlines of sports news, Crime, Political & Cultural news, Translating at least one coloumn of renowned sports coloumnist .

Assignments & Exercises.

Reading list:

- | | |
|------------------------------------|-------------------|
| 1. English Grammer & Composition | - Wren & Martin |
| 2. Living English Structure | - W.S. Allen |
| 3. Living English for Juniors | - N.K. Agrawal |
| 4. Intensive Course in English | - D.S. Siddhu |
| 5. How to Write Correct English | - R.P. Sinha |
| 6. Oxford Dictionary | - |
| 7. vPNh fgnh | & jkepnoek |
| 8. lkekU; fgnh | & Mk- gjno ckgjh |
| 9. ekud fgnh dk 0;ogkjij d 0;kdj.k | & je”k pUn egjk=k |
| 10. f”k{kkFkh fgnh&vxth “kCn dk’k | & Mk- gjno ckgjh |
| 11. vxth&fgnh “kCn dk’k | & Qknj dkfey cyd |

MASTER OF JOURNALISM

SEMESTER - I

Paper - IV

Maximum Marks-75
Minimum Marks -30

MJ C04 General Knowledge and current affairs

Unit 1.

Objectives and ideas of Indian Constitution, Fundamental rights and directive principals of state, Centre-State relationship, Parliamentary system.

Unit 2.

Introduction to political systems of US and UK. Parliamentary and legislative procedures in India, powers and privileges of members of parliament and state legislatures, Panchayat system.

Unit 3.

Brief history of India, basic elements of Indian culture, challenges before the Indian society.

Unit 4.

Nature of Indian economy, basic economic terms: per capita income, gross domestic product, inflation, budget, stock market. Indian Agriculture.

Unit 5.

Indian foreign policy, United Nations, SAARC, Analytical study of the local, state, national and world affairs during the term.

Assignments & Exercise

Reading list:

1. Manorma year book
2. Jagarn year book
3. India – Publication division
4. Bharti samaj sansthayen aur sanskriti
5. Hkkj r dh l kldfrd fojkl r & mejko flg pk/kjh
6. Hkkj r h; l fo/kku & t-,u- i k.M
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MASTER OF JOURNALISM

SEMESTER - I

Paper - V

Maximum Marks-75
Minimum Marks -30

MJ C05 Fundamental of Computers

Unit 1.

Introduction to computers: Computer Technology and Information Technology; Operating systems.

Unit 2.

Introduction to MS- Word MS- Excel, MS – PowerPoint, E- mail, Web, Multimedia, Software introduction : Installation.

Unit 3.

Internet: Introduction, importance and uses, Networking, Surfing, LAN, MAN, WAN, ownership and administration of internet.

Unit 4.

Introduction of HTTP, HTML, Optical fiber.

Unit 5.

Web pages; Search Engines; Blogs, portals

Assignments & Exercises.

Reading list:

- | | |
|---|------------------------|
| 1. Data Communication & Networking | - Forouzen |
| 2. Computer Networking | - Tan and Bomb |
| 3. Computer Fundamental O level Module II | - |
| 4. Computer Fundamental | - Chetan Shrivastav |
| 5. A First Course in Computer 2000/2003 | - Sanjay Saxena |
| 6. Complete Reference on MS- Office 2003 | - Microsoft Corp. Inc. |
| 7. Complete Reference on HTML | - Microsoft Corp. Inc. |

MASTER OF JOURNALISM

SEMESTER - II

Paper - I

Maximum Marks-75

Minimum Marks -30

MJ C06 Media Laws and Ethics

Unit 1.

History of Press Laws in India, Media laws-scope and need, The Press and Registration of Books Act 1867, Official secrets Act 1923.

Unit 2.

Freedom of speech and expression – restrictions under article 19(2). Censorship and media-Emergency and its effects on media, parliamentary and legislative privileges.

Unit 3.

Contempt of courts Act 1971 – civil and criminal law of Defamation – relevant provisions of Indian penal code with reference of sedition, Crime against women and children; Information Technology Act 2000, Right to Information, Act 2005.

Unit 4.

Working Journalist and other newspaper employees (conditions of service & miscellaneous provisions) Act 1955, Cinematograph Act 1953, Prasar Bharati Act, Cable Television Act, Intellectual property right legislations including Copyright Act,

Unit 5.

Accountability and independence of media-Structure and Role of Press Council of India, its guidelines for the press; Press commissions and their recommendations, Guidelines given by the Editors Guild of India.

Assignments & Exercises.

