

**Madhya Pradesh Bhoj (Open) University Bhopal**  
**Syllabus of Master of Journalism & Mass Communication (MJMC)**

**Previous Year**

**Paper I Basic Theories of Mass Communication**

**Unit I Models and Theories of Communication,**

Models of Mass Communication – Lasswell, Shannon and Weaver, Osgood and Schramme, Gerbner, Westely and MacLean Model., Cognitive Consistency Theories – Hieder, Newcomb and Festingers theory, Concept of Selective Exposure, Selective Perception and Selective Retention, Media System dependency theory.

**Unit II Sociological & Normative Theories,**

Sociological Theories – Cultivation Theory, Spiral of Silence, Media Hagemony, Agenda Setting, Uses and Gratification theory, Normative Theories, Marshall McLuhans Approach, Social Scientific Media Theories.

**Unit III Mass Communication and International Communication,**

Public Opinion and Propaganda, Concept of Mass and Culture, Philosophy of New world Information and Communication Order, Challenges of Cultural Imperialism and Neo-Colonialism.

**Unit IV Mass Media,**

Mass Media Institutions and Organizations, Mass Media Contents, Mass Media Audience, Mass Communication Effects.

**Unit V Oriental Perspective on Communication ,**

Asian Perspective, Indian Perspective, Communication in India, India Communication Theories.

**REFERNCE BOOKS**

1. Mass Communication Theory – Denis Mcquail, Sage publication, New Delhi.
2. Mass Communication in India – keval J, Kumar, Jaico Publication, House, Mumbai.
3. Understanding Mass Communication – Melvin.L.Defluer, Publishers Distributors, Delhi.
4. Communication and Society – Kamlesh Mahajan.
5. Media, Communication , Culture – James Lull, Columbia University Press, New York.
6. Communication Theories; Origin, Methods and uses in the Mass Media – Werner J. Severin and James, w. Thankard Jr.
7. संश्लेषण: प्रतिरूप एवं सिद्धांत – डॉ. श्रीकांत सिंह भारतीय पब्लिशर्स इलाहाबाद
8. संचार माध्यमों का प्रभाव – डॉ. आन प्रकाश सिंह, क्लासिकल पब्लिशिंग कम्पनीए नई दिल्ली

**Paper II**

**International Communication and Global Media**

- Unit-1 Defining culture and Identities. Dimension of culture. Understanding face to face and mediated communication. Barriers to Intercultural communication.
- Unit-2 Communication and information as tool of equality and exploitation . Human rights and communication. Globalization and Effects on Media system. Global Media Culture. Media Imperialism reformulated.

- Unit-3 Global News agencies- Their structure and function. Satellite communication-historical background, status, progress and effects.
- Unit-4 New world information and communication order. Recommendation of Mac Bride Commission Report. Media Rights and concern.
- Unit-5 The new public sphere: Global, Civil Society, Communication Network and Global Governance. International Telecommunication and Regulatory organization.

#### Reference Books-

1. An Introduction to Intercultural Communication: Identities in a Global Community : Fred E. Jandt, Sage Publication, 2013.
2. International communication : a reader Edited by Daya Kishan Thussu Routledge, Publication 2012
3. Global Journalism : Logical issues and Media System, Edited by Arnold S. De Beer, PHI, 2009.
4. Global Television : An Introduction, Chris Barker, Blackwell publication 1997.
5. ग्लोबल मीडिया टेलीविजन , कृष्ण कुमार रत्तत, पोइन्टर पब्लिशर्स, 2008
6. ग्लोबल मीडिया टेलीविजन , विजय शर्मा, इशिका पब्लिशिंग हाउस, 2012

### Paper III Advance Reporting And Editing

#### Unit I

##### (A) Set – up of various news bureaus and their functioning:-

7. Set- up and working of news Bureaus in the National Capital, Metropolitan Cities and State Capitals.
8. Distribution of work among Correspondents & handling of multi- dimensional stories emanating at different places.
9. Coordination with Central Desk.

##### (B) INTRODUCTION TO EDITING

1. advance Editing – Meaning, Concept & Signification.
2. Understanding the Publication- It's audience, Ideology, Region etc.
3. Editing Symbols & How the computer has revolutionized editing.

