

M.A JMC Syllabus (w.e.f. June 2010-11)

First Year			Instructional System						Credits	Marks
Course Code	SLM Code	Name of the subject	P C P	A W	V G D	P D P	P E C	P W I L		
M.A JMC-1	JM-505	Introduction to journalism and mass communication	√	√	√	√			8	100
M.A JMC-2	JM-506	New reporting writing and editing	√	√	√	√			8	100
M.A JMC-3	JM-507	Media ethics and laws	√	√		√			8	100
M.A JMC-4	JM-508	Public relation	√	√		√			8	100
TOTAL									32	400

Second Year			Instructional System						Credits	Marks
Course Code	SLM Code	Name of the subject	P C P	A W	V G D	P D P	P E C	P W I L		
M.A JMC-5		Development Communication	√	√	√	√			8	100
M.A JMC-6		International Communication	√	√	√	√			8	100
M.A JMC-7		Mass Media & Society	√	√		√			8	100
M.A JMC-8		Media Management	√	√		√			8	100
TOTAL									32	400

I YEAR

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION (JM-505)

UNIT – 4 PRINCIPLES AND ETHICS OF JOURNALISM

Structure

- Principles of Journalism
- Role of Journalism
- Responsibilities of Journalism
 - Social
 - Legal
 - Professional
 - Editor's Responsibilities
- Ethics of Journalism
- Codes of Ethics in India
 - AINEC Code
 - Press Council Guidelines
 - Press Council Code on communal Writings
 - Parliament Code
 - International Code of Ethics
 - Ombudsman

UNIT – 5 PROFESSIONAL ORGANISATIONS AND STATURORY BODIES

Structure

- The First Press Commission
- Registrar of Newspapers for India
- Press Council
 - Composition
 - Powers and Functions
 - Code of Journalistic Conduct
- Second press commission
- Central board of film certification
- Broadcasting council
- Audit Bureau of Circulations Ltd. (ABC)
- Trade and Professional Bodies in Journalism
 - Indian Newspaper Society
 - Indian Language Newspaper Association
 - All India Newspaper Editors' Conference
 - Indian Federation of Working Journalists
 - National Union of Journalists
 - Indian Journalists Union
- Advertising and Public Relation Bodies
 - Advertising Agencies Association of India
 - The Indian Society of advertisers Ltd.
 - Advertising council of India

- National Council of Advertising Agencies
- Public Relations Society of India
- India Council of PR Practitioners
- Training Institutions
 - Press Institute of India
 - Indian Institute of Mass Communication

NEW REPORTING WRITING AND EDITING
(JM-506)

UNIT – 1 WHAT IS NEWS, NEWS VALUE SOURCESE OF NEWS

Structure

- Definition of the News
- Ingredients of the News
- News Values
 - Fundamental Qualities of the News
- News Sources

**UNIT – 2 TYPES OF NEWS REPORTING: OBJECTIVE,
INTERPRETATIVE, INVESTIGATIVE AND CRIME**

- The Lead
 - The Who Lead
 - The What Lead
 - The Where Lead
 - The When Lead
 - The Why Lead
 - The How Lead
- The Body
- Different Types of Reporting
 - Objective Reporting
 - Interpretative Reporting
 - Investigative Reporting
- Crime Reporting
 - Crime As News
 - Fires
 - Homicides
 - Accidents

UNIT – 3 QUALITIES AND RESPONSIBILITIES OF A REPORTER

- General Qualities and Responsibilities of a Reporter
- Essential Qualities of a Reporter
 - Nose News
 - Outgoing Nature
 - Ability to Establish Contacts and Develop Sources
 - Ability to be an Unprejudiced Observer
 - Clarity of Expression
 - Team Spirit
 - Ability to cope with pressure from outside and within the news organization.
- Responsibilities of a Reporter
 - Responsibilities towards the news organization
 - Responsibilities towards the sources
 - Responsibilities towards the Reader and society
- Dealing with corporate news
 - Reporting Communal Conflicts

UNIT – 1 FUNDAMENTALS OF GOOD WRITING – WRITING THE NEWS STORY, LEAD, STRUCTURE, ETC.

