

Syllabus

Bachelor of Journalism **(Three Year Course)**



**Makhanlal Chaturvedi Rashtriya Patrakarita Avam
Sanchar Vishvavidyalaya
Bhopal, (M.P.)**

Bachelor of Journalism

B.J Three Years Course

Course Objectives:

The B.J programme is designed to meet following objectives :

- To impart students an understanding of the mass communication process, its impact on human and social factors and the socio cultural environment within which it operates .
- To familiarize the students with the working of both print and electronic media.
- To develop working skills needed for Newspapers, Magazines, Radio. T.V. and Web Journalism.
- To develop in students a sense of purpose, mission and ethical values in their chosen field.
- To cultivating the students ability to think critically and creatively in a professional at context and to cope with the fast moving changes in the world of media.
- Focus of the course will be on print journalism along with electronic media.

Eligibility for Admission:

Candidates applying for admission to the B.J. (Bachelor of Journalism) must possess a higher secondary examination in any discipline.

Scheme of Study for B.J. Course:

- B.J. course is divided into six semesters (three year programme).
- In this course I, II, III and IV semester carries six papers and one practical exam in the semester end and in V and VI semester there are only four papers and one practical is included.
- There will be a written examination at the semester end in which each paper will carry 75 marks.
- Syllabus of each paper is divided into five units there will be questions from each unit to be solved.
- Normally, five questions will be asked to answer with internal choice in each question but this could be changed also.
- The theory paper will test the level of knowledge and aptitude, whereas internal assignments will evaluate the learning level, skills, developments, ability to present views, perception in class, creative inputs, ideas, reading habits, both verbal and written abilities and the level of knowledge.
- There will be internal assessment of 25 marks in each paper (theory & practical both) during the semester which will evaluate theoretical as well as practical aspects of the paper.

- Internal assessment will be in the form of class test, presentation, seminar, field work, field research, study your, attendance, class performance and participation in class, creative inputs, ideas, reading habits, both verbal and written abilities and the level of knowledge.
- 40% total marks in each paper and each section (Theory, Practical and Internal Assessment) will be necessary to be declared pass.

Guidelines for Practical Exams

- Marks for practical examination are hundred (100) in each semester.
- At the end of the semester an external examiner will conduct the practical examination to evaluate either the knowledge of the students or the application of the knowledge of the subject.
- Examiner will conduct a written practical exam of 50 marks and viva - voce of 25 marks (Total 75). In the written practical exam five questions (no. of the questions depends on the examiner's choice) may be asked in which each one is of 10 marks.
- In the practical exam student will be evaluated on the basis of some practical exercises which is related with the theory papers or within it may be covered any portion of the topic of each paper.
- There will be internal assessment of 25 marks for practical will given by internal evaluator.

Guideline for Project Report

- At the end of VIth Semester same external examiner, appointed for the practical examination will evaluate the Project report of all students.
- Each student will submit a project report, which includes the details of the history, organisational set up and functioning of that media organisation (setup of any Newspaper) in part 'A' and his/her experiences, work done by him / her during the practical training in media organization in Part 'B'.
- There will be 50 marks for submission of written report for project and 25 marks for viva – voce (Total 75 marks) on that report.
- 25 Marks for Internal assessment will be given by Internal Evaluator on the basis of his / her regular performance for the project works.

Detailed Division of papers and their marks is shown in the following table.

**Syllabus of Bachelor of Journalism
Paper Index**

Semester		Paper	Thy. (Mar)	Int. (Mar)	Total (Mar)
Semester I	1	Development of Journalism	75	25	100
	2	Introduction to Mass Communication	75	25	100
	3	Hindi: Sanrachna aur Vikas	75	25	100
	4	Functional English	75	25	100
	5	Political Science (Theory)	75	25	100
	6	Basic Economics	75	25	100
	7	Practical	75	25	100
Semester II	1	Understanding News	75	25	100
	2	Creative Journalistic Writing	75	25	100
	3	Hindi Patrakarita aur Bhasha	75	25	100
	4	Communicative English	75	25	100
	5	Governance and Politics	75	25	100
	6	Economic Development and Macro Economic Issues	75	25	100
	7	Practical	75	25	100
Semester III	1	News Gathering and Correspondents	75	25	100
	2	Introduction to Electronic Media	75	25	100
	3	Fundamentals of Computer	75	25	100
	4	Hindi aur Angreji Anuvaad	75	25	100
	5	International Politics	75	25	100
	6	Indian Economy – Problem and Policies	75	25	100
	7	Practical	75	25	100
Semester IV	1	Interview Theory & Practice	75	25	100
	2	Newspaper Editing & Photo Journalism	75	25	100
	3	Writing for Electronic Media	75	25	100
	4	New Media & Web Journalism	75	25	100
	5	Public Administration, Society and Media	75	25	100
	6	International Trade and the World Economy	75	25	100
	7	Practical	75	25	100
Semester V	1	Advance Reporting	75	25	100
	2	Advertising and Public Relations	75	25	100
	3	Media Laws & Ethics	75	25	100
	4	Communication Research	75	25	100
	5	Practical	75	25	100
Semester VI	1	Communication for Development	75	25	100
	2	Newspaper management	75	25	100
	3	Special Paper [(A)Parliamentary News, (B)Crime & Court Reporting, (C)Entertainment, Art& Culture Journalism, (D) Sports Journalism]	75	25	100
	4	Project Report	75	25	100
	5	Practical	75	25	100

