

Syllabus

Post Graduate Diploma in Journalism and Mass Communication

Semester I

Paper –I

History of Journalism and Contemporary Issues

Journalism: Concept and Meaning, Roles and Responsibilities of Journalists

Journalism as Career

A brief history of world journalism: Print and Broadcast media

History of Journalism in India: Pre-Independence Journalism and Post Independence Journalism

Some prominent figures in Indian journalism before Independence

Post-Independence developments in Print media; Development of Radio after Independence

Development of Television – Initial Development and experimental approach; SITE phase and evaluation and further expansion of Indian Journalism in post-globalization era

Journalism and Contemporary issues (Political, Economic, Social, Religious, Cultural

Women and Journalism: Portrayal of women by media; women in the media; role and challenges

Paper II

Communication: Concepts, Theory and Practice

Communication: Meaning, definition, elements, functions, types (Verbal and Non-verbal, Intra-personal, inter-personal, group and mass communication); Concepts and characteristics of mass media and mass communication

Communication barriers: Psychological, mechanical, physical, Linguistic and cultural;

Lippman's barriers

The 7 Cs of Communication: Credibility, context, content, clarity, continuity and consistency, channel, capability of audience

Language and Communication

Models of communication: Lasswell's model, Newcomb's model, Shannon and Weaver's model, Gerbner's model, Westley and McLean's model|

Role of Media in society, Impact of Mass Media on specific audiences

Mass Media Theories

Normative media theories: Authoritarian, Libertarian (Free Press), Socialistic (Soviet Press Theory), Social Responsibility Theory; Development Media Theory, Democratic Participant Media Theory

Paper -III

News: Definition, concept and Reporting

Definition of news, news value and sources of news
Essentials of News writing; News story structure, the Inverted Pyramid,
Importance of Lead, 5 Ws and 1 H.
Categories of Reporters, qualities and responsibilities of a reporter, essentials
of news reporting
Qualities and Functions: Reporters, Sub-Editors, Chief Sub-Editors, News Editors,
Assistant Editors, Feature Writers, Editors and Chief Editors
Types of news stories: Obituaries; weather and other brevities; speeches; conventions and
seminars; Press Conference; Political and Election Reporting; Covering Legislature and Court
proceedings; accidents; crimes; cultural and administrative activities; sports; survey and
campaigns; war/tensions; Interpretive and Investigative journalism; Yellow/Tabloid Journalism
Feature writing: Definition, role, characteristics; types of features: News features,
Personality, Human Interest, Institutional, Photo Feature
Feature and News Story; Feature and Article
Essay; editorial; column writing; Letter to the Editors; Reviews (Book reviews;
film reviews; drama and arts reviews); Reportage; Travelogue; Memoirs and Sketch
Interviews: Techniques; types; preparation for interviews; qualities of a good interviewer

Paper IV

Editing, Printing and Production

Organization and operation of a News room of a daily newspaper, importance of editing, Tools
of editing, source of a news copy, Editing different types of copy, rewriting Mofussil copy,
subediting symbols and style sheet
Headlines: types, functions and patterns of headline writing; Text breakers
Pictures: Sources of pictures, Selection and editing of pictures, Caption writing
Design: Principles and functions of newspaper design; Page make-up and modern trends; Use
of electronic devices in Editing and design
Printing processes – Letterpress, Offset and Gravure, Facsimile Transmission
Proof-reading symbols, importance of proof-reading

Semester II

Paper -V

Media laws in India and Ethics of Journalism

Freedom of Press: Constitutional Provisions
Ethics and Journalism: Important existing codes and their effectiveness
Media Institutions and Organizations (Press Commission, Press Council of India, Press Institute of India), Audit Bureau of Circulation, Indian Newspapers Society, Press Information Bureau, Directorate of Audio visual Publicity (DAVP)
Meaning and scope of Right to Information (RTI)
Media laws in India: The Copyright Act, The Contempt of Court Act, Right to Privacy, Law of Defamation, Relevant provisions in the Indian Penal Code; Criminal Procedure Code with reference to sedition, obscenity, crime against women and children
The Press and Registration of Books Act, The Drug and Magic Remedies (Objectionable Advertisement) Act, The Young Persons (Harmful Publication) Act, Privileges of Parliament; Official Secrets Act

Paper –VI

Advertising and Public Relations

Part A - Advertising

Definition and concept of Advertising; History of growth of Advertising
Types of Advertising; Tools of Advertising
Advertising and creativity; Principles of Advertising: AIDA
Ad copywriting: Designing and layout of copy; stages of layout; structure of an advertising agency
Role of media planning in advertising; Media strategies; Advertising vis-à-vis Publicity
Mass Media advertising vs Local advertising: A brief comparison of effectiveness and techniques
Impact of Advertising on specialized audiences (women; children, youth etc)
Code of Ethics in Advertising

Part - B Public Relations

Definition, objectives and functions of Public Relations; History of the growth of Public Relations
Qualities of a good Public Relation practitioner
Main tools of Public Relations: House journals, bulletin boards, speech writing, writing for the media, Press release, press conferences, backgrounders, rejoinders, features, press notes, press visits, press invites
The printed tools in Public Relations: In-house publications, brochures, pamphlets, booklets, newsletters; The spoken word: Meetings, Open houses

The need for government publicity
Code of Ethics for Public Relations Practitioner

Paper –VII

Electronic Media

Part A -- Television

Television as mass medium: Characteristics and potential
Grammar of Television, Essentials of a TV script, matching write-ups with videos, TV news, TV reporting, Voice-over, News Capsule, Editing, News Reading, Anchoring, Live Debate, Panel Discussions, Documentary, Piece to camera, headlines, teasers and promos
Organizational structure of TV newsroom: Production team and its functions
Different types of programmes; basic camera shots; microphones-classifications and their uses; video editing, Linear and non-linear editing; digital editing;
Television Interview – types and requirements
Television content: News; Sitcoms; Features; Soap Operas; Drama; Commercial and other Interruptions: Public Service Announcements, Programme Promotion; Entertainment Programmes; Talk shows, Game shows, Children’s programmes, Religious programmes, cultural and educational programmes
Concept of Reality Television and its effects

Part B -- Radio

Origin and development of Radio in India
AM broadcasting, FM broadcasting, All India Radio services: The Regional Service, the Vividh Bharati Service
Various types of Radio programmes: News Bulletins, Newsreels, Documentary/ Features, Drama, Talks/chat shows, Music Programmes, Movie Trailers, Quizzes
Essentials of a Radio script, structure of a radio newsroom and operation, structure of a radio copy, radio reporting, sound bite, Voice dispatch, Interviews, News: Compilation and Editing, News reading, Radio Talks, Live Debate and Discussion

Part C -- Photography

Photography: Basics of Digital Camera, Shooting Still and Images for Newspapers and Magazines, Photoshop and Redefining Images, Pictures- Sources, Selection and Editing, Caption Writing

Paper –VIII

Project Report and Viva-voce

Each student shall submit a report of the media-related project undertaken on the topic of his choice duly discussed and consulted with the department faculty. The student will also appear for the viva-voce. The Project Report and the Viva-Voce will be of 100 marks each.