



HARIDEV JOSHI UNIVERSITY OF JOURNALISM

AND MASS COMMUNICATION,

INFORMATION CENTRE, SAWAI RAM SINGH ROAD, JAIPUR-302004 (RAJ.) Tel. 0141-2373761-62

REGULATION AND SYLLABUS RELATING TO Master of Journalism (Media Studies) M.J. (M.S.) PG Degree Examination

Semester System (with effect from 2013-14)

1. The course for the M.J.(M.S.) degree examination shall be of 2 years duration, consisting of four semesters, two in Previous and two in Final Year of the course.
2. Candidates seeking admission into the M.J. (M.S.) Course shall be required:
 - a. To have passed any Bachelor degree of any recognized university
 - b. To have passed the entrance test/screening conducted by Haridev Joshi University of Journalism and Mass Communication, Jaipur subsequently to become eligible for the purpose of admission. The question paper shall include the following:
 1. Journalism and Mass Communication
 2. Current Affairs and General Knowledge
 3. Language skills
 - c. No. of students to be admitted in an academic year : 30
3. Admission procedure: Admission into the course shall be made according to the rules as prescribed by the university from time to time.
4. Academic requirements:
 - a. The two-year study consists of four semesters, covering theory papers and practical.
 - b. Every student shall be required to attend 75% of theory and practical classes individually in all the four semesters.
 - c. Every student shall work for the practice journal or news bulletin and studio-video cassettes under the guidance of the teaching faculty of the department.
 - d. Students in the second, third and fourth semester shall undergo an internship in any media organization for a period of one month and produce a certificate to that effect from the organization concerned. The members of the teaching faculty also will undergo training from time to time and do internships in their respective fields.
 - e. No student shall be allowed to appear for the examinations (both theory and practical) unless he/she produces a certificate of completion of all the academic requirements (practice journal or, news bulletin, audio and video cassettes, internship certificate and professional tour) as the case may be.
 - f. Students are required to take active part in seminar workshops etc., wherein they should present papers and participate in the discussion that follows.

MJ (MS), HJUJ
Scheme of Examination

Subject Code	Subject Title	Theory Papers		Duration for the External Exam	Total Marks
		Internal Exam	External Exam		
<u>Semester I</u>					
MS-101	Introduction to Journalism and Mass Communication	30	70	3 hours	100
MS-102	History of Media	30	70	3 hours	100
MS-103	News Concepts and Reporting Techniques	30	70	3 hours	100
MS-104	Indian Politics, Society and Contemporary Issues	30	70	3 hours	100
<u>Semester II</u>					
MS-201	Electronic Media	30	70	3 hours	100
MS-202	PR & Corporate Communication	30	70	3 hours	100
MS-203	Indian Constitution, Media Ethics & Laws	30	70	3 hours	100
MS-204	Editing, Layout and Designing	30	70	3 hours	100
<u>Semester III</u>					
MS-301	Development Communication	30	70	3 hours	100
MS-302	Media Organization & Management	30	70	3 hours	100
MS-303	New Media Technology	30	70	3 hours	100
MS-304	Communication Research	30	70	3 hours	100
<u>Semester IV</u>					
MS-401	Advertising (Print & Electronic)	30	70	3 hours	100
MS-402	Writing Skills for Media	30	70	3 hours	100
MS-403	Human Rights & Media	30	70	3 hours	100
MS-404	Dissertation	30 Via-voce	70	3 hours	100

Internship in Media Organization – 15 days to one Month

Paper - MS-101

Introduction to Journalism and Mass Communication

Unit – 1: Introduction to Communication

- Communication – Definition, Concept, scope, elements, process and functions
- Nature and process of Human Communication, verbal & Non-verbal Communication.
- Types and Models of Communication, need and significance of Communication. Changing concepts in Indian Context
- Mass Communication: Definition, Types, Characteristics, Functions and Role in Society
- Mass Media and its audience, effects of mass media, strengths/weaknesses of different media

Unit – 2: Theories of Communication

- Theories of Communication – Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory
- Normative Media Theory – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, New Normative media Theory- Developing Nations Media Theory, Democratic Participant Media Theory.
- Interactive Theory – One step flow, Two Step flow (Opinion leaders) Theory, Multi Step Theory, Spiral of Silence
- Psychological & Individual differences Theory – Balance & Congruity Theory, Cognitive Dissonance Theory and Rosenberg’s Affective Cognitive, Consistency Theory.

