

**Veer Narmad South Gujarat University**

**Surat 395007**



**Master of Arts in Journalism Two-year (four semester) full time programme of  
study from (2010-11)**

## **Introduction**

Veer Narmad South Gujarat University, Surat offers a one-year Post-Graduate Diploma in Journalism (grant-in-aid) programme (since 1986-87). This programme caters to the needs of journalism to students in the districts of Dang, Tapi, Valsad, Navsari, Surat, Narmada and Bharuch. Till date more than 100 alumni of the programme work as media persons at The Times of India, Gujarat Mitra, Gujarat Samachar, Sandesh and Divya Bhaskar, Akashwani Kendra, and television channels like ETV. There is a felt need for a Masters Programme in Journalism; M.A. in Journalism. Other than expanding the job opportunities in Print Journalism this programme will give students ample opportunity to study in depth the theoretical aspects of journalism. It would also open opportunities for doing M.Phil and PhD and research as also careers in teaching at the post graduate and undergraduate level. Further the Department has the necessary infrastructure for starting a Masters programme.

## **Proposal:**

- It is proposed to start two-year four-semester M. A. in Journalism as a regular grant-in-aid programme of the University.
- Since this is a grant-in-aid regular programme of the university the fees of this programme will be the same as that of the other M A programmes of the University. However since Computer Lab Facility is offered by the Department, Computer Lab Fees will be charged separately and will have to be paid at the Department.
- Presently there is one Grant-in-aid Programme by the Department (Post Graduate Diploma in Journalism) and there is one permanent post of Lecturer in the Department for this programme. Also the Department has been given one post of Guest Faculty by the University (from University Fund) for the Diploma programme for the year 2009-10.
- There is need to have 2 posts of Guest Faculty at the Department for the M A in Journalism Programme. **The Programme will be started if these 2 posts of Guest Faculty are granted by the University.** Further to enrich the academic resources visiting faculty will be invited for the programme from the fraternity of journalists and other scholars.

## **Objectives:**

1. To introduce students to the nature, role and scope of journalism in India and its relevance to urban and rural development.
2. To impart basic skills to students to equip them to perform entry-level jobs in print media and in the advertising and public relations sectors.
3. To impart media training in Gujarati Print Journalism.

### **Salient features of the Programme**

- The programme comprises of courses in theory, computer training, guest lectures, lab journal production, field work, study tour, summer training, internship, press visits, dissertation, workshops, research and print media production.

### **Eligibility and Qualifying Examination:**

A graduate from a recognized university (as per Veer Narmad South Gujarat University rules) in any faculty/subject with a minimum of 45% marks is eligible to apply for the programme. Students from the S.C. and S.T. category with minimum of 40% marks is eligible to apply for the programme. The eligibility criterion for students with a Post Graduate Diploma in Journalism or a Post Graduate Diploma in Mass Communication, or a Bachelor's Degree in Journalism or a Bachelor's Degree in Mass Communication will be the same as above. He/she has to meet the eligibility criteria of admission as mentioned above and will be admitted to the first semester of the programme.

### **Selection Basis:**

1. A candidate desirous of seeking admission in the programme should fulfill the eligibility conditions as mentioned above.
2. The candidate must have appeared in both the Written Test and Personal Interview for the concerned year. The selection is on the basis of the aggregate marks scored in the Written Test and the Personal Interview.
3. Candidates who have scored at least 40% in the above will be eligible for admission.

### **Selection Procedure:**

#### **Entrance Exam:**

There is a common entrance exam and interview for the P G Diploma in Journalism, M A in Journalism and the M A in Mass Communication. However the candidates will have to apply separately to the programmes. The Entrance exam is of 90 minutes and a total of 100 marks. It consists of multiple choice questions of a total of 50 marks, and essay type questions of a total of 50 marks. The Personal Interview will be of 50 marks. The merit list will be made out of 150 marks. The marks in the personal interview of the candidate will be the average given by each interviewer. The candidate has to secure at least 40% marks (60 marks) to be eligible for admission to the programme.

#### **No-Objection Certificate**

All candidates who are employed will have to produce a no-objection certificate from their employer at the time of admission otherwise his/her admission will be cancelled.

