



**B.A. (Mass Communication)**

**Syllabus**

**Duration:** three year

**Eligibility:** 10+2 in any discipline

**w.e.f. Academic Session: 2017-2018**

**Institute of Mass Communication and Media Technology**

**Kurukshetra University**



## B.A. (Mass Communication)

### Scheme of Examination

w.e.f. Academic Session 2017-18

<i>First Semester</i>	T	P	IA	Total
Paper-I: Introduction to Communication	80	-	20	100
Paper-II: Language and Media(Hindi-I)	80	-	20	100
Paper-III: Computer Applications for Mass Media	50	30	20	100
Paper-IV: General Awareness and Current Affairs-I	80	-	20	100
Paper-V: Personality Development & Communication Skills	50	30	20	100
<i>Second Semester</i>				
Paper-VI: Language and Media (English-I)	80		20	100
Paper-VII: Communication and Society	80	-	20	100
Paper-VIII: Basics of Mass Communication	80	-	20	100
Paper-IX: Introduction to Reporting	50	30	20	100
Paper-X: Media and Polity	80	-	20	100
Environment Studies				
<i>Third Semester</i>				
Paper-XI: Language and Media (Hindi-II)	80	-	20	100
Paper-XII: Basics of Editing	50	30	20	100
Paper-XIII: Fundamentals of Advertising and Public Relations	80	-	20	100
Paper-XIV: Introduction to Photography	50	30	20	100
Paper-XV: Introduction to Audio-Visual Media	80	-	20	100
<i>Forth Semester</i>				
Paper-XVI: Language and Media (English-II)	80	-	20	100
Paper-XVII: New Media	50	30	20	100
Paper-XVIII: Media Laws and Ethics	50	30	20	100
Paper-XIX: Development Communication	80	-	20	100
Paper-XX: Current Affair & Media Issues-II	80	-	20	100
<i>Fifth Semester</i>				
Paper-XXI: Media Management	80	-	20	100
Paper-XXII: Radio Production	50	30	20	100
Paper-XXIII: Writing for Radio and Television	50	30	20	100
Paper-XXIV: Reporting Skills & Practice	50	30	20	100
Paper-XXV: Current affair & Media Issues-III	80	-	20	100
<i>Sixth Semester</i>				
Paper-XXVI: Print Production	50	30	20	100
Paper-XXVII: Television Production	50	30	20	100
Paper-XXVIII: Research Methodology	50	30	20	100
Paper-XXIX: Personality Development and Presentation Skills	80	-	20	100
Paper-XXX: Current Affairs & Media Issues-IV	80	-	20	100

\* *Environment studies paper is qualifying subject compulsory for all students of the UG course and the same will be conducted in the 2<sup>nd</sup> semester of the course.*

\* *Paper No. XVII approved in previous scheme with name Writing for Print and Web Media. Now, it is treated as New Media.*



**Paper-I (First Semester)**  
**Introduction to Communication**

Time: 3 Hrs.  
Theory Marks: 80  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Concept and definition of communication, functions of communication, process of communication, elements of communication and barriers in communication. Concept of Communication in Indian Tradition.

**Unit-II**

Verbal, non-verbal communication. Forms of communication, visual communication: Characteristics and functions. Concept of listening: developing effective listening, active listening, listening habits & importance of feedback in communication

**Unit-III**

Intrapersonal communication, Interpersonal communication, Group communication, functions of group communication, factors affecting group performance, mass communication and its characteristics.

**Unit-IV**

Public communication, responsibility of a public speaker audience relationship, Speech delivery, key concept and terms physical delivery, vocal delivery, style etc., communication skills, Mass communication an overview

**Reference books**

- Mass Communication – A Critical analysis – Keval J Kumar
- Professional Journalism – M. V. Kamat
- Theory and Practice of Journalism – B. N. Ahuja
- Professional Journalist – John Hohenberg
- Mass Communication – Wilbur Schram
- Understanding Media – Marshall McLuhan
- Mass Media and National Development – Wilbur Schramm
- Passing of Traditional Society – Daniel Lerner
- Communication Theories, Origin, Methods, Uses – Werner Severin J and James W
- Tankard Jr., Longman Publications, 1988
- Communication models for the study of Mass Communication – Denis Mc Quail and S.
- Ven Windah, Longman, Singapore Publications, 1981
- Hkkjr esa tulapkj vkSj izlkj.k ehfM;k e/kqj ysys] jk/kkd".k izdk'ku] ubZ fnYyh
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**Paper-II**  
**Language and Media (Hindi-I)**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**bdkbZ &1**

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**bdkbZ &4**

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**Paper-III**  
**Computer Applications for Mass Media**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Origin and growth of computer  
Various parts and functioning of computer  
Computer hardware and software  
Use of computer in human life

**Unit-II**

Introduction to operating systems  
Introduction to computer software

- MS Word
- MS Excel and Power Point

**Unit-III**

Use of Ms word in copy editing formatting facilities and inserting page break, objects and pictures. Introduction to Ms Excel and PowerPoint. How to design effective presentation.

