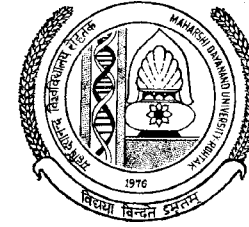


Maharshi Dayanand University Rohtak



Ordinances, S.O.E and Courses of
Reading for
M.J.(Mass Communication)
I & II Semester
Examination

Session 2008-2009

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**MAHARSHI DAYANAND UNIVERSITY, ROHTAK
SCHEME OF EXAMINATION**

**Master of Journalism (Mass Communication)
Two Years Regular Course (Four Semesters) 2008-2009**

The MJ(MC), Master Programming in the subject of Journalism and Mass Communication under the Semester System wil consist 20 papers/ Courses in all. The programme will be spread over to four smesters. first two smesters will be in MJ (MC) (Previous) and rest of the semester in MJ(MC) year. Each Semester will comprise of Five Papers of 100 marks each. The MJ (MC) Programme in the Subject of Journalism & Mass Communiation will be of 2000 Marks in total. The Semester-wise break up of the paper/ Courses will be as under :-

**MJ (MC) - (Previous)
Semester - I**

PaperNo.	Nomenclature	Theory Marks	Internal Assessment Practical Marks	Total Marks	Time
Paper - 01	Introduction to Communication & Journalism	80	20	100	3hrs.
Paper - 02	Language Skills & Translation	80	20	100	3hrs.
Paper - 03	General Awareness	80	20	100	3hrs.
Paper - 04	Development of Media	80	20	100	3hrs.
Paper - 05	Computer Application In Communication	80	20	100	3hrs.

MJ (MC) - (Previous)

Semester - II

PaperNo.	Nomenclature	Theory Marks	Internal Assessment Practical Marks	Total Marks	Time
Paper - 01	Communication Theories & Research	80	20	100	3hrs.
Paper - 02	Public Relations & Corporation Communication	80	20	100	3hrs.
Paper - 03	Media Laws & Ethics	80	20	100	3hrs.
Paper - 04	Advertising Priniples and Practice	80	20	100	3hrs.
Paper - 05	Media Management	80	20	100	3hrs.

3
MJ (MC) - (Previous)
Semester - I

Paper-01 Introducton to Communication and Journalism

Time allowed : 3 hours

Max.Marks : 80

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit - I

- 1.1 Communication : Definition, Nature & Scope
- 1.2 Nature & Process of Human Communication
- 1.3 Functions of Communication
- 1.4 Types of Communication : Inter personal, Intra personal, group and mass communication.

Unit - II

- 2.1 Elements in the process of communication
- 2.2 Communications flows : one step, two step, multi-step flows
- 2.3 Barriers in communication
- 2.4 Verbal in Communication

Unit - III

- 3.1 Journalism : Definition, nature and scope
- 3.2 Journalism as a profession
- 3.3 Duties and responsibilities of a journalist
- 3.4 Current issues in Journalism

4
Unit - IV

- 4.1 Journalistic terminology
- 4.2 Code of Ethics for Journalists
- 4.3 Various organizations of Journalists
- 4.4 Emerging trends in Journalism

Internal Assesement

Total Marls : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

References Books :-

- 1) Mass Communication, Wilbus Schram
- 2) Mass Communication Theory & Practice by Uma Narula, Hiranand Publication, New Delhi.
- 3) Hand Book of Journalism & Mass Communications by V.S. Gupta Vir Bala Aggarwal, concept Publishers, New Delhi.
- 4) Understanding Media by Marshal Mc Luhan.
- 5) संचार माध्यमो का प्रभाव, ओम प्रकाश सिंह, क्लासिक पब्लिशर्स, नई दिल्ली ।
- 6) संचार और संचार माध्यम, डा० चन्द्रप्रकाश मिश्र, संजय प्रकाशन नई दिल्ली ।
- 7) समकालीन पत्रकारिता : मूल्यांकन और मुद्दे, राजकिशोर, वाणी प्रकाशन
- 8) सपनो में बनता देश, राजेन्द्र माथुर, सामयिक प्रकाशन ।
- 9) मीडिया विमर्श, रामशरण जोशी ।

MJ (MC) - (Previous)**Semester - I****Paper-02 Language Skills and Translation****Time allowed : 3 hours****Max.Marks : 80**

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit - I

- 1.1 Elements of language, language as a skill
- 1.2 Meaning and importance of language of Communication
- 1.3 General rules of grammar
- 1.4 Essentials of good writing

Unit - II

- 2.1 Types of sentences, their structure and use
- 2.2 Words and their redundancies, words and phrases, use of adjectives and adverbs
- 2.3 Synonyms & Antonyms of letters.
- 2.4 Methods of paragraphing, summary etc.

