MJMC101- INTRODUCTION TO COMMUNICATION

OBJECTIVES
1. To acquaint students with the concept and process of communication.
2. To enable them to appreciate the potential and limitations of various communication process.
3. To familiarize students with the comprehensive characteristics of various media

UNIT ONE: NATURE AND SCOPE OF COMMUNICATION
1.1 Communication: definition, nature and scope
1.2 Elements and process of communication
1.3 Functions of communication
1.4 Types of communication: Verbal, Non-Verbal, Intra-personal, interpersonal, group and mass communication, barriers in communication

UNIT TWO: MODELS OF COMMUNICATION
2.1 Aristotle, Lasswell and Braddock’s model
2.2 Shannon and Weaver De-Fleur’s model
2.3 Osgood and Schramme’s model.
2.4 Garlence, Westly and Macleaus Model

UNIT THREE: THEORIES OF COMMUNICATION
3.1 Personal influence theory, Media system dependency theory
3.2 Concept of selective exposure, selective perception and selective retention.
3.3 Sociological theories - Cultivation theory, Spiral of Silence, Media Hagemony, Agenda Setting, Uses and Gratification theory
3.4 Normative theories.
UNIT FOUR: MASS MEDIA
4.1 Mass Media Institution
4.2 Mass Media Contents.
4.3 Mass Media Audience.
4.4 Mass Media Effects

UNIT FIVE: MEDIA AND SOCIETY
5.1: Media and Social Change
5.2: Role of media in democracy
5.3: Media and culture
5.4: Media, Public Opinion and propaganda

Recommended books
1. संगार के मूल विद्यालय : ओपनप्रकाश शिंक
2. मुख्यवाक्य की संस्कृति व विवाहधारा : प्रो.जुवाफ खेकिया
3. जनसंगार नामयक का वैज्ञानिक परिप्रेक्ष्य : जयदीप ठाकुर
4. संगार जनमोहन का वर्तमान वरिष्ठ : रेखा चिन्हाक
5. Communication in India: Keval J Kumar
6. Mass communication theory: Dennis MacQuail
7. Understanding Mass Communication: Melvin L. Defleur
8. Communication: Larry L. Varker
9. Introduction to communication studies: John Fiske
MJMC102 - FUNDAMENTALS OF JOURNALISM

Objectives
1. To introduce with the field of journalism
2. To prepare foundation of students for further studies in the field of journalism
3. To impart elementary knowledge about the discipline of journalism
4. To acquaint students with various types of media and their characteristics

UNIT-1: BASICS OF JOURNALISM
1.1 Journalism – concept, role and functions
1.2 Concept and definition of news
1.3 News values and elements of news
1.4 Types of news
1.5 Terminology

UNIT-2: INTRODUCTION TO MEDIA
2.1 Print media: types and characteristics.
2.2 Radio: types and its characteristics.
2.3 Television: its characteristics
2.4 Traditional media: Its characteristics
2.5 New media: Introduction

UNIT-3 NEWS FLOW AND NEWS AGENCIES
3.1 Global news flow and imbalance
3.2 International news agencies (Reuters, AP, UPI, AFP)
3.3 New world information and communication order
3.4 Alternative news distribution systems
3.5 National news agencies (PTI, UNI, Bhaskar, Univarta)
UNIT- 4 ORIGINS AND GROWTH OF MEDIA

4.1 Origin of Indian press – Bengal Gazette and Oudant Martand
4.2 Role of press in freedom movement
4.3 Contribution of pioneer journalists like Raja Ram Mohan Rai and Bhartendu Babu Harishchandra
4.4 Brief introduction of prominent journalists: Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paranjpe, Makanlal Chaturvedi, Madhav Rao Sarphe and Ganesh Shankar Vidyarthi
4.5 Development of press after independence: Overview

UNIT- 5: ORIGIN AND GROWTH OF MEDIA

5.1 Development of radio in India
5.2 Development of television in India
5.3 Development of Cinema in India
5.4 Origin and growth of press in US and UK
5.5 The partisan press, penny press and yellow journalism

Recommended books
1. भारत में प्रेसकारिता : जेएस : नरदेव
2. राष्ट्रवाद और प्रेसकारिता के वित्तिय आवाण : ऑ.अर्जुनकाश सिंह
3. हिंदी प्रेसकारिता का स्वरूपात्मक : जगदीश प्रसाद शर्मा
4. हिंदी प्रेसकारिता का भूमिकात्मक : अच्छन दिग्विजय
5. हिंदी प्रेसकारिता के वित्तिय आवाण : हो. तत्पूर्ण कृष्ण
6. History of journalism : Partha Sarathi Rangaswami
7. History of Indian press: J Natrajan
8. Indian journalism: Nadik krishnannartii
9. Basic journalism : Partha Sarathi Rangaswami
10. Modern journalism & news Writing : savieta chada
11. Modern history of press : Sunil Ghosh
12. News culture : Allen sturat
13. Journalism : David Wainwright
14. Many voices one world: McEride
MJMC103 - MEDIA WRITING