Reading list:

- | | |
|------------------------------------|---------------------------------|
| 1. Law of the Press | - D.D. Basu |
| 2. Patrakarita Aur Press Vidhi | - Dr. Basanti Lal Bowel |
| 3. Press Kanoon Aur Patrakarita | - Dr. Sanjeev Bhanawat |
| 4. Press and Laws of Media | - H.P. Ghosh |
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MASTER OF JOURNALISM

SEMESTER - II

Paper - II

Maximum Marks-75
Minimum Marks -30

MJ C07 Reporting

- Unit 1.** Concept of news, definition of news, types of news, elements of news and sources.
- Unit 2.** Concept of reporting, types of reporting, Reporting skills, news writing skills, five Ws & one H, Intro and body, reporting techniques for newspaper, radio and TV.
- Unit 3.** Meaning & characteristics of a reporter/correspondent, classification of reporters, qualities of reporter.
- Unit 4.** Feature writing, articles writing, review-cinema theatre and books, columns
- Unit 5.** Interviews-types, preparation for interview, interview writing skills. Press Conference-types of press conferences, preparation and reporting of press conference.

Assignments & Exercises.

Reading list:

1. Samachar Lekhan ke Sidhant- Taqnique(Hindi) -Dr.Sanjeev Bhanawat
2. Samvad Aur Samvadana (Hindi) - Rajendra
3. Reporting & Editing -K.M.Srivastav)
4. Professional Journalism - Patanjali Sethi
5. Lekhke likhne ke vidhi aur prakariyan [Hindi] & unke upayog [Hindi]
6. Lekhke likhne ke vidhi aur prakariyan [Hindi] & unke upayog [Hindi]
7. Lekhke likhne ke vidhi aur prakariyan [Hindi] & unke upayog [Hindi]
8. Lekhke likhne ke vidhi aur prakariyan [Hindi] & unke upayog [Hindi]

MASTER OF JOURNALISM

SEMESTER - II

Paper - III

Maximum Marks-75
Minimum Marks -30

MJ C08 Editing

- Unit 1.** Editing-Meaning and Concept, Structure of news paper organization, Function and organization of the editorial department of a news paper-Editor, Asst Editor, News editor, chief sub editor, sub editor, chief reporter, reporter etc. Functions and responsibilities of Group Editor, Managing editor, co-ordinating editor, Resident editor.
- Unit 2.** Editing principles-Tools and techniques, newsroom organization, role and functions of copy desk, Art of copy subbing, precautions in editing, Editorial Page, Editorial writing, Letters to Editor,
- Unit 3.** Editing copies of news agencies, Bureaus, Special correspondents, Foreign correspondents, Regional correspondents, city reporters, stringers, Editing of articles and Features.
- Unit 4.** Headlines-Meaning, significance and types, Effective headline writing. Giving headlines to news stories and articles. Giving headlines to features.
- Unit 5.** Role of photo editor in a media organisation, selection of photographs, cropping photographs, writing captions. Importance of charts and graphics, illustrations and cartoons.

Assignments & Exercises.

Reading list:

- | | |
|---|--------------------|
| 1. News Editing | - B. Webeley |
| 2. Sub Editing | - F.J. Mans |
| 3. Sampadan Kala | - K.P. Narayan |
| 4. Editing: A hand book for Journalists | -George TJS |
| 5. News Editing-Theory and Practice | -Soren Banerjee |
| 6- Iekpkj I iknu | & Mk- je" k tu |
| 7- Iekpkj I dyu vkj I iknu | & ieu kFk pkc |
| 8- Lkekpkj I iknu | & ieu kFk pronh |
| 9- I iknu dyk | & Mk- gfjekgu |
| 10- I iknu dyk | & Mk- vt u frokj h |

MASTER OF JOURNALISM

SEMESTER - II

Paper - IV

Maximum Marks-75

Minimum Marks -30

MJ E01

Public Relations

Unit 1.

Public Relations; Meaning, Concept and Definition, Types of PR, Tools of PR, Principles of Public Relations and its importance, PR and Society.

Unit 2.

Origin and Development of Public Relations, Public Relations System in Different Sectors, Strategic Public Relations and Management, Media Management and Event Management, Publicity and propaganda.

Unit 3.

Organizational set up and Function of PR Department, PRO; Role and Qualities, Corporate image-Identity and techniques, PR Campaign, Feed back,

Unit 4.

Internal PR audiences. Internal PR programmes and techniques. House Journal, External PR, PR for other external audiences : community, PR and Marketing ,role in product promotion.

Unit 5.

Building and maintaining cordial relationships with media, access and honesty, organizing press conference, visits and interviews, writing press releases.PR ethics : ethical, and legal issues, Crisis management : Anticipating the worst-crisis planning in different situations, need for honesty and openness.

Assignments & Exercises.

