

Faculty of Mass Communication

Pacific University

DJMC (Diploma of Journalism & Mass Communication)

1. Introduction to Communication (DJM-101)
2. Electronic Media & Basics of Camera (DJM-102)
3. Reporting and Basics of Print Journalism (DJM-103)
4. Advertising & Public Relations (DJM-104)
5. Practical : Print and Electronic Media (DJM-105)

Introduction to Communication

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, New Combe’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:

Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.

Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.

Electronic Media & Basics of Camera

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.

Reference Books:

Singh, Chandrakant P., Before the Headlines: A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.

Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.

Saxena, Gopal, Television in India, Vikas Publishing House, New Delhi.

Reporting and Basics of Journalism

Unit-1

The concept of news: what is news? – Definition - scope - types of news - Elements of news - hard and soft news – news value – news sources – news structure - types of sources

Unit-2

Qualities and responsibilities of reporter - pitfalls and problems in reporting - Off-the-record and On-the-record - follow up - Concept of Credibility in News Reporting - Interview: definition-types – office correspondent – special correspondent – moffussil correspondent – chief reporter – foreign reporter.

Unit-3

Reporting: principles of reporting - Reporting different beats – Crime – politics – Parliamentary – business – education – Culture – Agriculture – sports – social - environment – science – Fashion - Life Style – entertainment – news agency reporting.

Unit-4

Press terminology - Press Release, Press Conference, Review Writing.

Unit-5

Headlines – definitions – types – qualities of headlines.

Reference Books:

News Reporting- K M Srivastava, Sterling Publication.

Fundamentals of Reporting and Editing - Dr. Ambarish Saxena, Knishka Publishers.

News Reporting – B N Ahuja & S S Chhabra.

Modern Journalism, Tools & Techniques - S. Phadhe, ABD Publishers, Jaipur.

Journalism - N. Jaypalan, Atlantic publishers and distributors, New Delhi.

Advertising & Public Relations

UNIT-I

Advertising: Definition and Concept of Advertising. History Growth and Development of advertising in Indian context. Types of Advertising. Functions of Advertising. Various Media of Ad: Print Media-Newspaper, Magazine, Pamphlet, handbill, souvenir, brochure etc., Electronic- Radio, Other- direct mail, outdoor etc.

UNIT-II

Advertising, Propaganda, Publicity and PR. Ad Agency- Structure and function. USP, Layout and Visualizing, Copy writing for Print, Radio and T.V. Advertisement.

UNIT-III

Public Relations: Definition and Concept of PR. Various types of public. Corporate Communication. Lobbying, Public opinion.

UNIT-IV

PR campaign planning. Tools of PR for external and internal communication. Skills and Qualities of PRO. Role and functions of PR. DAVP and DIPR

Reference Books:

□ **Advertising Principles & Practices- Wells Williams**

□ जनसंपर्क सिद्धांत और व्यवहार – डॉ. लक्ष्मी फौजि 'कॉन्ट्रिब्यूटर्स' ए/; इन्सॉल्वेन्सिबिलिटी वॉल्यूम

□ जनसंपर्क प्रशासन – डॉ. यकी पण्डित 'कॉन्ट्रिब्यूटर्स' ए/; इन्सॉल्वेन्सिबिलिटी वॉल्यूम

□ प्रभावात् तुलनात्मक एवं आधुनिक विचार, आधुनिक विचारों का विकास; फुल्लि/ह कॉपि ग्लोबल] त; इ/.

Practical (Print & Electronic Media)

- The students will be expected to do practical reporting and edit copies written by editorial reporters and journalists and produce lab journals.
- Reporting and editing of a news report
- Camera & Lighting Techniques
- Post Production Techniques
- Electronic News Gathering & Interview
- To prepare advertisements
- TV News capsule