M.A. (Previous) JOURNALISM AND MASS COMMUNICATION
SEMESTER-I

Paper-I JMC 101 CONTEMPORARY INDIA

Examination Scheme of each paper:
I  10 QUESTIONS (very short answer Questions)  10X 1 MARK EACH  = 10 Marks
II 3 QUESTIONS(easy type one question each unit with internal choice)  3 X 20 MARK EACH  = 60 Marks
Total of End semester exam (duration of exam 3 hours)
Internal assessment
Maximum Marks
Minimum Marks

UNIT-I

UNIT-II

UNIT-III

Books Recommended:
1. India Year Book. Publications Division, New Delhi.
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. प्रभाकर, डॉ. मनोहर, भानवत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
6. भानवत, प्रो. (डॉ.) संजीव, वितुल होली बेरियां एक परिदृश्य, जन संचार केंद्र, राजस्थान विश्वविद्यालय, जयपुर 2009
7. चन्द्र, बिपिन, मुखर्जी, गुरुला और मुखर्जी आदित्य, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली
8. गुहा, रामचंद्र, भारत गांधी के बाद, पेंग्रेन बुक्स
9. कर्शप, सुमाष, भारतीय संविधान, एन.सी.ई.आर.टी., नई दिल्ली
M.A. (Previous) JOURNALISM AND MASS COMMUNICATION
SEMESTER-I
Paper-II JMC 102: GROWTH OF MEDIA

Examination Scheme of each paper:
I 10 QUESTIONS (very short answer Questions) 10X 1 MARK EACH = 10 Marks
II 3 QUESTIONS (easy type one question each unit with internal choice) 3 X 20 MARK EACH = 60 Marks
Total of End semester exam (duration of exam 3 hours) = 70 Marks
Internal assessment = 30 Marks
Maximum Marks =100 Marks
Minimum Marks = 40 Marks

UNIT-I

Concept of Journalism-nature, scope, function and types (such as advocacy, campaign, investigative and citizen journalism).


UNIT-II


A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

UNIT-III

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

Advent and development of Hindi cinema - Indian cinema after Independence; Documentaries, Issues and problems of Indian cinema. History of Internet.

Books Recommended:

1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
15. Garga, B.D., So Many Cinemas - The Motion Picture in India, Varaity Book Depot, New Delhi.
16. Murti, DVR, Gandhi and Journalism, Kanishka Publishers & Distributors, Delhi, 2013
17. भीष्म, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद
18. वैदिक, डॉ. वेदप्रताप (संपादक), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेंटर, नई दिल्ली।
19. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता (1780–1900) लामचन्द प्रकाशन, इन्दौर।
20. भानवत, डॉ. संजीव (संपादक), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
21. भानवत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, युनिवर्सिटी पब्लिकेशन, जयपुर।
22. शर्मा, डॉ. वी.एन., सबक भारतीय हिन्दी फिल्म: उदभव विकास, राज पब्लिशिंग हाउस, दिल्ली।
23. मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011
24. भानवत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
25. माधुर, श्याम, सिनेमा पत्रकारिता, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
26. माधुर, श्याम, सिनेमा का सफर, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2013
M.A. (Previous) JOURNALISM AND MASS COMMUNICATION
SEMESTER-I
Paper-III JMC 103-NEWS REPORTING AND FEATURE WRITING

Examination Scheme of each paper:
I 10 QUESTIONS (very short answer Questions) 10X 1 MARK EACH = 10 Marks
II 3 QUESTIONS (easy type one question each unit with internal choice) 3 X 20 MARK EACH = 60 Marks
Internal assessment = 30 Marks
Total of End semester exam (duration of exam 3 hours) = 70 Marks
Maximum Marks = 100 Marks
Minimum Marks = 40 Marks

UNIT I
Definitions of News, news values, sources of news, news gathering; categories of reporters, special
Correspondent the reporter and his beat, reporter’s qualities and responsibilities. Reporting for a news agency
and reporting for a daily newspaper;
Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

UNIT-II
Niche Reporting – Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital
Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition,
Conventions & Seminars; Political Events, Elections, Writing Obituaries.
New Portals, Blogs. Definition and characteristics of Online Media- New media-as a tool for social change,
interactivity and new media, Internet and impact on mass media, web newspapers, radio,
and television.