#### Unit II

##### (A) Specialised Reporting

1. Reporting of Central/State/Governments and Ministries.
2. Parliamentary/State Assembly Reporting.
3. Reporting of Sports, Defence and Strategic Affairs, Courts and Crime, IT, Science & Technology, Agriculture, Business, Finance, Arts and Culture, Social Issues/General Issues , Environmental Issues etc.

##### (B) SPECIALISED EDITING

1. Specific language Inputs-Usage tips, word & phrases to avoid, Specific grammatical problems.
2. Editing to Fit available space – cutting or expanding copy to fill space.
3. Writing of various types of Intro's & Leads.

#### Unit III

##### (A) Interpretative Reporting and News Analysis

1. Basic of Interpretative Reporting.
2. Tools of Interpretative Reporting.
3. Objective and Subjective Interpretative Reporting.

4. News Analysis-explaining significance of development and analysing facts.

**(B) MAGZINE EDITING**

1. Writing and Editing skills for Magazines.
2. Editing of CD-ROM & On-Line Magazines.

**Unit IV**

**(A) Investigative Reporting and Depth Reporting**

1. Basic of Investigative Reporting,
2. Tools of Investigative Reporting, Perseverance, Legwork, Research and writing skills.
3. Basic of Depth Reporting,

**(B) LAY-OUT DESIGNING-I**

1. Principles of Layout designing of contemporary newspapers, Relationship between writing, editing and designing.
2. Tools and techniques of layout designing , Types, Type faces, use of white space in layout designing.
3. Planning the page- deciding weightage of story, positioning for optimum effectiveness, balance in editorial content, Preserving the format.

**Unit V**

**(A) Contemporary Reporting**

1. Modern trends – The new journalism, Activism and Advocacy Journalism.
2. Competition between Print and Electronic media.
3. Sting Operations, Use of bugging devices, Hidden camaras etc.

**(B) LAY-OUT DESIGNING-II**

1. Balancing Visuals, Advertisements and Editorial content.
2. Selection visuals – Image energy, Lines of force, Impact + Information.
3. Ethical Considerations when selecting visuals for Crime/Death/Grief stories.

**REFERNCE BOOKS**

1. News Reporters and News Sources, Herbert Strentz, Prentice Hall of India, New Delhi.
2. Interpretative Reporting, Mac Dougl.
3. News Reporting & Editing, K.M. Shrivastava.
4. Professional Journalism, M.V. Kamath, Vikas Publishing House Pvt. Ltd. New Delhi.
5. New Reporting and Writing S. Brain Brooks, Gearge Kennedy, Dary 1 R.Moen & Don Rankly, St. Martins Press, New Delhi.
6. Reporting for Print Media Fred Fedler Harcourt Brace Jouanovich New Delhi.
7. Basic News Writing Meluin mencher Universal Book Stall, New Delhi.
8. समाचार और संवाददाता, निशांत सिंह, संमार्ग प्रकाशन, नई दिल्ली.
9. जन माध्यम और पत्रकारिता, प्रवीण दीक्षित, म.च.रा.प.सं.वि.वि.
10. Editing : T.J.S. George, IIMC, New Delhi
11. Outline of Editing : M.K. Joseph Anmol Publication.
12. The Magazine Publishing Industry : Charles P. Daly, Patrick Henry Ellen Ryder.
13. New Editing in Theory and Practice, Sourin Banerji, K.P. Bagch & Company Calcutta.
14. Media : Grammar of the Edit, Ray Thempson, Focal Press, Oxford.
15. समाचार संपादन : प्रेमचंद्र चतुर्वेदी, उपहार प्रकाशन, नई दिल्ली।

16. लेखन, सम्पादन और मर्दन, ओम गुप्ता, राखी जैन, राजेश चौधरी, कनिष्क पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, नई दिल्ली।  
17. संपादन एवं मर्दन तकनीक, मनोहर प्रभाकर एवं संजीव भानावर, पुलित्जर अध्ययन एवं शोध संगठन जयपुर।

## Paper IV Media Law and Ethics

### Unit I

**Media Law** : Concept, Nature, Scopes and need, An overview of media laws, both as a socio – political institution and as business, Freedom of speech and expression: Constitutional provisions, Permissible restrictions under Article 19 (2), their scope and limits : rights with responsibilities, Censorship and Media : The Indian experience, particularly during the Emergency of 1975.