**Reservation of seats:**

The number of seats to be reserved for the S.C. / S.T. and socially and economically backward groups will be according to the rules and regulations of the Veer Narmad South Gujarat University.

**Duration of the Programme:**

Two years with four semesters

**Student Intake:**

A maximum of 20 students are to be admitted for this course. There will be an additional 10 higher payment seats.

**Accommodation:**

The University has limited hostel accommodation. The Department takes care of placing as many as possible out-station students in the hostel. However no assurance can be given in this regard. The fees for hostel accommodation will be charged according to the rules of the university.

**Age Limit:**

There is no age limit for admission to this programme.

**Medium of Instruction:**

The medium of instruction will be Gujarati.

**Medium of Examination:**

The medium of examination, both internal and external, will be Gujarati. However the student may give the exam in Gujarati / Hindi / English.

**Fee structure :**

**Tuition and Other Fees:** As this a regular grant in aid programme the fees of the programme are the same as that for other M A Programmes of the University. However since a Computer Lab facility is offered by the Department a **Computer Lab Fee of Rs. 2,500 per semester** has to be paid at the Department.

**Higher Payment seats Fee:** The Tuition Fee for the payment seats is Rs. 5,000 per semester to be paid at the Department. This is in addition to the regular tuition fees and other fees charged by the University.

**Exam fees:** As per University Rules

**Hostel Fees:** As per University rules.

**Fee Cancellation/ Refunds:** As per university rules.

## **Dissertation Format**

Length: The expected length is 10,000-12,000 words (plus any brief appendices).

Paper size: A4

Spacing 1.5 line or double spacing

Font: Times Roman 12 point or equivalent size

Margins; 1.5" on left, 0.75" on right, top and bottom

Binding: cased hard covers

Other requirements: a contents page, an abstract and a reference list must be included.

## **Submission Deadline:**

A student starts work on his dissertation from the first day of the fourth semester. He/she is expected to submit the dissertation before the commencement of the semester exams. The absolute deadline is 4.00 pm on the last working day before the commencement of the semester exams.

- In exceptional cases an extension may be given to the absolute deadline. Extensions must be requested in advance of the absolute deadline and those requesting extensions are expected to show evidence that they have already made progress with the dissertation. The student is expected make a case for this in writing giving full reasons for the delay in submission and details of the progress to the Coordinator/Head of the Department.
- If the student does not submit his dissertation nor requests an extension by the absolute deadline he/she will automatically have been deemed to fail in the dissertation. He/she will be given a resit opportunity.

## **Submission**

- The student is expected to submit two bound copies of the dissertation to the Dissertation Coordinator accompanied by a dissertation submission form. The receipt obtained must be kept as proof of submission.
- Once the assessment process is complete, two copies will be retained by the University and may be referred by others.
- Submission of the dissertation is considered as a formal process and then will be formally assessed. There can be no informal resubmission after this stage.
- The student is required to make the formal submission only after the approval from his /her supervisor.

## **Assessment Process**

The submission of the dissertation is no guarantee that it will pass. All dissertations are subject to marking review.

## **Plagiarism and Collusion**

The dissertation must be the work of the person named on its front cover. The student is expected to build upon the work of others but must clearly acknowledge this. Any ideas or direct quotations taken from published sources (including the Internet) or from fellow students, staff or other contacts must be clearly referenced. If a student is found guilty of plagiarism or collusion he/she will be debarred even if this is the only element of the course that remains to be complete.

#### Resit Procedures

- If the project does not pass at first submission or the student fails to meet the absolute deadline the student will be allowed one resit opportunity. The student will then have one further year to complete the dissertation.
- The student may choose to continue with the same supervisor (providing they agree to this) or to opt for a new one.
- A resit fee of Rs. 500 will be charged to cover supervision and administration.

#### **Examination Regulations for the Programme:**

##### **Internal Examination:**

Papers no 2, 10 and 14 are totally internal papers. The format of the internal assessment will be any one or more of the following: Assignments, Field Work, Practical Exercises, Quiz, Group Discussion, Class Room Presentation, Seminar Presentations and any other academic method as will be decided by the Coordinator/HOD/faculty. This evaluation is continuous in the semester.

