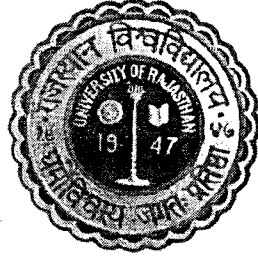


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**UNIVERSITY OF RAJASTHAN
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SYLLABUS

FACULTY OF SOCIAL SCIENCE

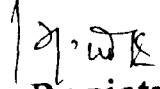

Master of Journalism (Media Studies)

(Semester Scheme)

For the Academic Session

2015-2017


University of Rajasthan has adopted these Courses of Haridev Joshi
University of Journalism & Mass Communication


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MJ (MS), HJUJ : Scheme of Examination

Subject Code	Subject Title	Theory Papers		Duration for the External Exam	Total Marks
		Internal Exam	External Exam		
Semester I					
2101	Introduction to Journalism and Mass Communication	30	70	3 hours	100
2102	History of Media	30	70	3 hours	100
2103	Writing for Media	30	70	3 hours	100
2104	News Concepts and Reporting Techniques	30	70	3 hours	100
Semester II					
2201	Editing, Layout and Designing	30	70	3 hours	100
2202	Introduction to Electronic Media	30	70	3 hours	100
2203	PR & Advertising	30	70	3 hours	100
2204	Media Laws and Ethics	30	70	3 hours	100
<p>Internship: A one month internship is essential for every student after completion of II semester. Student should have to submit their certificate of internship and a report in prescribed format for getting admission in Semester III.</p>					
Semester III					
2301	Contemporary India	30	70	3 hours	100
2302	Development Communication	30	70	3 hours	100
2303	Media Organization & Management	30	70	3 hours	100
2304	New Media Technology	30	70	3 hours	100
Semester IV					
2401	Communication Research	30	70	3 hours	100
2402	Human Rights and Media	30	70	3 hours	100
2403	Dissertation	50 Viva-Voce	150		200


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2101 :Introduction to Journalism and Mass Communication

- Objectives
- To introduce prominent features of human communication to the students.
 - To increase critical understanding about various theories of communication.
 - To provide the theoretical and pragmatic perspective of diverse genre of journalism.
 - To initiate to think critically and its inference in the field of journalism.

Unit - 1: Introduction to Communication

- Human Communication, Effective Speaking, Effective listening & Reading,
- Communication - Definition, Concept, process, Types and functions.
- Verbal & Non-verbal Communication.
- Models of Communication – Linear Model; Laswell model, Shanon and Weaver Model of Communication, Non Linear Model and Functional Model.
- Mass Communication: Definition, Types, Characteristics, Functions and its Audience.

Unit - 2: Theories of Communication

- Theories of Communication - Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory
- Normative Media Theory - Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, New Normative media Theory- Developing Nations Media Theory, Democratic Participant Media Theory.
- Interactive Theory - One step flow, Two Step flow (Opinion leaders) Theory, Multi Step Theory, Spiral of Silence
- Psychological & Individual differences Theory - Balance Theory, Congruity Theory, Cognitive Dissonance Theory. Affective Cognitive, Consistency Theory.

Unit - 3: Journalism: Concept, Objective and Functions

- Elements, Foundations of Journalism.
- Journalism and Democracy: Concept of Fourth Estate.
- Journalism and its accountability: Journalistic Ethics, Risks in Journalism.
- Journalism: Contemporary Issues and Debates.
- Media Organisations of India, News Agencies in India, Feature Service and Syndicates.
- Types of Journalism: Watchdog Journalism, Yellow Journalism
- Citizen Journalism.
- Alternative Journalism, Investigative Journalism
- Development Journalism, Advocacy Journalism

Unit 4: Idea and Importance of Critical Thinking in Journalism

- Logic, Evidence and Rationality.
- Observation and Questioning.
- Arguments and Analysis.
- Dealing with Numerical information and Data.
- Searching Truth: Role of Research.

