

Master of Journalism (Mass Communication)

Scheme of the Examination

Two Years Regular Course (Four Semesters) 2014-2015

The MJ (MC), Master Programme in the subject of Journalism and Mass Communication under the Semester System will consist 20 papers/Courses in all. The programme will be spread over to four semesters. First two semesters will be in MJ(MC) (Previous) and rest of the semesters in MJ(MC) (Final) year. Each Semester will comprise of Five Papers of 100 marks each. The MJ(MC) Programme in the Subject of Journalism & Mass Communication will be of 2000 Marks in total. The Semester-wise break up of the paper/Courses will be as under:-

MJ (MC) – (Previous)

SEMESTER - I

<i>Paper No. Nomenclature</i>	<i>Theory Marks</i>	<i>Internal Assessment/ Practical Marks</i>	<i>Total Marks</i>	<i>Time</i>
Paper-01 Introduction to Communication & Journalism	80	20	100	3 hrs.
Paper-02 Language Skills & Translation	80	20	100	3 hrs.
Paper-03 General Awareness	80	20	100	3 hrs.
Paper-04 Development of Media	80	20	100	3 hrs.
Paper-05 Computer Application in Communication	80	20	100	3 hrs.

MJ (MC) – (Previous)

SEMESTER - II

<i>Paper No. Nomenclature</i>	<i>Theory Marks</i>	<i>Internal Assessment/ Practical Marks</i>	<i>Total Marks</i>	<i>Time</i>
Paper-01 Communication Theories & Research	80	20	100	3 hrs.
Paper-02 Public Relations & Corporation Communication	80	20	100	3 hrs.
Paper-03 Media Laws & Ethics	80	20	100	3 hrs.
Paper-04 Advertising Principles and Practice	80	20	100	3 hrs.
Paper-05 Media Management	80	20	100	3 hrs.

MJ(MC) – (Final)

SEMESTER - III

<i>Paper No. Nomenclature</i>	<i>Theory Marks</i>	<i>Internal Assessment/ Practical Marks</i>	<i>Total Marks</i>	<i>Time</i>
Paper-01 Print Journalism – I (Reporting & Editing)	80	20	100	3 hrs.
Paper-02 Print Journalism – II (Editorial & Feature)	80	20	100	3 hrs.
Paper-03 Radio Journalism (Programme & Production)	80	20	100	3 hrs.
Paper-04 T.V. Journalism (Programme & Production)	80	20	100	3 hrs.
Paper-05 Current Affairs	80	20	100	3 hrs.

MJ(MC) – (Final)

SEMESTER - IV

<i>Paper No. Nomenclature</i>	<i>Theory Marks</i>	<i>Internal Assessment/ Practical Marks</i>	<i>Total Marks</i>	<i>Time</i>
Paper-01 On-line Journalism	80	20	100	3 hrs.
Paper-02 (Optional Group-A)	80	20	100	3 hrs.
(Optional Paper-1) Women & Media				
(Optional Paper-2) Environment & Media				
Paper-03 (Optional Group – B)	80	20	100	3 hrs.
(Optional Paper-1) Political Communication				
(Optional Paper-2) Business Journalism				
Paper-04 (Optional Group - C)	80	20	100	3 hrs.
(Optional Paper-1) Cinema Studies				
(Optional Paper-2) Travel Journalism				
Paper-05 Practical Profile			100	

Note :- There will be optional groups in Paper II, III & IV of Fourth Semester of MJ(MC) Final. Students may opt any one option from the above groups.

MJMC - (Previous)

SEMESTER - I

Paper-01 Introduction to Communication and Journalism

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Communication : Definition, Nature & Scope
- 1.2 Nature & Process of Human Communication
- 1.3 Functions of Communication
- 1.4 Types of Communication : Inter personal, Intra personal, group and mass communication

Unit 2

- 2.1 Elements in the process of communication
- 2.2 Communication flows : one step, two step, multi-step flows
- 2.3 Barriers in communication
- 2.4 Verbal, Non-verbal communication

Unit 3

- 3.1 Journalism : Definition, nature and scope
- 3.2 Journalism as a profession
- 3.3 Duties and responsibilities of a journalist
- 3.4 Current issues in Journalism

Unit 4

- 4.1** Journalistic terminology
- 4.2** Code of Ethics for Journalists
- 4.3** Various organizations of Journalists
- 4.4** Emerging trends in Journalism

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

Reference books :

- 1.** Mass Communication, Wilbur Schram
- 2.** Mass Communication Theory & Practice by Uma Narula, Hiranand Publication, New Delhi.
- 3.** Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, concept Publishers, New Delhi.
- 4.** Understanding Media by Marshal McLuhan.

