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. प्रेस विधि का इतिहास, समाजवाद और आचार तत्क्षण: हरेन्द्र दीक्षित
17. प्रेस विधि: नव विधियों विभा: हरेन्द्र दीक्षित
18. प्रेस विधि और अभिव्यक्ति स्वातंत्र्य: हरेन्द्र दीक्षित
MJMC301: DEVELOPMENT COMMUNICATION

Objectives
1. To introduce different concept of development
2. To develop understanding of communication for development
3. To enable students in handling tasks of development communication

UNIT - I CONCEPT OF DEVELOPMENT
1.1 Concept of development, indicators of development.
1.2 Models of development
1.3 Theories of development
1.4 Problems and issues in development, characteristic of developing societies, sustainable development.

Unit - II CONCEPT OF DEVELOPMENT COMMUNICATION
2.1 Developmental communication: concept, philosophy, process, theories
2.2 Strategies in development communication - social cultural and economic barriers
2.3 Case studies and experience (satellite instruction television experiment, Kheda communication project, Jharkhand development communication project)
2.4 Development communication policy - strategies and action plan, democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.

Unit - III MASS MEDIA AND DEVELOPMENT
3.1 Role of mass media in development
3.2 Evaluation of print, electronic, web and traditional media (with regard to development programmers)
3.3 Role of Akshaya, Doordarshan, Field publicity, DAVP, Film Division, PIB
3.4 Writing development messages: specific requirements for print, electronic, web and traditional media
Unit 4 DEVELOPMENT SUPPORT COMMUNICATION

4.1 Agricultural communication and rural development: The genesis of agricultural extension approach in communication diffusion of innovation case studies of communication support to agriculture.

4.2 Development support communication: population and family welfare

4.3 Development support communication: education, environment

4.4 Problems faced in development support communication

Unit 5 DEVELOPMENT AGENCIES AND DEVELOPMENT COMMUNICATION

5.1 Development agencies: government, semi-government, non-governmental organization

5.2 Micro and macro economic framework available for developmental activities

5.3 Communication strategies of development agencies

5.4 Problems faced in effective communication, case studies on development communication programmes

Reference books:
1. Media and development: M R Dua
2. Perspective on Development Communication: K Sudamal Nair
3. Media Utilization for the development of women and children: R.S. Thakur, Binod C. Agrawal
4. Media Communication: Suresh Chandra Sharma
5. John Clayton, Interview for journalism
6. Curtis D. Longall, Interpretative Reporting
9. This is All India Radio- Techniques of radio and T.V. News, V.L. Barua, Publication Division, New Delhi.
9. टेलिविजन हॉटल के लिए, टेलिविजन फिल्म, तंत्रज्ञान प्रकाशित नामितह.
10. जनसंस्कृति प्रसारित, और निरंतरता के लेखन, टेलिविजन, कैरियर टेलिविजन के दिनार में, जनसंस्कृति नामित, जनसंस्कृति प्रकाशित, नामितह.
8. Journalism & Human Development (Making of the News Person). Rohin Khemchand, Domnaz Publishers and Distributors, New Delhi
10. भारत वार्षिक, प्रकाशन विभाग, राजस्थान सरकार
11. संयोग और विकास : राजस्थान सरकार
12. जानवाह्य, संयोग और विकास : देवेंद्र उद्धार
13. विकास प्रयासिता : सरदार शर्मा
14. यूँविक एवं अभियान विकास : अर्जुन पिवारी
MJMC302 : Media Management

Objectives
1. To familiarize students with management process in media
2. To enable students to perform management functions

UNIT - 1
1.1 Media Management- Concept and significance.
1.2 Principles of Management
1.3 Functions of Management
1.4 Forms of business organization

UNIT - 2
2.1 Media Ownership patterns in India
2.2 Economics of media
2.3 Formation of a media company, problems and prospects of launching media venture
2.4 Organizational structure and functions of different departments - finance, circulation, marketing, human resource, production.

UNIT - 3
3.1 Marketing: concept, objectives
3.2 Functions of marketing
3.3 Marketing Mix: product, price, place and promotion
3.4 Brand promotion, market survey, advertising and sales strategy in media management
UNIT - 4
4.1 Financial management - concept, objectives and importance.
4.2 Financial management - financial planning in media
4.3 Circulation management - circulation strategy, pricing and price war
4.4 Production management - Overview of production process.

UNIT - 5
5.1 Human resource planning, recruitment, selection and training
5.2 Job evaluation, compensation, performance appraisal
5.3 Foreign equity in Indian media, Press commissions on Indian newspaper management structure
5.4 Apex bodies - DAVP, INS and ABC.

