JIWAJI UNIVERSITY
GWALIOR

Syllabus

SUBJECT
BACHELOR OF JOURNALISM
AND MASS COMMUNICATION

SCHOOL OF STUDIES IN
DISTANCE EDUCATION
SCHOOL OF STUDIES DISTANCE EDUCATION
JIWALI 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>Paper Code</th>
<th>Max.</th>
<th>Min.</th>
<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 Vidyarthi, Makan 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
Models- Linear, Nonlinear, SMR, SMCR, Shannon & Weaver, Westley, Lasswel, Os Good, Dance, Wilber Schramm, Gerbner, gatekeeping, feedback, Noise.
- 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, Marshals 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.
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

Unit-3
- 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.
- Tools of PR: Press release, Press conferences, interacting with Journalist,

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 प्रक्रियात ग्रतुं गोंडी
18. मीडिया लेखन कला – निशाल सिंह
19. विज्ञापन प्रबंध – डा. निशाल सिंह
20. पत्रकारिता के विभिन्न आयाम – राजेन्द्र श्रीवास्तव
21. भारत में प्रेस कानून – प्रो. महेंद्रनाथ जियाडी
22. पत्रकारिता की विभिन्न विधाओं – डा. निशाल सिंह
23. पत्रकारिता एवं प्रेस कानून – मनोहर द्विपैदी
24. जनसंसार माध्यम – डा. सुरेंद्र अग्रवाल
25. समाचार पत्र एवं समाचार प्रेस – डा. विजय कुलश्रेष्ठ, जीना रस्तोगी
26. मीडिया लेखन कला – प्रो. सुरेंद्रसाद दीक्षित, डा. पवन अग्रवाल
27. मीडिया प्रबंधन – ग्रतुं गोंडी
28. फोटो पत्रकारिता के मूल तत्त्व – शरिफ्र शर्मा
29. पत्रकारिता के सिद्धांत एवं मूल तत्त्व — महीना दीक्षेदी, शाशिमाण शर्मा
30. पत्रकारिता एवं जनसमर्पण — एन.पी. पंत, महीना दीक्षेदी
31. पत्रकारिता का हिताहित—संजीव मानवत
32. पत्रकारिता परिषद मैनुकल—जगमोहन बालेश्वर, एन.जी. पवित्रकेश कृ न्द, भारती प्रका
33. पत्रकारिता माध्यम और विकास— डा. रमेश तरुण, कला मंदिर प्रका
34. अनुसंधान परिवहन— पारस्परिक सहयोग, सी. पी. राज, प्रका तक स्त्री नारायण आग्रावल, आगरा
35. वृ. य अभ्य न्यायालय पत्रकारिता— डा. जे.एस. मूली
36. इलेक्ट्रॉनिक माध्यम: बदलते आयाम— डा. रितामला भार, डा. अमृतनाथ अमर, प्रका तक— भारत पुस्तक बंधार, नई दिल्ली —
110094
37. कल आज और कल—प्रो. चंद्रकांत सरदारन, कृ. रा. मेहता, ज्ञानगंगा, दिल्ली
38. संचार और विकास— भारत कला संस्थान दुर्ग, कला कला उच्च अध्ययन संस्थान
39. जनमाध्यम संस्कृति और विकास— देवेन्द्र इसर, इंद्रप्रस्थ प्रका न. दिल्ली
40. संचार भोज— डा. मनोज दग्गा, हिसार
41. जनसंचार संबंध— मौनकाशी सिंह, ओमेंद्र पालकेश राय, दिल्ली
42. जनसंचार समान— डा. अरुण तिवारी, उपकार प्रका न. आगरा
43. भारतीय मीडिया : अंतरराष्ट्रीय पहल— डा. रितामला भार, प्रका तक— भारत पुस्तक बंधार, नई दिल्ली — 110094
44. जनसंचार माध्यम — डा. सुरेंद्र अग्रवाल, नमन प्रका न. 4231/1 अंसरी रोड, दरियागंज नई दिल्ली 110002
45. जनसंचार: संस्कृति और सिद्धांत— डा. राजेंद्र प्रसाद, संजय प्रका न. 4378/4 ली, जे.एम. हाउस अंसरी रोड, दरियागंज नई दिल्ली
46. जनमाध्यम और मास कल्चर— जगदी. चौहान, सारां न. प्रका न. नई दिल्ली
47. जनसंचार —सिद्धांत और व्यवहार प्रौ. डा. जे.वी. रेडियोनिक, अनुसारदर डा. भारती फाइटर भुकल | प्रका तक मनोकार्य | हिंदी स्त्री अकादमी मोहल | संविधान माता दादूर मार्ग, वाण गंगा मोहल — 462003 | फोन नं. 0755—2553084