

SCHEME OF EXAMINATION
MASTER OF JOURNALISM & MASS COMMUNICATION (M.J.M.C.)
TWO YEARS PROGRAMME (SEMESTER SYSTEM)
2011

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

First Semester

Paper	Nomenclature	External	Internal assessment	Total Marks
DEMJMC-101	Fundamental of Journalism & Mass Communication	70	30	100
DEMJMC-102	Reporting	70	30	100
DEMJMC-103	Editing	70	30	100
DEMJMC-104	Indian Constitution & Press Law	70	30	100
DEMJMC-105	Computer Fundamentals	70	30	100

Second Semester

Paper	Nomenclature	External	Internal assessment	Total Marks
DEMJMC-201	Communication for Development	70	30	100
DEMJMC-202	Advertising & Public Relation	70	30	100
DEMJMC-203	Writing for Media	70	30	100
DEMJMC-204	Communication Research	70	30	100
DEMJMC-205	Personality Development & Business Communication	70	30	100

MASTER OF JOURNALISM AND MASS COMMUNICATION (M.J.M.C)

First Semester

FUNDAMENTAL OF JOURNALISM AND MASS COMMUNICATION

PAPER CODE: DEMJMC-101

External: 70

Internal: 30

Note:

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Unit 1 Definition of Journalism: Nature, Scope, Functions, Role of Press in Democracy, Principles of Journalism, Kinds of Journalism.

Unit 2 Press in India: A Brief Review of the Evolution of Indian Press-Origin, Growth and Development of Journalism.

Unit 3 Communication: Definition, Nature, Scope, Purpose, Process of Communication, Functions of Communication, Uses of Communication and Kinds of Communication.

Unit 4 Basic Models of Communication: Linear, Non-linear models. Theories of Communication-Hypodermic Needle Theory, Two-step and Multi-step Theory and Uses and Gratification Theory.

Unit 5 Media for Mass Communication: Print media, Electronic media-Radio, Television and New Media.

REPORTING

PAPER CODE: DEMJMC-102

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I. News: Definitions, News Values, Sources of News, News Structure.

Unit II. Methods of writing a news story. Principles of news writing. Traits of a reporter.

Unit III. Reporting techniques, Qualities of a Reporter, News Elements, Pitfalls and Problems in Reporting, Attribution, Off-the-record, Embargo, Pool Reporting, Follow-up.

Unit IV. Reporting—Crime, Courts, Health, Civil Administration, Civic Society, Culture, Politics, Education Beats.

Unit V. Interviewing—Kinds, Purposes, Techniques, Interpretative and Investigative Reporting.

EDITING

PAPER CODE: DEMJMC-103

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

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.

Unit IV

Headlines: Kinds of headlines, function of headlines, headline writing and unit count.

Unit V

Introduction to Typography: Graphic arts, importance and methods.

INDIAN CONSTITUTION AND PRESS LAW

PAPER CODE: DEMJMC-104

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I

Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties, Directive Principles of State Policy.

Unit II

Freedom of Speech and Expression: Article 19(1)(a) and Article 19(2). Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency.

Unit III

Media Laws: Defamation, Slander, Libel, Sedition, Obscenity, Censorship and Contempt of Court.

Unit IV

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

Unit V

Press Council of India, Press Commissions of India, Right to Information Act, IT Act.

COMPUTER FUNDAMENTALS**PAPER CODE: DEMJMC-105****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Module: Computer Fundamentals: (1) Introduction; (a) What is computer? (b) History of computers (c) Computer generations, (d) Types of computers, (e) Computers of computers, (f) Software and hardware, (2) Input–Output devices; (a) Keyboard (b) MICR, (c) Optical Scanners, (d) Pointing Devices, (e) Voice recognition system, (f) Digitizer, (g) Printer, (h) Plotter (i) VDU, (3) Computer Memory; (a) Primary memory – RAM, ROM, Various types of primary memories, (b) Secondary Memory Magnetic Tapes, Hard Disk, Floppy Disk, Optical Disk, CD, DVDs, (4) Operating System; (a) Introduction to DOS, (b) DOS commands, (5) Number System and computer Arithmetic; (a) Decimal Number System, (b) Binary Number System, (c) Octal Number System, (d) Hexa Decimal Number System, (6) Boolean Algebra, (7) Algorithm and Flowcharts; (8) Data and information concept, (9) Programming Languages; (a) Computer languages, Machine languages, Assembly languages, Low and high lever languages 4 GLS, Interpreters and compilers, (10) Introduction of–Computer Applications, Multimedia, Robotics, Artificial Intelligences, Computer Viruses, Caring for your PCs

