



Estd. 1962  
NAAC 'A' Grade  
MHRD NIRF-28<sup>th</sup> Rank

SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA

PHONE : EPABX-2609000 website- [www.unishivaji.ac.in](http://www.unishivaji.ac.in)

FAX 0091-0231-2691533 & 0091-0231-2692333 – BOS - 2609094

शिवाजी विद्यापीठ, कोल्हापूर – 416004.

दुरध्वनी (ईपीएबीएक्स) २६०९०००० (अभ्यास मंडळे विभाग— २६०९०९४)

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३.e-mail:bos@unishivaji.ac.in

SU/BOS/IDS/6876

Date: 05/07/2019

To,

The Head,  
Concerned Department,  
Shivaji University, Kolhapur

**Subject:** Regarding syllabi of Master of Journalism (M.J). Part I (Sem I & II) (CBCS) programme under the Faculty of Inter-Disciplinary Studies (IDS).

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi, Nature of question paper and equivalence of Master of Journalism (MJ). Part-I (Sem I & II) Choice Based Credit System (CBCS) under the Faculty of Inter-Disciplinary Studies (IDS).

This syllabi and equivalence shall be implemented from the academic year 2019-2020 (i.e. from June 2019) onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in). (Online Syllabus)

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2019 & March/April 2020. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

Dy Registrar

Copy to:

1	The Dean, Faculty of IDS	7	Appointment Section
2	The Chairman, Respective Board of Studies	8	Centre for Distance Education
3	B.A. Exam	9	Computer Centre
4	Eligibility Section	10	Affiliation Section (U.G.)
5	O.E. I, II, III, IV Section	11	Affiliation Section (P.G.)
6	P.G.Seminar Section	12	P.G.Admission Section



**SHIVAJI UNIVERSITY, KOLHAPUR**

**Revised Syllabus for**

**MASTER OF JOURNALISM (M.J)**

**Part I – (Sem I –II)**

**Faculty of Inter-disciplinary Studies**

**CHOICE BASED CREDIT SYSTEM - (CBCS)**

**(INTRODUCED FROM JUNE 2019 ONWARDS)**

**Department of Journalism and Mass Communication**

**SHIVAJI UNIVERSITY, KOLHAPUR**  
Revised Syllabus for  
**Master of Journalism (MJ) Part I (Sem-I & II)**  
**Choice Based Credit System - (CBCS)**  
**(Introduced from 2019 Onwards)**

**1. Course Title: Master of Journalism (MJ)**

**2. Faculty:** Interdisciplinary Studies

**3. Year of Implementation:** The revised syllabus will be implemented from the academic year June 2019.

**4. Preamble:** Since Bachelor in Journalism and other aligned degrees are introductory, Master Degree in Journalism focuses on in-depth of the subject. The MJ course will provide more details and help the students to select their specialization in the field of Mass Media. After completing MJ course the student can obtain M. Phil and PhD in the field of Journalism and Mass Communication. Besides the course will sharpen the research skills of the students and will help them to take their own research projects. Nowadays media are giving more attention on research based content writing and it can provide career opportunities for the students.

**5. Introduction:** The two years Masters Course divided in four semesters with Choice Based Credit System (CBCS) pattern is introduced for the Journalism /Mass Communication students. Students those who have completed their Bachelor Degree in any discipline moreover B.A Journalism, B J, B.A in Multimedia and such equivalent degrees can join the course through common offline/online university entrance test.

M.J course was first introduced in the university during the year 1994-95. The syllabus was revised in 2011. Now considering CBCS pattern and rapidly changing media technology the course has been designed accordingly.

**6. Objectives of the course:**

- a) To provide theoretical knowledge with new trends among the students.
- b) To sharpen research skills by providing research based activities in the department such as student media seminars, research journal, survey reports, study tour and dissertation.
- c) To give the practical knowledge of media by visiting prominent media houses in the country and arranging study tours to neighbouring countries

**7.Duration:** -The Course shall be a full time course.

- The duration of the course shall be **Two** Years of **Four** semesters

**8.Pattern:** The pattern of the exam shall be CBCS -Semester with 80+20 (100 marks) system

**9.Fee Structure:** -The entire fee for the course -10,000/

- Students have to deposit the entire course fee at the time admission

- The fee for the reservation candidate shall be as per the University Rules.