### Unit II

Press and Registration of Books Act, 1867, Law on defamation, Contempt of Courts Act, 1971, Privileges of Parliament/State Legislatures, Major provisions of IPC (1860), CrPC (1973) Affecting the media.

### Unit III

Official Secrets Act, 1923, Freedom of Information Act, 2005, Working Journalists, Other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955, Copyright Act, 1957, Press Council Act, 1978.

### Unit IV

Cable Television Networks (Regulation) Act, 1995 and Rules, Prasar Bharti (Broadcasting of India) Act, 1990, Information Technology Act, 2000, Legal provisions about licensing, regulating etc. of private electronic media channels, Debate and regulations about convergence, media council etc.

### Unit V

Media ethics : concept, scope, Need and Contemporary status, Norms of journalistic ethics, press council guidelines, Institutions of the ombudsman Rights to Privacy, Broadcasting code, Cable TV Programme code, Advertising code, Professional ethics and codes for public Relations and Advertising .

### REFERENCE BOOKS

1. International law governing communication and information : Edward W. Ploman.
2. Law of the press in India : D.D. Basu
3. Press Law: P M Bakshi.
4. Media Law : Geoffrey Robertson.
5. Human Rights of the world : p k Sinha.
6. Public Interest litigation : Justice Gulab Gupta.
7. Media Ethics & Law, Dr. Jan R. Hakemulder, Dr. Jay Ac De Jonge & p.p. Singh, Anmol Publications, New Delhi.
8. Law of the press, Durga Das Basu wadhwa and company, Nagpur.
9. Indian press since 1955, S.C. Bhati Ministry of I & B, Government of India, New Delhi.
10. Freedom the individual & The Law Roberston geogry, penguin Books London.

11. Law relating to press & sedition in India, H.P. Gupta sarkar, Orient Publishing House, New Delhi.

12. प्रेस विधि डॉ. नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी

13. प्रेस कानून और पत्रकारिता, डॉ. संजीव भानावत, राजस्थान हिन्दी ग्रंथ अकादमी जयपुर

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**Final Year**

**Paper I Advertising and Public Relation**

**Unit I**

Concept of PR. Role and scope of PR. Traditional Vs. Contemporary PR, PR and Media : The Symbiotic Relationship, Types of PR : Brand Promotion, Image Building, Informational Crisis Management, PR & Propaganda – Public/Private Sector based PR, Tools of PR: PRESS Release, press Conference Information Dockets, Interacting with journalists. Internet Based PR.

**Unit II**

Organisational Structure of PR department in central and state Government, PR in central govt. press Information Bureau, AIR, Doordarshan, Other PR Wings: Films Division, song and Drama division, Field Publicity etc, State Governments and PR: DPR etc, Art of PR Writing : Literature, press release, In Information sheet etc.

**Unit III**

Growth of PR Agencies, PR Agency: Getting clients and servicing them, Planning a PR campaign, Ensuring “positive” coverage for a client, characteristics of Good PR professional, Lobbying and PR, Avoding of “plants”

**Unit IV**

concept of corporate communication and culture, Relationship between PR & CC, MNC's and India corporate house, Planning for corporate communication, Identity, Personal grooming for PR and CC persons, Indian Agencies Vs. International Agencies.

**Unit V**

Advertising : Definition, Role & scope, History of Advertising: Early forms of Branding, Progression of advertising, Advertising Agency: Role, Function and media selection idea generation and analysis. Types of Ads: corporate, consumer products, financial, public Awareness classified, tender, memorials, Print, Electronic and web Advertising: Arts of copy writing, and memorable Ad campaigns in India : “Taste of India (AMUL)” “Hero Honda” Hamara Bajaj” “onida”.etc.

**REFERNCE BOOKS**

1. Asvertising – New concepts , S.S. Kaptan, sarup & sons, new delhi.
2. Advertisement in print media, sanjay kaptan & Akhilesh Acharya, Book Enclave, jaipur.
3. Advertising and public Relations, B.N. Ahuja & S.S. Chabra, surjeet publications, Delhi.
4. public Relation H.Frazier Moore & Frank B.Kalupa, surjeet publications, Delhi.
5. Effective public Relations in public & private sector, C.G. Banik, jaico publishing house, Mumbai.