**Unit IV**

- Word processing – English
- Word processing – Hindi
- Introduction to Quark Express/PageMaker

**Reference books:**

- Author Adobe, Adobe Photoshop – Publisher Techmedia
- Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
- A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
- V. Rajaraman, Fundamentals of computer, Prentice Hall of India
- G K Parthasarathy, Computer Aided Communication, Authors Press, 2006
- R. Singhal, Computer Application for Journalism, Ess Publishers
- Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi
- T. C. Bartee, Digital Computer Fundamentals, Mc Graw Hill Publication



**Paper-IV**  
**General Awareness and Current Affairs-I**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit –I**

Major current national, regional, local and international issues.  
Important issues covered by print/ radio / television and new media.  
Important people and their positions people in news.

**Unit-II**

Follow up of major stories and editorials during the semester. Trending stories in social media, Readings from popular magazines, news and infotainment.

**Unit-III**

Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs. Important talk shows, Interview, Discussion.

**Unit-IV**

Comparative study of issues covered by media. Discussion on content/ footage/style/presentation etc. On the issue taken up by various television channel radio stations/news and other platforms.

**References :**

- Year books of various publications.
- Competitive books, magazines and journals.
- Lok Sabha and Rajya Sabha TV Programmes on current affairs
- Major national, international and regional publications- newspapers and magazines.



**Paper V**  
**Personality Development & Communication Skills**

Time: 3 Hours.

Theory Marks: 50  
Practical Marks: 30  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit - I**

Communication: Nature, Scope and Significance, Interpersonal Skills, Communication and Persuasion

Introduction to Personality: Basic of Personality, Human growth and Behavior, Theories in Personality, Motivation

**Unit - II**

Communication skills and Personality Development: Intra personal communication and Body Language, Inter personal Communication and Relationships, Leadership Skills, Team Building and public speaking, presentation skills, public speaking, social etiquettes and mannerism.

**Unit - III**

Techniques in Personality development: Self-confidence, Mnemonics, Goal setting, Time Management and effective planning

**Unit IV**

Self, Self-confidence, Various personalities and their characteristics

Famous personalities in the country

Techniques in Personality Development: Stress Management, Meditation and Concentration Techniques, Self hypnotism, Self-acceptance and Self Growth

**References:**

- Wood, Julia T: Communication Mosaics: An Introduction to the field of Communication, 2001. Wadsworth
- Larson, Charles U; Persuasion - Reception and Responsibility. Wadsworth, 2001
- Personality Development by Rajiv K Mishra, Rupa & Co.





## Second Semester-II

### Paper-VI Language & Media (English-I)

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit I

Growth and development of English Language in India  
Punctuation marks, Plural forms, practice of Spellings, Active and Passive Voice  
Practising Tenses

#### Unit II

Essentials of good writing  
Effective News Writing  
Telephonic Conversation  
Writing invitations to functions; replies to invitations

#### Unit III

Forms of writing:  
News stories,  
letters, essays,  
news, articles, features  
book/film reviews

#### Unit-IV

Writing headlines: Language and grammar components

Report Writing, writing memoirs, travelogues  
Writing for the Web

#### Suggested Reading:

- Jimmy Sharma, *Communicative English : For Professional Graduates*. Arihant Prakashan Pvt Ltd: New Delhi, 2012
- Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, Surjeet Publications:Delhi, 2003.
- Lauren Kessler and McDonald Duncan, *When Words Collide*. 4<sup>th</sup> ed., Belmont California: Wadsworth Publishing Co. 1996.
- Phil Williams, Bob Wright, *The English Tenses: Practical Grammar Guide*, Kindle



edition

- L.G Alexander, *Longman English Grammar Practice* Longman Publishing Group, 1988

[http://hotfile.com/dl/50867818/7a336d6/Longman\\_English\\_Grammar\\_0582558921.rar.html](http://hotfile.com/dl/50867818/7a336d6/Longman_English_Grammar_0582558921.rar.html)

## **Paper-VII Communication & Society**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

### **Unit – I**

Meaning of family, kinship, class, caste, clan, tribe, marriage  
Characteristics of Indian culture,

India's main social institutions

Mass media and society: Importance of media, media impact on society, social responsibility of media.

### **Unit – II**

Elements of human behaviour

Psychology of a child, teenagers, youths and elders

Psychology of various social groups, Psychology of masses and crowd

### **Unit – III**

Media and democracy, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog. Mass media and public interest: Role of media in social movements: political – cultural movements, national integration, communal harmony.

### **Unit – IV**

Ownership of media, Internal and external threats, pressures on media, media regulations, Media credibility: factors affecting media credibility.

### **References books:**

- Media and culture an introduction to mass communication - Richard Campbell
- Mass media issues analysis and debate – George Oddman
- Media and Democracy in Asia - An AMIC compilation, 2000
- Dynamics of mass communication: Media in Transition - Joseph Dominick
- Conflict sensitive journalism - Ross Howard
- Media power in politics - Graber, Doris. 1980
- Media and Society - Arthur Asa Berger
- Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
- New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
- Communication and Persuasion by CI, Hovland/I.L





**Paper-VIII**  
**Basics of Mass Communication**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I

Concept of communication in ancient Indian texts, Indian perspective of communication, Narad as a communicator, Concept of Sadharnikaran, Modern Indian thoughts of communication, Modern Indian Communicator

Unit-II

Mass Communication, Key concept, terms, definition, feature, functions, characteristics of audience of mass media, types of mass media, print, electronic and new media, their reach, advantages and limitations.