Reading list:

- | | |
|----------------------------------|--|
| 1. Public Relations in India | - J.M. Kaul |
| 2. How to be good PRO | - C.V.N. Reddy |
| 3. Public Relation Handbook | - Sam Black |
| 4. Principles of Public Relation | - Cutliff |
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| 9- tulEid | & Mh-, l- egrk |
| 10- tulEid | & cYno jkt xlr |

MASTER OF JOURNALISM

SEMESTER - II

Paper - V

Maximum Marks-75

Minimum Marks -30

MJ E02

Advertising

- Unit 1.** Advertising; Concept and Definition, Advertising Tools and Practices, History and Development of Advertising, Classification of advertising, Advertising and Marketing, Ad Campaign.
- Unit 2.** Understanding the audience, demographic profile, Human wants and needs, Media creative, coordination with the other media, Media for advertising, media profile, media planning method, selecting and determining the media mix, classification of media, understanding the media coverages (circulation/readership/viewership/listenership etc.).
- Unit 3.** Types of media, print electronic, films, outdoors, transit, internal traditional, festive Advertising creativity : Determining the message, copy writing. Script writing for radio commercials. Script for audio & television, spot of film for cinema – creating the advertisements for print media, slogan and signature, scheduling and monitoring control,
- Unit-IV** Advertising agency system, types of agencies, history in brief. Structure of an advertising agency, account planning, account executive, creative copy and studio, media productions, and servicing administration. Media production, billing and accounts department and their roles, How to select an advertising agency, briefing the agency, Ad agencies in India
- Unit 5.** Advertising Research, Advertising Agencies; An Introduction; Social Responsibilities in advertising; ethics and code of conduct in advertising. Surrogate ads, ad copy writing.

Assignments & Exercises.

Reading list:

- | | |
|---------------------------------------|--------------------------------------|
| 1. Advertising | - Dr. S.S. Kaptan |
| 2. Adhunik Vighyan | - Pramchand Pataanjali |
| 3. Advertising Principles & Practices | - Churnawala |
| 4. The Creative Connection, | - F. Milton |
| 5. Advertising Basics, | - Vilanilam J.V., |
| 6. The craft of copy writing,- | - June A Vallards, Arther A. Winters |
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MASTER OF JOURNALISM

SEMESTER - II

Paper - VI

Maximum Marks-75

Minimum Marks -30

MJ E03

Film Appreciation

UNIT-I

The birth of cinema , Film & Modern men, Lumier brother's package, The Grand father of Indian cinema: Dada Saheb Phalke, The silent era (1896-1930), The talkie era and decade wise trend up to 1931-1950, Prabhat Film Company, New Theaters, Bombay Talkies

UNIT -2

Film as an art, Film and painting, Film and theatre, Film and literature, Film and music, Film language and grammar , (A)Shot, scene & cut, (B)Camera Distance, (C) Camera Angles,(D)Camera movements, (E) Lighting, (F) Sound in films, (G) Film Editing devices

UNIT-3

Economics of Indian cinema, Department of Film making & Persons, Film Production, Distribution & Exhibition, Film Publicity: Press, Radio, Satellite Channels, Multiplex Corporate Culture, NRI, NITCH, Cross over, Pop Corn cinemas.

UNIT-4

Film institutions in India, Film festivals (National and International), Film awards, Film censorship, Enrichment of human life a social-cultural values through films, Future of films.

UNIT-5

Case studies of contemporary films, Audience Research & Survey, Detail review & analysis of current films as a projects.

Reading list:

- 1.Indian Film. (OUP Second Edition.)
- 2.How Films are made (National Book Trust.)
- 3.Film as an art and film appreciation (NCERT. New Delhi)
- 4.Cinematography Censorship Rules Govt. of India Pre Nasik.
- 5.Cultural Heritage of India.(Basham.A.L.)
- 6.Hindi cinema ka itihās (Manmohan Chaddha)
- 7.Indian Films (Krishna Swamy, Eric Bournon)
- 8.Frames of mind reflections on Indian cinema (Aruna Vasudev)
- 9.So Many cinemas (B.D. Garg)
- 10.Camera ke peeche mahilayen (Nirmala Buradia)
- 11.The Kapoors (Madhu Jain)
- 12.Bhartiya Cinema ka antahkaran (Vinod das)
- 13.Raj Kapoor Speaks (Ritu Nanda)
- 14.Dilip Kumar: Star leader & Indian cinema (Bunney reuben)
- 15.The Art of cinema: an insider story through fifty years (B.G.Garg)
- 16.Cinema & the Indian Freedom struggle (Gautam kaul)
- 17.Bhartiya cine siddhant (Anupam ojha)
18. Bhartiya naya cinema (Surendra nath tiwari)
- 19.cinema kal,aaj aur kal(Vinod Bhardwaj)
- 20.How to read a film (James Monaco)
- 21.Shyam benegal (Sangita dutta)

