

DEPT. OF JOURNALISM AND MASS COMMUNICATION

Proceedings of the Undergraduate (UG) Board of Studies, Dept. of Journalism and Mass Communication held on 11/07/2016 at 11:00 a.m. in the office of the HOD (JMC).

The following were present in the meeting:

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|--------------------------|----------------|
| 1. Prof. Sarojini Nandal | Chairperson |
| 2. Ms. Sumedha Dhani | Member |
| 3. Ms. Monika | Member |
| 4. Prof. Bandana Pandey | Outside Expert |

Sh. Sunit Mukherjee, Asst. Professor, Dept. of JMC attended the meeting as Special Invitee.

The meeting of the UG Board of Studies, Dept. of JMC was held today in the office of HOD (JMC).

The meeting considered and discussed the agenda, and decided as under:

- 1) a) The UGBOS considered the application (representation) made by the Haryana Media Association, Rohtak regarding introduction of Journalism and Mass Communication as an Elective Subject, and also the recommendations of Academic Audit dated 07/05/2016 regarding introduction of UG level paper of Journalism and Mass Communication and decided that the University administration be requested to approve introduction of Journalism and Mass Communication as an Elective Subject at B. A. level.
- b) Further, the UGBOS considered and approved the Scheme of Examination and Syllabus of Journalism and Mass Communication to be introduced at UG level semester I to semester VI. (Annexure 'A')
- c) The UGBOS recommended that the subject may be placed in Group I.
- d) The elective subject may be introduced w.e.f. session 2017-18 as the admission process 2016-017 is already in progress, and it would be difficult to introduce this subject at this late juncture.
2. The UGBOS decided that for admission to M. A. (Journalism and Mass Communication), weightage of 10 marks be given to students who have passed B. A. (Journalism and Mass Communication)/ BJMC/ BMC/ B. A. (Hons.) Journalism.

Further, weightage of 5 marks be given to students who have passed Journalism and Mass Communication as an elective subject at UG level.

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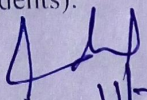
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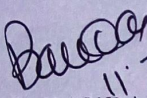
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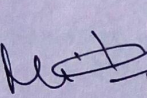
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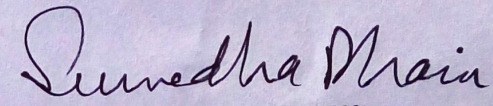
The total weightage, thus, for B. A. (JMC)/ BJMC/ BMC/ B.A. (Hons.) Journalism will not exceed 20 marks and for those with Journalism and Mass Communication as an elective subject, it will not exceed 15 marks.

3. The UGBOS approved the List of Examiners/ Paper setters for Theory/ Practical examination(s) of BJMC/ B. A. (Journalism and Mass Communication). [Annexure 'B'].
4. The UGBOS recommended that the External Examiners for Practical Paper(s)/ Production Portfolio of BA (Journalism and Mass Communication) be paid remuneration @ Rs.50/- per student examined, along with TA/ DA (as per University norms). This remuneration must be subject to a minimum of Rs. 500/- (irrespective of number of students).


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(PROF. SAROJINI NANDAL)
Chairperson, Dept. of JMC


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(PROF. BANDANA PANDEY)
Outside Expert


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(MS. MONIKA)
Member


(MS. SUMEDHA DHANI)
Member

MAHARSHI DAYANAND UNIVERSITY ROHTAK
B.A. Journalism and Mass Communication
(Elective Paper)
Scheme of Examination

		Theory Marks	Internal Assessment
First Semester			
Paper —	Basics of Communication & Journalism	80	20
Second Semester			
Paper —	Mass Media – History & Development	80	20
Third Semester			
Paper —	Media Writing	80	20
Fourth Semester			
Paper —	Reporting & Editing	80	20
Fifth Semester			
Paper —	Public Relations & Advertising	80	20
Sixth Semester			
Paper —	New Media – An Introduction	80	20

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MAHARSHI DAYANAND UNIVERSITY ROHTAK
B.A. Journalism and Mass Communication
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First Semester			
Paper —	Basics of Communication & Journalism	80	20
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Fifth Semester			
Paper —	Public Relations & Advertising	80	20
Sixth Semester			
Paper —	New Media – An Introduction	80	20

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SEMESTER - I

Time: 3hrs

Basics of Communication & Journalism

Max. Marks: 80

Unit - I

- * Introduction to Communication.
- * Concept and definition of Communication.
- * Elements and process of Communication.
- * Functions of Communication.

