

**MOHAN LAL SUKHADIA UNIVERSITY
UDAIPUR (Rajasthan)**

**DEPARTMENT OF
JOURNALISM AND MASS COMMUNICATION**



**Syllabus
Of
BA IN MASS COMMUNICATION
W. E. F. Sept. - 2023**

SYLLABUS

BA IN MASS COMMUNICATION PROGRAMME

Department of Journalism and Mass Communication

(University College of Social Sciences and Humanities)

First Semester

1 Introduction to Journalism DCC code JMC 5000T

Second Semester

1 Introduction to Broadcast Media DCC DCC code JMC 5001T

Third Semester

1 Advertising and Public Relations DCC DCC code JMC 6002T

2 As per University Common Scheme SEC1

Fourth Semester

1 Media, Gender and Human Rights DCC DCC code JMC6003T

2 Citizen Journalism and Social Media SEC2 code JMCSEA630_T

Fifth Semester

1 Writing for Media DSE code JMC7100T

2 Current Affairs and language proficiency DSE code JMC7101T

3 Computer Application for Media DSE code JMC7102T

4 Editing and Page Designing SEC 3 code SEA730_T

Sixth Semester

1 News and feature Writing DSE code JMC7103T

2 Mobile Journalism DSE code JMC7104T

3 Audio Visual Media DSE code JMC7105T

4. Traditional Folk Media and Alternative Media SEC 4c ode SEA630_T

SEMESTER- I

SUBJECT- Journalism and Mass Communication

Code of the Course	JMC 5000T
Title of the Course	Introduction to Journalism
Qualification level of the Course	NHEQF Level 4.5
Credit of the Course	6 credits
Type of the Course	Discipline Centric Core Course (DCC) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	Foundation level (Equivalent to 10+2)
Co-requisites	Understanding of the Basic Journalism concepts
Objectives of the Course	This course intends to explore the students to the basic principles of Journalism and News. The course will illustrate how news values and Journalism ethics can be applied in real life media industry.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Journalism and News and to apply them to the real world.➤ The students will be able to learn the history of Indian press for different time periods➤ The students will analyse the News values and writing the News➤ The course will develop the understanding about the values and ethics of Journalism

BA First Semester
PAPER – I: Introduction to Journalism

UNIT- I	UNDERSTANDING NEWS AND COVERAGE			
18hrs	News: Meaning of News, Definition of News, Nature of News, and Types of News Covering Events: Covering Press conferences, Writing from Press releases; Types of Reporting Concept of news making; Process of News editing; Rules of Editing. Structure of a news story; Verifying the sources; Editorial Values;			
UNIT- II	INDIAN PRESS : HISTORY, LANGUAGE			
18hrs	Beginning of Press in India; Emergence of Vernacular Newspaper; Freedom Movement and Indian Press. Skills to Write News. Tabloid Press; Yellow Journalism.			
UNIT- III	ORGANISING THE NEWS STORY, CRITERIA FOR WORTHINESS			
18hrs	Organizing News Story; The 5 “W” and 1 “H”; Inverted Pyramid Style: Principles of News Selection. Use of Archives, Sources of News, Use of Internet. Writing for Newspaper, Writing for Radio, Writing for Television, Writing for Web.			
UNIT- IV	RESPONSIBILITY TO SOCIETY AND ETHICS IN JOURNALISM			
18hrs	Democracy and a free press, The Internet and the prospects for Democratic Media. Impact of Media on Children, Gender and Media, Media and Environmental issues.			
UNIT- V	VALUES AND ETHICS OF JOURNALISM			
18hrs	Values and Ethics of Journalism: Objectivity, Sincerity, truthfulness, accuracy, Decency, Impartiality, Crass commercialism, Sensationalism, Privacy, Obscenity; Conflicts of Interest; Journalism ethics and standards.			