Unit – 3: Journalism: Concept, Objective and Functions

- Elements, Foundations and Role of Journalism in Society
- Journalism and Democracy: Concept of Fourth Estate
- Journalism and its accountability: Journalistic Ethics
- Journalism: Contemporary Issues and Debates
- Journalism in Changing Times: As a Mission, Profession and Business

Unit -4: Types of Journalism

- Watchdog Journalism, Yellow Journalism
- PR Journalism, Citizen Journalism
- Alternative Journalism, Investigative Journalism
- Development Journalism, Democratic Journalism, Advocacy Journalism

Unit 5: Idea and Importance of Critical Thinking in Journalism

- Logic, Evidence and Rationality
- Observation and Questioning
- Arguments and Analysis
- Dealing with Numerical information and Data
- Searching Truth: Role of Research

Paper - MS - 102
History of Media

Unit-1

- Origin and Growth of India Press.
- Focus on Indian Press before and after Independence.
- Role of Journalism in Freedom movement; Mahatma Gandhi and his Journalism
- Freedom Fighters as communicators (Raja Ram Mohan Roy, Bal Gandhar Tilak, Maulana Azad, Ganesh Shanker Vidharthi, Makhn Lal Chaturvedi, etc.), Role of language papers and Urdu during freedom struggle.
- Origin and Growth of Media in Rajasthan – Newspaper, Radio, Television & News Agencies.
- The Press after Independence.

Unit-2

- Indian Press-Mission to Profession.
- Role of Press in democracy.
- Press Commissions and Press Council of India.
- Brief history of major English and Indian language news papers.
- Media as an Industry. Wage Board, Working Journalist Act-1955, Press Organization of India, Media and Ethics. News Agencies in India, Feature Services and syndicates.

Unit-3

- Objective of Media –Information, Education and Entertainment
- Development of Radio as a medium of mass Communication, brief history of Radio in India.
- All India Radio-Organization
- Commercial Broadcasting Service, External Broadcasting Service, National Services, Vividh Bharti and F.M Service of AIR.
- Community Radio and its role.

Unit-4

- Development of Television as a medium of mass Communication, historical perspective of television in India.
- Doordarshan- Organizational Structure, function of different division/units and Doordarshan News.
- Liberalization policy of Govt., public and private broadcasting, entry of private broadcasting, private T.V channels, FDI in media
- Satellite Television broadcast

Unit-5

- Introduction to Traditional Media
- Brief historical development of Indian Cinema – before and after Independence.
- Commercial film and non-commercial films, Digital cinema.
- Issues and problems of Indian cinema.
- Development of New Media in India

Paper-MS-103

News Concepts and Reporting Techniques

Unit-1: News gathering process: Sources of information, Observation and Research

- Meaning, Definition and Concept of News,
- Sources of News gathering, News Value and elements of news
- Type of News – Hard and Soft News
- Role and Importance of Sources
- Different types of Sources
- Examining and testing News Value
- Changing Concept of News: Factors and Issues
- Future of News: Public to Personal

Unit 2: Different types and formats of News Reports

- Factual and Routine News.
- Analytical, Interpretative and Descriptive News.
- Investigative news and Research based or in-depth news.
- Risks of Reporting.
- Qualities of a good Reporter; responsibilities and rights.
- Categories of reporter-stringer, Reporter, city Reporter, Special correspondent.
- Type of reporting: Political, Crime, parliamentary, education, agriculture.
- Environment, Science, Sports, Investigation, Court & Development News; gender sensitive reporting etc.
- Specialized Reporting-Art and Culture, Science and Technology, Health, Economic and Commerce-Defense/War Reporting.