MJMC - (Previous)

SEMESTER - I

Paper-02 Language Skills and Writing for Media

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Elements of language, language as a skill
- 1.2 Importance of language in Communication Process
- 1.3 Language Skills & Media Writing
- 1.4 Essentials of good writing

Unit 2

- 2.1 Vocabulary- importance of right words.
- 2.2 Sentences- Types, use, etc.
- 2.3 Words & Phrases. Synonyms & antonyms
- 2.4 Media Terminology- words/ terms commonly used in media/ journalism & mass communication

Unit 3

- 3.1 Paragraph- Principles of organizing & developing paragraph
- 3.2 Paragraph- argument, counter- argument, explanation & illustration
- 3.3 Methods of paragraphing, Summary
- 3.4 Writing paragraph on contemporary issues.

Unit 4

- 4.1** Translation- Definition, significance, types, translation process-essentials
- 4.2** Writing- Creative writing, journalistic writing, difference between both
- 4.3** Writing- Various forms, essentials of effective writing
- 4.4** Media Writing- Basic features for writing for Print Media, Electronic Media, New Media, writing for P.R, etc.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

1. House Test	5+5=10 Marks
2. Class Attendance	05 Marks
3. Term Paper	05 Marks

Suggested Readings:

1. Writing for the Media (Vsha Raman), OVP
2. Writing for the Mass Media (James Glen Stovall)
3. Professional Journalism (M.V. Kamath)
4. Editing (J.J.S. George)
5. Grammar and Composition (Wren & Martin)
6. Media Aur Jan Samvad (Vartika Nanda, Udai Sahay) Samyik Prakashan.
7. The Cambridge Introduction to Creative Writing (David Morley)

**8. The Craft of Corporate Journalism- Writing and Editing
(Lionel L. Fisher)**

MJMC - (Previous)
SEMESTER – I
Paper-03 General Awareness

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Goals and objectives of Indian Constitution Parliamentary System
- 1.2 Fundamental Rights and Directive Principles of State
- 1.3 Centre-State relationship; federal and unitary
- 1.4 Electoral Process, Emergency Powers & Amendment of Constitution

Unit 2

- 2.1 Parliamentary and Legislative procedure in India
- 2.2 Power and privileges of Parliament members
- 2.3 Indian Judicial System
- 2.4 Introduction to various political systems in the world

Unit 3

- 3.1 Indian History Stage & Characteristics
- 3.2 Cultural diversities of India
- 3.3 Indian Economic Environment
- 3.4 Globalization and India

Unit 4

- 4.1** Indian Foreign Policy
- 4.2** UN and SAARC
- 4.3** India and its neighbours
- 4.4** Current National and International events.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

Reference Books :

Students will consult newspapers, magazines and annual publication of Malyalam Manorma and Publication Divisions, Govt. of India.

SEMESTER - I

Paper-04 Development of Media

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Development of Print Media : Historical View
- 1.2 Indian Press; Post Independence
- 1.3 Origin of Indian News Agencies and their role
- 1.4 Management and ownership Pattern of Press

Unit 2

- 2.1 Development of Radio : Historical view
- 2.2 Development of Radio in India
- 2.3 Public and Private Radio Systems, FM, AM etc.
- 2.4 Organizational structure of the Radio

Unit 3

- 3.1 Development of Television : Historical view
- 3.2 Development of Television in India
- 3.3 Public and Private T.V. Channels
- 3.4 Organizational structure of the television Industry

Unit 4

- 4.1 Cinema : Historical View
- 4.2 Development of Cinema in India
- 4.3 Characteristics of Hindi Cinema
- 4.4 Cinema as a powerful medium of Mass Communication

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

Reference books :

- 1st Journalism in India, by Ranga Swami (Sterling Publications)
- 2nd History of Journalism in India, by Natrajan. J.
- 3rd The Press, by Rao Chalpathy (National Book Trust)
- 4th Folk Theatre of India, by Gargi Balwant
- 5th Traditional Folk Media, by Parmar, S.
- 6th Broadcasting in India, by Awasthi G.C.
- 7th Indian Broadcasting, by Luthra, H.R.
- 8th Indian Film, by Bernard, Eric