REFERENCE BOOKS:

1. Melvin Mencher’s News Reporting and Writing, McGraw Hill
 2. Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.
 3. Practicing Journalism– Values, Constraints, Implications: Nalini Ranjan, Sage, 2005
 4. News Editing, Bruce H Westley
 5. Modern News Editing, Mark D. Ludwig, Gene Gilmore
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SEMESTER- II**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC 5001T
Title of the Course	Introduction to Broadcast Media
Qualification level of the Course	NHEQF Level 4.5
Credit of the Course	6 credits
Type of the Course	Discipline Centric Core Course (DCC) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	Foundation level (Equivalent to 10+2)
Co-requisites	Understanding of the Basic Broadcasting concepts
Objectives of the Course	This course intends to explore the students to the basic principles of Broadcast Media. The course will illustrate the working of Radio and Television media industry.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Communication and Radio to apply them to the real world.➤ The students will be able to learn the Development and Regulations related Radio for different time periods➤ The students will develop the understanding of different Radio programs and planning➤ The course will develop the understanding about the organisation and management of a radio station

A Second Semester
PAPER – II: Introduction to Broadcast Media

UNIT- I	MASS COMMUNICATION AND GROWTH OF BROADCASTING		
18hrs	Concept of Communication: Meaning and Definition, Functions of Communication, Types of Communication; Mass Communication: Audience, Feedback, Mass Media; Characteristics of Radio: Medium of Sound and Voice, Link between Speaker and Listeners, Mobile Medium,; The Role of Radio; Radio Programming: Today and Tomorrow. The Beginnings of Broadcasting: Vividh Bharati, Radio Rural Forums, Transistor Revolution, Arrival of Television, Growth of Radio in-the Last Two Decades.		
UNIT- II	TRENDS AND DEVELOPMENTAL BROADCASTING		
18hrs	Changes in Structures and Regulations: Changes in Structures, Changes in Broadcast Regulations Changes in the Mode of Transmission: FM Radio, Sky Radio, Digital Audio Broadcasting, Changes in Programme concepts. Development and Broadcasting: Concept of Development, Development Communication; Development Issues and Radio Programmes.		
UNIT- III	COMMUNITY RADIO AND DIGITAL TECHNOLOGIES		
18hrs	Concept of Community Radio; Community Radio: Some Initiatives -Community Radio in India, Radio through Internet : Advantages of Internet Broadcasting, Principles of Internet Operation.		
UNIT- IV	INTERACTIVE RADIO PROGRAMMES AND PLANNING		
18hrs	Interactivity in Radio Broadcasts; Types of Interactive Programmes : Listeners' Letters, OB-based Programmes, Forum Programmes, Phone-in Programmes, Voice mail and E-mail-based Programmes, Audio Conferencing and Radio Bridges ; Interactivity in Programme Evaluation.		
UNIT- V	ORGANISATION AND MANAGEMENT OF A RADIO STATION		
18hrs	Organizational Setup: Types of Organizations, Principles of an Organizational Setup, Organizational Structure of All India Radio; Types of Radio Stations: National Chanel, Regional Station, Sub-regional Station, Local Station, Other Stations Offices, Private Radio Stations. Broadcast Management in India; Radio Station Management in the Public Sector.		

REFERENCE BOOKS:

1. Barua U.L. This is All India Radio, Publication Division, New Delhi
2. Chatterji. P.C. Broadcasting in India, Sage, New Delhi
3. Berg, Jerry. Broadcasting on the Short Waves, 1945 to Today, McFarland, Jefferson
4. World Radio TV Handbook 2013: The Directory of Global Broadcasting, WRTH, London.

SEMESTER- III

SUBJECT- Journalism and Mass Communication

Code of the Course	JMC 6002T
Title of the Course	Advertising and Public Relations
Qualification level of the Course	NHEQF Level 5
Credit of the Course	6 credits
Type of the Course	Discipline Centric Core Course (DCC) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	Intermediate level
Co-requisites	Understanding of the Basic Advertising and Public Relations concepts
Objectives of the Course	This course intends to explore the students to the basic principles of Advertising and Public Relations. The course will illustrate how Advertising and Public Relations can be applied in real life PR industry.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Advertising, and Functions & Elements of Advertising➤ The students will be able to learn the Models of Advertising and Advertising agency➤ The students will analyse the Advertising Planning and Copywriting➤ The course will develop the understanding about the concepts and principles of Public Relations and PR organizations

