



# **पाठ्यक्रम SYLLABUS**

**SCHEME OF EXAMINATION AND COURSES OF STUDY**

**FACULTY OF COMMUNICATION**

**Master of Journalism (Mass Communication)**

**MJ (MC) Previous & Final**

**2009-10 से प्रभावी(w.e.f.)**

**सत्र 2013-14**

**महर्षि दयानन्द सरस्वती विश्वविद्यालय, अजमेर**

## NOTICE

1. Change in Statutes/Ordinances/Rules/Regulations/ Syllabus and Books may, from time to time, be made by amendment or remaking, and a candidate shall, except in so far as the University determines otherwise comply with any change that applies to years he has not completed at the time of change. **The decision taken by the Academic Council shall be final.**

## सूचना

1. समय-समय पर संशोधन या पुनः निर्माण कर परिनियमों / अध्यादेशों / नियमों / विनियमों / पाठ्यक्रमों व पुस्तकों में परिवर्तन किया जा सकता है, तथा किसी भी परिवर्तन को छात्र को मानना होगा बशर्ते कि विश्वविद्यालय ने अन्यथा प्रकार से उनको छूट न दी हो और छात्र ने उस परिवर्तन के पूर्व वर्ष पाठ्यक्रम को पूरा न किया हो। **विद्या परिषद द्वारा लिये गये निर्णय अन्तिम होंगे।**

## Master of Journalism (Mass Communication)

### MJ(MC)

### Ordinance for the MJ(MC) Course

**Programme:** MJ(MC) programme is designed as a four semester programme spread over a two year period.

**Eligibility:** The candidate seeking admission for the first year of MJ(MC) shall be required to possess a Bachelors degree in any discipline with 45% marks in aggregate either of this university or equivalent thereto and for SC/ST/OBC candidates as per University reservation Rules. Candidates who have appeared or are appearing in the final year of qualifying examination may apply for admission at their own risk subject to the condition that they will be required to submit the mark-sheet of the qualifying examination at the time of counselling, failing which their candidature shall be cancelled without notice.

**Admission:** The admission to the MJ(MC) programme shall be made in order of merit to be determined on the basis of marks obtained at the qualifying exams. Any change in the course syllabi and scheme of examination shall be governed under the University ordinances.

**Examination:** The examination for the two year degree of MJ(MC) shall consist of Four Semester, two in Previous and two in Final of the course –

1. MJ(MC) (Previous) Semester I Examination  
Semester II Examination
2. MJ(MC) (Final) Semester III Examination  
Semester IV Examination

Candidates are required to pursue a regular course of study in the University/affiliated college for appearing in the examination.

### PROGRAMME ADMINISTRATION

#### Evaluation

- (i) Each theory paper will carry 40 marks. The duration of written examination for each paper shall be of three hours. The Internal Assessment will carry 10 marks to be given by the concerned teacher. Out of which 5 marks for written test, 2.5 marks for seminar and 2.5 marks for Project report as approved by BOM and AC.
- (ii) The scheme of evaluation of project studies shall be done by both internal and external experts.
- (iii) To pass the semester examination student is required to secure 25% marks in individual paper (combining internal and external examination) and 36% in aggregate in the semester. The student can carry over the paper from one semester to another or one year to other as per the university's other Post Graduate courses in Arts or Commerce.
- (iv) The degree shall be awarded to successful students on the basis of the combined results of first year, Semester I & II and second year Semester III & IV examinations as follows:

- Securing 60% and above	I Division
- Securing 45% and more and below 60%	II Division
- Securing 36% and above	Pass
- (v) A student to be eligible for award of degree has to clear all the papers

offered as per University ordinances.

(vi) A candidate who fail to qualify all the papers of examination either in previous Year- Semester I & II or final Year- Semester III & IV, shall appear in the due papers in the next three semester examination when the paper becomes due.

(vii) A candidate who desire to improve his or her performance shall appear at the subsequent examination as per University ordinances.

#### Question Paper Pattern:

A candidate has to attempt five questions in all out of ten questions from the course.

#### Attendance

As per university rule.

#### COURSE STRUCTURE

The programme has been organized in two years-First Year and Second Year. The list of papers offered during First Year and Second Year of the programme shall be as follows:

#### MJ(MC) (Previous)

##### Semester I

Paper Code	Name of the Paper	Marks Internal Assessment	Theory Exam.
MJ(MC) 01	Principles of Communication and Mass Communication- I	10	40
MJ(MC) 02	Origin and Growth of Media- I	10	40
MJ(MC) 03	Print Media- Reporting, Editing and Feature writing- I	10	40
MJ(MC) 04	Electronic Media- Radio, Television, Film and Internet- I	10	40

##### Semester II

MJ(MC) 05	Principles of Communication and Mass Communication- II	10	40
MJ(MC) 06	Origin and Growth of Media- II	10	40
MJ(MC) 07	Print Media- Reporting, Editing and Feature writing- II	10	40
MJ(MC) 08	Electronic Media- Radio, Television, Film and Internet- II	10	40

#### MJ(MC) (Final)

##### Semester III

MJ(MC) 09	Development Communication- I	10	40
MJ(MC) 10	Advertising and Public Relation- I	10	40
MJ(MC) 11	Code of Conduct and Media Laws- I	10	40
MJ(MC) 12	Media Research- I	10	40

##### Semester IV

MJ(MC) 13	Development Communication- II	10	40
MJ(MC) 14	Advertising and Public Relation- II	10	40
MJ(MC) 15	Code of Conduct and Media Laws- II	10	40
MJ(MC) 16	Media Research- II	10	40

MJ(MC) 17 Project Report and Viva-Voce

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The classes for each subject would be between 30 – 35 hours.