Unit-III

Definition, concept, origin of communication models, difference between model and theory, SMR, SMCR, Aristotle model, Lass well's model, Berlo model, Shannon and Waver's, Osgood model

Unit-IV

Communication theory and overview of the emergence and development, Bullet theory, personal influence- two step flow and multi-step flow, individual difference theory Cultivation theory, agenda setting theory.

**Reference books**

- Communication models for the study of Mass Communication – Denis Mc Quail and S.Ven Windah, Longman, Singapore Publications, 1981
- Mass Communication – A Critical analysis – Keval J Kumar
- Mass communication theory: An introduction - Denis Mcquail
- The process and effects of mass communication – Wilbur Schramm
- Mean, massages and media – Wilbur schramm
- The effects of mass communication – Joseph Klapper
- Mass communication theory – Stanley J.Baran and Dennis K.Davis
- Theories of Mass Communication –Melvin L.DeFleur and Sandra Ball Rokeach
- Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
- Theories of Communication- A short introduction, London, Sage publication



## Paper-IX Introduction to Reporting

Time: 3 Hrs.

Theory Marks: 50  
Practical: 30  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

### Unit-I

Concept of news, definition, nature, qualities, elements of news, news concept of 5 w's & 1H, objectivity of news, types of news, news verses information. Hard and soft news, Understanding local, regional and national news, Defining beats and different types of beats

### Unit-II

News sources, news gathering, types of sources, sourcing/attribution. Verification and validation of facts, credibility and protection of sources, cultivation of sources, on record sources, off the record sources, Report writing. Scoop and exclusive stories

### Unit- III

News writing style, intro types and importance, inverted pyramid, 5W and 1H, Hour glass style, circle style, Tools of reporting, qualities and responsibilities of reporting, principles of reporting- accuracy, objectivity, fairness, balance, Hierarchy function of reporting staff in a newspaper, duties and responsibilities of a chief reporter & reporter.

### Unit-IV

Types of Reporting: Investigative & Interpretative reporting, accident, crime, court, political, Human interest, Health reporting, interviewing, reporting press conference.

#### Reference books

- News Reporting – B. N. Ahuja and S. S. Chhabra
- News Writing and Reporting – Mames M Neal and Suzanne S Brown
- Investigative Reporting and Editing – P. N. Williams
- Reporting for the Print Media – F. Fedler
- Reporting – Mitchell V Charnley
- Depth Reporting – Neal Copple
- Interpretive Reporting – D. D. Mach Dougal
- Writing for the Mass Media – James Glen Stevall
- Journalists Hand Book – M. V. Kanath
- Professional Journalism - M. V. Kamath
- News Reporting and Editing – K. M. Srivastava
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## **Paper-X Media and Polity**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

### **Unit-I**

Introduction to the Indian constitution, framing of Indian constitution, Salient feature of Indian constitution Components of Indian constitution, preamble of the constitution Fundamental rights and duties.

### **Unit-II**

Democracy in India, Issues and challenges before Indian Democracy, Parliamentary System, Lok Sabha, Rajya Sabha its functions and power, System of Election of Lok Sabha & Rajya Sabha

### **Unit-III**

Organs of Indian Political System, Legislature: Power and Functions, Executive: Power and Function ,Judiciary: Power and Function ,Role of Press in Indian Democracy

### **Unit-IV**

Introduction to union Government, president, vice president, prime minister and council of ministry. Different ministries, their nature, functions and roles. Introduction to state Government, Governor Chief Minister and council of ministry, Panchyati Raj System in India and its key features

### **Reference Books:**

- Indian Polity, M.Lakshmikanth, McGraw Hill Publication
- Politics in India, Rajni Kothari
- Coalition Politics in India: Problems and Prospects, Manohar, 2004; M P Singh and Roy, Himanshu (2005).
- Indian Political System. Manak: New Delhi. Satyamurthy, T V( 1997).
- Electoral Politics in Indian States- Lok Sabha Elections in 2004 and Beyond.
- The Success of India's Democracy. CUP: New Delhi. Shah, Ghanshyamt.
- Caste and Democratic Politics in India, Orient Blackswan: New Delhi.
- NCERT Books of Social Sciences
- Hkkjrh; jkT;oLFkk] ,e y{ehdkar



**(Third Semester-III)**  
**Paper-XI**  
**Language and Media (Hindi-I)**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

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**Unit-II**

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**Unit-III**

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ehfM;k esa Hkk"kk dk mi;ksx ,oa egUo] ehfM;k dh Hkk"kk dh izd`fr ,oa fo'ks"krk,a

