1. Eligibility for Admission: Graduate in any discipline from any University recognized by Jiwaji University, Gwalior.

2. No. of seats: 30

3. Admission: On the basis of merit.

4. Duration: 2 years (4 Semester) regular course.

5. Objectives of Course: Objectives of Course are -
   1. To familiarize the students with the working of media print, electronic and cyber media.
   2. To develop working skills needed for newspapers, Radio, TV and Web Journalism.
   3. To develop research aptitude and research skills to understand media and to make use of them.
   4. To develop understanding of development and its relationship with media.
   5. To develop writing skills for different formats of writing used in media.
   6. To develop understanding of the role of media in society.
   7. To sensitize students about human values, culture, development of society, environment etc. in relation to media.
   8. To develop competence to supervise and guide the working of media and the spirit of a team head.
   9. To develop aptitude and competence to analyze and interpret the events.
   10. Focus of the course will be on print journalism.

6. Scheme of Study for M.J.M.C. Programme:
   1. M.J. M.C. Programme is divided into four semesters.
   2. Student will have to successfully undergo theory courses, seminars, assignments and internship.
   3. In each Course student will be tested on the basis of semester-end examination and continuous evaluation consisting of written tests.
   4. Semester end examination will carry 60 marks and continuous evaluation written tests will carry 40 marks.
   5. Students will be evaluated on the basis of theoretical knowledge as well as the practical application of such knowledge.
   6. Seminar and assignment is compulsory for every student. Performance of student in seminar and assignment will be assessed by internal examiner.

7. Internship: After examination of IVth semester each candidate shall have to undergo an internship Programme of 30 working days in a recognized media organization allotted by head of the department. A certificate of completing the internship satisfactorily must be obtained by the student from the concerned editor/head /in charge. Internship report will have to be submitted by the candidate along with certificate.
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* MJ 205 and MJ 206 will be evaluated by internal examiners
| Course Code | Course Name                   | Continuous Evaluation | Examination | L | T | P | Credits | Hours | Max Marks | Min Marks |
|------------|-------------------------------|-----------------------|-------------|---|---|---|.........|-------|-----------|-----------|
| MJ 101     | Media Management              | 40                    | 60          | 4 | 0 | 0 | 4        | 4     | 100       | 40        |
| MJ 302     | Radio Journalism              | 40                    | 60          | 4 | 0 | 0 | 4        | 4     | 100       | 40        |
| MJ 303     | Elective (Centric)            | 40                    | 60          | 4 | 0 | 0 | 4        | 4     | 100       | 40        |
| A          | News Writing                  |                       |             |   |   |   |          |       |           |           |
| B          | Feature Writing               |                       |             |   |   |   |          |       |           |           |
| MJ 304     | Elective (Generic)            | 40                    | 60          | 4 | 0 | 0 | 4        | 4     | 100       | 40        |
| A          | Development Communication     |                       |             |   |   |   |          |       |           |           |
| B          | Rural & Environmental Journalism |                   |             |   |   |   |          |       |           |           |
| MJ 305     | Seminar*                      | 1                     | 1           | 1 | 1 |   |          |       | 100       |           |
| MJ 306     | Assignment/Practical*         | 1                     | 1           | 1 | 1 |   |          |       | 100       |           |
|            | Valid Credits                 |                       |             |   |   |   |          |       |           |           |
| MJ 306     | Comprehensive Viva Voce (Virtual Credits) | 4             | 4           | 0 |    |   |          |       | 100       |           |
|            | Total Credit Value            |                       |             |   |   |   |          | 22    | 18        |           |

* MJ 305 and MJ 306 will be evaluated by internal examiners
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<td>History of Mass Media</td>
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<tr>
<td>MJMC104</td>
<td>Media law and ethics</td>
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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: Gerbener, Westly and Maclean 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. संचार के मूल निर्देशित : और्मशक्ति शिक्षा
2. सुधाकांस्की की राजनीति व विचारधारा : प्रो. दुभाष भूषण
3. जनसंचार साधनों का वैश्विक परिप्रेक्ष्य : जावरीभाल पारब
4. संचार साधनों का वर्तमान हिन्दी : रेमिन्द विनिर्माण
5. Communication in India : Keval J Kumar
6. Mass communication theory: Dennis MacQuail
7. Understanding Mass Communication: Melvin L Defluer
8. Communication: Larry L Varker
9. Introduction to communication studies: John Fiske
MJ 102 - 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: It’s characteristics
2.5 Cyber 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, Bhasha, Univarta)

