

## Post Graduate Diploma in Journalism and Mass Communication (PGDJMC)

### **Objective:**

Communication and mass media play an important role in all the social, political and economic spheres while closely influencing individual lives of the people. The mega proliferation of media, both traditional and the new media in the past few years in the rural and urban belts have changed the technological demography of the country in a big way. Business, education, socialization, almost all sectors are changing fast with technology. In such a fast changing technology, the media has been playing an important role for changes because this is the tool that has helped pace up the change. Media education helps the learners by enabling them to understand the complex role of media in society and keep pace with the fast changing technologies. It also empowers them by opening new vistas of opportunities as well as upgrades their skills and competencies to meet the challenges of a changed job scenario. The course provides an opportunity for those who want to learn and upgrade their skills in communication and journalism and also provide help to understand the role of media for society. The aim of this programme is to: –

- (i) Provide opportunities to those who are working in media organizations to enhance their knowledge and skill for their development;
- (ii) Produce professionals who after graduating are able to work in mass media organizations; and create better understanding of the role of mass media in the society.

**Learning Outcomes:**After completion of the course, the student will be-

- able to work various media including print, electronic, web and social media.
- able to work in PR or Advt. sector
- able to work in social sector
- have basic understanding about various media and how to negotiate them
- have fair understanding about the synergic relationship between media and society.
- develop a critical understanding about media as a discipline and also media as an instrument of change.

**Course Duration:** 01 year (02 semester)

**Eligibility:** Graduate from any recognized university

**Course fee:** 10000/-

**Course structure:**The course has 09 papers (04 papers in First Semester and 05 papers in Second Semester). Each paper is of 04 credits. The details of paper are as follows-

<b>Sr.no.</b>	<b>Paper</b>	<b>Title of the course</b>	<b>Credit</b>
<b>First Semester</b>			
1.	First	Journalism and Mass Communication: Concept and Development.	04
2.	Second	Reporting: Concept and Processes	04
3.	Third	Editing: Concept and Processes	04
4.	Fourth	Media Ethics and Laws	04
<b>Second Semester</b>			
5.	Fifth	New Media	04
	Sixth	Development Communication	04
6.	Seventh	Electronic and Digital Media	04
7.	Eighth	Advertising and Public Relations	04
8.	Ninth	Project Work	04
<b>Total Credits</b>			<b>36</b>

Each paper shall contain 100 marks with the following break up:

- (i) Theory -- 80 Marks
- (ii) Internal Assessment -- 20 Marks
- (iii) Project – 100 Marks

## First Semester

### First Paper

#### (Journalism & Mass Communication: Concept & Development)

**Objectives: After Studying this paper the students will be able to:**

1. To introduce concepts, processes and theories of Communication.
2. To introduce communication and media research, its relevance, methods and applications.
3. To familiarize the growth of Journalism and role in Indian freedom movement.

Unit-1:

Journalism: Meaning; Definition, Concept, Object, Journalism and Public Opinion, Journalism and Social Responsibility, Journalism and Language, Journalism and Government.

Unit-2 :

Communication : Meaning, Definition, Concept, Characteristics, Process & Steps, feedback, communication model- SMR, SMCR, Role & Importance of Mass Media.

Unit-3 :

Origin & Growth of Journalism in India (With special Reference to Hindi Journalism) Rising of Modern Journalism, Journalism in 18th century, Journalism & Renaissances, Freedom movement & Journalism, Rising & growth of Hindi Journalism.

Unit-4:

Origin and Growth of Pressing India, Indian Press and Indian freedom movement, Development of Hindi Journalism after Independence, Modern trends & development, Indian Journalism in 21st century, News agencies.

Assignment: Each student will submit two assignments related to the topic discussed in this paper with the consultation of the concerned teacher.

**Reference Books:**

Agrawal, Namita (2007) Theories of Communication and Mass Media. Jaipur: Book Enclave.

Desai, Amit (2003) Journalism and Mass Communication. New Delhi : Reference Press

Gaur, Sanjay (2006) Dynamics of Mass Society and Communication. Jaipur : Book Enclave

Kumar, Keval J. (2011) Mass Communication in India. Jaico Publishing House: Mumbai.

Narula, Uma. (2006) Communication Models. New Delhi : Atlantic Publishers & Distributors.

