

# Department of Journalism and Mass Communication

## **M.A (JOURNALISM AND MASS COMMUNICATION)**

### Syllabus

#### **Semester – I**

- Paper 1: History of Media
- Paper 2: Principle of Mass communication
- Paper 3: Print Journalism and Technology
- Paper 4: Electronic Media
- Paper 5: Basics of Camera, Light and Sound

#### **Semester – II**

- Paper 1: Print Media Reporting and Editing
- Paper 2: Broadcast Journalism
- Paper 3: Media Ethics and Laws
- Paper 4: Media Management
- Paper 5 Development Communication

#### **Semester – III**

- Paper 1: Advertising, Public Relations and corporate communication
- Paper 2: New Media Applications and cyber Journalism
- Paper 3: Photo Journalism
- Paper 4: Communication Theory
- Paper 5: Media Research

#### **Semester – IV**

- Paper 1: Specialized Reporting
- Paper 2: Audio-Visual Programme Production
- Paper 3: Film Studies and Film Appreciation
- Paper 4: Basicis and Fundamentals of Computer
- Paper 5: Dissertation

## **Semester – I**

Paper 1: History of Media

Paper 2: Principle of Mass communication

Paper 3: Print Journalism and Technology

Paper 4: Electronic Media

Paper 5: Basics of Camera, Light and Sound

### **Paper 1 : History of Media**

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#### **UNIT-I**

History of Press: Indian Language Press and English Press. Press and First Freedom Struggle. Press and British Rule. Early Newspaper Publications in India. Preliminary Challenges of Early 20th Century and Press, Freedom Movement and Journalism, Movement against Imperialism, First World War, October Revolution, Press Laws etc). Journalism of the Leaders of Freedom Movement. Indian Press and Social Reform Movements.

#### **UNIT-II**

Indian Language Press and English Press in the Last Phase of Freedom Movement (1940-1947). Missionary and Professional Journalism, Media as an Industry. Folk/Traditional Media. Prominent news agencies and history of News Agencies.

#### **UNIT-III**

A brief history of Television. Development of television in India. Advent of private channels: Cable and satellite TV DTH. Television as an educational medium.

#### **UNIT-IV**

A brief history of Radio, Invention of the Radio. Contemporary Radio: AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial broadcasting.

#### **UNIT-V**

A brief History of Cinema. The studio culture. Commencing of the super stars: fifties and sixties. New trends in Indian cinema.

### **Reference Books:**

· Press Freedoms -Louis Edward Ingelhart, Greenwood press.

· Journalism in India - Rangaswamy parthasarathy, Sterling Publishers pvt. Ltd., New Delhi.

· भारत में प्रेस विधि – डॉ. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन ,वाराणसी.

हिन्दी पत्रकारिता का इतिहास – जगदीश प्रसाद चतुर्वेदी.

· Law to the press – D.D. Basu.

## **Paper 2 : Principles Of Mass Communication**

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### UNIT-I

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

### UNIT-II

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

### UNIT-III

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market – driven media content – effects, skyvasion, cultural integration and cultural pollution.

### UNIT-IV

Issues of media monopoly – cross-media ownership;

Ownership patterns of mass media, ethical aspects of mass media,

### UNIT-V

freedom of speech and expression, right to information,  
media and social responsibility, media accountability, infotainment and ICE.

### **Reference Books**

1. Mass Communication, 2003- Diwakar sharma
2. Issues in Mass Communication( 2 vol., 2008)- Dr. JS Yadava and P. Mathur.
3. Mass Communication- Dipankar Mukerjee, Jain Book Agency

### **Paper 3: Print Journalism and Technology**

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#### UNIT-I

Newspaper: Definitions and characteristics. Newspaper elements. Writing news for print media: structure of news-inverted pyramid. Headlines: Concept and types. Types of newspaper editions: Morning, Evening/Afternoon/Mid- Day and Dak.

#### UNIT-II

News room setup. Role of editor. Different desk. Embargo. Feature: concept and types. Column: concept and types. Editorial: Importance and significance. Letters to the editor.

