

**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: प्रतिलुप एवं सिद्धांत – डॉ. श्रीकांत सिंह भारतीय पब्लिशर्स इलाहाबाद
8. संचार माध्यमों का प्रभाव – डॉ. आंम 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) MAGAZINE EDITIONG**

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 DESIGNIG-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 + In formation.
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 .

### REFERNCE 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.

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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