#### MJ(MC) (Previous)

##### Semester – I

#### MJ(MC) 01 Principles of Communication and Mass Communication

Nature and process of Human Communication, Definition, Concept, elements, forms, process and functions of communication, types of Communication, Need and Significance of communication, Changing conception in Indian context, Future trends in Communication.

Models of Communication: Harald, Lasswell, Shannon and Weaver, Charles, Osgood, Westley and Meehan, Leagan, Dance Helical, Wilbur Schramm, Newcomb. Concept of International Communication and Globalisation, Challenges of cultural imperialism and Neo-colonialism, Information Market and New emerging media, Philosophy of New World Information and Communication Order.

#### MJ(MC) 02 Origin and Growth of Media-I

Origin, History, Growth and Future of Print Media with special reference to India.

Origin, History, Growth and Future of Radio with special reference to India.

Origin, History, Growth and Future of Television and Camera with special reference to India.

#### MJ(MC) 03 Print Media- Reporting, Editing and Feature writing-I

Meaning, Definition and Concept of News, Identification and development of Sources of News, News value and content, Elements of News, Newsworthiness, qualities and 7 C's of News, Process of News gathering and their presentation, Basics of Reporting, Investigative Journalism.

Meaning, Definition and Concept of Editing, Basic Principles of Editing, Need for Editing, Principles of giving headlines and sub-headlines, Structure of news room of a daily newspaper, Proof reading marks and arranging copy.

#### MJ(MC) 04 Electronic Media- Radio, Television, Film and Internet-I

Introduction to Radio as a mass medium, Radio broadcasting in India, Radio Programme Production basic equipments, recorders and other equipments, stages of radio programme production, techniques of radio programme production, live broadcasting techniques in Radio, Radio Ads and Jingles, Radio and Development Communication, Ethics and Laws of Radio broadcasting, Censorship Policies.

Introduction to television as a mass medium, Developments in Television Transmission in India, DTH, DTT, Cable TV and Satellite broadcasting, Television Programme production basic equipment, cameras, different formats of camera, lighting and sound equipment, Linear Editing, Non-linear editing, Sound effects and Visual Effects, Usage of Animation techniques and Graphics. Data, Information, good information and its characteristics, information classification, information and Internet, Information related to media and sting operations.

##### Semester II

#### MJ(MC) 5 Principles of Communication and Mass Communication- II

Theories of Communication: Sociological and Normative Theories, Psychological or Individual Differences, Personal Influence, Cultivation,

Dependency, Uses and Gratification, Agenda setting, Free Press, Development, Communist Media theory and others.

Impact of Theories, Interpretation of theories in Indian context, Demassification, Demystification, Decentralisation and Convergence, Characteristics and Categories of Audiences, Limitations of Mass communication, Public Opinion and Propaganda, Publicity, New aspects of Communication.

#### **MJ(MC) 06 Origin and Growth of Media-II**

Origin, History, Growth and Future of Internet/Cyber Media, New trends & challenges in Media, with special reference to India.

Origin and Growth of Media in Rajasthan: Newspaper, Television News Agencies, Freedom Movement Mandel Movement in Rajasthan, Journalist in Rajasthan, Media Education in Rajasthan.

#### **MJ(MC) 07 Print Media- Reporting, Editing and Feature writing II**

On line Editing, Editing and page making, adjusting special stories and columns, editing photographs and graphics, lay-out and make-up, book review.

Specialised reporting on issues like Political, elections, Budget, Financial, National Calamities, Sports and Games, Agriculture and Environment, Science and Technology, Crime, Communal riots and agitation, Development matters and others. Advance writing exercise for features, articles, backgrounds and interviews, Proceedings of the meetings of Panchayats, Municipal Corporation and Legislative Assembly, Career in Print Media.

#### **MJ(MC) 08 Electronic Media- Radio, Television, Film and Internet-II**

Radio: FM Radio, FM Broadcasting techniques, Scope of FM radio in Rural and Urban India, FM in Community Service Communication, Community Radio in India, Importance of Feedback in Radio, Style and language employed in FM presentations. Script writing for Television News and presentation, The visual language, Grammar of Television: Television production, Television advertisements, Stages of Television Production Pre-production, production and post-production, Organisation structure and characteristics of a television channels, Marketing of Television software, Documentary film making, Independent film making and freelancing.