Unit - II

- * Human Communication.
- * Barriers to Communication
- * Communication and Socialization, Communication and Culture.
- * Types of Communication- Verbal, Non-Verbal; Intra personal, Interpersonal, Group and Mass Communication.

Unit - III

- * Definition and Scope of Mass Communication.
- * Process and Features of Mass Communication.
- * Elements and Functions, Role of Mass Communication.
- * Tools of Mass Communication- Print (News papers/Magazines), Radio, T.V. Cinema, Folk Media.

Unit - IV

- * Journalism- Definition, Nature, Scope.
- * History of Journalism- Origin, Development Journey.
- * Journalist-Definition; Duties & Responsibilities of Journalist.
- * Role of Journalist in Society & Challenges, Current issues in Journalism.

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SEMESTER – II

Time:3hrs

Mass Media – History & Development UNIT-I

Max. Marks:80

- Origin of Indian Print Media, History & Growth.
- Characteristic features of Print Media.
- Role of Print Media in India Freedom Movement, Role of Print Media in Society.
- Important Indian Newspapers- National/Regional, News Agencies- PTI, UNI, VAARTA, BHASHA.

UNIT-II

- Radio as a Medium of Communication.
- Radio- Characteristic Features.
- History of Radio in India, A.I.R., Present status of Radio in India.
- Role of Radio in Society, Community Radio, Educational Role of Radio, FM Channels

UNIT-III

- Television as a Medium of Communication, Characteristic Features of Television.
- History of Television in India, Doordarshan.
- Various T.V. Channels- National/Regional.
- Popular T.V. Serials, T.V. Anchors, Recent Trends in Television.

UNIT-IV

- Cinema as a Medium of Mass Communication.
- Brief Introduction of Indian Cinema, History & Development Journey.
- Role & Impact of Cinema on Society.
- Popular films, actors - actresses, New trends of Indian cinema, Feature Films, Documentary Films.

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SEMESTER – III

Time:3hrs

Media Writing

Max. Marks:80

UNIT- 1

- ❖ Introduction to Writing – Purpose and Scope.
- ❖ Basic Elements of Writing
- ❖ Various genres/forms of writing – Prose, Poetry, Letters, Essays, News, Articles, etc.
- ❖ Essentials of Good Writing.

UNIT- 2

- ❖ Creative Writing – Definition, Essentials, Types.
- ❖ Media Writing, Difference Between Creative & Media Writing.
- ❖ News Writing – Basics.
- ❖ Editorial & Feature, Writing.

UNIT-3

- ❖ Writing for Print Media, News, News- Stories.
- ❖ Techniques of Writing for Print Media.
- ❖ Headline Writing, Writing Hard News & Soft News.
- ❖ Writing News Analysis, Interview.

UNIT- 4

- ❖ Writing for Radio- Basics, Essentials Elements.
- ❖ Writing Radio News, Radio Features, Radio Interview, Script writing.
- ❖ Writing for Public Relations, Press Release Writing, Writing advertisement Copies, Writing for New Media.

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SEMESTER – IV

Time:3hrs

Reporting & Editing

Max. Marks:80

UNIT-1

- ❖ Reporting- Concept, Definition.
- ❖ News, Elements of News, News Value, News Sources.
- ❖ Tools of Reporting, News Gathering Process.
- ❖ Reporter- Definition, Qualities, Duties & Responsibilities.
- ❖ Reporting – Print, Electronic (Radio/TV).

UNIT-2

- ❖ Structure- Reporting Desk in News Papers,
- ❖ Duties & Functions of Bureau Chief, Chief Reporter, Staff Reporter etc., Reporting Beat(s),
- ❖ Citizen Journalist, Role & Importance of Citizen Journalist.
- ❖ Types of Reporting- Political, Crime, Sports, Education, Development, etc.