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Suggested Readings:

- Dynamics of Mass Communication; Theory and Practice, By Uma Narula, Atlantic, New Delhi
- Journalism; Critical Issues, Edited By Stuart Allen, Rawat Publication, Jaipur
- The Journalist Handbook, M. V. Kamath, Vikas Publication, New Delhi
- Mass Communication in India, Keval J Kumar, Jaico Books
- The Great Reporters, Devid Randall, Pluto Press, London
- संचार के सिद्धांत, आशा हींगड़, मधु जैन, सुनीता पारीख, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर
- जनसंचारिकी; सिद्धांत और अनुप्रयोग, डॉ. रामलखन मीणा, के के पब्लिकेशन
- संचार माध्यम और पत्रकारिता का संक्षिप्त इतिहास, राहुल मुद्गल, करन प्रकाशन, नई दिल्ली
- संवाद समिति की पत्रकारिता, काशीनाथ गोविंदराव जोगळेकर


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2102: History of Media

Objectives The course provides an overview of the historical development of mass media. It will explore how the mass media have influenced and been influenced by the events that have shaped history. The goal is to have an understanding of how the mass media came today and what we might expect in the future.

Unit-1 Brief History of Press in India

- Origin and Growth of Press.
- Focus on Indian Press before and after Independence.
- Role of Journalism in Freedom movement; Mahatma Gandhi and his Journalism.
- Freedom Fighters as communicators (Raja Ram Mohan Roy, Bal Gandhar Tilak, B. R. Ambedkar, Maulana Abul Kalam Azad, Ganesh Shanker Vidharthi) Role of language papers and Urdu during freedom struggle.

Unit-2 History Of Media in Rajasthan

- Origin and Growth of Media in Rajasthan - Newspaper, Radio, Television & News Agencies.
- Freedom fighters as communicators.
- Prominent figures

Unit-3 History of Broadcast Media

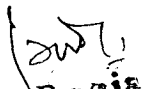
- Development of Radio as a medium of mass Communication, history of Radio in India; AIR, Vividh Bharti, FM Services, community radio.
- Commercial Broadcasting Service, External Broadcasting Service.
- Development of Television as a medium of mass Communication, historical perspective of television (Public & Private) in India;
- From Public to Private.

UNIT-4 Folk and Alternative Media

- Introduction to Folk Media, its Role in Indian Society.
- History of Indian Cinema - Hindi Cinema.
- Development of New Media in India; Digital media

Suggested Readings

- Mass Communication in India- Keval J Kumar, Publisher: Jaico Publishing House
- India's Newspaper Revolution: Robin Jeffrey, Publisher: Oxford University Press India
- Bharat ki Samachar patra Kranti (Hindi) : Jeffrey, Oxford University Press India
- Bharatiya Electronic Media (Hindi)- Dr. Dev Vrat Singh
- Patrakarita ka itihās avam jansanchar madhyam (Hindi): Dr. Bhanawat, University press
- Jansanchar avam Patrakarita (Hindi): Prof. Ramesh Jain, Mangaldeep Publication
- Hindi patrakarita ki vikash yatra (Hindi): Asha Gupta, Kanishka Publishers Delhi
- Doordarshan: Vikash se bazaar tak (Hindi): Sudheesh Pachouri, Publication Division
- India's Communication revolution- Bullock cart to cyber marts: Evertt M. Rogers & Arvind Singhal
- History of broadcasting in India: K.K. Chaudhary, Sbhijit Publication
- Cinema ka Safer: Shyam Mathur, Raj. Hindi granth Akadami.


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2103 : Writing for Media

Objectives Writing skill is the basic need and an essential component of Media Industries. Whatever field does a student choose either it is Journalism, Public Relations or Corporate Communication one has to be efficient in writing. Also there is so much demand for good script writers in the entertainment industries and content writers for New Media.

Unit-1 Introduction to Media Writing

- Principles and methods of effective writing for mass media.
- Use of words, sentences - types and construction.
- Use of tenses in mass media writing.
- 7Cs of Communication.

