

**C.C.S. University, Meerut,  
Deptt. of Journalism and Mass Communication**

**Revised Syllabus of M.J.M.C. and P.G. Dip. (TV) w.e.f. 2009-10**

**(B.O.S. 03-08-2009, AC.....)**

**Objective of the Course:**

In an era of information explosion, Journalism and Mass Communication is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfill these goals systematic education of journalism and mass communication has become inevitable. MJMC is a carrier oriented course spread over four semesters (2 years). The P.G. Diploma (T.V. Journalism) aims at specific training in T.V. Journalism. The objective of MJMC is: to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career.

**General Rules:**

1. The whole programme is divided into four semesters (Two Years). There will be four papers in Ist, IInd and IIIrd semesters along with a practical related to the courses of that semester. Each paper will carry 100 marks: out of which an external examination will be held carrying 75 marks, as internal assessment 25 marks will be given on the basis of tests, quiz tests, seminar / term paper practicals etc..
2. In the Semester-I, Course-III: **Language Skills in Mass Media** will consist of two parts (a) English Language Skills (b) Hindi Language Skills, relevant to mass media. Two separate papers will be held as C-III (a) and C-III (b) consisting of 50 marks each. The external paper of each will be held separately carrying 37.5 marks each in both. Internal assessment shall consist of 12.5 marks each in both. A candidate to qualify in the aggregate of both the papers {III (a) and III (b)} taken together i.e. out of 100 marks a candidate has to secure minimum qualifying % of marks (i.e. 30%) as prescribed in the ordinances of the University campus self finance courses.
3. There shall be 12 theory papers spread over three semesters i.e. 4 in each semester. Fourth semester shall be devoted to practical training exercises, dissertation and internship as described in the syllabus details. The examination of each practical, dissertation and internship record practical shall be held towards the end of fourth semester and each separately will be examined by a board of examiners consisting of one external and one internal examiner.
4. The P.G. Diploma (in Television Journalism) is a one year (two semester course). There shall be two courses in each semester carrying 100 marks each, external and internal marks and examination, other norms of semester/courses shall be the same as for M.J.M.C.. There shall be continuous practicals spread over two semesters. Examination of the practicals shall be held towards the end of second semester. It will carry 100 marks and board of examiners shall consist of the same as in case of M.J.M.C.

**Note:** Admission rules remain the same (minimum 45 % marks in graduation and 5 % less for SC/ST Candidates as per G.O.).

# **Ch. Charan Singh University, Meerut,**

## **Deptt. of Journalism and Mass Communication**

Revised Syllabus of M.J.M.C. w.e.f. 2009-10

(B.O.S. 03-08-2009, AC.....)

### **Master of Journalism and Mass Communication**

#### **(Two Years / Four semesters Programme)**

#### **Semester-I**

Course-I	Communication Concept and Process	Max.Marks:100(Ext.-75&Int.-25)
Course-II	IT and Computer Application in Mass Media	Max.Marks:100(Ext.-75&Int.-25)
Course-III	Language Skills in Mass Media (a. English & b.Hindi)	Max.Marks:100(Ext.-75&Int.-25)
	C-III – (a) English-(Ext.-37.5+Int.-12.5)	
	C-III – (b) Hindi-(Ext.-37.5+Int.-12.5)	
Course-IV	Society, Culture and Communication	Max.Marks:100(Ext.-75&Int.-25)

(Course related practicals will be an essential part of internal assessment)

#### **Semester – II**

Course-V	Media Scenario: India and Abroad	Max.Marks:100(Ext.-75&Int.-25)
Course-VI	Print Journalism (Reporting)	Max.Marks:100(Ext.-75&Int.-25)
Course-VII	Print Journalism (Editing and Layout)	Max.Marks:100(Ext.-75&Int.-25)
Course-VIII	Electronic Media - Ist (Radio)	Max.Marks:100(Ext.-75&Int.-25)

(Course related practicals will be an essential part of internal assessment)

#### **Semester-III**

Course-IX	Electronic Media – IInd (TV)	Max.Marks:100(Ext.-75&Int.-25)
Course-X	Communication Research	Max.Marks:100(Ext.-75&Int.-25)
Course-XI	Cyber Journalism	Max.Marks:100(Ext.-75&Int.-25)
Course-XII	Special Paper (any one of the following)	Max.Marks:100(Ext.-75&Int.-25)

- |                                      |                          |
|--------------------------------------|--------------------------|
| (a) Advertising and Public Relations | (b) Agri Journalism      |
| (c) Environment Journalism           | (d) Health Communication |
| (e) Human Rights and Social Justice- | (f) Sports Journalism    |
| (g) Business Journalism              |                          |

(Course related practicals will be an essential part of internal assessment)

#### **Semester-IV**

Course-XIII	Print Media Practicals	Max.Marks:100
Course-XIV	Electronic Media (Radio & TV) Practicals	Max.Marks:100

Course-XV	Dissertation	Max.Marks:100
Course-XVI	Internship with an agency for 60 days	Max.Marks:100

(Diary and work records based viva)

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### **Semester-I**

**Course-I**                      **Communication: Concept and Process**                      MM 100 (Ext. 75, Int. 25)

**Objective:** This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication, history of press, press laws, media ethics and development communication as well.