Unit - III

- 3.1 Translation, meaning and concept
- 3.2 Types of translation
- 3.3 Difference between translation, editing and precise writing
- 3.4 Rules & Principles of translation.

Unit - IV

- 4.1 Translating 5 different new items
- 4.2 Translating at least 2 articles
- 4.3 Translating one creative writing of about 500 words.
- 4.4 Qualifications of a translator

Internal Assessment**Total Marks : 20**

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

References Books :-

- 1) भाषा और संवेदना, राम स्वरूप चतुर्वेदी
- 2) अनुवाद : सिद्धांत एवं समस्याएँ, रविन्द्रनाथ श्रीवास्तव
- 3) समाचार पत्रों की भाषा, मानिक मृगेश, वाणी प्रकाशन
- 4) Editing, by TJS George
- 5) Professional Journalism , M.V. Kanath
- 6) Grammar and Composition, Wren & Martin

MJ (MC) - (Previous)
Semester - I
Paper-03 General Awareness

Time allowed : 3 hours

Max.Marks : 80

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit -I

- 1.1 Goals and objectives of Indian Constitution Parliamentary System
- 1.2 Fundamentals Rights and Directive Principles of State.
- 1.3 Centre State relationship; federal and unitary
- 1.4 Electoral Process, Emergency Powers & Amendment of Constitution

Unit - II

- 2.1 Parliamentary and Legislative procedure in India
- 2.2 Power and privileges of Parliament members
- 2.3 Indian Judicial System
- 2.4 Introduction to various political systems in the world.

Unit - III

- 3.1 Indian History Stage & Characteristics
- 3.2 Cultural diversities of India
- 3.3 Indian Economic Environment

- 3.4 Globalization and India.

Unit - IV

- 4.1 Indian Foreign Policy
- 4.2 UN and SAARC
- 4.3 India and its neighbours
- 4.4 Current National and International events.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

References Books :-

Students will consult newspapers, magazines and annual publication of Malayalam Manorma and Publication Divisions, Govt. of India.

Semester - I
Paper-04 Development of Media

Time allowed : 3 hours

Max.Marks : 80

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit -I

- 1.1 Development of print Media : Historical View
- 1.2 Indian Press ; Post Independence
- 1.3 Origin of Indian News Agencies and their role.
- 1.4 Management and ownership Pattern of Press

Unit - II

- 2.1 Development of Radio : Historical view
- 2.2 Development of Radio in India
- 2.3 Public and Private Radio Systems, FM, AM etc.
- 2.4 Organizational structure of the Radio.

Unit - III

- 3.1 Development of Television : Historical view
- 3.2 Development of Television in India
- 3.3 Public and Private T.V. Channels
- 3.4 Organizational structure of the television Industry

Unit - IV

- 4.1 Cinema : Historical View
- 4.2 Development of Cinema in India.

4.3 Characteristics of Hindi Cinema

4.4 Cinema as a powerful medium of Mass Communication.

Internal Assessment

Total Marks : 20

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

References Books :-

- 1) Journalism in India, by Ranga Swami (Sterling Publications)
- 2) History of Journalism in India, By Natrajan.J.
- 3) The Press, by Rao Chalpathy (National Book Trust).
- 4) Folk Theatre of India, by Gargi Balwant
- 5) Traditional Folk Media, by Parmar, S.
- 6) Broadcasting in India, by Awasthi G.C.
- 7) Indian Broadcasting, by Luthra, H.R.
- 8) Indian Film, by Bernard, Eric
- 9) पत्रकारिता का इतिहास एवं जनसंचार माध्यम : संजीव भनावथ
- 10) हिन्दी पत्रकारिता के विविध आयाम : वेदप्रताप वैदिक
- 11) हरियाणा में हिन्दी पत्रकारिता का इतिहास : केशवानन्द ममगाई
- 12) हिन्दी पत्रकारिता का बृहद इतिहास : अर्जुन तिवारी
- 13) दूरदर्शन दशा और दिशा : सुधीश पचौरी
- 14) रामलीला परम्परा और शैलियां : इन्दुजा अवस्थी (किताब घर)
- 15) भारतीय प्रसारण माध्यम : कृष्ण कुमार रतू