Unit-2 Writing Practices

- Developing a paragraph.
- Argument and counter argument.
- Explanation & illustration.
- Writing for Various Target Audiences.

Unit-3 Writing for various media

- Writing features- Meaning and concept of features.
- Types of features, ingredients of feature writing
- Difference between writing for different medium—TV, Radio, Newspaper, Magazines & Web.
- Writing practice for Print Media; News, Features, Article, Editorial, Review— Book, Drama & Film. (5)
- Writing practice for Electronic Media— TV, Radio. (5)
- Writing for Web. (5)

Unit-4 Writing Skills

- Attributes of News: Clarity, Precision. Conciseness.
- Pitfalls in use of language: Jargons, Clichés, Metaphor etc.
- Mind your Language and Expressions: Bias, Prejudices etc.
- Pejorative, Connotative vs. Denotative words and meanings, Style- individual and organizational, stylebook.
- Changing trends in news writing: new styles.
- Writing with creativity and colour-Art of writing with flair.
- Difference between news writing and colour writing.
- Translation Skills for Media (5 works of Translation.)
- Practice of Script Writing. (5)

Suggested Readings Media Writing-Dr.V.K.Pandey

- Media Mein Katha-Dr.C.Bhaskar Rao
- Writing At Work-Neil James
- Guide To Good Writing-Martin H

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2104: News Concepts and Reporting Techniques

Objectives With the unprecedented expansion of News Business in India there is an increasing demand for professional and trained reporters and editorial staff. Journalism training and a media course must incorporate this subject.

Unit-1: News gathering

- Meaning, Definition, Concept & Elements of News. 5Ws & 1H.
- News Sense and News Value.
- Type of News.
- Hard & Soft news
- News Sources; Types and Importance.
- Changing concept of news.

Unit 2: formats of News Reports

- Reporting; Meaning, definition and concept.
- Qualities, Skills & Responsibilities of reporter.
- Types of reporter; stringer, Reporter and correspondent.
- Specialized Reporting: Political, Crime, parliamentary, education, agriculture, Environment, Sports, Court, Health, Lifestyle reporting and Utility Journalism, Art and Culture, Science and Technology, Economic and Commerce, defence/War Reporting, Human Rights, Peace reporting.
- Interview: Types, preparation and Process.
- Press Conference; Preparation & Process.

Unit-3: News writing

- Principles of News Writing.
- Structure of News
- Organising the News Story: Facts, Angle, Attribution, Quote, Background and Context.
- Writing Features: definitions, Types of features; News features, Photo Feature, Scientific Feature, Human Interest feature and syndicate feature.
- How to deal with Press Release
- Analytical, Interpretative and Descriptive News.
- Investigative news and Research based or in-depth news.

Unit 4: Assignments

Assignments and practice of writing various kinds of news reports, features, Book review, Film review, Theatre review,

Suggested Readings

1. News Reporting and Writing- Suhas Chakravarty
2. Understanding Journalism- Sage, Lynette Burns
3. Encyclopedia Of Journalism and Mass Communication-Om Gupta
4. Essentials Of Professional Journalism-Virbala Agarwal

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2201 : Editing, Layout and Designing

Objectives The aim of course is to prepare students for newspaper and magazine design i.e. news judgment, story and headline hierarchy, typography, and meaningful visual storytelling through use of photos/art. Practice in creating newspaper pages and magazine layouts and cover designs

UNIT-1 Introduction

- Definition and concept.
- Basic principles of editing for print media.
- Editorial values: Truthfulness, Accuracy, Objectivity, Fairness, Balance and attribution
- Challenges of editing: Dealing with bias, prejudices and slant.
- Dealing with different types of pressures: Political, business-financial, religious, caste, criminal and legal.
- Editing Process: News selection and placement.
- Management of News flow: News flow on the desk from different sources.
- Objectives of copy editing: Checking facts, language, style, clarity and simplicity.
- Visualisation and Planning of a Newspaper/magazine.
- Team work: Managing and allocating editorial resources.
- Editorial co-ordination: Managing different desks.