UNIT-3

- ❖ Editing- Introduction, Definition.
- ❖ Principles and Elements of Editing.
- ❖ Editing-its significance in Journalism.
- ❖ Editing & Proof Reading-New Trends.

UNIT-4

- ❖ Editorial Desk in News Papers- Structure & Functions.
- ❖ Role and Responsibilities of Editor, News Editor, Chief Sub- Editor, Sub-Editor.
- ❖ Editorial Page in News Papers- Contents and Importance.
- ❖ Headlines, Lead/Intro, Editing Symbols, Copy Editing, Preparing Copy for Press.

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SEMESTER – V

Time:3hrs

Public Relations & Advertising

Max. Marks:80

UNIT- 1

- ❖ Public Relations- An Introduction, Definition.
- ❖ Concept of P.R., History of Public Relations, PR in India.
- ❖ Public Relations as Communication Function.
- ❖ Public Relations as Management Function.

UNIT- 2

- ❖ Public Relations- Publicity, Propaganda, Public Opinion
- ❖ Process of Public Relations, PR Publics- External & Internal
- ❖ Tools of Public Relations, Press Conference, Press Release, House Journal.
- ❖ PR Campaign, PR & Media Relations.
- ❖ P.R.O.- Duties & Responsibilities.

UNIT-3

- ❖ Advertising- Definition, Concept, Scope,
- ❖ History of Advertising.
- ❖ Role & Functions of Advertising.
- ❖ Types of Advertising.

UNIT- 4

- ❖ Advertising Agencies – Structure & Functioning.
- ❖ Important Advertising Agencies, Popular Advertisements.
- ❖ Advertising Campaign, Advertising & Media Planning.
- ❖ Advertising & Creativity, Process of Preparing advertisements.

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SEMESTER – VI

Time:3hrs

New Media – An Introduction

Max. Marks:80

UNIT-1

- ❖ New Media- Definition, Nature and Scope
- ❖ New Media as a Medium of Journalism
- ❖ Emerging trends in New Media including Social Media, Blogging, etc.

UNIT-2

- ❖ Cyber Media- Basics
- ❖ Cyber space, Information Super Highway
- ❖ Cyber Journalism- Basics
- ❖ New Media- Comparison with Print, Radio, and T.V. medium

UNIT-3

- ❖ Writing for New Media- Basics
- ❖ Presentation, Layout of web newspapers/ magazines
- ❖ HTML- Basic structure, Scripts- head and body sections
- ❖ Web publishing- tools and applications

UNIT-4

- ❖ Introduction- Important Indian news portals
- ❖ E-magazines, Web journals
- ❖ New Media (Social Media Network- Facebook, Twitter, YouTube, LinkedIn, etc.)
- ❖ Socio-cultural impact of New Media

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Department of Journalism and Mass Communication

List of Examiners – Practical/Theory Examinations- BJMC

1. Dr. Harish Kumar, Professor
Dept. of Journalism & Mass Comm,
M.D.University, Rohtak
2. Dr. Sarojini Nandal, Professor
Dept. of Journalism & Mass Comm,
M.D.University, Rohtak
3. Ms. Sumedha Dhani (Asstt. Prof.),
Dept. of Journalism & Mass Comm,
M.D.University, Rohtak
4. Mr. Sunit Mukherjee (Asstt. Prof),
Dept. of Journalism & Mass Comm,
M.D.University, Rohtak
5. Mr. Ravinder (Asst. Prof.),
Dept. of Mass Communication,
CDLU, Sirsa
6. Sh. Amit Sangwan, Asstt. Professor,
Dept. of JMC, CDLU, Sirsa
7. Mr. Ashok Kumar (Asstt. Prof),
IMCMC, KUK
8. Mr. M.R.Patra (Asstt. Prof),
Dept. of Mass Comm,
GJU, Hisar
9. Dr. Sushil Singh (Associate Professor)
Dept. of CMT, GJUST, Hisar
10. Mr. Amit Bhardwaj (Asstt. Prof),
Govt. P. G. College, Jhajjar
11. Shalini Khurana (Asstt. Prof),
Govt. College for Women,
Sec. 16, Faridabad
12. Monika Gahlot Jakhar (Asst. Prof.),
Govt. College for Women,
Sector- 16, Faridabad
13. Padmini Jain (Asstt. Prof.),
School of Journalism, IGNOU,
Delhi
14. Suresh Verma (Asstt. Prof),
AJK MCKC Kidwai,
JMI, New Delhi
15. Dr. Anubhuti Yadav, Asso. Professor
IIMC, New Delhi
16. Dr. Surabhi Dahiya, Asso. Professor
IIMC, New Delhi
17. Prof. Charulata Singh
HOD (JMC), VIPS, GGSIPU, Delhi
18. Dr. Jasmer Hooda,
Dept. of JMC, AIJHMC, Rohtak
19. Ms. Sheetal Ahlawat (Asst. Professor),
Govt. College for Women,
Sec. 16, Faridabad
20. Dr. Ramesh Yadav (Asst. Professor),
School of Journalism and New
Media, IGNOU, New Delhi