In the papers where there are 30 marks for the internal assessment, the division is as follows: 15 for the class test, 10 for the assignments and five marks for the attendance. One class test will be held per paper per semester. The maximum marks for the class test will be decided by the Coordinator/ HOD/ faculty. The assignment will consist of any one or more of the following: Assignments, Field Work, Practical Exercises, Quiz, Group Discussion, Class Room Presentation, Seminar Presentations and any other academic method as will be decided by the Coordinator/HOD/Faculty. The attendance marks are to be given as per the following rules of attendance:

- |                                                |              |
|------------------------------------------------|--------------|
| • Attendance of 95 % and more                  | --- 5 marks  |
| • Attendance of 90% and more and less than 95% | --- 4 marks  |
| • Attendance of 85% and more but less than 90% | --- 3 marks  |
| • Attendance of 80% and more but less than 85% | ---- 2 marks |
| • Attendance of 75% and more but less than 80% | --- 1 mark   |
| • Attendance of Below 75%                      | --- 0 marks  |

### **External Examination Rules:**

1. In order to pass each semester examination, the candidate will have to secure at least 40% marks in each subject and 40% in aggregate.
2. A candidate failing in internal evaluation in one or more subjects may complete the requirements of passing by appearing in the internal test and assignments along with the students of the same semester of the subsequent years as an ex-student.
3. A candidate can continue in the second year irrespective of his/her results in Semester 1 and Semester 2 of his/her first year. It will be mandatory to pass the Semester 1 and Semester 2 of the first year before he/she is declared to have passed M. A. in Journalism
4. The candidate will be given exemption in the subject he/she has passed the paper with at least 50% marks.
5. The class will be awarded on the following basis:
  - 40% and more but less than 50% in aggregate will be placed in pass class
  - 50% and more but less than 60% in aggregate will be placed in second class
  - 60% and more but less than 70% in aggregate will be placed in first class
  - 70% and above will be placed in first class with distinction.
6. In order to obtain a class in MA Journalism examination, a candidate will have to clear all the papers at a time in each semester and examination as a regular or an ex-student. A candidate who passes any semester examination by compartment will be placed in pass class only.
7. A student can take maximum of five attempts to pass a semester examination.

### **Summer Training and Internship:**

There will be a summer training of a summer training of 6 weeks at the end of the second semester and internship of 8 weeks duration after the fourth semester. This training/internship will be on the basis of performance of the students in the previous semesters. A student who goes on a summer training/internship communicates an impression of the university. Hence sincerity, enthusiasm, hard work and aptitude of the student will be considered for selection for the attachment. Students who are lethargic and disinterested in the various activities of the course will not be selected despite their good academic performance in the exam. Attachment will be in a media unit or the communication cell of an organization. The student is expected to be regular, punctual and perform the entire professional work allotted by the concerned person in the organisation. He/she is expected to keep the department informed about his/her progress and activities.

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.**  
**Master of Arts in Journalism Two-year (four semester) full time programme of**  
**study from (2010-11)**

**Syllabus**

The programme consists of 20 papers including one dissertation:

**Semester 1**

1. Principles of Mass Communication Theory and Journalism.
2. Computer Application for Mass Media (Practical)
- 3 Reporting
- 4 Editing and Translation
5. Development of Media

**Semester 2**

6. Introduction to Corporate Communication and Advertising
7. General Knowledge
- 8 Feature Writing
9. Translation
10. Print Journalism (Practical)

**Semester 3**

11. Media Laws and Ethics.
12. Translation and General Knowledge
13. Development Communication
14. New Media Technology (Practical)
15. Communication Research

**Semester 4**

16. Development of Print Journalism in India
17. Corporate Communication
18. Advertising
19. Current Affairs
20. Dissertation