Objectives
1. To develop writing skills among students
2. To familiarize students with journalistic writing
3. To familiarize students with genres of media writing
4. To develop ability for translation from English to Hindi and Hindi to English

UNIT ONE: BASICS OF WRITING
1.1: Characteristics of good journalistic writing
1.2: Planning and organizing content
1.3: Basics of writing for radio
1.4: Basic of writing for TV

UNIT TWO: LANGUAGE, STYLE AND TRANSLATION
2.1: Newspaper language
2.2: Style and style guide/ book
2.3: Journalistic writing as distinct from literary writing
2.4: Translation in journalism

UNIT THREE: NEWS WRITING
3.1: Basics structure of news
3.2: Writing intro
3.3: Developing body
3.4: Alternatives to inverted pyramid

UNIT FOUR: FEATURE AND REVIEWS
4.1: Concept and definition of features
4.2: Form and structure of features
4.3: Types of features
4.4: Review writing: book, film, music, dance etc. reviews
UNIT FIVE: OPINION WRITING

5.1: Concept of news and views in newspaper
5.2: Editorial writing
5.3: Article writing
5.4: Columns

Recommended books:
1. News writing and editing: KM Shrivastava
2. Modern news writing and News writing: Savita Chadda
3. Writing for Media
4. News writing: George A Hough
5. Students will be required to write and submit at least 10 editorials, 0 articles.
6. Students will be required to write and submit at least 10 features and 10 reviews.
7. Students will be required to write and submit at least 15 news stories.
8. Translation of at least 15 business, sports, science, political news, articles and feature.
9. Preparation of glossary of 40 words each for business, sports, science, political and parliamentary news.

10. समाचार अभ्यासना और लेखन प्रक्रिया : सुभाष भुविया .आंबेडकर प्रवास
11. समाचार लेखन : डॉ.जयप्रकाष आंबेडकर
12. पत्रकारिता के रिद्वा : एम.सी.पंत
13. पत्रकार और पत्रकारिता : डॉ.अग्नि वैल
14. भाष्कर हिंदी : कृष्णभोज
15. पत्रकार लेखन : गणेश हरावल
16. पत्रकारिता के अनुवाद की समस्याएँ : भोलानाथ तिवारी ,जितेश दुबे
17. अनुवाद सिद्धांत : भोलानाथ तिवारी
MJMC104- MEDIA LAW AND ETHICS

Objectives
1. To familiarize students with the legal provisions concerning media
2. To acquaint students with ethical aspects of media and journalism.

UNIT-1 Basic Concepts
1.1 Media Law: Concept, Nature, Scope and need
1.2 Historical perspective of press regulations
1.3 Freedom of speech and expression
1.4. Censorship and Media: The Indian experience, particularly during the Emergency of 1975

UNIT-2 Defamation, Contempt and Privileges
2.1 Law on defamation and journalistic defense
2.2 Contempt of Courts
2.3 Privileges of Parliament/State Legislatures
2.4 Press Council

UNIT-3 Important Acts
3.1 Press and Registration of Books Act, 1867
3.2 Official Secrets Act, 1923
3.3 Copyright Act, 1957
3.4 Right to Information Act, 2005.

UNIT-4 Law, Electronic Media and IT
4.1 Legal provisions about licensing, up-linking, regulating etc. of private electronic media channels
4.2 Prasar Bharati Act 1990
4.3 Information Technology Act, 2000
4.4 Debate and regulations about convergence, Media Council etc.

UNIT-5 Media Ethics
5.1 Media ethics: Concepts, Scope, Need and Contemporary status
5.2 Norms of journalistic ethics, Press Council's guidelines
5.3 Institutions of the Ombudsman, Right to Privacy, Lok Adalat
5.4 Broadcasting code, Cable TV Programme Code, Advertising code
and codes for Public Relations and Advertising

Recommended Books:
1. International Law governing communication and information: Edward W. Ploman
3. Press Law: P M Bakshi
4. Media Law: Geoffrey Robertson
6. Public Interest Litigation: Justice Gulab Gupta
12. Press laws & Ethics of Journalism : PK Ravindranath
14. Ethics in media communication: Cases and controversies – Louis Alvin Day
15. International law governing communication and information : Edward W Ploman
16. अदालत में निर्देश, ज्ञान और अदालत संभाषण
17. श्रद्धांजलि: नेम बहादुर शिवाजी
18. उपम निधि और अन्धारकाल स्मारकांग्रह : हो. हरिकंत दीक्षित

13