

FACULTY OF ARTS

SYLLABUS

**BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**



JODHPUR NATIONAL UNIVERSITY

JODHPUR

Bachelor of Journalism and Mass Communication

YEAR I

PAPER I	General Hindi
PAPER II	General English
PAPER III	Computer Applications in Mass Media
PAPER IV	Introduction to Journalism
PAPER V	Introduction to Mass Communications
PAPER VI	Reporting and Writing Skills
PAPER VII	Editing Layout Designing
PAPER VIII	Introduction to Corporate Communication

YEAR II

PAPER I	Print Journalism
PAPER II	Introduction to Photo Journalism
PAPER III	Media Laws Journalistic Ethics
PAPER IV	Mass Media Writing Skills
PAPER V	Introduction to Graphic Arts
PAPER VI	Still Photography

YEAR III

PAPER I	Advertising and Public Relations
PAPER II	News Paper Management and Press Laws
PAPER III	Electronic Media- Radio, Television, Film and Internet
PAPER IV	Introduction to Media Research
PAPER V	Basics of Camera, Light and Sound
PAPER VI	Development Communication
PAPER VII	Industry Based Environmental Studies

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PAPER I सामा य ह द

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PAPER II GENERAL ENGLISH

1. Comprehension and vocabulary
2. Composition
 - A. Letter/application writing
 - B. Paragraph writing/ precis writing
 - C. Report writing
3. Translation
 - A. Elements of a sentence
 - B. Transformation of sentence
 - C. Modals
 - D. Tense usage
 - E. Determiners
 - F. Common errors in English
 - G. Phrasal verbs

Books recommended

1. A.J. Thomson and : A Practical English Grammar

- A.V. Martinet (Oxford Paper Back)
2. S.Pit Corder : Intermediate English Practice Book (OrientLongman)
 3. Bhaskaran and : Strengthen Your EnglishHordburgh (OUP 1973)
 4. T.l.h. Smith – Pearce : The English Errors Of Indian Students (OUP)
 5. I.K. Sharma and : A Practical Course of English (Ramesh Book V.D. Singh Depot, Jaipur)

PAPER III Computer Applications in Mass Media

UNIT I

Different applications of computers for mass media – introduction – text, graphics, drawings, animation, sounds.

UNIT II

Multimedia applications – business applications, educational application, public utility, virtual reality; multimedia skills.

UNIT III

Page maker, Interfacing, working with text, page setup, printing, formatting techniques, graphics and drawings.

UNIT IV

Images, bitmaps, drawing, principles of animation, use of video – broadcast, video standards NTSC-PAL-SECAM-HDTV, integration of computers and televisions, video editing, linear aspects. Internet – sourcing – web technology and its application; new generation Internet potential and limitations – priorities and utilization.

UNIT V

Web vs. print – a comparison, advertising, copy creation and feedback on the Net, Profiling the reader, content generation and research, design of context. Website elements visual design, background, colours, sale promotion service, promotion in the website. Interactivity – diversity, legal challenges – copy right issues, technology issues, political issues, social issues, economic issues, ethical issues.

Paper IV Introduction to Journalism

Unit- 1

Origin and growth of Indian press, Focus of Indian press before independence. Role of journalism and its role in freedom movement. Freedom fighters as communicators (Tilak, Gandhi, Ganesh Shanker, Makhan Lal etc.)
The press after independence

Unit-2

Journalism : meaning and scope, Indian press from mission to profession
Role of press in Democracy Press commission and its role

Unit-3

Understanding and identification of news : the deference between information and news. News service and news value. Basic forms of journalistic writing for print media

Unit-4

Introduction to newspaper organization , News agencies and their role Press council of India :Introduction. Press institute of India and its functions and importance

Unit-5

Mass media contents, Mass media audience. Brief study of major media organization of India. Mass communication effect

Paper – V Introduction to Mass Communication

Unit-1

Communication : Definition, Meaning and scope element and process of communication. Communication Type : Verbal and nonverbal Intro – personal, Interpersonal, group and mass communication.

Unit-2

Models of communication : Lasswel, Shcmnon and weaver, Osgood, will schramme, westly and modern, gatekeeping. Theory of communication : Balance theory personal influence theory, four press theory etc.

Unit-3

Marshal malutan's Approach Medium of mass communication. Newspaper, Magazine, Radio, Television, Film etc. Mass communication and National Development.

Unit-4

Mass communication : Social change and Social responsibility. Analysis of mass media in India contest. Traditional medium of mass communication and its importance.

