

Report

The Department of Journalism and Mass Communication is running the following courses –

Sr.	Name of the Course	Duration of the course	Eligibility
1	Bachelor of Journalism & Mass Communication (BJMC)	1 year	Graduate in any discipline
2	Master of Journalism & Mass Communication (MJMC)	1 year	BJMC

After considering the new semester System the BOS suggests that

- 1 The Bachelor of Journalism & Mass Communication (BJMC) should be abolished.
- 2 Masters of Journalism & Mass Communication (MJMC) course must be two year course.
- 3 In the above condition, graduate from any discipline can get admission in MJMC.
- 4 The following papers will be incorporated in the semester system.

Sr.	Name of the Course	Duration of the course	Eligibility
1	Master of Journalism & Mass Communication (MJMC)	2 year	Graduate in any discipline

The Syllabus of the said course will be completed in 4 Semesters as follows -

Evaluation System:	Theory	70 Marks
	Assignment/Practical	30 Marks
	Dissertation	150 + 50

Semester – I

Paper I	History of Mass communication media
Paper- II	Writing for Media
Paper- III	Current Affaires and Language Proficiency
Paper- IV	Principles of Mass Communication

Semester – II

Paper V	Development Communication
Paper- VI	News, feature writing & Photo Journalism
Paper- VII	Editing, Page Designing and Printing
Paper- VIII	Computer Application and Cyber Media

Semester – III

Paper IX	Audio-Visual Communication Technology
Paper- X	Communication Research Methodology
Paper- XI	Media Management & Media Law
Paper- XII	Printing Production & Management

Semester – IV

Paper XIII	Public Relation and Advertisement
Paper- XIV	Rural & Environment Communication
Paper- XV	Dissertation

Paper I
History of Mass Media

Theory 70
100

Practical/Assignment 30

Total Marks

- Origin and development of Journalism in India (Pre-independence)
- Origin and development of Journalism in India (Post-independence)
- Indian press : Challenges and possibilities
- Indian vernacular journalism
- News Agency : concept, shape and development
- Origin and development of radio broadcasting in India
- Development of FM radio and private broadcasting
- Forms of radio broadcasting
- Beginning and development of television in India
- Forms of telecasting
- Educational telecast
- Development of Cable TV & private TV Channels
- Beginning and development of cinema in India
- Film organization in India

Paper- II
Writing for Media

Theory 70
100

Practical/Assignment 30

Total Marks

- News : Concept and technique of writing
- Correspondent/Reporter, News source and collection
- Interview
- Classification of News
- Column writing
- Feature writing
- Review writing
- Radio news writing
- Principles of radio writing
- Principles of news writing for Television
- Script writing for Television
- Writing for Cyber media

Paper- III
Current Affairs and Language Proficiency

Theory 70
100

Practical/Assignment 30

Total Marks

Language of Newspaper
Language of advertisement
Art of innovative writing in journalism
Language of AIR & TV
Translation : Art or Science
Responsibility of translator & qualification
Translation of News & problems in translation
Translation of literature
Official translation
Language of translation

Paper- IV
Principles of Mass Communication
Principles of Mass Communication

**Theory 70
100**

Practical/Assignment 30

Total Marks

- Communication – Mass communication – concept and shape
- Mass communication : target, work and process
- Mass communication : Media and Social reformation
- Society and Mass communication
- Mass communication and politics
- Governments and Mass communication
- Public opinion and Propaganda
- Principles of Mass communication
- Nature and process of communication
- Types of communication, person and mass communication

Paper V
Development Communication

Theory 70
100

Practical/Assignment 30

Total Marks

- Communication : Meaning, forms and types
- Various models of communication
- Revolution in communication in India
- Communication research methodology and technique
- Principles of Mass communication
- Social principles of Mass communication
- Development : meaning and concept
- Development communication : meaning and concept
- Role of communication media in development
- Agriculture communication and Rural development
- Writing for Rural area and mass communication
- Language and sculpture for rural writing
- Globalization, liberalization and development

Paper- VI
News, Feature writing & Photo Journalism

Theory 70

Practical/Assignment 30
100

Total Marks

- The definition of news sources and news of the structure
- Reporter & source of news
- News writing
- Rural journalism
- Agriculture journalism
- Developmental communication
- Film journalism
- Educational journalism
- Journalism in commerce
- News on economy
- Crime news
- Science news
- Environmental news
- Sports news
- Women problem and newspaper
- Election news
- Political news
- Parliamentary news
- Defense news
- Investigative journalism
- Court news
- Cultural and literary journalism
- News agency
- Photography in mass communication
- Techniques of photography and its editing