Module: Operating System: Introduction; (1) Windows XP; Windows XP Requirement, Mouse Basics, Desktop, Components of a Window, Menu bar options, (2) Working with Windows; Getting familiar with the Desktop, Opening an Icon from the Desktop, Starting a Program, Moving from one Window to another, Making the My Computer Windows Active, Making the Notepad Window active, Enlarging a Windows to Screen Size, Reverting a Window to its Previous Size, Reducing the Window to a Taskbar Button, Adjusting the Window size freely, Closing a Window. Creating a Short-cut for a Program, Deleting the Shortcut icon, deleting the contents of the Recycle Bin, (3) Managing Files in Explorer; Opening a Program, Working in a file, Saving a File, Printing a File, Quitting a Program, Files and Folder in Windows. Opening the Explorer Program, Parts of the Explorer Window, Opening and Closing a Folder in Explorer. Creating new Sub-folder through Explorer, Copying a File, Renaming a File. -Copying a sub-folder (or a Sub-sum-folder), Moving a File folder, Deleting a File & folder, Removing the Contents of the Recycle Bin, (4) Control Penal; Change or Remove Programs, Add new programme, Adding or Removing Windows components, Date and Time, Changing the Date and Time, Setting Time Zone, Display, Screen Save, Wall paper or background, Desktop Customization, Buttrion/pointer/motion configuration, Printers and Faxes, Scanners and Cameras, Sound and Audio devices, System properties, Taskbar and star menu settings, user accounts network, (5) Familiarizing Accessories; Word pad, Notepad, Media Player, Calculator, Disk Defragmenter, Paint, Games, Help and support, (6) Working in DOS; Working in DOS, DOS Prompt, Typing a Command, Directories and Files, Root Directory, Path, Naming Files and Directories, Types of Files, DOS Commands; ? Displaying your Files on Screen, ? Displaying Files of some other Directory/Drive, ? Copying a File, ? Wild Cards, ? Deleting a File, ? Creating a Directory with the Make Directory Command, ? Changing the Directory (CD) Command, ? The AUTOEXEC.BAT File, ? The CONFIG.SYS File

Windows Vista: Introduction, Background, Guidelines for Basic users, Computer Setup, Features of Windows Vista, Difference between Windows XP and Vista, Menus, Windows Explorer, User Interface, Navigation and usages, Explorer, etc.

Unix/Linux Operating System: Getting Started On Unix, ? File System – Files & Directories, ? Unix Tools, ? Text Editor vi & Text Processing, ? Introduction To Linux

Introduction, History, Linux as Operating System, Multitasking Operating System, Multi User Operating, Minimum Hardware Requirement for Linux, Linux as File Server, Peer to Peer File Sharing, Linux as Print Server, Linux as Database Server, Linux as An Application Server, Linux as Router, Linux as Workstation.

Module: Office Application Tools

Office 2007: Introduction, Background, New features at a Glance, User interface, Office Button, Contextual tabs, Tool bars, Super Tool tips, Quick Access Toolbar, Zoom slider, Smart Art, File format, User Assistance, Outlook, Publisher, Info path, Visio, Share point Designer, Server Components.

Word: Introduction, Creating document, parts of Word windows, Mouse operations, Keyboard operations, Individual Key, Things to avoid, Formatting Features, Menus, Commands, Toolbars and their icons, Entering text, text in text box, changing font & font size, Alternative method, aligning the text, italicizing, bold text, numbering, bullets, spelling, print preview, Print, Document opening/saving/closing, Creating Template, creating tables, Inserting rows/columns, merging column/rows, moving table, drawing table, text box, formatting, picture insert, formatting a picture, formatting text. *Mail Merge*–Creating main document, creating data source, adding fields, removing fields, using address books, Creating a Mail Merge Document, Merging the Main Document with Data, Sending the Merged Document to the Printer, Saving the Main Document, Modifying records in the Data Source, Adding a New Record, Changing an Existing Record, Deleting an Existing Record, Closing the Main Document. *Macros*–Introduction, Inserting header and Footer, inserting Current date, time and page numbers, etc.