MJMC - (Previous)

SEMESTER - I

Paper-05 Computer Application in Communication

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Definition, Origin & History
- 1.2 Classification of Computers
- 1.3 Introduction to input & output devices
- 1.4 Introduction to memory – Primary & Secondary

Unit 2

- 2⁰¹ Introduction to graphical and user interface (GUI)
- 2⁰² File and Folders – Flash, Directory
- 2⁰³ Creating, Copying, Moving, Deleting and Renaming
- 2⁰⁴ Applications & Setting : Desk top Management, tool box

Unit 3

- 3.1 MS-Word and Application –basics
- 3.2 Typing and editing, formatting text
- 3.3 Quick Express basics
- 3.4 Power Point – Introduction, presentation, graphics, creating presentation and slide shows

Unit 4

- 4.1** Introduction to Internet, definition, various activities
- 4.2** Tools and services on Internet
- 4.3** Internet protocols FTP, HTTP, TCP, IP
- 4.4** Major News Sites E Magazines, outline newspapers

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

Reference Books :

- 1^u Fundamentals of Computers by V. Raja Raman
- 2^u Adobe Photoshop – Creative techniques, PHI
- 3^u Personal Computer Book by Robin Bradbeer
- 4^u Computer Handbook by Peter Roadbell

MJMC - (Previous)

SEMESTER - II**Paper-01 Communication Theories and Research****Time allowed : 3 Hours****Max. Marks : 80**

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 SMVR, Laswell Model
- 1.2 Osgood Model, Dance Model
- 1.3 Shannon and Weaver Model, Wilbur
- 1.4 Westley & Macbean, Garbiner Model

Unit 2

- 2.1 Theories of Communication
- 2.2 Two step and multi step
- 2.3 Commercial, Play Theory
- 2.4 Uses and Gratification
- 2.5 Perception and Retention Theory

Unit 3

- 3.1 Research : Meaning & Concept
- 3.2 Type of Research
- 3.3 Research Process
- 3.4 Research Approaches

Unit 4

- 4.1 Nature and Significance of Communication Research
- 4.2 Stages and types of Communication
- 4.3 Public Opinion Research
- 4.4 Quantitative & Qualitative content analysis

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

Reference books :

- 1st Mass Communication in India by Kewal, J. Kumar, Jacob Publishing House.
- 2nd Mass Communication Theories, Mac Quail Denis, Sage Publication.
- 3rd Communication Theories – Origin Methods by Sevrin J. Warner, James D. Tankard, Longman, New York.
- 4th Mass Communication Theory & Practice by Uma Narula
- 5th Mass Media Research by Dimmel Dominique.
- 6th Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, concept Publishers, New Delhi.
- 7th Understanding Media by Marshal McLuhan.

MJMC - (Previous)

SEMESTER - II**Paper-02 (Public Relation and Corporate Communication)****Time allowed: 3 Hours****Max. Marks: 80**

Not : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 PR : Meaning, Definition, Concept
- 1.2 History of PR
- 1.3 PR Programmes
- 1.4 Qualities of PR

Unit 2

- 2.1 Role and functions, Image Advising
- 2.2 Tools of PR, PR at Crisis
- 2.3 PR Publics, PR in Corporate World
- 2.4 Organizational Structure of PR Department

Unit 3

- 3.1 PR Publicity, Propaganda, Public affairs, lobbying etc.
- 3.2 Theories of PR, Symmetrical & Asymmetrical
- 3.3 Ethics of PR
- 3.4 PR in Industry (Public Sector, Private Sector, Multi nationals),
Corporate Communication.

Unit 4

- 4.1 Corporate Communication; meaning and concept
- 4.2 Significance and objectives
- 4.3 Designing communication plans and understanding publics
- 4.4 Tools, skills & strategies of Image Projection

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference books :

1. Public Relations in India, J.M. Kaul
2. Public Relations by, Anil Vasu
3. Corporate Public Relations, by R.K. Balan, Sterling Publisher
4. The Practice of Public Relations, by Seitel, P. Fraser.

