

**Centre for Mass Communication  
University of Rajasthan, Jaipur**

**(i)  
M.A.  
(Electronic Media Journalism)**

**Subject Code :** EMJ

**Course Category**

**CC :** Compulsory Core Course

**CE :** Core Elective

**Dis. :** Dissertation

**PRJ :** Project Work

**Contact Hours Per Week**

**L :** Lecture

**T :** Tutorial

**P :** Practicals

**Scheme of Examination**

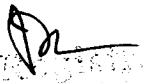
1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hour duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

**Course Structure :**

The details of the courses with code, title and the credits assigned are as given below.

**Eligibility :**


Eligibility for admission in M.A. (Electronic Media Journalism) is first bachelor degree in any discipline from a recognized university with a minimum of 50% marks. Reservation of seats/relaxation of marks for different categories will be given as per university rules.

  
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**University of Rajasthan, Jaipur**  
**M.A. (ELECTRONIC MEDIA JOURNALISM) Syllabus**  
**Semester Scheme 2016-18**


FIRST SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	EMJ 101	News Concepts and Reporting Techniques	CC	06
2	EMJ 102	Photojournalism	CC	06						
3	EMJ 103	Writing for Media	CC	06						
4	EMJ 104	Contemporary India	CE	06						
5	EMJ 105	History of Journalism	CE	06						
6	EMJ 106	Introduction to Journalism and Mass Communication	CE	06						

SECOND SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	EMJ 201	Radio Journalism & Production	CC	06
2	EMJ 202	Media Laws and Ethics	CC	06						
3	EMJ 203	Photojournalism (Practical)	CC	06						
4	EMJ 204	Television Journalism	CE	06						
5	EMJ 205	Evolution of Broadcasting in India	CE	06						
6	EMJ 206	Computer Applications in Media	CE	06						

  
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THIRD SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	EMJ 301	Television Production Theory	CC	06
2	EMJ 302	Television Production Practical	CC	06						
3	EMJ 303	Radio Production (Practical)	CC	06						
4	EMJ 304	Human Rights and Media	CE	06						
5	EMJ 305	Electronic Media Management	CE	06						
6	EMJ 306	Communication Research	CE	06						

FOURTH SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	EMJ 401	New Media	CC	06
2	EMJ 402	Cinema Studies	CC	06						
3	EMJ 403	Dissertation / Documentary	CC	06						
4	EMJ 404	Advertising and Marketing Communication	CE	06						
5	EMJ 405	Public Relations and Corporate Communication	CE	06						
6	EMJ 406	Development Communication	CE	06						

  
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# MA ( Electronic Media Journalism)

## Syllabus for 2016-18

### **Semester-I**

## EMJ 101- News Concepts and Reporting Techniques

### Unit-I

Meaning, Definition and Concept of News, News Value; News elements, Type of News – Hard and Soft News, News Sources, Qualities of a good Reporter; challenges and responsibilities, Types of reporters-Stringers, Reporters and Correspondents, Types of reporting: Objective, Interpretative, Investigative, Crime, Specialized Reporting-Sports, Court, Legislature, Science and technology.

### Unit-II

Structure of News: Five Ws and One H,, Intro/Lead- Types , Organizing the News Story: Angle, Attribution, Quote, Background and Context, Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story

### Unit III

Different Styles of News writing, Inverted pyramid style, Feature style, Sand Clock style Interviews: definition, types & preparation of Interviews, Press Release, Press Conference, Press briefing, Meet the Press, Press Room and Press tours

### Suggested Readings :

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
3. Sahay, Uday, Making News : Handbook of the Media in Contemporary India, Oxford University Press, New Delhi.
4. MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.
5. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
6. Aggawal, Veerbala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi.
7. Murthy, R.K., Freelancing. Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co., Texas.
8. Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.
9. Mehta, D.S., Mass Communication and Journalism in India. Allied Publications Pvt. Ltd., Bombay.
10. Ray, Tapas, Online Journalism : A Basic Text, Cambridge University Press India Pvt Ltd.
11. Joshi, Prof V K, Online Journalism, Enkay Publishing House
12. Chauhan Swati, Pant N.C , Handbook Of Online Journalism, Kanishka Publishers Distributors
13. Craig Richard, Online Journalism : Reporting, Writing, And Editing For New Media, Wadsworth Publishing Company
14. Ward Mike, Journalism Online, Elsevier India