Verma, N.K (2006) Handbook of Mass Communication. New Delhi : Sumit Enterprises.

## **First Semester**

### **Second Paper**

#### **Reporting: Concept and Processes**

**This paper to make the students aware about the concept and process of reporting.**

#### **Objectives:**

1. To impart theoretical and practical knowledge about reporting, including specialised beats.
2. To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering.
3. To provide students theoretical and practical inputs about editing for all forms of media writing.

#### **UNIT I**

News: Definitions, News Values, Structure. Methods of writing a news story. Leads: types of leads. Sources of News, Principles of news writing.

#### **UNIT II**

Role and Responsibilities of a Reporter / Correspondent- Classification of Reporter.

Qualities of a Reporter- Basics of Depth Reporting.

#### **UNIT III**

Features: Definition, Kinds of features, Writing different kinds of features. News writing skills for covering –Conference, Seminar, Press Conference, Press releases. Advance stories and Complex stories.

#### **UNIT IV**

Reporting: Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development.

Interviewing - Techniques, Types and Formats, Preparation for Conducting Good Interview.

Assignment: Each student will submit two assignments related to topics of courses with the consultation of the concerned teacher.

**Reference Books:**

Bhattacharjee, Shymali (2010) News Coverage, Reporting and Editing. New Delhi Kanishka Publishers, DisDistributor

Frost, C.(2001). Reporting for Journalists, Routledge, London.

Garrison, B.(2000). Advanced Reporting, LEALE

George, A. H.(1990). News Writing, Kanishka Publications.

Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication .

Parthasarathy , R.(1994). Here is the News: Reporting for Media, Sterling Publishers.

Shrivastava, K. M. (1987). News Reporting and Editing, Sterling Publishers.  
Shrivastava,

## First Semester

### Third Paper

#### Editing: Concept and Processes

This paper is designed to make the students aware with the concept and processes of editing.

**Objective:** After studying this course students will be able to:

- Understand the concept of editing.
- Analyse the need and purpose of editing.
- Explain about the various components of news paper and editing processes.

#### UNIT I

Newspaper Organization- Operations. Functions and Duties of the Editorial Departments.

#### UNIT II

Need and Purpose of Editing. Principles of Editing: Print and Electronic media.

#### UNIT III

Duties and Responsibilities of Editor. News Editor. Chief Sub Editor. Sub Editor.

Headlines: Kinds of Headlines, Functions of Headlines, Headline writing and Unit Count.

#### UNIT IV

Principles of Newspaper Design & Layout, Tools & Techniques of Layout & Designing Planning the Page, Editing for Magazine, Layout: Front Page, Sports Page & Business Page

Assignment: Each student will submit two assignments related to the topics discussed in the present paper with the consultation of the concerned teacher.



**Reference Books:**

Bhattacharjee, Shymali (2010) News Coverage, Reporting and Editing. New Delhi Kanishka Publishers, Distributors.

Chaturvedi, S.N (2007) Dynamics of Journalism and Art of Editing. New Delhi : Cyber Tech Publications.

Puri, Manohar (2006) Art of Editing. New Delhi :Pragun Publications.

Singh, BhanuPratap (2011) Art of Editing. New Delhi :Anmol Publications Pvt. Ltd.

Shrivastava, K.M. (1987). News Reporting and Editing, New Delhi: Sterling

**First Semester**  
**Fourth Paper**  
**MEDIA LAW & ETHICS**

**This paper is designed to make the students aware about the media law & Ethics.**

**Objectives: After studying this course students will be able to:**

- Create conceptual understanding about the Press: its role and functioning in society.
- Introduce students to legal and ethical aspects of the Press, its values and responsibility.

Unit-1.

A brief introduction of Indian Constitution, freedom of speech and expression and its limits, Provisions of declaring emergency and its effects on media, provision for legislative reporting, Parliamentary privileges.

Unit-2.

Specified Media laws: History of Press laws in India, Contempt of court Act 1971, Civil and criminal law of defamation, relevant provisions of Indian penal code with reference of sedition, Crime against women and children, laws dealing with obscenity, official secrets Act 1923, Press and Registration of books Act 1867, Working Journalism and other news paper employees Act 1955, Cinematography Act 1953.

Unit-3.

Principles of media ethics, new media and ethical concerns, self regulations, new media and ethical issue

Unit-4.