#### UNIT-III

News bureau. Chief reporter and other reporters, correspondents, Stringers, freelancers. The photo section. Graphic Section and Cartoonist.

#### UNIT-IV

Fundamentals of copy-editing & proof reading symbols. Principles of editing. Photo editing and cropping. Tools for editing. Style sheet. Editing glossary.

## UNIT-V

Printing: meaning, history & origin in India. Types of printing process. Type size, type style. Principles of design. Elements of design. Newspaper Layout and design. Make-up of front page and other pages. Writing caption. Terminology of print journalism.

### **Reference Books:**

· News Reporting- B N Ahuja and S S Chhabra.

· News Editing & Reporting - Madhur Selvaraj, Dominant Publishers and Distributors, New Delhi.

· Professional Journalism - M.V. Kamath, Vikash Publishers House Pvt Ltd, New Delhi

ऽसमाचार ,फीचर लेखन एवं संपादन कला – हरिमोहन, तक्षशिला प्रकाशन।

ऽराजनैतिक मीडिया लेखन, ओम गुप्ता, कनिष्का पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली।

ऽसांस्कृतिक पत्रकारिता, डॉ. टी.डी.एस. आलोक, हरियाणा साहित्य अकादमी पंचकुला।

## **Paper 4: Electronic Media**

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### UNIT-I

Radio: Radio as a Mass Medium. Characteristics of Radio. Strengths and weaknesses. Types of Radio Programme (News, Feature, Interviews, Special audience programme: Women, Children, Farmer etc.) Writing for Radio: Radio script format and spoken Language. Structure of Radio station. AM and FM. Qualities of Radio Presenter/Announcer.

### UNIT-II

TV as a Mass Medium. Characteristics of TV. Strengths and weaknesses. Types of TV Programme (News bulletin, Documentary, Interview, Discussion, special Audience Programme: Women, Children, Farmer etc. )

### UNIT-III

Writing for TV : TV script format and AV Language. Structure of TV station. Cable TV. Qualities of TV Presenter.

#### UNIT-IV

Cinema/Film- Cinema as a Mass Medium. Characteristics of Cinema. Role of cinema in Society: Cinema as a Mirror of Society. Film genre: Romance, Action, thriller, mythology, Horror, Comedy etc.

#### UNIT-V

Prasar Bharti. Committees of broadcasting: Chanda, Vargees, PC Joshi. Committee of cinema: Khosala Committee. SITE Experiment.

#### **Reference Books:**

इलेक्ट्रॉनिक माध्यम – रेडियो एवं दूरदर्शन – डॉ. राममोहन पाठक, यूनिवर्सिटी पब्लिकेशन, नई दिल्ली.

रेडियो और दूरदर्शन पत्रकारिता – हरिमोहन, तक्षशिला प्रकाशन.

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

· एंकर – रिपोर्टर – पूण्य प्रसून वाजपेयी, राजकमल प्रकाशन, नई दिल्ली.

ब्रेकिंग न्यूज – पूण्य प्रसून वाजपेयी, वाणी प्रकाशन, नई दिल्ली.

जनमाध्यम प्रौद्योगिकी और विचारधारा – जगदीश्वर चतुर्वेदी, अनामिका पब्लिशर्स एंड डिस्ट्रीब्यूटर्स प्रा.लि., नई दिल्ली.

Broadcasting in India- P.C. Chatterjee, Sage Publication, New Delhi.

सिनेमा और संस्कृति – राही मासूम रजा, वाणी प्रकाशन दिल्ली.

· Indian Film- Krishna Swamy.

## **Paper 5: Basics of Camera, Light and Sound**

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### UNIT-I

Camera - Basics of camera, Parts of camera – Do's and Don'ts, Tapes and Camera Formats, Maintenance of camera and tapes. Cam Icons.

### UNIT-II

Camera operation & Lighting Lights Contrast & White balancing, Functioning and Operation, Use of Filters in cameras,

### UNIT-III

Audio aspects/ Sound recording, Camera and lighting. Indoor & Outdoor Shooting.