15. Rao N. & Meena Raghvendra, Feature Writing, PHI Learning Private Limited, New Delhi, 2012
16. Shrivastava K.M., Social Media in Business and Governance, Sterling Publishers, New Delhi
17. Ward, Mike, Journalism Online, Focal Press, Oxford
18. भानावत, डॉ. संजीव (संपादक), समाचार एवं फीचर लेखन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
19. माथुर, श्याम, वेब पत्रकारिता, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010
20. राजेन्द्र, संवाद और संवाददाता, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
21. त्रिखा, डॉ. नन्द किशोर समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान लखनऊ ।
22. अग्रवाल, डॉ. रमेश, समाचार परीक्षण, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
23. चतुर्वेदी, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली।
24. सुमन, हंसराज एवं विक्रम एस, वेब पत्रकारिता, नटराज प्रकाशन, दिल्ली।
25. सुमन, स्वर्ण, सोशल मीडिया सम्पर्क क्रान्ति का कल, आज और कल, हार्परकोलिनस पब्लिशर्स इंडिया, नौएडा

## EMJ 102 - Photojournalism

### Unit 1:

History and development of photography-Camera Types - Box camera, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras ; Principles of composition, lighting; Photo-equipments- lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length; White Balance; Exposure techniques; Filters and Exposure meter.

### Unit 2:


Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

### Unit- 3:

Techniques of Photojournalism - blur, freeze, panning ; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

### Suggested Readings :

1. Carltna, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Londen, (Prentice Hall)
3. Aiyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, New Delhi,
5. Langton, Loup, Photojournalism and Today's News: Creating Visual reality,

  
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## EMJ 103 : Writing for Media

### UNIT-I

Principles and methods of effective writing for mass media. , Difference between writing for different medium—TV, Radio, Newspaper, Magazines & Web.

### UNIT-II

Writing features- Meaning and concept of features. ; Types of features, ingredients of feature writing

### UNIT-III

Writing for Various Target Audiences. ; Different types of writings : Travelogues, biography, Memoirs, film review

### Suggested Readings :

1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Usha, Writing for the Media, Oxford University Press, New Del
4. रैणा, गौरीशंकर, संचार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
5. शर्मा, मीना, हिन्दी भाषा, मीडिया और सर्जनात्मक लेखन, तरुण प्रकाशन, गाजियाबाद
6. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंचशील प्रकाशन, जयपुर
7. बाला, सुस्मिता, जन माध्यमों की लेखन विधाएं, कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली
8. त्रिपाठी, डॉ. रमेश चन्द्र और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

## EMJ 104 – Contemporary India

### UNIT-I

Mass Media and Democracy, Salient features of the Indian Constitution: fundamental rights and duties, directive principles of state policy, Parliament and State Legislative Assembly & Council.

### UNIT-II

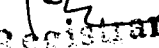
Electoral System and Reforms Strengthening of democracy, National integration. Centre-State Relations. Panchayati Raj, Lokpal.

### UNIT-III

India's foreign policy, Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

### Suggested Readings :

1. India Year Book. Publications Division, New Delhi.
2. Kagzi, M.C.J. The Constitution of India, Metropolitan Book Company, Delhi.
3. Basu, DD, Introduction to the Constitution of India, LexisNexis, Gurgaon, Haryana
4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi

  
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5. प्रभाकर, डॉ. मनोहर, भानावत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
6. भानावत, प्रो. (डॉ.) संजीव, विलुप्त होती बेटियाँ एक परिदृश्य, जन संचार केन्द्र, राजस्थान विश्वविद्यालय, जयपुर 2009
7. चन्द्र, बिपिन, मुखर्जी, मृदुला और मुखर्जी आदित्य, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली
8. गुहा, रामचन्द्र, भारत गांधी के बाद, पेंगुइन बुक्स
9. कश्यप, सुभाष, भारतीय संविधान, एन.सी.ई.आर.टी., नई दिल्ली

## EMJ 105: History Of Journalism

### UNIT-I

Concept of Journalism-nature, scope, function and types (such as advocacy, campaign, investigative, immersive and citizen journalism)

### UNIT-II


Origin and development of the press and news agencies in India. The press and freedom movement, Press : problems and prospects. New trends in journalism after independence. Rise and growth of journalism in Rajasthan.