UNIT-2 News Organisation

- Structure of Editorial Department and news room in a daily newspaper.
- Responsibilities- Editor, News editor, sub-editor.
- Editorial writing, language of editing, offline and online editing.
- Concept of Reader's Editor and Ombudsman.

UNIT-3 Editing and Style

- Fundamentals of copy-editing, proof reading symbols, tools of editing.
- Editorial Vocabulary, Style sheet, copy editing, Headlines and Subheading.
- Reference Journalism.
- Basics of layout and Design. Elements and principles of layout & design.
- Make up of front page and other pages, dummy, magazine layout.
- Photo editing, cropping, principles of photo editing.

UNIT-4 Printing

- Growth and Development of Printing Technology in India.
- Types of printing Process-Letter press, offset, Introduction to desktop publishing (D.T.P)
- New Printing technology.

Suggested Readings

- Albert and Schiel, Dennes: Fundamentals of Copy & Layout, National Book House.
- Arnold, Edmund C: Designing the Total Newspaper.
- Arnold, Edmund, Harper and Row: Financial Newspaper Design; New York.
- Current: Photographic Color Printing: Theory and Technique.
- Maclean Rovrie: Magazine design.
- Sarkar, NN: Designing Print Communication; sagar Publication, New Delhi.

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2202 : Introduction to Electronic Media

Objectives Students of Media Studies should have the basic knowledge of Electronic Media also as this is the age of multi skilled Media Professionals. So this paper will be very fruitful for the future media workers.

UNIT-1 Introduction

- Characteristics and Difference; Print and Electronic Media.
- Era of convergence.
- Various formats of TV News and News Programmes.
- Types of news bulletin.
- Preparing Run Orders

UNIT-2 TV Reporting

- TV Reporter at Work, Characteristics and Demands of the Profession
- Beat Reporting, Recorded Reporting, Live reporting
- Interviewing Techniques for TV.
- Covering Disasters and Tragedies
- Importance of piece to camera (PTC), phono and vox pop in television news.

UNIT-3 TV News Room

- Structure of a television news channel and a news room
- Role and responsibilities of news team members
- Presentation Skills
- Prime Time Studio Discussions

UNIT-4 Radio Journalism

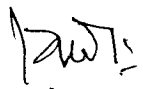
- Radio Broadcasting - Public to Private
- AIR, FM & Community Radio
- Structure and Functioning of Radio in News Room
- Reporting for Radio

UNIT-5 Production and Presentation

- Radio Formats
- Recorded and Live Broadcast
- Editing and Production for Radio
- Presentation Skills-Rehearsed and Extempore

Suggested Readings

- Electronic Media -Dr. Ajay Singh
- Electronic Patrakarita -Vijay Sharma
- Study Material in Hindi-Uttarakhand Open Univ


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2203 : Public Relations and Advertising

Objectives : To acquaint the students with the principles and practice of Public Relations and Advertising. They will learn basics of PR and Ad campaign

UNIT-1 History and tools of PR

- Brief history of Public Relations, Growth of P.R. in India.
- Public Relations: Definition, nature, concept and scope.
- P.R and allied disciplines- Publicity, propaganda, public opinion, characteristics of public relationship.
- Qualities of PRO.
- PRSI, IPRA
- P.R tools: P.R and media relations, Press briefing, Press note, Press tours, press conference, press release, House journal, Press Bulletin, Exhibition.
- PR campaigns, PR in Government/Public and Private sector.
- PR Ethics.

UNIT-2 PR in Public Sector

- P.R for Central Government, State Government, Educational Institutions, P.R for media Institutions, P.R agencies and functions
- P.R campaigns through mass media, house journals, case studies and survey
- PRSI, IPRA and PR ethics

Unit-3 Introduction to Advertising

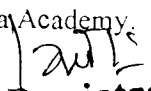
- Advertising - concept, definition, Types.
- Advertisement Agencies; Structure & Function
- Advertisement Copy: Copy writing, Visualisation, Advertisement appeal
- History of advertising.

