

**List of Courses Focus on Employability/Entrepreneurship/
Skill Development**

Department : *Journalism and Mass Communication*

Programme Name : *M.A. in JMC*

Academic Year : 2018-19

List of Courses Focus on Employability/ Entrepreneurship/Skill Development

| Sr. No. | Course Code | Name of the Course |
|---------|-------------|---------------------------------|
| 01. | JMC-CC-101 | History of Journalism |
| 02. | JMC-CC-102 | Theories of Mass Communication |
| 03. | JMC-CC-103 | Media Writing |
| 04. | JMC-CC-104 | Print Media -1 (Reporting) |
| 05. | JMC-CC-105 | Print Media -1 (Editing) |
| 06. | JMC-CC-201 | Media Laws and Ethics |
| 07. | JMC-CC-202 | Mass Communication and Research |
| 08. | JMC-CC-203 | Radio Communication |
| 09. | JMC-CC-204 | TV Communication |
| 10. | JMC-CC-205 | Internet Journalism |

Scheme and Syllabus

GURU GHASIDAS VISHWAVIDYALAYA
BILASPUR, CG
COURSES OF STUDIES FOR
M.A (JOURNALISM & MASS COMMUNICATION)

(Effective from the 1st Semester, M.A. (J&MC) Admission during the Academic Session 2018-19)

COURSE PLAN

The Syllabus has been designed in accordance with the guidelines provided by University Grants Commission. It is only applicable to the Department of Journalism and Mass Communication under the Chairman, Post Graduate Council, Guru Ghasidas Vishwavidyalaya, Koni, Bilaspur, CG, 495009 and shall come into effect from the Academic Session 2018-19. Under this Syllabus Master of Arts (Journalism and Mass Communication) examination consists of four Semesters. The 1st Semester shall cover the period from June to December and 2nd Semester from January to May during the first academic session. Similarly the 3rd Semester shall commence from June to December and 4th Semester from January to May of the second academic session.

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COURSE STRUCTURE
Master's Programme in
Journalism & Mass Communication

Minimum Semesters allowed = 4 Semesters

PROGRAMME OBJECTIVES:

1. To acquaint students with the theory and practice of Journalism and Mass Communication.
2. To impart training to the students in Print / Radio / Television / Web / Media Research. To put communication practices within the realm of Indian and Local cultural context

| | Course Code | Core Course | Theory | Internal assessment | Total Marks |
|-------------------|--------------|--------------------------------|--------|---------------------|-------------|
| Semester I | JMC-CC – 101 | History of Journalism | 60 | 40 | 100 |
| | JMC-CC – 102 | Theories of Mass Communication | 60 | 40 | 100 |
| | JMC-CC – 103 | Media Writing | 60 | 40 | 100 |
| | JMC-CC – 104 | Print Media – I (Reporting) | 60 | 40 | 100 |
| | JMC-CC – 105 | Print Media – II (Editing) | 60 | 40 | 100 |
| | | Total Marks | | | 500 |
| | | Core Course | | | |


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|--------------------|--------------|-----------------------------|----|----|------------|
| Semester II | JMC-CC – 201 | Media Laws & Ethics | 60 | 40 | 100 |
| | JMC-CC – 202 | Mass Communication Research | 60 | 40 | 100 |
| | JMC-CC – 203 | Radio Communication | 60 | 40 | 100 |
| | JMC-CC – 204 | TV Communication | 60 | 40 | 100 |
| | JMC-CC – 204 | Internet Journalism | 60 | 40 | 100 |
| | | Total marks | | | 500 |

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| | | Core Course | Theory | Internal assessment | Total Marks |
|--------------|--------------|---------------------------------------|--------|---------------------|-------------|
| | | | | | |
| Semester III | JMC-CC – 301 | Advertising & Public Relations | | | 100 |
| | JMC-CC – 302 | Internship | | | 100 |
| | | Core Electives (Any 2 Courses) | | | |
| | JMC-CE – 303 | Women, Children and Media | 60 | 40 | 100 |
| | JMC-CE – 304 | Human Rights & Media | 60 | 40 | 100 |
| | JMC-CE – 305 | Film Studies | 60 | 40 | 100 |
| | JMC-CE – 306 | Folk Media & Community Media | 60 | 40 | 100 |
| | | CBCT (Any one) | | | |
| | JMC-CE – 307 | Citizen Journalism | 60 | 40 | 100 |
| | JMC-CE – 308 | Visual Communication and Photography | 60 | 40 | 100 |
| | | Total marks | | | 500 |