UNIT-III
Writing features- Meaning and concept of features. ; Types of features, ingredients of feature writing
Writing for Various Target Audiences. ; Different types of writings : Travelogues, biography, Memoirs, film
review

Books Recommended:
3. Sahay, Uday, Making News : Handbook of the Media in Contemporary India m Oxford University,
   Press New Delhi.
4. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
5. Agrawal , Veerbala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept
8. Joshi, Prof V K , Online Journalism, Enkay Publishing House
9. Ward Mike, Journalism Online , Elsevier India
10. Shrivastava K.M., Social Media in Business and Governance, Sterling Publishers, New Delhi
11. गणेश, त.क., Essentials of Mass Media Writing, Authorspress, दिल्ली  
12. गुप्ता, ओम, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, नई दिल्ली  
13. रामान, उषा, Writing for the Media, Oxford University Press, New Delhi  
14. भानावत, डॉ. संजीव (संपादक), समाचार एवं फीचर लेखन राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009  
15. माधुर, श्याम, बेब पत्रकारिता, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010  
16. राजन्द्र, संवाद और संवाददाता, हरियाणा हिन्दी ग्रंथ अकादमी, चंडीगढ़  
17. कुटारी, गुलाब, फोटो पत्रकारिता, पंचशील प्रकाशन, जयपुर  
18. चतुर्वेदी, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली  
19. रैण, गौरीशंकर, संचार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली  
20. सरी, मीना, हिन्दी भाषा, मीडिया और सर्जनात्मक लेखन, तरुण प्रकाशन, गाजियाबाद  
21. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आधार, पंचशील प्रकाशन, जयपुर  
22. बाला, सुसमिता, जन माध्यमों की लेखन किशां, कनिका प्रकाशन, हिस्ट्रीबुक्स, नई दिल्ली  
23. भ्रामणी, डॉ. रमेशचन्द्र और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ
UNIT I

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor.

UNIT II

II. Heading: various types and art of writing
Text-breakers and their use for dressing copy writing.

Concept of reader’s editor and Ombudsmen.
Editorial page and opinion writing.
Design: Principles and functions of newspapers design, factors that influence design; mechanics of page make-up.

UNIT III

Photo Journalism, Pictures: Selection and editing, Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

Books Recommended:

15. Upton, John and Stone, Jim, Photography by Barbara Londen, (Prentice Hall)
16. Aiyer, Balakrishna, Digital Photojournalism
17. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, New Delhi,
19. भानवत, डॉ. संजीव (संपादक), सम्पादन एवं मुद्रण तकनीक, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
20. लिडवड़े, मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
21. नारायणन, के. पी. सम्पादन कला, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
22. शर्मा, देवदत्त, शर्मा, विनोद कुमार, मुद्रण एवं सज्जा, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
23. ओझा, प्रभुलालचंद्र, मुद्रण परिचय, बिहार हिन्दी ग्रंथ अकादमी, पटना।
24. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं प्रयोग, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
25. कोठारी, गुलाब, फोटो पत्रकारिता, पंचशिल प्रकाशन, जयपुर।
M.A. (Previous) JOURNALISM AND MASS COMMUNICATION
SEMESTER-II
Paper-I JMC 201 – THEORIES OF COMMUNICATION

Examination Scheme of each paper:

<table>
<thead>
<tr>
<th>I</th>
<th>10 QUESTIONS (very short answer Questions)</th>
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UNIT I

UNIT II
Communication models of Harold Lasswell, Charles Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley & MacLean.
Psychological Theories: Concepts of Selective Exposure, Selective Perception and Selective Retention.
Sociological Theories: Cultivation, Agenda-Setting, Uses and Gratification, Spiral of Silence, Media System Dependency.
Marshall MacLuhan's approach.

UNIT III
Theories: Bullet, Balance : Congruity and Cognitive Dissonance.
Social Scientific Theories: Mass Society, Marxist and Structural-Functional.

Books Recommended:
5. सिंह, डॉ. श्रीकांत संप्रेषण : प्रतिरूप एवं सिद्धांत, भारती पब्लिकेशन्स एण्ड डिस्ट्रीब्यूटर्स, फैलाबाद।
6. सिंह, ओम प्रकाश, संवाच के मूल सिद्धांत, क्लासिकल पब्लिशिंग कंपनी नई दिल्ली।
7. हिंगड आशा, जैन मधु, पारीक सुशीला, संवाच के सिद्धांत, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
M.A. (Previous) JOURNALISM AND MASS COMMUNICATION
SEMESTER-II
Paper-II JMC 202- MEDIA LAWS AND ETHICS

Examination Scheme of each paper:

<table>
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<th></th>
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<th>10 QUESTIONS (very short answer Questions)</th>
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UNIT I


UNIT II


UNIT III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media.
Accountability and independence of media.