Syllabus of Bachelor of Journalism

Semester –I

Development of Journalism Paper I

Unit – I World Journalism

- 1.1 Concept, Evolution and Development of Journalism.
- 1.2 Evolution and Development of Printing Press (Brief History – From Medieval Period Time)
- 1.3 Role of Press in Social, Economic and Political Transformation.
- 1.4 Comparative study of Journalism of Developed and Developing Countries (historical perspective).
- 1.5 Brief Introduction of Important World Newspapers specially European & American .
- 1.6 Brief Introduction of Important News Channels and Websites .

Unit – II Development of Journalism in India

- 2.1 Early Newspaper Publications in India.
- 2.2 Press, Literature and Renaissance.
- 2.3 Indian Language Press and English Press.
- 2.4 Press and First Independent Struggle.
- 2.5 Press and British Rule.

Unit – III Freedom Movement and Journalism

- 3.1 Preliminary Challenges of Early 20th Century and Press (Movement against Imperialism, First World War, October Revolution, Press Laws etc).
- 3.2 Journalism of the Leaders of Freedom Movement (Tilak, Gokhale, Gandhi, Bhagat Singh, Maulana Azad, Subhash Chandra Bose, Nehru).
- 3.3 Indian Press and Social Reform Movements (Untouchability, Women Issues, Communal Harmony, Swadeshi Movement etc).
- 3.4 Indian Language Press and English Press in the Last Phase of Freedom Movement (1940-1947).
- 3.5 Missionary and Professional Journalism, Media as an Industry.

Unit – IV Post Independence Journalism

- 4.1 Press and Post Independence Challenges (Division, Communal Riots, First Election, Formation of First Government, Plan Period, Land Reforms, Abolition of Zamindari, Reorganization of States).
- 4.2 Post Independence Governments and Press Regulations (Press Commission, Press Council of India).

- 4.3 Press and Political System (Parliament, Constitution, Political Parties etc).
- 4.4 Changing Nature of India Press after Independence (Publication of New National and Regional Newspapers and Magazines).
- 4.5 Parallel Journalism (Dalit Journalism, Small Magazines), Missionary Journalism, Discussion in the Class on Professional and Alternative Newspapers and Magazines).

Unit – V (A)

Changing Face of Journalism and news Challenges

- 5.1 Modernization of Press and Press Management.
- 5.2 National Press, Regional Press, District and Tehsel Level Press.
- 5.3 Electronic Medium and Internet Journalism.
- 5.4 Representative Newspapers and Magazines (Anand Bazar Patrika, Enadu, Navbharat Times, Jansatta, Malayalam Manorama, Nai Dunia, Bhaskar, Aaj, Punjab Kesari, Kaumi Awaz, Sakaal, Hindu, Times of India, Dinman, Dharmyug, Illustrated Weekly, Outlook, India Today – Brief Introduction)

Unit – V (B)

An Introduction to Press and Contemporary Issues

- 6.1 Press and Contemporary Issues (Multilevel Governments, Human Right, Terrorism, Nationalism, Regionalism, Constitution Review, Social Justice etc.)
- 6.2 Press and Secularism.
- 6.3 Indian Press, Multinational Press and Globalization, Capitalization.
- 6.4 Contemporary Issues and Press Coverage – Analysis.

Reference Books:

- हिन्दी पत्रकारिता : सिद्धांत से प्रयोग तक, अरूण कुमार भगत, जनमत निर्माण साहित्य संस्थान, नई दिल्ली ।
- विश्व पत्रकारिता इतिहास की एक झलक : ईश्वर देव मिश्र, सेंटर फॉर मीडिया रिसर्च, सारनाथ, वाराणसी ।
- भारत में हिन्दी पत्रकारिता, रमेश जैन, तक्षशिला प्रकाशन।
- जनजागरण और हिन्दी पत्रकारिता , आदर्श शर्मा, श्याम प्रकाशन जयपुर।
- हिन्दी पत्रकारिता का वृहद इतिहास, अर्जुन तिवारी, वाणी प्रकाशन।
- हिन्दी पत्रकारिता का विकास, एन.सी. पंत, राधा पब्लिकेशन
- Journalism in India from the earliest times to the present day, Ranga swami Parthasarathy, Sterling publishers private limited.
- A Book of J. Natrajan .
- The Press Council, Dr. N.K. Trikha, Somaiya Publication.
- Mass Communication in India, Keval J. Kumar, Jaico Publication – New Delhi.
- India’s Newspaper Revolution, Robbin Jeffery, Oxford University Press.
- India’s Communication Revolution, Arbind Singhal.
- Broadcast Technology – A Review, Dr. H.O. Srivastava, Gyan Publishing House, New Delhi.