MJ (MC) - (Previous)

SEMESTER - II**Paper-03 Media Laws & Ethics****Time allowed : 3 Hours****Max. Marks : 80**

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Press Regulation : A historical Perspective
- 1.2 Censorship and Media : A historical Perspective
- 1.3 Emergency & Censorship : Indian Experience
- 1.4 Freedom of Speech and Expression in the Constitution of India

Unit 2

- 2.1 Media and right to information
- 2.2 Contempt of Court act 1971
- 2.3 Defamation Law in India
- 2.4 Right to Privacy

Unit 3

- 3.1 Press and Registration of Books Act, 1867
- 3.2 Copy Right Act 1957
- 3.3 Consumer Protection Act 1986
- 3.4 Prasar Bharti Act 1996

Unit 4

- 4.1 Media Ethics – Meaning and Concept
- 4.2 Media Ethics – A historical perspective
- 4.3 Code of ethics for media professional
- 4.4 Ombudsmen – A perspective

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

Reference Books :

- 1^ᵛ Mass Media Laws and Regulations in India by Venketeshwaren K. S., AMIL Singapore.
- 2^ᵛ Press Laws by Vasu S.S.
- 3^ᵛ Media Ethics and Laws by Hakemulder, J. R.
- 4^ᵛ Principles and Ethics of Journalism by Hakemulder J. R.

MJ(MC) - (Previous)

SEMESTER - II

Paper-04 Advertising : Principles & Practice

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Advertising : Meaning and Concept
- 1.2 Historical perspective of advertising in India
- 1.3 Advertising : Nature and Types
- 1.4 Role of Advertising: Social & Economic

Unit 2

- 2.1 Objectives of Advertising : General & Specific
- 2.2 Legal and Moral aspects of Advertising
- 2.3 Advertising and freedom of expression
- 2.4 Social Advertising

Unit 3

- 3.1 Advertising Media : Print, Radio, TV and Internet
- 3.2 Outdoor Media, Alternative Media & tools
- 3.3 Advertising campaign planning & managing
- 3.4 Role or Research in Advertising

Unit 4

- 4.1 Copy writing : Different process, copy language

- 4.2 Different types of copy
- 4.3 Creative Brief and writing for different media, copy testing
- 4.4 Graphic designing, Art and layout

PRACTICAL**Marks : 20**

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

- 1st 'What's in a Brand? Building Brand Equity' by Jones, Philip John, Tata Mac Graw, Hill New Dehli.
- 2nd Advertising Media Planning, Sison Z, Jack and Lincoln, Bumba, NTC, Business Books.
- 3rd Foundation of Advertising Theory and Practice by Chunawallah, SA and Setia, KC.

MJMC (Previous)**SEMESTER - II**

Paper- 05- Media Management

Time allowed : 3 Hours

Max.

Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1-

- 1.1 Present Media Scenario, explanation of media in India
- 1.2 Emergence of Digital Media, Regional Media, etc.
- 1.3 Media as a Corporate Entity, Media as an Industry
- 1.4 Media- Mission or Profession, emerging trends & challenges

Unit 2

- 2.1 Media Management- Principles, functions, significance
- 2.2 Ownership Pattern of Media- Individual Ownership, Trust, Society, Partnership, Private Ltd., Public Ltd.
- 2.3 Organizational structures of Media Organizations
- 2.4 New Trends in Media Management, Innovative practices.

Unit 3

- 3.1 Media Management- Different Management functions
- 3.2 Depts. Of media organizations- Editorial, Marketing, Circulation, Human Resources, Material Management

3.3 H.R. Policies for Media personnel, Wage Board, etc.

3.4 Brand Building for Media

Unit 4

4.1 Media Economics- Management & financial aspects of Media organizations

4.2 Revenue generation strategy, budgeting & finance, capital costs, production costs

4.3 Production and Scheduling, Commercial Marketing policies for revenue generation, Creativity in marketing

4.4 Media organizations- Indian Newspaper Society (INS), RNI, ABC, DAVP, etc.

Suggested Readings:

1. Media Prabandhan (Gulab Kothari)
2. The Indian Media Business (Vanita Kohli Khandekar), Sage Publications
3. Making News (Uday Sahay)
4. Patrakarita Ki Lakshman Rekha (Alok Mehta), Samyik Prakashan
5. Media- Planning & Buying (Arpita Menon), Tata Mcgraw
6. Corporate Media, Dalal Street (Dilip Mandal), Rajkamal Prakashan
7. The Hoot Reader: Media Practice in Twenty First Century (Sevanti Ninan, Subarno Chatterji)