BA-III Semester

PAPER I: Advertising and Public Relations

UNIT- I	CONCEPT, TYPES AND ELEMENTS OF ADVERTISING
18hrs	Introduction to Advertising: Concept, Objectives and Functions of advertising, brief history of advertising. Classification of Advertising – based on function, region, target markets, company demand, and desired responses and on the type of media used to issue advertisements. Basic elements of Advertising – slogan, headlines, subheads, illustrations, copy, product, trademark.
UNIT- II	MODEL OF ADVERTISING, MEDIA AND AGENCY
18hrs	Concept, Factors for selecting and appropriate media, Problems in media selection, public relations advertising, Classification of advertising media – print, audio-visual, outdoor and transit media and indoor media. Concept, History, Types of Advertising agency.
UNIT- III	ADVERTISING PLANNING AND COPYWRITING
18hrs	Strategic planning, advertising plan, target audience, advertising and marketing mix, concept of media buying and space selling. Concept of Advertising copywriting, techniques of writing a copy, copy writing for radio, television and film.
UNIT- IV	CONCEPT, GROWTH DEVELOPMENT AND FUNCTIONS OF PUBLIC RELATIONS
18hrs	Nature of Public Relations; Definitions of Public Relations; Objectives of Public Relations; Scope of Public Relations. Growth and Development of Public Relations; Pioneers of Public Relations; Public Relations in India ; Modern Public Relations in India; Future prospect of Public Relations.
UNIT- V	PUBLIC RELATIONS PRACTITIONERS AND ORGANISERS
18hrs	Propaganda and Publicity; Public Relations Officer: Duties and Responsibilities, Qualities of a good Public Relations Officer. Public Relations Society of India, Public Relations Council of India, Public Relations Consultants Association of India.

REFERENCE BOOKS:

1. Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey.
2. 'Ogilvy on advertising'. David Ogilvy. 3. PR principles, cases and problems', Moor and Canfield.
4. The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.
5. Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi.
6. Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey.

SEMESTER- IV**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC6003T
Title of the Course	Media, Gender and Human Rights
Qualification level of the Course	NHEQF Level 5
Credit of the Course	6 credits
Type of the Course	Discipline Centric Core Course (DCC) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	Intermediate Level
Co-requisites	Understanding of the Basic Media, Gender and Human Rights concepts
Objectives of the Course	This course intends to explore the students to the basic principles of Media, Gender and Human Rights. The course will illustrate media literacy and policy, and Development Communication.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Media and Society, and Public Opinion➤ The students will be able to learn the Media Literacy and Media Policy➤ The students will analyse the Relationship between Gender and Media➤ The course will develop the understanding about the concepts and principles of Human Rights and Media

BA-IV Semester

PAPER I DCC: Media, Gender and Human Rights

UNIT- I	UNDERSTANDING MEDIA AND SOCIETY			
18hrs	Defining Society and Mass Media: Historical Context, Information Age Context; Interpolation of Media and Political System; Corporate Control of Media; Regulation versus Self-Regulation. Media and Public Opinion: Role of Media in Forming Public Opinion, Relationship between Media and Society.			
UNIT- II	MEDIA LITERACY AND MASS MEDIA POLICY			
18hrs	Media Literacy: Concept and Definition : Need for Media Literacy, Functions of Media Literacy ; Process of Media Literacy ; Core concepts of Media Literacy : Messages are constructed, Messages are constructed using, creative language, Different people experience same media message differently, Media have embedded values, Messages are organized to gain power ; Evaluation of the Credibility of Information Mass Media Policies :Meaning of Media Policy : Objectives of Media			
UNIT- III	DEVELOPMENT COMMUNICATION			
18hrs	Approaches to Development ; Concept of Development Communication : Definitions, Philosophy, Features ; Media and Development Communications : Mass Media, Alternative Media, Traditional Media ; Development Communication and New Technologies			
UNIT- IV	GENDER AND MEDIA			
18hrs	Relationship between Gender and Media ; Visibility and Invisibility; Portrayal and Representation ; Gender in Mainstream and Alternate Media ; Implications of Gender-Media Relationship : Stereotyping, Socialization, Women communicators, Women's Issues			
UNIT- V	HUMAN RIGHTS AND MEDIA			
18hrs	History and Development of Human Rights ; Human Rights: Conceptual and Theoretical Framework, Different Theories of Rights, Critique ; Human Rights: Legal Framework : Media, Society and Human Rights			

REFERENCE BOOKS:

1. Baehr, Peter R. (1999), Human Rights: Universality in Practice, New York: Palgrave.
2. Edmundson, William A., (2004), An Introduction to Rights, New York: CUP
3. Kothari, Smitu and Harsh Sethi (ed.) (1991), Rethinking Human Rights: Challenge for theory and Action, Lokayan, Delhi.
4. Bathla, Sonia, Women, Democracy and the Media: Cultural and Political Representation in the Indian Press, Sage, New Delhi, 1998

SEMESTER- IV

SUBJECT- Journalism and Mass Communication

Code of the Course	SEA630_T
Title of the Course	Citizen Journalism and Social Media
Qualification level of the Course	NHEQF Level 5
Credit of the Course	2 credits
Type of the Course	Skill Enhancement Course (SEC2) in Mass Communication
Delivery type of the Course	30 Lectures
Prerequisites	Intermediate Level
Co-requisites	Understanding of the Basic of Citizen Journalism and Social Media
Objectives of the Course	This course intends to explore the students to the basic principles of Citizen Journalism and Social Media. The course will illustrate how Citizen Journalism and Social Media works in current scenario.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Social Media, and History of Internet➤ The students will be able to learn the Types and Characteristics of Social Media➤ The course will develop the understanding about the concepts and principles of Citizen Journalism➤ The students will learn about the synergy between Mass Media and Social Media

PAPER II SEC 2: Citizen Journalism and Social Media

UNIT- I	INTRODUCTION TO SOCIAL MEDIA			
6 Hrs	Definition of Social Media and History of Social Media Impact of Internet ; History of Internet ; Social Media ; Definitions of Social Media ; Some Prominent Examples of Social Media ; History of Social Media ; Using Social Media for reporting			
UNIT- II	TYPES OF SOCIAL MEDIA			
6 Hrs	Types of Social Media, Facebook, Twitter-X, WhatsApp, Instagram YouTube Etc.Common Features of Social Media ;			
UNIT- III	Characteristics of Social Media			
6 Hrs	Learning Objectives ; Introduction ; Popularity of Social Media ; Characteristics of social media ; Criticism of Social Media ;			
UNIT- IV	Synergy between Social and Mainstream Media			
6 Hrs	Functions of Mass Media; Functions of Social Media; Synergy between Mass Media and Social Media; Social Media for Reporting, Fact Finding and Editing.			
UNIT- V	Citizen Journalism			
6 Hrs	Definition of Citizen Journalism; Citizen Journalism in Mass Media; Citizen Journalism in Mass Media: Indian Perspective; Scope of Citizen Journalism in the Social Media Age; Citizen Journalism and Social Media in India.			

REFERENCE BOOKS:

1. Mathur. , Social Media and Networking: Concepts, trends and Dimensions
2. Allan, S., & Thorsen, E. (Eds.). (2009). Citizen Journalism: Global Perspectives. New York: Peter Lang Publishing, Inc.
3. Flew, T. (2002). New Media: An Introduction. UK: Oxford University Press.
4. Ganesh, T. K. (2006). Digital Media: Building the Global Audience. Delhi: GNOSIS Publishers of Educational Books.
5. Singh, J.K., Mass Media and Information Technology, Jaipur: Mangal Deep Publication.
6. Jagdish Chakraborty, (2003) Cyber Media Journalism: Emerging Technologies.
7. [Illegible text]
8. [Illegible text]

SEMESTER- V

SUBJECT- Journalism and Mass Communication

Code of the Course	JMC7100T
Title of the Course	Writing for Media
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	6 credits
Type of the Course	Discipline Specific Elective Course (DSE) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	High Level
Co-requisites	Understanding of the Basics of Writing for Media
Objectives of the Course	This course intends to explore the students to the basic principles of Writing for Media. The course will illustrate Editing and layout designing.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Communication and its types➤ The students will be able to learn the Editing and layout designing➤ The students will analyse the Language proficiency and Translation➤ The course will develop the understanding about the concepts and principles of News and Feature writing, and Editorial & column Writing

BA-V Semester

DSE: Writing for Media

UNIT- I 18hrs	Introduction to communication- Definition, concepts, nature, importance, types of communication			
UNIT- II 18hrs	Editing and layout designing-organization and operation of the newsroom of a daily newspaper, need and tools of editing			
UNIT- III 18hrs	Language proficiency- language of journalism, problems of translation in journalism, translations from English to Hindi and Hindi to English, phrases and paragraphs			
UNIT- IV 18hrs	News & feature writing- definition of news, sources of news, essentials of news writing, 5W's & 1 H, types of news stories, different types of feature			
UNIT- V 18hrs	Editorial writing, Column writing			