### UNIT-IV

Camera Movements: Camera angles, Language of shots, Cut-away and footage, Shooting for news/feature/special, Symbolic shooting. Sound Bytes, Shooting for news.

### UNIT- V

Different types of camera, lenses, formats & its uses.

### **Reference Books:**

· Television Production – Keith Kyker & Crishtopher Curchy.

## **Semester – II**

Paper 1: Print Media Reporting and Editing

Paper 2: Broadcast Journalism

Paper 3: Media Ethics and Laws

Paper 4: Media Management

Paper 5 Development Communication

### **Paper 1: Print Media Reporting and Editing**

#### UNIT- I

Reporting: News: definition, concept, elements, values, sources, lead writing, kinds, reporting crime,

weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

#### UNIT- II

Interviewing – kinds, purposes, technique.

Interpretative reporting – purposes, techniques.

Investigative reporting – purposes, sources, styles, techniques. Columns – development,

#### UNIT- III

criticism, reviews, feature writing, news analysis, Political reporting.

Legislative reporting, Diplomatic reporting. reporting for magazines ,

#### UNIT- IV

Editing : Meaning, purposes, symbols, tools, lead, body, paragraphing. proof reading, meaning, symbols, purposes., News desk, editorial department set-up, news flow, copy management and organization.

#### UNIT- V

Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up,



layout, principles of photo editing, Magazine editing, layout, graphics. Jacket planing and its Team.

### **Reference Books:**

समाचार ,फीचर लेखन एवं संपादन कला – हरिमोहन, तक्षशिला प्रकाशन।

राजनैतिक मीडिया लेखन, ओम गुप्ता, कनिष्का पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली।

सांस्कृतिक पत्रकारिता, डॉ. टी.डी.एस. आलोक, हरियाणा साहित्य अकादमी पंचकुला।

· News Reporting- B N Ahuja and S S Chhabra.

· News Editing & Reporting - Madhur Selvaraj, Dominant Publishers and Distributers, New Delhi.

· Professional Journalism - M.V. Kamath, Vikash Publishers House Pvt Ltd, New Delhi

## Paper 2: Broadcast Journalism

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### UNIT-I

News: Definitions and concept. Structures of news in Radio and TV. Components of a news story, Writing headlines-Building story and Package. Sources of news. Nose for news. Story Ideas. Beats.

### UNIT-II

Radio Journalism:Radio News Reporting. Skills of Radio Reporter. Gathering news. Giving voice cast. Phonos. Anchoring and news reading skills: General Awareness, Presence of mind, Clarity, diction, modulation, pronunciation etc.

### UNIT-III

TV Journalism: In Put nad Out Put Editors. TV news reporting: skills of a TV reporter role of Camera man in TV news coverage. PTC, Phonos etc. Stringer. Informer.

### UNIT-IV

Anchoring & News reading skills for TV News. Live Coverage. Spot news. Personality of a TV news Anchor. Body Language. Sound bytes, VOX Pop, OB/DSNG Van

### UNIT-V

Writing for Radio and TV news. News script format of Radio and TV. Types of bulletin.Role of Bulletine Producer, Pannal(Run Down) Producer.

### **Reference Books:**

- Electronic Media in Modern World – S P Phadke.
- Radio & TV Journalism – K M Srivastava, Sterling Publishers Pvt. Ltd., New Delhi.
- Broadcasting Management in India – Angela Wadia.
- Specialised Reporting – IGNOU.
- रेडियो पत्र एवं प्रसारण के सिद्धांत – कनिष्क पब्लिशर्स.

## Paper 3: Media Ethics and Laws

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### UNIT-I

Indian constitution – Salient Features – Fundamental rights – Article 19 (1)(A)- freedom of the press freedom of speech and expression and their limits, directive principles of state policy, provisions of declaring emergency and their effects on media. Parliamentary privileges and media.

### UNIT-II

Specified press laws; history of press laws in India – contempt of Court Act 1971 – civil and criminal law of defamation, Official Secrets Act. 1923. Press and Registration of Books Act. 1967.

