

PAHER University, Udaipur, Rajasthan

Syllabus of BA Journalism & Mass Communication (BAJMC)

CBCS Scheme

Core Papers

Core 1

Semester-I

INTRODUCTION TO MASS COMMUNICATION

(Paper Code BJM-101)

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.

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

- (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.

Core -2

Semester-I
HISTORY OF JOURNALISM

(Paper Code BJM-102)

Unit-1

Development of Journalism in India - Early Newspaper Publications in India - Indian Language - Press and English Press - Press and First Freedom Struggle (1857) - Press and British Rule

Unit-2

Freedom Movement and Journalism - Preliminary Challenges of Early 20th Century and Press Laws - Journalism of the Leaders of Freedom Movement

Unit-3

Indian Press and Social Reform Movements - Missionary and Professional Journalism

Unit-4

Modernization of press - National press - regional press district and tehsil level press - Brief introduction of representative papers: Anand Bazar Patrika, Enadu, Navbharat times, Janasatta, Malyalam Manorama, Nai Duniya, Bhaskar, Punjab Kesari, The Hindu, The Times of India, Outlook, India today, Aaj etc.

Unit-5

Journalism in Rajasthan – Development of Rajasthan, Patrika – Dainik Bhaskar – Rastradoot – Navjyoti – Tarun Rajasthan – Naveen Rajasthan

Reference Books:

1. Press Freedoms -Louis Edward Ingelhart, Greenwood press.
2. Law to the press – D.D. Basu.
3. Journalism in India - Rangaswamy parthasarathy, Sterling Publishers pvt. Ltd., New Delhi.
4. Dr. G.K. Kundra-
- 5.

GE-1

Semester-I

MEDIA MARKETING

(Paper Code BJM-104)

Unit 1

Introduction to Marketing and various media

Meaning & definition of marketing, Difference in marketing & selling, Functions and scope of marketing, Importance & role of Marketing, Types of media channels

Unit 2

Planning and pricing of newspaper & magazine:

Planning- quality, features, design, color, size, name, logo and packaging.

Newspaper mix (decision about product), Newspaper lifecycle, Development of a newspaper, Pricing of newspaper- its objectives, Types and factors influencing the price of newspaper & magazine.

Unit 3

Physical distribution and promotion of newspapers & magazines :

Channel of distribution: circulation department-agency-hawker-vendor-consumer.

Promotional activities: Trade fairs, Free coupons, Lucky draws, Educational events, Celebrity shows, Sponsoring events, Social welfare activities and Free circulation.

Advertising- Advertisement at own product, at television, at websites and outdoor advertising.

Unit 4

Planning and pricing of television news channels and radio:

Planning- Daily duration, Decision related to program, music & logo, HD or non HD.

News channel content– language, stories, bulletins' duration, their content, chat shows and talk shows. Pricing:

Paid or free to air. Radio Introduction – AM, FM

Unit 5

Distribution and promotion of News channel and radio:

Distribution through cable channel and DTH, Sales team

Promotional Activities:

Promotion of News Channel- Celebrity shows, Sponsoring events, Social welfare activities, organizing own events

Advertising – at own channel, in newspapers, in entertainment channels, magazines, websites, outdoor advertising

1. *Reference Books:*

- Marketing Management by Phillip Kotler
- Electronic Media by Sanjeev Bhanawat
- Journalism in India by Rangaswamy Parthasarathy

AECC-1

Semester-I

ENGLISH COMMUNICATION

(Paper Code BJM-106)

Unit-1

Communication: Meaning, importance and principles of effective communication, Types of communication: written, oral, audio visual communication, Process of communication and Barriers.

Unit-2

Letter & Resume Writing: Types of letters - Formal/Informal - Importance & Function - Drafting the Applications - Elements of structure - preparing the Resume - Do's & Don'ts of Resume

Unit-3

Presentation Skill: Voice & Picture Integration - Body Language - Audience Awareness - Presentation Plan - Guidelines to make Presentation Interesting.

Unit-4

Interview Preparation: Types of Interview - Preparing for an Interview - Attending an Interview - General etiquette - Dressing Sense - Posture & Gestures .

Unit-5

Public Speaking: Storytelling, Essentials of effective anchoring; Group behavior and negotiations, Group Discussion and points to be considered in it.