### UNIT-III

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

### Suggested Readings :

1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
2. Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
5. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद
6. वैदिक, डॉ. वेदप्रताप (संपा.), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।
7. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता (1780-1900) लाभचन्द्र प्रकाशन, इन्दौर।
8. भानावत, डॉ. संजीव (संपादक), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
9. भानावत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, युनिवर्सिटी पब्लिकेशन, जयपुर

  
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# EMJ 106 - Introduction to Journalism and Mass Communication

## Unit – I

Introduction to Communication, Definition and Concept of Communication, Elements in the Process of Communication, Types of Communication: Intra-personal, Interpersonal, Group and Mass, Communication, Models of Mass Communication, Aristotle's model, Laswell model, Shanon and Weaver model, Osgood's model.

## Unit – II


Theories of Communication, Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory, Media Theories: Authoritarian, Libertarian and Social Responsibility Theory, Interactive Theory : One step flow, Two step flow (Opinion Leaders), Multi step flow

## Unit – III

Journalism: Concept, Role of Journalism in Society, Journalism and Democracy: Concept of Fourth Estate, Journalism: Contemporary Issues and Debates, Types of Journalism: Alternative Journalism, Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism.

### Suggested Readings :

1. Ma Quail, Denis., Mass Communication Theory: An Introduction. Sage, London.
2. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
3. McQuail, Denis and Windhl. Communication Models for the Study of Mass Communication. Longman, London.
4. Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. Longman, London.
5. सिंह, डॉ. श्रीकान्त संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद।
6. सिंह, ओम प्रकाश, संचार के मूल सिद्धान्त, क्लासिकल पब्लिशिंग कम्पनी नई दिल्ली।
7. हिंङ, आशा और जैन, मधु, पारीक सुशीला, संचार के सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

  
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## **SEMESTER II**

### **EMJ 201 - Radio Journalism and Production**

#### **Unit-I**

Radio as a medium of mass communication, Development of radio in India, Radio as a tool of development, Basics of Radio Production, Microphones (Types and Importance), Radio Studio Set Up

#### **Unit-II**

Radio Writing, News writing, Preparation of news bulletin, Various formats of news and programmes, Art of writing different radio programme formats (Talk, Play, Feature and Commentary)

#### **Unit-III**

Production and Presentation, Voice Training: Effective use of voice (Enunciation, Flow, Pronunciation, Modulation), Radio Interviews-Preparing and Planning, Types of Interviews on Radio, Live and Recorded Interviews, Moderating skills for radio discussion programmes, Handling interactive live transmission, Future of Radio, FM, Internet Radio, Satellite Radio, Community Radio: Concept and Importance

#### **Suggested Readings:**

1. The Known World of Broadcast News, Ajay Das, MLS publishers
2. Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers
3. Radio Jockeying and News Anchoring, Aruna Zachariah, Kanishka Publishers
4. Radio and TV Journalism, Jan R Jonge and PP Singh
5. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
6. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
7. Electronic Media Lekhan (Hindi), Harish Arora
8. Akashvani Ki Awaz ka Jadugar Udghoshak (Hindi), Alok Saxena, Kanishka Publishers
9. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
10. Media Lekhan aur Sampadan Kala (Hindi), Govind Prasad and Anupam Pandey, Discovery Publishing House

### **EMJ 202 : Media Laws And Ethics**

#### **UNIT-I**

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court., Law of defamation. Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867.

#### **UNIT-II**

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.

Copyright Act. Press Council Act. Indecent Representation of Women Act. Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.


### UNIT-III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media.

Accountability and independence of media.

#### **Books Recommended :**

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
4. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
5. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. Rayudu, C.S. & Rao Dr.Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.
9. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication, Singapore.
10. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.
11. Nordenstreng, Kaarle and Hifti Topuz (Eds.). Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.
12. Kataria, Dr.S.K.Right to Inforamation, National Publishing House, New Delhi
13. Meelamalar M., Media Law and Ethics, PHI Learning Private Limited, New Delhi, 2010
14. Johal, Prof. Navjit Singh, Media Ethics : Issues and Concerns, Publication Bureau, Punjabi University Patiala, 2012.
15. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
16. Shrivastava K.M., The Right to Information A Global Perspective, Lancer Publishers & Distributors, New Delhi.
17. Kataria, Dr. Surendra, Right to Information : Lessons and Implications, National Publishing House, New Delhi.
18. पाण्डेय ,अरूण,हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन ,नई दिल्ली।
19. त्रिखा, डॉ.नन्द किशोर,प्रेस विधि ,विश्वविद्यालय प्रकाशन,वाराणसी।
20. सहाय, नन्दिनी, व राजगडिया, विष्णु, सूचना का अधिकार, मिक्की, नई दिल्ली।
21. ओझा, अरूण कुमार व मंगलानी डॉ.रूपा, सूचना का अधिकार: सिद्धान्त और व्यवहार ,सेन्टर फॉर गुड गवर्नेंस,राजस्थान राज्य लोक प्रशासन संस्थान,जयपुर
22. भानावत, डॉ. संजीव, माथुर क्षिप्रा (संपादक), समाचार पत्र व्यवसाय एवं प्रेस कानून, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
23. शर्मा मदन, रेडियो नाटक, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2012