## Semester-wise Marks Distribution

Name of Paper	Marks		
	Internal	External	Credits
<b>Semester 1</b>			
1. Introduction to Mass Communication Theory and Journalism.	30	70	04
2. Computer Application for Mass Media	100	---	06
3. Reporting	30	70	04
4. Editing and Translation	30	70	04
5. Development of Gujarati Print Media	30	70	04
<b>Total</b>	<b>220</b>	<b>280</b>	<b>22</b>
<b>Semester 2</b>			
6. Introduction to Corporate Communication and Advertising.	30	70	04
7. General Knowledge	30	70	04
8. Feature Writing and Editorial Writing	30	70	04
9. Translation	30	70	04
10. Print Journalism	100	---	06
<b>Total</b>	<b>220</b>	<b>280</b>	<b>22</b>
<b>Semester 3</b>			
11. Media Laws and Ethics	30	70	04
12. Translation and General Knowledge	30	70	04
13. Development Communication	30	70	04
14. New Media Technology	100	--	06
15. Communication Research	30	70	04
<b>Total</b>	<b>220</b>	<b>280</b>	<b>22</b>
	<b>Internal</b>	<b>External</b>	<b>Credits</b>
<b>Semester 4</b>			
16. Development of Print and Electronic Media	30	70	04
17. Corporate Communication	30	70	04
18. Advertising	30	70	04
19. Current Affairs	30	70	04
20. Dissertation	100	---	08
<b>Total</b>	<b>220</b>	<b>280</b>	<b>24</b>

## **Syllabus**

### **M.A. (Journalism) Course**

#### **Semester 1**

#### **Paper 1 Principles of Mass Communication Theory and Journalism**

##### **Unit 1**

Definition and nature of human communication, kinds of communication, nature, characteristics, objectives and process of mass communication, elements of successful communication, barriers to communication, media of mass communication, media systems and theories; authoritarian, libertarian, socialistic, social-responsibility, development, participatory.

##### **Unit 2**

Communication models: SMCR Model, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Lazarsfeld, Newcomb, effects of communication on society/individual and culture, cognitive, affective and conative effects, agenda setting, knowledge gap, socialization, opinion formation and so on.

##### **Unit 3**

Journalism: concept, role, functions, and principles, as fourth estate, types of journalism (investigative, rural, film, women's, children, business, sports, science, and health), journalism in different media: newspapers, magazines, television, radio and internet. Role and qualities of a journalist, journalistic responsibility, impact of journalism on society: journalistic responsibility, role and qualities of a journalist,

##### **Unit 4**

Principles of media management and significance, media as an industry and profession, ownership patterns of mass media in India, procedure to launch a publication, hierarchy, functions and organization structure of different departments: circulation, advertisement, editorial. Apex bodies, DAVP, INS and ABC, changing roles of editorial staff and other media persons, editorial response system, issues of media monopoly, media accountability and social responsibility, foreign equity in India media (including print media).

#### **Recommended Reading List**

1. Basic Journalism: R. Parthasarathy
2. Mass Communication & Journalism in India: D.S. Mehta
3. Mass Communication in India: Kaval Kumar
4. Journalism in India from the earliest times to the present day: R. Parthasarathy
5. Mass Communication Theory - Denis McQuail

## **Paper 2 Computer Application for Mass Media**

This paper is a practical paper in which the following topics are covered: Introduction to MS Office (Word, Excel, and Power Point) Page Maker, Photoshop, Coral Draw, Quark Express and Internet. There is a continual evaluation throughout the semester by internal faculty in the form of 10 assignments of 10 marks each. There is no external examination in this paper.

## **Paper 3 Reporting**

### **Unit 1**

Concept of news and news value, reporting unit in a newspaper, its hierarchy, chief reporters, stringers, special correspondents, freelancers, commissioned writers, reporter's duties; qualities; responsibilities, Reporting: principles of reporting, functions and responsibilities, writing news lead, types of leads, structure of news report, and practical exercises in writing of news reports.

### **Unit 2**

Reporting techniques, news source, news report, qualities of news report, structure of news report, news element, sources-types- pitfalls and problem in reporting- attribution-off - the-record-embargo-pool reporting; follow up-advocacy, interpretation, investigation.

### **Unit 3**

Different types of reporting-beat, investigative, depth, interpretative, reporting science, sports, crime, international affairs, courts, society, culture, politics, commerce and business, education etc.

### **Unit 4**

Different types of stories; curtain raiser, news analysis, news features, developing stories, breaking news, exclusive stories and scoops, practical exercise in reporting, analysis of difference kinds of news reports.