MASTER OF JOURNALISM

SEMESTER - II

Paper - VII

Maximum Marks-75

Minimum Marks -30

MJ E04

Photo Journalism

- Unit 1** Photo Journalism its Role & Importance, Meaning, Definition of Photography & History of photography, Tools of photography, Types of Camera (Traditional & Digital), Parts of Camera (Lens, Aperture, Shutter speed, Film), Camera Control & Creativity, About Digital Photography, Automatic all the Way, Working of Digital Camera & Comparison, Selecting Image Size & Quality & File Format
- Unit 2** Lighting (Role of Lighting, Different types of lighting & it's uses), Role of subject, Quality of Photographs (Types of Paper), Role of Visualization, Shots, How to take a good picture
- Unit 3** Development of Photographs (Printing Process- Black & White, Lab Printing, Thermal, Inkjet), Editing & Cropping, Composition of Photography, Filters
- Unit 4** Branches of Photography, Photographing People_: Photography Aesthetics of people (Male, Females, Couples, Groups & Child Photography) in Studio & Outdoor & Available light, Product Photography_: Using selective Focus, Exposure Affects your Images, Controlling Brightness & Contrast, Interior & Exteriors_: Architectural Photography, Industrial Shooting (Internal & External) Use of various wide range Lenses, Landscape Photography; Scienceshots. Action & Sports Photography_: To Capture the action in different ways to know the game first, Selecting the game first, Selecting the Equipment According to the game (Use of various Zoom & Tele Lenses & Tripods), The PhotoShoot from Start to Finish_: Photography of the given theme to selecting subject to select the equipment the location & Final Shooting. Final Finish Before printing, work on softwares (Photoshop)
- Unit 5** Use of Printer, Scanner, PAN Drive(Media), CD & DVD Burning, Special Effects (Panning, Zooming etc), Practicals i(Outdoor, Indoor)

Reading list:

1. An Introduction to Photo Journalism- (Hicks & Wilson)
2. Photo Journalism- The Visual Approach (Hoy. Frank P.)
3. News paper Photography, A Professional view of Photo Journalism. Today, (John Alun)
4. The History of Photography (Newhall.B.)
5. Photography & The La (Durenet. Christopher).
6. Successful Freelance Photo Journalism (Mcintosh. I)
7. Book Ref. Tom Ang : Digital Photography an Introduction
Publisher's Name: Dorling Kindersley Ltd.
8. QkVklk=dkfjrk&xykc dkBkjh

Master of Journalism (MJ)

Semester – III

Paper – I

MJ-C09 Communication Research

Maximum Marks – 75

Minimum Marks – 30

Unit 1.

Definition – steps of research, hypotheses, types of research, role – function scope and importance of communication research. Research design.

Unit 2.

Methods of communication research –survey method, observation method, case studies, content analysis.

Unit 3.

Tools and Techniques of data collection: sources- media sources, reference, questionnaire and schedules, field studies, surveys, sampling methods and representativeness of the samples.

Unit 4.

Media research – evaluation, feedback, feed forward, public opinion surveys – pre-election studies and exit polls. Data analysis techniques – coding and tabulation, descriptive, historical, statistical analysis-mean, median, mode, Co-Relation and graphical presentation,

Unit 5.

Readership and audience surveys, preparation of research reports/ project reports/dissertations/ thesis, Ethical Perspectives of mass media research,

Reading list:

- | | | |
|----|---|---------------------|
| 1. | Introduction to Mass Communication Research | : Borman |
| 2. | Opinion Leadership in India | : Lalit Sen |
| 3. | Trends in Content Analysis | : Pool |
| 4. | The Media and The People | : Brown |
| 5. | Media and Society | : Mc Euk t n;ky |
| 6. | Media and the Environment | : Mc I t ho Hkkukor |

Master of Journalism

Semester III

Paper II

MJ C10 Advance Reporting

Maximum Marks-75

Minimum Marks -30

Unit 1. -

Set up and working of news bureaus in national capital, metros and state capitals, distribution of work among correspondents and co-ordination with central desk. Foreign correspondents and their function.

Unit 2. –

Reporting of central/state govt. and ministries, parliamentary/state assembly reporting, reporting of sports, defence and strategic affairs, courts and crime, IT, Science and technology, agriculture, business, finance, art and culture, social issues, political reporting. News Features

Unit 3. –

Investigative approach, tools of investigative reporting, research and writing skills, developing sources and guarding against plants, stories, writing in-depth news.

Unit 4.–

Basics and tools of interpretative reporting, News analysis-explaining significance of development and analyzing facts. Providing perceptions and insights into socio economic, political, cultural and historical aspects of the story.

Unit 5. –

Activism and advocacy journalism, competition between print and electronic media, human interest stories, society and life style. Sensationalism, sting operations, use of bugging devices, hidden cameras. Citizen journalist.