  
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## EMJ 203- Photojournalism (Practical's)

External Assessment & Viva – 70 marks  
Internal Assessment – 30 marks

Students will be given practical training in Photojournalism and produce any five of the following :

- Students will give visual documentation of shooting fast and slow events.
- Students will give visual documentation of shooting news stories/ news features.
- Students will give visual documentation of shooting social/environmental themes.
- Students will provide evidence of effective caption writing to pictures
- Students will give visual documentation of handling themes in Black and White
- Students will provide evidence of effectively handling Digital camera/photography

### Suggested Readings

1. Wright, Terence. (1999). The Photography Handbook. London: Routledge.
2. Lister, Martin. (1995) The Photographic Image in Digital Culture. London: Routledge.
3. Freeman, John. (1993). Practical Photography: How to Get the Best Picture Every Time. London: Ultimate Editions.
4. Hedgecoe, John. (2001). How to Take Great Photographs. London: Brown Limited.
5. Keene, Martin. (1993). Practical Photojournalism: A Professional Guide. London: Focal Press.
6. Busch, David D. (2005) Mastering SLR Digital Photography. Boston: Thomson.
7. Evans Harold. (1978). Pictures on a Page: Photojournalism and Picture Editing. California: Wadsworth Publish

## EMJ 204-Television Journalism

### Unit-I

Evolution and growth of TV; Strengths/weaknesses of the medium; Using TV Camera: camera parts, shots and angles for news coverage; Organisation and Working of TV Newsroom- Input, Output, Assignment Desks; Functionaries and their roles - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, Archives people, graphic artists

### Unit -II

TV News –News values, significance of timeliness, news as it happens ; Breaking news : definition and practice ; News Priorities for TV, comparison with other news media; Reporting skills: understanding deadlines, gathering information, cultivating sources, spotting and designing a story ;

presentation skills: VO's, voice modulation, body language; Piece-to-camera (PtoCs) ; Interview skills : significance of sound-bites, vox pops, door-steppers, detailed news interviews.

### Unit -III

Writing/Scripting for TV News, Writing to Pictures, thinking audio and video ; Conversational style: words, visuals and writing in 'aural' style; Elements and Formats of News Script; Preventing information overload and Permitting visuals to breathe : significance of silence and Natural Sounds; Writing News Features, Anchor Leads, voice over scripts. Basics of Editing TV News-Dos and Dots, Pre-Roll, Post-Roll ; Structure of a news bulletin: headlines, individual stories ; The LIVE Report-Phonos, Stand Ups, OBs, Walkabouts; Compilation of a bulletin- the run downs, leads, teasers, live feed ; The Anchor's Role and Skills : news sense, screen presence, alert mind, interview skills, ad-libbing.

### Suggested Readings:

1. Writing for Television, Radio and New Media by Hilliard R.I; Wadsworth, Denmark.
2. Reporting for TV by Lewis C.D., Columbia University Press.
3. Television and Popular Culture in India by A Mitra, Sage Publications, London.
4. India on Television by Nalin Mehta, Harper Collins
5. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
6. Television and Social Change in Rural India (2000) by Johnson Kirk, Sage Publications
7. Electronic Media by Ramesh Jain, University Book House (Hindi)
8. Television Production by Devvrat Singh, MLCRPV (Hindi)
9. मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011  
भानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

## EMJ 205-Evolution of Broadcasting in India

### Unit I :

Invention of Radio and its advent as a tool of information/entertainment

Evolution of Radio as a tool of Mass Communication during World War-II and the modern world

History of Radio in India : Pre-Independence era

Start of Indian Radio Broadcasting - Emergence of All India Radio /Akashwani

Development of Radio Broadcasting in India: Public Service, Commercial and Community service

### Unit II :

Evolution and development of TV; Strengths and weaknesses of the medium

History of TV in India - SITE, Growth of Doordarshan

Public Service and Commercial TV Broadcasting

Emergence of Cable and Satellite Television in India

Formation of Prasar Bharati –Its Role and Limits

Private News Channels – Growth and Current Challenges

### Unit III :

History of Internet – Alternate Visions of written and audio-visual communication