-The Fee structure for the Foreign Students will be according To the University Rules.

**10.Medium of Instruction:** The medium of Instruction shall be English and Marathi. However, the students shall have an option to write answer sheets, practicals, reports etc in Marathi and Hindi besides English. However, they have to inform the choice language to the department office while seeking admission.

**11.Eligibility for Admission:** In order to secure admission to first year of two-year full time Master of Journalism course, the candidate should fulfill the following eligibility criteria.

1) The candidate must be qualified with minimum of 50 % marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only) in any Bachelor's degree, B.A Journalism ,B J, B.A in Multimedia and other aligned degrees of minimum of three years duration in any discipline recognized by the UGC.

2) Candidate should appear and qualify for the Common Entrance Test with minimum 40 marks (online/offline)

3) The admission will be given on basis of merit list of the common entrance test only.

**4) Intake of the Course: 30 Seats.**

5) Eligibility criteria for the admission of foreign students will be in accordance with to the University rules.

7. Minimum 70% attendance is compulsory and shall be calculated regularly on monthly basis. However, in exceptional cases, the departmental committee will take decision for granting any concession in above mandatory rule. All the practical, class tests, home assignments, media seminars, research journals, dissertation, study tour are compulsory.

**12. Structure of Course:** The structure of the course shall be **Semester System in CBCS pattern**

**13. Scheme of Teaching and Examination:** This is a full time master degree program. The curriculum of this course is two years divided into four semesters. The teaching for Semester I and III is conducted from 15 July to 2 October (for 14 weeks) and teaching for Semester II, and IV is conducted from 1st December to 15th March (for 14 weeks). As per the University rules the examination will be held at the end of each semester.

The Master of Journalism Course shall be Continuous Internal Evaluation (CIE) system with the Semester system. In this system, for every paper, 20 marks are allotted for CIE- Internal Assessment (10) & Class Test (10) - and 80 marks for Semester (Theory) examination of three hours duration, which will be held at the end of each term.

**The Master of Journalism Course is of TOTAL 100 credits -Semester I, II, III carries 28 credits. Semester IV carries 16 credits**

**14 . Standard of Passing:**

- a. To pass each paper 40 marks (50 %) for theory and out of 600 the marks required for passing is 300 marks (50%).
- b. The students who have failed in the semester practical have to complete in the consecutive semester itself.
- c. The students who have failed their practical-class tests-home assignments-media seminars-research journals- survey-dissertation- viva-study tour have to complete the same within 3 years duration only. No further extension will be allowed.
- d. Writing off of the practical work record – The practical work of the MJ students shall be preserved in the department maximum for 3 years after the examination. However the copy of dissertation work will be preserved at the department library.
- e. The practical will be conducted by the concern subject teacher; if the concern teacher is not available it will be the responsibility of HOD to take the decision of the practical assessment.
- f. Each subject will carry CIE of 20 marks each (10 marks Home Assignments, 10 marks Class Test)
- g. The Dissertation has to be submitted before the final examination and will not be accepted after the submission date declared by the department.
- h. The following will be considered separate head of passing-
  - 1) Semester Theory written examination
  - 2) Survey
  - 3) Seminar
  - 4) Research Journal
  - 5) Study Tour
  - 6) Dissertation
  - 7) Viva-Voce

**15 .Syllabus for the Common entrance test:** The syllabus for the common entrance test will include 100 multiple choice question based on current affairs, aptitude, and attitude test and media happenings. The minimum marks to qualify the CET will be 40.The merit list based on the marks obtained in the CET will be displayed on university website/department notice board.

**16.Structure of the Syllabus:**

The syllabus is divided into -Core (Compulsory) papers and credit by choice. The student will have 5 compulsory papers and 1credit by choice paper for each semester offered in the syllabus.