**Unit-I**                      **Introduction to Communication**                      **(12 Hrs.)**

1. Communication: concept, definitions
2. Functions of Communication
3. Elements of Communication
4. Types of Communication
5. Development of Mass Communication

**Unit-II**                      **Models and Theories of Communication**                      **(12 Hrs.)**

1. Laswell, Osgood, Shanon and Weaver
2. Willbur Shramm, George Gerbner, Westoly and Maclean
3. Bullet Theory, Individual difference theory, Personal influence theory Authoritarian, Liberetarian, Social responsibility and populist theories.
4. Cultivation, Agenda setting theory
5. Uses and Gratification theory

**Unit-III**                      **Mass Media and Society**                      **(12 Hrs.)**

1. Social issues and mass media
2. Mass campaigns for : human rights, women empowerment
3. Environment and consumerism
4. Barriers to communication in society
- 5.

**Unit-IV**                      **History of Press, Press Laws and Ethics**                      **(12 Hrs.)**

1. History of press –world scenario
2. History of press in India
3. Press laws-freedom of speech and expression, press and registration of books act
4. Defamation, officials secrets act, copy right act, RTI-2005
5. Ethics-concepts and importance of media ethics, press codes

**Unit-V**                      **Development Communication**                      **(12 Hrs.)**

1. Development Communication: Meaning, Concept, Definition and Philosophy
2. Role of Media in Development Communication
3. Planning and strategies in development communication
4. Social cultural and economic barriers
5. Democratization and decentralization of communication services; Panchyati Raj system etc.

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

**Books Recommended:**

- Kumar,keval J.  
2007: Mass Communication in India, Mumbai, Jaico Pub. (3<sup>rd</sup> ed.)
- Narula, Uma  
2006: Hand book of Communication, New Delhi, Atlantic Pub.
- Narula, Uma  
2006: Communication Models, New Delhi, Atlantic Pub.
- Ravindran, R.K.  
1999: Media and Society, Delhi, Commonwealth Pub., (1<sup>st</sup> ed.)
- McQuail, Denis  
2008: Mass Communication Theory, New Delhi, Vistar Pub., (5<sup>th</sup> ed.)
- Sharma, Diwakar  
2004: Mass Communication Theory of Practice, Delhi, Deep and Deep Pub.
- HariMohan  
2006: Aadhunik Jansanchar Aur Hindi, Delhi, Taxshila Prakashan

Patanjali, Premchand  
2002: Sanchar Sidhant ki Roop Rekha, Ghzbd., K.L Pachauri Pub.(1<sup>st</sup> edt.)  
Mehara, Ramesh  
2006: Sanchar aur Photo Patarkarita , New Delhi,Taxshila Pub. (1<sup>st</sup> ed.)  
Davis, Kingsley  
19 : Human Society,

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**Semester- I**

**Course- II      *IT and computer application in Mass Media*      MM 100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide introduction to IT and computer and their application in Mass Media. The aim of this course is to introduce fundamentals of computer, Internet and various softwares related to media technology.

**Unit-I                      Computer Fundamentals                      (12 Hrs.)**

1. Brief History, Definition, Basic components and peripheral Devices of computer
2. Information Technology
3. Use of Computers in Information Technology
4. Introduction to operating system (Windows 98/XP)
5. GUI, Multi User Multitasking and Network Support system
6. Introduction to accessories, control panel, finding files & folders

**Unit-II                      Word Processing                      (12 Hrs.)**

1. Use of MS Word
2. Editing facilities: Inserting Page Break, Objects and Pictures
3. Formatting Facilities: Paragraph setting, Drop cap, Change case Column etc.
4. Useful Tools (Mail Merge, Spell checking, Word Count Etc.)
5. Tables' Preparation

**Unit-III Introduction to MS Excel & MS Power Point                      (12 Hrs.)**

1. Introduction to MS Excel and Power Point
2. Creating charts, graphs
3. Formatting and sorting
4. Interface, Tools and Menus of MS Excel & Power Point
5. Designing an effective presentation