6. Handbook of public relations, Health Robert L. sage publications new delhi
7. Advertising Management, B.Narayan, APH Publishing corporation, New Delhi.
8. The Art & science of public relations Michael Bland, Alizon Theaker, Devid wragg, CREST publishing house, New Delhi.
9. Advertising Media planning, Z.Jack, Sarsion and Bumpa Loncoin.
10. Brand Positioning : Strategic for corporate Advantage, subroto sengupta, Tata M.C. Graw Hill, New Delhi.
11. विज्ञापन तकनीक एवं सिद्धांत, नरेन्द्र सिंह यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर
12. आधुनिक विज्ञापन एवं जनसंपर्क, डा. तारेश भाटिया, तक्षशिला प्रकाशन, नई दिल्ली
13. जनसंपर्क प्रचार एवं विज्ञापन डा. विजय कुलश्रेष्ठ, राजस्थान प्रकाशन, जयपुर

## **Paper II Development Communication**

### **Unit I Development and society : Indian social structure,**

Concepts of development : Nature and scope ; political, social and economic; different approaches to development . Basic indicators of development ; development and social change. Development and five year plans of India ; socioeconomic, political and cultural development.

### **Unit II Mass Media and National Development**

Development communication: Its concepts and processes. Dominant models of development communication ; participatory models of development communication. New information and communication technology and development.

### **Various approaches**

Diffusion of innovatim approach, Mass Media and Modernization approach , development support approach , development support approach ; Alternative Media for need – based development critique of development communication.

### **Unit III Thrust Areas of Development communication**

Science, technology and development from the historical perspective ; science and technology communication; Agriculture development and communication Mass media and environmental communication population & health communication.

### **Unit IV (A) Communication : Integral part of development**

Communication policy for development .Role of media in development, satellite communication, satellite instructional Television Experiment (SITE) Kheda communication project (KCP) Jhabua Development communication project (JCDP)

### **(B) Sustainable development**

Human Development Report 2012, communication for sustainable development social movement.

### **(C) Development communication & media**

Role of Radio and Transistor, Radio and Rural forums, community listening community Radio Television and its impart on rural areas, film and its reach in rural India, news reel, Documentaries print – media barriers and accelerators in effective communication. Traditional and alternative media for development fair, Exhibitions and demonstrations. IT Communication for development Kkunjw @ Kkura= e- governance Gyandoot.

## **Unit V Development and Education**

Radio & TV Educational channels for Health, population and family welfare programmes, Elementary Education for all, Designing Development support communication Role of women in development, communication ; " Teach one programme ,Environment, Designing Messages for development communication, Gram panchayat and local development. Rural development (diary in news paper). International communication Environment challenges and development Designing Messages on above topics

### **REFERNCE BOOKS**

- Wilbur schramm: Mass Media and National Development Stanford UP stan ford 1964
- Uma Joshi : Understanding Development communication Dominant pub New Delhi
- J.V.Vilanilam : science communication and Development SAGE 1993
- j.a. Lent and J.V. Vilanilam : The Use of Development News: Casa studies of India Malaysia Ghana and Thailand (AMIC,Singapore) 1979.
- Fernandes walter : Development with people Indian social Institute, New Delhi 1998
- Devenmark : Development of Under Development.
- Majid Tehranian : Globle Communication and word politics Domination, Development and Discourse, colorando: Lynne Rienner pub.
- W.H. Meyer : Transnational Media and the Third world Development Greenwood, N.Y.
- Shrinivas Melkote : Communication for development in the third world sage new delhi.
- N.Jayveera and Amuna Gama : Rethinking development communication AMIC, Singapore,1998.
- Bela Modi : Designing Message for Development communication, SAGE Publication.
- K.Mahadevan,Kiran Prasad Youichi & Vijayanik : communication, Modernisation and social Development, (Volume 1 & 2) New Delhi : BRPC
- Pillai V.S. Gupta : communication and development, concept, New Delhi 2000.
- Prasad Khan : communication and Empowerment of women, The women press, Delhi 2004.
- Dr. Kiran Prasad : ICT Recashing Development
- Subhash Bhatnagar : ICT Development
- Robert schware
- Subhash Bhatnagar : E - governance

## **Paper III Magazine writing**

### **Unit – I**

Brief history of magazine journalism in (i) India (ii) UK (iii) USA, Magazines. Journals and Daily Newspaper, Types of Magazines; General Interest, Business, Sport's, Children's, women's Leisure Entertainment, Science, Health, Education, Specialised Magazines, IT, Health, Auto, Career, Interiors & Design, Crime, Photography, House Journals and Magazine Sections of Daily Newspaper's.