Unit-3: News writing process

- Principles of News Writing, Problems in News Reporting, off the record and on the record, follow up of stories Concept of credibility in News Reporting.
- Structure of News: Five Ws and One H.
- Selection of Information, Writing Intro/Lead, Body.
- Different types of Intro/Lead.
- Organising the News Story: Angle, Attribution, Quote, Background and Context.
- Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story.
- Writing for magazines and Journals.
- Writing for news agency, writing for television, writing for radio.
- Writing Features: definitions, Scope, Types of features, News features, Photo Feature, Scientific Feature, Human Interest feature and syndicate feature.
- Freelance Writing.
- Writing for News Media and Traditional media.
- Citizen journalism.

Unit 4: Different Styles of News writing

- Inverted pyramid style: Concept, development, writing process, merits and demerits.
- Feature style: Concept, development, writing process, merits and demerits.
- Sand clock style: concept, development, writing process, merits and demerits.
- Interviews: definition, types & preparation of Interviews, qualities of good Interviews.
- Press Release, Press Conference, Press briefing, Meet the Press, Press Room and Press tours.

Unit 5: Language of News: Principles and Practices

- Attributes of News: Clarity, Precision. Conciseness.
- Pitfalls in use of language: Jargons, Clichés, Metaphor etc.
- Mind your Language and Expressions: Bias, Prejudices etc.
- Pejorative, Connotative vs. Denotative words and meanings.

Paper-MS-104

Indian Politics, Society and Contemporary Issues

Unit 1: Brief History of Contemporary India

- The Idea of India: Myth and Reality.
- Historical and Political Perspectives.
- History of Freedom Struggle: 1857-1947.
- Era of Congress: 1947-67; Emergence of Non-Congress parties: 1967-77.
- Emergence of revivalist and fundamentalist forces: 1977- 91.
- India after Globalization -1991-1999: Era of liberalization and political alliances.
- Post-2000: Revival of Regional and Coalition Politics.
- Emergence of terrorism and Left extremism.

Unit 2: Indian Political System and Constitution

- Democracy; Parliament, Political parties and election system.
- Governance: Parliament, Executive and judiciary.
- Main features of the Constitution: Secularism, Social justice, Federalism.
- Rights and Duties of citizens.
- Directive Principles of State.
- Local Governance: Urban, Autonomous Corporations.
- Panchayati Raj- Structure, role, functions.

Unit 3: Economic System of India

- Main features and trends of Indian economy.
- Management of Economy: Finance Ministry, Planning Commission, Reserve Bank.
- Problems of Poverty, Hunger, Malnutrition, Unemployment.
- Agrarian crisis and problems of Rural India.
- Issues of Growth Rate, Human Development.
- Liberalization, privatization, globalization and corporatization processes and its impact on Economy.

Unit 4: Law Enforcement Institutions

- Legal system and police.
- Judiciary: Constitutional provisions.
- Structure of judiciary: Supreme Court, High Courts, Lower Courts.
- IPC and CRPC.
- Police structure: Commissions for police reform.
- Police and society.
- Debates on judiciary: RTI and courts, Pending cases and Delay in justice.
- Administrative and judicial reforms.

Unit 5: Prominent Contemporary Issues

- Colonialism, World Wars, Cold War; neo colonialism; Global Context - Bipolar to Unipolar World.
- Theory of Clash of Civilizations; Rise of Terrorism.
- Post modernism; regional conflicts, Gulf war.
- Divisive, Diversionary Politics and Economic Reforms.
- Communalism, Caste-ism, Corruption and Regionalism.
- Criminalization of Politics and role of money in politics.
- Election and political reforms.
- Social Movements and Policy Changes.
- Development, Displacement and Rehabilitation.
- Women's empowerment and Gender Justice.
- Naxalism and Maoism- Issues of Tribal Rights and Land Acquisitions policies; sharing of natural resources—water, forest.
- Environmental crisis; global warming.

Paper-MS-201
Electronic Media

Unit 1- Understanding the medium

Evolution and development of TV and Radio; Radio Broadcasts: major characteristics, Strengths and weaknesses of the medium; History of TV in India -SITE, Terrestrial, Cable and Satellite ; From pre-independence broadcasting to Public Service and Commercial broadcasting today; Different types of radio: AM, FM, Community Radio; Role of AIR and Private Broadcasters; Immediacy and Influence of radio as a medium. Public Service and Commercial TV Broadcasting Production and transmission technology; Working of a TV Camera: various camera parts, shots and angles for news coverage, types of ENG cameras; Understanding sound, light and colour.