Reading list:

- | | |
|-----------------------------|---|
| 1. News Reporting & Editing | – K.M. Shrivastava |
| 2. News Reporting & Editing | – Jan R. Hakemulder |
| 3. News Editing & Reporting | – Madhur Selvaraj |
| 4. Professional Journalism | - MV Kamath, Vikas publishing
House Pvt Ltd, New Delhi |
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Master of Journalism

Semester III

Paper – III

MJ – C11 Advance Editing

Maximum Marks – 75

Minimum Marks – 30

Unit 1.

Advance editing-Meaning, concept and significance. Understanding the publication-its audience, ideology, Region etc. Preparation, use and importance of style book, Editing in electronic news room. Rewriting story.

Unit 2.

Specific language inputs, usage tips, words and phrases to be avoided, specific grammatical problems, cutting or expanding copy to fill space, various types of intros, editing for Sunday magazines, tabloids and evening news papers. Editing of front page, business page and sports page.

Unit 3.

Brief history of magazine journalism in India, types of magazines (general interest, business, sports, children, women, Leisure and entertainment, science, health, education, career.) Writing and editing skills for magazines. New trends in magazine journalism, Future of magazine journalism.

Unit 4.

Principals of layout designing of contemporary news papers. Relationship between writing, editing and designing. Use of white space in layout designing. Planning the page-giving weightage to a story, positioning for optimum effectiveness, balance in editorial content, Designing special pages, importance of dummy.

Unit 5.

Use of pictures and illustrations, charts, graphs and diagrams. Balancing visuals, advertisements and editorial contents. Ethical considerations while selecting visual for crime, death and grief stories.

Reading list:

1. News Reporting and Editing: K.M Srivastava
2. News Reporting and Editing: Jan. R. Hakemulder
3. News Reporting and Editing: Madhur Selvraj
4. New Editing in theory and practice: Soren Banerjee, KP Bagchi and Company Kolkata

Master of Journalism

Semester III

Paper – IV

MJ – E05 Editorial & Feature Writing

Maximum Marks – 75

Minimum Marks – 30

- UNIT – I** Editorial: Definition – Types - Purpose and style of writing - Editorial comments - columns and special articles. Comparative study of edit page of local and national dailies.
- UNIT – II** The Editorial Page: Its Importance – Needs – Contents – Typography - Lay Out - Main Contents of Editorial page - Editorial Policy: Concept, nature and applications. Ethics of Editorial Writing - Eminent editors - Editor's Guild.
- UNIT – III** Column writing: Maiden Issue - Particular Topic Editorial Writing Activities: News and Current Events - Refutation, Opinions and Views – Interpretation. Letters to editor. Differentiate between editorial, feature and article.
- UNIT – IV** Feature Writing: Definition of a feature. Types of features: descriptive, historical, personality – Language – Format. Feature Writing Activities: Personality Sketch – Place - Event - Features Interview: Personality – Opinion – Subject. features vis-à-vis fiction and literature; distinction between a featured news story and a feature article
- UNIT – V** Search for topics and material that can sell, titles, leads and slant in features; planning a feature, importance of human interest in features, basic principles and do's and don'ts of reviewing books, films, stage plays and TV programmes; concept of photo-feature; scope of and approach to free-lancing for newspapers & magazines.

Reading list:

1. News Reporting and Editing: K.M. Srivastava
2. News Editing: Bruce Westley
3. Editing and Design: Harold Evans
4. Editing in the Electronic Era: M.L. Gibson
5. Editing Manual: Sourin Banerjee

Master of Journalism

Semester III

Paper – IV

MJ – E06 Human Rights & Media

Maximum Marks – 75

Minimum Marks – 30

- Unit-I** Concept and, Evolution of human rights, universal declaration of human rights, media and human rights in international perspective.
- Unit-II** Universal human right of thought and expression, freedom of speech and expression under Indian Constitution,
- Unit-III** Writing on human rights; sources of news, problems of writing about human right issues.
- Unit-IV** The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism, media lobbying. Conflict resolution and Media- the International, national and regional perspectives.
- Unit-V** Human Rights organization institutes, Law & Personalities.

Reading list:

1. Human Rights, Development of under privileges – Anuradha kumar sarup & sons pulisher.
2. Human Rights & Media – Dr. Manohar Prabhakar & Dr. Sanjeev Bhagnawat – Universities Book House(P) Limited
3. Human Rights in India- B.P. Singh Singhal- Deep&Deep Publications (Problems and Perspectives)
4. Manavadhikar Aur Pichda Varga- S.C Lamba, - Avishkar Publications
5. Manavadhikar, Vesh & Disha,- D.R. Bhara & A. Shukla,- Pointer publisher
- D. Mishra
6. Manavadhikar Aur Rajya- Asha Kaushik- Points Publisher.