| | | Core Course | Theory | Internal assessment | Total Marks |
|-------------|--------------|---------------------------------------|--------------------|---------------------|-------------|
| | | | | | |
| Semester IV | JMC-CC – 401 | Development Communication | 60 | 40 | 100 |
| | JMC-CC – 402 | Global Communication | 60 | 40 | 100 |
| | JMC-CC – 403 | Dissertation | | | 100 |
| | | Core Electives (Any 2 Courses) | | | |
| | JMC-CE – 404 | Community Radio | 60 | 40 | 100 |
| | JMC-CE – 405 | Documentary Production | 60 | 40 | 100 |
| | JMC-CE – 406 | Corporate Communication | 60 | 40 | 100 |
| | | | Total Marks | | |

1. L= Lecture, T=Tutorial, P= Practical, CH= Contact Hours.
2. **CBCT** - Choice Based Credit Transfer and open for the students of other Departments.
3. Students will undertake the Internship during the summer semester-break after completion of the Second Semester.
4. The Department offers for Allied Elective Courses of inter-disciplinary nature. A student is required to select any one of the following Allied Elective Courses and apply to the HoD in writing, expressing his/her interest. Considering majority of choices of the students and teaching facilities, the HoD in consultation with the teaching staff council may notify the Allied Elective Courses to be taught for that particular session. In this regard the decision of the HoD is final and binding.


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SYLLABUS FOR SEMSTER-I

JMC-CC - 101 - HISTORY OF JOURNALISM

Unit-I

Journalistic practices in ancient civilizations, Invention of printing press, News Books in United Kingdom, Growth of printing in India.

Unit-II

Origin of newspapers in India. Hicky's *Gazette*. Growth of language journalism and contribution of Raja Ram Mohan Ray, Bal Gangadhar Tilak and early struggle for freedom of press. Mahatma Gandhi and role of press during the freedom movement. Major trends in post-independence press in India.

Unit-III

Growth and development of press in Chhattisgarh. Problems and prospects. Renowned Journalist Of Chhattisgarh – Sri. Madhav Rao Sapre, Sri Swaraj Prasad Triwedi , Sri. Mayaram Surjan etc

Unit-IV

Chhattisgarhi Press: History, status, challenges and prospects of Chhattisgarhi Press, Present Scenario of Press in Chhattisgarh. Various awards in the field of Journalism in Chhattisgarh.

BOOKS FOR REFERENCE

1. International Commission for Study of Communication. *Many Voices, One World: Communication and Society, Today and Tomorrow*. London: Kogan Page, 1980
2. Krushnamurty, Nadgi. *Indian Journalism (Origin, Growth and Development of Indian Journalism from Ahoka to Nehru)*, Mysore: University of Mysore, 1967.
3. Natrajan, J. *History of Indian Journalism*, New Delhi: Publications Division, 2000 (2nd Reprint Edition).
4. Bhatt, S.C. *Indian Press since 1955*, New Delhi: Publication Division, 2000 (Reprint).
5. Press Council of India. *Future of Print Media: A Report*, New Delhi: Press Council of India, 2000
6. Jeffrey, Robin. *India's Newspaper Revolution*, New Delhi : Oxford, 200.
7. Rajan, Nalini: *21st Century Journalism in India*, New Delhi , Sage Publications, 2007.

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JMC-CC-102 THEORIES OF MASS COMMUNICATION

Unit-I

Human communication: meaning, definition, nature, process, elements; Verbal and non-verbal Communication; Types of communication settings-intrapersonal, interpersonal, small group and mass communication, characteristics of audience, Functions and characteristics of mass communication.

Unit-II

Models of Communication: Aristotle, Lasswell, Shannon and Weaver, Osgood, Schramm, Dance, Berlo, Gerbner, Newcomb, Melvin, DeFleur, Westly and Mclean and Kincaid's convergence model.

Unit-III

Theories of Communication: Magic Bullet Theory, Two-step flow and Multistep Flow, Agenda Setting, Individual difference theory, Selectivity and Gate-keeping, Diffusion of Innovation, Personal Influence theory, Cultivation theory.