MJ (MC) - (Final)

SEMESTER - III

Paper-01 Print Journalism – I (Reporting & Editing)

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 News : Definition, Meaning and Concept, fairness, clarity, brevity, verification, truthfulness, news slants
- 1.2 Duties and responsibilities of journalist
- 1.3 News structure, Introduction, types
- 1.4 Journalistic interview

Unit 2

- 2.1 New source, speeches, news conferences, meetings, gatherings etc.
- 2.2 News beats, court, legislature and parliament
- 2.3 Covering crime, accident, disaster, writing obituary
- 2.4 Reporting : social, rural, art and culture and development

Unit 3

- 3.1 Investigative approach, interpretation approach, indepth approach in news
- 3.2 Analyzing news from marganalised groups and gender point of view, conflicts and communal riots
- 3.3 News for peace and reconciliation
- 3.4 News for social justice and human rights

Unit 4

- 4.1** News Editing : Copy editor, responsibilities and tools, selection of news for publishing
- 4.2** Headlines, concept and types
- 4.3** Editing different copies, managing online desk.
- 4.4** Essentials of page make up, proof reading & photo collection news.

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference books :

- 1.** Editing: A Handbook for Journalism, TJS George, (IIMC, Publication).
- 2.** News Reporting and Editing, Srivastava, K.M. (Sterling Pub. Delhi).
- 3.** News Writing, George A, Hongda, (Kaniska Pub).

MJMC - (Final)

SEMESTER - III

Paper-02 Print Journalism – II (Editorial & Feature Writing)

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Editorial : Meaning & concept
- 1.2 Editorial page : role and relevance
- 1.3 Types of editorial
- 1.4 Editorial conference

Unit 2

- 2.1 Editorial Department : role and functions
- 2.2 Various editions; regular, special & emergency
- 2.3 Editorial policy, concept
- 2.4 Relationship of Editorial Department with other departments

Unit 3

- 3.1 Editor – Responsibility & functions
- 3.2 Assistant Editor, Associate Editor
- 3.3 News Editor
- 3.5 Sub Editors

Unit 4

- 4.1 Features : Meaning & concept
- 4.2 Types of features
- 4.3 Characteristics of features

4.4 Qualities of a feature writer

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation of the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference books :

1. Professional Journalism, Kamath M.V.
2. Modern Newspaper Practice, Hodgson, F.W.
3. The Journalist's Handbook

MJ (MC) - (Final)

SEMESTER - III

Paper-03 Radio Journalism (Programme & Production)

Time allowed : 3 Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Radio : An oral medium, its strength and weaknesses, Radio writing
- 1.2 Radio and private service broadcasting
- 1.3 Radio for social change & development
- 1.4 Alternative radio : Community, participating Radio

Unit 2

- 2.1 Radio programmes brief introduction
- 2.2 Music, Spoken word, talks, discussions, interviews, dramas, documentaries, features & commentary
- 2.3 Audience specific programmes : Youth, women, children, senior citizens
- 2.4 Subject specific programmes : rural, educational, sports, science, health & family welfare

Unit 3

- 3.1 Radio Programmes : Planning & scheduling
- 3.2 Equipment for radio production : studio set up, transmission & related technical person, microphones
- 3.3 Radio Reporting, News Bulletins

3.4 Composition of programmes : News, Music and spoken words, radio features

Unit 4

4.1 Radio programmes production elements : speech, narration, dialogue, sound effect, music silence

4.2 Presentation of radio programmes : job of presenter, delivery modulation and projection of the voice

4.3 Entertainment Radio broadcasting : Anchoring & Radio Jockey

4.4 Studio Etiquettes, feedback, interactive programmes

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

1. Broadcasting in India by Awasthy, G.C.
2. Broadcasting and People by Masani Mehar
3. The Art of digital Audio by Wat Kinson, John, Focal Press
4. Radio Programming – Tacts and strategy by Eric & Norverg
5. Broadcast Journalism - Basic Principles, S.C. Bhatt.
6. Radio and T.V. Journalism by Srivastava K.M.