**Unit-IV                      Internet & Photo Editing                      (12 Hrs.)**

1. Brief History, Services on Internet
2. Search Engine
3. Website and portal
4. Introduction to CorelDraw
5. Different color modes and their use

**Unit-V Use of Quark Xpress in Layout Design                      (12 Hrs.)**

1. Introduction to Quark Xpress
2. Use of Quark Xpress Tools
3. Interface and menus Quark Xpress
4. To Prepare pages of Newspaper
5. To Prepare pages of Magazine

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

**Books Recommended:**

Harimohan  
2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1<sup>st</sup> edt.)  
Ozha, DD/Satya Prakash  
2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Pub.  
Sharma, GK, Sharma, Hemant  
2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1<sup>st</sup> ed.)  
Gupta, Om,Jasra,Ajay S.  
2002; Information Technology in Journalism, N. Delhi, Kanishka Pub. (1<sup>st</sup> edt.)  
Bansal, S.K.  
2004: Information Technology, New Delhi, APH Pub.  
Kumar, Suresh  
2004: Internet Patrkarita,New Delhi Taxsila Prakashan (1<sup>st</sup> ed)  
Singh, Ravindra Pratap  
2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Pub. (1<sup>st</sup> edt.)  
Harimohan

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**Semester-I**

**Course-III**

**Language Skills in Mass Media**

MM 100 (Ext. 75, Int. 25)

**Objective:** This course is designed with an aim to learn language and develop proficiency and become competent in the use of English Language.

**(a)General English**

**Unit –I (12 Hrs.)**

Articles  
Parts of Speech  
Figure of Speech

**Unit –II (12 Hrs.)**

Sentences-Simple, complex and compound  
Prepositions propositional phrases  
Tenses

**Unit –III (12 Hrs.)**

Correction of common errors  
Choosing correct forms  
Rewriting sentences

**Unit –IV (12 Hrs.)**

Compound words  
Words often mis-spelt and misused  
Idioms, Antonyms, Synonyms  
Homonyms, Acronyms  
One-Word Substitutes

**Unit-V (12 Hrs.)**

Composition and Mechanics of writing  
Translation  
Précis, Paragraph, Expansion  
Letter & Application Writing  
Preparation of Questionnaire  
Curriculum Viate / Resume

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

**Books Recommended:**

A Practical English Grammar, Oxford India, 2002

Usage and Abusage: A guide to Good English, Eric Partridge, Hamish Hamilton

Wren, P.C. & Martin :

High School Grammar & Composition, New Delhi, S.Chand & Co. Ltd.

Agarwal, Malti

2008 : Remedial English Language, Meerut, Krishna Publication

Agarwal, Malti

2008: Professional Communication, Meerut, Krishna Publication

Sinha, R.P.

**(b)General Hindi**

**Objective:** This course is designed with an aim to learn language and develop proficiency and become competent in the use of Hindi Language.

**IkekU; fgUnh**

**[k.M&1**

**1/412 ?k.Vs1/2**

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lk;kZ;okph] foykse ] le:lkh

,dkFkZd] vusdkFkZd] vusd “kCnksa vFkok okD;ka”k ds fy;s ,d

“kCn

vFkZHksn okys “kCn

vo/kkj.kkRed “kCn

**[k.M&2**

**1/412 ?k.Vs1/2**

laKk % fyax] opu] dkjd

loZuke] fo”ks’k.k] fØ;k fo”ks’k.k

vo;o] laf/k

**[k.M&3**

**1/412 ?k.Vs1/2**

okD; fopkj

mn~ns”:] fo/ks;

la;qDr okD;] fefJr okD;

**[k.M&4**

**1/412 ?k.Vs1/2**

okP;

drZ`okP; ] deZokP;] HkkookP;

mRlxZ] izR;:] lekl

fojke fpUg

**[k.M&5**

**1/412 ?k.Vs1/2**

Ekqgkojs] vyadj

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vifBr

**Pedagogy:** Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

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ckgjh] gjnso % lkekU; fgUnh] bykgkckn] iz;kx ifCyds'ku  
dqekj] lq'khy % lkekU; fgUnh] iVuk] iVuk ifCyds'ku  
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iVuk ifCyds'ku

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**Semester-I**

**Course-IV Society, Culture and Communication**

MM 100 (Ext. 75, Int. 25)

**Objective:** Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and culture and particularly about Indian society and culture. The study of this course will help the students to understand the relationship of groups their attitudes, basic features of Indian political system, economy and Role of Journalism with all these aspects.