Unit-IV

Normative theories: Authoritarian, Libertarian, Communist media, Social Responsibility, Development media, Democratic participant theory, Media and communication policy in India, Communication convergence and its impact.

BOOKS FOR REFERENCE

1. Ghosh, Subir. *Mass Communication Today*
2. Agarwal, Virbala. *Handbook of Journalism and Mass Communication*
3. Narula, Uma. *Handbook of Communication*
4. Narula, Uma. *Mass Communication Theories*
5. Mc.Quaill, Dennis. *Mass communication*
6. Narula, Uma. *Mass Communication-Theory & Practice*
7. Murty, D.V.R. *Media and Accountability- An overview*
8. Sharhe, Dhiraj. *Communication in the IT age*
9. De.Fleur, Melvin. *Human Communication*
10. Fiske, John. *Introduction to Communication Studies*
11. Ault, Emery, Agee. *An Introduction to Mass Communication*
12. Verma, Dr Shalini. *Body Language*
13. Rayndu, C.S. *Communication*
14. Vilanilam, J.V. *Mass Communication in India*
15. Rajan, Nalini. *21st Century Journalism in India*

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JMC-CC - 103 Media Writing

This course is designed to impart skills of journalistic writing for different media platforms to the students. The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

Unit I

What is media writing? Media writing as communication, engaging the reader. Research and writing, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing.

Principles of good media writings With revision of visual grammar, syntax and style. Drafting and revising.

Unit II

Ideas for writing, Explaining ideas and processes, News structure, concept of inverted pyramid, lead paragraph, quotations and back grounding, Headlines and caption writing.

Unit III

Writing for Print: Principles of news writing, News values, News story, Feature writing, types of feature, profile writing, book reviews and film reviews, writing columns. News sources, freelance, Writing for magazines - Writing for broadcast: Writing for eyes and ears.

Unit IV

Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism.

Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release.

Books

1. Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.
2. Stovel J. (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.

References

1. Melvin Mencher (2006). *News Reporting and Writing*. 10th edition. McGraw-Hill.
2. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
3. Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.
4. Raman, Usha (2009). *Writing for the Media*, OUP.

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JMC-CC - 104 - Print Media - I (Reporting)

Unit - I

News: Definition, values, structure of news report, Lead writing and kinds of lead, Objectivity and sources, Qualities of a reporter.

Unit I

Reporting (a) Accident, (b) Crime, (c) Disaster, (d) Speech, (e) Politics, (f) Legislature, (g) Court, (h) Conflict, (i) Commerce, (j) Sports, (k) Gender, (l) Science, (m) Rural, (n) City life and (o) Human Interest Stories.

Unit - III

Interpretative reporting: purposes and techniques; Investigative reporting: purposes, sources, styles and techniques, Columns and columnists; Dairies, Obituary.

Unit - IV

Interviewing- kinds, purpose and techniques, Reviews and criticism: Films, TV programmes, dramas, Feature writing.

BOOKS FOR REFERENCE

1. Mohapatra, Chintamani, *News Reporting*. Bhubaneswar: Bibarani Prakashani, 2005.
2. Kamath, M.V. *Journalists Handbook*.
3. Srivastava, K.M. *News Reporting & Editing*
4. Fedlen, F. *Reporting for Print Media*
5. Charnley, Mitchell V. *Reporting*
6. Kamath, M.V. *Professional Journalism*
7. Puri, G.K. *Journalism*
8. Biagi, Shirley. *Interviews that Works: A practical Guide for Journalists*. Wadsworth Publishing, 1992.

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JMC-CC - 105 - Print Media - II (Editing)**Unit - I**

Introduction to printing technology. Offset printing method. Types and families of typefaces. Fundamentals of copy editing. Proof reading. Newspaper style sheet. Editing. Different types of copies: news agencies. Correspondents. Local reporters. Rural reporters. Press releases and publicity materials. Glossary of journalistic terms.

Unit - II

Newsroom organization. Editorial staff pattern and division of work. Edition planning. News Editor and Sub Editors: their role as gatekeepers. Contents of the editorial page: editorials, features, columns and letters to the editor, planning editorial content for magazines.

Unit - III

Headlines: types and techniques of writing, typography, Headlines for magazines. Principles of newspaper page make-up, mechanics of dummies, kinds of page layout, planning the front page and inside pages, designing special pages, supplements and tabloids. Designing magazine pages.