Unit 2- Organisation and Working of the Newsroom

Functionaries and their roles in a news room - reporters, copy editors, News Flow from the field to going on air. Role of sound and techniques of capturing sound; Radio Newsroom : organization, structure and functions; Editorial positions in newsroom and their roles ;

Unit 3- News - Reporting and Skills

News values, significance of timeliness, news as it happens; sources of news, news agencies; breaking news: definition and practice ; news priorities for TV, comparison with other news media; **reporting skills**: understanding deadlines, gathering information, cultivating sources, spotting, developing and designing a story ; Types of interviews for news gathering, structured interview; research for interview; Radio news reporter skills: developing sources, general awareness, presence of mind;

Unit 4- Writing for Electronic Media

Writing to Pictures, thinking audio and video; Writing News Features and News Documentaries; Content of news: writing Anchor Leads, headlines, drafting of news scrolls; updating information; Thinking audio, writing for the ear ; Characteristics of radio writing : simple, conversational style, spoken rhythms ; norms regarding use of adjectives, adverbs, numerals etc.

Unit 5- Editing and Presenting News Bulletin

Editing Principles and Techniques; Structure of a news bulletin: headlines, individual stories ; telling a story through visuals, graphics, file shots; The LIVE Report- phonos, Stand Ups, OBs, etc; Compilation of a bulletin- the Production Process, Line producers, Field producers and their roles ; the run downs, leads, teasers, live feed and flow ; The Anchor's Role and Skills : news sense, screen presence, alert mind, interview skills, ad-libbing. Types of News Bulletins-5 to 15 minute bulletins, headline capsules to news magazines; Editing news for different bulletins; news updates, news reports, newsreel etc ; Role and different types of headlines;

Paper-MS-202
Public Relations & Corporate Communication

Unit-1

- Brief history of Public Relations, Growth of P.R. in India.
- Public Relations: Definition, nature, concept and scope.
- P.R and allied disciplines- Publicity, propaganda, public opinion, characteristics of public relationship.
- Dynamic role of P.R in Public affairs, P.R managements.
- P.R Process: Planning, implementation, research and evolution.

Unit-2

- Public Relations officer: Qualifications, functions and responsibilities.
- P.R tools and techniques: P.R and media relations, Press briefing, Press note, Press tours Press communiqué etc.
- Communication Techniques for media.
- P.R for Print, Electronic, Outdoor media, Open house, Photography, campaigns, demonstration and Exhibitions and trade, Press conference and Special events.

Unit-3

- Types of P.R: for Central Government, State Government, Educational Institutions, P.R for media Institutions, P.R agencies etc.
- Theories of P.R: Concentric circle theory, one step and multi step theory.
- P.R campaigns through mass media, house journals, case studies, survey, books and other publication.
- Public- Relationship with management 7 C' s of P.R, Crisis P.R.
- Writing for P.R, P.R research and evaluation techniques in P.R, laws and ethics.

Unit-4

- Corporate Communication: Definition, Need, Nature and Scope of Corporate P.R, Corporate Communication and modern management: structure and function of Corporate Communication departments.
- Interface of Corporate Communication with other management disciplines--Human resource development, marketing, law etc.
- Corporate P.R and marketing.

Unit-5

- Strategies of Corporate Communication, Corporate image and identity, Corporate Social Responsibility.
- Corporate advertising, employee Communication, customer relations, investor relations, community relations, government relations, media relations.
- Corporate Communication in crisis, Communication and disaster management, selected case studies in corporate Communication.
- Public Relations Society of India (PRSI), International Public Relations Association (IPRA).

Paper-MS-203

Indian Constitution, Media Laws –Ethics and Policies

Unit-1 : Constitutional Framework and the Media

- Basics of Indian Constitution and Fundamental Rights.
- Freedom of Speech and Expression, importance of Article 19.
- Free Press and Independent Media – Supreme Court Cases on Article 19.
- Brief history of Press Laws in India.
- Laws on Morality, obscenity and censorship - Impact on Media.