**Unit- I**

**(12 Hrs.)**

1. Society, Culture
2. Social Institutions, Social groups, Family, Community
3. Social change: Concept, Process
4. Social change, : types and agents/factors
5. Types of Society and Communication: Ancient, Recent Past & Present

**Unit-II**

**(12 Hrs.)**

1. Psychology: Meaning and Definition
2. Nature and scope of Psychology and its relationship with Mass-Communication
3. Cognitive Process: Perception, Learning and thinking
4. Intelligence and Creativity: I.Q.
5. Applications of Psychology: Behavior and attitude

**Unit-III**

**(12 Hrs.)**

1. Indian Constitution –salient features
2. Fundamental Rights, Human rights,
3. Equality and Justice
4. Political Participation and democracy
5. Specific features of Indian Political System

**Unit-IV**

**(12 Hrs.)**

1. Basic Features of Indian Economy
2. Basic Economic terms: Per Capita Income, GDP, Budget, Inflation,
3. Economic Planning In India
4. Liberalization, Privatization and Globalization
5. Stock Market, Devaluation FDI Etc

**Unit-V**

**(12 Hrs.)**

1. Role of Journalism in Indian Freedom struggle.
2. Raja Ram Mohan Rai, B.G. Tilak, Mahatma Gandhi
3. Makhan Lal Chaturvedi, Ganesh Shanker Vidyarthi, Arvind Ghosh
4. Role of Journalism in contemporary India.

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Discussion of recent issues, participation in discussions and seminars. Participatory interaction will be encouraged on the understanding of issues.

**Books Recommended:**

Singh, J.K.

2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1<sup>st</sup> edt.)

Sharma, R.S.

- 2002: Material Culture and Social Formation in Ancient India, New Delhi (1<sup>st</sup> ed.)  
 Kumar, Kavel J.  
 2007: Mass Communication in India Delhi, Jaico Publication House (IIIrd ed.)  
 Ravindran, R.K.  
 1999: Media and Society, New Delhi, Common Welth Publication, (1<sup>st</sup> ed.)  
 Joshi, P.C.  
 2002: Communication and National Development, New Delhi, (1<sup>st</sup> ed.)  
 Campbell, Richard  
 2000: Media And Culture; New York, Bedford Publication, (IInd ed.)  
 Prabhakar, Manohar/Bhanawat Sanjeev  
 2004: Human Right and Media Jaipur University Book House (P) Ltd (1<sup>st</sup> ed.)

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## Semester-II

### Course-V

### Media Scenario: India and Abroad

MM 100 (Ext. 75, Int. 25)

**Objective:** This course is designed to familiarise the students with the Media Scenario at National and International level. The study of this course will help the students to understand Global News Agencies, National News Agencies, International Organizations, Information Flow and Imbalance etc.

**Unit-I International Information Agencies (12 Hrs.)**

1. Introduction to I.I.A.
2. Global News Agencies
3. Nature and functions of News Agencies
4. International Broadcasting (BBC, VOA)

**Unit-II International Organizations (12 Hrs.)**

1. UNESCO
2. International Telecommunication Union (ITU)
3. Inter-Governmental Agencies
4. Other International Organizations (UNO, SAARC, ASEAN, NATO, NAM)

**Unit-III International Information: Flow and imbalance (12 Hrs.)**

1. Historical Dimension of International Information
2. Concept of Imbalance- Mac bride commission report
3. North-South Dialogue on Economy, AID, Trade and Information
4. Contemporary Trends in Media and International Relations
5. Globalization of news and cultural products

**Unit-IV National Scenario (12 Hrs.)**

1. News agencies
2. National news papers
3. National TV channels
4. News magazines

**Unit-V Regional Scenario (12 Hrs.)**

1. Regional news papers
2. Regional TV channels
3. Community radio
4. Regional magazines

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on various agencies of media will be an essential part. Seminars and tutorial working on different aspects will be undertaken inteaching.

**Books Recommended:**

Mankekar, D.R.



- 1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC UNESCO  
 1988: 'Communication and Society- A Documentary History of NWICO', Paris  
 Boyd-Barett, J.O.  
 1981: 'News Agencies: Fresh Perspectives, New Directions', Media Asia, Vol. 8, No.4  
 Stevenson I. Robert  
 1988: Communication, development and third world, New York, Longman Inc.  
 Macbride Commission Report  
 1989: 'Many Voices, One World', Paris  
 Mankekar, D.R.  
 1979: Media and Third World, New Delhi, IIMC

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### **Semester-II**

**Course-VI                      Print Journalism (Reporting)                      MM 100 (Ext. 75, Int. 25)**

**Objective:** This course aims to familiarise and provide knowledge of Reporting in Print Journalism. Other aim of this course is to introduce about News, Qualities of Reporter and various kinds of reporting e.g. Crime Reporting, Parliamentary Reporting, Court Reporting, Contempt of Court etc.