## **Recommended Reading List:**

1. Freelance & Staff Writer – William Rivers
2. The Writing Process – Gray
3. Article & Feature Writing – Helson
4. News Editing – Bruce H. Westley
5. Art of Editing – Baskette & Scissors
6. Editing – T.J.S. George
7. News Reporting & Editing – K.M. Srivastava

## **Paper 4 Editing**

### **Unit 1**

Concept and importance of editing, editorial department- hierarchy, duties of editorial staff, news editor, chief sub-editor, desk and distribution of work, type and sources of news copy. Elements of editing, news flow and co-ordination of copy, headlines- techniques, styles, purpose and kinds,

### **Unit 2**

Rewriting, integrating copy, proof reading, editing and proof reading symbols, editing of special pages. Concept of design and lay out, elements of design, types of layout of various pages, editing techniques to add variety, use of graphics, and so on, practical exercises in editing and layout analysis of layout of news paper and magazine pages.

### **Unit 3**

Practical exercises in translation of news agency copy.

### **Unit 4**

Practical exercises in translation of news reports.

### **Recommended Reading List:**

1. News Editing - Bruce H. Westley
2. Art of Editing - Baskette & Scissors
3. Editing - T.J.S. George
4. News Reporting & Editing - K.M. Srivastava
5. Professional Journalism - M.V. Kamath
6. Journalism handbook - M.V. Kamath
7. News reporting and Editing - K.M. Srivastava

## **Paper 5 Development of Gujarat Journalism**

### **Unit 1**

Origin and development of Gujarati journalism, early attempts at newspapers in Gujarati, Jijibhai Behramji and Mumbai Courier, different phases of the development of Gujarati Journalism in Gujarat and Mumbai, significance and highlights of each phase, phase 1880-1919, contribution of Parsis in Gujarati journalism; Mumbai Samachar, Mumbai Chabuk, Jame Jamshed, Bhudhi Prakash, Vartaman, Raste Gofar, Satya Prakash, Praja Bandhu, Sanj Vartaman, Kheda Vartamanpatra, Sayajivijay, Satyamitra, Kyasare Hind,

### **Unit 2**

Prominent journalists in the history of Gujarati journalism, Zaverchand Mehghani, Daulat Ram, Icchram Desai and Dadabhai Navaraji, Narmad as a journalist, literateur and social reformer, Dandiyo and its significance.

### **Unit 3**

Gujarati Journalism from 1920 to 1947, Gandhiji and his journalism, Indian Opinion, Navjivan, Harijan, Young India, Hind Swaraj, Journalism of Saurashtra, Prominent journalists others Post independence Gujarat journalism, Magazines in Gujarati, their development and significance.

### **Unit 4**

Prominent Gujarati newspapers and magazines of the decade; Gujarat Mitra, Gujarat Samachar, Sandesh, Gujarat Mitra, Samakaleen, Mumbai Samachar, Kutch Mitra, Saurashtra Samachar, and so on Magazines: Chitrlekha, Aha Zindagi, Abhiyan and other, Prominent Gujarati journalists and columnists of the day.

### **Recommended Reading List:**

1. Gujarati Patrakaratva No Itihas – Ratan Marshal
2. Akhbaro nu Avalokan – Yasin Dalal
3. History of Journalism- Dr.D.S.Mehta

# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

## Semester 2

### **Paper 6 Introduction to Corporate Communication and Advertising.**

#### **Unit 1**

Evolution and history of public relations, philosophy and definitions of PR, PR and allied disciplines, publicity, advertising, propaganda and public opinion; PR as a management function, functions, qualities of a Public Relations Officer/Corporate Communicator, Objectives of PR, Public Relations Department; setup and structure

#### **Unit 2**

Different 'publics' and their characteristics, internal and external public, employee relations, community relations, shareholder relations, consumer relations, mass media relations, tools of PR; press conference, press release, events, news reports, house journal, corporate films, corporate advertisements.

#### **Unit 3**

Concept of marketing and marketing communications, advertising, sales promotion, publicity, and personal selling, definitions of advertising, role, effects, criticism and benefits of advertising, classification of advertising, advertising agency structure and function of various departments, account, creative, media, planning, consumer analysis, product analysis and market analysis.