Unit - IV

Concept of photo journalism, types and sources, legal and ethical aspects of photography. Photo cropping and captioning, cartoons.

BOOKS FOR REFERENCE

1. Baskette, Floyd & Jack Sissors. New York: MacMillan Publishing Co. Inc, 1977.
2. Butcher, Judith. *Copy Editing* Cambridge: Cambridge University Press, 1975.
3. Keeble, Richard (Ed). *Print Journalism: A Critical Introduction*. London: Routledge, 2005
4. Harcup, Tony. *Journalism: Principles and Practice*, New Delhi: Vistaar Publications, 2005.
5. Saxena, Sunil. *Headline Writing*. New Delhi, Sage Publications, 2006.
6. Rivers, Willa m L. *News in Print : Writing & Reporting* New York : Harper & Raw Publishers Inc., 1984.
7. Mencher, Melvin. *News Reporting and Writing*. McGraw-Hill, 2006.

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SYLLABUS FOR SEMSTER- II

JMC-CC - 201 - MEDIA LAW AND ETHICS**Unit I**

Indian Constitution - Basic principles of the Preamble, Fundamental rights, freedom of speech and expression and their Reasonable Restrictions, Directives Principles of State Policy, provisions of declaring emergency and their effects on media.

Unit II

Media Ethics - Media's ethical problems including privacy, communal writing and sensational and yellow journalism, Conflict of Interest, Paid Journalism, Role of press or media councils, ombudsmen, Ethical reporting on Children.

Unit III

Press Council of India and Press Commissions of India - broad guidelines and codes. Accountability and independence of media. Covering Conflict and International Humanitarian law, Code of Conduct by Associations of Media professionals.

Unit IV

Press Laws - Contempt of Courts Act 1971 - civil and criminal, defamation, sedition, crime against women and children; obscenity; Official Secrets Act 1923, RTI, Press and Registration of Books Act 1867, Cinematography Act 1953, Prasar Bharati Act, Copyright Act, IT Act, Cable and Television Regulation Act.

Textbooks

1. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
2. Guha Thakurta, Paranjoy (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2nd Second, New Delhi: OUP.
3. Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

References

1. Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.
2. Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
3. Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

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JMC-CC - 202 - MASS COMMUNICATION RESEARCH**Unit I**

Definition and Elements of Research. Research methods and Approaches in Social Sciences. Mass media research and Scientific methods. Importance of communication research – Indian scenario. Formulation of research problem, review of literature, hypothesis, research design.

Unit II

Qualitative and Quantitative Research Methods: Ethnography, Ethno methodology, Symbolic Interactionism, Policy and archival research. Communication Policy Analysis. Analyzing Visual: still and moving images., grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

Unit III

Tools of Data Collection – observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement.

Unit IV

Data Analysis and Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi-variate tests of significance – central tendency –preparation of research reports/project reports/dissertations, Referencing and Citation Style.

Textbooks

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Domnick, (2011) *Mass Media 'Research: An Introduction*, 10th edition, Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.

References

1. Reinard, John C. (2006). *Communication Research Statistics*, California State University: Sage publication.
2. Fink, Arlene & Kos, J. B. (2005). *How to Conduct Surveys, A Step-By-Step Guide*, 3rd Edition. University of California: Sage publication.

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JMC-CC - 203 - RADIO COMMUNICATION**Unit - I**

Development of radio as a medium of mass communication. Emergence of All India Radio. Growth of radio in the post-independence era. FM Radio: state and private initiatives. Radio broadcasting in Chhattisgarh.

Unit - II

Studio and operating facilities for radio programme production. AM and FM transmission, Internet Radio. Microphones and recorders. Field recordings and voice dispatches.

Unit-III

Evolving formats for radio programmes, role of demographics. News and current affairs, entertainment, business, sports, programmes for special audience and commercials. Organization of radio newsroom, structure and types of radio news bulletins. Writing radio scripts. Print punctuation vs. broadcast punctuation.

Unit-IV

Performers for radio: announcers, newscasters, commentators, talk show hosts and entertainers including disc jockeys. Broadcasting ethics, codes and social responsibilities. Radio in education and development. Community Radio movement.