**17. Semester wise Practical Work: Division of Marks.**

M.J Semester –I Practical			M.J Semester –II Practical		
Item	Mark s	Minimum passing (40%)	Item	Mark s	Minimum passing (40%)
Lab Journal	25	10	Development stories (5)	25	10
Seminar-I	25	10	Field Visit	25	10
Survey	50	20	Making News Bulletin Radio/Television	25	10
			Press Release/Press Conference	25	10
		100			100

## **Lab Journal**

The students shall bring out the individual issue (with their own expenditure) of the department lab Journal –Madhyam Vidya under the department and with help of concerned teacher, during the first Semester. They will get marks at the end of the Semester. They may submit the soft copy of the issue on the University website after the approval of Head of the Department.

## **Seminars:**

Each student shall submit and present with PPT- one seminar (current issues) during the First Semester and one in Third Semester (based on media happenings) on subjects selected by him/her in consultation with respective teachers and the Head of department. Students will be evaluated and assigned marks on the basis of depth of topic selected, submission, references given and quality of PPT presentation.

## **Survey:**

Each student shall conduct survey on current issues/media given by concerned teacher and HOD. The survey report must be submitted with analyzing the data at the prescribes submission date.

## **Development stories:**

The five development stories have to be submitted in hard and soft copy.

## **Field Visit**

The students have to complete minimum five (5) field visits to the development projects/media units and submit the visit report in soft and hard copy to the concerned teacher.

## **Making News Bulletin Radio/Television**

The students have to prepare a news bulletin for Radio/Television of minimum 3 min and have to submit it in the CD format in the department.

## **Press Release/Press Conference:**

The students have to prepare a press release on the given topic or attend press conference and write a press note and submit it in both hard and soft copy.

## **Research Journal:**

Each student has to submit two research papers and publish in Department Journal SANDNYAPAK.

## **Study Tour:**

The study tour will be conducted to prominent media houses, universities in India and neighbouring countries. Students have to submit their report in the department within 15

after completing the study tour. The destination of the tour will be finalized with the concern of students, teachers and HOD. Evaluation will be done on the basis of reports submitted and /or the performance during the visits and general participation.

**Dissertation and Viva-voce:**

Each student have to submit dissertation in soft and 3 hard copy with minimum 80-120 pages on the media topics and guide approved by the Department committee. However the HOD can take the decision of the guide allotment and dissertation topic. The student will only be qualified for the viva after submitting the written copy of the dissertation with the signature of the concerned guide. The dissertation has to be submitted before the theory examination. The dissertation shall be examined by a panel of examiners consisting of one internal guide and one external examiner with the approval of University Administration. The aggregate marks of Dissertation and viva-voce is 40%.

**Viva-voce:**

The department shall conduct a viva-voce by inviting the internal and external examiners .The head of the department and in his absence a senior teacher in the department shall be an as nominated by the Head of Department shall be officiating Chairman of the viva-voce panel.



M.J. Semester I				M.J. Semester II			
Paper Number	Paper Number	Credits	Marks	Paper Number	Paper Number	Credits	Marks
(I)	<i>Compulsory Papers</i>			<i>Compulsory Papers</i>			
MJ ( C ) 1	Print Journalism-Press Laws and Ethics	04	100 (80+20)	MJ ( C ) 6	Theories and Ideologies of Mass Communication	04	100 (80+20)
MJ ( C ) 2	Basics of Reporting and Editing	04	100 (80+20)	MJ ( C ) 7	Radio Production	04	100 (80+20)

MJ ( C ) 3	Principles of Radio Journalism	04	100 (80+20)	MJ ( C ) 8	Basics of Television Production	04	100 (80+20)
MJ ( C ) 4	Television Journalism	04	100 (80+20)	MJ ( C ) 9	Corporate PR	04	100 (80+20)
MJ ( C ) 5	Basics of Advertising	04	100 (80+20)	MJ ( C ) 10	Development Communication	04	100 (80+20)

(Home assignment 10 marks+ Class Test 10 marks for each subject)