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Department of Journalism and Mass Communication

List of Examiners

Communicative English

1. Dr. Deepak Lathwal, Govt. College, Gurawara (Rewari)
2. Prof. Rashmi, Dept. of English, M. D. U Rohtak
3. Dr. Kiran Sharma, Govt. P. G. College, Jhajjar
4. Ms. Jaishree Shankar, Associate Professor, Dept. of English, MDU, Rohtak

Communicative Hindi

1. Dr. Krishna Singh, Dept. of Hindi, MDU, Rohtak
2. Dr. Sanjeev Kumar, Dept. of Hindi, MDU, Rohtak
3. Prof. Krishna Joon, Dept. of Hindi, MDU, Rohtak
4. Prof. Sushila, Dept. of Hindi, MDU, Rohtak

Computer Applications

1. Dr. Bal Kishan, Asst. Professor, DCSA, MDU, Rohtak
2. Dr. Sandeep Dalal, Asst. Professor, DCSA, MDU, Rohtak
3. Dr. Pooja Mittal, Asst. Professor, DCSA, MDU, Rohtak
4. Dr. Priti Sharma, Assistant Professor, DCSA, MDU, Rohtak

Psychology

1. Prof. Madhu Anand, Dept. of Psychology, MDU, Rohtak
2. Prof. Sarbjeet Kohli, Dept. of Psychology, MDU, Rohtak
3. Prof. Navrattan Sharma, Dept. of Psychology, MDU, Rohtak
4. Prof. Shalini Singh, Dept. of Psychology, MDU, Rohtak

Sociology

1. Prof. Madhu Nagla, Dept. of Sociology, MDU, Rohtak
2. Prof. Desh Raj, Dept. of Sociology, MDU, Rohtak
3. Prof. K. S. Chauhan, Dept. of Sociology, MDU, Rohtak
4. Dr. Neerja Ahlawat, Assistant Professor, Dept. of Sociology, MDU, Rohtak

Economics

1. Dr. Rajesh, Asstt. Professor, Dept. of Economics, MDU, Rohtak
2. Dr. Bimla, Asstt. Professor, Dept. of Economics, MDU, Rohtak
3. Sh. Jagdeep Kumar, Asstt. Prof., Dept. of Economics, MDU, Rohtak
4. Dr. Poonam Aghi, Asstt. Professor, Dept. of Economics, Govt. College for Women, Rohtak

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Political Science

1. Prof. Rajendra Sharma, Dept. of Political Science, MDU, Rohtak
2. Dr. Ranbir Singh Gulia, Associate Professor, Dept. of Political Science, MDU, Rohtak
3. Ms. Renu Sankhla, Asstt. Professor, Political Science, Pt. N. R. S. Govt. College, Rohtak
4. Dr. K. V. Gulia, Asstt. Professor, Pol. Sc., Govt. College, Dubaldhan (Jhajjar)

Note: In inter- disciplinary subjects, and subjects other than core Journalism and Mass Communication, competent teachers from the respective subjects (as per University panel of those subjects) may be considered as Examiners for those specific subjects in addition to the above list.

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