

Syllabus of MA Journalism & Mass Communication (MAJMC I Semester) 2017-18

CBCS Scheme

Introduction to Communication

(Paper Code : MJM-101)

Unit-1

Meaning & process of communication – Importance of communication – basic functions of communication – Types of communication - Intrapersonal communication - Interpersonal communication - Group communication - Mass communication- Non-verbal communication

Unit-2

Models of Communication – Shannon & Weaver Model – SMCR Model – Laswell’s Model – Osgood Model – Schramm Model – Gerbner’s Model, Newcombe’s Model – Convergent Model – Gate Keeping Model

Unit-3

Theories of communication – Hypodermic Needle Theory – Two Step Theory – Multi Step Theory – Commercial Theory – Play Theory – Uses & Gratification Theory – Selective Exposure, Perception & Retention Theory – Individual Theory

Unit-4

Elements & Process of Communication – Barriers of Communication (Language Barrier – Physical Barrier – Social-psychological Barrier) – Tools of communication (Diction – Sentence – The Paragraphs - Punctuations)

Unit-5

Effective Communication Principles – Essentials of Effective Communication – Effective Written Communication – 7C’s of Communication - Effective Verbal Communication

Reference Books:

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
3. Introduction to Communication, Juta Academic, S. Steinberg.
4. Communication theory, Dr.J.S.Chitode
5. McQuail’s Mass Communication Theory: Denis McQuail

Electronic Media and Basics of Camera

(Paper Code : MJM-102)

Unit-1

Historical perspective and development of television, Cable & DTH network and major News Channels in India.

Unit-2

Working of a TV camera: various camera shots and angles for news coverage, writing for television, TV news room, basics of news reading and anchoring, interview, discussions and documentaries.

Unit-3

Television program production and techniques – Pre Production, Production & Post Production, budget making, shooting formats.

Unit-4

Types of camera lenses - telephoto, zoom, macro, normal - Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters.

Unit-5

View-finders and focusing systems - Colour Filters: Different kinds, Red, yellow, green, neutral density, half filters, colour correction filter. Three Point key lighting.

Reference Books:

1. Singh, Chandrakant P., Before the Headlines: A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.
3. Saxena, Gopal, Television in India, Vikas Publishing House, New Delhi.
4. Broadcast Journalism: SC Bhatt, Har-Anand Publications Pvt. Ltd.
5. Electronic Media: Sanjeev Bhanawat, Rajasthan Hindi Granth Academy.

History of Press

(Paper Code : MJM-103)

Unit-1

Origin of press – evolution of modern newspapers - Growth of newspapers in India - Hickey's Gazette – Bombay Chronicle, Udantmartand.

Unit-2

Early journalism in Bengal-Bombay and Madras presidencies – Growth of national press in 19th century - Raja Ram Mohan Roy – BalagangadharTilak.

Unit-3

Indian press and freedom movement – Gandhi's contribution to Indian journalism – Nehru era – Government v/s Press – Indian Press and Emergency.

Unit-4

Contribution of National eminent newspapers - Amrit Bazar Patrika - Kesari – Hindustan-Navbharat Times -The Times of India – The Statesman - The Hindu.

Unit-5

Prominent Indian news agencies and history of News Agencies.History of Journalism in Rajasthan, Folk/Traditional Media,

Reference Books:

1. Journalism in India - Rangaswamy parthasarathy, Sterling Publishers pvt. Ltd., New Delhi.
2. Dr. G.K. Kundra- lapkj ek;/e vkSj i=dkfjrk dk laf{kIr bfrgkl
3. vk"kk xqIrk & fganh i=dkfjrk dh fodkl ;k=k
4. Nadig Krishna Murthy (1966).Indian journalism Mysore, Mysore UniversityPress 2.
5. S.Natarajan. Indian journalism
6. R.Parthasarathi.(1991) Modern Journalism in India. New Delhi: Sterling Publishers.
7. JV Seshagirirao. Studies in the history of journalism

Media Writing

(Paper Code : MJM-104)

UNIT-I

Writing for Print Medium; News Writing. Feature Writing. Article writing. Editorial writing.
Short story Writing.

UNIT-II

TV journalism & Serial Production; TV News Writing. Bulletin Production. TV Serial Scripts.

UNIT-III

Film Writing; 1-line Concept, Story, Script, Dialogue, Screenplay writing.

UNIT-IV

Blog Writing; Blog Article. Blog News. Creative Writing & Content Writing for Web Portals.

UNIT-V

Radio Production Writing; Radio Drama Script, Script for Phone-in programmes. Script for
Radio Talk.