Excel: Introduction, Navigation, Selecting Cells, Entering & editing Text, Entering number, Entering Formulae, Entering Daters, Alignment, Menus, Command and Toolbars, Standard Toolbar, Formatting toolbar, Opening workbook, column width, series fill, entering formulas, copying and pasting the formula, summation, formatting cells, Currency notation, Centering, changing Font & Size, Column AutoFit, Inserting header & footers, page Setup, saving file. *Data Sort*–Data filters, Auto Filters, Valid Criteria, invalid Criteria, and Redundant Criteria etc. *Functions*–ROUND, SQRT, AVERAGE, AX, MIN, COUNT, SUM, IF, SUMIF, ABS, UPPER, LOWER TODAY, NOW, etc. *Simple Graphs*–Opening Excel and Entering Data, Drawing a Graph, Naming the Sheet, Saving the Workbook, Printing and Closing a Graphic Thee, Opening the Saved Graphic sheet.

Power Point: Introduction, Navigation in PowerPoint, Creating a New Presentation, Opening a Presentation, Creating a New Slide, Deleting a Slide, Copying a Slide, Numbering the Slides, Saving a presentation, Changing the default directory, Auto Save, Printing a presentation.

Access: *Introduction to Databases*–Defining a Database, Understanding RDBMS, Objects of a Relational database, Tables, Queries, RDBMS, Forms, Reports, Macros, Functions of a Database Management Systems (DBMS), Starting Access, Closing the Database Windows and Quitting Access. *Creating Tables*–Creating a Table, Working on Tables, Naming Fields, Entering, Records in the Table, Saving the Table, Defining Primary Key, Closing the Table, Adding Validations to the Table. *Updating Tables*–Opening a Table in Microsoft Access, Modifying a Table, Rearranging Fields, Adding a Field, Deleting a Field, Changing Column Width, Changing the Height of Rows, Selecting a Field, Selecting Multiple Fields, Editing Records in a Table, Table Print preview, Printing the Table, Saving and Closing the Table, Creating Relationships between Tables. *Working with Forms*–Creating a Form using the Form Wizard, Changing the Size of a Form, Changing the View of a Form, Changing to Design view, Changing to Datasheet View, Changing to Form View, Moving through the Records, Displaying the Next Record, Moving to the First Record, Moving the Last Record, Moving to the Previous Record, Adding a New field, Changing The Name of a Field, Editing the Field Data in a Form, Deleting a Record from the Form, Closing a Form, Renaming a Form and Quitting Access. *Handling Queries*–Creating a query on a Table, Sorting Records, Sorting Records according to a Field, Removing Sort from a Field, Hiding a Field, Unhidden a Field, Setting Criterion, Deleting Criterion, Performing Calculations, Saving a Query, Closing the Query and Quitting Access. *Generating Reports*–Create a report with Report Wizard, Printing a Report, Closing the Report and Quitting Access.

Outlook: Introduction, Working with Outlook, Parts of outlook windows, address book, editing contacts, changing view, finding a contact, filtering contacts, sorting contacts, calendar, tasks, journal, inbox, receiving E-mails.

Front Page: (1) Understanding Front Page, Open a page, Create A New page, New Page in Folder List, Opening A New Window, Open The Last page Automatically when You open front page, Find Text In The page, (2) Working with Views in FrontPage, (3) Customizing Your Workspace, (4) Designing webs, web pages-Add page Elements, Add Graphics, Format pages, Format page Element make pages Interactive, (5) Authoring HTML, (6) Ensuring web compatibility, (7) Analyzing webs, (8) Publishing webs, (9) Using FrontPage In workgroups, (10) Using FrontPage with office.

