

**MASTER IN JOURNALISM AND
MASS COMMUNICATION
(MJMC)**

Syllabus



DEPARTMENT OF HINDI
PATNA UNIVERSITY

MASTER IN JOURNALISM AND
MASS COMMUNICATION
(MJMC)

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Syllabus

Master in Journalism and Mass Communication (MJMC)

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Syllabus For
**MASTER IN JOURNALISM
AND
MASS COMMUNICATION (MJMC)**

FIRST YEAR COURSE

PAPER - I

Time : 3 Hrs.

Full Marks : 80

INTRODUCTION TO MASS MEDIA

Unit – I Basics of Communication

- ↳ Meaning, Definition and scope of Communication.
- ↳ Elements, Forms and Functions of communication.
- ↳ Forms, Channels and processes of Communication, Types of Communication.
- ↳ Models of Communication: Theodore M. New Comb's Model, Geogre Gerbner's Model, Charles E. Osgood's Model, Harord Laswell's Model, Westly and Maclean's Model.
- ↳ Theories of Communication : Action Theory, Two-Step Flow Theory, CMM Theory, Dependency Theory, Normative Theory, Pragmatic Theory, Mass Media Theory, Critical Theory.
- ↳ Language proficiency in Hindi and English.

Unit - II Basics of Mass Communication

- ↳ Meaning, Definition and scope of Mass communication.
- ↳ Characteristics, Functions and processes of Mass Communications.

- ↳ Theories of Mass Communication : Bullet Theory, Personal Influence Theory, Social Responsibility theory.
- ↳ Democratic-Participation Theory, Psychological Theory, Agenda-Setting Theory, Free Press Theory.
- ↳ Mass Communication and Print Media, Electronic Media, Traditional Media and Films.

Unit - III Mass Communication and Media

- ↳ Mass Communication through Print Media.
- ↳ Mass Communication through Electronic Media.
- ↳ Mass Communication through Traditional Media.
- ↳ Mass Communication through Cinema and Documentaries.
- ↳ Mass Communication and Film Awards Ceremonies.
- ↳ History of Hindi Cinema and Film Criticism.

Unit - IV Communication Barriers

- ↳ Meaning, Definition and Categorization of Communication Barriers.
- ↳ Semantic Barriers, Inter-personnel Barriers, Individual Barriers.
- ↳ Economic and Geographic Barriers, Organizational Barriers.
- ↳ Technological Barriers, Channel and Media Barriers.

Unit - V Communication Research

- ↳ Meaning, Definition and Nature of Communication Research.
- ↳ Areas of Communication Research.
- ↳ Techniques and Applications of Communication Research.
- ↳ Approaches to Communication Research.

PAPER - II

Time : 3 Hrs.

Full Marks : 80

INTRODUCTION TO JOURNALISM

Unit - I Basics of Journalism

- ↳ Meaning, Definition and Scope of Journalism.
- ↳ Objectives and Characteristics of Journalism.
- ↳ Journalism, Journalists and Media Organizations.
- ↳ Journalism and Society.

Unit - II Print Media Journalism

- ↳ Meaning, Definition and Scope of print Media.
- ↳ Characteristics of print Media.
- ↳ News Editors in Print Media.
- ↳ Newspapers and Magazines.
- ↳ New Trends in Print Media.

Unit - III Electronic Media Journalism

- ↳ Meaning, Definition and Scope of Electronic Media.
- ↳ Characteristics of Electronic Media.
- ↳ News Editors in Electronic Media.
- ↳ Private satellites channels and competitive Market.

Unit - IV Literary and Cultural Journalism

- ↳ Beginning of Literary Journalism in India.
- ↳ Important Literary Magazines and Literary Journalists.
- ↳ Literary Journalism, Magazines and Journalists in Bihar.
- ↳ Importance of Cultural Journalism and its various aspects.
- ↳ Journalism of Music, Arts and Drama.

Unit - V History of Journalism

- Evolution and Development of Journalism in World Scenario (Europe, Africa, Australia, America and Asia).
- Evolution and Development of Hindi Journalism (Bharatendu Era, Pre-Bharatendu Era, Dwivedi Era, Gandhian Era, Post-Independence Era).
- Evolution and Development of Journalism in India (Bangla, Marathi, Gujrati, Punjabi, Assamese and Dravid).
- Evolution and Development of Journalism in Regional Dialects of Hindi (Maithili, Bhojpuri, Magahi, Awadhi, Brajbhasha, Bangru, Chattisgarhi, Khadiboli, Marwari, Mewati, Malawi, Urdu)

PAPER - III

Time : 3 Hrs.