Unit-4 Planning and management

- Advertisement Ethics; Code of Conducts.
- Media Planning
- Brand Management

Suggested Readings

- Handbook of Public Relations in India- D.S. Mehta, Publisher: Allied Publishers
- Vigyapan avam Jansamparak (Hindi) : JayshriJethwani, Sagar Publication
- Jansanchar avam Patrakarita (Hindi): Prof. Ramesh Jain, Mangaldeep Publication
- Public Relations in India, J.M. Kaul.
- Public Relations, principles and practice, IQbal singh Sachdeva, Oxford Press
- Corporate Communication, JaishriJethwaney, Oxford University Press.
- VipnankeSiddhant, Bhagwati Prakash Sharma, Rajeev Jain, Jayant Sharma, HarshitaShrimali, Apex Publishing House.
- Vigyapan-TaknikevamSiddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- VigyapanPrabhanda, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- Jansamparkevam Sanchar Prabhandan, ShaileshSengupta (Translated by Shipra Mathur) Rajasthan Hindi Grahnta Academy.
- JansamparkevamVigyapan, Dr.SanjeevBhanawat, Rajasthan Hindi Grahnta Academy.


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2204: Media Laws and Ethics

- Objectives**
- To introduce history of press laws in India.
 - To study evolution of journalistic ethics and principles.
 - To educate about legal principle and working condition of journalists.

Unit-1 Introduction to Press Laws

- History of Press Law, Concept and Importance.
- Freedom of Speech and Expression, significance of Article 19.
- Free Press and Independent Media – Some Important Court Cases on Article 19.
- Laws on Morality, obscenity and censorship - Impact on Media.

Unit-2 Ethics and Restrictions

- Code of Conducts by Editors Guilds, Press council code, NBA's guidelines on self regulation, guidelines by working journalist unions, BCCCI code
- Evolution of Journalistic Ethics.
- Press Council Code on communal writings.
- Official secrets act
- Contempt of Court
- Defamation
- Right to Privacy

Unit-3 Laws relating to Press and Broadcast Media

- Copyright Act, 1957.
- The Press and Registration of Books Act, 1867.
- Working Journalists Act.
- Parliamentary privileges, Code for Journalists and Ethics of Covering parliament and State Assemblies,
- Press Council Act, 1978.
- Cable TV Network Regulation Act.
- AIR and DD broadcast code.
- Information Technology Act, 2000. Indian Telegraphs Act, 1885.
- Cinematographic Act, 1952. Cable Television Network (Regulations) Act, 1995.
- Prasar Bharti (Indian Broadcasting Corporation) Act, 1990.

Unit-4 Recent Ethical Issues and Challenges for Media

- Advertorial and Paid News Crisis.
- Sting operations and Media Trial.
- New trends, Policies and Innovations of Social and new multimedia.
- Issue of Regulation; Self or Imposed regulation.

Suggested Readings

- Mass Media Laws and regulation, C. S. Rayudu & S. B. Nageshwar, Himalaya Publishing House
- Journalism in India; History, Growth & Development, K. C. Sharma, Regal Publication
- Media Laws and Ethics, M. Neelamdar, PHI learning, New Delhi
- प्रेस विधि, निशांत सिंह
- मीडिया विधि, नन्द किशोर त्रिखा, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विवि भोपाल
- मीडिया की आधुनिक चुनौतियां, मधुसूदन त्रिपाठी, आदर्श त्रिपाठी, ओमेगा प्रकाशन

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2301: Contemporary India

Objectives This course on Contemporary India has been designed to develop the students' understanding of Indian Government functions and its various existing systems and institutions. The history and changing nature of political systems in India will form a greater focus in understanding the ongoing debate on politics and government.