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**Unit-IV**

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Vhoh] jsfM;ks] fQYe ys[ku

fQYe leh{kk] iqLrd leh{kk

foKkiu ys[ku] vkWu ykbu ehfM;k ,oa lks'ky ehfM;k ys[ku

**Reference Books:**

- MkW-gjnso ckgjh] fganH Hkk"kk foKku ,oa fganH ekudhdj.k
- MkW- gfjoa'k r#.k] ekud fganH O;kdj.k vkSj jpuk
- MkW-ik.Ms;] ekud fganH O;kdj.k
- Hkk"kk foKku] Hkksyk ukFk frokjH]
- Hkk"kk vkSj fgUnh Hkk"kk dk bfrgkl] izkS- ujs'k feJ
- O;kogkfjd fgUnh O;kdj.k] MkW egsUnz dqekj feJk
- ys[ku dyk% tulapkj ,oe~ l`tukRed ,oe~ tulapkj ys[ku fof/k;ka- MkW vkfcN vyh- fueZy iCyhds"ku
- 'kCnkFkZ iz;ksx] MkW gjnso ckgjh
- vk/kqfud ehfM;k ys[ku ,oa fgUnh jpuk] MkW v'kksd c=k





## Paper- XII Basics of Editing

Time: 3 Hrs.

Theory Marks: 50  
Practical: 30  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

### Unit-I

Meaning, Definition and concept of editing, process of editing, significance of editing in journalism, Structure of news desk, nature of work and the role of news desk people .Difference between editing for newspaper and magazine.

### Unit-II

Skill of editing, Do's and Don'ts of editing. Subbing of news and news reports, Qualities of sub editor, ability to analyse, synthesize, evaluate unfamiliar material critical thinking, understanding news worthy items. Role of news editor, Chief sub editor and copy editor in a news organisation, Function of News Agency

### Unit-III

Headlines writing –types, Do's and Don'ts of headlines writing, functions and importance, Lead & its various types, Concept of 5w's, 1H, inverted style of news writing and its advantages, Brief introduction to printing technology, from letterpress to offset, Photo need and importance. Various applications of Photoshop.

### Unit-IV

Concept of Dummy of newspaper and magazine. Page designing principles Lay out preparation for a newspaper. Use of computers in print production, DTP, Page maker, Quark Express & InDesign software and there applications.

### Reference Books:

- Remnick, David Reporting, Picador Publishers, 2013
- Sehgal, Vivek Editing for Print and Electronic Media, Neha Publishers, 2010
- Raman, Usha, *Writing for the Media*, Oxford University Press, 2010
- Floyd Baskette and Jack Sissors, the Art of Editing, New York: Macmillan Publishing Co, 1986
- Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
- Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
- Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
- T.J.S. George, Editing: A handbook for Journalists, New Delhi: Indian Institute of



- Mass Communication, 1989

**Paper XIII**  
**Fundamentals of Advertising and Public Relations**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment:

20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Definition and Concept of Advertising and its Functions  
Growth of Advertising with special reference to India  
Evaluation and Development of Advertising with special reference to India  
Advertising in Indian Society

**Unit-II**

Media for advertising: newspaper, magazine, radio, television, outdoor, transit, point of purchase, direct mail and internet etc..  
Advertising appeals, definition and types  
Advertising campaign, concept and importance  
Advertising agency, structure and functions

**Unit-III**

Definition and Concept of Public relations.  
Growth and development of PR with special reference to India  
Functions of PR, Qualities and functions of a PRO  
PR tools; press release, press conference, press note, press briefing, meet the press, press tours, exhibitions.

**Unit-IV**

Differences and similarities between advertising and PR  
Public opinion, Propaganda and its techniques, Publicity  
Public relations departments in Public and Private sector  
Structure and functions of a PR agency  
Concept of Corporate Communication and Corporate Social Responsibility  
PR campaigns

**Reference Books:**

- Reader in Public Opinion & Mass Communication: Morris, Janowitz and Paul Hirsch (ed.).
- Public Relations– A Scientific Approach: Sahai, Baldeo.
- Handbook of Public Relations in India: Mehta, D.S. Corporate Public Relations: Balan K.R.
- Public Relations Principles Cases and Problems: Moore, Frazier H., Kalupa, Frank B. Jan Sampark (Punjabi)  
:Dilgir, H.S.
- Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.
- Advertising Principles & Practice :Chunawala and Sethia, K.C.
- Mass Communication in India :Kumar, Kewal J.
- Principles of Advertising :Monle Lee, Johnson, Viva Books Pvt. Ltd.
- Advertising Management :David A. Parker, Rajiv Batra, Practice Hall M97, Connaught Circus, New Delhi.
- Reading in Advertising: Bellur V.V. Himalaya Publishing Management House, Bombay.





**Paper-XIV**  
**Introduction to photography**

Time: 3 Hrs.

Theory Marks: 50  
Practical: 30  
Internal Assessment:

20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Introduction to photography, meaning, definition scope, purpose, History of Photography, Development of Photography with special reference to India, Invention of first camera, photojournalism, Similarities and differences between human eye and camera

**Unit-II**

Concept of lighting, design or composition in photography, Basics of composition, how to get camera angles, Language of photography, contrast, motion, depth and space, importance of colour lighting in photography.

**Unit-III**

Camera basics, camera types, parts of camera, lenses, types and functions of lens, shutter speed, aperture, zoom, focal length Camera modes, white balance, Depth of field, rule of third.

