

# S. S. Jain Subodh P.G. College, Jaipur

## Department of Journalism and Mass Communication

CIA Syllabus- March 2026

### Subject: M.A. Journalism and Mass Communication

Semester	Paper Name	Unit	Course Content
II	Paper 1- JMC-201 Growth of Electronic Media	Unit-I, Unit-II	<b>Unit-I</b> A histrionic perspective of Radio in India, FM and Community Radio, State and Private initiatives, Public Service broadcasting and Commercial Broadcasting <b>Unit-II</b> A historical perspective of television in India, An appraisal of cable and DTH network and major news channels in India
II	Paper 2- JMC-202 Media Laws and Ethics	Unit-I, Unit-II	<b>Unit-I</b> History of press laws in India, Freedom of speech and expression and their limits, Parliamentary privileges, Contempt of Court, Law of defamation, Official Secrets Act 1923, Right to Information act, Press and Registration of Books Act 1867 <b>Unit-II</b> Working journalists and other newspaper employees Act 1955, Copyright Act, Press Council Act, Indecent representation of women Act, Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act
II	Paper 3- JMC-203 Computer Applications	Unit-I, Unit-II	<b>Unit-I</b> Definition, Generation and basic components of computer input/output devices, Memory and other peripherals, Introduction to operating system, Functions and features of operating system(accessories,

			control panel, desktop, windows explorer) <b>Unit-II</b> Introduction to MS Office Suit, Introduction to word processing, MS Word documents tools and menus, Document editing and formatting, Mail merge and other tools
II	Paper 4- JMC-204-A Television Journalism	Unit-I, Unit-II	<b>Unit-I</b> 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, Customized and infotainment programmes <b>Unit-II</b> Using the TV camera, Camera parts, Shots and angles for news coverage, Organization and working of TV newsroom-input, output, Assignment desks, Functions and their roles- reporters, copy editors, news producers, cameraman, video editors, compilation of a news bulletin, headlines, stories, run downs, teasers: The live report- Photos, stand ups, walkabouts
IV	Paper 1- JMC-401 Advertising and Marketing Communication	Unit-I, Unit-II	<b>Unit-I</b> Definition of Marketing, Importance of marketing, Marketing Mix-Product (Types, Levels, and PLC), Price, Physical Distribution, Promotion, Integrated Marketing Communication, Marketing of Services, Social marketing, Customer relationship management, Digital marketing, Niche marketing, Rural marketing and Global marketing <b>Unit-II</b> Evolution of advertising, concept, functions, classification, Advertising in the era of

			globalization, Advertising and its impact on society with special reference to children and women, Ethics of advertising (ASCI code of conduct), Surrogate advertising, The importance of self regulation in advertising
IV	Paper 2- JMC- 402 Public Relations and Corporate Communication	Unit-I, Unit-II	<p><b>Unit-I</b></p> <p>Public relations and corporate communication, Concept and scope, Publicity, Propaganda, Advertising and sales promotion, PR and public affairs, Public relations: Definition, Objectives, A brief history of public relations in India, Structure of PR and corporate communication in State, Public and Private services</p> <p><b>Unit-II</b></p> <p>Tools and techniques of PR and corporate communication- corporate identity and reputation, Media planning and selection for PR and corporate communication, Public in corporate communication and PR, Financial publics, Opinion makers, Lobbying PR process, Qualities of PR personnel</p>
IV	Paper 3- JMC-404-A Photojournalism	Unit-I, Unit-II	<p><b>Unit-I</b></p> <p>History and development of Photography- Camera types- Box, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras and Digital cameras, Principles of composition, Lighting</p> <p><b>Unit-II</b></p> <p>Techniques of Photojournalism- blur, freeze, panning. Selective focusing, Frame within frame, Zooming, Long exposure, Panorama, Fill in flash, Flash away from camera, Candid Photography, Digital photography</p>