### UNIT-III

Working Journalists and other Newspaper Employees (conditions of Service & Miscellaneous Provisions) Act. 1955, Cinematography Act. 1953, Copyright Act. Trade Marks Act and Patent Act

### UNIT-IV

Cyber Law. Press council of India, The consumer protection act. Election Commission guidelines, cable television network regulation Act 1995, rules 1994., NBA

### UNIT V

Right to information: 2005, Right to privacy. Paid News.

### **Reference Books:**

पत्रकारिता एवं प्रेस विधि – डॉ. बसंतिलाल बाबेल, सुविधा लॉ हाउस.

प्रेस कानून – डॉ. संजीव भानावत .

भारत में प्रेस विधि – डॉ. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन ,वाराणसी.

## **Paper 4: Media Management**

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### UNIT-I

Management: Concept and definitions. Principles of Management. Starting of a newspaper. Newspaper organization and management.

### UNIT-II

Principles of newspaper business, divisions and operations. Types of newspaper organizations in India.

### UNIT-III

Ownership pattern: concept and types. Limited and Private Ltd. Public Ltd. Individual, partner, Trust, Society etc. Types of newspapers.

### UNIT-IV

Different department in a newspaper: Editorial, circulation, production, advertising etc. INS, RNI, ABC.

### UNIT-V

Principles of Television and Radio Management in India. Recent trend in broadcasting management. Organizational structure of Akashwani and Doordarshan Kendra.

### **Reference Books:**

· Newspaper Management- Dr.Sanjeev Bhanawat

समाचार प्रबंधन – डॉ संजीव भानावत

## **Paper 5: Development Communication**

### UNIT-I

Development: Meaning, Concept, and process of development. Developed and developing countries: Characteristics and differences. Gap between developed and developing societies. Problems and issues in development. Characteristics of societies, development societies.

### UNIT-II

Models and theories of development: Economic theories, Social, Modernization, Diffusion of innovation, etc.

### UNIT-III

Development communication: definitions- nature, scope, merits and demerits. Case studies of some projects related to DC.

### UNIT-IV

Development support communication: an overview, Communication and Human development, literacy, population control, Sanitation, Gram panchayat, HIV awareness, Family Planning, Communal harmony.

### UNIT-V

Development journalism: Concept, origin and growth of developmental journalism, Development news. Role of Media in DC.

### **Reference Books:**

Vikas Sanchar- Dr. Arjun Tiwari

## **Semester – III**

Paper 1: Advertising, Public Relations and corporate communication

Paper 2: New Media Applications and cyber Journalism

Paper 3: Photo Journalism

Paper 4: Communication theory

Paper 5: Media Research

### **Paper 1: Advertising Public Relations and corporate communication**

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#### **UNIT-I**

Advertising: Definition and Concept of Advertising. History Growth and Development of advertising. Types of Advertising. Functions of Advertising. Role of Advertising in brand image building. Various Medias of advertising. Advertising terminology. Various Media of Ad: Print Media-Newspaper, Magazine, Pamphlet, handbill, souvenir, brochure etc., Electronic- Radio, TV etc., Other- direct mail, outdoor etc.

#### **UNIT-II**

Advertising, Propaganda, Publicity and PR. Planning media and scheduling: selection of media category, reach, frequency and impact of selected media. Media schedule. 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. History, Growth and Development of PR in Indian context.

#### **UNIT-IV**

PR in Public & Private Sector, PR campaign planning. Tools of PR for external and internal communication. Professional PR organization (PRSI & IPRA etc.), Skills and Qualities of PRO. Role and functions of PRO.

#### **UNIT-V**

Corporate Communication.,Lobbying, Public opinion.PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments. Writing for PR : internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc..

## **Reference Books:**

Advertising Principles & Practices- Wells Williams

जनसंपर्क सिद्धांत और व्यवहार – डॉ. सुशील त्रिवेदी, शशिकांत शुक्ला, मध्यप्रदेश हिन्दी ग्रंथ अकादमी.

जनसंपर्क प्रशासन – डॉ. लाल चंद, रचना प्रकाशन जयपुर.

प्रभावी जनसंपर्क – डॉ. मनोहर प्रभाकर एवं डॉ. संजीव भानावत, यूनिवर्सिटी बुक हाउस, जयपुर.