Unit-2 : Media Ethics – Evolution and Principles

- Defining Ethics.
- Evolution of Journalistic Ethics.
- Fundamental values of truth, fairness and objectivity.
- Press Council Code on communal writings.
- Parliamentary Code for Journalists and Ethics of Covering State Assemblies.

Unit-3 : Laws relating to Press and Broadcast Media

- Press Commissions.
- Press Council of India.
- Copyright Act.
- Books and Newspapers Registration Act.
- Working Journalists Act.
- Cable TV Network Regulation Act.
- Cinematography Act.
- AIR and DD broadcast code, commercial code, election code.
- Broadcast Regulatory Authority of India Act.
- Cyber Technology- Meaning, Definition scope and importance.
- Information Technology Act, 2000. Indian Telegraphs Act, 1885.
- Cinematographic Act, 1952. Cable Television Network (Regulations) Act, 1995.
- TRAI Act.
- Prasar Bharti (Indian Broadcasting Corporation) Act, 1990.
- Ethics for New media and cyber journalism.

Unit-4 : Restrictions on Media

- Official Secrets Act.
- Contempt of Court and the Judiciary.
- Defamation.
- Legislature and its Privileges.
- Right to Privacy.
- IPC and Cr. PC provisions.

Unit-5 : Recent Ethical Issues and Challenges for Media

- The Rights approach; Right to Information Act and transparency.
- Social audits.
- Information Technology Act and Debate on Cyber Laws.
- Editorial Ethics.
- Editorial/Advertorial and Paid News Crisis.
- Sting Journalism, Trial by Media- Case Studies.
- New trends, Policies and Innovations of Social and new multimedia.

Paper-MS-204

Editing, Layout and Designing

UNIT-1

- Newspaper Organization, types of newspapers.
- Definition and concept of editing, importance and scope of editing for newspapers and magazines.
- Basic principles of editing for print media and electronic media.
- Headlines and sub headings.

Concept of Editing: Role, Objectives and Importance

- Editorial values: Truthfulness, Accuracy, Objectivity, Fairness, Balance and attribution
- Challenges of editing: Dealing with bias, prejudices and slant.
- Dealing with different types of pressures: Political, business-financial, religious, caste, criminal and legal.

Editing Tools and Techniques

- Editing Process: News selection and placement.
- Management of News flow: News flow on the desk from different sources.
- Ensuring News value.
- Objectives of copy editing: Checking facts, language, style, clarity and simplicity.
- Editing symbols, relevant graphics for copy, photo caption.
- Editorial vocabulary.

Editorial Vision: Generating Idea, Ensuring Creativity and Innovation

- Visualisation and Planning of a Newspaper/magazine.
- Team work: Managing and allocating editorial resources.
- Editorial co-ordination: Managing different desks.

UNIT-2

- Structure of Editorial Department in a daily newspaper.
- Responsibilities- Editor, News editor, sub-editor.
- Editorial writing, language and grammar of editing, offline and online editing.
- Concept of Reader Editor and Ombudsman.

UNIT-3

- Fundamentals of copy-editing, proof reading symbols, tools of editing.
- Style sheet, the editing glossary, copy editing, agency copy editing.
- Translation – Object and techniques, translation for media, sentence structure, paragraph structure.
- Reference Journalism.

UNIT-4

- Basics of Design and graphic, elements and principles of design, typography, colour.
- Components of layout and layout planning.
- Make up of front page and other pages, dummy, magazine & book layout.
- Photo editing, cropping, principles of photo editing.

UNIT-5

- Printing-meaning, history & origin in India.
- Types of printing.
- Process-Letter press, screen, offset, desktop publishing (D.T.P)
- Printing-New technology.

Paper-MS-301
Development Communication

Unit-1 : Introduction to Development

- Development: Definition, meaning, process and changing concepts.
- Problems and issues in development.
- Social and economic indicators; Development index -HDI, PQLI.
- Development dichotomies: Gap between developed and developing societies.
- Development organizations and plans in India-Union/ state governments and Planning Commission, International organizations - UNICEF, UNDP, UNESCO, WTO, WHO.
- Unilinear and Non-Unilinear theories of development.

