

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

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

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

Objective of the Course:

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

General Rules:

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

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

Ch. Charan Singh University, Meerut,

Deptt. of Journalism and Mass Communication

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

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

Master of Journalism and Mass Communication

(Two Years / Four semesters Programme)

Semester-I

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

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

Semester – II

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

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

Semester-III

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

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

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

Semester-IV

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

Course-XV Dissertation Max.Marks:100

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

(Diary and work records based viva)

C.C.S. University, Meerut,
Deptt. of Journalism and Mass Communication
Revised Syllabus of M.J.M.C. w.e.f. 2009-10 (B O S: 03-08-2009,AC.....)

Semester-I

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

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

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

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

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

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

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

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

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

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

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

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

(Total Hrs. 60)

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

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

Books Recommended:

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

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

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

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

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

Semester- I

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

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

Unit-I Computer Fundamentals (12 Hrs.)

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

Unit-II Word Processing (12 Hrs.)

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

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

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

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

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

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

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

(Total Hrs. 60)

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

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

Books Recommended:

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

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

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

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

Semester-I

Course-III

Language Skills in Mass Media

MM 100 (Ext. 75, Int. 25)

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

(a)General English

Unit –I (12 Hrs.)

Articles
Parts of Speech
Figure of Speech

Unit –II (12 Hrs.)

Sentences-Simple, complex and compound
Prepositions propositional phrases
Tenses

Unit –III (12 Hrs.)

Correction of common errors
Choosing correct forms
Rewriting sentences

Unit –IV (12 Hrs.)

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

Unit-V (12 Hrs.)

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

(Total Hrs. 60)

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

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

Books Recommended:

A Practical English Grammar, Oxford India, 2002

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

Wren, P.C. & Martin :

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

Agarwal, Malti

2008 : Remedial English Language, Meerut, Krishna Publication

Agarwal, Malti

2008: Professional Communication, Meerut, Krishna Publication

Sinha, R.P.

(b)General Hindi

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

IkekU; fgUnh

[k.M&1

1/412 ?k.Vs1/2

“kCn fopkj

lk;kZ;okph] foykse] le:lkh

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

“kCn

vFkZHksn okys “kCn

vo/kkj.kkRed “kCn

[k.M&2

1/412 ?k.Vs1/2

laKk % fyax] opu] dkjd

loZuke] fo”ks’k.k] fØ;k fo”ks’k.k

vo;o] laf/k

[k.M&3

1/412 ?k.Vs1/2

okD; fopkj

mn~ns”:] fo/ks;

la;qDr okD;] fefJr okD;

[k.M&4

1/412 ?k.Vs1/2

okP;

drZ`okP;] deZokP;] HkkookP;

mRlxZ] izR;:] lekl

fojke fpUg

[k.M&5

1/412 ?k.Vs1/2

Ekqgkojs] vyadj

lk= ys[ku] vuqPNsn ys[ku

vifBr

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

lUnHkZ iqLrdsa %

ckgjh] gjnso % lkekU; fgUnh] bykgkckn] iz;kx ifCyds'ku
dqekj] lq'khy % lkekU; fgUnh] iVuk] iVuk ifCyds'ku
flag] oklqns izlkn % lkekU; fgUnh ,oa Hkk"kk f'k{k.k] iVuk]
iVuk ifCyds'ku

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

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

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

Semester-I

Course-IV Society, Culture and Communication

MM 100 (Ext. 75, Int. 25)

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

Unit- I

(12 Hrs.)

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

Unit-II

(12 Hrs.)

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

Unit-III

(12 Hrs.)

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

Unit-IV

(12 Hrs.)

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

Unit-V

(12 Hrs.)

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

(Total Hrs. 60)

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

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

Books Recommended:

Singh, J.K.

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

Sharma, R.S.

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

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

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

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

Semester-II

Course-V

Media Scenario: India and Abroad

MM 100 (Ext. 75, Int. 25)

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

Unit-I International Information Agencies (12 Hrs.)

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

Unit-II International Organizations (12 Hrs.)

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

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

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

Unit-IV National Scenario (12 Hrs.)