Unit-5

Special Feature of mass communication mass and public, Public opinion, propaganda. Comparative merits demerit of each mass media.

Paper – VI Reporting and Writing Skills

Unit-1

News : What makes news, concept of news, Definition, news source, off the record. Reporters : His qualification, qualities and rights, kinds of reporters, beat system.

Unit-2

Types of reporting – political, sports, crime investigation etc. City news desk, planning of news, coverage news flow in the newspaper. Hard news human interest stories, development news, follow UPS

Unit-3

Television

Interviews : definition and forms preparation of interviews Qualities of good interviews press conference, press briefing, meet the press

Unit-4

Films

Writing for news agency feature and review writing feature and review writing Magazine writing news writing for TV and radio.

Unit-5

Folk media

Glossary of print media, Dead line and its importance. Interpretive Reporting.
Photo Journalism

Paper – VII Editing and Layout Designing

Unit-1

Editing : Meaning of editing, importance and scope editing for news papers, Magazines.

Unit-2

Contemporary trades in print Journalism, online editing in Journalism. Editorial department introduction and function of assistant editor. News editor, Sub editor art and steps of subbing.

Unit-3

Headline : Importance of headline subhead pointer Box etc. Editing of news, Articles, Letters to editor, Feature. Rewriting of news, copy desk and its importance.

Unit-4

Principles of layout designing of contemporary newspapers. Relationship between writing, editing and designing use of charts, graphs and diagrams in layout designing, use of picture and illustrations.

Unit-5

Photo selection, cropping and caption writing role of photo in layout. Importance of dummy, Editing symbols and their use Practical editing exercise

PAPER VIII Introduction to Corporate Communication

UNIT I

Public relations definitions – PR as a communication function – history of PR – growth of PR in India, PR specially, propaganda and public opinion, PR as a management function.

UNIT II

Stages of PR – planning – implementation – research – evaluation; PR practitioners and media relations – press conference – press releases – other PR tools.

UNIT III

Communication with publics – internal and external – community relations – employees relations; PR in India – public and private sectors; PR counseling; PR agencies; PR and advertising – PR for media institutions.

UNIT IV

Shareholder relations – dealer relations; PR for hospitals – PR for charitable institutions; defence PR; PR for NGOs; PR for political parties; crisis management – case studies.

UNIT V

PR research – techniques; PR and law; PR and new technology; code of ethics for PR international PR; professional organizations of PR; emerging trends in PR.

YEAR II

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PAPER VI	Still Photography

PAPER I Print Journalism

Unit 1

News: Basic Elements, Sources, Structure of news story, Lead, kinds of leads, difference between a short story and a news story. Beats & the Bureau, Investigative, Interpretative & Specialised Reporting, Covering the Parliament/Legislature.

Unit 2

Editing : Functioning of newsroom, News-Editor & his men, Principles of Editing Copy Reading Symbols, Dressing up the copy, Headlines, Picture Editing, Page Make-up & Layout.

Editorial Writing: Contents of the Editorial Page, Types of Editorials, Editorial Mail, Editorial Page Article.

Unit 3

Feature Writing: Types of Features, Difference between Feature & Special Article and Feature & News Story, Ideas for Features, Reviews, Middles, Selling a Feature.

News paper Production: Design and Layout

Books Recommended:

1. Reporting B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Journalism in India, Parthasarthy, 1997, Macmillan India Pvt., New Delhi.
3. News Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi.

PAPER II Introduction to Photo Journalism

UNIT I

Photography – elements and principles – visual meaning photographer's jargon
Composition of photography – subject and light.

UNIT II

Photographic equipment – cameras – types formats – lens –their types and
functions, film-types and functions – accessories.

UNIT III

Shots- focus shutter-speed selection of subject different types of photographs
action-photo editing – procedure-pictures for newspapers and magazines –
developing photographer's manual and computerized photography.

UNIT IV

Photographing people, portrait and still, wildlife, environment, sports, landscape,
industrial disasters, photography for advertising, conflicts war political and social
photography.

UNIT V

News values for pictures, photo essays – photo features; qualities essential for
photo journalism, picture magazines – colour photography, impact of technology,
practical, field assignments and their evaluation.

PAPER III Media Laws Journalistic Ethics

Unit 1

Introduction to Media Laws, Need and importance of various laws in media,
Basics of Indian Constitution and Fundamental Rights. Some case studies
related to media laws.

Unit 2

Concept of Free Press, Censorship and other legal implications imposed by

government on Press. Press Commission First and Second.