Books Recommended:

13. Kataria, Dr.S.K.Right to Inforamation, National Publishing House, New Delhi
17. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.

20. पाण्डेय, अरुण, हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन, नई दिल्ली।
21. त्रिखा, डॉ. नन्द किशोर, प्रेस विभि, विश्वविद्यालय प्रकाशन, वाराणसी।
22. सहाय, नन्दनी, व राजगढ़िया, विष्णु, सूचना का अधिकार, मिक्की, नई दिल्ली।
23. ओझा, अरुण कुमार व मंगलामित्र डॉ. रूपा, सूचना का अधिकार: सिद्धांत और व्यवहार, सेन्टर फॉर गुड गवर्नेंस, राजस्थान राज्य लोक प्रशासन संस्थान, जयपुर।
24. भानवत, डॉ. संजीव, माधुर शिखर (संपादक), समाचार पत्र व्यवसाय एवं प्रेस कानून, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
25. शर्मा मदन, रेडियो नाटक, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2012
M.A. (Previous) JOURNALISM AND MASS COMMUNICATION
SEMESTER-II
Paper-III  JMC 203 – COMPUTER APPLICATIONS

Examination Scheme of each paper:
I 10 QUESTIONS (very short answer Questions)  10X 1 MARK EACH  = 10 Marks
II  3 QUESTIONS (easy type one question each unit with internal choice)  3 X 20 MARK EACH  = 60 Marks
Total of End semester exam (duration of exam 3 hours)  = 70 Marks
Internal assessment  = 30 Marks
Maximum Marks  = 100 Marks
Minimum Marks  = 40 Marks

UNIT I
Definition, Generation and basic Components of Computer
Input/output devices, Memory and other peripherals
Introduction to Operating Systems
Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

UNIT II
Introduction to MS Office Suit Introduction to Word Processing
MS Word documents Tools and Menus
Document editing and formatting, Mail Merge and other tools

UNIT III
Introduction to MS Excel Interface, Tools and Menus
Creating Spreadsheet, Use of functions, Charts and Graphs
Introduction to MS Power Point-Interface, Tools and Menus
Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

Books Recommended:
Examination Scheme of each paper:

<table>
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<tr>
<th>I</th>
<th>10 QUESTIONS (very short answer Questions)</th>
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</table>

UNIT I

Principles of Management practices in media industry- Different types of newspaper ownership patterns in India, FDI.
Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

UNIT II

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership.

UNIT III

Newspaper economics, circulation and advertising as sources of revenue.
Newspaper as an industry and as a public forum.
Problems of small newspapers.
Measures for the press to cope with the challenges from electronic media and internet.
Introduction to major Indian professional organisations of media : INS, ABC, Editor’s Guild of India, AINPEC, IFWJ, NUJ, IRS, BARC

Books Recommended:

2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
5. जैन, सूक्ष्माल, भारतीय समाचार—पत्र, प्रबन्धन, मानकशलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
6. पटेलीय, शिवानुराग, समाचार पत्र प्रबन्ध, म.प्र. हिन्दी गंथ अकादमी, भोपाल।
7. फोरेन, शिवानुराग, समाचार पत्र प्रबन्ध, म.प्र. हिन्दी गंथ अकादमी, भोपाल।
M.A. (Final) JOURNALISM AND MASS COMMUNICATION
SEMESTER-III
Paper-I JMC 301 – RADIO PROGRAMME PRODUCTION

Examination Scheme of each paper:

I 10 QUESTIONS (very short answer Questions) 10X 1 MARK EACH = 10 Marks
II 3 QUESTIONS (easy type one question each unit with internal choice) 3 X 20 MARK EACH = 60 Marks

Total of End semester exam (duration of exam 3 hours)
Internal assessment
Maximum Marks
Minimum Marks

Total of END semester exam (duration of exam 3 hours) = 70 Marks
Internal assessment = 30 Marks
Maximum Marks = 100 Marks
Minimum Marks = 40 Marks

UNIT I

General principles of writing and editing for radio scripts
Radio News writing and editing, characteristics, comparison with news in print media.