Full Marks : 80

PUBLIC RELATIONS (P.R.)

Unit - I Basics of Public Relations

- Meaning, Scope and Objectives of Public Relations.
- Characteristics of Public Relations.
- Role of Public Relations in the field of Journalism.
- Principles and SWOT Analysis of Public Relations.
- History of Public Relations.
- Public Opinion and its formation, Publicity, Propaganda, Feedbacks, Advertisements, Lobbying.

Unit - II Public Relations and Media

- Public Relations and Print Media.
- Public Relations and Electronic Media.
- Public Relations and Web Media.
- Public Relations and Traditional Media.
- Public Relations in Media Organizations.

Unit - III Public Relations and Organizations

- Public Relations in Public and Private Sectors.
- Corporate Organizations and its Objectives, Characteristics, Structure and Responsibilities.
- Corporate Public Relations and its Objectives, Nature and Responsibilities.

- Corporate Organizations, Media Relations and Public Relations.
- Role of Public Relations in Corporate Organizations and Community & Employee Relations.
- Introduction to PRSI.
- Job Prospects in the field of Public Relations.

Unit-IV Public Relations Processes and Public Relations Consultancy.

- Public Relations Processes : Selection of problem, planning, Implementation, Evaluation.
- Public Relations Campaign and Crisis Management.
- Public Relations Consultancy : Meaning, Public Relations, Consultancy Organizations, Characteristics, Objectives and Working.
- Various National and International Public Relations Consultancy Organizations.

Unit - V Public Relations Codes of Ethics, Laws and Public Relations Case Studies

- Meaning of Code of Ethics, Laws and Case Studies.
- Public Relations Code of Ethics and Laws.
- Public Relations Case Studies.
- Public Relation Case Studies on Media Relations and Industrial Relations.

PAPER - IV

Time : 3 Hrs.

Full Marks : 80

ADVERTISEMENT

Unit – I Basics of Advertisement

- Meaning, Definition and Scope of Advertisement.
- Objectives of Advertisement.
- Elements of Advertisement.
- Characteristics of Advertisement and Advertisement Appeal.
- Principles of Advertisement.
- History of Advertisement.

Unit – II Classification and Research of Advertisement

- On the basis of Structure and Space.
- On the basis of Advertisers and Consumers.
- On the basis of Geography.
- On the basis of Purpose.
- On the basis of Demand.
- Co-operative and Individual Advertisement.
- Processes of Advertisement.
- Advertisement Research, Research Tools and Process of Advertisement Effects.

Unit – III Advertisement Agency

- Meaning and Definition of Advertisement Agency.
- Functions and types of Advertisement.
- Organizational Structure of Advertisement Agency.

- Important National and International Advertisement Agencies.
- Importance of Advertising Agencies in a Advertising World.
- Client Agency Relationship.
- DAVP, ASCI, AAAI etc.

Unit – IV Advertisement Creation Process

- Meaning and Definition of Advertisement Creation Process.
- Advertisement Layouts.
- Advertisement Writing, Design, Script and Printing.
- Advertising Budget.
- Advertising Planning and Marketing.
- Brand Image, Motivation Theory, Brand Personality, Consumer Behavior, Positioning, Target Audience, Marketing Mix.

Unit – V Advertisement Laws, Code of Ethics and Various Issues

- Advertisement Laws and Code of Ethics.
- Social, Economical and Rural issues of Advertisement.
- Emerging Trends of Advertisement.

PAPER - V

Time : 3 Hrs.

Full Marks : 80

AUDIO JOURNALISM (RADIO)

Unit - I Basics of Radio

- Meaning, Definition and uses of Radio.
- Characteristics of Audio medium of Mass Communication.
- History of Indian Radio.
- Introduction to AIR and its mission.
- Prasar Bharti and AIR.
- Organizational Structure and working of AIR.
- Ownership and Control of AIR.
- Vividh Bharti and Commercials.
- Impact of Radio in rural areas.
- Code of Ethics of AIR.

Unit – II Writing for Radio

- Concept of Radio Writing.
- Techniques of Radio Script Writing.
- Radio Interviewing Techniques.
- Writing for News, Features, Drama, Serials, Documentary, Commercials, Radio Talks.
- Writing for Radio PSA and its Technical Aspects.
- Meaning and Definitions of Radio Language.
- Elements of good writing of spoken language.

