JIWAJI UNIVERSITY
GWALIOR

Syllabus

SUBJECT
BACHELOR OF JOURNALISM
AND MASS COMMUNICATION

SCHOOL OF STUDIES IN
DISTANCE EDUCATION
SCHOOL OF STUDIES DISTANCE EDUCATION  
JIWAJI UNIVERSITY, GWALIOR  

(One Year Course)  

Syllabus  

Bachelor of Journalism and Mass Communication  

Theory Papers:  
1. Introduction and History of journalism  
2. Reporting and writing Skills  
3. Editing and Layout Designing  
4. Introduction to mass communication  
5. Electronic Media  
6. Newspaper management & Press laws  
7. Public Relation and Advertisement  

Each theory paper marks are divided into two parts:  
- Theory paper will be of 70 marks for which minimum pass marks are 21.  
- Assignment will be of 30 marks for which minimum pass marks will be 12.  
- In aggregate passing marks of theory and Assignment should not be less than 40% in each subject.  

Scheme of Examination  

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<th>Max.</th>
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<th>Total Min. in Theo. &amp; Assign.&amp; PR</th>
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40 % and above but less than 50 % in aggregate : Third Division  
50 % and above but less than 60 % in aggregate : Second Division  
60 % and above in aggregate : First Division  
75 % and above in aggregate : First Division with distinction  

Note :- A candidate failing in two subjects shall be allowed to appear in (Distance mode) supplementary examination held with next year examination.  

Bachelor of Journalism and Mass Communication
Paper – I
Introduction and History of journalism

Max. Marks 70
Min. Pass Marks 21

Unit- 1
- Journalism : Definition, meaning , forms & scope.
- Information: meaning ,definition
- History of journalism
- Origin & growth of Indian press

Unit-2
- Indian journalism: pre independence and post independence.
- Role of press in Democracy and contributions of journalism in freedom Struggle.
- Freedom fighters as a journalist : Bal Gangadhar Tilak, Mahatma Gandhi, Ganesh Shankar Vidhyarthi, Makhwan Lal Chaturvedi.
- Journalism organization and their movement.

Unit-3
- Mass Media: Various communication medium, Audience, content and effects.
- Traditional Media
- Rural Journalism & its role in Agriculture Areas.
- Prominent News papers
- Yellow Journalism

Unit-4
- News Agency: Historical Development of News agencies
- Recognized Indian News agencies
- Role of News agencies and there limitations.

Unit-5
- First press Commission
- Second press Commission
- Indian Press Council.

Bachelor of Journalism and Mass Communication
Paper – II
Reporting and Writing Skills

Unit-1 :
- Types of News, news sources,
- Off the record.,
- Planning of News presentation in print Media.
- Forms of news writing

Unit-2 :
- Reporting : Meanings , Elements
- Types of reporting: Political, Sports , Crime, Investigative, Developmental Interpretive reporting
- Kinds of reporters , Good qualities of reporters, their responsibilities and rights
  Follow ups, beat system

Unit-3 :
- interviews: Definitions concept Different forms of Interview
  - Preparation for interview of renounced personalities.
  - Press conference, Press briefing meet the press.

Unit-4:
- Features: Meaning, Definition and Scope
  -Feature writing for news agency.
  -Review writing for magazine.
  -Differences between Features & News

Unit-5 :
- Photo journalism : Meaning , Definitions.
- Development of photo journalism its importance in mass communication
- Types of Photo Features.
Bachelor of Journalism and Mass Communication
Paper – III
Editing and Layout Designing

Unit-1
- Editing : Definitions, Concept and & Scopes for news Paper & Magazine.
- Importance of Editing, Salient features of editing

Unit-2
- Comparative Study of News editing in news agency, Radio ,Television.
- Feature editing , editing of articles , letters to the editor , rewriting of news , copy desk & its importance.
- Assistant editors & Sub editors.

Unit-3
Head lines : Definition & Meaning , its Importance, Types & Objectives.
-Subhead – Types, Pointer box.
-Intro: Types & its importance

Unit-4
- Layout designing: Principles of layout designing of contemporary news Papers, Relationship between writing , editing & Designing. Use of charts, graphics ,cartoons ,pictures .
- Dead line and its importance.
- Dummy : Meanings, Theory of dummy making in news paper

Unit-5
- Photo editing: Photo selection , cropping, caption writing of photo & its importance.