(II)	<i>Compulsory Practical Paper ( P )</i>			<i>Compulsory Practical Paper ( P )</i>			
MJ ( P ) 1	a) Seminar-I (25 marks) b) Media Seminar –II (25 marks) c) Survey (25 marks) d)Lab Journal (25 marks)	04	100	MJ ( P ) 2	a) Development stories (5)-I (25 marks) b) Field Visit –II (25 marks) c) Making News Bulletin –Radio/Television (25 marks) d)Press Release/Press Conference (25 marks)	04	100

( IV) **Elective Paper for Credits by Choice (E)**

BJ ( E ) I	Media Management	04	100 (80+20)	MJ ( E ) I	Radio and Television Anchoring	04	100 (80+20)
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**Nature of Question Paper and Scheme of Marking:**

There will be five questions in each question paper carrying 80 marks. All questions shall be compulsory.

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**SHIVAJI UNIVERSITY, KOLHAPUR**

**Master in Journalism (MJ): Semester Examination-----**

**Paper No. -----**

**Paper Title-----**

**Day and Date:**

**Duration: 03 Hours**

**Total Marks: 80**

**Instruction: 1) All questions are compulsory.**

**2) All question carry equal marks.**

Q.No. 1. Descriptive question----- 20 Marks

Or

Descriptive question ----- 20 Marks

Q.No. 2 Descriptive question-----20 marks

Or

Descriptive question ----- 20 Marks

Q.No. 3 Descriptive question-----20 Marks

Or

Descriptive question ----- 20 Marks

Q.No. 4 Short Notes (Out of Six any Four) ----- 05 Marks Each

## **Print Journalism-Press Laws and Ethics**

### **MJ (C) 1 Compulsory Papers**

#### **UNIT I**

Definition of Journalism, Concept of Journalism, Journalism and Society, Types of Journalism, History and Development of Print media, Origin and development of Printing: Indian Printing press in Pre and post -independence period, Emergency and press. Growth of Indian language Journalism –Some prominent Indian Language newspapers. New Trends in Print Journalism, Future of Newspaper Industry in India, News agencies and syndicates,

#### **Unit II**

Regulations of Indian Press-Press Commissions, Press Council of India, RNI, Indian Newspaper Society, Readership survey, Challenges before Indian Print Journalism. Indian Constitutional provision about Freedom of Expression, Right to Information Act. Supreme Court Judgments related to Article 19 Right to Information Act 2005: Right to know, Fundamental Rights and Duties.

#### **Unit III**

Press Laws -Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc. Indecent Representation of Women (Prohibition) Act 1986, Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI.

#### **Unit IV**

Media Ethics- Principles of Ethics: Role and Importance, Ethics of Journalism Journalistic ethics, Journalists' Code of Conduct-Some Models of Code of Conduct (PCI, RTDNA, SPJ, NBA etc.) Dealing sensitively with women issues and other marginalized communities  
Visual manipulation and ethics. New Challenges before Indian Journalism-Paid News, Fake News etc.

#### **Suggested Reading List**

1. Rao, M. C. (1974). The Press, National Book Trust.
2. Rangaswami, P. (1989). History of Journalism, Sterling Publications.
3. Natarajan, J. (2000). History of Indian Press, Publications Division.
4. Basu, D.D. (2005). Press Laws, Prentice Hall.
5. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
6. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications.
1. Kiran, R.N. (2000). Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues, Lbr Publications.
2. Dua, M.R. (2000). Press As Leader of Society, IIMC.
3. Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of Information and Broadcasting, Government of India.
4. Jeffrey, Robin (2000) India's Newspaper Revolution, Oxford University Press, New Delhi.
5. Menon, P. K. (2005). Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage Publication, New Delhi
6. Media Laws & Ethics, Vertika Nanda, Publisher : Kanishka, 2018

## **Basics of Reporting and Editing**

### **MJ ( C ) 1 Compulsory Papers**

#### **Unit I**

Defining News, Elements of News, Changing Concepts of News  
Writing News-Structure of News-Inverted Pyramid , feature , Five W's (Who what, when, why, where) and one H (How) ,Writing Intro/Lead, Body, types of Intro/Lead ,Organizing the News Story: Angle, Attribution, Quote, Background & Context, Accuracy, Objectivity, Fairness and Balance ,Writing Headlines. News Paper Organizations –Function and Structure.