- Habits to Acquire to be a Good writer
- Qualities of Good writer
- News Story revisited
- The Inverted Pyramid
- Good Feature and Magazine Writing
- Techniques for Good Writing
- The Accuracy and Attribution
- Getting ideas and sources of information

UNIT – 2 FEATURE WRITING

- The main components of a feature
 - The Lead
 - News Summary Lead
 - Short Sentence Lead
 - Quotation Lead
 - Question Lead
 - Contrast Lead
 - Picture Lead
 - Humorous Lead
- The Body
- The Conclusion
- Different Types of features
 - Human Interest Features
 - Personal Narratives
 - Meeting Unseal People
 - Travel Sketches
 - Historical Subjects
 - Interpretative Features
 - Autobiographical Human Documents
 - Science Feature
 - Practical guidance Feature
 - Miscellaneous
- Technique of Feature Writing

UNIT – 3 OPINION AND EDITORIAL WRITING

- Quality People Read Edit Page
- Importance of Editorials
- Editorial Page
- Should Editorials always be Adversarial?
- Nehru on Editorial Freedom
- Definitions and characteristics of Editorials Types of Editorials
- Policy, Style and Guidelines
- Letters to the Editor
- Deference between Editorial and Others News paper Writing

UNIT – 1 PRINCIPLES OF EDITING

- Editing and its Need
 - What is editing?
 - Definition
- Newsroom
 - Desk Management
 - What makes news?

- How to edit a copy?
 - Headlines
 - Leads
- Copy Editor
 - Duties of a copy editor
 - Qualities
 - Tools
- Language
- Editing Marks and Symbol

UNIT – 2 PHOTO EDITING

- What is Photo Editing any Way?
- Why a professional?
 - Qualities of a good photographer.
 - Going about a story.
- Creative Cropping of Picture
- Choosing a Picture
- Captions
- Graphic Illustrations
- Computer Application

UNIT – 3 ELECTRONIC EDITING

- Electronic revolution and the news paper industry
- Newsroom Requirements
- Computers
 - The Basic Difference between hardware and software
 - Hardware Components of a computer system
 - Software computer of a computer system.
- The world processing system
- Page Designing
- Desktop Publishing
 - Advantage
 - Limitation
- Using Electronic Equipment

MEDIA ETHICS AND LAWS
(JM-507)

UNIT –1 FREEDOM OF SPEECH AND EXPRESSION AND MEDIA RESPONSIBILITY

- Freedom of speech and Expression: Historical Development
 - Enemies of Freedom
 - Champions of Freedom
 - Recognition
 - Article 19(1) (a)
 - First Amendment
 - Unwritten Law
 - Press Freedom : Absolute Vs. Limited
- Freedom of the Press: Constitutional Guarantees and its Limitations
 - Meaning of Freedom
 - Basic of Democracy
 - Reasonable Restrictions
- Responsibilities and Social Obligations of the Press
 - Responsibility and Rationale
 - Unwritten Understanding
 - Press Commissions of India
 - Press and Social Responsibility in the USA
 - Press and Social Responsibility in Britain
- Code of Conduct for Journalist: Self – Regulation by the press
 - News Condition
 - Code of Ethics

- Ombudsman
- Press Council
 - Press Council of India
 - Complaints Procedure
- National Integration Council Code

UNIT –2 SALIENT FEATURES OF THE CONSTITUTION OF INDIA

- Background
- Preamble
- Federal System
- Fundamental Rights
- Directive Principles of State Policy and Fundamental Duties
 - Fundamental Duties
- Union and State Legislatures
- Union and State Executives
- Judiciary
- Centres-State Relations
- Public Services
- Special Provisions Relating to Certain Classes
- Emergency Provisions
- Amendment of the Constitution

UNIT –3 PRESS LEGISLATION IN INDIA

- Brief History of Press Legislation in India
- Constitutional Law of Press Freedom
- Press and Registration of Books
- Official Secrets Act, 1923
- Contempt of Courts
- Privileges of Parliament
- Press Council of India
- Working Journalism Act
- Copyright Act, 1957

PUBLIC RELATION
(JM-508)

**UNIT –1 DEFINITION OF PUBLIC RELATIONS: ITS NATURE,
PROCESS AND PUBLIC**

- The public Relations Environment
- Definitions of Public relations
 - Analysis of Definitions
 - Working Definitions
- Nature and Scope of Public Relations
 - Elements in Public Relations
 - Scope of Public Relations Practice
 - Role of Public Relations
 - Public Relations As Management Function
 - Limitations of Public Relations
- Public Relations – Publics
 - Nature of Organization and its Public
 - Identification of Public
 - The Process of Communication
 - The Public Relations Process
 - Benefits of Public Relations
 - Public Relations – Tools of Communications
 - Public Relations Professionals – Coping with changes