BOOKS FOR REFERENCE

1. Parthasarathy, Rangaswamy. *Here is the New*. New Delhi: Sterling Publishers Pvt. Ltd., 1994.
2. Chatterji, P.C. *Broadcasting in India*. New Delhi: Sage Publications, 1987.
3. Srivastava, K.M. *Radio and TV Journalism*.
4. Rabindran, R.K. *Handbook of Broadcast Journalism*.
5. Hilliard, Robert. *Radio Broadcasting*. New York: Long man.
6. Hansman, Carl, Philip Benoit & Lewis B. O'Donnell *Radio Production: production, programming and performance*. Belmont: Wadsworth / Thomson Learning, 2000.

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JMC-CC - 204 - TELEVISION COMMUNICATION

Unit I

Introduction to Television and visual composition - basic rules of composition, television aspect ratio, different video tapes and standards, different formats, classification of shots, basic movements of camera.

Unit II

Anatomy of Camera - different parts of camera, working of camera, support and accessories of camera, different Lenses for camera, focus, aperture, depth of field, shutter speed, summing up Lighting- importance of lighting, visual treatment, different lighting methods, sources of light, different types of lights and Instruments for studio and out-door.

Unit III:

Sound- production equipment for sound, audio recording systems, functions of sound, types and uses of microphones, advantages of different microphones in shooting locations, sound effects.

Unit IV

Single Camera Production- understanding ENG and EFP, understanding pre-production, production and post-production, developing a news idea into a news story and Packaging, basic interviewing and news writing techniques, shot planning, coordination between cameraperson and the reporter, piece to the camera, cut-away and uses, shooting for written script, set design, editing news story, dubbing and subtitling sound bites, signature tune.

BOOKS FOR REFERENCE

1. Zettl, H.(2006). *Handbook of Television Production*. Wadsworth.
2. Shelley, S.L. (1999). *A Practical Guide to Stage Lighting*. Focal Press.
3. Srivastava, K.M. *Radio and TV Journalism*
4. Kaushik, S. *Introduction to TV Journalism*
5. Kumar, S. *Radio and TV Journalism*
6. Kumar, S. *Broadcast Journalism*
7. Rabindran, R.K. *Handbook of Broadcast Journalism*
8. Raiteni, Charles. *Writing for Broadcast News: A Story telling Approach to crafting TV and Radio News Reports*.
9. Masani, Mehar. *Broadcasting and the people*.

References

1. Compesi, Ronald J. and et.al. (1997). *Video field Production and Editing*. Allyn & Bacon.
2. Burrows, Thomas D. and et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

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JMC-CC - 205 - INTERNET JOURNALISM**Unit - I**

Development of information technology and its impact on media, Evolution and growth of Internet, Internet penetration in India, Platforms for Internet Journalism.

Unit- II

Characteristics of Internet Journalism; Multimedia, Hypertext, Interactivity, Archives and Virtuality, Computer assisted reporting and editing, messaging through mobile phones, convergence.

Unit -III

Social Networking Sites: Twitter, Instagram, Facebook, LinkedIn, Broadcast news vs Print news, Feature of net: email, www, directories, Internet addressing; search engine optimization.

Unit - IV

Social Media, types of social media, future of social media in journalism, Citizen Journalism, Civil Society, Political Economy and the Internet, Advertising on the Internet, censorship.

BOOKS FOR REFERENCE

1. Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York, London: New York University Press.
2. Hassan Robert (2004). *Media, Politics and the Network Society*, Open University Press.
3. Hahn, Harley. *The Internet: Complete Reference*. New Delhi: Tata McGraw-Hill Publishing Company Ltd, 1997.
4. Sengupta, Aditya. *Electronic Journalism: Principles and Practices*. New Delhi: Author Press, 2006.
5. Sexena, Sunil. *Breaking News: The Craft and Technology of Online Journalism* New Delhi: Tata McGraw-Hill Publishing Company Ltd, 2004.
6. Ramanujam, Dr R.C. *Multimedia Journalism*, New Delhi: APH Publishing Corporation, 2006.

References

1. Hassan Robert, Thomas Julian (2006). *The New Media Theory Reader*. Open University Press.
2. Warschauer Mark (2004). *Technology and Social Inclusion: Rethinking the Digital Divide*. MIT Press (MA).
7. Marshall P David (2004). *New Media Cultures*, Hodder Stoughton Educational.
8. Hamelink Cees J. (2001). *Ethics of Cyberspace*. Sage Publications.

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