MJMC - (Final)

SEMESTER - III

Paper-04 Television Journalism (Programme & Production)

Time allowed: 3 Hours

Max. Marks : 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Television News, Meaning and concept
- 1.2 T.V. Newsroom operation : Basics of T.V. News
- 1.3 Structuring news story, News gathering, writing, integrating bytes, visualization of news
- 1.4 Headline writing, voice over, TV interviews, TV features & news analysis

Unit 2

- 2.1 Interview and TV production process
- 2.2 Pre production preparation
- 2.3 Post production: Overview of TV studio, master control room
- 2.4 Audio control room, vision mixture panel, floor lighting

Unit 3

- 3.1 Camera work : Different shots, movement & angles, common used terminology
- 3.2 Video tape formats, S-VHS, U-method, (low & high bend). Beta Cam SP, Digital Beta, DV Pro, Mini DV, DV etc.
- 3.3 Video Editing : Meaning & Significance
- 3.4 Process and principles

Unit 4

- 4.1 Duties and responsibilities of Director, producer, editor
- 4.2 Duties & responsibilities of Camera person, floor manager and production assistant
- 4.3 Duties and responsibilities of Sound recorder, technical director, set designer, make up person
- 4.4** TV personalities: Qualities and functions of anchors & news readers

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

- 1^u Techniques of Television Production by Bretz Rudy.
- 2^u Video Production Handbook by Schihl J. Robert.
- 3^u Indian Broadcasting by Luthra H.R.
- 4^u Radio and TV Journalism by Srivastva K.M.

MJ(MC) - (Final)

SEMESTER - III

Paper-05 Current Affairs

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Political issues at National level
- 1.2 Major debates and issues in the Parliament
- 1.3 Major events, development in different ministries, India and its Neighbours
- 1.4 Major political issues covered in the media

Unit 2 Regional Issues & Problems

- 2.1 Social
- 2.2 Religious
- 2.3 Economic
- 2.4 Political

Unit 3 Current Issues in Social Development

- 3.1 Elementary Education and Higher Education
- 3.2 Health and Sanitation, AIDS & Major diseases
- 3.3 Economic Growth
- 3.4 Development of Infrastructure, Stock exchange & its behaviour

Unit 4 Current Issues in Economic Development

- 4.1 Major Economic Policies
- 4.2 Current issues in Water Conservations & Management
- 4.3 Status of Women

4.4 Science, Technology & Environment

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

Students will consult the following :

1. News Papers
2. Magazines
3. Journalism
4. Animals
5. Debate and Discussions on TV and Radio

MJMC - (Final)

SEMESTER - IV

Paper-01 On-line Journalism

Time allowed: 3 Hours

Max. Marks : 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Online journalism, meaning & concept
- 1.2 Principles and Objectives
- 1.3 Role & Relevance
- 1.4 Online journalism and the globalized world

Unit 2

- 2.1 Writing and editing for online newspapers, e-magazines & news letters
- 2.2 Principles of news selection & news sources
- 2.3 Format & style of writing
- 2.4 Language of news, specialized reports, profile etc.

Unit 3

- 3.1 Web Cameras, band width, Browser progression
- 3.2 Interactive Television
- 3.3 Process of Web development
- 3.4 Need for Cyber laws, cyber crimes, privacy, domain and registration

Unit 4

- 4.1 Reliability & Truth on the Net
- 4.2 Values & Ethics of online journalism

4.3 The value of protocols, production of news based website

4.4 Freedom of the media and pressures on online journalist

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference books :

1. Online Journalism a Basic Text, Tapas Ray, Foundation Books, Delhi, 2006.
2. Journalism on the Web, James Glen Stovall, Publisher, Pearson Allyn & Becon, 2003.
3. Web Design for Journalism, Andy Dickison, Butterworth, Heinemann, 2003.
4. Journalism Online, Mikeword Focul Press, March 2002.

MJMC - (Final)

SEMESTER - IV

Paper-02 Optional Group (A)

Women & Media (Optional Paper-1)

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Status of Women and Mass Media
- 1.2 Urban and Rural attitudes prevailing in the society
- 1.3 Commodification of women
- 1.4 Promotion of women's image by the media

Unit 2

- 2.1 Theoretical perspectives on women studies
- 2.2 Classical
- 2.3 Marxist
- 2.4 Feminist, Emerging trends

Unit 3

- 3.1 Role of media in the development of women.
- 3.2 Women professionals in the media
- 3.3 Women & media : Opportunities & challenges
- 3.4 National women commission & their agencies

Unit 4

- 4.1 Media & gender consciousness
- 4.2 Media projection on Domestic Violence & sexual harassment
- 4.3 Image of women in advertisement
- 4.4 Communal riots & women.

