

# Syllabus: Journalism and Mass Communication

## Unit 1- Print and electronics Journalism

Definition news, Introduction to features, editorials, comments, articles and reviews, News values; news writing; structure of news reports; news features; news analysis; researching for stories; using documents; follow-up news stories; Handling the text, Basic sub-editing techniques, how to write a headline, kinds of headlines, principles of headline writing, feature and magazine headline, News beats, Editorials, features and human interest stories; changing character of news. Structure of the editorial department; Headlines and its functions; importance of photographs; Different pages in a newspaper, Newspaper Makeup

Development of radio as a medium of communication - global, national and regional; Growth of AIR and commercial broadcasting; FM radio- state and private initiatives; Community Radio/ campus radio. Development of television as a medium of communication- global, national, regional- historical perspectives of television in India; Evolution of photography, photography as an art; Evolution of Cinema; film as a mass medium; Development of new media, The Internet.

## Unit 2 - Advertising and PR

An Overview of Advertising; Planning an Ad Campaigns; Choosing Media; Analysing Indian Case studies; Understanding the Indian consumer and the Indian market; Choosing a Product and designing Advertisements; Conceptualising and producing ads in various media; Producing a Commercial; Jingles for Radio; Outdoors; Online advertising; Learning to use various media effectively; Ethics and Laws of Advertising; Types of Advertising, Non-Commercial Advertising; Public Service campaigns; Rural Advertising - Working with the Community; Focus on Health, Agriculture and Education. Reaching rural public, Communication tools used to reach them. NGO Interactions; Social Media advertising; Understanding the reach and impact of social media; Using social media effectively to reach specific targets.

Defining public relations; the Importance of values in public relations; jobs in public relations; Origins of the profession; the public in public relations;

Ethics and social responsibility in public relations,  
Communication theory and public opinion;  
an overview of the public relations process, the importance of research and evaluation in public relations, PR tools.

### Unit 3 - Communication Theory

Communication; Definition; Nature and Scope of Communication – Sociological and Psychological aspects of communication and media – Levels of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication

Diffusion process; one step; two step; Multi step flow of Information; Mass Media and Society; Mass Culture.

Communication Theories and Models; Communication, Behavioral Skills;  
Communication - Persuasion; Motivation; Communication and Leadership; Group Dynamics and Communication;

### Unit - 4 Communication Research

Definition of research, nature and scope, Statement of problem; Research proposal, Hypothesis statement and testing; Research classification; basic and applied research.

Sampling procedure and types of samples; Validity and reliability; Levels of measurement; Statistics; purpose; approach and methods, Research process and principles.

Methods and tools of research-quantitative and qualitative types; Tools for data collection-questionnaire; interview guide; Q-method and observation techniques; Research design - meaning and purpose; types of research designs.

Use of statistics in research analysis; Statistical tools for media research – Frequency Distributions, Graphic representations and Percentages; Central tendency, Standard Deviation; Application of statistical tests- Chi-square, Correlation, t-test, Factor Analysis; Application of computer for data analysis; Principles and techniques of research report writing; Systems of referencing, Bibliography.

## Media Laws & Ethics

The concept of free speech; democracy and free speech; evolution of the concept of free speech; the state of free speech in the contemporary world; an overview of the Constitution of India and legal and judicial system in India; Article 19 (1)(A), freedom of speech and expression; evolution of the Article 19(1)(A); scope of freedom of speech and expression Reasonable restrictions on the freedom of speech and expression; specific press laws under each of the reasonable restrictions – defamation laws; obscenity laws; contempt of court; contempt of legislature; Other media laws: History of Press Laws in India – Indian Penal Code with reference to sedition, crime against women and children; Official Secrets Act vis-a-vis Right to Information, privacy laws; Copy Right Act; The Press and Registration of Books Act; The Drugs and Magical Remedies Act; Trade Marks Act and Patent Act, Cable Television Act; Media law in the context of the Internet; Information Technology Act-2005; other cyber laws Media Ethics; definition, nature and objectives. Working Journalist Act. Relationship between morality and ethics; law and ethics; media accountability, privacy, bias, ethical issues related with media ownership of media;