Unit 1: Brief History of Contemporary India

- The Idea of India: Myth and Reality.
- History of Freedom Struggle: 1857-1947 – Highlights and Legacies
- Era of Congress: 1947-67; Emergence of Non-Congress parties
- Crisis of Emergency, Era of Uncertainty 1977- 91
- India after Globalization – Coalition Politics , Market Economy and FDI Debate
- Liberalization with reference to the Media, Entry of private broadcasting/Media

Unit 2: Indian Political System and Constitution

- Democracy, Parliament, Political parties and election system.
- Governance: Parliament, Executive and Judiciary.
- Salient features of the Constitution: Secularism, Social justice, Federalism.
- Fundamental Rights and Duties of citizens.
- Local Governance and Panchayati Raj- Structure, role, functions.
- Main features and trends of Indian economy – Inflation, Recession, GDP.
- Management of Economy: Finance Ministry, Planning Commission, Reserve Bank; Commodity Price control, Inflation, Interest rate.
- Problems of Poverty, Hunger, Malnutrition, Unemployment.
- Agrarian crisis and problems of Rural India.

Unit 3: Judiciary

- Judiciary: Supreme Court, High Courts, Lower Courts.
- IPC and CRPC : Provisions relevant for Media
- Police, Civil Administration and society.
- RTI and Movt for Transparency

Unit 4: Prominent Contemporary Issues

- Movement for Social Justice for Dalits, Tribals and OBCs
- Problem of Corruption and Black Money – Role of Lokpal, Lok Ayukta
- Communalism – Causes and Consequences
- Women's Empowerment and Gender Justice

Suggested Readings

- D D Basu, Introduction to Indian Constitution, Prentice Hall, New Delhi
- M V Pylee, Indian Constitution, S. C hand and Company, New Delhi
- J.C. Johari, Government and Politics in India, Vishal Publications, New Delhi
- Rajni Kothari, Politics in India
- A Appadurai, Substance of Politics, Oxford University Press, India

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2302 : Development Communication

- Objectives**
- To introduce theory and practice of development communication in India to the students.
 - To confer various paradigm of the development.
 - To develop proficiency regarding changing priorities of development communication, policies, needs and praxis.

Unit-1 : Introduction to Development

- Development: Definition, meaning and Concept.
- Development dichotomies: Gap between developed and developing societies. Planning of Economy.
- MacBride Commission/NWICO
- International organizations - UNICEF, UNDP, UNESCO, WTO, WHO.

Unit-2 : Various Approach to Development

- Gandhian understanding of development and distributive justice.
- Key Concepts -Gram Swaraj, Trusteeship Theory, Dignity of Labour.
- Gandhian constructive programme and its relevance.
- Nehruvian approach of Growth and development of Public Sector.
- Socialist Approach, Sustainable Development -Principle and Practice

Unit-3 : Development Communication

- Development Communication: Definition, concept, need and philosophy.
- Social cultural and economic barriers.
- Role of media and mass communication in development process.
- Diffusion of innovation: Empathy, theory of magic multiplier, localized approach.
- Role of NGOs and Voluntary Organisations.
- Satellite Television broadcast.

Unit-4 : Development Issues and Indian Perspectives

- Issues in Rural Development: Poverty alleviation, land reforms.
- Population, women and child development, health and family welfare.
- Issues in urban development-slums, housing, public transport, traffic.
- Water Conservation and drought management with special focus on Rajasthan.
- Forest and Wildlife conservation; Tribal rights on forests, land water - Ecology v/s Economy.

Suggested Readings

- Developmental Journalism; An Analysis, DVR Murthy, Vijay Kumar, Kanishka
- Hind Swaraj, My MK Gandhi, Navjeevan Trust
- मेरे सपनों का भारत, महात्मा गांधी, नव जीवन ट्रस्ट, अहमदाबाद
- भारत में निर्धनता, आर्थिक विकास एवं मीडिया, योगेश कणवा, सुरेन्द्र कटारिया, आर बी यस ए., जयपुर,
- विकास एवं विज्ञान संचार, संजीव भानावत, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर

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2303 : Media Organization & Management

Objectives To make the students understand the structure and functioning of the Indian media business.

