

# Department Of Journalism and Mass Communication

(PIBS)

## Pacific University

### MA Journalism & Mass Communication

#### II Semester

1. Media Law (MJM-201)
2. Reporting and Feature Writing (MJM-202)
3. Cyber Journalism and New Media Technology (MJM-203)
4. Advertising and Public Relations (MJM-204)
5. Practical 1: Ad Creation & Development (MJM-205)
6. Practical 2 :Tabloid Preparation (MJM-206)

#### Media Law

##### **Unit 1**

Indian constitution – Salient Features – Fundamental rights – Article 19 (1)(A)- freedom of the press, freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media

##### **Unit 2**

Official secrets Act , 1923 – Books and Registration of newspapers Act, 1867 – Working Journalists Act , 1955 Press and Publication ( Parliamentary Proceedings ) Act , 1976

##### **Unit 3**

Press Council of India Act , 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of court

##### **Unit 4**

Code of Conduct, Prasar Act, Press council of India, Media Case Study- Freedom of the press – Ramesh Tapar vs state of Madras – Brij Bhushan vs state of Delhi– Virendra vs state of Punjab – Ramji Lal Modivs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Benett Coleman and Co vs Union of India \_ IndianExpress vs Union of India (1986)

##### **Unit 5**

Censorship Law and Internet – Laws and Cyberspace– Laws relating to cable and satellite TV

#### **Reference books**

- 1.B.N.Pandey: Indian constitution, Cental Law Publications
2. D.D.Basu: Introduction to Indian constitution.
- 3.D.D.Basu: Press law

## **Reporting and Feature Writing**

### **Unit 1**

Detailed analysis of news – definition, concepts, components, sources, press conference, Interviews. Qualifications and responsibilities of reporter – ethical aspects.

### **Unit 2**

Reporting special events – disasters and accidents – Reporting Rural issues, sports – budget — speech reporting – investigative reporting – science reporting . News campaigns. Difference between routine and exclusive coverage.

### **Unit 3**

Features – definitions – scope – types of features- news features – historical features – seasonal – how - to - do it – photo features – scientific features – human interest features – profiles – syndicate features.

### **Unit 4**

Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programs – performing arts – contemporary trends in reviews.

### **Unit 5**

Understanding beat reporting- general Beat (Crime, accident, cultural, life style, tourism, education and city beats), Specialized beat reporting (parliament, court, defense, Religious, political)

### **Reference books**

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg: The professional journalist
3. Ralph S. Izard: Reporting the citizen's news
4. M. V. Kamath: Professional journalism
5. Curtis Macdougall (1953): Interpretative reporting.

## **Cyber Journalism and New Media Technology**

### **Unit 1**

Introduction to New Media. Development of the new Media. Internet Terminology: Concept of Netizens. Online Newspapers, Online Magazines, Blogs. Cyber Crime and Cyber Laws. Internet and its Functions. Major News Portals. Newspapers, Magazines and their E- Paper, E-Books on Internet.

### **Unit 2**

Internet: LAN, MAN, WAN, E-mail, Web Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line. Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/ IP, PPP

### **Unit 3**

WEB PAGE, Websites, Homepages. Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website.

### **Unit 4**

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, and advertising on Internet.

### **Unit 5**

Web Journalism: definitions, characteristics and feature of online media/journalism, Social Networking Sites.

### ***Reference Books:***

Tom Wolfe: The New Journalism

Online Journalism: A Basic Text by RAY

Cyber Media Journalism: Emerging Technologies by JAGDISH CHAKRAVARTY

[Online Journalism: Principles and Practices of News for the Web by JIM FOUST](#)

## **Advertising and Public Relations**

### **Unit-1**

Evolution and growth of advertising – definitions of advertising – Advertising a part of Marketing Communication, Types of advertisements, Various media for advertising – national and global advertising scene. AIDA Model , DAGMAR Approach

### **Unit-2**

Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.) ,ASCI and its code of conduct,

### **Unit-3**

Media Selection, budgeting media planning & buying, Media Scheduling, and strategies. Factors influence selection of media, Ad Appeal.

**Unit-4** Public Relations: Definition, Role & Function, Growth & Development, Public Relations and Corporate Communication, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.). various tools of PR, Need for Public Relations.

### **Unit-5**

Law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments.

### **Referene books**

- 1.Cutlip& Centre(2005) Effective public relations. New Delhi : Pearson.
- 2 Bertrand R .Canfield : Public relations.
- 3 Stephenson: Handbook of public Relations.
- 4.Sam Black: Practical public relations.
- 5.J.H.Kaul: Public relations in India.
- 6.Leslie: Public relations Handbook.
- 7.Finn: Public relations and the management.
- 8.J.E.Marsen: Modern public relations.

# Department Of Journalism and Mass Communication

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## Pacific University

### MJMC (Master of Journalism & Mass Communication) + PGP in Media Management

#### 4<sup>th</sup> Semester

- 1: Human Rights, Media & Traditional Communication (MJM-401)
- 2: Indian & World Cinema (MJM-402)
- 3: Media Management (MJM-403)
- 4: Research Methodology (MJM-404)
- 5: Fundamentals of Entrepreneurship (MJM-405)
- 6: Practical: Video Editing & Techniques (MJM-406)
- 7: Project Work (MJM-407)

#### **Human Rights, Media and traditional communication**

**Unit 1** Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights.

**Unit 2** Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Stateless persons – Disabled persons – Older people – Human rights commissions in India

**Unit 3** Human rights and media – Newspapers – TV and Films – Framing of issues - Reporting and writing of human rights report

**Unit 4** Traditional media – nature – meaning – Definition – Historical background – characteristics – Classification of formats – Different phases. Traditional media and modern communication-communication models – Folk arts and social perspectives – Folk arts and religious communication

#### **Reference Books**

1. Gopala Bhargava (2001). Human rights concern of the Future. New Delhi: Gyanbooks.
2. H.O Aggarwal (2000) International Law & Human rights . Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999). Human Rights in Global politics.