Bachelor of Journalism and Mass Communication
Paper – IV
Introduction to Mass Communication

Unit-1
- Communication: Types- Verbal non verbal , intrapersonal , interpersonal, group Communication, mass communication & traditional communication.

Unit-2
-Importance of Communication , its elements.
- Rural Communication.
- Different Steps of Communication: Bullet, Two steps flow of Communication Multi steps flow of Communication.

Unit-3
- Theories of communication : Peterson & Shramm’s four press Theories- e.g.-Authoritarian, Libertarian ,Soviet/communist theory , Social responsibility, Denis Mcquails theory-Democratic & Participatory theory, Development media theory Marshalsh MacluhaqnS theory
- Balance theory, Personal influence theory .

Unit-4
- Importance & Responsibilities of mass communication Media.
- Social change & Social responsibility.
- Role of mass communication in National Development.
- Merits & Mesits of mass Media.

Unit-5
- Salient features of mass, public and groups.
- Public opinion, propaganda
- Opinion leader.
- Typology of Audience.
### Bachelor of Journalism and Mass Communication

#### Paper – V

**Electronic Media**

**Unit 1**
- Brief history of broad casting.
- Origin, Development of electronic media in India.
- Basic Characteristics of electronic media.
- F.M & Community Radio.

**Unit 2**
- Principles of writing for radio news bulletin.
- Characteristics of radio writing.
- Art of news reading
- Set up of Radio news room & News Studio.

**Unit 3**
- Television News Writing, Packaging.
- Basic features of script writing for T.V. programs.
- Anchoring & its types.
- T.V. documentaries
- Basic elements of news production (Presentation), Byte

**Unit 4**
- Web Journalism: Definitions, meanings, its scopes & its significance.
- Writing & layout for web.
- Surfing and browsing of news website.
- Convergent media.
- Glossary of web journalism

**Unit 5**
- Committees of Radio & T.V.
- Comparative study of AIR & B.B.C.
- Comparative study of Aaj Tak, Star News, Zee News, N.D.T.V. etc

### Bachelor of Journalism and Mass Communication

#### Paper – VI

**Newspaper Management and Press Laws**

**Unit 1**
- Media management: Meanings, nature & scopes.
- Principles of news paper management.
- Structure of organizational set up of news papers & Function of various department of news paper & magazine Organizations e.g. Editorial, Advertising, Circulation, Finance and Production department.

**Unit 2**
- Ownerships patterns of major media house in India.
- Qualities of good media manager.
- News print policy.
- Sale promotion including pricing, price war aspects
- Space /Time Selling, product selling.
- Apex bodies- DAVP, ABC Ad Agencies, DPR, INS.
- News paper as a product.
- Market Survey techniques.
- Time Management of each department.

**Unit 4**
- Freedom of Speech and expressions in constitution of India.
- Right to information bills in India.

**Unit 5**
- Laws of Defamation.
- Contempt of Court act 1971.
- PIB (Press information Bureau) Act 1867.
Bachelor of Journalism and Mass Communication
Paper – VII
Public Relation and Advertisement

Unit-1
- What is P.R.? Role and scope of P.R.
- Historical Background of public relation.

Unit-2
- Brand promotion, Image Building, crisis management.
- P.R. in state and central Government.
- Growth of PR Agencies.
- Planning of P.R. Campaign.
- Characteristics of a good PR professional.

Unit-3
- Advertising: Definition, Role and Scope.
- History of Advertising.
- Types of Advertising.
- Advertising Agency: Role and function, media selection, idea generation.

Unit-4
- Creativity, Appeals and copy writing.
- Basic principles of copy writing – Headline, copy text, slogans, picture and Typography.
- Study of Print & electronic Advertisements.
- Women in Advertising.

Unit-5
- Ethics of Advertisement, public Relation.
- Social Effects of Advertisement.
- Glossary of Advertisement.