**Unit-I                      News                      (12 Hrs.)**

1. Definitions
2. Elements
3. News Values
4. News sources: identification and cultivation
5. Types of News

**Unit-II                      Reporter                      (12 Hrs.)**

1. Essential qualities of Reporter
2. Responsibilities of Reporter
3. Categories of Reporter
4. Covering Press conferences
5. Interview

**Unit-III                      News Reporting                      (12 Hrs.)**

1. Scope and areas of Reporting
2. Levels of reporting: Local, State, National and International
3. Planning for news gathering
4. Investigative reporting
5. Follows-up

**Unit-IV                      General Reporting                      (12 Hrs.)**

1. Crime Reporting
2. Accident and calamities
3. Local-Self-Governments and civics affairs
4. Speeches, seminars
5. Meetings, Press Releases

**Unit-V                      Specialized Reporting                      (12 Hrs.)**

1. Parliamentary Reporting, privileges of Parliament
2. Court Reporting, contempt of court
3. Business Reporting
4. Sports Reporting
5. Political Reporting

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Students participation in discussions and seminars, Practical exercises of News Reporting will be encouraged and will be essential part of teaching pedagogy.

**Books Recommended:**

- Puri, Manohar  
 2006: Art of Reporting, New Delhi, Pragan Pub.

- Sharma, Seema  
2005: Journalism Reporting, New Delhi, Anmol Pub. (1<sup>st</sup> ed.)
- Joshef, M.K.  
2006: Outline of Reporting, New Delhi, Anmol Pub. (1<sup>st</sup> ed.)
- Harimohan, Joshi Shankar  
1995 : Khoji Patrakarita, New Delhi, Taxshila Pub. (1<sup>st</sup> ed.)
- Harimohan  
2003: Samachar Feature Lekhan evam Sampadan Kala, New Delhi, Taxshila Pub. (3<sup>rd</sup> ed.)
- Srivastava, K.M.  
2003: News Reporting and Editing, Delhi, Starline Pub.
- Kamath, M.V.  
2006: Professional Journalism, New Delhi, Vikas Pub. House (3<sup>rd</sup> ed.)

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### **Semester-II**

#### **Course-VII                      Print Journalism (Editing and Layout)                      MM 100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide knowledge of Editing and Layout of Print Journalism. Other Aim of This course is to introduce Newspaper Organization, Copy Editing, Photo Journalism, Page layout and design etc. which are essential components of print journalism.

#### **Unit-I                      Newspaper Organization: An Introduction                      (12 Hrs.)**

1. Different departments of newspaper
2. Role and responsibilities of editor
3. News editor
4. Chief sub-editor
5. Sub-editor

#### **Unit-II                      Organizing copy                      (12 Hrs.)**

1. Relation between Field and Desk
2. Planning
3. News Flow
4. Graphics
5. Cartoons

#### **Unit-III                      Copy editing                      (12 Hrs.)**

1. Selection
2. Intro
3. Headlines
4. Rewriting
5. Editing tools

#### **Unit-IV                      Photo Journalism                      (12 Hrs.)**

1. Organizing Photographs
2. Selection Photographs
3. Photo cropping
4. Caption writing
5. Photo Features

#### **Unit-V                      Page layout and Design                      (12 Hrs.)**

1. Principles
2. Planning the layout of front page
3. Local page, edit page
4. Business page
5. Sports page

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, presentations, Discussions, Seminars, Writing, Workshops, Discussion on recent articles, Students participation in discussions, seminars, practical exercises of News Editing and regular interaction will be encouraged.

#### **Books Recommended:**

- Moen, Darylr  
2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5<sup>th</sup> ed.)
- Jain, Ramesh  
2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1<sup>st</sup> ed.)
- Churvadi, Prem Nath  
1991: Samachar Sampadan, Delhi, Uphar Prakashan (2<sup>nd</sup> ed.)

Sharma, ShamSundar  
 2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy  
 Prabhakar, Manohar/ Bhanavat, Sanjeev  
 2002: Sampadan Eavm Mudran Technic Jaipur, Pultizer Institute of Comm. Studies (1<sup>st</sup> ed.)  
 Harimohan  
 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2<sup>nd</sup> ed.)  
 Pant, N.C.  
 1990: Mudran ke Takniki Sidhant , New Delhi, Taxshila Prakashan (1<sup>st</sup> ed.)  
 Harimohan  
 2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3<sup>rd</sup> ed.)  
 Saxena, Ambrish  
 2007: Fundamental Reporting & Editing, New Delhi, Kanishka Publ. Dist. (1<sup>st</sup> ed.)  
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### Semester-II

**Course-VIII**                      **Electronic Media-Ist (Radio)**                      MM 100 (Ext. 75, Int. 25)

**Objective:** This course is designed to introduce the History and Development of Radio. The study of this course will help the students to understand the nature and types of Radio Programmes, Radio News and Radio Programme Production.