From Instant Communication to Virtual Reality

Growth and Prospects of Digital India

Social Media and Challenges to Mainstream Media

#### Suggested Readings

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Television and Popular Culture in India by A Mitra, Sage Publications, London.
3. India on Television by Nalin Mehta, Harper Collins
4. Before the Headlines by Chandrakant P. Singh, Macmillan India Ltd
5. Television and Social Change in Rural India (2000) by Johnson Kirk, Sage Publications
6. The Known World of Broadcast News, Ajay Das, MLS publishers
7. Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers
8. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
9. मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011
10. भानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

## EMJ 206- Computer Applications in Media

### Unit-I

Computer operations and concepts, History and Characteristics of Computer, Functions and types of Operating System, Computer Software and their Applications. Versions of MS Window, Working with MS Windows Operating System Desktop Operations, Windows Explorer, Files and Folders, Control Panel, Basic concepts of word processor, Tools and Menus of MS Word, Importance of Shortcut key, types of font, Formatting a Page by using different tool of MS Word like Page Setup, Text and Paragraph Formatting, Computer typing.

### Unit-II

Uploading Videos through FTP, Introduction to Window Movie Maker, Various tools of Window Movie Maker and its uses, Various types of Video and audio file formats, Process to Convert and Send the Videos on ftp servers.

### Unit-III

Basics of Multimedia, Concepts, Definition and Elements of Multimedia, Applications of Multimedia, Components of Multimedia, Picture files, History and Development of Internet, History and Advantages of Internet, Types of Internet Connections, Interconnecting Protocols-TCP IP, FTP, HTP, WWW. Web page Websites, web browser, Search Engines, Internet Services-Chatting Blogging, Email and Video Conferencing

#### Suggested Readings:

1. IT Tools and Application by Satish Jain BPB Publication
2. Computer Fundamental (Hindi and English) by Pradeep and Priti Sinha, BPB Publication
3. Computer and Information Technology Fundamentals by Ashok Sharma, College Book House
4. Web Patrakarita by Shyam Mathur, Rajasthan Hindi Granth Academy

## **Semester-III**

### **EMJ 301-Television Production Theory**

#### **Unit-I**

Understanding the camera, Video Camera-Types- Camcorders, ENG, EFP, Studio Cameras, Camera mounting Equipment- Monopod, tripod, studio pedestal, Special Camera mounts, Video Camera features and parts- White balance, Focus, Depth of field, Aperture, Shutter , zoom, Filters, Aspect Ratio, Lenses- Different types; wide angle, zoom , telephoto, Production process, and techniques, Visual Grammar-Composition, Classification of shots, Camera Movements, Rule of thirds, Stages of production - Pre production, Production & Post Production, Lighting- Three point Lighting, Reflectors, Lighting grid, Lighting accessories, Sound – characteristics, Signal to Noise Ratio, acoustics, types of Microphones, Writing for Television- Story boarding and Script writing, Voice Broadcast Skills- Enunciation, Flow, Modulation

#### **Unit II**


Basics of Television Studio, Single Camera and Multi-camera set-ups, PCR, VTR, Multi Preview Monitors, Video Switcher, audio mixer, Talkbacks, Floor Plan, Floor Manager- cues and commands, Operational items and Controls of Studio, Use of Teleprompter.

#### **Unit III**

Basics of Video Editing, Grammar of editing, Linear / Nonlinear Editing, transitions, Nonlinear editing Software and Digital Effects, Video and Broadcast Technology, Analogue and Digital Technology, Video Tape Formats-VHS,U-Matic, Beta, Mini DV, HD, Broadcast Standards-NTSC, Pal, SECAM, Satellite & Cable TV Broadcasting

#### **Suggested Readings**

1. Television Production Handbook, Herbert Zettl, Cengage Learning
2. Video Production, Vasuki Belavadi, Oxford University Press
3. Producing Videos, Martha Mollison, Viva Books
4. Video Production Handbook, Gerald Millerson, Focal Press
5. Basics of Video Production, Des Lyver, Graham Swainson, Focal Press
6. Basics of Video Sound, Des Lyver, Focal Press
7. Basics of Video Lighting, Des Lyver, Focal Press
8. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidyalaya
9. Video Production (Hindi), Gopal Singh, Kanishka Publishers

  
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## EMJ 302-Television Production Practical

External Assessment & Viva – 70 marks

Internal Assessment – 30 marks

Students will be given hands-on practical training of television and studio production and will create any five of the following Tele-Productions :

- Students will produce news stories.
- Students will produce group programs like discussions, features.
- Students will make advertisements, talk shows, etc
- Students will make short fictional or message films on social/environmental themes.