UNIT- 4 JOURNALISTS AND JOURNALISM
4.1 Journalist –characteristics and challenges
4.2 Eminent journalists
4.3 Journalism as a Mission
4.4 Journalism as a Profession
4.5 Professional hazards of journalism

UNIT- 5: ROLE OF PRESS
5.1 National press, Regional press, District and Tehsil level press
5.2 Role of press in Social, Economic and Political transformation
5.3 Impact of liberalization and globalization on Indian media
5.4 Civil society & Citizen Journalism
5.5 Future of journalism

Recommended books
1. भारत में पत्रकारिता : प्रो. जन्तुजीना
2. संसार और पत्रकारिता के विषय आचार : प्रो. रमेश महाराज तिलक
3. हिंदी पत्रकारिता का इतिहास : अजय विनाशनी
4. हिंदी पत्रकारिता के विषय आचार : डॉ. वैद गोविंद कविक बेंग्ली
5. History of journalism : Parthasarthi rangaswami
6. History of Indian press: J Natraj
8. Indian journalism: Nadik Krishnamurti
9. Modern journalism & news writing: Savita Chada
10. Modern history of press: Sunil Ghosh
11. News culture: Allen Sturat
12. Journalism: David Wainwright
13. Many voices one world: McBride
MJ 103: HISTORY OF MASS MEDIA

OBJECTIVES: TO FAMILIARIZE STUDENTS WITH THE TRENDS IN GROWTH OF MEDIA.

UNIT 1 ORIGINS AND GROWTH OF PRESS
1. Origin of Indian press – Bengal Gazette and Oodant Martand
2. Role of press in freedom movement and British policies regarding Indian press
3. Contribution of pioneer journalists like Raja Ram Mohan Rai and Bhartendu Babu Harishchandra, Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paradkar, Makhanial Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarth

UNIT 2 PRESS AFTER INDEPENDENCE
1. Development of press after independence, government policies and press freedom
2. Indian press after economic liberalization, market forces and newspapers
3. Trends in Hindi newspapers – Dainik Bhaskar, Naidunia, Patrika, Hindustan, etc.
4. Trends in English newspapers - TOI, HT, The Hindu, Indian Express

UNIT- 3 DEVELOPMENT OF RADIO IN INDIA
1. Origin of radio
2. Beginning of radio transmission in India, Indian broadcasting service, All India Radio
3. Development of radio after independence, Akashwani
4. Development of FM radio and private transmission

UNIT 4 DEVELOPMENT OF TV
1. Origin of Television
2. Beginning of TV broadcasting in India
3. Growth of television in post liberalization phase, Television in the 21st century
4. Commissions and committees on broadcasting
   (a) Chanda Committee
   (b) Vergheese Committee
   (c) P C Joshi Committee
   (d) Prasar Bharti Act 1990
   (e) Vardan Committee 1992

UNIT 5 HISTORY OF FILM
1. Beginning of film in India
2. Trends in the growth of film between 1913 to 1930
3. Growth of film from 1931 to independence
4. Film in post independence era, Overview of parallel cinema

Recommended books
1. भारत में प्रकाशकता : प्रो. आदित्यालक्ष्मी
2. वित्त और प्रकाशकता के विषय अवधारणा : प्रो. ओगुस्तास बिंडन
3. हिन्दी प्रकाशकता का इतिहास : अजय देवगupta
4. हिन्दी प्रकाशकता का हीरो इतिहास : अनुज निवास
5. हिन्दी प्रकाशकता के विषय अवधारणा : ह्यू. वेज प्रकाश वेल्डिक
6. History of journalism : Parthasarthi rangaswami
7. History of Indian press: J Natrajan
8. Indian journalism: Nadik krishnamurthi
9. Basic journalism : Parthasarthi Rangaswami
10. Modern journalism & news Writing : savita chada
11. Modern history of press : Sunil Ghosh
12. News culture : Allen sturat
13. Journalism : David Wainwright
14. Many voices one world: Mcbride
MJ 104- 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: Concept, 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 : Adward W Ploman
16. पत्रकारिता का प्रतिरोध, कानून और अभिव्यक्ति स्वतंत्रता : डॉ. हरमेंट दीर्घित
17. प्रेस नियंत्रण : लंबा विषय के किंवदंति
18. प्रेस नियंत्रण और अभिव्यक्ति स्वतंत्रता : हरमेंट दीर्घित