- |                 |  |                  |
|-----------------|--|------------------|
| <b>Unit-I</b>   | <b>All India Radio: an Introduction</b>  | <b>(12 Hrs.)</b> |
|                 | 1. Characteristic of Radio   |                  |
|                 | 2. Organizational structure of AIR   |                  |
|                 | 3. AIR and Prasar Bharti   |                  |
|                 | 4. Community Radio   |                  |
|                 | 5. FM Radio  |                  |
| <br>            |  |                  |
| <b>Unit-II</b>  | <b>Nature and Types of Programmes</b>  | <b>(12 Hrs.)</b> |
|                 | 1. Spoken words, Music   |                  |
|                 | 2. Language of Radio Programmes  |                  |
|                 | 3. Specific Audience Programmes  |                  |
|                 | 4. Radio Feature, Radio Drama, Talk  |                  |
|                 | 5. Radio Bridge, Magazine Programmes   |                  |
| <br>            |  |                  |
| <b>Unit-III</b> | <b>Radio News</b>  | <b>(12 Hrs.)</b> |
|                 | 1. Reporting   |                  |
|                 | 2. Sources   |                  |
|                 | 3. News writing  |                  |
|                 | 4. Editing & compilation   |                  |
|                 | 5. News based Programmes: News Reel, Discussions, Interview, Current Affairs, Commentary |                  |
| <b>Unit-IV</b>  | <b>Announcing and presentation</b>   | <b>(12 Hrs.)</b> |
|                 | 1. Pronunciation   |                  |
|                 | 2. Modulation of sound   |                  |
|                 | 3. News Reading  |                  |
|                 | 4. Anchoring   |                  |
|                 | 5. Announcing  |                  |
| <b>Unit-V</b>   | <b>Radio Programme Production</b>  | <b>(12 Hrs.)</b> |
|                 | 1. Pre-production  |                  |
|                 | 2. Production  |                  |
|                 | 3. Post production   |                  |

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, audio and PowerPoint presentations, Workshops. Discussion on recent issues and practicals on computer use in Audio lab and Internet service will be used.

**Books Recommended:**

Luthra, HR  
 1986: Indian Broadcasting, New Delhi, Pub. Division,  
 Sharma, Kaushal  
 2007: Radio Prasaran, New Delhi, Pratibha Pub.  
 Gupta, OM  
 2002: Prasaran aur Photo Patrakarita, New Delhi, Kanishka Pub.  
 Ravindran, RK  
 1999: Handbook of Radio TV and Broadcast Journalim, New Delhi, Anmol Pub. (1<sup>st</sup> ed.)

- Bhatnagar, Rajeev  
2001: Print Media and Broadcast Journalism, Delhi, Indian Pub., (1<sup>st</sup> ed.)
- Singh, P  
1998: Broadcast Journalism, New Delhi, Anmol Pub. (1<sup>st</sup> ed.)
- Boyd, Andrew  
2007: Broadcast Journalism (techniques of radio and television news) N. Delhi, Focal Press, (5<sup>th</sup> ed.)
- Singh, PC  
2005: Encyclopedia of Broadcasting TV and Radio, New Delhi, Anmol Pub. (1<sup>st</sup> edit.)
- Mehra, Ramesh  
2007: Media aur Prasaran, New Delhi, Taxshila Prakashan, (1<sup>st</sup> ed.)

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### **Semester-III**

**Course-IX                      Electronic Media-IIInd (Television)                      MM 100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce the History and Development of Television. The study of this course will help the students to understand the nature and types of television programmes, TV News, Qualities of news anchor and presenter, technologies of Television Programme Production etc.