REFERENCE BOOKS:

1. Anura Goonasekera and Paul Lee T.V. Without Borders AMIC, Singpour.
2. While T. Broadcast, News writing MacMillian New York.
3. Rivers Wlliams and work Alison Writing for the Media.
4. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication.
5. Journalism Online, Mike Ward, Focal Press.
6. Anne Wysocki, Writing New media -Theory and Applications for expanding the teaching of composition.
7. Writing Machines -Katherine Hayles
8. Writing for the media- Sunny Thomas
9. The Language of New Media -Lev Manovich

SEMESTER- V**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC7101T
Title of the Course	Current Affairs and language proficiency
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	6 credits
Type of the Course	Discipline Specific Elective Course (DSE) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	High Level
Co-requisites	Understanding of the Basics of Current Affairs and language proficiency
Objectives of the Course	This course intends to explore the students to the basic principles of Current Affairs and language proficiency. The course will cover international and national current affairs and translation.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts international and national current affairs➤ The students will be able to learn the State current affairs and major developments of state➤ The students will analyse the Language proficiency and Translation➤ The course will develop the understanding about the concepts and principles of language of Journalism

Semester V

DSE: Current Affair and language proficiency

UNIT- I 18hrs	International and National Current Affairs, Major projects launched in India, Distinguished and well known personalities, various prizes and awards.			
UNIT- I 18hrs I	Rajasthan state current affairs, major developmental projects in the state, well known personalities and awards.			
UNIT- III 18hrs	Translation: Meaning, nature and problems, translation: Art or Science, Translator: eligibilities, duties and responsibilities,			
UNIT- IV 18hrs	Problems of translation in Journalism, Translations from English to Hindi and Hindi to English in words, phrases and paragraphs.			
UNIT- V 18hrs	Language proficiency: Language of Journalism, Hindi Language: Standard form and standard compose. Vocabulary and styles of Hindi Journalism.			

REFERENCE BOOKS:

1. K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
2. D.C. Bhattacharya: Indian Politics and Government;
3. D.C. Bhattacharya: Bharatiya Rajniti O Shashon Byabostha;
4. The students are should to read India Today, Outlook, The Week, Seminar, Biblio, Economic and Political Weekly and Newsweek magazines regularly apart from reading newspapers such as The Hindu, Times of India, The New Indian Express, The Indian Express and The Deccan Chronicle.
5. J.C. Nesfield, (2001)English Grammar Composition & Usage. Macmillan Publishers.
6. S.C.Gupta, (2016)General English for all competitive exams. Arihant Publications
7. Sanjay Kumar and Pushp Lata, (2015)Communication Skills. Oxford University Press.
8. Taylor Grant, (2001)English Conversation Practice. New Delhi:Tata McGraw Hill.
9. Mohan Krishna and Banerji Meera, (2015)Developing Communication Skills. New Delhi: MacMillan India Ltd.
10. Oxford English Grammar (2005).

SEMESTER- V

SUBJECT- Journalism and Mass Communication

Code of the Course	JMC7102T
Title of the Course	Computer Application for Media
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	6 credits
Type of the Course	Discipline Specific Elective Course (DSE) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	High Level
Co-requisites	Understanding of the Basics Computer Application for Media
Objectives of the Course	This course intends to explore the students to the basic principles of Computer Application for Media. The course will cover the concept of Internet and online publication.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of computer➤ The students will be able to learn the MS office and Internet➤ The students will analyse the online papers and other publication➤ The course will develop the understanding about the concepts and principles of page maker, Photoshop, and page setup

Semester V

DSE: Computer Application for Media

UNIT- I 18hrs	Types of Computers Hardware and Software; Digital Technology, Keyboard Functions. MS office and its applications			
UNIT- II 18hrs	Word with features, Excel, Access, Power point Presentation, Important commands			
UNIT- III 18hrs	Concept & practice of internet, how to access a portal/ website, Popular search engines, Concept of Web Journalism			
UNIT- IV 18hrs	On-line papers & magazines, writing for on-line publications, Popular on-line Journals			
UNIT- V 18hrs	Practical sessions in Page Maker, Quark-express, Photoshop. Page setup, Printing			