Unit-1 Introduction

- Principles of media management and their significance.
- Ownership patterns of mass media in India- Sole ownership, partnership, Concentration of Ownership, Cross ownership, private limited, public limited companies, trust, co-operatives.
- Process and prospects of launching media ventures.

Unit-2 Structure and Organisation

- Organizational structure of Media organisation i.e. public and private organisation and apex bodies. Economics of print and electronic media, administration and programme management in India.
- Changing role and responsibilities of editorial staff and other media persons.

Unit-3 Prasar Bharati and Media Audience

- Origin and Growth of radio network, organizational structure of All India Radio and F.M Radio.
- Origin and growth of Doordarshan, organizational Structure of Television, Prasar Bharti.
- Private TV, cable TV, DTH.
- Readership & Audience survey; IRS, NRS, TRP & TAM, DAVP, ABC.
- FDI policy in media.

Unit-4 Marketing practices

- Management and organization of newspapers, news agencies & online newspapers.
- Issues of Access, diversity and pluralism in media.
- Issues Related to News Print
- Data base management
- 4Ps of Marketing and Managements.
- Price War
- Issues Related with circulation & Advertisement.
- Infantry Control.

Suggested Readings

- The Indian Media Business- Vanita Kohli Khandekar, Publisher: Response Books
- Newspaper Management in India, Gulab Kothari, intercultural open University
- Mass Communication in India- Keval J Kumar, Publisher: Jaico Publishing House
- Bharatiya Electronic Media (Hindi)- Dr. Dev Vrat Singh
- India's Newspaper Revolution: Robin Jeffrey, Publisher: Oxford University Press India
- Bharat ki Samachar patra Kranti (Hindi) : Jeffrey, Oxford University Press India
- Integrated Advertising Promotion and Marketing Communication, PHI
- Sales Promotion and Advertising Management, MN mishra, Himalya Publishing House
- VigyapanTaknikevamSiddhant, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy.
- VigyapanPrabhanda, Narendra Singh Yadav, Rajasthan Hindi Grahnta Academy

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2304 : New Media Technology

Objectives With the advent of New Media and increasing emphasis on web journalism understanding New Media Technology is a must for every aspiring Media Professional. The students will get a chance to get on hand exposure of Computer technology also used in generation of Media Content.

Unit-1 Introduction

- Fundamentals of Computer – MS Office, Coral Draw, Photoshop, Quark express, In-design.
- Introduction to New Media; Development and Technology.
- Internet LAN, MAN, WAN, E-Mail. Web.

Unit-2 Multi Media and Convergence

- 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-3 Web Site Management


- 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-4 Web and Citizen Journalism

- 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 aggregator; Economic aspect of blogging.
- Ethical issues: Importance of comments and controversies of anonymous comments.
- Role of blogging in alternative journalism.
- The Phenomenon of Wikileaks.

Suggested Readings

- Interactive Media and Society-Neeraj Khatri
- Naya Media Naye Rujhan-Shalini Joshi Shiv Prasad Joshi
- How to Learn Computer Internet and Web designing


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2401: Communication Research

- Objectives**
- To introduce elementary aspects of Communication Research to the students.
 - To get across theoretical and ethical perspective of research.
 - To introduce data collection technique and skills students about scientific analysis or interpretation of data.
 - Prepare students for qualitative report/ thesis writing.

Unit-1 : Introduction to Communication research

- Introduction to Communication research.
- Types of research: Quantitative and Qualitative Research
- Media Research -Concept, meaning and definition.
- Media Research-Need, importance and scope.
- Ethical Perspective of Mass Media Research
- Research Design – Problem Identification.
- Difference between social research and media research.
- Qualities of researcher.