#### **Unit II**

Types of Reporting , Role and Importance of Sources, Interpretative Reporting and Descriptive Reporting, Investigative Reporting ,In-depth Reporting, Online Reporting, Sources of News ,Qualities of a good Reporter ,Changing Role of Reporters in media convergence, Reporting : Parliament, Politics, Court, Crime, Sports, Business, Science, Environment and Disasters etc. **Unit III**  
Editing ,Management of News flow: News flow on the desk from different sources, Copy Editing: Ensuring News value and other criteria ,Objectives of copy editing: Checking facts, language, style, clarity & simplicity ,Graphics and Cartoons, Relevant Photos and Captions and Graphics, Editing symbols, Various Editing Software's.

#### **Unit III**

Types of Journalistic Writing , Feature- Idea, Process, Writing Style ,and Opinion Writing: Editorial, Column Writing, Side Article, Commentary ,In-depth Analysis and Research based Reports, Writing for News Magazines, Different editorial positions in newsroom and their roles and responsibilities.

#### **Reading List:**

1. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy , Sterling Publishers, New Delhi, 1989
2. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997  
History of Indian Journalism, J. Natrajan, The Publication Division, New Delhi, 1955
3. Business & Financial Journalism, E.C. Thomas, IIMC, 2018
4. The Rise and Growth of Hindi Journalism, Ram Ratan Bhatnagar, Vishwavidyalaya Prakashan, Varanasi, 2003
5. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
6. The History of Urdu Press, MA Khan, Classical Publishing House, New Delhi, 1995
7. So You Want To Be Journalist?, Bruce Grundy, Cambridge University Press, Cambridge, 2007
8. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000
9. India's Communication Revolution: From Bullock cart to Cyber Marts by a Singhal, and E M Rogers Reaching Audiences: A Guide to Media Writing, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
10. News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
11. Practical Newspaper Reporting by David Spark and Geoffrey Harris
12. Writing and Reporting News: A Coaching Method by Carole Rich
13. News Writing by George Hough (Kanishka Publishers)

14. The Unwritten Rules of Copy Editing, Dominic Gettins
15. Reporting for Journalists, Chris Frost, Routledge, London, 2001
16. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007 PTI Style Book
17. Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
18. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York, 2009

### **Principles of Radio Journalism**

#### **MJ ( C ) 1 Compulsory Papers**

#### **Unit I**

-Radio as a medium of Mass communication, Strengths and Shortcomings, History and Growth of Radio in India ,Types of -Radio Public service Broadcasting to Private Radio Broadcasting, Online Radio, Community Radio, Characteristics Structure and Management • Programming and Presentation • Evaluation.

#### **Unit II**

Radio news reporting-skills of a radio news reporter: radio news sources, gathering news, giving voice-cast, phonos, anchoring and news reading skills- general awareness, presence of mind; clarity, diction, pronunciation; etc.

#### **Unit III**

Radio Programming-Organizational Set up in Public service Broadcasting to Private, Hierarchy, Organizational Setup, Types of Radio Programmes -Ideation, Planning and Production, Radio Formats • Radio Drama, Radio Feature, Radio Commentary, Radio Commercials, Live Broadcasting,

#### **Unit IV**

Use of ICT and Radio broadcasting. Programming and Commercial code of ethics for radio broadcasting.

Prasarbharti Act, FDI in Private Radio industry.

#### **Suggested reading:**

1. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
2. Ciignel, Hugh. Key Concepts in Radio studies. Sage.
3. Hyde, Stuart. Television and Radio Announcing. Kanishka.
4. Masani, Mehra. Broadcasting and the People. National Book Trust, New Delhi.
5. Awasthi, G. C. Broadcasting in India. Allied Publications.
6. Modern Radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnell, Wadsworth, Boston, 2010
7. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010  
Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
8. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
9. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007
10. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
- 11.