REFERENCE BOOKS:

1. Singhai, Rahul, Computer Application for Journalism
2. Mehta, Subhas, Computer and Communication
3. Wilson, Barbara, Information Technology: The Basics
4. Digitizing the News: Innovation in Online Newspapers (Inside Technology) (Paperback) by Pablo Boczkowski
5. Online Journalism: Principles and Practices of News for the Web (Paperback) by James C. Foust
6. Flash Journalism: How to Create Multimedia News Packages (Paperback) by Mindy McAdams
7. How to start Vlogging: A complete Beginner's Guide -Derrick Hayes
8. Twitter for success: Achieve writing success 25 words at a time -Angela Booth
9. Blogging for beginners: Learn how to start and maintain a successful blog the simple way - Terence Lawfield

SEMESTER- V

SUBJECT- Journalism and Mass Communication

Code of the Course	SEA730_T
Title of the Course	Editing and Page Designing
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	2 credits
Type of the Course	Skill Enhancement Course(SEC 3) in Mass Communication
Delivery type of the Course	30 Lectures
Prerequisites	High Level
Co-requisites	Understanding of the Basics of Editing and Page Designing
Objectives of the Course	This course intends to explore the students to the basic principles of Editing and Page Designing. The course will illustrate film production.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Editor and Editing, and Press Copy➤ The students will be able to learn the Page layout designing➤ The students will analyse the visual material and visual editing➤ The course will develop the understanding about the concepts and principles of Film Production

Semester V

SEA3: Editing and Page Designing

UNIT- I 6hrs	Editor: Concept, duties and responsibilities. Writing of editorial, Structure of Editorial desk. Sub-editor-duties & responsibilities.			
UNIT- II 6hrs	Press copy; Press Vocabulary, Proof corrections, Working of Agency & editing of its Press copy.			
UNIT- III 6hrs	Page Designing Concept and Principles, Designing of main page along with other pages, Writing of heading.			
UNIT- IV 6hrs	Visual material – Photo graphics, Cartoons selection, Editing and presentation, Visual editing (Linear and non-linear), Micro photos and light designing.			
UNIT- V 6hrs	Film production: responsibilities of director, producer and other teams and film budgeting.			

REFERENCE BOOKS:

1. Baskette and Scissors, (2000)The Art of Editing. Allyn and Bacon Publication.
2. S.N. Chaturvedi, (2007)Dynamics of Journalism and Art of Editing. Cyber Tech Publications.
3. Wilson, Barbara, Information Technology: The Basics
4. Ryan M. Thornburg, (2010)Producing Online News: Stronger Skills, Stronger Stories, CQ Press
5. College Christopher Callhan, (2002)A Journalist Guide to the Internet: The Net as a Reporting Tool, Pearson/ Allyn and Bacon

SEMESTER- VI

SUBJECT- Journalism and Mass Communication

Code of the Course	JMC7103T
Title of the Course	News and feature Writing
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	6 credits
Type of the Course	Discipline Specific Elective Course (DSE) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	High Level
Co-requisites	Understanding of the Basic News and feature Writing
Objectives of the Course	This course intends to explore the students to the basic principles of News and feature Writing. The course will cover the different types of writing.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of News and News writing➤ The students will be able to learn the different types of writing for different medium➤ The students will analyse the difference between feature and other writing style➤ The course will develop the understanding about the concepts and principles of feature and its types

Semester VI

DSE: News and Feature Writing

UNIT- I 18hrs	News: Definition, Elements, Structure, Source of News and collection. Various areas and types of news-writing. Intro-writing.			
UNIT- II 18hrs	Investigatory, analytical and Survey Oriented news-writing. Radio, Television and Cyber news-writing.			
UNIT- III 18hrs	Correspondent: Concept, Duties & Responsibilities and different types of Correspondents. News dispatch: ways, means and devices.			
UNIT- IV 18hrs	Main devices of Feature and its writing: Feature – Definitions, characteristics, name and types of features; selections of theme for feature. Planning of a feature page.			
UNIT- V 18hrs	Difference between feature article and a news, Main devices of writing the cover story, article, reports, public opinion, survey, reviews.			