## **Unit – II**

Launching a Magazine Tagget,Market,Focus,Style,Dividing a magazine into section's,Importance of a cover story,Regular section's in magazine,Letters,columns,Advice,Editorial Time out,Education Administration,copyright,Label,censorship&Invasion

## **Unit – III**

Planning a magazine Issue: Education Meeting & Co-ordination with bureaus,Reporyers,Contributors,writers etc.Planning focus,coverstory,Research & Reporting by correspondence,Role of Re- writer specialists & copy Desk, Co- ordinator and editor,Layout in a magazine;Role of Graphics & Photosection,Closing an issue & sending it for Printing.

## **Unit – IV**

Role of circulation Department in a magazine,Role of Marketing/Advertising Departments, Planning & Executing special issues and Supplements,Audience Research, Content studiist (Analysis),Audience Research,Role & Importance of Promotions & Special Subscription offers.

## **Unit – V**

Writing skills for magazines, Freelancing for magazines new trends in magazine journalism, Important Magazines: News Week,Time,Readers Digest, India Today,Outlook,The Week,Stardust,Competition,Success Review,Femina, Sarita,Manorama,EPW, Seminar,Hans,Gandhi Marg,Heraid (Pakistan) The Economist,CD-ROM & On- line Magazines,Future of magazine journalism.

### **REFERNCE BOOKS**

Understanding Magazines - Roland E Wolsely

Mass Communication & Journalism – A.K. Shukla

Articles and Features – Ray Paul Nelson

How to write small Magazine articles - Ray Paul Nelson

The Mass Media – Alexandra Akopov

The Magazine Publishing Industry – Charies P Daly,Patrick Henry, Ellen Ryder

### **Paper - IV Communication Research Methods**

#### **Unit I**

Meaning, Name & scope of social science research, Types of research, Formulation of Research Problem, Variables, Hypothesis, Research Design and its types, Reliability, Validity and Objectivity.

#### **Unit II**

Sampling – Meaning, Types and Problems, Sources of Data – Primary and Secondary data, Questionnaire schedule, Interview and Observation, Case Study, Content Analysis.

#### **Unit III**

Nature & Importance of communication, Communicator/ Source Analysis, Message Analysis, Channel Analysis, Audience Analysis, Process and Impact Analysis.

#### **Unit IV**

Uses of communication survey research. Uses of different communication research methods in CSR, Processing a CSR proposal and a report, Scheduline, Activities and Budgetary requirement for CSR proposal, Advertisement & Market research.

## Unit V

Levels of Measurement, Tabulation & classification of data, Graphic & Diagramatic representation of India, Mean, Medium, Mode, Standard Deviation, Analysis of Variance, correlation, Indexing and Bibliography.

### REFERNCE BOOKS

1. Research and Report writing : P. Saravanavel.
2. Research method for communication science : James H. Watt.
3. International media research : John corner, Philip Schlesinger, Roger Silverstone.
4. Research methodology, methods & Techniques : C,R. Kothari.
5. Mass media Research – An Introduction : Roger D Wimmer and Joseph R Dominide wade pub comp. Belmont.
6. Introduction to mass communication Research Ralph O Nayziger & Devid M. Greenwood press, New Yark.
7. Doing Qualitative Research Devid silverman.
8. सामाजिक अनुसंधान डॉ. डी.एस. बघेल
9. सामाजिक सर्वेक्षण अनुसंधान एवं सांख्यिकी हरीशचन्द्र उपाध्याय एटलांटिक पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स नई दिल्ली
10. अनुसंधान की प्रविधि और प्रक्रिया राजेन्द्र मिश्रा तक्षशिला पब्लिशर्स नई दिल्ली