Unit-2 : Gandhian Approach to Development

- Gandhian understanding of development and distributive justice.
- Gandhi's views on Satya, Ahimsa and Satyagraha.
- Basic ideas of Gandhi's economic thought.
- Gandhian constructive programme and its relevance today.
- Sarvodaya and emphasis on equity.
- Gandhi's Trusteeship Theory and its significance in present times for labour/capital relations.
- Gandhian understanding of peace and techniques of conflict resolution.

Unit-3 : Development Communication

- Development Communication: Definition, concept, need and philosophy.
- Planning and strategies in Development Communication.
- Social cultural and economic barriers.
- Role of media and mass communication in development process.
- Diffusion of innovation: Empathy, theory of magic multiplier, localized approach.
- Development support communication [DSC] - Extension Approach.
- Application of DSC in Agriculture, health, literacy, women's empowerment, water management.
- Decentralization of communication services-Role of Panchayati Raj Institutions, NGOs, etc.

Unit-4 : Development Issues and Indian Perspectives

- Issues in Rural Development: Poverty alleviation, land reforms.
- Population, women and child development, health and family welfare.
- Issues in urban development-slums, housing, public transport, traffic.
- Water Conservation and drought management with special focus on Rajasthan.
- Forest and Wildlife conservation; Tribal rights on forests, land water - Ecology v/s Economy.

Unit-5 : Sustainable Development and Role of Media

- Sustainable Development: Concept and practice.
- RTI and MG NREGA movements with special reference to Rajasthan.
- Role of media in development.
- Use of traditional media for development.
- Role of print and broadcast media in development.
- Cinema and development.
- Alternative Communication and planning development messages.

Paper-MS-302
Media Organization & management

Unit-1

- Principles of media management and their significance.
- Ownership patterns of mass media in India- Sole ownership, partnership, cross ownership, private limited, public limited companies, trust, co-operatives, religious institutions (Societies) and franchisees (Chains).
- Policy formulation, planning and control, problems, process and prospects of launching media ventures.

Unit-2

- Concept, hierarchy, function and organizational structure of different departments- general management, finance, circulation (Sale promotion-including pricing and pre-war aspect)
- Advertising, marketing, personal management, production and reference sections.
- Apex bodies- DAVP, INS and ABC.
- Changing role of editorial staff and other media persons, editorial - response system.

Unit-3

- Economics of print and electronic media-Variou aspects, administration and programme management in India.
- Scheduling, transmitting, record keeping, quality control and cost effective techniques, employee and customer relationship.
- Brand promotion, foreign equity in Indian media; FDI policy in media.
- Press Commission recommendation, Press Council of India –structure, composition, guidelines.
- Newspaper finance and control, news paper registration-RNG, Recruitment Policy, wage policy, wage boards, readership surveys, ABC Advertising policy.

Unit-4

- Origin and Growth of radio network, organizational structure of All India Radio and F.M Radio.
- Origin and growth of Doordarshan, organizational Structure of Television, Prasar Bharti.
- Private TV, cable TV, DTH.

Unit-5

- Management and organization of newspapers, news agencies.
- Working Journalists Act. MacBride Commission.
- The Freedom of Information Act, 2002, the Right to Information Act, 2005.
- Concentration in Media: Duopoly, Oligopoly and Monopoly.
- Issues of Access, diversity and pluralism in media.

Paper-MS-303
New Media Technology

Unit-1

- Introduction to New Media; Development of New Media, New Media Technology.
- Communication Technology (C.T.)-Concept and Scope.
- CT and IT Similarities and differences; telephone, electronic, digital exchange, C-Dot-Pagers, cellular, telephone.
- Internet LAN, MAN, WAN, E-Mail. Web.

Unit-2

- Ownership and administration of Internet, ISPs, WAP, types of Internet Connection: Dial-up, ISDN, lease line.
- Optical fibre: Structure, advantages and application: Protocols of Internet: CSLIP, TCP/IP, P.P.P. Web page Website, home pages.
- Multi Media; Meaning, concept, systems, elements and applications. Digital and hyper media.
- Convergence: Need, nature and future of convergence.