Introduction to Networks, Uses, Types, Types of Internet connection, Dial up, Lease line, Direct cable, Broadband, Connection lines used for Internet Optical Fiber, Satellites, Reference models and Protocols OSI, TCP/IP, FTP, On line News Papers and developing contents for their editions.

#### **MJ(MC) (Final)**

#### **Semester- III**

#### **MJ(MC) 09 Development Communication - I**

Development: meaning, concept, process and models of development; theories, origin, approaches to development; problems and issues in development; characteristics of developing societies; gap between developed and developing societies.

Development Communication: meaning, concept, definition, philosophy, process, theories, role of media in development communication; planning and strategies in development communication; social, cultural and economic barriers; development communication policy; action plans; democratization and

decentralization of communication services, Panchayati Raj system

#### **MJ(MC) 10 Advertising and Public Relation -I**

Definition, Scope, Concept of Advertising, History, Growth and Development of Advertising in Indian context, Types of Advertising, The Role of Advertising in Social Change, Role of advertising in Marketing and Corporate Image building, Various media of Advertising, Study of Appeals, motivation, needs, attitude and their use in advertising creativity.

Media Planning, Layout and Visualisation, Copy writing for Print, Radio and Television Advertisements, Advertising Campaign Planning, Advertising Agency and its structure, role and functions, Media buying Agencies.

#### **MJ(MC) 11 Code of Conduct and Media Laws- I**

Introduction to Media Laws, Need and importance of various laws in media, Basics of Indian Constitution and Fundamental Rights, Some case studies related to media laws, Concept of Free Press, Censorship and other legal implications imposed by government on Press.

Press Commission First and Second, Press Council of India, Arts, Committees and Wage Boards related to Media and working journalists, AIR and DD's Code of Broadcasting Defamation, Contempt of Court, Official Secrets Act.

#### **MJ(MC) 12 Media Research- I**

Research: Meaning, Concept, Role and Function, Media Research Need, Importance, types and elements of research, Research approaches Qualitative and Quantitative.

Methods of Research Survey, Content Analysis, Case study and Observation, Sampling Techniques Probability and Non-Probability, Tools of Research Questionnaire, Schedule and Interviews, Types of Data Primary and Secondary. Coding and Data Analysis Classification and Tabulation of Data.

#### **Semester- IV**

#### **MJ(MC) 13 Development Communication - II**

Development Support Communication: Population control and family welfare, health, education, environment; problems faced in development support communication; development and rural extension agencies: governmental, semi-government and NGO's; case studies and experiences in India context; need and significance of development communication.

Process and techniques of development communication; elements in process; planning development messages: identifying target audience, topic selection, place, time and purpose; developing, structuring, presenting and adopting development messages through print media, radio, television, internet and other modern communication technologies.

Science and Technology in Communication, Scientific approach in Journal, Science programme for Radio, Television and Internet.

#### **MJ(MC) 14 Advertising and Public Relation- II**

Definition, Scope and Concept of PR, History, Growth and Development of PR in Indian context, Role and Functions of PR, Various types of Publics, Tools of PR for External and Internal Communication, PR in Government central and State, PSU, Private, NGO and Educational Institutions, PR campaign planning. Public Opinion, Publicity, Crisis Communication, Media Relations, Financial

PR, Political PR, Business Communication, Conducting Meeting, making business presentations, writing letters, memos, reports, minutes of meeting. Event Management, House Journals, PR in Rajasthan, Advertising Research; Role of Technology in Advertising and PR.

**MJ(MC) 15 Code of Conduct and Media Laws- II**

Copy Right Act, Press and Books Registration Act, Prasar Bharati Act, Right to Information Act, Code of Ethics for Advertising, Editorial Ethics. Cyber Laws. Ethics of PR, Media Ethics, Ethical Issues related to ownership of media sensational and yellow journalism, Accountability and Independence of Media, Ethical problems including privacy, right to reply, communal writing.

**MJ(MC) 16 Media Research- II**

Statistical Techniques Mean, Mode, Standard Deviation, Correlation, t-test, Chi-square test, Scaling Techniques, Interpretation of Results.

Report Writing, Graphical Presentation Histogram, Bar diagram, Pie Charts, Ratings and other info-graphics, Foot notes, Dissertation, Project Report and Thesis.

Planning, Preparation, design and presentation of a research Proposal, Writing report of research project, Drawing conclusions, Preparing Bibliography, arranging references, keeping the record and analyzing data, outlining sections, chapter titles, Indexing, graphical presentation of data, Writing Executive Summary, Researchers bias and limitations of the research study, ethical perspective in research.

**MJ(MC) 17 Project Report and Viva-Voce**

The student have to write the project report in any media or any other organization, taking one of the topic relating to the below mentioned major areas in consultation of the faculty member.

Broadcasting,

Print Media,

Development Support Communication,

On-Line/Cyber Media,

Media Management,

Public Relation and Advertising.

The Project Report will be evaluated by External examiner and internal examiner out of 50 marks and Viva voce will be of 50 marks. The viva voce will be based on project report, contemporary knowledge in journalism and mass communication and subject knowledge. The panel of examiner for Viva voce exam will include external examiner and internal examiner.

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