Unit 3

Press Council of India, Arts, Committees and Wage Boards related to Media and working journalists, AIR and DD's Code of Broadcasting Defamation, Contempt of Court, Official Secrets Act.

PAPER IV Mass Media Writing Skills

UNIT I

Writing with creativity and colour: meaning of colour writing, art of writing with flair, difference between news writing and colour writing, the delayed intro style. Narrative and interpretation writing.

UNIT II

Features: types of features, ingredients of feature writing, art of writing different kinds of features Writing for magazines: sports writing.

UNIT III

Edit page writing: Writing leaders, articles, middles, literary Pieces, columns, reportage, interviews, profiles, letters. Technical writing: business writing, science writing, developmental writing, writing for target groups and special interest groups. Online writing.

UNIT IV

Writing reviews: reviewing books, film review, art review, reviewing music, dance and other performing arts and cultural activities, TV and radio review.

UNIT V

Freelance writing: what is freelance journalism? Its nature, scope and future prospects. Qualities of a freelance journalists. Freelancing for newspaper, magazines, TV, radio and on – line media.

PAPER V Introduction to Graphics

UNIT I

Elements of design and graphics, visualization, convergence and divergence conceptualization functions and significance, fundamentals of creativity in art – logic – style – value – tools of art – illustrations – graphs.

UNIT II

Basic elements and principles of graphics, design lay – out and production, typeface families kinds – principles of good typography : spacing-measurement-point system.

UNIT III

Type composition – manual – mechanical – lino – mono – Ludlow – photo, DTP use of computer software, character generation- use of multi-media.

UNIT IV

Printing methods – letterpress, cylinder, rotary, gravure, screen, offset, plate making, types of papers, magazines layout pagination, designing and printing of bromides, art pulls.

UNIT V

Colour printing colour combinations colour scanning colour separation colour correction colour positives colour negatives preparation of bromides art pulls.

PAPER VI STILL PHOTOGRAPHY

UNIT-1

INTRODUCTION

Camera history & lenses Early experiment and later developments camera history: its type and functions Pin hole, box, studio, field, pocket, folding, slr, tlr, miniature, stereoscopic, panoramic, video, cine & digital cameras and choice of camera & seizes Principal parts and there function- various shutters, view finders, rising and folding, cross movement and swing back focusing systems, attachments and accessories.

UNIT-2

ELEMENTRY PHOTOGRAPHY OPTICS

Refraction of light, dispersion, image formation, principal focus & focal length, size . of images, intensity of images, speed of lenses, diaphragm notation, principles of axis, depth of field, depth of focus, factors controlling of depth of field & focus, variation of aperture with distance of subject, defecates of images, chromatic and spherical aberration, curvature of field, distortion astigmatism.

UNIT-3

DARKROOM

Layout and equipment, safelight., development theory & technique, Various constituents of the developer, characteristic curve, elementary ideas of developers & there sections, various developing agents & developers and there comparative study, velocity and time of development.

UNIT-4

SPECIAL TECHNIQUES OF PHOTOGRAPHY

Infrared, ultraviolet, x-ray, polarized , coping, micro photography, microfilming and lanternslides, shadow grams, macro photography, finger prints & document photography, commercial, industrial and advertising photography, photo engraving, color separation, principals of photographic pictorials - elements composition, arrangements of lines and tones, rendering color contrast in monochrome, principals of perspective.

UNIT-5

PRINTING

Papers characteristics, grade and selection, paper exposure, development, fixing, washing, drying, types of enlargers and methods of illumination, determination of exposure, selection of papers, projection control of the image.

YEAR III

Unit-1

Nature and scope of management. Principles of Newspaper Management
Organization and function of various Department : editorial, Advertising, circulation, production etc.

Unit-2

Ownership patterns of major media house in India. Sales promotion – including pricing price was aspect. Qualities of a good media manager. News print policy.

Unit-3

Apex bodies : DAVP, ABC, NRS Time Management of each Departments
Newspaper as a product. Market survey techniques.

Unit-4

Press regulation : A historical perspective and future. Freedom of speech and expression in constitution of India. Right to information bills in India. Official secrets act 1923.

Unit-5

Law of defamation. Contempt of court act 1971. P.R.B. Act 1867.
Press council of India 1978.

Paper III Electronic Media- Radio, Television, Film and Internet

Unit 1

Introduction to Radio as a mass medium, Radio broadcasting in India, Radio Programme Production basic equipments, recorders and other equipments, stages of radio programme production, techniques of radio programme production, live broadcasting techniques in Radio, Radio Ads and Jingles, Radio and Development Communication, Ethics and Laws of Radio broadcasting, Censorship Policies.