**UNIT –2 CONCEPTS OF PUBLIC RELATIONS, ADVERTISING,
PUBLICITY AND PUBLIC OPINION**

- Definitions
 - Advertising
 - Publicity
 - Public Relations
- Differences and Similarities in public Relations, Advertising and Publicity
- Two New Concepts of Public Relations, Publicity and Advertising
- Objectives of Public relations, Advertising and Publicity
 - Public Relations Advertising and Publicity
 - Public Relations Advertising in the Press
 - The Radio and Public relations Advertising
 - Publicity: Public relation's Active Arm
- Effective Public Relations, advertising and Publicity
- Public Opinion
 - Definition of Public Opinion
 - Opinion Formation
 - How is public opinion formed?
 - Propaganda, Public Opinion and Public Relations
- Public Opinion Research in Communication and Public Relations
- Social Marketing in Public Relations

UNIT –3 ETHICS OF PUBLIC RELATIONS PROFESSIONALISM

- Ethics Defined
 - Need for Ethical and Moral Standards of Society
- Ethics in Public Relations
 - Unethical Practices in Public Relations
- Impact of Public Relations on Society
 - Role of Public relations: Information
 - Role of Public relations: Persuasion
 - In Defense of Public Relations
- Relations between Ethics and Professionalism
 - Code of Ethics and Code of Conduct for Public Relations
 - Adoption of the Code of Ethics Public Relations
- Relating Organizational Goals to Public Interest
- Legal and Ethical Considerations in Public Relations
- Concept of Social Responsibilities in Business
- Social Audit

UNIT –4 CAREER PROSPECTS OF PUBLIC RELATIONS

- Changing Public Relations Scenario
- Professional Dimensions of Public Relations
- Public Relations as a Career
 - Personal Qualities of a public Relations person
 - Educational Background for Public Relations
 - Professional
- Careers in Public Relations
 - Public Relations in Industrial Sector
 - Public Relations in Defence Services
 - Public Relations in Educational Institutions
 - Public Relations in central, State and Local Government Units
 - Public Relations in Banking
 - Public Relations in Hospital
 - Public Relations in Community Welfare Services
- Public Relations Career for Women
- Public Relations counseling as a professional Career
- Public Relations Research and Evaluation as a Career

II YEAR

Paper-V Development Communication

UNIT 1: Concept of Development

- 1.0 Objectives
- 1.1 Introduction
- 1.2 The Concept of Development
 - 1.2.1 Measurement of Development
 - 1.2.2 Characteristics of Developing Countries vis-à-vis Development
- 1.3 Theories and Paradigms of Development
 - 1.3.1 Unilinear World-View of Development
 - 1.3.2 Non-unilinear world view of Development
- 1.4 Development Experience : The Third World
- 1.5 Development Dichotomies
 - Growth vs Justice
 - Rural vs Urban Dichotomy
- 1.6 Problems of Underdevelopment
- 1.7 Lets us Sum Up

UNIT 2: Development Communication

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Concept and Definition
- 2.3 Philosophy of Development Communication
- 2.4 Role of the Media in Development Communication
- 2.5 Communication Needs and Resources
- 2.6 Strategies in Development Communication
- 2.7 Case Studies and Experience
 - 2.7.1 Scavenger Development programme of Indonesia: Case Study-I
 - 2.7.2 Site Project: Case Study-II

UNIT 3: Development Communication in Agriculture

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Development-support Communication: The Genesis
- 3.3 Focus of Agriculture Development - Shifting Emphasis
- 3.4 Agricultural Development in India: Specific Features
 - 3.4.1 Agricultural Extension
 - 3.4.2 Extension Approaches Over the years
 - 3.4.3 System Approach in Agricultural Communication
 - 3.4.4 Diffusion of Innovations: Key to Extension
 - 3.4.5 Models of Agricultural Extension in India
 - 3.4.6 Case studies on Communication Support to Agriculture

UNIT 4: Development Support Communication

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Population Control and Family Welfare
 - 4.2.1 DSC activities in Population Control
 - 4.2.2 New Challenges
 - 4.2.3 Solutions
- 4.3 Health and DSC
 - 4.3.1 Health Communication
 - 4.3.2 DSC and Health Behaviour
- 4.4 Education and Society
 - 4.4.1 Types of Education
 - 4.4.2 Literacy Programme
 - 4.4.3 Education DSC
 - 4.4.4 Uses of Communication for Education
- 4.5 Environment and Development
 - 4.5.1 Economic Growth and the Environment
 - 4.5.2 DSC and Environment

Paper-VI
International Communication

UNIT 1: International Information Agencies and Organisations

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Nature and Functions of News Agencies
- 1.3 Global New Agencies
 - 1.3.1 Alternative to the "Globals"
- 1.4 International Broadcasting
 - British Broadcasting Corporation
 - Voice of America
 - Visnews
- 1.5 International Organizations
 - 1.5.1 United Nations Educational Scientific and Cultural Organisation (UNESCO)
 - 1.5.2 International Telecommunications Union (ITU)
- 1.6 Inter-government Agencies
- 1.7 Other International Organizations