जनसंपर्क प्रबंधन – कुमुद शर्मा, ज्ञान गंगा, दिल्ली.

## Paper 2- New Media Applications and Cyber Journalism

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### UNIT-I

Communication Technology (CT): concept and scope, Cellular Telephone. 2G, 3G and 4G, Setalite Phone. Introduction to New Media. Development of the new Media. Internet Terminology Concept of Netizens. Online Newspapers, Online Magazines, Blogs. Cyber Crime and Cyber Laws. Internet and its Functions. Major News Portals. Newspapers, Magazines and their E- Paper, E-Books on Internet. Competitive Role of Print Medium, Channel Medium and Internet Medium in our Society.

### UNIT-II

Websites, E-mails, SMS, MMS, VOIP, BLOG, Video Conferencing, internet telephony- their role and significance in context of time-cost-quality. Tools of multimedia journalist. Basic rules do's and don'ts of web media. Video confrencing.

### UNIT-III

Web Journalism: Definitions. Characteristics and feature of online media/journalism. Advantages, Limitation and Risk factor involve in new media. Introduction to Front Page. Tools, Menu and Interface of Front Page.

### UNIT-IV

Reading online newspaper: basic features, menu, tool, tags etc. list of online newspaper in India. Social Networking Sites and their role. legal and ethical issues related IT and CT.

### UNIT-V

Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line. Chatting over Internet; Networking with special interest groups; Designing home pages; Creating electronic newspapers; Creating Internet ads

### **Reference Books:**

- जनमाध्यम और प्रौद्योगिकी, जगदीश्वर चतुर्वेदी। कम्प्यूटर एक परिचय, विष्णुप्रिया सिंह एवं मीनाक्षी सिंह, एशियन पब्लिशर्स।  
माइक्रोसॉफ्ट विंडोजन 2000, विष्णु प्रिया सिंह, मीनाक्षी सिंह एशियन पब्लिशर्स।



## **Paper 3: Photo Journalism**

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### UNIT- I

Journalism: Introduction of Photo Journalism, Concept, Importance, Requirements, Nature, Objectives, Purpose & Functions.

### UNIT –II

History of Photo Journalism, Photography for news paper & Magazines.

### UNIT -III

Different types of photographs – Action Photography, Food Photography, Documentary Photography, Syndicates, wildlife, Environment, Sports, landscape, Industrial disasters, War, Political, art photography and Social photography.

### UNIT- IV

Videography, lenses, shots and angles, Photo editing, Developing technique of photographs and related softwares.

### UNIT- V

News values for pictures, photo features; essential qualities for photo Journalism, Impact of technology.

### **Reference Books:**

- Print Journalism: A Critical Introduction

· Fundamentals of Reporting and Editing

-Photo Journalism Manual- Bergin

-Price news Photography-Jack

History of Photography- CY. GR

## Paper 4: Communication theory

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### UNIT-I

Basics of Communication: Definitions and concept of Communication. Types of communication. Functions and role of communication. 7 C's of Communication.

### UNIT-II

Process of Communication. Barriers in communication. Difference between communication and mass communication.

### UNIT-III

Models of Communication: SMCR, SMRC, Shannon and Weaver, Lasswell, Osgood, Danmce Helical, Gerbner, Newcomb, Willbur Schramme

### UNIT-IV

Mass Communication: Concept and definitions. Concept of 'Mass'. Medium and tools of mass communication (TV, Radio, Newspaper, Magazines, Books, internet etc.). Role and functions of Mass Communication.

### UNIT-V

Theories of Communication and Mass Communication: Normative Theories (Authoritarian, Libertarian, Social Responsibility, Soviet, Development, Democratization) Hypodermic needle, Twostep & Multistep, Play, uses and gratification, selective: exposure, retention and perception. Individual difference, Dependency, Agenda Setting.

### **Reference Books:**

- Mass Communication & Journalism in India - D S Mehta,
- Mass Communication in India - Keval J. Kumar, Jaico Publishing House.
- International Communication – N. Prabhakar & N. Basu, Commonwealth publishers, New Delhi.
- Understanding Development Communication – Uma Joshi.
- Mcquail's mass communication Theory – Denish Mcquail, SAGE Publication.