Unit-3

- Introduction to HTTP, HTML, ELP, D.N.S., JAVA, browsing and browsers, bookmarks, searching through directory search engine, search resources.
- Video conferencing, Audio-conferencing, E-commerce, M-commerce, E-buying, E-selling, E-Banking, E-Advertising, E-Public Relation, E-Governance, E-Paper, E-Book, E-Library on Internet, Web page development, inserting, linking, writing, editing, publishing, locating, promoting and maintaining a website, cyber journalism.
- Concept of Netizens, online newspapers and magazines, periodicals, blogging, surfing, Facebook, Twitter, browsers. Digital diary, chatting, social networking sites.
- Website, e-mails, SMS, MMS, VOIP.
- Reading online newspaper; basic features, menu, tool tags, animation, major news portals. Channel media.

Unit-4

Cyber Journalism

- Cyber Journalism- on line editions of newspapers- management and economics.
- Cyber Newspapers- creation, feed, marketing, revenue and expenditure.
- Online editing, e-publishing.
- Security issues on Internet-Social, political issues related IT and CT.
- Role of new media towards society, judiciary, executive and legislature.
- New Media and Democracy.
- Advantages, limitation and risk factors in new media.

Unit-5

Citizen Journalism: Concept and models

- Evolution, Limitations and possibilities.
- Experiments in citizen Journalism in India.
- Future of Citizen Journalism.
- Blogging: Concept, development and basic features
- Main technical aspects: Possibilities and problems.
- Role of aggregator; Economic aspect of blogging.
- Ethical issues: Importance of comments and controversies of anonymous comments.
- Role of blogging in alternative journalism.
- Social networking sites and journalism
- Orkut, Facebook, Biggadda etc.
- Social messaging and journalism: Twitter phenomenon.
- Platform of criticism for existing institutions including media.
- The Phenomenon of Wikileaks.

Paper-MS-304
Communication Research

Unit-1

- Introduction to Mass Communication research.
- Media Research –Concept, meaning and definition.
- Media Research-Need, importance and scope.
- Hypotheses and process of media research.
- Difference between social research and media research.
- Types of Media Research, research approaches.

Unit-2

- Methods of Media Research-Scientific method, survey, content analysis, case study and observation.
- Sampling techniques in Media Research.
- Research Design-experimental, quasi- experimental, bench mark, longitudinal studies, panel studies, co-relational designs.
- Tools of data collection- Sources, media source, books questionnaire and schedules, people meter, diary method, field studies, focus groups, telephone, surveys, online polls, random sampling methods and representativeness of the sampling, sampling errors and distributions in the findings.
- Projective techniques for Media Research.

Unit-3

- Tools of Research- questionnaire schedule and interviews.
- Type of Data- Primary and secondary, coding and data analysis, classification and tabulation of data.
- Statistical methods- mean mode, median, standard deviation, correlation, and χ^2 – Test, Chi-Square test, scaling techniques, and interpretation of results.

Unit-4

- Report writing, data analysis techniques, coding and tabulation.
- Non-Statistical methods descriptive, historical, statistical analysis, Para-metric and non-parametric- uni-variate, bi-variate, multi-variate, test of significance-levels of measurement, central tendency.
- Test of reliability and validity. Media research as a tools of reporting – readership and audience survey, preparation of research report, project report, dissertation and thesis.
- Ethical perspective of mass media research.

Unit-5

- Interface between media research and journalism.
- Problems of Media Research.
- Media Research for different media.
- Qualities of a research in Media Research.
- Use of Computer in Media Research. Graphics and diagrams.

Paper-MJ-401

Advertising (print & Electronic media)

Unit-1

- Advertising – concept, definition, objectives, utility & features.
- Medium of Advertising-newspaper, magazines, radio, television, internet, outdoor and other medium.
- Advertising as different from other forms of communication – propaganda, publicity, salesmanship, marketing & public relations.
- Type of Advertising: consumer goods, non-durable and durable products, advertising, industrial products advertising, advertising for service institutional and corporate.

Unit-2

- History and development of advertising. Advertising in the 21st century.
- Socio- economic effects of advertising.
- Planning campaign and media selection – newspaper, magazines, radio, television, direct mail. Outdoor advertising-hording, bus panels etc.
- Recent trends in Indian advertising, Advertising Policy.