#### **Unit 4**

Psychology of advertising, how advertising works, parts of an advertisement, creativity in advertising, defining creativity, stages in the creative process, creative brief, advertising appeals, copy writing and different kinds of copy, practical exercises in copy writing, different creative strategies, USP, brand image, brand segmentation, brand personality.

#### **Recommended Reading List:**

1. Advertising Management – B R Rathod
2. Foundations of Advertising – Chunnawalla and Sethia
3. Advertising – Wright, Warner and Zeigler
4. Introduction to Marketing – Philip Kotler
5. Brand Personality – Subroto Sengupta
6. Handbook of Public Relations – D.S. Mehta
7. Effective Public Relations – Cutlip and Centre
8. Public Relations -- Anil Basu

## **Paper 7 General Knowledge**

### **Unit 1**

Perspectives in Political System: Constitution, preamble and fundamental rights, government making, federalism, issues in governance at state and central levels of state autonomy, politics at the district level, panchayati raj, elections and governance. Party system, study of national parties and important regional parties, electoral system, process. Centre-state relations. Indian Administrative service.

### **Unit 2**

Perspectives in History: Mughul period in India, 1857 first war of independence, first and second world wars, Indian national movement, issues problems of post independence India, Constitution and preamble, issues in Nehruvian era, political developments, emergency and its impact on Indian polity, Panchayati Raj,

### **Unit 3**

Perspectives in Indian economy: economic development, characteristics of underdevelopment, India as a developing economy, five year plans, concepts like national income, GDP and per capita income, budgetary allocation, issues in the industry, agricultural and service sector, human development and its aspects: education, poverty, inequality, gender issue, concept and perspective

### **Unit 4**

Gujarat: history, geography, polity, political development, economic development, agriculture and industrial development, human development in Gujarat, gender development, tourism, literature, arts, tribal, sports and other current issues.

### **Recommended Reading List**

1. Manorama Year Book
2. Competition Success Review and Civil Services Chronicle (magazines)
3. Newspapers and Newsmagazines

## **Paper 8 Feature Writing and Editorial Writing**

### **Unit 1**

Concept of feature, different type of features, photo, travelogues, life style stories, interviews, personality sketch, reviews, timeless features

### **Unit 2**

Process of features writing; idea generation, data collection, data processing and writing of feature, structure of a feature story, lead and its type, use of picture and graphics, and graphics,

### **Unit 3**

Analysis of content of magazines and news papers supplements, practical exercise in feature writing, analysis of different features

### **Unit 4**

Concept of editorial, different type of editorials, content of edit page, objectives of editorial, and language of editorial, practical exercises in editorial writing, analysis of editorials.

### **Recommended Reading List:**

1. Freelance & Staff Writer – William Rivers
2. The Writing Process – Gray
3. Article & Feature Writing – Helson
4. News Editing – Bruce H. Westley
5. Art of Editing – Baskette & Scissors
6. Editing – T.J.S. George
7. News Reporting & Editing – K.M. Srivastava

## **Paper 9 Translation**

### **Unit 1**

Practical exercises in translation of news agency copy.

### **Unit 2**

Practical exercises in translation of news reports.

### **Unit 3**

Practical exercises in translation of features and articles.

### **Unit 4**

Practical exercises in translation of editorials.

## **Paper 10 Print Journalism**

This segment consists of practical work in reporting, feature and editorial writing, news selection, subbing, headline writing, rewriting, and page make-up and layout exercises as enumerated in the first and second semester. Ten assignments of 10 marks each are given to the students for a total of 100 marks. There is no external exam in this paper.

# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

## Semester 3

### Paper 11 Media Laws and Ethics

#### Unit 1

Constitution of India, Preamble, fundamental rights- freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media, provision for legislature parliamentary privileges and media.

#### Unit 2

Brief history of press law in India- contempt of courts act 1971- civil and criminal law of defamation- relevant provisions of Indian penal code with sedition, crime against women and children, laws dealing with obscenity.

#### Unit 3

Official Secrets Act 1923 vis-à-vis right to information, Press and Registration of Books act 1867, Working Journalist and other news paper employees (condition of service & miscellaneous provisions) Act 1955, Copy right act.

#### Unit 4

Media's ethical problems and accountability, Press council of India and Press commissions, Code of conduct journalism, television journalism, Doordarshan, Akashwani, advertising, and public relations.