Unit – III Technical Aspects of Radio

- FM, AM, SW, Format of Radio PSA.
- Satellite Radio, Community Radio, Educational Radio, Web Radio, HAM Radio.

- Private and Government Owned Radio.
- Elements of Radio Drama.
- Models of Community Radio.
- FM Radio Stations in India.
- Studio interviews and Discussions.
- Broadcasting Code.

Unit – IV Radio Production

- Meaning and Techniques of Radio Production.
- Features of Radio Production.
- Radio Production Processes.
- Techniques and Precautions of Sound Recording.
- Types of Microphones and their uses.
- Field Recording and skills.
- Production Techniques of Radio Documentaries.
- Sports and Mega Events Productions.
- Live Studio Broadcasts.

Unit – V Radio News Bulletins and Current Trends

- Features of Radio News.
- Home Bulletins, External Bulletins, Regional Bulletins, News on – Phone Services, Current Affairs Programmes on AIR, Parliamentary Proceedings.
- Current Trends and Interactive Programmes on Radio.
- Concerts, Phone - in Programmes, Radio – Bridge Programmes, Outdoor Broadcast.
- Listener's Letters, Value Added Services on Radio.
- The modern means of Interactive-Radio.
- Emergence of Private Radios and their popularity.

PAPER - VI

Time : 3 Hrs.

Full Marks : 80

VISUAL JOURNALISM (TELEVISION)

Unit - I Basics of Television

- ↳ Meaning, Definition and uses of Television.
- ↳ Characteristics of Audio - Visual Medium of Mass Communication.
- ↳ History of Television.
- ↳ Emergence of Private Satellite Television Channels in India.
- ↳ Organizational Structure of Private Channels.
- ↳ Various types of Television Channels.
- ↳ DTH, IPTV, Active Doordarshan, Cable TV, FDI Channels, OB Van, INSAT.
- ↳ Commercial approaches of Private Satellite Channels.
- ↳ Impact of Private Channels in our society.

Unit - II Writing for Television

- ↳ Television Writing Techniques, Skills and types.
- ↳ Interviewing, Short Talks, Soap Opera, Tele-Films, Chat Shows, Serials, Talk Shows, News Writing, Feature Writing, Television Advertisement Writing.
- ↳ Television PSA Writing, Script Writing for Television Documentary and Commentary, Shooting Script.
- ↳ Translation of Television, News and Oral News, Analytical Story Writing.

Unit-III Television News Editing, Reporting and Anchoring

- ↳ Techniques of News Editing.
- ↳ Planning, Production and Compilation of News Programmes.

- ↳ Writing Introduction, Lead and Headlines Writing.
- ↳ Techniques of Anchoring.
- ↳ Voice Broadcast Skills, Facing Camera, Eye Contact, Uses of Teleprompters, Live Studio, Anchoring, Chat Show and Cross-Fire, Live Studio and Field Interviews, Moderating TV Studio Discussions, Voice Modulation.

Unit - IV Television Production and Direction

- ↳ Basics of TV Production.
- ↳ Television Lighting in Field Studio, Lighting, Video Editing, Television Documentary Production, Corporate Video Production.
- ↳ Techniques of Making Television Serials and its Channels.
- ↳ Members of Television Serial Production Unit.
- ↳ Role of Television Serial Producers, Directors, Technical Directors, Writers, Cameraman, Artists.
- ↳ Camera Movement, Shots, Types of Shots, Caption Story and Composition.

Unit - V Doordarshan

- ↳ Introduction to Doordarshan and its Objectives.
- ↳ Prasar Bharti and its responsibilities.
- ↳ Prasar Bharti Act, National Doordarshan and its Regional Centers.
- ↳ History of Doordarshan.
- ↳ Organizational Structure of Doordarshan.
- ↳ Doordarshan News in Hindi and other regional languages.
- ↳ Channels of Doordarshan and its mission.
- ↳ Mass Communication Commission and Committees.
- ↳ Doordarshan and Advertisement.
- ↳ Criticism of Doordarshan.
- ↳ National Unity, Integrity of Doordarshan.

PAPER - VII

Time : 3 Hrs.

Full Marks : 80

DEVELOPMENT COMMUNICATION

Unit - I Development

- Meaning, Definition, Nature and Objectives of Development.
- Indicators and Measurement of Development.
- Theories of Development.
- Development Dichotomies.
- Developmental Problems faced by underdeveloped countries.
- Processes and types of Development.
- Development of India in world scenario.
- Environment and Development.
- Techniques of creating Development messages.