**Unit-IV**

Art of caption writing, Landscape photography, Portraits, night photography, children, animals and birds, Factors influencing a photograph, Geners of Photography, Photo feature, Photo Journalism its growth and significance.

**Reference Books:**

- O.P. Sharma Practical Photography, Hind Pocket Books
- Michael Langford Basic Photography, Focal Press
- James A. Folts Ronald P. Lovell Handbook of Photography,
- Fred C. Zwahlen, Jr. Delmal Thomsan learning
- Lee Frost Photography, Hodder Headline
- Mr. Subhash Sparru, Photo Patarkarita,
- James C. Kartz, Phtography



**Paper-XV**  
**Introduction to Audio-Visual Media**

Time: 3 Hrs.

Theory Marks: 80  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit-I**

Broadcasting policy and code, Definition concept characteristics need and scope of Audio Media, Earlier History of Audio Media: Phonograph, Gramophone, Magnetic Recording, Electrical Recording and Digital Recording.

**Unit-II**

History of Radio, Radio as a Mass Media, Radio in India, Need and Scope of Radio, Types of Radio: Public Private, Community, Internet Radio,

**Unit-III**

Concept definition and Characteristics of Visual Media, Earlier History of Visual Media, Types of Visual Media: Magnetic Recording, Electrical Recording and Digital Recording .

**Unit-IV**

History of Television, Television in India, Doordarshan, Private Channels, Cable TV, Internet Television, Popular Channels, News, Entertainment, Sports, Films, Lifestyle, Regional, Musical etc..

**Reference Books:**

- H.R. Luthra Indian Broadcasting, Publications Division
- Robert Mc Liesh Radio Production, Focal Press
- James R. Alburger The Art of Voice Acting, Focal Press
- Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
- Herbert Zettl TV production Handbook, Thomas Wards worth Publishing
- Grenald Milarson, Television Production
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**(Fourth Semester-IV)**  
**Paper-XVI**  
**Language and Media (English-II)**

Time: 3 Hrs.

Theory Marks: 80  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. **"Students have to answer question in English."**

**Unit-I**

Growth and development of English language  
Introduction to written and spoken English  
Different types of spoken English - British, American and Indian

**Unit-II**

Usage of dictionary and thesaurus  
Diction - words meaning and usage  
Spelling rules, verb patterns  
Idioms and phrases

**Unit-III**

Common errors in spellings and sentences  
Human organs of articulation  
Main problems in pronunciation  
Translation: Rules of Translation, Common Errors in Translation, Translation of English News Story in Hindi

**Unit-IV**

Voice analysis  
Pitch and tempo for effective presentation  
Exercising right pronunciation of difficult words

**Reference Books:**

- Jimmy Sharma, *Communicative English : For Professional Graduates*. Arihant Prakashan Pvt Ltd: New Delhi, 2012
- Robert M. Knight, *A Journalistic Approach to Good Writing: The Craft of Clarity*, Surjeet Publications:Delhi, 2003.
- Lauren Kessler and McDonald Duncan, *When Words Collide*. 4<sup>th</sup> ed., Belmont California: Wadsworth Publishing Co. 1996.
- Phil Williams, Bob Wright, *The English Tenses: Practical Grammar Guide*, Kindle edition
- L.G Alexander, *Longman English Grammar Practice* Longman Publishing Group, 1988  
[http://hotfile.com/dl/50867818/7a336d6/Longman\\_English\\_Grammar\\_0582558921.rar.html](http://hotfile.com/dl/50867818/7a336d6/Longman_English_Grammar_0582558921.rar.html)



## Paper-XVII New Media

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

### Unit-I

Internet as a medium of communication  
History and evolution of internet  
Reach and access of Internet in India  
Various applications of Internet

### Unit-II

Growth and development of online journalism in India.  
Important news websites and their characteristics  
Characteristics of online journalism- hypertext, multimedia; online aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks

### Unit-III

Online Writing & Editing: do's and don'ts  
Live writing  
Participatory journalism; portals;  
Blogging, podcasting, video casting, micro blogging.

### Unit- IV

Web team members – project manager, visualizer, graphics designer, animator, audio-video expert, web site manager  
Web and its uses in different media  
Web as a medium of communication  
Social impact of Web and Various Social Media Platform

### Reference Books:

- Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
- The New Media Handbook – Andrew Dewdney and Peter Ride
- The Cyberspace Handbook – Jason Whittaker
- Breaking News, Sunil Saxena, Tata McGraw-Hill
- Media and Power – James Curran Media, Technology
- New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings,Ian Grant, Kieran Kelly, Routledge,





Taylor & Francis Group, 2007

- Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017

**Paper-XVIII**  
**Media Law & Ethic**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19

Interpretation of Article 19: Defining the freedom of the Press and Media

Supreme Court Judgments related to Article 19

Fundamental Rights and Duties

**Unit-II**

Official secrets act 1923

Law of defamation

Contempt of court act 1971

Copyright act.

Right to privacy

Cable TV network regulation Act 1995

Information technology Act 2000

**Unit-III**

Ethics in journalism, freedom and responsibility of press

RTI act, 2005 with its importance and background

Law relating to covering of election

Guidelines for parliamentary coverage

AIR code for election coverage.