#### Recommended Reading List:

1. Press Laws – Durgadas Basu
2. Media Laws and Indian Constitution – kundra, S
3. Freedom of Press
4. Facets of Media Law

## **Paper 12 Translation and General Knowledge**

### **Unit 1**

Practical exercises in translation of articles and features.

### **Unit 2**

Practical exercises in translation of editorials.

### **Unit 3**

Perspectives in international issues: India's foreign policy with Europe, USA, Russia, Middle east nations and neighbours, UN agencies and their functions, NAM, European Union, ASEAN, SAARC, SAFTA, OIC, OPEC, OAC.

### **Unit 4**

Global issues: problems and prospects: economic and political scenario, economic recession, global terrorism, fundamentalism, global warming and climate change, issues of development of third world countries, globalization, WTO, G8, G20, IMF

### **Recommended Reading List**

1. Manorama Year Book
2. Competition Success Review, Civil Services Chronicle (magazines)
3. Newspapers and Newsmagazines

## **Paper 13 Development Communication**

### **Unit 1**

Development meaning , concept , process and models of development- theories – origin –approaches to development; problems and issues in development, characteristic of developing societies, developments dichotomies, gap between developed and developing societies.

### **Unit 2**

Development communication; meaning – concept –definition- philosophy- process- theories –role of media in development – strategies in development communication- social-cultural and economic barriers- case studies and experience- development communication policy – strategies and action plans – democratic decentralization, panchayati raj – planning at national , state, regional , district, block, and village levels.

### **Unit 3**

Agricultural communication and rural development, diffusion of innovation- case studies of communication support to agriculture. Development support communication; population and family welfare-health-education and society-environment.

#### **Unit 4**

Development and rural extension agencies; problems faced in effective communication, micro-macro economic frame work available for actual development activities – case studied on development communication programmes.

#### **Recommended Reading List**

1. Development communication & Journalism- Dr.Subhesh Chand Sharma,Sweta Bakshi.
2. Communication, Development & Civil Society-V.S.Gupta.
3. Other Voices - Vinod Pavrala and Kanchan K Malik
4. Development Communication: Srinivas Melkote

#### **Paper 14 New Media Technology**

This paper is a practical oriented paper in which the following topics are covered by a introduction to the theory and practical exercises in the same 1. Searching and downloading of information; 2. Establishing e-mail address; 3. Accessing, (receiving) sending and replying e-mail; 4. Sending and forwarding e-mail to multiple recipients; 5. Chatting over Internet; 6. Networking with special interest groups; 7. Designing home pages. 8. Creating and writing blogs. 9. Internet advertisements. There is a continuous evaluation of 10 assignments of 10 marks for a 100 marks. There is no external exam in this paper.

#### **Paper 15 Communication Research**

##### **Unit 1**

Definition elements of research, scientific approach, research and communication theories, role, function, scope and importance of communication research, basic and applied research, research design components, experiments, quasi-experimental, bench mark, longitudinal studies, simulation, panel studies, co relation designs.

##### **Unit 2**

Methods of communication research, census method, survey method, observation method, clinical studies, case studies, content analysis. Tools of data collection, sources, media source books, questionnaire and schedules, people's meter. Diary method, field studies, logistic groups, telephone, surveys, online polls, random sampling method and representative ness of samples, errors and distributions in the finding.

##### **Unit 3**

Data analysis techniques, coding and tabulation, non-statistical methods, descriptive, historical statistical analysis, parametric and non-parametric, uni-variate, multi-variate, tests of significance, levels of measurement, central tendency, tests of reliability and validity, SPSS and other statistical packages.

#### **Unit 4**

Application of media research, evaluation, feedback, media habits, public opinion surveys, pre-election studies and exit polls, ethical perspective of mass media research.

#### **Recommended Reading List:**

1. Mass Media Research – Wimmer and Dominick
2. Research Methodology in social Science – Devendra Thakur
3. Methodology in Social Sciences – G.C. Pande
4. Theory & Research in Mass communication- David K. Perry
5. Research Methodology: Wilkinson and Bhandarkar

#### **Semester 4**

#### **Paper 16**

#### **Development of Print Media in India**

##### **Unit 1**

Early communication system in India – development of printing – early efforts to publish newspapers in different parts of India, newspapers and magazines in the nineteenth century First war of Indian Independence and the press – issues of freedom, both political freedom and press freedom, birth of the India language press – contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.