## Television Journalism

### MJ ( C ) 4 Compulsory Papers

#### **Unit I**

Television Broadcasting, Characteristics ,History of TV in India: SITE experiment, SITE to INSAT, growth of Indian Television- Regional Television ,Entry of Foreign Satellite TV in India, its impact on Indian Television industry, FDI in Television Industry.

#### **Unit II**

Ownership Patterns ,Public service broadcasting- Doordarshan-Challenges and future, Commercial TV broadcasting: Types of TV channels-News and Entertainment Channels and others, Economics of TV broadcasting, Code and Conduct for television broadcasting, Role of Ministry of Information and Broadcasting (MIB),Prasarbharti Act, Television Regulations in India.

#### **Unit III**

Organizational structure of Doordarshan, Hierarchy, regional channels of Doordarshan- Sahyadri Marathi channel and other private television channels in Maharashtra. Women working in Marathi Television Channels, Portrayal of women in Marathi television channels, women centric soap operas, Local television channels.

#### **Unit IV**

New technology and Television Broadcasting, various platforms for broadcasting-DTH, Mobile TV, Web TV, Television audience, TRP, Changing Television sets -LCD ,Plasma, Digital television, High definition,3D,LED TV Smart TV,OLED.

#### **Reading List :**

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
2. Television Journalism By Ivor Yorke, Routledge.
1. The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
2. An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007 %
3. Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
4. Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
5. Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006 Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
6. Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010 % Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
7. India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008

## **Basics of Advertising**

### **MJ ( C ) 5 Compulsory Papers**

#### **Unit I**

History of Advertising -Definitions, Objectives and Classification, Ad Agency structure, various departments and function, The Process of Advertising, Brand Management-Social and Economic Impact of Advertising, Concepts of Media Planning and Buying, Consumer behavior and consumer psychology, Creativity and advertising, Advertising and marketing .

#### **Unit II**

Print advertising-newspaper, magazine, leaflets, hoardings, flex, billboards etc, Radio advertising-jingles, spots, sponsored programs, Television advertising-types of commercials, sponsored programs etc. Digital advertisement –pop up ads, scroll ads ,flyers, hideout ads etc Social media advertisement.

#### **Unit III**

Professional Bodies in Advertising – AAAI, ASCI, code of ethics etc. Laws and Ethical Issues in Advertising, Case studies on Controversial advertisement, Portrayal of women in advertisements, advertisement and children, research in advertising, Prominent advertisers and ad agencies in India. Examples of Award winning advertisements.

#### **Unit IV**

Corporate advertisement types, importance and theme -Campaign Planning & Productions

#### Reading List :

1. Creative Strategy in Advertising, Bonnie L Drewniany, Wordsworth Cengage, Creative Strategy in Advertising, Drewniany L Bonnie, Wordsworth Cenagage, USA, 2011
2. Making of Advertising, Ghoshal Subhash, Mc Millan, 2002 Ogilvy on Advertising, Ogilvy David, Prion Books, London 1997 Ogilvy on Advertising, David Ogilvy, Prion Books, London,1997
3. Social Media Marketing, Paul Martin, Global Vision Publishing New Delhi 2011.
4. Uncommon sense of Advertising: Getting the Facts Right, Tiwari Sanjay, Response 20003

## M.J. Semester II

### Theories and Models of Communication and Mass Communication

#### MJ ( C ) 6 Compulsory Papers

#### **Unit I**

Nature and Process of Human Communication ,Communication Concepts, Types of Communication : Intrapersonal, Interpersonal and Group Communication, Importance of Verbal and Non-verbal Communication, Functions and Elements of Mass Communication.

#### **Unit II**

Nature and Process of Mass Communication, Defination of Mass Communication, origin, Media of Mass Communication, Characteristics of Mass communication, Mass communication audiences.