<b>Unit-I</b>	<b>Television: an Introduction</b>	<b>(12 Hrs.)</b>
	1. Television in India	
	2. Organizational structure of Doordarshan	
	3. Doordarshan and Prasar Bharti	
	4. DTH	
	5. Cable TV	
<b>Unit-II</b>	<b>Nature and Types of TV Programmes</b>	<b>(12 Hrs.)</b>
	1. Educational programmes	
	2. News based programmes	
	3. Entertainment programmes	
	4. Miscellaneous programmes	
	5. Commentary	
<b>Unit-III</b>	<b>Television News</b>	<b>(12 Hrs.)</b>
	1. Reporting	
	2. Sources of News	
	3. News writing	
	4. Types of News bulletin	
	5. News Dispatches	
<b>Unit-IV</b>	<b>Anchoring and Presentation</b>	<b>(12 Hrs.)</b>
	1. Pronunciation	
	2. Body language	
	3. Art of anchoring	
	4. News reading	
	5. Art of Interview	
<b>Unit-V</b>	<b>Production of TV Programmes</b>	<b>(12 Hrs.)</b>
	1. Pre production	
	2. Production	
	3. Post production	

**Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Post Production, Workshops, Discussion on recent programmes. Practicals on computer using Audio-Visual lab, Studio exercises will be undertaken.

**Books Recommended:**

- Ravindran, R.K.  
1999 : Hand Book of Radio T.V and Broadcast Journalism, New Delhi, Anmol Pub. (1<sup>st</sup> ed.)
- Sinha, P.C  
2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Pub. (1<sup>st</sup> ed.)
- Firoz, Mohd  
2005: Television in India, Delhi, Saad Publication (1<sup>st</sup> ed.)
- Boyd, Andrew  
2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5<sup>th</sup> ed.)



- Mishra, Rajendra  
2002: Anushandhan Ki Pravidhi Aur Prakria. New Delhi, Taxshila Pub. (1<sup>st</sup> ed.)
- Gupta, Santosh  
2005: Research Methodology and Statistical Techniques. New Delhi, Deep & Deep Pub.Pvt. Ltd. (1<sup>st</sup> ed.)
- Sharma, Jainarayan  
2007, Research Methodology, New Delhi, Deep & Deep Publication, Pvt. Ltd. (1<sup>st</sup> ed.)
- Dayal, Manoj  
2005: Media Shodh, Haryana Granth Academy, Chandigarh
- Bhandakar, P.L. & Wilkinson T.S.  
1984: Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai (4<sup>th</sup> ed.)
- Garrett, Henry E. & Woodworth R.S.  
1971: Statistics in Psychology and education, Vakils Publication, Mumbai, (6<sup>th</sup> ed.)

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### **Semester-III**

#### **Course-XI**

#### **Cyber Journalism**

MM 100 (Ext. 75, Int. 25)

**Objective:** This course aims to introduce the fundamentals of cyber journalism. The study of this course will equip the students to understand the communication technology, internet, e-journalism, cyber media and cyber deviation (crime).

#### **Unit-I Communication Technology (12 Hrs.)**

1. Communication and Information Technology: similarities and dissimilarities
2. Social, Political, Legal and Moral issues of CT and IT
3. Multimedia
4. Electronic Data Exchange
5. C-Dot, Pager, Cellular, Telephone

#### **Unit-II Interactive Communication (12 Hrs.)**

1. Satellite communication: Types of satellites and their distinctive features
2. Functioning of Satellite
3. Networking : LAN, WAN
4. Teleconferencing (Audio/Video)
5. Internet conferencing

#### **Unit-III Internet (12 Hrs.)**

1. Ownership, Functioning
2. Website
3. Web page
4. Home Page
5. Modem, ISDN

#### **Unit-IV E-Journalism (12 Hrs.)**

1. Meaning and Characteristic
2. Process of E-Journalism
3. Methods of E-Journalism
4. Online editions of Inter National News papers
5. Online editions of National News papers

#### **Unit-V Cyber Media (12 Hrs.)**

1. Cyber newspapers-structure
2. Websites of Radio
3. Websites of TV channels
4. Blogging
5. Portal

**(Total Hrs. 60)**

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, presentations, Discussions, Seminars, Discussion on recent articles. This will be supplemented with on using computer lab, internet services.

#### **Books Recommended:**

Ahmad, Tabraj

2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Pub.

Menon, Shailja

2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press

Talesra, Hemlata/Nagda, M.L.

2003 : Web Paged Learning, Delhi, Authors Press

Nagpur, Wadhwa

2002: Law of Press, New Delhi, Wadhwa Sales Corporation, (4<sup>th</sup> ed.)

Bansal, S.K.

2002: Internet Technologies, New Delhi, APH Pub.

Trikha, Nandkishore

1998: Press Vidhi, Varansi, University Pub. (3<sup>rd</sup> ed.)

Gupta, O.M.

2002: Patrakarita Aur Kanon, New Delhi, Kanshika Pub. (1<sup>st</sup> ed.)

Singh, Srikant

2001: Jan Madhyam Kanun Evam Uttradayitva Delhi, Satgam Pub.