UNIT II


UNIT III

Radio program production- basics of audio production, formats, features, news based programs, talks, radio drama, phone-in, documentaries, indoor and outdoor recordings, sound design, principles of radio editing, educational programmes.

Books Recommended:

2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India, New Delhi.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
9. गंगाधर, मंजुल, रेडियो लेखन, विहार, हिन्दी ग्रंथ अकादमी, नयन.
10. विष्कर्मा, रामबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली.
11. वटुवेदी, राधानाथ, प्रसारण के लिए समाचार लेखन.
12. मंजुल, मुरली ननोहर, प्रसारण की विकिन्ध विधाएँ, साहित्य संगम, इलाहाबाद.
13. भानावत, ऋ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
14. श्रीमाली, ऋ. इन्द्रप्रकाश, समुदायाविक रेडियो, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2013
15. राजस्थानी, इकराम, संवादलन कैसे करें, साहित्यागार, जयपुर
Examination Scheme of each paper:

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<th>Questions Type</th>
<th>Number of Questions</th>
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<td>10 QUESTIONS (very short answer Questions)</td>
<td>10</td>
<td>10 Marks</td>
</tr>
<tr>
<td>II</td>
<td>3 QUESTIONS (easy type one question each unit with internal choice)</td>
<td>3</td>
<td>60 Marks</td>
</tr>
</tbody>
</table>

Total of End semester exam (duration of exam 3 hours) = 70 Marks

Internal assessment = 30 Marks

Maximum Marks = 100 Marks

Minimum Marks = 40 Marks

UNIT I

Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Methods Research. Readership surveys and Listenership.
Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs.

UNIT II

Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types; Determining Sample size
Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study, Field Observations and Content Analysis.
Data Processing: Classification, tabulation and coding, Statistics: Meaning, function and place of Statistics in communication research, process
Measurement: Meaning, levels of measurement, validity and reliability of measurement. Research Report Writing: General Principles and Styles; Communication Research Ethics.

UNIT III

Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode), Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation).

Books Recommended:

Exam: I 10 QUESTIONS (very short answer Questions) 10X 1 MARK EACH = 10 Marks
Exam: II 3 QUESTIONS (easy type one question each unit with internal choice) 3 X 20 MARK EACH = 60 Marks
Total of End semester exam (duration of exam 3 hours) = 70 Marks
Internal assessment = 30 Marks
Maximum Marks = 100 Marks
Minimum Marks = 40 Marks

UNIT – I
Prepare your resume using MS Word
Create good report using picture, chart and graph etc
Create chart & Graph, Using Title, axis, Value and Label etc.
Create good presentation using picture, chart and graph etc.
Introduction to Quark Xpress
Text editing and formatting in Quark Xpress
Create Page layout in Quark Xpress
Insert Picture and create links in page

UNIT – II
Introduction to InDesign
Create Box Item in an Article and use of fonts
Insert Picture box in Text Box
Use of Picture Box insert Picture Box Giving Title On and Below Picture Box

UNIT – III
Prepare DUMMY of Newspaper
Introduction to Photoshop Interface, Tools & Menus
Use of Layers in Photoshop document
Understand use of mask and effect of mask on Picture

Books Recommended:
2. William O. Roberts, William Roberts : Ms Publisher 2002 Student Edition (Prostecondary) 02
4. Tom Meade, Shinsaku Arima : Maya 8: The Complete Reference
5. Carole Matthews, Gray David Bouton : Photoshop CS4 Quick Steps
M.A. (Final) JOURNALISM AND MASS COMMUNICATION
SEMESTER-III
Paper-IV JMC 304 : NEW MEDIA TECHNOLOGY

Examination Scheme of each paper :
I 10 QUESTIONS (very short answer Questions) 10 X 1 MARK EACH = 10 Marks
II 3 QUESTIONS (easy type one question each unit with internal choice) 3 X 20 MARK EACH = 60 Marks
Internal assessment = 30 Marks
Total of End semester exam (duration of exam 3 hours)
Maximum Marks =100 Marks
Minimum Marks = 40 Marks

UNIT I
Ownership and administration of Internet, ISPs, WAP, types of Internet Connection: Dial-up, ISDN, lease line.
Multi Media; Meaning, concept, systems, elements and applications.
Convergence: Need, nature and future of convergence.
Introduction to HTTP, HTML.