Recommended Books:
1. Mass communication of electronic Media – Sudhir Mishra
2. Electronic Media – M.M. Gaur
3. News reporting & editing – Suhas Chakwarty
4. Press and Media – Suhas Chakravarty
5. Media and Society – N.K. Verma
6. Media Development and Management – Biswajeet Guha
7. Media Management – K.P. Yasdev
8. Media and Society – Jitendra Singh
10. Print Media Communication Management – Arjun Zachariah
11. Board Cast Journalism – D.N. Kapoor
13. Professional Journalism – Swati Chauhan
16. India Televisim and Video Programmes – Mridula Menon
17. मीडिया प्रॉक्सेसचन – रुतु गोपडी
18. मीडिया लेखन कला – गियाल सिंह
19. विज्ञापन प्रचांडन – खा. नियाल सिंह
20. पत्रकारिता के विविध आयाम – राजेन्द्र श्रीवास्तव
21. भारत में प्रेस कानून – प्रो. महेशदेव सिंहधी
22. पत्रकारिता की विभिन्न विधाओं – खा. नियाल सिंह
23. पत्रकारिता एवं प्रेस कानून – मनीषा द्विवेदी
24. जनसंचार माध्यम – खा. सूरेश अग्रवाल
25. समाचार पत्र एवं समाचार प्रेषण – खा. विजय कुलभूषण, जीवा रास्तोगी
26. मीडिया लेखन कला – प्रो. सुरेंद्रसाद दीक्षित, खा. पवन अग्रवाल
27. मीडिया प्रबंधन – रुतु गोपडी
28. फोटो पत्रकारिता के मूल तत्त्व – शशिकला शर्मा
29. पत्रकारिता के सिद्धांत एवं मूल तत्त्व – मनीषा द्विवेदी, शशिकला शर्मा
30. पत्रकारिता एवं जनसमर्पन — एन.पी. पंत, मनीषा छियवदी
31. पत्रकारिता का इतिहास—संजीव भागवत
32. पत्रकारिता परीक्षा में नूतन—जगमीन बाबोक, एच.जी. पौड़िके अन् भारती प्रकाश तन
33. जनसंचार माध्यम और विकास— द्व. रमण तरुण, कला मंदिर प्रका अन
34. अनुसंधान परिचय— पारसनाथ राय, सी. पी. राय, प्रका एक लक्ष्मी नारायण अग्रवाल, आगरा
35. दृष्टि य श्रम संचयन पत्रकारिता— द्व. जे.एस. मुव्वर
36. इंडियानिक माध्यम: बदलते आयाम— द्व. रिसा मिश्रा, द्व. अमसानथ अमर, प्रका एक— भारत पुस्तक मंडळ, नई दिल्ली — 110094
37. कल आज और कल—प्रो. चंद्रकांत सरदार, दृष्टि एक, ज्ञानगंगा, दिल्ली
38. सन्तान और विकास— भालमचरण दुबे, भारतीय उच्च अध्ययन संस्थान, दृष्टि अमल
39. जनमाध्यम संचयन और विकास— देवेन्द्र इसरार, इंद्रधनुष प्रका अन, दिल्ली
40. संचार भाग— द्व. मनोज दगड़ा, हिसाब
41. जनसंचार प्रवंश— मीनाभी सिंह, ओमेगा पब्लिकेट तंस, दिल्ली
42. जनसंचार समग्र— द्व. अरुण तिवारी, उपकार प्रका अन, आगरा
43. भारतीय मूल्य: अंतर्गत परिवार— द्व. रिमा मिश्रा, प्रका एक— भारत पुस्तक मंडळ, नई दिल्ली — 110094
44. जनसंचार माध्यम — द्व. शुरें एक अग्रवाल, नमन प्रका अन 4231/1 अंशारी रोड, दरियागंज नई दिल्ली 110002
45. जनसंचार: स्वरूप और सहित— द्व. राजेन्द्र प्रसाद, संजय प्रका अन, रू 4378/4 डी, जेएमडी हाउस अंशारी रोड, दरियागंज नई दिल्ली
46. जनमाध्यम और मास कल्चर— जगदी 1 वर्दुव, सारमर्ग 1 प्रका अन, नई दिल्ली
47. जनसंचार: सहित और अनुसंधान प्रो. द्व. जेएच, विवेकनित्तम, अनुसंधान द्व. भारती कान्त भुपकल, प्रका एक गन्धर्व-1 हिन्दी ग्रंथ अकादमी भोपाल | संविदा नाथ जाकुर गांधी, वाण गंगा भोपाल — 462003 | फोन नं. 0755–2553084