Semester - I**Paper-05 Development of Media****Time allowed : 3 hours****Max.Marks : 80**

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit - I

- 1.1 Definition, Origin & History
- 1.2 Classification of Computers
- 1.3 Introduction to input & output devices
- 1.4 Introduction to memory - Primary & Secondary

Unit - II

- 2.1 Introduction to graphical and user interface (GUI)
- 2.2 File and Folders - Flash, Directory
- 2.3 Creating, Copying, Moving, Deleting and Renaming
- 2.4 Applications & Setting : Desk top Management, tool box

Unit - III

- 3.1 MS-Word and Applications - basics
- 3.2 Typing and editing, formatting text
- 3.3 Quick Express basics
- 3.4 Power Point - Introduction, presentation, graphics, creating presentation and slide shows

Unit - IV

- 4.1 Introduction to Internet, definition, various activities
- 4.2 Tools and services on Internet

4.3 Internet protocol FTP, HTTP, TCP, IP

4.4 Major News Sites E Magazines, outlines newspapers

Internal Assesement**Total Marls : 20**

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

References Books :-

- 1) Fundamentals of Computers by V. Raja Raman
- 2) Adobe Photoshop- Creative techniques, PHI
- 3) Personal Computer Book by Robin Bradbeer
- 4) Computer handbook by Peter Roadbell
- 5) कम्प्यूटर एक परिचय : सतौष चौबे मध्यप्रदेश हिन्दी ग्रन्थ अकादमी
- 6) माइक्रोसाफ्ट आफिस 2000 : विष्णु प्रिया सिंह, मिनाक्षी सिंह, एशियन पब्लिशर्स।

Paper-01 Communication Theories and Research**Time allowed : 3 hours****Max.Marks : 80**

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit - I

- 1.1 SMVR, Laswell Model
- 1.2 Osgood Model, Dance Model
- 1.3 Shannon and Weaver Model, Wilbur.
- 1.4 Westley & Macbean, Garbiner Model

Unit - II

- 2.1 Theories of Communication
- 2.2 Two step and multi step
- 2.3 Commercial Play Theory
- 2.4 Uses and Gratification
- 2.54 Perception and Retention Theory

Unit - III

- 3.1 Research : Meaning & Concept
- 3.2 Typing of Research
- 3.3 Research Process
- 3.4 Research Approaches

Unit - IV

- 4.1 Nature and Significance of Communication Research

- 4.2 Stages and types of Communication
- 4.3 Public Opinion Research
- 4.4 Quantitative & Qualitative content analysis

Internal Assesement**Total Marls : 20**

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

References Books :-

- 1) Mass Communication in India by Kewal, J. Kumar Jacob Publishing House.
- 2) Mass Communication Theories, Mac Quail Denis, Sage Publication.
- 3) Communication Theories - Origin methods by Sevrin J. Warner James D. Tankard, Longman, New York.
- 4) Mass Communication Theory & Practice Uma Narula
- 5) Mass Media Research by Dimmel Dominique.
- 6) Hand Book of journalism & Mass Communications by V.S. Gupta Vir Bala Aggarwal, concept Publishers, New Delhi.
- 7) Understanding Media by Marshal Mc Luhan.
- 8) सम्प्रेषण प्रतिरूप एवं सिद्धांत, डा० श्रीकांत सिंह

Semester - II**Paper-02 Public Relation and Corporate Communication****Time allowed : 3 hours****Max.Marks : 80**

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit - I

- 1.1 PR, Meaning, Definition, Concept
- 1.2 History PR
- 1.3 PR Programmes
- 1.4 Qualities of PR

Unit - II

- 2.1 Role and functions, Image Advising
- 2.2 Tools of PR, PR at Crisis
- 2.3 PR Publics, PR in Corporate World
- 2.4 Organizational Structure of PR Departmental

Unit - III

- 3.1 PR Publicity, Propaganda, Public affairs, lobbying etc.
- 3.2 Theories of PR, Symmetrical & Asymmetrical
- 3.3 Ethics of PR
- 3.4 PR in Industry (Public Sector, Private Sector, Multi nationals), Corporate Communications.

Unit - IV

- 4.1 Corporate Communication : meaning and concept

- 4.2 Significance and objectives
- 4.3 Designing Communications plans and understanding publics
- 4.4 Tools, skills & Strategies of Image Projection

PRACTICAL**Marks : 20**

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of viva-voce.