Advertising ethics and laws, PR ethics and laws, case studies

**Internal Assessment:**

Assignment: Each student will submit two assignments related to this paper with the consultation of the concerned teacher.

**Reference Books:**

Datta, K.B. (2010) Modern Handbook of Media Ethics. New Delhi : Ekta Books Distributors

Day, Loius Alvin (2006) Media communication Ethics. New Delhi : Cengage Learning

Fitzpatrick, Kathy, Carolyn Bronstein (2006) Ethics in Public Relations. USA : Sage Publications

Menin, P.K. (2005) Journalistic Ethics. Jaipur : Pointer Publishers

Plaisance, Patrick Lee (2009) Media Ethics. USA : Sage Publications

Shrivastava, K.M. (...) Media Ethics

Press Laws-Durgadas Banerjee Press Laws in India-Banshi Manna

## **Second Semester**

### **Fifth Paper**

#### **New Media**

**This paper is designed to provide an exposure to the students regarding the new media.**

**Objectives: After studying this course students will be able to:**

- To develop the concept of new media
- To familiarize the new media technologies
- Apply of new media as online journalism and in as social media

Unit-1.

Concept of New Media, definition, difference between conventional media and new media, common vehicles of new media, Emerging trends in New Media, Impact of New Media on Journalism

Unit-2.

Using new media technologies- creativity and diversity, use of new media technologies in different fields, Digital Video Broadcasting, Radio in a box concept, Internet Radio, Digital TV/Radio, printing/ photography in a digital format

Unit-3.

Online newspapers, characteristics, differences and similarities with other media, Online journalism: Characteristics, difference between online journalism and traditional journalism, history of online journalism, writing for websites plagiarism, Search Engine Optimization and Keywords

Unit-4.

Social media, characteristics, use of social media in journalism, social media and credibility, citizen journalist, problem of verification and accuracy , use of #tags and @ symbols in social media,

Assignment: Each student will submit two assignments on the topics mentioned in this paper with the consultation of the concerned teacher.

**Reference Books:**

Hodkinson, Paul (2011) Media, Culture and Society. New Delhi : Sage Publications.

Lievrouw, Leah A., Sonia Livingstone (Ed)(2009) New Media (Volume- I, II, III, IV), Sage Publications

Mehta, Malti, S.R. Sharma (2013) New Media and Its Language. New Delhi : Sarup Book Publishers Pvt. Ltd.

## **Second Semester**

### **Sixth Paper**

#### **DEVELOPMENT COMMUNICATION**

**This paper is designed to make students about the development communication.**

**Objectives: After studying this course students will be able to:**

- Understand the meaning, concept and process of development.
- Analyse the process of democratic decentralization.

#### **Unit-1.**

Development : Meaning, Concept, process models of development, theories of development, approach of development, problems and issues in development, characteristics of developed and developing societies, Gandhi's view of development.

#### **Unit-2.**

Development Communication: Meaning, Concept, Definition and theories, Use of Media in development Communication, uses of traditional media in development communication, development communication and new media.

#### **Unit-3.**

Development support communication: Meaning, Definition and concept, problem faced in development communication. Development Activities-Case studies on development.

#### **Unit-4.**

Democratic decentralization, Diffusion of innovation, Development communication and Health, Women and children development communication programme, Needs of NGO's in development communication.

Assignment: Each student will submit two assignments from the topic mentioned in the paper with the consultation of the concerned teacher.

**Reference Books:**

Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi

Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai

Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi

Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi

Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi

Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi

Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

Pushkar, Niranjana (2009), Development Communication, Authorspress, New Delhi

## **Second Semester**

### **Seventh Paper**

#### **Electronic Media and Digital Media**

**This paper is designed to provide an exposure to the student about the electronic & digital media.**

**Objectives: After studying this course student will be able to:**

- Learn the process of Radio and TV Journalism, involving reporting, editing, presentation and production.
- Develop understanding of digital information patterns, use and scope.
- Enable the students to write for the web platforms

**UNIT-1 :**

History & growth of Radio broadcasting in India Role of Radio as a Mass-medium, Organizational Set up of Akashwani. FM Radio, Educational Radio, Community Radio, Different formats of radio programmes.