**Unit-IV**

Press commissions

Press Council of India, The Editor build of India, NBA, BCC of India

Working Journalist Act

Autonomy of public broadcasting

**Reference Books:**

- Universal Publishers Criminal Law Manual (relevant Sections of IPC)
- Universal Publishers Law Dictionary [Constitution of India (Article 19 (1) and 19 (2) 105, 194)]
- D D Basu Law of the Press, Wadhwa & Company, Nagpur
- Vidisha Barua Press and Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
- P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, Delhi
- Pranjay Guha Takhurata, Media Law & Ethics, Sage Publication



## Paper-XIX Development communication

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

### Unit-I

Definition, meaning and process of development

Concept of Development: Evolution, Historical perspectives and debates

Various Models of Development

### Unit-II

Role of Government in Development: Evolution of Planning process and new approaches,

Rights-based Approach to Development: Education, Food, Employment and Health

Development and Marginal communities: Women, Dalit, Adivasis, Minorities,

Economic and social indicators of development, Other indicators: Communication as an indicator, Democracy as an indicator, Human Rights as an indicator

### Unit-III

Communication for rural development

Strengthening of Panchayat Raj

Advancement in farming and alternative employment

Conservation of rural culture – tradition

### Unit-IV

Communication for urban development:

Urban sanitation

Consumer awareness

Slum development

Communication for Tribal development

Wild life and forest conservation

#### Reference books :

- Narula Uma development Communication – Theory and Practice, Har Anand
- Gupta V.S. Communication and Development Concept, New Delhi
- Tewari, I P Communication Technology and Development, Publication Division,
- Govt. of India Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi
- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur Communication and Changes in Developing
- Countries, East West Communication Centre, Honolulu
- Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Economic Development in the Third World, Longman, New York



**Paper-XX**  
**Current Affair & Media Issues-II**

Time: 3 Hrs.

Theory Marks: 80  
Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit –I**

Major current international, national & regional developments and issues during the semester

Major Political, social, cultural, Media & Economic issues.

**Unit-II**

Important people and their positions people in news.

Important issues covered by print/ radio/ television and web & Social media

Follow up of major stories and editorials, during the semester.

**Unit-III**

Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs. Important talk shows, Interview, Discussion.

**Unit-IV**

Comparative study of issues covered by various media platforms, Discussion on photo feature, photo journalism, cartoons and other material of print media, Discussion on content/ footage/style/presentation etc. Discussion on the issue taken up by various television channel radio stations/news and other platforms

**Reference Books:**

**Note : Maintain a file on current affair issues Article and editorial during the semester**

- Shyam Benegal Bharat Ek Khoj (Series)
- Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
- D.B. Vohra History of Freedom Movement, Delhi Admin
- A.N. Aggarwal Indian Economy
- Rajni Kothari Caste in Indian politics
- Ministry of I & B Facts about India
- Pandit Jawahar Lal Nehru The Discovery of India
- India after Gandhi, Ramchander Guha
- Mathrubhumi year book-Respective year
- Concise General Knowledge Manual- Barry O Brien
- India year book- Publication Division- Respective year
- Yojna Magazine



**(Fifth Semester)**  
**Paper-XXI**  
**Media Management**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit –I**

Management – Definition & Concept  
Principles and Need of Management  
Management Functions  
Ownership patterns in media  
Inflow of capital in Indian media

**Unit-II**

Structure and functioning of radio and television channel  
Role of editorial, technical, marketing and HR sections  
Recruitment, hiring and training of staff

**Unit-III**

Media marketing techniques  
Ad collection and corporate strategies  
Space and time selling

**Unit-IV**

Introduction to media houses: Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. Prasar Bharti, Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 and other media groups . Media as an industry & profession

**Reference Books:**

- Hargie O, Dickson D, Tourish Communication Skills for Effective
- Denis Management, Palgrave Macmillan, India
- Dr. Sakthivel Murugan M Management Principles & Practices, New Age International Publishers, New Delhi
- Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
- Albarran, Alan B Media Economics, Surjeet Publication, New Delhi
- Dr Sudhir Soni Media Prabandhan, University Publication, Jaipur



**Paper-XXII**  
**Basics of Radio Production**

Time: 3 Hrs.

Theory Marks: 50

Practical :30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Radio Station Structure, Functions and duties of Team Members: show producer, Radio jockey, copy writer, casual announcer and show composer etc.. Different Types of Radio Programme and Radio Scripts

**Unit-II**

Types of Studio, Basics of Studio Setup, Different types of Equipments, Basics of Sound Recording, Audio Flow Chart, Rehearsal, Techniques, Do's & Don'ts

**Unit-III**

Meaning & Process of Audio Editing,  
Basics Principles of Audio Editing,  
Types of Audio Editing,  
Editing Software's

**Unit-IV**

Development of Voice Skills, Voice Modulation Techniques,  
Qualities of RJ and Voice of Artist,  
Practice of Indoor and Outdoor Recording  
Practice of Radio Programme Production

**Reference Books:**

- H.R. Luthra Indian Broadcasting, Publications Division
- Robert Mc Liesh Radio Production, Focal Press
- James R. Alburger The Art of Voice Acting, Focal Press
- Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
- Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
- Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
- Andrew Boyd Techniques of Radio and Television News Publisher:Focal Press, India.
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## Paper-XXIII Writing for Radio and Television

Time: 3 Hrs.