Master of Journalism

Semester III

Paper – IV

MJ – E07 Basic Principals of Media management & marketing

Maximum Marks – 75

Minimum Marks – 30

UNIT-I Concept of Management, The Principles of Management and their significance in Media Business, Media as an industry, Size and Growth prospects, Ownership Pattern of Media Business in India - Proprietorship, Partnership, Private Limited, Public Limited, Companies, Trusts, Cooperatives, Religious institutions (Societies) and Franchisees (Chains) Process of Policy formulation for a media company - Planning, Implementation and Control. Strategic issues involved in launching a new media venture

UNIT-II Organization Theory, Leadership, Delegation, Decentralization, Motivation Control and co-ordination, Functions and Organizational structure of different departments. Labour laws. 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, Personal Selling Consumer, Trade Schemes, Data Base Management, Customer Relationship Management etc. Marketing functions (Product, Price, Place and Promotion) with focus on Advertising revenues, Presentations, Relationship Marketing, Marketing of Special issues and Special Occasions, Marketing Information System.

UNIT-III Important Bodies of Media Industry DAVP, INS, DPR (State Govts.) ABC, IBF, AAI, ASCI, TRAI. Importance of Readership Research, Syndicated and Commissioned, Various usage, Methodology, Optimization for Content improvisation, Circulation Planning, Advertising Sales and Brand Building. 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.

UNIT-IV Finance Management, Budgeting and Projection process, Accounts management for fund flow planning and ABC Certification, Tax Planning, Capital Expenditure, Cost of Capital, depreciation, Production costs, Commercial Policy. Production Planning and Execution, Production Terminology, Control Practices and Procedures. Planning of Dummy for Print and Fixed Point Charts for TV and Radio. Administration and Programme Management -Scheduling, Transmitting, Record Keeping, Quality control through cost effective techniques

UNIT-V Distribution and logistics management, Criticality of Timelines, Functions of Brand Management, Advertising and Promotions, Training, Research, Reference Section, Corporate communication, CRM and MIS departments. Inventory Management (raw and finished product) Purchase Management, issues involved in importing of Newsprint and Machines.

Reading list:

1. Newspaper Management Goulden. John
2. News Paper Management in the multimedia Age Ed. Mehra
3. News Paper Organization & Management Ruckerr F.V.&Williams H.L.

Master of Journalism

Semester III

Paper – IV

MJ – E08 New Media

Maximum Marks – 75
Minimum Marks – 30

- | | |
|-----------------|--|
| Unit-I | Characteristics of new media: Why New Media and Social Media?, Blogs, RSS, and Microblogging, Social Objects, Social Networks. |
| Unit-II | New Media and Convergence: The Genesis, The New Paradigm, Its Affect on Data Networks, Application Convergence, Technology convergence, Institutional convergence institutional convergence, Convergence Regulation, A powerful motor for job creation and creation and growth, India on The Threshold of Convergence |
| Unit-III | Blogging & Twittering: Concepts, Usages, impact on society, Traditional vs New Media, |
| Unit-IV | Citizen journalism : Theory, History, Birth of Blogs and the Indymedia Movement, Objectivity, Quality, Legal repercussions, “Citizen journalism” versus “grassroots media”, Proponents of citizen journalism. |
| Unit-V | E mails – Personal, business communication between individuals and organizations, changing characteristics of the same, Social networking sites, Business sites, Blogs, The changing nature of communication and perception of interpersonal and social communication due to the various developing possibilities of the Internet, |

Reading list:

1. Fundamental of Internet –TMT
2. Computer Journals and Magazines
3. E-Journalism – Arjun Tiwari
4. Online Journalism – Tapas Ray
5. Web Journalism – Shyam
6. Computer Sanchar
7. PC Quest Magazine

MASTER OF JOURNALISM

SEMESTER - IV

Paper – I

MJ- C-12 Tribal Communication and Development Journalism

Maximum Marks – 75

Minimum Marks – 30

Unit 1.

Development: Theories and Models, Indicators of development, Development Programme and their implementation, Inter personal and group Indicators of development communication, opinion leaders. Role of mass media in Tribal areas, Indigenous communication system in tribal areas hat Bazaar, Social gatherings, Barter (Exchange) and Reciprocity,

Unit 2.

Traditional system of communication, Folk theatre, folk dance, folk music, puppetry, fairs and festivals, participatory use of traditional media for Rural and Tribal appraisal, Government agencies and use of traditional media.

Unit 3.

Use of traditional media for rural and Tribal communication, Impact of mass media on rural and tribal audience, Tribal communication problems, and prospects with special reference to Chhattisgarh, Traditional media of Chhattisgarh, Laws related with tribal development & Unrest in Scheduled areas.

Unit 4.

Concept of development journalism, Changing pattern of traditional society, Communication and National development: approach of Wilbur Schrams, Diffusion of Innovation approaches, Gandhian vision of development, Issues related with displacement & rehabilitation,

Unit 5.