Ojha, D.D./Satyaprakash

2007: Doosanchar Evam Soochna Prodhogiki, Delhi, Gyan Ganga Prakashans

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### **Semester-III**

**Course-XII**

**Special Paper (any one of the following)**

- (a) Advertising and Public Relations**
- (b) Agri Journalism**
- (c) Environment Journalism**
- (d) Health Communication**
- (e) Human Rights- Social Justice Journalism**
- (f) Sports Journalism**
- (g) Business Journalism**

**Semester-III**

**Course-XII**

**(a) Advertising and Public Relations**

MM 100 (Ext. 75, Int. 25)

**Objective:** This course is designed to introduce to students the fundamentals of Advertising and Public Relations. The study of this course will help the students to understand the Media Planning for Advertising, Production Techniques of Advertising and skills to develop of Public Relations in different sectors.

**Unit-I Advertising: an Introduction (12 Hrs.)**

1. Concept
2. Principles
3. Definitions
4. Growth
5. Types

**Unit-II Media and Advertising (12 Hrs.)**

1. Media selection
2. Media Planning
3. Campaign
4. Budgeting
5. Rural Advertising

**Unit-III Production Techniques (12 Hrs.)**

1. Copy writing
2. Visualizing
3. Layout
4. Ethics in Advertising
5. Advertising agency system in India

**Unit-IV Public Relations: an Introduction (12 Hrs.)**

1. Concept and origin
2. Definitions
3. Objective and Functions
4. PR communication
5. PR tools

**Unit-V Public Relations in different sectors (12 Hrs.)**

1. PR in Government sector
2. PR in Public, Private and NGO Sectors
3. Corporate Communication
4. PR codes and Professional bodies
5. Advertising and PR research-consumer research, feed back and evaluation

**Recent Articles: Every year two recent articles related to contents will be prescribed**

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on recent select and popular advertisements. Practical exercises related to making advertisements, writing for public relations will be undertaken.

**Books Recommended:**

Sharma, Diwakar

2004: Public Relations, New Delhi, Deep & Deep Pub.



- Pant, N.C.  
2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Pub. (1<sup>st</sup> ed.)
- Wilcox, Denis L  
1995: Public Relation, New York, Harper Collins College Publish
- Kumar, Vijay  
2005: Public Relation in India, New Delhi Anmol Pub. (1<sup>st</sup> ed.)
- Kundra, Shipra  
2005: Introduction to Advertising and Public Relation, New Delhi, Anmol Pub. (1<sup>st</sup> ed.)
- Cutlip, Scott M  
2003: Effective Public Relation, Delhi, Pearson Education (Reprint)
- Patanjali, Prem Chand

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**MJMC –IV Semester**

**Practical**

<b>Course-XIII</b>	<b>Print Media Practicals</b>	<b>Marks</b>	<b>Hours of work</b>
(i)	Reporting on political, developmental and social issues, crime, cultural activities, speeches, seminars, fashion & lifestyles and sports (any five on different subjects)	40	40
(ii)	Editing –Political, local, foreign and moffusil copies, including headlining (5)	30	30
(iii)	Production of an 8-page national newspaper	30	30
<b>Total</b>		<b>100</b>	<b>100</b>

<b>Course-XIV</b>	<b>Electronic Media Practicals (Radio and TV)</b>	<b>Marks</b>	<b>Hours of work</b>
<b>(a) Radio</b>			
(i)	Two 40 sec. radio jingles/spots etc.	20	20
(ii)	A 10 minute documentary/ talk /discussion on any subject	30	30
<b>(b) TV</b>			
(i)	A 30 seconds TV ad (commercial or social)	20	20
(ii)	A 5 minute TV programme on a social or consumer issue	30	30
<b>Total</b>		<b>100</b>	<b>100</b>

<b>Course-XV</b>	<b>Dissertation</b>	<b>Marks</b>	<b>Hours of work</b>
		<b>100</b>	<b>100</b>
A student will prepare a dissertation selecting a topic Related any specialization and will submit dissertation report of 15000 to 20000 words following steps of research as prescribed in research course of theory.			

<b>Course-XV</b>	<b>Internship</b>	<b>Marks</b>	<b>Hours of work</b>
		<b>100</b>	<b>200</b>
A student will be attached for 45 to 60 days with any media agency/organization of his/her special interest. A diary will be prepared of every day which will be certified by agency supervisor. Based on every day's work a file will be prepared			

separately by the student. The diary and work file (date wise work) will be submitted in the department. On the basis of these a practical-viva voce examination will be held towards the end of the fourth semester by a board of two examiners one internal and external.