PRACTICAL**Marks : 20**

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

- 1st The second sex, by Simon De Beauvoir.
- 2nd Marriage, Migration and Gender by Rajni Patriwala & Patricia Oberoy, Sage Publication.
- 3rd The Kaleidoscope of gender, Joan Z. Spade, Catherine G. Valentine
- 4th Deadly Laws & Jealous Reformers, Madhu Purnima Kishwar.

MJMC - (Final)**SEMESTER - IV****Paper-02 Optional Group (A)****Environment & Media (Optional Paper-2)****Time allowed : 3 Hours****Max. Marks : 80**

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Meaning & concept
- 1.2 Role & Relevance of environment studies
- 1.3 Impact of Development environment
- 1.4 Environmental issues : Pollution, etc.

Unit 2

- 2⁰¹ Environmental Movements
- 2⁰² Environmental Protection & the role of NGOs
- 2⁰³ Chipko Movement
- 2⁰⁴ Narmada Bachao Andolan

Unit 3

- 3.1 Nature & coverage of environmental movements in media
- 3.2 Impacts of Movements on Masses
- 3.3 Environment & Media – International Perspective
- 3.4 Green Peace & other International Environmental groups

Unit 4

- 4.1 Environmental crisis, global warming & Green House Effects
- 4.2 Various Government policies regarding environment
- 4.3 Environment related programmes in the media
- 4.4 Reports & features, film & documentaries

PRACTICAL**Marks : 20**

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

- 1st Our Environment, by Laeeq Futerhally (NBT)
- 2nd Ecology & Sustainable Development by Ramakrishanan P.S. (NBT)
- 3rd Environment and Urban Development by Mohan I, (Anmol Pub.)
- 4th Global Warming by Sinha P.C.

MJMC - (Final)**SEMESTER - IV****Paper-03 Optional Group (B)****Political Communication (Optional Paper-I)****Time allowed : 3 Hours****Max. Marks : 80**

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Political Communication as emerging discipline
- 1.2 Information : its importance, scope and characteristics
- 1.3 Politics and Communication : relationship
- 1.4 Media as a source for new political power, Mass Media and Political Communication

Unit 2

- 2.1 Political Communication – definition and Recent theoretical approaches
- 2.2 Political participation, Movement, elections, voting behaviour
- 2.3 Media and Political leadership
- 2.4 Political socialization & media

Unit 3

- 3.1 Channels of Political Communication : Press, radio, TV & Cinema
- 3.2 Campaigns, political marketing
- 3.3 Political rallies
- 3.4 Political surveys, pre-election surveys

Unit 4

- 4.1 International relations & the political communication
- 4.2 Media and hidden political agenda, national and international

4.3 UNO and its political communication system

4.4 War, Terrorism & diplomacy – the Indian experiences with media

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

1. Many voices one world, Mac Bride Commission Report (Oxford)
2. Media and the Political Process, Eric Laun
3. The Politics of News, J.S. Yadav
4. The International Political Communication, Daw Zew W. Phillip
5. War, Media & Propganda, Tylor Philip
6. Your bias is showing, Nihal Singh
7. Communicating Politics : Mass Communication and the Political Process, Schlesinger Philip et al.

MJMC - (Final)

SEMESTER - IV

Paper-03 Optional Group (B)

Business Journalism (Optional Paper-2)

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Tools for a Business Journalist : Overview of Economic history of business journalism in India
- 1.2 Overview of Global Economy
- 1.3 Comparative study of major business publication: Economic Times, Financial Express, Business Standard, Business India, Business World, Business Times, Economic and Political Weekly, etc.
- 1.4 Introduction : Corporate sector in India & Industry

Unit 2

- 2.1 Government Politics & the Business Journalist, Major Ministries and their functions: Finance, Industry, Commerce, Agriculture, Telecom, IT, Steel & Mines etc.
- 2.2 Planning Commission : An overview of its role and function
- 2.3 The Central/State Budgets: An analysis
- 2.4 WTO & the Indian economy: Policy measures & implications

Unit 3

- 3.1 Corporate Sectors & Industry, Major Industries in India: Changing patterns & Analysis
- 3.2 Analyzing industry trends: A journalist's guide book