### Suggested Readings

10. Television Production Handbook, Herbert Zettl, Cengage Learning
11. Video Production, Vasuki Belavadi, Oxford University Press
12. Producing Videos, Martha Mollison, Viva Books
13. Video Production Handbook, Gerald Millerson, Focal Press
14. Basics of Video Production, Des Lyver, Graham Swainson, Focal Press
15. Basics of Video Sound, Des Lyver, Focal Press
16. Basics of Video Lighting, Des Lyver, Focal Press
17. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidyalaya
18. Video Production (Hindi), Gopal Singh, Kanishka Publishers

## EMJ 303 – Radio Production (Practical)

External Assessment & Viva – 70 marks

Internal Assessment – 30 marks

Students will be given practical training in Radio Production and create any five of the following :

- Recording of radio programmes/News Stories
- Voice/ presentation skills on radio
- Preparing of news bulletin/news piece for radio
- Feature writing for radio
- Moderation of a radio talk show
- Conduction of radio interviews
- Script writing for a radio play

### Suggested Readings :

1. Ra, MitchS., Basics of Audio-Visual Editing, Random exports, New Delhi.
2. The Known World of Broadcast News, Ajay Das, MLS publishers

3. Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers
4. Radio Jockeying and News Anchoring, Aruna Zachariah, Kanishka Publishers
5. Radio and TV Journalism, Jan R Jonge and PP Singh
6. History of Broadcasting in India, Kaushalendra Saran Singh, Kanishka Publishers
7. Broadcast Journalism, CS Shrivastava, RK Parekh, Crescent Publishing Corporation
8. Electronic Media Lekhan(Hindi), Dr Harish Arora
9. Akashvani Ki Awaz ka Jadugar Udghoshak (Hindi), Alok Saxena, Kanishka Publishers
10. Electronic Yug mein Patrakarita ka Badalta Swarup (Hindi), Dr Meenakshi Vashishta, Rajasthan Hindi Grantha Academy
11. Media Lekhan aur Sampadan Kala (Hindi), Dr. Govind Prasad and Anupam Pandey, Discovery Publishing House

## 304-Human Rights And Media

### Unit- I

Human Right- concept, meaning and challenges.

Human Rights under UN Charter-Council on Human Rights- International Covenants on Human Rights.

### Unit-II

UDHR 1948- Convention on Civil and Political Rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental Rights. 1966- India and Universal Declaration.

Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.

### Unit-III

International Human and Civil Rights Organizations—Amnesty International

Human Rights Commissions in India— NHRC, SHRC, Human Rights Courts in districts.

Human Rights and Media

Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.

Assessment of reports- reporting and writing for Human Rights and courts.

### Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.

## EMJ-305: Electronic Media Management

### UNIT-I

Principles of Management practices in media industry- Different types of Media ownership patterns in India, FDI in Electronic Media, Organisational pattern of a 24X7 News Channel, functioning of editorial, HR, advertisement, marketing and distribution departments, inter-relationship and coordination among them.



#### **UNIT-II**

Organizational structure of AIR & Doordarshan, Private FM Radio Channels in India: Organisation, Nature and Management , Video News Agencies of India; Structure and functioning, TV Production Houses – Structure and Functioning  
Cross media ownership.

#### **UNIT-III**

Revenue Model of TV : Sponsorship, Advertisements and Rebroadcasting, Audience Rating: BARC, TRP and TAM, RAM, Branding TV; How to Win Audiences and Influence Viewers  
Introduction to major Indian professional organisations of media; NBA, IBF, BCCCI  
**Suggested Readings**

1. Electronic Media Management, Revised(Paperback) by Peter Pringle, Michael F Starr
2. Media Management: Print, Electronic and Online), Dr. Vijay Agrawal, Publisher: publication.mcu@gmail.com
3. Distribution Channels: Understanding and Managing Channels to Market Paperback – Import, 3 Jun 2011, Julian Dent
4. Transforming Your Go-to-Market Strategy: The Three Disciplines of Channel Management Hardcover by Kasturi Rangan (Author)
5. The TV Brand Builders : Andy Bryant and Charlie Mawer Kogan Page, London and New Delhi
6. TRP TV News aur Bazar- Dr. Mukesh Kumar, Vaani Prakashan

## **EMJ-306 : Communication Research**

#### **UNIT -I**

Communication. Research: Definition, Development, Process and Scope of Communication Research.