UNIT 2: International Information Flow and Imbalance

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Information as Wealth and Power
 - 2.2.1 Information-rich West
 - 2.2.2 Information Poverty in the Underdevelopment Countries
- 2.3 Historical Dimension of International Information
 - 2.3.1 Advantageous Position of the First World Countries
 - 2.3.2 The Closed Situation in Socialist Countries
 - 2.3.3 The Third World
- 2.4 Concept of Free Flow of Information
 - 2.4.1 Concept of Imbalance
 - 2.4.2 Origin of the Concept of Imbalance

- 2.4.3 The Imbalance Debate
- 2.5 North-South Dialogue on Economy, Aid, Trade and Information
- 2.6 Contemporary Trends in Media and International Relations

UNIT 3: New World Information & Communication Order

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Debates and Developments
 - 3.2.1 Nomenclature
 - 3.2.2 News Flow Controversies
 - 3.2.3 Free Flow Ideas
- 3.3 Information Imbalance between Developed and Developing Countries
- 3.4 The Demand for NWICO
 - 3.4.1 The Algiers Summit
- 3.5 The Mac Bride Report
- 3.6 NWICO: Character and Content
- 3.7 Problems and Prospectus of the NWICO
- 3.8 Measures to be Adopted by the Developed and Developing Countries
- 3.9 India and NWICO

UNIT 4: Alternative News/Information Distribution System

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Advancement of Communication Technology and the Growth of the Information System
 - 4.2.1 The Dominance Syndrome
 - 4.2.2 Consequence of Dominance and Dependence
- 4.3 Need for Self-reliance
 - 4.3.1 The Role of NAM
 - 4.3.2 Formation of Non-aligned News Pool
 - 4.3.3 Restraints on Growth of the Pool
- 4.4 Inter-regional Cooperation
- 4.5 Towards South-South Cooperation
- 4.6 Alternative News Distribution Systems
- 4.7 Satellite Television - Globalisation of News and Cultural Products: Social and Cultural Implications

Paper-VII

Mass Media & Society

UNIT 1: Women and Media

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Women's Issues in India
- 1.3 Historic Status of Women in Society and Culture
 - 1.3.1 Status of Women
 - 1.3.2 Legal Status of Women
 - 1.3.3 Economic and Political Status
- 1.4 Portrayal of Women in the Media
 - 1.4.1 Portrayal of Women on Television
 - 1.4.2 Portrayal of Women in Advertisements
 - 1.4.3 Print Media and Women's Issues
- 1.5 Media as a Tool in the Crusade for Women's Education
 - 1.5.1 Women's Literacy and Print Media
 - 1.5.2 Role of Television
 - 1.5.3 Role of Radio
- 1.6 Employment of Women in Media
- 1.7 Contradictory Media Policy and Practice

UNIT 2: Environment and Media

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Environment Issues: What are they?
- 2.3 How the Media Promotes Environment Issues
- 2.4 How Environmentalists Take Advantages of the Media
- 2.5 Drawbacks of the Media
- 2.6 How various Interest-Groups Approach the Same Environment Issue
- 2.7 Making the Media Work to Improve the Environment - Are our Media Populistic?

UNIT 3: Media and Consumerism

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Consumerism
 - 3.2.1 Definition
 - 3.2.2 The Rights of Buyers and Sellers
- 3.3 The Origin of Consumerism
- 3.4 Consumer Protection Laws
 - 3.4.1 Different Laws for Consumer Protection
 - 3.4.2 Consumer Protection Act, 1986
- 3.5 Advertising and Consumers
- 3.6 Role of Consumer Organisations
- 3.7 Role of the Media

UNIT 4: Media and Human Rights

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Concept of Human Rights
- 4.3 U.N. Declaration of Human Rights
- 4.4 Human Rights Scenario World Over
- 4.5 Human Rights and the Indian Context
- 4.6 The Role of the Mass Media
 - 4.6.1 The Electronic Media
 - 4.6.2 The Print Media
 - 4.6.3 The Film Medium

Paper-VIII

Media Management

UNIT 1: The Press

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Changing Nature of Newspaper Management
- 1.3 Newspaper Ownership Patterns in India
 - 1.3.1 Types of Ownership Patterns
 - 1.3.2 Distinctive Features of Ownership Patterns
- 1.4 Organisational Structure of a Newspaper
 - 1.4.1 The Editorial Department
 - 1.4.2 The Business Department
 - 1.4.3 Other Departments
 - 1.4.4 Technological Changes
- 1.5 Press Commission's Recommendation on Ownership Pattern