## **Indian & World Cinema**

**Unit-1 Types of cinema-** child cinema, scientific cinema, mainstream cinema, art movies, short films, documentaries, animated movies.

**Unit-2 Governing bodies of cinema in India and abroad-** NFDC & Censor Board. Criteria of selection of locations, factors need to be consider effective script writing. Copyright violation, social acceptability, points to be keep in mind while film budgeting.

**Unit-3 Different film festivals** – International festivals, Goa festival, Cannes festival, National child film festival, **Awards-** Oscar, National film awards, Tony Awards, Grammy Awards, awards by private media channels.

**Unit-4 Film production** – agencies involved in film making and their functions - Producers, finances, directors, cinematographer, script writer, dialogue writer, lyricists, musicians, editors, spot boys, graphics designers, dubbing artistes, talents, actors, actress, lead role players, make up man, costumes, set designer.

**Unit-5 Film distribution** – theatres, single theatres, multiplexes, TV promotions, premieres, advertising and publicity. **Renowned Movie Producing Companies-** Walt Disney, Dreamworks, 20<sup>th</sup> Century Fox, Paramount, Universal

Suggested Reading-

- 1 The Oxford Guide to Film Studies by John hill
- 2 An Introduction to Film Studies- Jill nelmes
- 3 Film Studies- A global Introduction- By Glyn Davis

## **Media Management**

### **Unit – I**

#### **Management of Media:**

Meaning, Nature & Process of Media Management

#### **Planning for Media:**

Concepts, Elements, Planning process for Newspaper, Magazine, Television news channels and Radio

### **Unit – II**

#### **Organisation of Media:**

Concept, Nature, Structure of Media Organisation, Centralisation & Decentralisation of Media Authority.

#### **Media Staffing:**

Concept, Need and Process

### **Unit – III**

#### **Media Decision Making:**

Process, Types

#### **Direction for Media Management:**

Nature, Concept & Elements, Techniques of Directing Media persons.

### **Unit – IV**

#### **Media Co-ordination:**

Meaning, importance and Process

#### **Motivation:**

Concepts, Process, Theories: Maslow and X & Y, Motivating Media people, Types of Incentives.

### **Unit – V**

#### **Leadership:**

Concept, Styles and attributes of good Media manager as a Leader.

#### **Media Control:**

Concept, Process, Elements of Effective Media Control System.

### **Suggested Readings:-**

1. L. N. Prasad
2. Tripathi & Reddy S. Chand.
3. R. L. Nolakha Principles of Management- Ramesh Book Depot, Jaipur

## **Research Methodology**

### **Unit-1<sup>st</sup>**

**Research:** Meaning, Objectives, Significance, Types of Research, Research Process, Research Problem: Meaning, Need and importance of research. Criteria of good research.

### **Unit- 2<sup>nd</sup>**

**Research Design :** Meaning, Need & Features of good research design, Different Research Designs. Methods of Data collection- primary and secondary collection of data through Questionnaire, collection of data Schedule Method, Observation Method, Interview Method, case study Method.

### **Unit -3<sup>rd</sup>**

**Sampling Theory:** Population and samples, sampling methods Merits and Limitations.

**Measurement and Scaling Techniques:** Measurement scales. Test of sound measurement. Scaling – Meaning and classification Bases, important scaling techniques.

### **Unit -4<sup>th</sup>**

**Testing of Hypothesis:** Basic concepts and procedure. Hypothesis Testing of means and different between means Hypothesis Testing of proportions and Difference between proportions. (Introduction only)

### **Unit -5<sup>th</sup>**

**Report Writing:** Report writing process, Layout of research report, Significance of report writing.

#### **Suggested readings-**

Research Methodology- C.R. Kothari

Research methods in management- Jyotsana Diwan Mehta.



## **Fundamentals of Entrepreneurship**

### **Unit – I**

**Introduction :** The entrepreneur; Definition; Theories of entrepreneurship; Role of socioeconomic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision-making and Business planning.

### **Unit – II**

#### **Promotion of a Venture:**

Opportunities analysis; External environmental analysis – economic, social and technological; Competitive factors; Legal requirements for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.

### **Unit – III**

#### **Entrepreneurial Behaviour :**

Innovation and entrepreneur; Entrepreneurial behaviour and Psycho-Theories, Social responsibility.

### **Unit – IV**

#### **Entrepreneurial Development Programmes (EDP) :**

Their role, relevance and achievements; Role of Government in organizing EDPS; Critical evaluation.

### **Unit – V**

#### **Role of Entrepreneur :**

Role of an entrepreneur in economic growth as an innovator, Generation of employment opportunities, Complimenting and supplementing economic growth, Bringing about social stability and balanced regional development of industries; Role in export promotion and Import substitution, Forex earnings and augmenting and meeting local demand.

#### **Suggested Reading:**

- 1. Project preparation :** Prasanna Chandra
- 2. A Practical guide to Industrial Entrepreneurship :** Shrivastava S.B.
- 3. Environment & Entrepreneur :** Tandon B.C.
- 4. Fundamental of Entrepreneurship:** G.S. Sudha