Paradigms of Communication Research: Positivist, Interpretiv ist and Critical Paradigms.

Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Method Research. Readership surveys, TAM and Listenership.

#### **UNIT II**

Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs. Theory Building in Communication Research: Definition,Elements: Concepts, Variables and Hypothesis.

Conduct of Research in Print Media, Electronic Media and Advertising; New Media(Internet).

#### **UNIT III**


Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types; Determining Sample size

Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study, Field Observations and Content Analysis.

Research Report Writing: General Principles and Styles; Communication Research Ethics.

### Suggested Readings

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A.(2010,2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.
4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London: Macmillan Press.
6. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.
7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.
8. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi:McGraw-hill.
11. Stewart Thomas (2002) Principles of Research in Communication. USA: Allyn and Bacon.
12. Treadwell Donald (2010) Introducing Communication Research. USA: Sage Publications.
13. Weaver and Wilhoit (2003) Mass Communication Research and Theory. USA: Allyn and Bacon.
14. Wimmer,R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
15. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
16. आहुजा, राम ,सामाजिक सर्वेक्षण एवं अनुसंधान, रावत प्रकाशन,जयपुर
17. दयाल, डॉ. मनोज , मीडिया शोध ,हरियाणा साहित्य अकादमी, पंचकूला

  
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## **Semester-IV**

### **EMJ- 401 : New Media**

#### **Unit-I**

Introduction to New Media; Development of New Media, New Media Technology, Communication Technology (C.T.)-Concept and Scope, Telephone, electronic, digital exchange, C-Dot-Pagers, cellular, telephone, Internet LAN, , WAN, E-Mail. Web, Media Globalization and Web Journalism, Features of Online Journalism, Use of Internet and the World Wide Web as tools of Journalism, Cyber Crime and ITAA 2008.

#### **Unit-II**

Writing News Stories, Features and Articles with Visual and Graphics on the Web, Blogging: Concept, development and basic features, Writing for Blogs, Role of blogging in Alternative Journalism, Online Versions (E- Papers, Magazine, Radio/FM and Television channels)

#### **Unit-III**

Orkut, Facebook, Twitter, Social messaging and journalism: Twitter phenomenon, Ethical issues: Importance of comments and controversies of anonymous comments, Experiments in Citizen Journalism in India, The Students will come up with the Production Work based on the inputs given.

#### **Suggested Readings:**

1. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
2. Stephen McDowell & Kartik Pashupati (nd) 'India's Internet policies: ownership, control, and purposes'; Unpublished Paper.
3. The Revenge of Low Tech: autolabs, telecentros and tactical media in Sao Paulo by Richard Rosas, from *Crisis Media Sarai Reader 04*
4. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)
5. Feenberg A. and M. Bakardjieva, (2004)."Virtual community: No killer implication" *New Media and Society* Vol 6(1): 37-43.

### **EM-402 : Cinema Studies**

#### **Unit-I**

Conceptual Framework : History, Pioneers, Art or Commerce  
Evolution of Cinema : Technological, Social and Economic  
Introduction to major Film Genres  
Debates on Cinema : Realism, Auteur, Ideological

#### **Unit -II**

Silent Era of Indian Cinema - Major Features and Personalities  
The 'Talkies'- Advent of Sound in Indian Films

Studio System- its Collapse and Evolution of Independent Film Making  
Popular Cinema, New Wave and 'Middle' Cinema

### Unit-III

Film Appreciation and Criticism

Writing Film Reviews

Censorship and Film bodies

Recent Trends, Diaspora Films, Multiplex Cinema

### Suggested Readings :

1. Gokulsing, K. Moti and Dissanayake, Wimal, Indian Popular Cinema (A Narrative of Cultural Change), Orient Longman Limited, New Delhi.
2. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
3. Kazmi, Nikhat, The Dream Merchants of Bollywood. UBS Publishers, New Delhi.
4. Reuben, Bunny, Follywood Flashback. Indus: An imprint of Harper Collins Publishers India Pvt. Ltd., Delhi.
5. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
6. Bose, Mihir, Bollywood: A History, Roli Books Pvt. Ltd., New Delhi.
7. Garga, B.D., So Many Cinemas - The Motion Picture in India, Varaity Book Depot, New Delhi.
8. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्म्स: उद्भव विकास, राज पब्लिशिंग हाउस, दिल्ली।
9. माथुर, श्याम, सिने पत्रकारिता, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2009
10. माथुर, श्याम, सिनेमा का सफर, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर, 2013

## EMJ-403 : Dissertation/Documentary

The Dissertation is required to be submitted at least fifteen days before the commencement of the IV semester examination. Students will be required to submit a Dissertation on relevant/significant Media related themes/issues after conducting research under the guidance of a faculty member and with the approval of the Head of the Department.