Development Communication and peoples movement in India, Awareness campaign for grassroots democracy – Gram panchayat, Development Journalism for health and family welfare, Agriculture education & rural development, nutrition, SITE for development Communication Kheda Project, Jhabua project and Gyandoot as alternative communications approaches.

Reading list:

- | | |
|---|-------------------------|
| 1. Understanding Media | : Marshal Macluhan |
| 2. Mass communication Theory | : Denis Macwell |
| 3. Communication and Rural change | : P.R.R. Singh |
| 4. Communication and Social Development | : B. Kuppaswamy |
| 5. Development Communication | - J.R. Hakemulder |
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MASTER OF JOURNALISM SEMESTER - IV

Paper -II

Maximum Marks-75

Minimum Marks -30

MJ C-13 Business Journalism

Unit 1.

Meaning and scope of business journalism, an over view of Indian economy, global economy and its impact on Indian economy, manufacturing, finance and service sectors, Primary, Secondary & Tertiary sectors,

Unit 2.

Economic ministries and their functions, finance, industry, commerce, agriculture, telecom IT, Steel and mines, civil aviation, petroleum, railways, surface transport. Planning commission-its role and functions. Central and state budgets-their implications on economy. WTO and Indian concerns. Concepts of privatization, globalization, liberalization and swadeshi.

Unit 3.

Major industries in India, Major business houses in India, Foreign capital-FDI, FII and multinationals. Major Industry bodies in India-CII, FICCI, ASSOCHAM etc.

Unit 4.

Introduction to stock markets in India and abroad. Methods to evaluate stocks-reading balance sheet, profit and loss accounts, predicting industrial trends, Mutual funds, role and functions of commodity exchange, Banking & Insurance Sectors.

Unit 5.

Marketing mechanism and practices, consumer rights and their protection-MRTPC, Consumer protection act 1986, Consumer forums and courts, Regulatory bodies- RBI, SEBI, TRAI, Electricity regulatory Authorities,

Reading list:

1. Indian Stock markets-Regulation, performance and policy perspective,-
AK Sharma and GS Batra
2. Economic Development of India: Since Independence- Bhakri Suman and Gopal
3. Economic Reforms and Global challenge - LG Patel
4. Encyclopedia of Economics, Commerce and Management- Raghuveer Dayal
and Peter Zakariab, Kirit Rajpal

MASTER OF JOURNALISM SEMESTER - IV

Paper - III

**Maximum Marks-100
Minimum Marks -40**

MJ C-14 DISSERTATION

Every student will have to work on a dissertation in any area of communication detailed in the curriculum. For completing the dissertation, they will follow the research steps under the guidance of the faculty members.

GUIDELINES -

1. Title: It should be decided with the help of the HOD and must be submitted in the beginning of 4th semester or in the end of 3rd semester.
2. Synopsis: After finalizing the title, synopsis should be submitted (research design clearly indicating aims, objective, research methodology, review of literature and bibliography etc) in the first month of fourth semester.
3. Progress: From time to time student will submit progress report of research to department in writing and signed by the guide/co guide. A minimum of 3 reports must be submitted before final submission of dissertation.
4. Final dissertation in 3 copies in hard bound should compulsorily be submitted. The date of submission will be decided by HOD.

This dissertation carries 100 marks. 25 marks will be awarded on progress reports submitted by the student, while 75 marks will be awarded on final evaluation of dissertation.

MASTER OF JOURNALISM

SEMESTER - IV

Paper - IV

Maximum Marks-75
Minimum Marks -30

MJ E-09 Electronic Journalism

Unit 1.

Basic characteristics of electronic media, brief history of radio and TV and web in India. Cable TV, DTH and pay channels.

Unit 2.

Radio news writing and editing, structure of radio news bulletin, Radio news room and news studios, Art of news reading, commentary, Field reporting, Voice dispatch. FM Radio.

Unit 3.

Process of TV news production-pre and post production, TV news room and studio, reporting for Television-Interview Techniques, PTC, basics of script writing.

Unit 4.

Role of input & output editors in a news channel; Packaging, voice-over. Comparison in form and content of Doordarshan, Aajtak, NDTV, CNBC-Awaz etc.

Unit 5.

Significance and scope of web journalism, major news portals, surfing and browsing of news portals, writing techniques for web, concept of convergence, applying convergence in media.

Reading list:

- | | |
|---|--------------------|
| 1. Understanding digital media and weblog journalism, | - Dr. Anil K Rai |
| 2. Audio-Visual Journalism | - Ahuja |
| 3. Broadcasting Journalism– Basic Principles | - Bhatt |
| 4. Writing for TV & Radio | - H. Ropott |
| 5. Techniques of TV Production | - Rudy Bratz |
| 6. Television Production | - Herbert Zettle |
| 7. Radio Production | - Herbert Zettle |
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Master of Journalism Semester III

Paper –V

MJ – E10 Applications of IT in Media

Maximum Marks – 75

Minimum Marks – 30

Unit 1.