Reference books:

1. Syd Field: Screenplay: The Foundations of Screenwriting.
2. Ravi M. Khanna: TV News Writing made easy for Newcomers.
3. "kSys'k dqekj pkS/kjh& jsfM;k sys[ku
4. Wendy Burt-Thomas: The Everything Creative Writing Book: All you need to know to write novels, plays, short stories, screenplays.
5. Von Zeffler: Blogging: A Beginners Guide

Practical 1: Still Camera Exercises

(Paper Code : MJM-108)

Practical 2: Desktop Publishing

(Paper Code : MJM-109)

MA Journalism & Mass Communication

SEMESTER – III

1. Mass Communication Theories MJM-301
2. Television Production MJM-302
3. Print Production and Development MJM-303
4. General Awareness MJM-304
5. Practical 1: News Bulletin and Anchoring MJM-307
6. Practical 2 : TV News Presentation MJM-308

Mass Communication Theories

MJM-301

Unit -1

Mass Communication: Meaning & definitions, Characteristics & features, Elements of Mass Communication, Need and Importance of Mass communication.

Unit-2

Functions of Mass Communication: To-Persuade, Inform, Educate, Entertain; Other functions, Communication v/s Mass communication. Models of Mass Communication : Lazerfield Two Step Flow, Dependency Model, Agenda Setting & Effect Model, Gatekeeping Model.

Unit-3

Theories of Mass Communication: Meaning of theories based on scientific study & analysis; Four major theories of Press, according to Fred Siebert, Theodore Peterson & Wilbur Schramm

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| (a) Authoritarian Theory | (b) Libertarian Theory |
| (c) Social Responsibility Theory | (d) Soviet Communist/Workers Theory |
| (e) Other Theories: Development Media & Democratic Participant Theory | |

Unit-4

Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films, Records, Internet
- (b) Advertising & Public Relations
- (c) Traditional & Folk Media

Unit-5

Mass Communication & Society: Uses & Effect

Theories of Media Effect and Media uses,(uses and gratification theory, cultivation theory,)Effect of media on education, Children and Media, women and media.

Reference Books:

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
3. Mass Communication (Theory & Practice),Sumit Narula, Regal Publication
4. Mass Communication theory ,Fundamental.Ferment and Future ,Stanley J.Baran
5. McQuail's Mass Communication Theory: Denis McQuail

Television Production

MJM-302

Unit-1

Programming – Two Production Categories - Advertising types of programs - Programs by content - Format – Music and Drama types – program scheduling terms

Unit-2

Pre-Production Perspective – The Producer – The Writer – Scripts, step by step – Plot development language – Miscellaneous Terms – TV commercial terms

Unit-3

Live TV Production – Advantages of Live TV – Control room personnel – The studio floor crew – Behind-the-scenes personnel – Equipment and terms – Production steps – words of command, jargons – visual signals

Unit-4

The Language of Lighting – Fundamental objectives – Types of lighting – Lighting equipment – Miscellaneous terms

Unit-5

The Camera – Terms of film camera mechanism – The lens – Camera movement – types of camera shots – Film camera speed and tricks – camera terms

Reference Books:

1. Television Production by Harry Wayne McMahan
2. Television Production by Jim Owens
3. Television Production by Gerald Millerson
4. The Digital Film Making by Dough Harman
5. Handbook of Television Production by Herbert Zettl

Print Production and Development

MJM-303

UNIT-I

Writing news for Print media: Structure of news-inverted pyramid. Headlines: Concept and types.

UNIT-II

Writing: Feature, Column, Editorial & Letters to Editor.

UNIT-III

News room setup: Role of editor. News bureau. Chief reporter and other reporters, correspondents, Stringers, Freelancers.

UNIT-IV

The Photo section. Graphic Section and Cartoonist. Principles of editing. Photo editing and cropping.

UNIT-V

Newspaper Layout and design. Make-up of front page and other pages. Writing caption. Terminology of print journalism.

Reference Books:

1. *News Reporting- B N Ahuja and S SChhabra.*
2. *News Editing & Reporting - MadhurSelvaraj, Dominant Publishers and Distributers, New Delhi.*
3. *Professional Journalism - M.V. Kamath, Vikash Publishers House Pvt Ltd, New Delhi*
4. *lepkj]Qhpj ys[ku ,oa laiknu dyk&gfjeksgu] r{kf''kyk izdk''ku] ubZ fnYyhA*
5. *Soumya Ranjan Behera and Debasis Mishra: Smart DTP Course*

General Awareness

MJM-304

Unit-1

Structure of Assembly – Lok Sabha, Rajya Sabha, President, Vice president, Prime minister, Structure of Vidhan Sabha, Chief Minister, Governor, Panchayati Raj – Fundamental rights

Unit-2

Introduction of Indian Political Parties, Election Procedure in India, local bodies (Nagar palika, parishad, nigam), Indian Census, RTI

Unit-3

Current Affairs, Who is who? Administrative Divisions and District Administration of Rajasthan.

Unit-4

Rajasthan – Introduction of Rajasthan, 1857 revolution, Kisan Andolan, different god and goddess, customs, costumes, rituals.

Unit-5

Rajasthan - Social Structure, History, Art and Culture, Literature, Tourism, Civilization, Fairs & Festivals.

Reference Books:

1. Bharat
2. JagranYear Book
3. Lakshya- Rajasthan Varshiki
4. Lucent
5. General Studies, Tata McGraw Hill