REFERENCE BOOKS:

1. While T. Broadcast, News writing MacMillian New York.
2. Rivers Wlliams and work Alison Writing for the Media
3. Melvin Mencher's News Reporting and Writing, McGraw Hill.
4. KM Srivastava, News Reporting and Editing. Sterling Publishers
5. Chris Frost (2001), Reporting for Journalists. London: Routledge.
6. Wynford Hicks , Writing for Journalists. London
7. Bruce Itule and Douglas Anderson, (2006)News Writing and Reporting for Today's Media. McGraw Hill Publication.
8. Susan Pape and Sue Featherstone (2006), Feature Writing: A Practical Introduction. New Delhi: Sage Publications.

SEMESTER- VI**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC7104T
Title of the Course	Mobile Journalism
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	6 credits
Type of the Course	Discipline Specific Elective Course (DSE) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	High Level
Co-requisites	Understanding of the Basic Mobile Journalism
Objectives of the Course	This course intends to explore the students to the basic principles of Mobile Journalism. The course will cover the concept of storytelling and publishing through social media.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Mobile Journalism➤ The students will be able to learn the role of editor in social media and production process in MOJO➤ The students will analyse the Art of storytelling on online platforms➤ The course will develop the understanding about the concepts of online publishing platforms

Semester VI

DSE: Mobile Journalism

UNIT- I	Introduction to mobile and social media			
18hrs	Mobile and Social Media Journalism-Past, Present and Future; introduction to social media, social media in the community, smartphone addiction, mobile and social media- two sides of the same coin ; Personalized, portable, social and always on mapping the mobile and social media landscape; Mobile wars; Technology and identity.			
UNIT- II	The MoJo			
18hrs	Mobile journalism; role of the mobile editor ; role of the social media editor; publishing on mobile; social networks for news; Journalism and social media- best of frenemies; Predicting the future, social media influencer.			
UNIT- III	MoJo: Production and resources			
18hrs	Postproduction on a smart phone; mojo social networks and social media; file delivery and phone management; ethical and legal aspects of mojo; mojo resources, Live from mobile, Reach of audience.			
UNIT- IV	Art of story telling			
18hrs	An appropriate ways to tell the story; raw versus packaged news; breaking news: live blogging and live tweeting; curation and aggregation; packaged journalism; telling stories with data; horizontal storytelling and 'stories' format.			
UNIT- V	Publishing directly to social media			
18hrs	Distributed content : from social – first to social only; key challenges in creating content for many platforms; risks; platforms and media publishers- best of frenemies; social media site examined; media metrics; tracking audience sentiment : trends tools. Reels, short videos.			

REFERENCE BOOKS:

1. Slater, Don (2013). , New media development & globalization.
2. Vincent Miller(2011) Understanding digital culture. Sage Publications
3. Siapera, Eugenia.(2011) Understanding new media. Sage.
4. Grossman, Iran Protests: Twitter, the Medium of the Movement.
5. Lemann, Nicholas.(2006), Amateur Hour: Journalism Without Journalists.
6. Ryan M. Thornburg, (2010)Producing Online News: Stronger Skills, Stronger Stories, CQ Press College

SEMESTER- VI**SUBJECT- Journalism and Mass Communication**

Code of the Course	JMC7105T
Title of the Course	Audio Visual Media
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	6 credits
Type of the Course	Discipline Specific Elective Course (DSE) in Mass Communication
Delivery type of the Course	75(60 Lectures+ 15 formative and Diagnostic Assessment) and 15 tutorials
Prerequisites	High Level
Co-requisites	Understanding of the Audio Visual Media
Objectives of the Course	This course intends to explore the students to the basic principles of Audio Visual Media. The course will cover the committees on broadcasting.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of communication and its aspects➤ The students will be able to learn about the history and working style in Radio and TV➤ The students will know about the committees on broadcasting and other regulations➤ The course will develop the understanding about the concepts and principles of Films

Semester VI

DSE: Audio Visual Media

UNIT- I 18hrs	Communication: Definition, Concepts, nature, importance, types of communication. Social and Psychological aspects of Communications. Mass Communication and Cyber media.			
UNIT- II 18hrs	Radio and Television: Origin, Growth and Development, Satellite communication, Writing and presentation of Radio and Television programmes.			
UNIT- III 18hrs	Reports of various Committees on Broadcasting, Telecasting media, Working of Prasar Bharti, Cable regulations, DTH.			
UNIT- IV 18hrs	Film: Importance and impact, films in India			
UNIT- V 18hrs	Set-up of FM Stations, responsibilities of Station Head, Radio Jockeys and writing of script for FM and radio jockeys.			