UNIT 2: News and Feature Agencies

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Features of a News Agency
 - 2.2.1 What, after all, is a News Agency?
 - 2.2.2 How is it Different from Newspaper?
 - 2.2.3 Ownership Pattern
 - 2.2.4 Financial Structure
 - 2.2.5 The Organisational Structure
 - 2.2.6 How an Agency Operates?
- 2.3 Growth of the News Agency in India
 - 2.3.1 India attains Independence: State of Agencies
 - 2.3.2 Formation of Various Indian Agencies
 - 2.3.3 Emergency: The Era of Samachar
 - 2.3.4 Growth of Language Wings
 - 2.3.5 Agencies Diversity to Compete

- 2.3.6 Aligning the Non-aligned
- 2.4 Difference in Operation of News Agencies and Newspaper
 - 2.4.1 Basis Differences
 - 2.4.2 Differences in Working
- 2.5 Foreign Agencies in India
 - 2.5.1 Main Agencies Working in India
 - 2.5.2 How they Operate in the country?
- 2.6 Features Agencies and Services
 - 2.6.1 Agencies and how they operate
 - 2.6.2 Syndicated Columnists

UNIT 3: Government Media Organisation

- 3.0 Objectives
- 3.1 Introduction
- 3.2 The Government's Print and Related Media Organizations
 - 3.2.1 Press Information Bureau
 - 3.2.2 Publications Division
 - 3.2.3 Office of the Registrar of Newspaper for India
 - 3.2.4 Research and Reference Division
 - 3.2.5 Photo Division
 - 3.2.6 Press Council of India
 - 3.2.7 National Library
- 3.3 Government-run Film Medium Organisations
 - 3.3.1 Films Division
 - 3.3.2 Central Board of Film Certification
 - 3.3.3 National Film Archive of India
 - 3.3.4 National Film Development Corporation
 - 3.3.5 Directorate of Film Festivals
 - 3.3.6 National Centre of Films for Children and Young People.
- 3.4 Government-owned Electronic Media Organisations
 - 3.4.1 All India Radio
 - 3.4.2 Doordarshan
 - 3.4.3 Autonomy for the Electronic Media
- 3.5 Government Publicity Organizations
 - 3.5.1 Directorate of Advertising and Visual Publicity
 - 3.5.2 Directorate of Field Publicity
 - 3.5.3 Song and Drama Division
- 3.6 Government-funded Centres for Media Learning
 - 3.6.1 Indian Institute of Mass Communication
 - 3.6.2 Film and Television Institute of India

UNIT 4: The Film Industry

- 4.0 Objectives
- 4.1 Introduction
 - 4.1.1 Film Industry in India

- 4.2 The Film Industry: Organisation
- 4.3 How a Film is Made and Distributed
 - 4.3.1 Film Making Process in India
 - 4.3.2 Distribution of Films
- 4.4 The Role of the Government
 - 4.4.1 Censorship
 - 4.4.2 Government Institutions
 - a) National Awards
 - b) The Film Finance Corporation/National Film Development
 - c) State Film Development Corporation
 - d) The National Film Archive
 - e) The Film Institute
 - f) Directorate of Film Festivals
- 4.5 Documentary Film
 - 4.5.1 Films Division
 - 4.5.2 The Bombay International Film Festival for Documentary, Animation and Short Films
 - 4.5.3 The Independent Short Film Makers
 - 4.5.4 Problems of the Independent Short Film Makers
- 4.6 Problems of the Film Industry

UNIT 5: Educational Media

- 5.1 Objectives
- 5.2 Introduction
- 5.3 Organisational Set-up of AIR and Doordarshan
 - 5.3.1 Organization at Headquarters
 - 5.3.2 Organization at Stations
 - 5.3.3 Staff Structure of AIR and Doordarshan
- 5.4 AIR's School Broadcasts
 - 5.4.1 Objectives and Selection of topics
 - 5.4.2 Central Educational Planning Unit
 - 5.4.3 Constraints of School Broadcasting
- 5.5 Educational Television
 - 5.5.1 The Beginning
 - 5.5.2 A Wide Network Now
 - 5.5.3 TV's Potential as a Medium of Education
 - 5.5.4 Different Genre of ETV
- 5.6 ETV-A Triangle
 - 5.6.1 Producer "The Captain of the Ship"
 - 5.6.2 Presenter: The Teacher
 - 5.6.3 The Taught
 - 5.6.4 A Team Effort
 - 5.6.5 Barriers to ETV

- 5.7 New Experiments
- 5.8 Some Basic Requirements