OR

Students can opt to create Audio-visual Documentaries/Presentations on topical themes either individually or in groups of not more than 3 students per group .

## EMJ-404: Advertising And Marketing Communication

### UNIT A

Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution, Promotion, Integrated Marketing Communication.

Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

### UNIT B

Evolution of advertising, concept, functions, classification, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, ethics of advertising (ASCI code of conduct), surrogate advertising, importance of self-regulation in advertising.

#### UNIT C

Advertising Agency-role, structure and functions, client agency relationship, media planning and budgeting, media selection, evaluation of advertising (pre-tests and post-tests)  
USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning (types and phases).

#### Suggested Readings :

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
8. Shrivastava, KM, Social Media in Business and Governance, Sterling Publishers, New Delhi, 2013
9. Prasad, Kiran, New Media and Pathways to Social Change, BR Publishers Corporation, New Delhi, 2013
10. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
11. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

## EMJ-405: Public Relations And Corporate Communication

#### UNIT A

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

#### UNIT B

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, PR process (Race Approach), Qualities of PR personnel.

#### UNIT C

Crisis management- PR & corporate communication in damage control, third sector initiative Opportunities, challenges and issues for PR and corporate communication in the media environment Ethical issues of Public Relations and Corporate Communication –standards and Code of Ethics, professional organizations and councils

#### Suggested Readings :

1. Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.
2. Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.

3. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.
4. Oxley, Harold, The Principles of Public Relations. Kogan Page, London.
5. Basu, Anil, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.
6. Kaul, J.M, Public Relations in India. Naya Prakash, Calcutta.
7. Mehta D.S., Handbook of Public Relations, Allied Publishers, New Delhi.
8. Sengupta, Sailesh, Managment of Public Relations & Communication, Vikas Publishing House, New Delhi.
9. Black, Sam, Practical Public Relations, Universal Book Stall, New Delhi.
10. Jethwaney, Jaishri N., Puplic Relations : Concepts, Strategies, Sterling Publishers Pvt. Ltd., New Delhi.
11. Tiwari, Raghunath Prasad, Rajya Sarkar aur Jansampark. Makhanlal Chaturvedi Rashtriya
12. Patrakarita Vishwavidyalaya, Bhopal.
13. त्रिवेदी, सुशील एवं शुक्ला, शशिकान्त, जनसम्पर्क : सिद्धान्त एवं व्यवहार, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
14. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

## EMJ 406-Development Communication

### UNIT I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India.

Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development.

Role of Communication in Development.

### UNIT II

Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment. Coverage of contemporary social issues of Importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

### UNIT III

Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication.

Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

### Suggested Readings :

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client System. B.R. Publishing Corporation, Delhi.
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.

4. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
5. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
6. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Mehta, S.R. (Ed.). Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
9. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
10. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.
11. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
12. Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har.Anand Publication, New Delhi.
13. Narula, Uma, Development Communication-Theory and Practice, Har.Anand Publication, New Delhi
14. Dua, M.R. and Gupta, V.S., Media and Development, Har.Anand Publication, New Delhi
15. Kuppuswamy, B. Communication and Social Development in India. Sterling Publishers, New Delhi.
16. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
17. उपाध्याय, अनिल कुमार, पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर, वाराणसी।
18. भानावत, डॉ. संजीव (संपादक). विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

  
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University of Rajasthan, Jaipur  
M.A. (JOURNALISM AND MASS COMMUNICATION)  
Syllabus  
Semester Scheme 2016-18

**Subject Code :** JMC

**Course Category**

**CCC :** Compulsory Core Course

**Dis. :** Dissertation

**PRJ :** Project Work

**Contact Hours Per Week**

**L :** Lecture

**T :** Tutorial

**P :** Practicals

**Scheme of Examination**


1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hour duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

**Course Structure :**

The details of the courses with code, title and the credits assigned are as given below.

**Eligibility :**

Eligibility for admission in M.A. (Journalism and Mass Communication) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
Jaipur