Unit - II Development Communication

- Meaning, Definition, Characteristics, Objectives and Significance of Development Communication.
- General Philosophy of Development Communication.
- Historical and Cultural perspective of Development Communication.
- Models of Development Communication: Interdependent Model, Dependency Model, Basic Needs Model, New Paradigm of Development Model.
- Inter-Relation between Development and Development Communication.

- Role of Traditional and Modern Media in Development Communication.
- Role of Information Technology in Development Communication.
- Government Policies and Regulation in Mass Media.
- Identification of communication needs and resources and UNESCO guidelines.
- Case studies of Development Communication.
- Development - Support Communication and Development Communication in Agriculture with special reference to India.

Unit - III Types of Development Communication

- Social Development Communication.
- Economical Development Communication.
- Cultural Development Communication.
- Educational Development Communication.
- Political Development Communication.

Unit - IV Development Communication Strategies

- Meaning and Definition of Development Communication Strategies.
- Appropriate Media for Development Communication.
- Adaptation of Appropriate Language.
- Adaptation of Participatory Approach.
- Audience analysis and Evaluation of work.
- Construction of Relevant Development Communication Messages.
- Planning for next action and continuity.

Unit - V Development Journalism

- Meaning, Definition, Characteristics and Objectives of Development Journalism.
- Significance and Strategies of Development Journalism.
- Historical background of Development Journalism.
- Various Issues of Development Communication : Health, Literary, Nutrition, Agriculture, Environment, Resource Use and Social issues.
- Writing for Development Journalism.
- Development Journalism and Governments.

PAPER - VIII

Time : 3 Hrs.

Full Marks : 20

COMPUTER & ITS APPLICATION TO MASS MEDIA

Unit-I Introduction to Computers and Internet

- Fundamentals of Computers.
- Functions of different parts of Computers.
- Different features of Computer and its Software.
- Fundamentals of Internet.
- Different features of Internet.

Unit - II MS-Word and Photoshop

- Introduction to MS-Office and MS-Word.
- Writing and Editing Text, Word Wrap, Navigation, Saving and Closing a Document.
- Different Layouts of a document, Block Operations, Find and Replace Text, Spelling and Grammar Checking, Copy, Paste.
- Apply Characters, Paragraph and Page Formats, Set Header and Footer.
- Print and Print Preview, Insert Graphics, Tools of MS-Word, Mail Merge, Labels and Envelops, Creating Index and Table of Contents.
- Introduction to Photoshop.
- The Photoshop Programme Window, Working with Toolbox, Screen Models, Creating, Saving and Opening Files.
- Working with Images.
- Making Selections, Printing, Drawing and Retouching Tools.

- Layers, Type, Filter and Customization.
- Saving Images for Web and Print.
- Deferring Resolution and Graphic Type.
- Exploring Image Models and Colour Adjustments.

Unit - III Corel Draw and PowerPoint

- Introduction to CorelDraw.
- The CorelDraw Screen, Property Bar, Drawing Basic, Geometric Figures, Drawing Polygon, Creating, Opening, Saving and Closing Files and Existing Corel Drawing.
- Different Types of Views and View Manager, Repeating Actions, Drawing and Selecting, Working with Text and Images, Page Layout and Background.
- Printing and Print Preview.
- Introduction to PowerPoint.
- Components of Presentation and Slides.
- To Create Presentations and Different View in PowerPoint.
- To Format and Enhance Presentation.
- Delivering Presentation and Working with Slides.
- To make Professional Slide Show.

Unit - IV Quark Xpress

- Introduction to Quark Xpress.
- Setting up Pages in Quark Xpress.
- The Document Layout Palette, Text and Graphics Features.
- Text Controls, Working with Colour, Tables, Bezier, Layers.
- Using Master Pages and Colour Models.
- Creating and Formatting Documents.

- Setting Quark Performances, Text Contents.
- Working with Content Memo.
- Visual Indicators and Document Facilities.
- Printing from Quark Xpress.

Unit - V Adobe Premier

- Introduction to Adobe Premier.
- Fundamentals of Video Editing.
- Starting up Adobe Premier, The Interface, Adding Media and Moving them to the Live Line, Setting In and Out Points, Editing Tools and Techniques.
- Effects and Adjusting Parameters, Adding Transitions, Additional A/V Tracks.
- Texts and Styles, Distributing Media, Razor Edit Cuts and Fade to Black.
- Applying Slow and Fast Motion Effects, Using Ripple Edit to Synchronize Audio.
- Transparency, Layers, Animation Paths, Camera Layer Filter, Super-Impressed Graphic Logo with Transparency.
- Print to Video and Exploring to Camcorders.