Unit-3

- Advertising copy, visualization, Illustrations, layout, headlines, text, colour, graphics, psychological factors in advertising, trademark, slogans, evaluations of effectiveness.
- Copy writing – Script writing of radio commercials, radio and television, film and cinema, print media, internet.
- Advertising creativity, stages in the creative process, advertising appeals, language, kinds of copy, advertising campaigns.

Unit-4

- Brief history of advertising agency, agency system, types of agencies.
- Structure of Advertising agency.
- Advertising agency management-organization and staff.
- Functions of ad agency- Account, planning, serving, creative, media planning, HRD etc.

Unit-5

- Media planning: media strategies, budgeting and presentation to client.
- Brand management: definition, concepts and evolutions of brand management.
- Advertising research: scope and objectives, research as a decision making tool, market research & advertising research.
- Types of research-Target, marketing research, positioning research, pre-test research, post.
- Advertising laws & ethics.

Unit-1

- Principles and methods of effective writing for mass media.
- General rules of grammar, exceptions in mass media writing.
- Use of words, sentences – types and construction.
- Types of sentences – Active, Passive, Simple, Complex, Compound.
- Use of tenses in mass media writing.

Unit-2

- Principles of organizing and developing a paragraph
- The structure of paragraphs and stylistic features.
- Topic sentence, argument and counter argument.
- Explanation & illustration, reiteration.
- Variation of length, unity.

Unit-3

- Essentials of news writing, news story structure, the inverted pyramid.
- Choice of one “W” or “H” for focus- lead of a news story.
- Importance and various kinds of leads.
- The delayed intro style.
- Processing information, order of importance, quoting the sources, chronology.
- Qualities of good writing - clarity, brevity, flow, readability.
- Structure- Beginning, development, focusing and conclusion.

Unit-4

- Writing features- Meaning and concept of features.
- Types of features, ingredients of feature writing
- Features distinguished from a news story, a special article and an editorial.
- Art of writing different kinds of features
- Writing for magazines

Unit-5

- Style- individual and organizational, stylebook;
- Changing trends in news writing: new styles,
- Writing with creativity and colour-Art of writing with flair
- Difference between news writing and colour writing,
- Narrative and interpretation writing.

Paper-MS-403
Human Rights and Media

Unit-1

- Human Right- concept, meaning, evolution-Kinds of Human Rights-civil and political rights- economic, social and cultural rights, group or collective, deployment, environmental rights.
- Human Rights under UN Charter-Council on Human Rights-UN High Commissioner for Human Rights- International Covenants on Human Rights.
- Indian Constitutional provisions relating to Fundamental Rights and Directive Principles of the State Policy-Human Rights in administration of justice.

Unit-2

- Universal Declaration of Human Rights 1948-International Bill of Human Rights- Preamble- Enumeration of Rights in the declaration- UN Convention on Civil and Political rights. 1966- UN Conventions on Economic, Social and Cultural Rights 1966- India and Universal Declaration.

Unit-3

- International Conventions on inhuman acts-Genocide- Apartheid-Torture and other cruel inhuman or degrading treatment of punishment- Slavery- slave trade- forced-bonded or compulsory labour- Traffic in person-drugs-arms and prostitution-elimination of racial discrimination- death penalty.
- Emerging Human Rights in Globalization, liberalization and privatization era. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.

Unit-4

- Vulnerable, disadvantageous, weaker sections and groups and their human rights-
- Women, children rights and child labour and abuse.
- Rights of the migrant workers- refugees- stateless and helpless persons; prisoners of war(POWs), disabled persons- indigenous tribal people- older people- war and HIV AIDS affected person.
- Human Rights Commissions in India- NHRC –SHRC-Human Rights court in districts.
- Police atrocities Violation of Human Rights and their Remedies.

Unit-5

- Human Rights and Media-Newspapers, television, multimedia and film.
- Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.
- Assessment of reports- reporting and writing for Human Rights and courts.
- Media and camera trial, judicial review, activism, and administrative action with reference to Human Rights.
- Human Rights: problems, challenges, expectations and perspectives.

Paper-MJ-404

Dissertation -----

Students will put together either a group of news stories or a documentary or write a dissertation on a relevant theme.