## Paper 5: Media Research

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### UNIT – I

Social Research: Concept, Nature and Scope. Research steps and its types Variables and Hypothesis Objectivity, Synopsis, Reliability and Validity in Research.

### UNIT – II

Research Design and its types, Sampling and its types,

Tools and Techniques of Data Collection Questionnaire, Schedule, Interview and Observation  
Case study method

### UNIT – III

Communication research: Utility and Scope. Importance and Utility of Survey research. Content Analysis. Market and Advertising research. Pareto Chart.

### UNIT – IV

Types of Analysis: Source Analysis. Message Analysis. Channel analysis. Audience Analysis

Effect Analysis

### UNIT – V

Statistical Reserch: Mean, Median, Mode. Level of Measurements: Nominal, Ordinal, Ratio and Interval. Project Planning and Budgeting. Preparation of Bibliography, Index and Report Writing.

### **Reference Books:**

.मीडिया षोध – डॉ मनोज दयाल

## **Semester – IV**

Paper 1: Specialized Reporting  
Paper 2: Audio-Visual Programme Production  
Paper 3: Film Studies and Film Appreciation  
Paper 4: Basics and Fundamentals of Computer  
Paper 5: Dissertation

### **Paper 1: Specialized Reporting**

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#### UNIT-I

Advance Reporting, Concept of Specialized Reporting. Difference between Regular reporting and Exclusive reporting. Scoop.

#### UNIT-II

Political Reporting Understanding of Political Trends and Political Parties. Conducting Political Interview. Legislative Reporting (Parliament, Assembly and Local Bodies), Reporting of Rural, Other Autonomous Bodies-Panchayat.

#### UNIT-III

Financial Reporting, Critical Understanding of Economic Forces and Corporate World. Budget Story. Analyzing Company Reports and Balance sheets. Critical Understanding of Linkages between Political and Economic Reporting. Comparative Study of Financial News Paper and Magazines. Reporting for Business News channels.

#### UNIT-IV

General Understanding of Art Cultural and Sport Reporting, Art , Cultural and Literary Events. Difference between Cultural Reporting and Review Articles. Film Coverage. Shooting Report. General Introduction of Sports Journalism. Environmental Journalism.

#### UNIT-V

Investigative Reporting. Sting Operations. Rural reporting, Court Reporting.

#### **Reference Books:**

·News Reporting- K M Srivastava, Sterling Publication.

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

रेडियो और दूरदर्शन पत्रकारिता – हरिमोहन, तक्षशिला प्रकाशन.

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

Specialised Reporting – IGNOU.

विज्ञान पत्रकारिता – डॉ. मनोज पटैरिया, वाणी प्रकाशन, नई दिल्ली

## **Paper 2: Audio-Visual Programme Production**

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### UNIT – I

Introduction to different types of Radio Programme & TV Programme , Introduction to different types of Productions. Community radio, FM Radio, Difference between AM ,FM & Digital Radio.

### UNIT – II

Radio-Theme Budget & Planning, Radio programme production team, Pre-production, Production, Post production, Writing for Radio – Talk, Feature, Radio Reports, Radio Play etc. Fully Scripted, Semi scripted programme, Rundown Sheet, Cue Sheet. Role & responsibility of programme executive, Live programme problems and challenges, Difference between live & recorded, programme.Audiance Research.

### UNIT – III

Television-Theme budget & planning, Short story, Writing for different types of television programme,Television programme production team & equipments, Pre-production, Production, Post production. Source of Television programme- In house, Royalty Basis, Contract Basis, Sponsored Programme, Role of lighting in Television programme. Difference between recorded & live programme.

### UNIT – IV

Importance of Animation in video production. Animation films. Satellite TV, Cable TV, Mobile TV, Web TV.

### UNIT – V -

Film-Importance & need of theme , short Story/One line & developed story, Budget & planning, Film production team & instruments, Pre-production, Production, Post production, Importance of set erection, Lighting, Make up, Location shooting, Still photography in film production, Importance of background music, Music Director, Direction, Marketing, Distribution.