#### **Unit III**

Theory and Models of Communication: Four Theories of Press and Developmental and Democratic Participation Theory, Media Effects : Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective ,Perception, Cultivation Theory, Gate-keeping Function, Agenda Setting - (McComb and Shaw) ,Communication Models- Aristotle, Lasswell's, Berlo's SMCR Model ,Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model ,Schramm's Interactive Model, Ecological Model , • Dance's Helical Spiral model

#### **Unit IV**

Theory and Models of Mass Communication- Critical and Cultural Theories: Hegemony, Communication Order, Magic Bullet Theory , Two-Step Flow Theory , Multi-step Flow Theory , Uses and Gratification Theory. Diffusion Of Innovations. Post Cold War Models, Globalization, Indian Communication Theory. Mass Communication Models.

#### **Reading List:**

1. Suggested Reading Print Journalism % Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
2. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997  
History of Indian Journalism, J. Natrajan, The Publication Division, New Delhi, 1955
3. Business & Financial Journalism, E.C. Thomas, IIMC, 2018 %
4. The Rise and Growth of Hindi Journalism, Ram Ratan Bhatnagar, Vishwavidyalaya Prakashan, Varanasi, 2003
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6. The History of Urdu Press, MA Khan, Classical Publishing House, New Delhi, 1995
7. So You Want To Be Journalist?, Bruce Grundy, Cambridge University Press, Cambridge, 2007
8. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000
9. India's Communication Revolution: From Bullock cart to Cyber Marts by a Singhal, and E M Rogers Reaching Audiences: A Guide to Media Writing, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
10. News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
11. Practical Newspaper Reporting by David Spark and Geoffrey Harris



12. Writing and Reporting News: A Coaching Method by Carole Rich
13. News Writing by George Hough (Kanishka Publishers)
14. The Unwritten Rules of Copy Editing, Dominic Gettins
15. Reporting for Journalists, Chris Frost, Routledge, London, 2001
16. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007 PTI Style Book
17. Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
18. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York

**Master of Journalism (Sem-I )  
Choice Based Credit System - (CBCS)**

<b>M.J. Semester I</b>			
<b>Paper Number</b>	<b>Paper Number</b>	<b>Credits</b>	<b>Marks</b>
<i>(I)</i>	<i>Compulsory Papers</i>		
MJ ( C ) 1	Theories and Ideologies of Mass Communication	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 2	Print Journalism	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 3	Principles of Radio Journalism	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 4	Television Journalism	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 5	Basics of Advertising	<b>04</b>	<b>100 (80+20)</b>
<i>(II)</i>	<i>Compulsory Practical Paper ( P )</i>		
MJ ( P ) 1	a) Seminar-I (25 marks) b) Media Seminar –II (25 marks) c) Survey (25 marks) d) Lab Journal (25 marks)	<b>04</b>	<b>100</b>
<i>( III )</i>	<b>Elective Paper for Credits by Choice (E)</b>		
MJ ( E ) I	Media Management	<b>04</b>	<b>100 (80+20)</b>

<b>M.J. Semester I</b>			
<b>Paper Number</b>	<b>Paper Number</b>	<b>Credits</b>	<b>Marks</b>
<b>(I)</b>	<b><i>Compulsory Papers</i></b>		
MJ ( C ) 1	Theories and Ideologies of Mass Communication	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 2	Print Journalism	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 3	Principles of Radio Journalism	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 4	Television Journalism	<b>04</b>	<b>100 (80+20)</b>
MJ ( C ) 5	Basics of Advertising	<b>04</b>	<b>100 (80+20)</b>
<b>(II)</b>	<b><i>Compulsory Practical Paper ( P )</i></b>		
MJ ( P ) 1	a) Home assignment -5 (50marks) b) Class Test -5 (50marks) c) Seminar [1] and Newspaper Clipping [1] (10+10) d) Lab Journal (15) e) Viva-Voce (15)	<b>04</b>	<b>100</b>
<b>( III )</b>	<b>Elective Paper for Credits by Choice (E)</b>		
MJ ( E ) I	Media Management	<b>04</b>	<b>100 (80+20)</b>