SECOND YEAR COURSE

PAPER - IX

Time : 3 Hrs.

Full Marks : 80

MEDIA TECHNOLOGY AND MANAGEMENT

Unit - I Multimedia and Production

- ↪ Basic Concept and Evolution of Multimedia.
- ↪ Components of Multimedia and Hardware Requirements.
- ↪ Graphics, Text, Video and Sound.
- ↪ Use of Multimedia in Television Production.
- ↪ Processes of Multimedia Production and Team Members.
- ↪ Images, Graphics and Authoring Tools.

Unit - II Multimedia Production

- ↪ Meaning and Scope of Multimedia Production.
- ↪ Processes of Multimedia Production.
- ↪ Multimedia Production and Team Work.

Unit-III Elements of Graphics Art

- ↪ Theory of Color Mass Space, Line, Point in Work of Art.
- ↪ Introduction to Graphics : Types and Properties of Graphics.
- ↪ Principle of Raster Graphic : Resolution, Color and Pallets.
- ↪ Features of Authoring Systems : Content, Flow Chat, Prototyping Programming, Testing and Evaluation.

Unit - IV Basics of Managements and Techniques of Printing

- Management - Meaning and Importance.
- Systems approach towards management.
- Principles of management, management by objectives, organization design.
- Native and basic elements of management.
- Evolution of Print Media, Printing Process : Letter Press, Offset and Gravure, Block making procedure.
- News Paper Production : Sequence of operation, Computerized techniques, Proof reading symbols, Page making formats, Layouts, Paste-ups for Letter Press.
- Printing machine, printer measurement, copy filling.

Unit - V Production and Resource Managements

- Production planning, scheduling and managing dead line.
- Resource management - procurement, storage and logistics.
- Maintenance of records - Print and Video Library.
- Quality management - Elimination of errors and production efficiency, promotion of total quality management.
- Equipment for field production, configuration for multi camera studio production, preventive maintenance, breakdown maintenance and corrective maintenance, equipment acquisition procedure.
- Sources of financial assistance, pre-script and post-script budgeting.
- Contract document - Penalty and legal implications, technical and financial proposals.
- Characteristics of HR (Human Resource) in production, dealing with creative persons, organizational dynamics and culture, co-ordination, team building, leadership skill and motivation.

PAPER - X

Time : 3 Hrs.

Full Marks : 80

REPORTING, EDITING AND WRITING IN MASS MEDIA

Unit - I Basics of News Reporting

- ↳ Meaning, Definition and Scope of News Reporting.
- ↳ Objectives of Reporting and Sources of News.
- ↳ News values and angle of News.
- ↳ Main Components of News Reports.
- ↳ Qualities and responsibilities of a Reporter.
- ↳ Techniques of Reporting in Print and Electronic Media.
- ↳ Types of Reporters and Freelancing.

Unit - II Basics of News Editing

- ↳ Meaning, Definition, Scope and Objectives of News Editing.
- ↳ Principles of Editing (News).
- ↳ News Room and Editors.
- ↳ Photo Editing, Captions, Layout and Typography.
- ↳ Qualities and Responsibilities of Editors.
- ↳ Types of Editors.
- ↳ Techniques of Editing (News) in Print and Electronic Media.
- ↳ Proof Readers and Proof Reading.

Unit -III Basics of Writing in Media

- ↳ Meaning, Definition and Nature of Writing in Media.
- ↳ Objectives of Writing in Media.
- ↳ Qualities of good writing.
- ↳ Techniques and Artistic approach of Writing in Media.

- Basic Principles of News Writing.
- Writing in Media and News Sense.
- Writing Press Releases.

Unit - IV Specialized Reporting

- Meaning, Definition and Scope of Specialized, writing.
- Crime and Court Reporting.
- Legislature and Political Reporting.
- Educational and Sports Reporting.
- Science and Technology Reporting.
- Development and Business Reporting.
- Investigative Reporting.
- Defence and Development Reporting.

Unit - V Various types of writing in Media

- Creative Writing.
- Literary and Cultural Writing.
- Radio Writing.
- Dance Writing.
- Radio and Television Drama Writing.
- Documentary Writing.
- Feature Writing.
- Feature Film Writing.
- Advertisement Writing.
- Interview Writing.

PAPER - XI

Time : 3 Hrs.