Theory Marks: 50

Practical : 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

### Unit-I

Objectives and principles of Radio Broadcasting  
Basics Principles of Writing  
Introduction to Radio Writing and its Process  
Radio's Characteristics and Limitations as Mass Media  
Radio Programme Production Terminology  
Rule and Regulation

### Unit-II

Various formats of Radio writing: Meaning & Importance  
Radio news  
Radio talks  
Radio features  
Radio Drama, Entertainment and Advertisements  
Current affairs Programs

### Unit-III

Objectives and principles of TV Broadcasting  
Television as a medium of mass communication  
Understanding the medium – Nature & Importance and Limitations  
Basics Principles of TV Writing  
Production Team Members  
Rule and Regulations

### Unit-IV

Various Formats of Television Writing: Meaning & Scope  
News, Documentary, Advertisements  
Voice Over, Short Films, Serials,  
Reality Shows, Shop Operas Etc...

### Reference Books:

- H.R. Luthra Indian Broadcasting, Publications Division
- Robert Mc Liesh Radio Production, Focal Press
- James R. Alburger The Art of Voice Acting, Focal Press
- Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi
- Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
- Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
- Andrew Boyd Techniques of Radio and Television News Publisher:Focal Press, India.
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**Paper-XXIV**  
**Reporting skills & Practice**  
**Paper-XIX (Forth Semester)**

Time: 3 Hrs.

Theory Marks: 50

Practical : 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

**Unit I**

News story structure, headlines, lead and body; various formats of news writing, inverted pyramid, chronological, Circle style of news writing; beats, News sources, Research and References, Story Idea and its importance, Types of Reporting: investigative Reporting; Interpretative reporting, Principles of Reporting

**Unit II**

Duties & Responsibilities of a reporter in a news organisation, Skills required for a reporter, Role of Bureau chief; Special correspondent, stringers, Press conference. Interview–types, purpose, technique; Press release. News Agencies: Role and importance;

**Unit III**

Specialized Reporting:

- Health
- Science
- Sports
- Political
- Election
- Business
- Agriculture
- Life style & Culture
- Seminar, workshop & Social events

**Unit IV**

Editorials: editorial page versus news pages: editorials, types of editorials; middles, features, columns and

Letters to the editor; qualities and responsibilities of and Editorial Writer. Difference between Article, Feature and News feature.

**References Books**

- News Reporting and Editing :K.M. Srivastava Sterling Publishers, New Delhi.
- Modern News Reporting :Care H. Warren, Harper, New York.
- Mass Communication and :D.S. Mehta, Allied Publishers Ltd., New Delhi, Journalism in India
- The Professional Journalist :JohnHobenberg Oxford IEH Publishing Company, New Delhi
- Professional Journalism :VikasPublising House, Sahibabad, Ghaziabad.
- Functions and areas of Journalism: Y.K.D. Souza
- Good news bad news:Tharyan
- News Writin :Haugh George A.
- The Journalism Handbook :M.V. Kamath
- Handbook of Journalism :AggarwalVirBala, Gupta V.S.
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**Paper-XXV**  
**Current Affairs & Media Issues-III**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

Unit –I

Major current international, national & regional development and issues during the term

Unit-II

Important people and their positions people in news.

Important issues covered by print/ radio/ television and new media.

Follow up of major stories and editorials during the term.

Unit-III

Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs. Readings from popular magazines, news and infotainment

Unit-IV

Comparative study of issues covered by media, Discussion on photo feature, photo journalism, cartoons and other material of print media, Discussion on content/ footage/style/presentation etc. on the issue taken up by various television channel radio stations/news and other platforms.

*Note: Maintain a file on current affair issues Article and editorial during the semester*

**Reference Books:**

- Shyam Benegal Bharat Ek Khoj (Series)
- Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
- D.B. Vohra History of Freedom Movement, Delhi Admin
- H.R. Ghosal An Outline History of Indian People
- A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
- A.N. Aggarwal Indian Economy
- Rajni Kothari Caste in Indian politics
- Ministry of I & B Facts about India
- Pandit Jawahar Lal Nehru The Discovery of India
- India after Gandhi, Ramchander Guha
- Manorama year book –Respective Yeeear
- Mathrubhumi year book-Respective year
- Concise General Knowledge Manual- Barry O Brien
- India year book- Publication Division- Respective year
- Yojna Magazine





**(Sixth Semester)**  
**Paper-XXVI**  
**Print Production**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Design concept & importance

Basic principles of layout designing

Tools of layout designing

Terms in layout planning : Press layout, page layout, dummy, cover layout, make up,4 model, story board

Stages in layout, Types of layout

Principles of design

**Unit-II**

Introduction to page maker and its features

Introduction to quark express and its applications

Introduction to In-design and its applications

Introduction to photoshop and its various applications

Desk Top Publishing

**Unit-III**

Visual importance and functions

Categories of visual

Selection and placement of photos

Introductions to Photoshop and its various applications

Photo cropping & caption writing.