Module: Internet Technology: Introduction, Important Features, Internet Protocols, IP Address, DNS, Communication protocols, Connecting to the Internet, Dia-up/DSL, Cable modem, ISDN, Prerequisites for Internet (Hardware, Software, others), Modem configuration, (TCP/IP connection), Search Engine, E-mail (Creating an e-mail account, sending and receiving mails, internet phone,).

Second Semester

COMMUNICATION FOR DEVELOPEMENT

PAPER CODE: DEMJMC-201

External: 70

Internal: 30

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Unit I

Meaning, concept and process of development communication, development communication and society, measures of development communication, characteristics of developing countries, development communication experience

Unit II

Theories and paradigms of development communication, development communication dichotomies, problems of development communication, participatory development communication process with special reference to India

Unit III

Role of mass media organizations in development communication, newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc., strategies of development communication, role of NGOs in development

Unit IV

Development support communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment

Unit V

Case studies on:

- (a) Development Communication experience
- (b) Role of NGOs in development
- (c) Application of development support communication in Agriculture/Health and Family Welfare/Literacy

ADVERTISING AND PUBLIC RELATION

PAPER CODE: DEMJMC-202

External: 70

Internal: 30

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Unit I

Evolution and growth of advertising, definitions of advertising, classification of advertising, national and global advertising.

Unit II

Advertising objectives, advertising campaigns, advertising agency, budget.

Unit III

Advertising media, media planning and scheduling, advertising effectiveness, regulations of advertising in India.

Unit IV

Nature and scope of public relations, qualifications and responsibilities of a public relations officer. Difference between publicity, public opinion, propaganda and public relations.

Unit V

House journals, corporate communication, professional organizations in public relations.

WRITING FOR MEDIA

PAPER CODE: DEMJMC-203

External: 70

Internal: 30

Note:

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Unit I

Historical Background of Writing: Elements of language, writing as coding of contents language of mediated communication.

Unit II

Principles and methods of effective writing for mass media communication, general rules of grammar, exceptions in mass media writing use of words, sentences, types and construction, use of tenses in mass media writing.

Unit III

Use of negatives and double negatives, adjectives and adverbs, transitional devices, redundancy. Methods of attribution, identification, quotation, paraphrasing.

Unit IV

Script: Concept and objectives, script writing and presentations (voice quality, modulation and pronunciation). Steps and formats of script writing, writing for anchoring and compering includes announcements.

Unit V

Translation: Meaning, types and principles of translation, translation and rewriting practices in mass media.

COMMUNICATION RESEARCH

PAPER CODE: DEMJMC-204

External: 70

Internal: 30

Note:

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Unit I

Introduction to mass communication research, meaning of research, scientific method, characteristics, steps in research identification and formulation of research problem in communication research.

Unit II

Basic elements of research, concepts, definitions, variables, hypothesis and causation. Hypothesis: Type of hypothesis, characteristics of good hypothesis, hypothesis testing, survey research, content analysis and historical method.

Measurement: Meaning levels and types of measurement.

Unit III

Sampling in communications research, types, their applications and limitations. Methods of Data Collection: Interview, questionnaire, observation and case study, applications and limitations of different methods.

Unit IV

Use of statistics in communication research, basic statistical tools, measures of central tendency (mean, mode and median), measures of dispersion (standard deviation), correlation and chi square.

Unit V

Data processing, analysis, presentation and interpretation of data, use of graphics in data presentation. Writing a research proposal, writing research report, components and style.

PERSONALITY DEVELOPMENT & BUSINESS COMMUNICATION

PAPER CODE: DEMJMC-205

External: 70

Internal: 30

Note:

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Module-I: Business English

Parts of Speech, Determiners, Tenses and Auxiliary Verbs, Plurals, Opposites, Comparatives and Superlatives, Questions, Words, Question Tags, Improving English Skills.

Module-II: Business Communication

Basics of Communication, Business Communication, Writing Skills: Business Letters, Internal Communication, Report Writing, Conducting Meetings, Resume Writing, The Role of Technology in Effective Communication.

Module-III: Personality Development

Meaning of Personality, Developing Self, Developing Communication Competence, Presentation Skills —‘Speak for Yourself’, Group Discussion, Interviews, Workplace Success.