## **Reference Books:**

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

· Radio & TV Journalism – K M Srivastava, Sterling Publishers Pvt. Ltd., New Delhi.

एंकर – रिपोर्टर – पूण्य प्रसून वाजपेयी, राजकमल प्रकाशन, नई दिल्ली.

ऽब्रेकिंग न्यूज – पूण्य प्रसून वाजपेयी, वाणी प्रकाशन, नई दिल्ली.

· Broadcasting in India- P.C. Chattergee, Sage Publication, New Delhi.

· Electronic Media – Sanjay Gaur.

· Broadcasting Management in India – Angela Wadia.

· संचार माध्यम लेखन – गौरीशंकर रैना, वाणी प्रकाशन, नई दिल्ली.

· News writing - Anna Mckane, SAGE Publication

जुडियो पत्र एवं प्रसारण के सिद्धांत – कनिष्क पब्लिशर्स.

## Paper 3: Basics and Fundamentals of Computer

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### UNIT -I

Computer Fundamentals- Brief History, Definition, Basic Components and Peripheral Devices. Introduction to Operating system. (Windows). Know about GUI, Multi-user, Multitasking and Network Support System. Introduction to Accessories, Control Panel, Find Files & Folders. Introduction to DTP.

### UNIT -II

Word Processing-Use of MS Word in Copy Editing. Editing Facilities & Inserting Page Break, Objects and Pictures. Formatting facilities: Paragraph setting, Drop cap, Change Case, Column etc. Useful Tools (Mail Merge, Spell Checking, Word Count etc.) and Use of Tables.

### UNIT -III

Introduction to MS Excel & MS PowerPoint, Introduction to MS Excel and PowerPoint. Creating Different Charts, Use of Functions, Conditional formatting and sorting. Interface, Tools and Menus of MS Excel & PowerPoint. How to Design an Effective Presentation.

### UNIT -IV

Internet & Photo Editing. Brief History, Services on Internet (E-Mail, Video Conferencing, Chatting etc.) Difference Between Website & Portal, Blog. Introduction to Search Engine. Introduction to Photoshop. Social Networking Sites, Unicode, Font Converter, Google transcription.

### **Reference Books:**

.कम्प्यूटर एक परिचय – विष्णुप्रिया सिंह एवं मीनाक्षी सिंह, एशियन पब्लिशर्स.

s माइक्रोसॉफ्ट विंडोज 2000 – विष्णु प्रिया सिंह, मीनाक्षी सिंह, एशियन पब्लिशर्स.



## **Paper 4: Film Studies and Appreciation**

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### UNIT-I

1 Documentary film , Advertising film , Children film etc

2.Required elements to analysis a film.

3 Comparison between different kinds of films.

### UNIT-II

1.Commercial

2.Non-commercial films.

### UNIT-III

1.Study of Indian film making in reference of Script and screenplay,

2.Study of foreign film making

3.Basic difference between Indian & foreign film making

### UNIT-IV

1.Importance of screenplay for making of a feature film.

2.Different types of film- Feature Film, Tele Film, Art & commercial Film, Children Film, News Film, Documentary Film etc.

3.Introduction to International & National Film Awards

### UNIT-V

1.Structure of the Deptt. Of Information & Broadcasting Govt. of India.

2.Film / Telefilm Review

### **Reference Books**

- Reference Books: Television Ki Dunia- Prabhu Jhingran
- Electronic Madhyam- Prof. Ram Mohan Pathak
- The Art of Watching Films Book- Joe Boggs and Dennis Petrie
- Victor F. Perkins Penguin
- Understanding the Film: An Introduction to Film Appreciation -Jan Bone
- Film Appreciation -Allan Casebier, Chitra Bani

## **Paper 5: Dissertation**

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1 .Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication.

2 A dissertation will be submitted by the students on any topic decided by the department under the guidance of faculty members; in the end of the semester.

3 Dissertation will be examined by the board of examiner consisting one internal and one external.