Paper- VII
Editing, Page Designing and Printing

Theory 70

Practical/Assignment 30
100

Total Marks

- Editorial department
- Editor , Sub editor
- News editing
- Heading
- Editing for Magazine – an art
- Sunday issue and supplements
- Book review
- Reference journalism, Press glossary
- Editorial writing
- Editorial page
- Letter to the Editor
- History of printing, revolution in printing technology, satellite editions of newspaper
- Various types of printing
- Press copy and proof-correction
- Design and lay-out of a newspaper

Paper- VIII
Computer Application and Cyber Media

Theory 70

Practical/Assignment 30
100

Total Marks

- Computer and its development
- Computer – structure and functions
- Role of computer in media
- Computer and Multimedia in electronic media
- Computer and Multimedia in print media
- Website : elements, types, creation and utility
- Internet : concept, forms and services
- Cyber media : concept and shape
- Web radio and web television
- Management of cyber media
- e-editing, e-publication

Paper IX
Audio-Visual Communication Technology

Theory 70

Practical/Assignment 30
100

Total Marks

- Electronic media in new millennium
- Electronic communication media in India
- Radio in India
- Cinema in India
- Doordarshan in India
- Principles of television
- Cinema projector
- Tape-recorders and Cassettes
- Mass communication and new information technology in SAARC countries
- Television in America and Britain
- Information and broadcasting function in International organizations
- Structure of Doordarshan and Management
- Principles of radio broadcasting
- Broadcasting services of AIR
- Language of Radio and translation
- News writing for Television
- Translation of Doordarshan News
- Communication revolution in India
- Public broadcasting revolution in India
- Revolution in private channels in India
- Computer and internet revolution in India

Paper- X
Communication Research Methodology

Theory 70

Practical/Assignment 30
100

Total Marks

- Mass communication Research methodology : Meaning and nature
- Mass communication research process
- Various types of Research Study
- Research study : Historical survey, content analysis, case study
- Problem of subjectivity in Mass communication research
- Selection of problem in mass communication research and process determination
- Study of hypothesis in mass communication research
- Techniques of data collection in mass communication
- Interview and source content
- Research hypothesis
- Measures of central tendency : mean, median, mode
- Measures of dispersion and skewness
- Co-relation
- Research with reference to Mass communication and national development

Paper- XI
Media Management & Media Law

Theory 70

Practical/Assignment 30
100

Total Marks

- Newspaper Management and organization : Editorial and Advertising management
- Newspaper Management and organization : Circulation management (Human resource, finance and store management)
- AIR organization and network
- Organization of Doordarshan and management
- Organization of news agency and Management
- General introduction of Indian constitution
- Significant law of media in India
- Prasaar Bharati (broadcasting corporation of India) Act 1990
- Advertisement related Laws
- Election : code of conduct and Media
- Cyber law
- Right to Information
- Intellectual Property Right and Law

Paper- XII
Printing Production & Management

Theory 70

Practical/Assignment 30
100

Total Marks

- History of Printing (with reference to the world)
- Development of printing in India
- Typesetting
- Desktop Publishing (DTP)
- Press Copy
- Proof reading and Proof reader
- Organization Management of Newspapers
- Advertisement and Media planning
- Advertisement and organization of Circulation department
- Journalist Union
- Law for Working Journalist
- Wage board for working journalist
- Wages for journalist – Mansana wage board
- Press council of India
- Functions and working of Press council of India
- Management of News agencies
- News Agencies : Problems and prospectives
- Editorial department of a Newspaper (structure and function)

Paper XIII
Public Relation and Advertisement

Theory 70

Practical/Assignment 30
100

Total Marks

- PR: Concept and identity
- PR: Theory and behavior
- PR: Origin and development
- Various dimensions of public relations
- functions and roles of Public relations
- Public Relation Institutes in Center and State
- PR in Public and private Institutions
- Tools of PR
- Career in Mass communication
- Corporate Communications: Case Studies
- House journals, reports and various promotional materials
- Advertising: Concept and objectives
- Advertising: Theories and forms
- Advertising: origin and evolution
- Social Science of Advertisement
- Medium and elements of Advertisement
- Presentation of Advertising copy
- Ad Campaign
- Advertising Agencies: Organization and function
- Psychology of Advertising

Paper- XIV
Rural & Environment Communication

Theory 70

Practical/Assignment 30
100

Total Marks

- Area and nature of Rural Mass communication
- Mass media
- India's leading Mass media
- Traditions oral and folk media
- Concept of Environmental and forms
- India's environment and environmental problems
- Environment and Mass communication
- environmental movement in India
- Rural and Environmental Journalism
- Contribution of mass communication in rural areas
- Rural Communication and Social Change
- Small and medium scale magazines in Rural Journalism
- Rural Mass communication and Rural Development
- Environmental Law
- Indian vernacular journalism
- Contribution of electronic media in Rural communication

**Paper- XV
Dissertation**

Theory 150

**Viva 50
Marks 200**

Total