References Books :-

- 1) Public Relations in India, J.M. Kaul
- 2) Public Relations by, Anil Vasu
- 3) Corporate Public Relations, by R.K. Balan, Sterling Publisher
- 4) The Practice of Public Relations, by Seitel, P. Fraser.
- 5) जन सम्पर्क के नये आयाम : सुषमा काशवेकर एवं सरदना
- 6) भारत में जन सम्पर्क, बलदेव राज गुप्त
- 7) जन सम्पर्क , कालीदत्त झा

Semester - II**Paper-04 Advertising : Principles & Practice****Time allowed : 3 hours****Max.Marks : 80**

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit - I

- 1.1 Advertising : Meaning and Concept
- 1.2 Historical perspective of advertising in India
- 1.3 Advertising: Nature and Types
- 1.4 Role of Advertising : Social & Economic

Unit - II

- 2.1 Objectives of Advertising : General & Specific
- 2.2 Legal and Moral aspects of Advertising
- 2.3 Advertising and freedom of expression
- 2.4 Social Advertising

Unit - III

- 3.1 Advertising Media : Print, Radio, TV and Internet
- 3.2 Outdoor Media, Alternative Media & tools
- 3.3 Advertising campaign planning & managing
- 3.4 Role or Research in Advertising

Unit - IV

- 4.1 Copy Writing : Different process, copy language.
- 4.2 Different types of copy

- 4.3 Creative Brief and writing for different media, copy testing
- 4.4 Graphic Brief and writing for different , Art and layout.

PRACTICAL**Marks : 20**

Each student will submit a practical profile by the end of the Semester with the consultation with the concerned teacher. This will be evaluated by the external examiner and concerned internal faculty. The practical examination will consist of viva-voce.

References Books :-

- 1) 'What's in a Brand ? Building Brand Equity' by Jones, Philip John tata Mac Graw, Hill New Delhi.
- 2) Advertising Media Planning, Sison Z, and Lincoln, Bumba NTC, Business Books.
- 3) Foundations of Advertising Theory and Practice by Chunawallah, SA and Setia, KC.
- 4) विज्ञापन कला, एकेश्वर प्रसाद हटवाल
- 5) विज्ञापन माध्य एवं प्रसार : विजय कुलश्रेष्ठ पंचशील ।
- 6) आधुनिक विज्ञापन, प्रेमचन्द पुतजलि, वाणी प्रकाशन ।
- 7) Advertising by Jethwani , Jayshree, Phoenix Pub.

Semester - II**Paper-05 Media Management****Time allowed : 3 hours****Max.Marks : 80**

Note : *The question paper will be divided into Five Units carrying equal marks i.e. 16 marks for each question. Each of the First Four Units will contain two questions and the students shall be asked to attempt one question from each unit. Unit Five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in Unit five shall be compulsory.*

Unit - I

- 1.1 Principles of Management, Functions, Planning, Coordination
- 1.2 Organizational behaviour, Structure systems
- 1.3 Strategies
- 1.4 Internal relations

Unit - II

- 2.1 Human resources development
- 2.2 Motivation, Incentives/ Rewards and Punishments
- 2.3 Management tools for planning, budgeting, scheming
- 2.4 Marketing/ promoting, costing & pricing

Unit - III

- 3.1 Features of Media, Characteristics of different media, Radio, TV Print and Net.
- 3.2 Media as an Industry and Profession
- 3.3 Ownership patterns of mass media in India, Sole proprietorship partnership.
- 3.4 Private Ltd. Companies, Public Ltd. Companies

Unit - IV

- 4.1 Role of the manager
- 4.2 Creativity and management of creating
- 4.3 Planning and scheduling, financial aspects
- 4.4 Making use of research and feedback

Internal Assessment**Total Marks : 20**

Note : The Break up of 20 marks for Internal Assessment (Theory Paper) is as under :

- | | |
|---------------------|--------------|
| 1. House Test | 5+5=10 Marks |
| 2. Class Attendance | 05 Marks |
| 3. Term Paper | 05 Marks |

References Books :-

- 1) New Media by Martin Lister, John Dovery, Routledge Pub.
- 2) Media technology & Society by Brian Wilston
- 3) News papers management, Golden John
- 4) News paper Management in the Multimedia Age, E.D. Mehra
- 5) समाचार पत्र प्रबन्धन : गुलाब कोठारी
- 6) पत्रकार प्रबन्ध कला : पन्नालाल श्री वास्तव
- 7) Media & Communication Management by C.R. Rajender