Full Marks : 80

E - JOURNALISM

Unit - I Basics of Web Journalism

- Meaning, Definition and Scope of Internet, Journalism and Web Journalism.
- Internet and its related important terminologies.
- Characteristics of Web Journalism.
- History of Web Journalism.
- Meaning and Special features of News Portal.
- Web Journalism in India and its future Prospects.
- Web Journalism and information Editors.

Unit - II Internet and Web Journalism Techniques

- Web Search and its elements and dimensions.
- Internet Service provider and World Wide Web.
- Web Text, Web Document and Document Imagine, Layout Engine and Engineers list.
- Electronics Document, Page Article and Document Automation.
- Digital Media, Digital Edition and Digital Single Processing, Dynamic Web Page.
- Linking and Hyper linking Techniques.

Unit -III Web News

- Meaning, Definitions and Objectives of Web News.
- Web Newspaper and Web Magazines.
- Web Radio News and Web Television News.

- ↪ Web News Reporting.
- ↪ Qualities and responsibilities of Web Reporters and Editors.

Unit - IV Making of Web News

- ↪ Finding a Problem, Creation of Statement and Messages and its collection.
- ↪ Editing the Web News, Modification and Modernization of the Web News.
- ↪ Management of Web News.

Unit - V Ethics, Service Provider Laws of Web Journalism and its related terms

- ↪ Ethics of Web Journalism.
- ↪ Online Service Provider Laws.
- ↪ Blogs, E-mails, Links, Web Groups, Web Sites, Audio and Video Facilities, Internet Phones, Web Editions and Twitters.

PAPER - XII

Time : 3 Hrs.

Full Marks : 80

INDIAN CONSTITUTION AND MEDIA LAWS

Unit - I Indian Constitution and Free Press

- Press in India.
- Freedom of Press and Indian Constitution. [Art. 19-(1) & (2)]
- Freedom of Speech & Expression (As Freedom of Press).
- Constitutional Qualities and its Limitation.
- Reasonable Restriction by the Indian Constitution.
- Free Press in India in Comparison of some other Countries.
- Concept of Free Press : Fourth Pillar of Govt.
- Raja Ram Mohan Rai's efforts regarding Free Press.
- Friendly relation with foreign States (Role of Press).
- Silence of Indian Constitution regarding Free Press.

Unit - II Media Ethics and Law

- Needs of Law.
- Moral, Morality, Press and Indian Citizens.
- Meaning of Code of Conduct.
- Meaning of Code of Ethics and its importance in Media.
- Equality before Law regarding Press.
- Right to Information.
- UNESCO - Declaration.
- Mac-Bride's report and its recommendations.

- Press Law : Pre and Post Independence.

Pre Independence Press Law : Press Act of 1799 : John Adam Press Act, 1823 : Metakaff Act 1835 (First Effort for Free Press) : Gagging Press Act 1857 : Vernacular Press Act 1878 : Newspaper Act 1908 : Indian Printing Press Act 1910 : Prince Protection Bill 1922 : Indian Newspaper (Emergency Power) Act 1931 : The Foreign Relate Act 1932.

Post Independence Press Law : Press and Privileges of Parliament :- The working Journalists and other Newspaper Employees (Condition of Service) and Miscellaneous Provision Act 1955 : Parliamentary Proceedings Protection Publication Act 1956 : Indian Penal Code : 124A(Section); 153A : 153B : 292 : 295A : 505 and other relates sections regarding press.

Unit-III Other Important Press Law

- Press and Books of Registration Act 1867.
- Official Secret Act 1889 & 1923.
- Drugs and Magic Remedies (Objectionable) Advertisement Act 1954.
- The Copy Right Act 1957.
- Press and Contempt of Court's Act 1971.
- The Young Persons Harmful Publication Act 1956.
- Obscenity :- Punjab (Special Powers) Press Act 1956.
- Child Act, 1966 - Prasar Bharti Act 1990.
- Cable TV Network Regulation Act 1995.
- Criminal Law Amendment Act 1961.

Unit - IV Legal and Lawful Provisions on Press

- Role of Media (Lawful).
- Indian Press Council : Structure, Powers and Functions.
- Press Councils in other Countries (Specially in Asian Countries).
- Defamation and its provisions with explanations.
- Code of Conduct-Self-Regulation: Needs & Importance.
- Contempt of Courts (Civil and Criminal).
- Contempt of Houses : Parliament & Legislatures.
- Censorships.
- Confidentiality of Sources of Information.

