

FACULTY OF ARTS

SYLLABUS

**MASTERS OF JOURNALISM AND
MASS COMMUNICATION**



JODHPUR NATIONAL UNIVERSITY

JODHPUR

Master of Journalism & Mass Communication (MJMC)

YEAR 1

Paper I	Principles of Communication and Mass Communication
Paper II	Origin and Growth of Media
Paper III	Print Media- Reporting, Editing and Feature writing
Paper IV	Electronic Media- Radio, Television, Film and Internet

YEAR 2

Paper V	Development Communication
Paper VI	Advertising and Public Relation
Paper VII	Code of Conduct and Media Laws
Paper VIII	Media Research
Paper IX	Industrial Based Environmental Studies



Master of Journalism & Mass Comm. (MJMC)

Paper 1 Principles of Communication and Mass Communication

Unit 1

Nature and process of Human Communication, Definition, Concept, elements, forms, process and functions of communication, types of Communication, Need and Significance of communication, Changing conception in Indian context, Future trends in Communication.

Unit 2

Models of Communication: Harald, Lasswell, Shannon and Weaver, Charles, Osgood, Westley and Mecclean, Leagan, Dance Helical, Wilbur Schramm, Newcomb.

Unit 3

Concept of International Communication and Globalisation, Challenges of cultural imperialism and Neo-colonialism, Information Market and New emerging media, Philosophy of New World Information and Communication Order.

Paper 2 Origin and Growth of Media

Unit 1

Origin, History, Growth and Future of Print Media with special reference to India.

Unit 2

Origin, History, Growth and Future of Radio with special reference to India.

Unit 3

Origin, History, Growth and Future of Television and Camera with special reference to India.

Paper 3 Print Media- Reporting, Editing and Feature writing

Unit 1

Meaning, Definition and Concept of News, Identification and development of Sources of News.

Unit 2

News value and content, Elements of News, Newsworthiness, qualities and 7 C's

of News. Process of News gathering and their presentation, Basics of Reporting, Investigative Journalism.

Unit 3

Meaning, Definition and Concept of Editing, Basic Principles of Editing, Need for Editing, Principles of giving headlines and sub-headlines, Structure of news room of a daily newspaper, Proof reading marks and arranging copy.

Paper 4 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.

YEAR 2

Paper 5 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 6 Advertising and Public Relation

Unit 1

Definition, Scope, Concept of Advertising, History, Growth and Development of Advertising in Indian context.

Unit 2

Types of Advertising, The Role of Advertising in Social Change, Role of advertising in Marketing and Corporate Image building, Various media of Advertising, Study of Appeals, motivation, needs, attitude and their use in advertising creativity.

Unit 3

Media Planning, Layout and Visualisation, Copy writing for Print, Radio and Television Advertisements, Advertising Campaign Planning, Advertising Agency and its structure, role and functions, Media buying Agencies.

Paper 7 Code of Conduct and Media Laws

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 8 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 9 Industrial Based Environmental Studies

Unit – 1

Environment – definition – scope – structure and function of ecosystems- producers, consumers and decomposers- energy flow in the ecosystem - ecological succession – food chain, food webs and ecological pyramids – concept 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 bio diversity – 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.