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

Unit-V Regional Scenario (12 Hrs.)

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

(Total Hrs. 60)

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

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

Books Recommended:

Mankekar, D.R.

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

C.C.S. University, Meerut,
Deptt. of Journalism and Mass Communication
Revised Syllabus of M.J.M.C. w.e.f. 2009-10 (B O S: 03-08-2009,AC.....)

Semester-II

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

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

Unit-I News (12 Hrs.)

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

Unit-II Reporter (12 Hrs.)

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

Unit-III News Reporting (12 Hrs.)

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

Unit-IV General Reporting (12 Hrs.)

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

Unit-V Specialized Reporting (12 Hrs.)

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

(Total Hrs. 60)

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

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

Books Recommended:

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

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

C.C.S. University, Meerut,

Deptt. of Journalism and Mass Communication

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

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

Semester-II

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

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

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

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

Unit-II Organizing copy (12 Hrs.)

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

Unit-III Copy editing (12 Hrs.)

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

Unit-IV Photo Journalism (12 Hrs.)

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

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

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

(Total Hrs. 60)

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

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

Books Recommended:

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

- Sharma, ShamSundar
2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy
- Prabhakar, Manohar/ Bhanavat, Sanjeev
2002: Sampadan Eavm Mudran Technic Jaipur, Pultizer Institute of Comm. Studies (1st edt.)
- Harimohan
2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd edt.)
- Pant, N.C.
1990: Mudran ke Takniki Sidhant , New Delhi, Taxshila Prakashan (1st edt.)
- Harimohan
2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3rd edt.)
- Saxena, Ambrish
2007: Fundamental Reporting & Editing, New Delhi, Kanishka Publ. Dist. (1st edt.)
- C.C.S. University, Meerut,**
Deptt. of Journalism and Mass Communication
Revised Syllabus of M.J.M.C. w.e.f. 2009-10 (B O S: 03-08-2009, AC.....)

Semester-II

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

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

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

(Total Hrs. 60)

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

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

Books Recommended:

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

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

**C.C.S. University, Meerut,
Deptt. of Journalism and Mass Communication
Revised Syllabus of M.J.M.C. w.e.f. 2009-10 (B O S: 03-08-2009,AC.....)**

Semester-III

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

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

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

Total Hrs. 60)

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

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

Books Recommended:

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

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

C.C.S. University, Meerut,

Deptt. of Journalism and Mass Communication

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

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

Semester-III

Course-XI

Cyber Journalism

MM 100 (Ext. 75, Int. 25)

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

Unit-I Communication Technology (12 Hrs.)

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

Unit-II Interactive Communication (12 Hrs.)

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

Unit-III Internet (12 Hrs.)

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

Unit-IV E-Journalism (12 Hrs.)

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

Unit-V Cyber Media (12 Hrs.)

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

(Total Hrs. 60)

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

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

Books Recommended:

Ahmad, Tabraj

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

Menon, Shailja

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

Talesra, Hemlata/Nagda, M.L.

2003 : Web Paged Learning, Delhi, Authors Press

Nagpur, Wadhwa

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

Bansal, S.K.

2002: Internet Technologies, New Delhi, APH Pub.

Trikha, Nandkishore

1998: Press Vidhi, Varansi, University Pub. (3rd ed.)

Gupta, O.M.

2002: Patrakarita Aur Kanoon, New Delhi, Kanshika Pub. (1st ed.)

Singh, Srikant

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

Ojha, D.D./Satyaprakash

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

C.C.S. University, Meerut,

Deptt. of Journalism and Mass Communication

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

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

Semester-III

Course-XII

Special Paper (any one of the following)

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

Semester-III

Course-XII

(a) Advertising and Public Relations

MM 100 (Ext. 75, Int. 25)

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

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

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

Unit-II Media and Advertising (12 Hrs.)

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

Unit-III Production Techniques (12 Hrs.)

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

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

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

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

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

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

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

Books Recommended:

Sharma, Diwakar

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

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

**Ch. Charan Singh University, Meerut,
Deptt. of Journalism and Mass Communication**

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

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

MJMC –IV Semester

Practical

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

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

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

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

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