Information Technology (IT): Concept and scope, Role, importance and applications of computers in various mass media, formatting text, page design and layout, mail merge and document management.

Unit 2.

Graphics, multimedia and introduction to animations, introduction to page maker, coral draw, Quark express, photo shop.

Unit 3.

Internet-Introduction, definitions and various activities on internet, tools and services, Browsing the internet.

Unit 4.

Websites, Homepages, search resources; video conferencing and telephony.

Unit 5.

Cyber Journalism: Online editions of newspapers ,E-newspapers–creation, marketing, Online editing, e- publishing, security issues on Internet, social, political, legal and ethical issues in IT.

Reading list:

- | | |
|---|------------------------|
| 1. Data Communication & Networking | - Forouzen |
| 2. Computer Networking | - Tan and Bomb |
| 3. Computer Fundamental O level Module II | - |
| 4. Computer Fundamental | - Chetan Shrivastav |
| 5. A First Course in Computer 2000/2003 | - Sanjay Saxena |
| 6. Complete Reference on MS- Office 2003 | - Microsoft Corp. Inc. |
| 7. Complete Reference on HTML | - Microsoft Corp. Inc. |

MASTER OF JOURNALISM SEMESTER - IV

Paper – VI

MJ – E11 Sports Journalism

**Maximum Marks – 75
Minimum Marks – 30**

Unit 1.

History of Sports writing in India, Brief history of important sports associations in India-Indian Olympic Association, All India Football Federation, Amateur Athletics Federation of India, Board of Control for Cricket in India. Structure of Sports activities in India and the world-Olympic Games, Asian Games, commonwealth Games, Grand Slam Tennis events, Indian National Games. Structure and functioning of Sports Authority of India.

Unit 2.

Sports terminology, rules and regulations of various games-Cricket, Hockey, Football, Kabaddi, Badminton, Tennis, Lawn Tennis, Chess, Leading sports publications of India, famous sports journalists of India, some famous sports commentators.

Unit 3.

Create a vision for analysis. How to understand the finer points of the game. What factors constitute a game. How the activities of a player are to be watched and appreciated.

Unit 4.

Sports writing for print media. Reporting and feature writing for sports-Feature, personality feature, search for topics and material that can sell. Title, lead and slant in features. Photo Feature-Preparing a photo feature on sports, column writing, conducting interview of a sports personality. Editing and layout designing of the sports page-Do's and don'ts in editing sports copy, writing an editorial on sports.

Unit 5.

Sports journalism for Radio and TV, Programme production on sports activities in various formats like talk, discussions and analysis. Process and precautions of outdoor coverage of various sports activities. Organisational set up and structure of some important sports channels. Writing for web media-introduction of some important sports related web sites.

Reading list:

- | | |
|-----------------------------|---------------------------------------|
| 1. Sports broadcasting | - Brad Schultz, Focal Press, Oxford |
| 2. Khel Khiladi Vishvakosh | - Yograj Thani, Rajpal and sons Delhi |
| 3. Khel Patrakarita | - Sushil Doshi |
| 4. Naye sachitra khel niyam | - Ajay Bhalla, Kitab Ghar New Delhi |

MASTER OF JOURNALISM SEMESTER - IV

Paper – VII

MJ – E12 International Communication and Inter-cultural Communication

**Maximum Marks – 75
Minimum Marks – 30**

- Unit 1.** Political, economic and cultural dimensions of international communication; communication and information as a tool for equality and exploitation.
- Unit 2.** Imbalance in international flow of news and McBride commission's report; the experiment with non-aligned news pool; international news agencies and professional organizations.
- Unit 3** Impact of new technology on communication, globalization and information prompted cultural imperialism, transnational media ownership and violence against media persons.
- Unit 4** Culture as a social institution – eastern and Western perspective; Intercultural communication-definition, process, philosophical and functional dimensions, modern mass media as vehicle of intercultural communication, barriers in intercultural communication.
- Unit 5** Folk media – character, concept and functions, folk media as an instrument of intercultural communication, survey of folk media in Chhattisgarh.

Reading list:

1. Inter Cultural Communication -Fred E-Jandt- Sage Publications.

- | | |
|-----------------------------------|---|
| 2. Inter Cultural Communication | -Dr. D.S. Verma Pert Books. |
| 3. Inter Cultural and Development | - Communicative a 21 Century Perspective
- Bella mody sage Publications. |
| 4. International Communication | - Naval Prabhaker & Narendra Basu
- Commenwelth publisher |
| 5. Inter Cultural Communication | - Agenda for Developing Countries
- Kanwar & Mathur – Allied publisher limited |