Unit - V Legal Bodies Related to Press and Politics

- Press Commissions.
- Some Important Committees regarding Press.
- Press and Political Social Responsibilities.
- Legal Aspects.
- Political, Social and Cultural Concept and Philosophies of Free Press in India.
- Press at Global Level (Legal and Lawful).

PAPER - XIII

Time : 3 Hrs.

Full Marks : 80

MEDIA RESEARCH

Unit - I Concept of Research

- ↪ Meaning, Definition and Nature of Research.
- ↪ Importance of Media Research.
- ↪ Areas of Media Research : Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feed Back/Forward Analysis.

Unit - II Tools and Methods of Research

- ↪ Sources of Data - Primary and Secondary.
- ↪ Questionnaire and Schedules.
- ↪ Observation - Participatory and Non participatory.
- ↪ Interview Method.
- ↪ Case Study and Content Analysis.

Unit - III Techniques of Research

- ↪ Hypothesis and Variable.
- ↪ Research Design and its types.
- ↪ Sampling - Meaning, Types and Problems.
- ↪ Reliability, Validity and Objectivity.

Unit - IV Research with Media

- ↪ Importance of Research in Media.
- ↪ Application of Research in Print and Electronic Media.

- Formative, Processual and Summative Research.
- Ethical issues in Media Research.
- Research Report Writing.

Unit - V Application of Statistics

- Tabulation and classification of data.
- Data analysis, interpretation.
- Elementary Statistics - Mean, Median and Mode.
- Inferential Statistics - Correlation and Regression.
- Graphic and Diagrammatic Representation of data.
- Indexing, Citation and Bibliography.
- Research Report Writing.

PAPER - XIV

Time : 3 Hrs.

Full Marks : 80

ELECTIVE PAPER

PHOTO JOURNALISM

Unit - I Basics of Photo Journalism

- Meaning, Definition and Significances of Photo Journalism.
- Elements of Photo Journalism.
- History of Photo Journalism.
- Characteristics of Photos and Photography.
- Photo Journalism and Laws.

Unit - II Photographs

- Importance of Photography in Photo Journalism.
- Photography Techniques and Classification of Photographs.
- Photographs, News Sense and Visual Language.
- Photo Story, Photo Editing and Selection of Photos.

Unit - III Technical understanding of Photo Journalism

- Principles of light and light adjustments, shutter speed and aperture balance, light measurement and flash fun.
- Meaning of Day Light, Aperture, Filters, Shots.
- Motor Drive, Exposure Compensation, Photo Layout, Cropping, Sizing and Writing Cut Lines.
- Focus, Auto-Focus, Auto-Space, Film Development, Composition.

Unit - IV Camera and Photographs

- Meaning, Definition and Importance of Camera.
- Different types of Camera, Camera Handling Techniques and Precautions, Camera-Stand.
- Types of Photography, Portrait, Landscape, Wild-Life, Sports, Glamour.
- Ultra-Violet, Infrared and X-Ray Photography.

Unit - V Commercial Photo Journalism

- Techniques and tips for taking effective Photographs for Commercial purpose in Print Media.
- Functions of Photographs in Publications.
- Importance of Photographs in Interviewing, Researching and Reporting.
- Photography for Advertisement in Print Media, News-Photo Agencies.

PAPER - XIV

Time : 3 Hrs.

Full Marks : 80

ELECTIVE PAPER

PRINT MEDIA

Unit - I Basics of Print Media

- ↪ Introduction to Print Media.
- ↪ Scope of Print Media Journalism.
- ↪ Characteristics of Print Media.
- ↪ Future Prospects of Print Media.

Unit - II Newspaper

- ↪ Meaning, Definition and Objectives of Newspaper.
- ↪ History of Newspapers.
- ↪ Characteristics of Newspapers.
- ↪ Types of Newspapers.
- ↪ Newspapers and Education.

Unit-III Magazines

- ↪ Meaning, Definition and Objectives of Magazines.
- ↪ History of Magazines.
- ↪ Characteristics of Magazines.
- ↪ Types of Magazines.
- ↪ Nature of News in Magazines.
- ↪ Annual Reports and Brochures.

Unit -IV Organizational Structure and Ownership of Newspapers

- Organizational Structure of Newspapers.
- Ownership of Newspapers and News Agencies.
- Trends of Newspapers Management.
- Operational differences between News Agency and Newspapers.
- Newspapers and Advertisements.