Basic principles of photo editing

**Unit-IV**

Newspaper designing, design principles

Newspaper format, Various design elements, page make up, front page, editorial page, section page, colour pages

Process of Producing a Lab Journal, News letter, Newspaper, Magazine

**Reference Books:**

- Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
- Harold Evans, Newsman's English, Handling Newspaper Text, News Headlines, Pictures on a Page, Newspaper Design (*A Five-Volume Manual of English, Typography and Layout*) London: National Council for the Training of Journalists, 1984.
- Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
- Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008
- Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
- AmbrishSaxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
- Carl Sessions Stepp, Writing as Craft and Magic, New York: Oxford University Press, 2007
- T.J.S. George, Editing: A handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989
- M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003
- George Hough, News Writing, New Delhi: Kanishka Publishers, 2004
- Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002
- Ron Smith and Loraine O'Connell, Editing Today, New Delhi: Surjeet Publications, 2004



- M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002
- N.N. Sarkar, Art and Production, Sage Publication, New Delhi.

## Paper-XXVII Television Production

Time: 3 Hrs.

Theory Marks: 50

Practical :30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

### Unit-I

Introduction to Television Production  
Various stages of T.V. Production  
Different Television Programme formats  
Television Station Structure  
Functions and duties of Team Members

### Unit-II

Idea Generation , Synopsis , Proposal, Different types of Script formats  
Style and techniques of script writing  
How television script is different from newspaper and radio  
Creativity and Television Writing

### Unit-III

Types of Studio , Basic of Studio Setup,  
Basic of Recording  
Different types of Equipments: light, Camera, Sound  
Different types of Video formats,

### Unit-IV

Introduction of Video Editing,  
Importance of video editing,  
Types of video editing: Linear editing, Non-linear editing, live editing,  
Introduction to the equipment's of editing  
Different software's for Non Linear Editing  
Practice of Making Television Programmes

#### Reference Books:

- Television Production Handbook, 7th Edition – Herbert Zettl
- Directing and Producing for Television, A Format Approach – Ivan Cury
- Writing for Visual Media, rd Edition – Anthony Friedmann
- Fundamentals of Television Production – Ralph Donald and Thomas Spann
- The Art of the Storyboard, 21111 Edition – John Hart
- Cinematography, Theory and Practice – Blain Brown
- The Technique of Film and Video Editing-History, Theory, and Practice, 4th Edition – Ken Dancyger
- Writing TV Scripts – Steve Wetton
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**Paper-XXVIII**  
**Research Methodology**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit-I**

Communication research: Meaning & Concept  
Scope and importance of communication research  
Development of Media Research  
Ethics of Media Research

**Unit-II**

Research Process  
Research Method: Survey, Interview  
Research Design – Experimental, Descriptive, Exploratory  
Sampling Method– Probability and Non- Probability

**Unit-III**

Primary and Secondary data  
Data Collection Tools  
Questionnaire Preparation  
Research Questions

**Unit-IV**

Writing research report  
Analysis and interpretation of data  
Basics of Research Writing  
Role of computer in communication research

**Reference Books**

- C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
- S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi
- G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications
- Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai
- Dr.S.Munjhal Research Methodology, Raj Publishing House, Jaipur



**Practical:-**

Prepare questionnaire

Conduct Survey

Conduct Interview

Data Collection & Analysis



## Paper-XXIX Personality Development and Presentation

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

### UNIT-I

Introduction to Personality Development The concept of personality–Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

### UNIT II

Attitude & Motivation Attitude, Concept, Significance, Factors affecting attitudes, Positive attitude – Advantages –Negative attitude, Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation, Significance, Internal and external motives, Importance of self- motivation- Factors leading to de-motivation

### UNIT III

Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.

### UNIT IV

Development Body language, Problem-solving, Conflict and Stress Management - Decision-making skills, Leadership and qualities of a successful leader, Character building, Team-work, Time management, Work ethics, Good manners and etiquette, Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview - Frequently Asked Questions, Mock Interview Sessions. Power point Presentation.

### Reference Books

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.
- Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.
- Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002
- Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
- Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
- Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
- Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.



**Paper-XXX**  
**Current Affairs and Media Issues-IV**

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit –I**

Major current international, national & regional development and issues during the term

**Unit-II**

Important people and their positions people in news.

Important issues covered by print/ radio/ television and new media.

Follow up of major stories and editorials during the term.

**Unit-III**

Follows up/ discussion of popular columns write ups, articles, features middles, letter to editors and blogs. Readings from popular magazines, news and infotainment

**Unit-IV**

Comparative study of issues covered by media, Discussion on photo feature, photo journalism, cartoons and other material of print media, Discussion on content/ footage/style/presentation etc.on the issue taken up by various television channel radio stations/New Media and other platforms.

*Note : Maintain a file on current issues Article and editorial during the semester*

**Reference Books**

- Manorama year book –Respective Year
- Mathrubhumi year book-Respective year
- Concise General Knowledge Manual- Barry O Brien
- India year book- Publication Division- Respective year
- Yojna Magazine
- Kurukshetra Magazine