REFERENCE BOOKS:

1. Barua U.L. This is All India Radio, Publication Division, New Delhi
2. Chatterji. P.C. Broadcasting in India, Sage, New Delhi
3. Berg, Jerry. Broadcasting on the Short Waves, 1945 to Today, McFarland, Jefferson
4. World Radio TV Handbook 2013: The Directory of Global Broadcasting, WRTH, London.
5. White, Ted. Broadcast news writing, Reporting and producing, Focal Press, Oxford,
6. Alan Armer. Directing Television and Film, Wadsworth Pub., California,
7. Chatterjee, P.C., Broadcasting in India, Sage, 1987
8. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India , 1986

SEMESTER-VI

SUBJECT- Journalism and Mass Communication

Code of the Course	SEA630_T
Title of the Course	Traditional Folk Media and Alternative Media
Qualification level of the Course	NHEQF Level 5.5
Credit of the Course	2 credits
Type of the Course	Skill Enhancement Course(SEC4) in Mass Communication
Delivery type of the Course	30 Lectures
Prerequisites	High Level
Co-requisites	Understanding of the Basic Traditional Folk Media and Alternative Media
Objectives of the Course	This course intends to explore the students to the basic principles of Traditional Folk Media and Alternative Media. The course will illustrate how Traditional Folk Media and Alternative Media can be used to communicate.
Learning Outcomes	<ul style="list-style-type: none">➤ This course enables students to understand the basic concepts and principles of Traditional Folk Media and its types➤ The students will be able to learn the role of Traditional Folk Media in social development➤ The course will develop the understanding about the concepts and principles of Alternative Media➤ The students will learn about the popular folk dance, music, and music instruments of Rajasthan

SEC4: Traditional Folk Media and Alternative Media

UNIT- I	TRADITIONAL FOLK MEDIA - CONCEPT AND FORMS			
6 hrs	Traditional Folk Media – meaning, characteristics, its difference from Mass Media. Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetryforms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal.			
UNIT- II	TRADITIONAL FOLK MEDIA AND SOCIAL DEVELOPMENT			
6 hrs	Role of Traditional Folk Media in social change; challenges and threats to folk media. Strengthening folk media- means and ways, Scope of using Traditional Folk Media in Rajasthan, traditional folk media in socio- economic development, traditional folk media and health awareness.			
UNIT- III	ALTERNATIVE MEDIA			
6 hrs	Neighborhood newspapers, wall newspapers, graffiti, bulletin boards, Social Media and citizen journalism, role of blogging in alternative journalism ; Social messaging and journalism.			
UNIT- IV	POPULAR FOLK MUSIC AND DANCE OF RAJASTHAN			
6 hrs	Traditional Folk Dance Forms of Rajasthan – Ghoomar, Bhavai Dance, Kalbelia, Chari, KachhiGhodi, TerahTaal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari.			
UNIT- V	FOLK MUSICAL INSTRUMENTS IN RAJASTHAN			
6 hrs	Stringed Instruments (Ektara, Morchang, Sarangi, Rawanhattha, and Kamayacha.), Percussion Instruments (Nagaras, Dhols, and Damrus in all sizes and shapes.), Flutes and Bag Pipes (Poongi, Algoza, Tarpi, Been, Bankia, and Shehnai.), Traditional Instruments (Baara, Jantar, Ghorolio, Thali, Garasiyas, Jaltall, etc are the different types of musical instruments which were the reason behind for the charm and glory of Folk music and dance.			

REFERENCE BOOKS:

1. Sitaram, KS. Culture and Communication, Associate Printers, Mysore.
2. Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
3. Pamr, Shyam, 1975 Traditional Folk Media in India, Geka Books, New Delhi.
4. Vijaya N. The Role of Traditwnal Folk Media in Rural Areas, Gian Publishing House, Delhi.