Reference Books:

1. Business Communication and Soft Skills, Chundawat, Khincha & Jain: RBD Publications
2. O;olkf;d lapkj ,oa e/kq dkS' ky & Chundawat, Khincha & Jain, RBD Publications
3. Communication and Soft Skills: E. Suresh Kumar
4. Effective Communication and Soft Skills: Nitin Bhatnagar
5. Soft Skill Business and Professional Communication: [Sutapa Banerjee](#)

PRACTICAL: CAMERA & LIGHTING

(Paper Code BJM-107)

DSLR camera working and its various aspects like Aperture, Shutter, ISO are taught to students with indoor and outdoor practical sessions. Three Point Key lighting technique and others photography lighting style are imparted to students.

Core-5

Semester-III

AD DESIGN & PRINCIPLES

(Paper Code BJM-302)

Unit-1

Advertising – Objectives, Process of Advertising, Ad a part of marketing communication, Ad spiral (product life cycle), Types of Advertisements.

Unit-2

Advertising & consumer behaviour : Importance of consumer behaviour in Ad, 7 M approach Advertising .AIDA Model , DAGMAR Approach.

Unit-3

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

Unit-4

Ad creativity, Ad message, recall attitudes, emotions & feelings, message tactics, copywriting, creative approaches and art work in CW, qualities a good copy writing process.

Unit-5

Advertising design - meaning, Importance of design and layout, Ad Production Process- Artwork, layout, background, body copy, slogans, taglines.

Reference Books:

Advertising Made Simple Frank Jefkins (Rupa & Co.)

Ogilvy on Advertising David Ogilvy (Pan Books)

Advertising Management Aaker, Myers & Batra

Advertising : Principles and Practice, William de Wells, John Burnett, Sandra Moriarity

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Core-6

FEATURE WRITING & EDITING

(Paper Code BJM-303)

Unit-1

Feature – meaning & definitions, scope, types, elements qualities.

Unit-2

Techniques of feature writing, Difference between feature and news report (Compare with examples), title, body, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, teaser lead, question lead.

Unit-3

Freelancing writing, writing for corporate/industry, writing for agriculture, writing for child, writing for film, news features, historical features, scientific features, human interest features.

Unit-4

Review: meaning & definitions – theatre review, film review, art review, books review.

Unit-5

Materials for feature pages – collecting, editing and presentation.

Reference books

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg: The professional journalist
3. Vinod Srivastav: Newspaper & Feature Writing
4. GPH Panel of Experts: Feature writing in English
5. Rao N.M.R: Feature Writing

DSE -2

Semester- III

ELECTRONIC MEDIA & BASICS OF CAMERA

(Paper Code BJM-301A)

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:

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.

PRACTICAL: AD CREATION & DEVELOPMENT

(Paper Code BJM-305A)

Students learn to visualize and design print advertisements. Ad design software like Corel Draw and Photo Shop are taught to students. Ad for newspapers, magazines, tabloids, hoardings are designed. Students also get exposure of advertisement industry.

DSE -6

Semester- V

INDIAN & WORLD POLITICS

(Paper Code BJM-501A)

UNIT-I

Awakening & Protest Against feudalism. Rise of Democracy. American & French revolution. Birth of Nation States.

UNIT-II

Political & Economic mile stones of Indian History: 1857 Revolt & contribution of Rajasthan. Gandhian Era. Non-Co- operation Movement. Quit India Movement. Partition of India.

UNIT-III

Post Independence History. Kashmir Crisis, China War, Pakistan War(1965 & 1971). Naxalism. JP Movement, Emergency period, Assassination of Indira Gandhi & Rajiv Gandhi. Globalization Policies. Ram Mandir Movement. Mumbai riots. Kargil War. Emergence of Modi.

UNIT-IV

Post First World War scenario. Emergence of Adolf Hitler. Second World War. Formation of UNO. Cold War. Vietnam War.

UNIT-V

Soviet-Afghan War. Collapse of Berlin Wall. Soviet Russia Collapse. September 11 Crisis. American Invasion on Iraq & Afghanistan. Arab Spring, Capture Wall Street Movement.