Unit-2 : Research Design

- Hypotheses and process of media research.
- Research Design-experimental, quasi- experimental, bench mark, longitudinal studies, panel studies, co-relational designs.
- Tools of data collection- Sources, media source, books questionnaire and schedules, people meter, diary method, field studies, focus groups, telephone, surveys, online polls, random sampling methods and representativeness of the sampling, sampling errors and distributions in the findings.

Unit-3 : Data Collection

- Methods of Media Research-Scientific method, survey, content analysis, case study, observation.
- Tools of Research- questionnaire schedule and interviews.
- Type of Data- Primary and secondary, classification and tabulation of data.
- Statistical methods – Mean, median & Mode, standard deviation, correlation, scaling techniques.

Unit-4 : Data analysis and Report writing

- Data analysis techniques, coding and tabulation, Source Analysis.
- Non-Statistical methods descriptive, historical, statistical analysis, Para-metric and non-parametric- uni-variate, bi-variate, multi-variate, test of significance- levels of measurement, central tendency.
- Test of reliability and validity. Media research as a tools of reporting - readership and audience survey.
- Interface between media research and journalism.
- Report writing.

Suggested Readings

- Studying Media; Problem of Theory and Method, John Corner, Edinburgh University Press
- Research Methodology in Media Studies, Dr. Vandana Jyotirmaya, Kanishka Publishers
- A Handbook of Media and communication Research, Edited By Klause Bruhn Jenrer Routledge

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2402: Human Rights and Media

Objectives Students will study the human rights movement with an emphasis on the crucial role that media plays in representing and responding to critical human rights issues. Students will be exposed to the issues surrounding human rights and media representation and the various strategies to represent violations such as human rights reports, personal narratives, journalism, documentary film, photo reportage, web sites, community-based media projects, new interactive forms of participatory media, and other human rights media projects.

Unit-1 Introduction

Human Right- concept, meaning and challenges.

Human Rights under UN Charter-Council on Human Rights-UN High Commissioner for Human Rights- International Covenants on Human Rights.

Unit-2 UNHRC and International Conventions and Accords

UDHR 1948- Convention on Civil and Political rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental rights. 1966- India and Universal Declaration.

International Conventions on inhuman acts—Genocide, Apartheid, Torture and other cruel inhuman or degrading treatment of punishment- Slavery- slave trade- forced-bonded or compulsory labour- Traffic in person-drugs-arms and prostitution-elimination of racial discrimination- death penalty.

Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.

Unit-3 Human Rights organisations

International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU)

Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts.

Women, children rights and child labour and abuse.

Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), disabled persons, indigenous tribal people- older people- war and HIV AIDS affected person.

Police atrocities: Violation of Human Rights and their Remedies.

Unit-4 Human Rights Reports

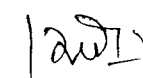

Human Rights and Media

Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.

Assessment of reports- reporting and writing for Human Rights and courts.

Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.


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2403: DISSERTATION

Objective :

The objective of this course is to orient students to apply their knowledge of research methods into analysing a communication problem .

Guidelines :

Dissertation/Project has a great academic/research value as well as method to develop indepth knowledge, investigation skill and serious understanding in his/her behaviour for success in the field of journalism. Every student will have to work on a dissertation in any area of Mass Media detailed in the curriculum. For completing the dissertation they will follow the research steps under the guidance of the faculty members or guide approved by department.

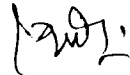
Each Student is required to write a dissertation on any topic related to communication and will have to seek approval of the Head for her/ his dissertation plan . She/he will have to work under the supervision of an expert, approved by the Head of the Department. The final dissertation report duly signed by the supervisor and head of the Department has to be submitted to the Department two week before the summative examination of the last semester

Submission :

Final dissertation in two copies in pink covered hard bound should compulsorily be submitted before the final examination.

Marking pattern :

This dissertation carries 150 marks and will be evaluated by external examiners. 150 marks for content and presentation of dissertation, and 50 marks will be on the viva voce taken by the external examiner.


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