Unit 2

Introduction to television as a mass medium, Developments in Television Transmission in India, DTH, DTT, Cable TV and Satellite broadcasting, Television Programme production basic equipment, cameras, different formats of camera, lighting and sound equipment, Linear Editing, Non-linear editing, Sound effects and Visual Effects.

Unit 3

Usage of Animation techniques and Graphics. Data, Information, good information and its characteristics, information classification, information and Internet, Information related to media and sting operations.

Paper IV Introduction to Media Research

Unit 1

Research: Meaning, Concept, Role and Function, Media Research Need, Importance, types and elements of research, Research approaches Qualitative and Quantitative.

Unit 2

Methods of Research Survey, Content Analysis, Case study and Observation, Sampling Techniques Probability and Non-Probability.

Unit 3

Tools of Research Questionnaire, Schedule and Interviews, Types of Data Primary and Secondary. Coding and Data Analysis Classification and Tabulation of Data.

Paper V Basics of Camera, Light and Sound

Unit-I

Camera

- 1.Introduction to video camera
- 2.Parts of video camera and their functions
- 3.Camera movement equipment
- 4.Lenses – functions and types

Unit-II

Visualization

- 1.Composition – different types of shots, camera angles and camera movements
- 2.Asthetics in visual composition
- 3.Subject - camera relationship.
- 4.Aperture control and depth of field

Unit-III

Lights

- 1.Lights and its properties
- 2.Different types of lights
- 3.Other tools used in lighting – diffusers, reflectors, cutters & gels
- 4.Basic lighting techniques
- 5.Accessories used in lighting

Unit-IV

Sound

- 1.Audio fundamentals
- 2.Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects
- 3.Types of microphones
- 4.Use of audio mixers for recording & editing of sound
- 5.Different audio equipment for studio and location recording
- 6.Audio post production – mix and unmix tracks

Suggested Readings

1. Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
2. Herbert Zetl TV production Handbook, Thomas Wardsworth Publishing

Paper VI Development Communication

Unit 1

Development: meaning, concept, process and models of development; theories, origin, approaches to development; problems and issues in development

Unit 2

Characteristics of developing societies; gap between developed and developing

societies. Development Communication: meaning, concept, definition, philosophy, process, theories, role of media in development communication; planning and strategies in development communication.

Unit 3

Social, cultural and economic barriers; development communication policy; action plans; democratization & decentralization of communication services, Panchayati Raj system.

PAPER VII Industry Based Environmental Studies

UNIT – 1

Environment – Definition – Scope – Structure and function of eco system's procedures, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chain, food web and ecological pyramids - concepts of sustainable development.

UNIT – 2

Natural resources: Renewable – air, water, soil, land and wildlife resources. Non-renewable – mineral, coal, oil and gas. Environmental problems related to the extraction and use of natural resources.

UNIT – 3

Biodiversity – Definition – values – consumption use, productive social, ethical, aesthetic and option values threats to biodiversity – Hotspots of bio diversity – conservation of bio-diversity: In-situ Ex-situ. Bio-wealth – national and global level.

UNIT – 4

Environmental pollution : Definition – causes, effects and mitigation measures – Air pollution, Water pollution, Soil pollution, Noise pollution, Thermal pollution – Nuclear hazards – solid wastes acid rain – climate change and global warming environmental laws and regulations in India – Earth summit.

UNIT – 5

Population and environment – Population explosion – Environment and human health – HIV / AIDS – Women and child welfare – Resettlement and Rehabilitation of people, role of information technology in environmental health – Environmental awareness.

Recommended Books

1. Mass communication of electronic Media – Sudhir Mishra
2. Electronic Media – M.M. Gaur
3. News reporting of editing – Suhas Chakwarty
4. Press and Media – Suhas Chakrawarty
5. Media and Society – N.K. Verma
6. Media Development and Management – Biswajeet Guha
7. Media Management– K.P. Yasdev
8. Media and Society – Titendra Singh
9. Mass Communication – Jitendra Singh
10. Print Media Communication Management – Arjun Zachariah
11. Board Cast Journalism – D.N. Kapoor
12. Principles and Practices of Mass Communication – Ved Prakash Gandhi
13. Professional Journalism – Swati Chauhan
14. Development Journalism – D.V.S. Murthy
15. Electronic Media Communication Management – Ved Prakash Gandhi
16. India Televisim and Video Programmes – Mridla Menon