Reference books:

1. Ramchandra Guha: India after Gandhi
2. Bipan Chandra: Modern India
3. Bipan Chandra: India Since Independence
4. Jawaharlal Nehru: Discovery of India
5. Bipan Chandra: India Since Independence

GE-6

Semester-V

व्यवहारिक हिन्दी
(Paper Code BJM-502A)

यूनिट – 1

भाषा ज्ञान : एक वाक्यांश के लिए एक शब्द, लोकोक्तियाँ एवं मुहावरे प्रशासनिक शब्दावली।

यूनिट-2

प्रारूप लेखन : अनुस्मारक, ज्ञापन, कार्यालय आदेश, परिपत्र, अधिसूचना, विज्ञप्ति, प्रेस विज्ञप्ति, निविदा सूचना।

यूनिट – 3

अंग्रेजी से हिंदी में अनुवाद की आवश्यकता, अनुवाद एक कला, अंग्रेजी से हिंदी में अनुवाद के आधारभूत उपाय, अनुवाद के उदाहरण

यूनिट –4

संक्षिप्तिकरण : संक्षिप्तिकरण क्यों, आदर्श संक्षिप्तिकरण, संक्षिप्तिकरण प्रक्रिया, अंग्रेजी से हिन्दी में भावार्थनुसार अनुवाद, कार्यालयीय एवं व्यावसायिक पत्र, आवेदन पत्र, शिकायती पत्र, अर्द्ध शासकीय पत्र।

यूनिट –5

हिन्दी समाचार लेखन, टीवी न्यूज़ बूलेटिन, रेडियो बूलेटिन।

Reference books

1. व्यवहारिक सामान्य हिन्दी : डॉ. राघव प्रकाश पिक सिटी पब्लिशर्स, जयपुर।
2. व्यवहारिक सामान्य हिन्दी by Upkar Prakashan
3. Bhasha Dakshata: Prof. Kanti Kumar Jain
4. Vyavharik Hindi Vyakran: Arijun Prasad
5. C. S. V. K. I.

Core-9

Semester-V

EVENT MANAGEMENT

(Paper Code BJM-503)

1. Introduction to Event Management:
 - Definition of event
 - Categorization of events
 - Events management – concept
 - Models of event management
2. Event strategies and Marketing:
 - Pitch presentation
 - Process of strategy making
 - Strategy contents
 - Targets of event
 - Event Marketing Mix
 - Marketing strategy for organizing an event
3. Logistics:
 - Logistic definition and Model
 - Logistic management – concept
 - Coordination of logistic operation
 - Budgeting of events – Sources of Finance
4. Risk assessment, monitoring and evaluation:
 - 5 steps of risk assessment
 - Forms of risk included while organizing an event
 - Event evaluation process
5. Practical aspects of Event Management
 - Putting the team together
 - Fund raising – Revenue generation
 - Legal Issues
 - Event Production – Broadcast

Reference books:

1. [Lynn Van Der Wagen](#), *Event Management*, edition-2005
2. Kishore, Singh, *Event Management: A Booming Industry and an Eventful Career*
3. Sita Ram Singh, *Event Management and Practice*
4. [Alessandra Bird](#), *Event Planning: Event Planning and Management - How to Start Successful Event Planning Business*, Kindle Edition
5. [C.P. Harichandan](#), *Event Management*, Edition-2010

Core-10

MEDIA LAW & ETHICS

(Paper Code BJM-504)

Unit-1

Specified press laws; history of press laws in India – contempt of Court Act 1971 – defamation, Official Secrets Act 1923

Unit-2

Indian constitution - 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, Parliamentary privileges and media.

Unit-3

Cyber Law, Cinematography Act 1953, Copyright Act, Press and Registration of Books Act 1867

Unit-4

Code of conduct : Prasar Bharti Act, Press council of India, Election Commission guidelines, cable television network regulation Act 1995, rules 1994, NBA.

Unit-5

RNI, Working Journalists and other Newspaper Employees (conditions of Service & Miscellaneous Provisions) Act 1955, Media case study.

Reference Books:

1. Media Law and Ethics: Readings in Communication Regulation, Kiran Prasad.
2. Indian Cyber Laws, Umesh Arya.
3. Media & Press Law: Gaurav Oberoi
4. Mass Communication in India: Kewal J. Kumar
5. Journalism & Mass Communication : Dr. Sudhir Soni