3.3 Corporate Sector in India: Emergence, Growth & Laws.

3.4 Business families in India, Foreign Capital (Multinationals) and the corporate sectors

Unit 4

4.1 Stock markets & the Business Journalist, Introduction to stock markets.

4.2 How to evaluate stocks (Reading balance sheets & predicting industry trends)

4.3 Mutual Funds : Changing trends

4.4 Role & Functions of SEBI

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

1. The Business of Journalism by Serri William
2. Media Management in the Age of Business Dynamics of
3. Journalism, by Herrick
4. Profits and Losses : Business Journalism by Chirs
5. Business and Marketing by Tery Hope

MJ(MC) - (Final)

SEMESTER - IV

Paper-04 Optional Group (C)

Cinema Studies (Optional Paper-I)

Time allowed : 3 Hours

Max. Marks : 80

Note : The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Origin of Cinema as a medium of Mass Communication
- 1.2 Cinema in Modern Society
- 1.3 Entertainment Art in 20th Century
- 1.4 Relationship of Cinema with other media, print, radio and television

Unit 2

- 2.1 Important stages in development of Cinema in India
- 2.2 Cinema in US
- 2.3 Cinema in Western Europe, Russia and Eastern Europe
- 2.4 Cinema in Asia, Africa and Latin America

Unit 3

- 3.1 Evolution of film language, from image to idea
- 3.2 Scene and shots, Camera distance
- 3.3 Movement and angles
- 3.4 Use of sound in films

Unit 4

- 4.1 Censorship of films in India
- 4.2 Film Journalism

4.3 Film society Movement in India

4.4 Impact of Cinema on Indian Social

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books :

1. Cinema and I, by Ritvik Ghatak
2. Theory of Films, by Kracawar Sigfried
3. Indian Film, by Bernard Eric & Krishna Swami
4. Communication Cinema Development, by Gaston, Robert
5. Making Meaning in Indian Cinema, by Vasudevan, Ravi (Oxford Press)
6. The World of Satyajee Ray, by Sarkar
7. Obsenity and Film Censorship, by William B.

MJMC - (Final)

SEMESTER - IV

Paper-04 Optional Group (C)

Travel Journalism (Optional Paper-2)

Time allowed: 3 Hours

Max. Marks: 80

Note: The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.

Unit 1

- 1.1 Pioneers in travel writing
- 1.2 Great travel stories of March Polo
- 1.3 Huen Tsang, Ion Batuta, Al Baruni
- 1.4 V.S. Naipaul, Rahul Sankratayan, William Darlympal

Unit 2

- 2.1 Travel Journalism : Meaning concept
- 2.2 Travel journalism : Writing, facts influencing travel writing
- 2.3 Types of Travel Writing, Travelogues (Travel Guides)
- 2.4 Articles on Travels

Unit 3

- 3.1 Articles on specialized topics
- 3.2 Creative travel writing – Techniques of travel writing
- 3.3 Writing for travel magazines
- 3.4 Collecting information

Unit 4

Promotional Literature

Photography for Travel magazines & guide books

Tourism & globalization, new trends in travel writing

Study various types of travel writing journalism

PRACTICAL

Marks : 20

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of a viva-voce.

Reference Books:

1. Travel in the ancient world, Cason, Leonell, George Allen
2. The Art of Travel : Essays on Travel Writing, Dodel, Philip
3. Outlook Traveler
4. India Today Plus
5. AIR Magazines, Jet Airways, Swagat

MJMC - (Final)

SEMESTER - IV

Paper-05- Project Report And Comprehensive Viva- voce

Marks- 100

A. Students will be required to write a Field Project Report based on field media study of media trends/ habits/ developments or some important socio- cultural- political- educational- economic aspects vis-a-vis media studies, etc.

[Topics may be like Media Literacy in Schools, Media Habit Studies, Role of Media in Water Conservation (study of a particular village, any other topic related to media, etc

The project topic will have to be got approved from the HOD.

B. Comprehensive Viva- voce

This comprehensive viva- voce will be aimed at testing the knowledge, understanding, learning and the skills acquired by the student during the two year MJMC programme.

The examination of paper- 05 will be based on viva- voce conducted by the HOD, one External Examiner, and one Internal Examiner (nominated by HOD).