Recommended books
2. Electronic Media Management, Avinash, Chiranjeev, Authors Press, New Delhi
8. Steven J. Skinner "Marketing"
MJMC 303: RADIO JOURNALISM

Objectives

1. Learning the art and skills of radio journalism
2. Understanding different formats of radio programmes

Unit 1. INTRODUCTION TO RADIO MEDIUM

1.1 Radio as an oral medium: strengths and weaknesses, radio and public service broadcasting

1.2 Radio for social change and development

1.3 Alternative radio: community radio

1.4 Radio broadcasting as entertainment: FM radio, Web radio

Unit 2. RADIO PROGRAMME FORMATS

2.1 News based programmes: Radio news bulletins and their structures (hourly and special; national, regional and local)

2.2 News based programmes: Talk, spotlight, discussion, interview, voice dispatch and reviews

2.3 Entertainment programmes: Features, music, drama, quiz; Interactive programmes: people’s forum, voice mail, phone in programmes

2.4 Audience and subject specific programmes: Programmes for youth, women, children and senior citizens (audience specific); rural, educational, sports, science, health and family welfare (subject specific)

Unit 3. REPORTING, WRITING AND EDITING FOR RADIO

3.1 Basic principles of writing for radio: language of radio scripts, types of scripts for radio, five principles: spoken, immediate, person to person, heard only once, sound only

3.2 Interviewing: planning and preparation of radio interview. Interview by appointment, telephone interview, live and on the spot interview, news conference
3.3 Reporting and editing: basics of radio reporting and news writing; accuracy, balance, clarity, coverage of functions; editing of radio news bulletin
3.4 Preparing script for anchoring entertainment programme; radio audition.

Unit 4: RADIO PROGRAMME PRODUCTION
4.1 Programme planning and production process; role of listeners' response, audience research and feedback in programme planning; Field point chart, Schedule of programmes
4.2 Equipments of radio production: studio set-up, transmission and related technical persons
4.3 Equipments: microphones; importance, types; sound recording machines; sound mixers; sound transmission over lines; radio news gathering vehicles.
4.3 Recording and editing radio programmes; Cues, commands and signals of studio.

Unit 5: Radio production
5.1 To make listeners FEEL, as well as, THINK; to ENTERTAIN as well as INFORM; making "Audience Oriented" programme.
5.2 Production elements of radio programmes: speech, narration, dialogue; sound effect; music; silence.
5.3 Criteria for a successful programme – simplicity, title and involvement of listeners.
5.4: Presentation of radio programmes; Job of the presenter lively presentation; broadcast speech delivery modulation and projection of voice culture.

Recommended Books
1. SC Bhatt, Broadcast Journalism-Basic principles
2. Parthasarathi, Here is the News
3. Biard Robert, Radio Broadcasting – an introduction to sound medium
5. John Clayton, Interview for journalism
6. Curtis D Dongall, Interpretative Reporting
9. This is All India Radio - Techniques of radio and T.V. News, V.L. Barmak, Publication Division, New Delhi.

9. टेलिभिजन और टूटकर के रंग का, मोटे स्टाइलका व्यक्ति, तथापि भावना प्रणाली नहीं है।
10. उदाहरणार्थ प्रोफेसर, और विश्वासघात टेलिभिजन, तथा टेलिभिजन के रंगक, उदाहरण व्यक्ति, तथापि भावना प्रणाली नहीं है।
MJMC304: COMMUNICATION RESEARCH

Objectives
1. To acquaint students with the methods and techniques of research.
2. To enable students to plan and develop research proposal
3. To prepare them for conducting research.

Unit-1 CONCEPT OF RESEARCH
1.1 Meaning, nature, and scope of social and communication research
1.2 Type of research
1.3 Formulation of research problem
1.4 Variable & hypotheses
1.5 Problem of objectivity in research

Unit-2 RESEARCH DESIGN, TOOLS AND TECHNIQUES OF RESEARCH
2.1 Research design: concept, importance & types
2.2 Sampling: meaning & type
2.3 Sources of data: Primary and Secondary
2.4 Data collocation: Questionnaire Scheduling
2.5 Data collation: Interview & Observation

Unit-3 METHODS OF RESEARCH
3.1 Historical methods
3.2 Experimental Method
3.3 Case study
3.4 Content Analysis
3.5 Survey

Unit-4 AREAS OF ANALYSIS
4.1 Source analysis
4.2 Message analysis
4.3 Channel Analysis
4.4 Audience Analysis
4.5 Impact analysis

Unit 5: DATA ANALYSES AND REPORT WRITING
5.1 Data analysis and interpretation
5.2 Tabulation, classification, graphical representation of data
5.3 Elementary of statics: mean, mode, median
5.4 Report Writing, Indexing, Bibliography
5.5 Use of computer in research

Recommended books
1. Research and report Writing: Saravanavel
2. Research methods for communication Science: James H Watt
3. Communication network management: Cornel Terplan
4. International media research: John corner
5. विषयमण्डप : जोन ड्रमॉल
6. रसायनिक अनुसंधान : डॉ. हि.एस.बोटल