UNIT II
Web page development, inserting, linking, writing, editing, publishing, locating, promoting and maintaining a website.
Concept of Netizens, online newspapers and magazines, periodicals, blogging, social networking sites, Social Media. Major news portals. Data Mining through Web.

UNIT III
Web Journalism- on line editions of newspapers- management and economics.
Role of new media towards society, judiciary, executive and legislature.
New Media and Democracy.
Advantages, limitation and risk factors in new media.
Debate on Cyber Security related to Economical, Cultural, Social and Political Issues.
Evolution, Limitations and possibilities.
Citizen Journalism in India.
Blogging: Concept, development and basic features
Role of blogging in alternative journalism.

Books Recomended:
1. Khatri, Neeraj Interactive Media and Society (2013), Kalpaz Publication, New Delhi
2. Naya Media Naye Rujhan-Shalini Joshi Shiv Prasad Joshi
3. How to Learn Computer Internet and Web designing
M.A. (Final) JOURNALISM AND MASS COMMUNICATION
SEMESTER-IV
Paper-I JMC 401- TELEVISION PROGRAMME PRODUCTION

Examination Scheme of each paper:

I. 10 QUESTIONS (very short answer Questions) 10 X 1 MARK EACH = 10 Marks
II. 3 QUESTIONS (easy type one question each unit with internal choice) 3 X 20 MARK EACH = 60 Marks
Total of End semester exam (duration of exam 3 hours) = 70 Marks
Internal assessment = 30 Marks
Maximum Marks = 100 Marks
Minimum Marks = 40 Marks

UNIT I

General principles of writing for TV, Visual language and grammar, writing and editing news, basics of news anchoring.
TV report, interview, discussions and documentaries, Reality Shows, Customise Programme and Infotainment Programmes.

UNIT II

Television programme production-production techniques, formats, camera, lighting, audio-mixing, video tape recording,
post production editing, special effects, studio lighting, sound effects, editing for television: linear and non linear editing.

UNIT III

Use of TV for education and development, Socio Cultural implications and impacts of satellite channels, and social sites, audience research and feedback, TRP.

Books Recommended:

5. French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective. Sage, New Delhi
10. भानवत, डॉ. रंजिव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर, 2009
11. अरसर, बजाहत एवं प्रभात रंजन, टेलीविजन लेखन, साधारण प्रकाशन, दिल्ली.
12. अमर, उ.बमरनाथ, टेलीविजन और साहित्य, अमर और सामाजिक चेतना, आलेख प्रकाशन दिल्ली.
13. निवेदन, डॉ. वर्तिका, टेलीविजन एण्ड क्राइम रिपोर्टिंग, राजकुमार प्रकाशन, दिल्ली.
14. सिन्हा, कुलदीप, पटकथा लेखन के तत्व, चित्राश्रम प्रकाशन, मुंबई.
<table>
<thead>
<tr>
<th>No.</th>
<th>Author(s)</th>
<th>Title in Hindi</th>
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<td>15.</td>
<td>मिश्र, डा. रिमा</td>
<td>इलेक्ट्रॉनिक मीडिया के बदलते आयाम</td>
<td>भारत पुस्तक मंदिर, दिल्ली</td>
<td>2010</td>
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<td>16.</td>
<td>जोशी, मनोहर स्थाम</td>
<td>पटकथा लेखन एक परियोजना</td>
<td>राजकमल प्रकाशन, नई दिल्ली</td>
<td>2000</td>
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<tr>
<td>17.</td>
<td>रैणा, गौरीशंकर</td>
<td>टेलीविजन : चुनौतियाँ और समावेश</td>
<td>वाणी प्रकाशन</td>
<td>2012</td>
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<td>18.</td>
<td>पवारी, सुधीर</td>
<td>टेलीविजन समीक्षा सिद्धांत और व्यवहार</td>
<td>नई दिल्ली</td>
<td>2006</td>
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<td>19.</td>
<td>जैंदी, एच.एच. मुस्ताफा</td>
<td>टेलीविजन समाचार : लेखन और वाचन</td>
<td>सुलभ प्रकाशन, लखनऊ</td>
<td>2001</td>
</tr>
<tr>
<td>20.</td>
<td>तिवारी, विनोद</td>
<td>टेलीविजन पटकथा लेखन, परिदृश्य प्रकाशन</td>
<td>मुंबई</td>
<td>2002</td>
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<td>21.</td>
<td>बजाहत, असगर</td>
<td>टेलीविजन-लेखन, राधाकृष्ण प्रकाशन</td>
<td>दिल्ली</td>
<td>2001</td>
</tr>
</tbody>
</table>
Examination Scheme of each paper:

I  10 QUESTIONS (very short answer Questions)  10X 1 MARK EACH  = 10 Marks
II 3 QUESTIONS (easy type one question each unit with internal choice)  3 X 20 MARK EACH  = 60 Marks
   Internal assessment  = 70 Marks
   Total of End semester exam (duration of exam 3 hours)  = 100 Marks
   Maximum Marks  = 100 Marks
   Minimum Marks  = 40 Marks

UNIT I

Definition of advertising, concept, functions, classification, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, ethics of advertising (ASCI code of conduct), surrogate advertising, importance of self-regulation in advertising.

Advertising Agency-role, structure and functions, client agency relationship, media planning and budgeting, media selection, evaluation of advertising (pre-tests and post-tests)

UNIT II

Public Relations and Corporate Communication concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, PR process (Race Approach), Qualities of PR personnel.

UNIT III

USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning (types and phases).

Ethical issues of Public Relations and Corporate Communication—standards and Code of Ethics, professional organisation and counsils.

Books Recommended:
21. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
22. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010
23. त्रिवेदी, सुशील एवं शुक्ल, शाश्वकात, जनसम्पर्क : सिद्धांत एवं व्यवहार, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
24. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010
**M.A. (Final) JOURNALISM AND MASS COMMUNICATION**
**SEMESTER-IV**
**Paper-III  JMC 403: SCIENCE AND DEVELOPMENT COMMUNICATION**

Examination Scheme of each paper:

<table>
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<th>Unit</th>
<th>Type of Questions</th>
<th>Marks</th>
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<tr>
<td>I</td>
<td>10 QUESTIONS (very short answer Questions)</td>
<td>10X 1 MARK EACH</td>
</tr>
<tr>
<td>II</td>
<td>3 QUESTIONS(easy type one question each unit with internal choice)</td>
<td>3 X 20 MARK EACH</td>
</tr>
</tbody>
</table>

Total of End semester exam (duration of exam 3 hours) = 70 Marks
Internal assessment = 30 Marks
Maximum Marks = 100 Marks
Minimum Marks = 40 Marks

**UNIT I**

Evaluation of science and technology in India, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook
and using science and technology for social change.
Writing science news stories, important media for communicating science, writing and producing science based programs on radio television
and internet, writing features on science, Training for science and technology communicators, communicating science to rural audiences.

**UNIT II**

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of
development, review of Five Year Plans for development in India.
Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development.
Role of Communication in Development.

**UNIT III**

Development Communication: Concept and process, Dominant, Dependency and Participatory, Models of Communication.
Participatory message making, Decision making and action.
Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

**Books Recommended :**

18. पाटेलीया, डॉ.मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तथाशिला प्रकाशन, नई दिल्ली।
19. पाटेलीया, डॉ.मनोज कुमार, विज्ञान संचार, तथाशिला प्रकाशन, नई दिल्ली।
20. भानवत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2010.
21. पाटेलीया डॉ. मनोज, भानवत डॉ. संजीव (संपादक), वैज्ञानिक दृष्टिकोण और संचार माध्यम, जन संचार केंद्र, राजस्थान विश्वविद्यालय, जयपुर एवं राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद, विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006.
22. उपाध्याय, अनिल कुमार, पत्रकारिता एवं विकास संचार, विज्ञान प्रकाशन मंदिर, वाराणसी।
M.A. (Final) JOURNALISM AND MASS COMMUNICATION
SEMESTER-IV
Paper-IV  JMC 404 – DISSERTATION/ PRACTICAL WORK / PROJECT WORK

Marking Scheme of Dissertation or practical work; Total marks: 100
Internal Evaluation: 40 marks
External evaluation: 60 marks

The Dissertation/ Practical Work is required to be submitted at least fifteen days before the commencement of the End Term Examination of fourth semester. Those students who fail to do so will not be allowed to appear in the examination.

Students will be required to submit a Dissertation on a communication –related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department/ College/ Institute.