##### **Unit 2**

The Indian press and freedom movement --- Mahatma Gandhi and his journalism, social, political and economic issues before Independence and the Indian press, historical development of important newspapers and magazines in English, important personalities of Indian journalism.

##### **Unit 3**

Contribution of English Press to India's Independence, Post independence phase of English Press, Indian Opinion, JP's role in print media, Press of free nation, News papers and magazines in the nineteenth century

##### **Unit 4**

New trends in print media, regional language newspaper, Contribution of Regional Language Newspaper, Role of magazines,

**Recommended Reading List:**

1. Journalism in India from the earliest times to the present day -- R. Parthasarathy
2. History of Journalism-Muniruddin.
3. History of Journalism-Priyanka Wadhwa.
4. History of Journalism- Dr.D.S.Mehta

**Paper 17 Corporate Communication****Unit 1**

Financial public relations, marketing public relations and community relations, specific tools for each; annual general meetings, annual reports, relations with share holders and financial institutions, events, shows, exhibitions, community welfare events, open house, personal contact.

**Unit 2**

Media relations, organisation of press conference, press release, features, interviews and special stories, media visits, press briefs – proactive and reactive media relations – relations with media during crisis, media centres during mega events, keeping track of media coverage, ethical aspects in media relations.

**Unit 3**

Defining strategy and its relevance in public relations, campaign planning, management and execution, stages in PR campaign; research, planning implementation and evaluation.

**Unit 4**

PR in public sector, private sector and multinationals, PR in central and state governments and functioning of various media units, PRSI code of ethics, role of PR/CC in crisis communication and disaster management, building a distinct corporate identity, role of technology in PR.

**Recommended Reading List:**

1. Handbook of Public Relations – D.S. Mehta
2. Public Relations – Cutlip and Centre
3. Public Relations – Sam Black
4. Public Relations Today – Subir Ghose
5. Dynamics of Public Relations – Ashok Arya

## **Paper 18 Advertising**

### **Unit 1**

Consumer behavior, models of consumer behavior, concept of market segmentation, advertising campaign planning; brief, pre-research, consumer profile, product analysis, market analysis, creative strategy, media strategy, planning the budget, coordinating with marketing communications, post-research.

### **Unit 2**

Visualization and visual, use of photographs, graphics, design principles, use of colour in design, types and fonts, stages in building of visual, story board and script for audio-visual advertisements, radio jingles, use of sound, words and music.

### **Unit 3**

Media characteristics-defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media buying.

### **Unit 4**

Advertising research: scope and objectives, research as a decision making tool, market research and advertising research, types of research, target marketing research, positioning research, pre-test research, post-test research, audience research. Laws relating to Advertising in India, AAI, ASCI and others.

### **Recommended Reading List:**

1. Advertising -- Wright, Warner, Zeigler
2. Marketing Management -- Philip Kotler
3. Advertising communication promotion management- Rositer & Perry
4. Foundation of Advertising theories & practice- S.A. Chunawala

## **Paper 19 Current Affairs**

### **Unit 1**

Current issues at the national level pertaining to science and technology, media, sports, arts, culture, literature, films and popular culture.

### **Unit 2**

Current issues at the national level pertaining to politics and the economy.

### **Unit 3**

Current issues at the national level pertaining to society like purdah, dowry, sati, child marriage, as also health, education, defense.

### **Unit 4**

Current issues at the state and city level: pertaining to politics, economy, health, development, sports, lifestyle, culture, arts, crafts, tourism, and gender issue and so on.

### **Recommended Reading List**

1. Manorama Year Book
2. Competition Success Review and Civil Services Chronicle (magazines)
3. Newspapers and Newsmagazines

### **Paper 20 Dissertation**

Every student will have to do a dissertation in any area of journalism detailed in the curriculum under the guidance of regular/ guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/ her choice. It should be a research based effort and should endeavor to create new knowledge in any area of journalism. The oral presentation of the dissertation is for 50 marks and the written presentation for 50 marks.