Unit - V Basics of Print Media

- Press Council of India.
- National Library.
- Publication Division.
- Press Information Bureau.
- Research and Reference Division.
- Office of the Registrar of Newspapers for India.

PAPER - XV

Time : 3 Hrs.

Full Marks : 80

ELECTIVE PAPER

RURAL AND ENVIRONMENTAL JOURNALISM

Unit - I Scope and Nature of Rural Journalism

- ↪ Definition, Scope, Nature and Importance of Rural Journalism.
- ↪ Nature of Communication : Folk Culture, Development of Rural Communication, Function of Communication in Agriculture, Contribution of Government's Information Media, Role of Journalists and Media in Rural Areas.
- ↪ Folk Media : Introduction of Folk Media, Traditional or Rural Folk Media, Important Folk Media, Contribution of Folk Media in the welfare of Rural Journalism.

Unit - II Concept of Environment and Media

- ↪ Meaning and Definition of Environment, Concept of Environment and Media, Environment & Journalism, Media of Environment Communication, Scope of Environment Communication.
- ↪ Environmental Revolution in India : History of Environment Revolution, Relation between Private Sector and the Govt., some important revolutions in the field of environment.

Unit - III Rural Journalism and Social Changes

- ↪ Definition and Importance of Social Changes, New Information Revolution and Rural Communication

Village and Communication, Rural Programmes and Media-Print and Electronic Media, Development of Villages and Rural Journalism.

Unit - IV Role of Media in Rural Development

- Concept of Rural Development and Rural Communication, Scope of Communication, Developing Communication.
- Some Important Scope of Rural Development and Media.
- Problems of Communication in Rural Areas.
- Contribution of Electronic Media in Rural Communication : Radio, TV Film and Internet.

Unit - V Environmental Journalism and World Environment

- Meaning, Definition and Scope of Environmental Journalism.
- Characteristics, Functions and Objectives of Environmental Journalism.
- Processes of Environmental Journalism.
- Impact of Environmental Journalism in the World Scenario.
- Environmental Journalism and Development.

PAPER - XV

Time : 3 Hrs.

Full Marks : 80

ELECTIVE PAPER

MEDIA AND INTERNATIONAL RELATIONS

Unit - I Developed Journalism of the World

- Survey of Media - Print Journalism and Electronic Journalism, developed press system of the world, Print
- Media of India, Israel, Japan etc.
- Information policy of world - Relation between deregulation, contradiction of Govt. Control social
- responsibility of press, Right to Communicate, National Communication Policies.
- Media and Economic Relations, Media and Political System Relations, Media and other social system relations.

Unit - II Mode of International Communication

- Policy of International Communication.
- Role of Media in developing countries.
- Inter-cultural relations.
- International News Agencies and its relations to each other.

Unit-III UNESCO Declaration of Mass Media

- The strengthening of peace and International understanding promotion of Human Rights, countering of racialism, apartheid and incitement to war demand.

- ↳ Freedom of Opinion, Expression and Information.
- ↳ Promoting the participation of the public in the elaboration of information.
- ↳ Equality of Rights in Economic and Social Systems.

Unit - IV Globalization of Media and International Relations

- ↳ Concept of Globalization, Commercialization in Asia and Impact of Media - Print & Electronic, Impact of
- ↳ Globalization on the Asian Countries.
- ↳ New Information Technology and Multi-culturalism.
- ↳ Social scenario of International Relations and Communication.
- ↳ Information and Broadcasting Methods in International Organizations.
- ↳ International Relations and World Journalism

Unit - V International Relations and World Journalism

- ↳ Meaning, Definition and Objective of World Journalism.
- ↳ World Information, Magazines and Agencies.
- ↳ World Journalism and its Role in International Relations.
- ↳ Changing World Information and its distribution system.
- ↳ World Journalism and its Laws.

PAPER - XVI

PRACTICAL TRAINING IN JOURNALISM, PROJECT REPORT & VIVA-VOCE

Every student will have to submit two (02) copies of his/her Project Report containing not more than 60 pages computerized typed copy by the end of the session on the date fixed by the HOD/Director. They will have to work on the prescribed topics assigned by the concerned authority on their own cost. The Project will be examined by the concerned examiners appointed by the Vice Chancellor within the panel submitted by the Board of Moderators. They will also conduct the Viva-Voce Examination in the Supervision of the concern Head/Director.

DISTRIBUTION OF MARKS

Practical Training	:	40 Marks
Project Report	:	40 Marks
Viva-Voce	:	20 Marks
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TOTAL	:	100 Marks



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