**UNIT-2 :**

History & Growth of Television in India, The Role of television as a Mass medium, Satellite TV & Cable TV, Commercial TV, Modern Trends in Television Broadcasting, Prasar Bharti, Basic of Television Production, Television Reporting, News Bulletins.

**UNIT -3 :**

History & growth of Cinema in India, Cinema as a Mass medium, Parrellal cinema, regional cinema, Commercial cinema, Agencies working in cinema sector : Censor board & Censorship, Directorate of



film festivals, film development corporation, Children's film society, FTII, Documentary.

Unit-4:

Computer: General Introduction, Internet as a medium, web journalism, digital media and society, Policy frameworks and Regulations, social media in Indian Scenario, Spectrum of social media

Assignment: Each student will submit two assignments related to the topics studied in this paper with the consultation of the concerned teacher.

**Reference Books:**

Cushion, Stephen (2012), Television Journalism, Sage Publications, New Delhi

Donald, Ralph, Thomas Spann (2004), Fundamentals of Television Production, Surjeet Publications, New Delhi.

Gandhi, VedPrakash (2009) Handbook of Television and Radio Broadcasting. New Delhi :Kanishka Publishers, Distributors.

Kapoor, D.N (2006), Broadcast Journalism, Mohit Publications, New Delhi

Lievrouw, Leah A., Sonia Livingstone (Ed)(2009) New Media (Volume- I, II, III, IV), Sage Publications.

Mehta, Malti, S.R. Sharma (2013) New Media and Its Language. New Delhi : Sarup Book Publishers Pvt. Ltd

Mehta, Nalin (2009), Television in India, Routledge.

## **Second Semester**

### **Eighth Paper**

#### **Advertising and Public relations**

**This paper is designed to provide an exposure to the students regarding the advertising and public relations.**

**Objectives: After studying this course students will be able to:**

- Acquaint and sensitize about the role, relevance, need and inter-relationship between Advertising and PR in Journalism and Media Business Management.
- Analyze the rate of press and public relations.

#### **UNIT-1 :**

Public Relations : Meaning, Purpose, Process and its tools, Qualities of a good PRO, PR in Public sector, PR in Private Sector.

#### **UNIT-2 :**

Public relation & Press – Media Organization of Central Government : P.I.B., D.A.V.P., R.N.I., Directorate of Field Publicity.

Public relation's Set-up in State Government: Organizing a press conference, Press Briefings, PR campaign, Press release and House Journal.

#### **UNIT-3 :**

Advertising : Meaning, Definition, Purpose, Importance, Types, Tools, Advertising Agencies, Techniques of copy Writing and Effects of Advertisement.

#### Unit-4.

Client related issues, Mass media laws concerning advertising, apex bodies in advertising-AAAI,ASCI etc, code of conduct of ASCI.

Assignment: Each student will submit two assignments from the topics mentioned in this paper with the consultation of the concerned teacher.

#### **Reference books:**

Dalmar Fisher (1999). Communication in Organisations, Jaico Publishing House, Mumbai.

Ghoshal Subhash and Mc Millan (2002). Making of Advertising.

Jaishri Jeth waney and N N Sarkar (2015). Public Relations Management, Sterling, New-Delhi.

Jaishri Jethwaney and Shruti Jain, (2012) Advertising Management, Oxford University Press, New Delhi.

Joseph Fernandez (2004). Corporate Communications: A 21st Century Primer, Response Books, New Delhi.

## **Second Semester**

### **Ninth Paper**

#### **Project Work:**

The project work is made compulsory for the students in order to expose them to various operational and practical aspects of Journalism and Mass Communication. After completing the project work students will be able to:

- Identify problems and issues prevailing in tourism.
- Devise a plan solve the issue as well as throw light on the emerging positive and negative aspects of Journalism and Mass Communication.
- Present his/her findings, suggestions formally in a professional format.

Students are advised to select topic of project work only in the area of Journalism and Mass Communication and other related field

#### **Reference Books:**

Hussey, J and Hussey, . (R). (1997). Business Research: A practical Guide for Undergraduate and Postgraduate Students. New York: Palgrave macmillan.

Robson, C. (2014). How to do a Research Project: A guide for Undergraduate Students. New York: John Wiley & Sons.

Smyth, K. Rennie, F., et al (2016). Undertaking Your Research Project: Essential Guidance for Undergraduates and Postgraduates. E TIPS (Kindle edition)