Introduction to Mass Communication

Paper II

Unit – I

Communication

- 1.1 Concept and Definition of Communication.
- 1.2 Types – Intra-personal, Inter-personal, Group, Mass Communication & Interactive Communication.
- 1.3 Media of Communication – Oral Media, Written Media, Non Verbal Media and Body Language.
- 1.4 The Process and Elements of Communication, Attributes of Effective Communication.
- 1.5 Models of Communication-Lasswell formula, Shannon and Weaver, Osgood, Wilbur Schramm, George Gerbner, Gibson.

Unit – II

Mass Communication

- 2.1 Mass Media - Newspaper, Magazine & Television, Radio: Characteristics, Advantages and Disadvantages
- 2.2 Roles and Functions of Mass Communication.
- 2.3 Public Speech – Understanding the audience, Planning and Preparation of Public Speech, Presentation of Public Speech.
- 2.4 Listening-Concept of Listening, Active Listening, Obstacles to Effective Listening.

Unit – III

Theories of Mass Communication

- 3.1 Marshall McLuhan, Approach: "Medium is the Message", Raymond Williams Approach.
- 3.2 Media System Dependency Theory
- 3.3 Characteristics of Mass Society
- 3.4 Sociological Theories: Agenda Setting, Uses and Gratification Theory
- 3.5 An Introduction to Indian Perspective of communication

Unit – IV

Press Theories & Media Scenario

- 4.1 Theories of communication (Media Systems)
- 4.2 Media Control
- 4.3 Public Control
- 4.4 Market Control

Unit – V

New Information Technology and Communication

- 5.1 Meaning of Information Technology.
- 5.2 Role of Information Technology in Communication.
- 5.3 Latest Trends in Information Technology.

5.4 Internet, Video Conferencing, E- Mail etc.

5.5 Future of Communication with Changing Environment of Information Technology.

Reference Books:

- संप्रेषण विधा, दयाराम विश्वकर्मा, श्रीराम प्रकाशन वाराणसी।
- संचार माध्यमों का वर्ग चरित्र, रेमन्ड विलियम्स।
- संप्रेषण प्रतिरूप तथा सिद्धांत, डॉ.श्रीकांत सिंह।
- संचार संप्रेषण की रूपरेखा, प्रेमचंद पातंजलि।
- संचार माध्यमों का प्रभाव, डॉ ओम प्रकाश सिंह, क्लासिकल पब्लिशिंग कं.नयी दिल्ली
- Mass Communication in India, Keval, J. Kumar, Jaico Publishing House, Mumbai.
- Mass Communication theory, Denis Mcquail., Sage Publication, New Delhi.
- Understanding Mass Communication, Melvin. L. Deffuer, Publishers Distributors, Delhi.
- Understanding of Media : The Extension of Man, Marshall McLuhan.

हिन्दी: संरचना और विकास

Paper –III

इकाई-1 हिन्दी भाषा और उसकी संरचना

- 1:1 हिन्दी वर्णमाला और उसके उच्चारण :-नियम पद और वाक्य संरचना ।
- 1:2 हिन्दी भाषा और उसका शब्द समूह ।
- 1:3 हिन्दी भाषी क्षेत्र की बोलियों का सामान्य अध्ययन ।
- 1:4 हिन्दी और उसकी पारिभाषिकी(प्रशासनिक, वाणिज्यिक, वैज्ञानिक, समाज विज्ञानी, खेलकूद, कला और सूचना प्रौद्योगिकी) ।
- 1:5 शुद्धियां-अशुद्धियां। कहावतें और मुहावरे ।

इकाई –2 हिन्दी का पूर्ववर्ती रूप

- 2:1. मध्ययुगीन हिन्दी
- 2:2. चारण कवियों की भाषा (पृथ्वीराज रासो और आल्ह खण्ड के संदर्भ में)
- 2:3. खुसरो और उनकी हिन्दी ।
- 2:4 .भक्ति आंदोलन के कवियों की हिन्दी (कबीर,जायसी,सूर,तुलसी,रसखान,मीरा,के संदर्भ में)
- 2:5. रीति कालीन कवियों की हिन्दी (बिहारी,केशव और घनानंद के संदर्भ में)

इकाई –3 हिन्दी,हिन्दवी,हिन्दुस्तानी,रेरव्ता और खड़ी बोली के सम्बंधों का अध्ययन

- 3:1 हिन्दी, हिन्दवी, हिन्दुस्तानी, रेरव्ता और खड़ी बोली के अंतर्सम्बंध ।
- 3:2 मीरा, नजीर अकबराबादी, और गालिब की रेरव्ता ।
- 3:3 फोर्ट विलियम कॉलेज की भूमिका , श्री रामपुर मिशनरीज की भूमिका ।
- 3:4 भारतेंदु की हिन्दी ।
- 3:5 हिन्दी के वर्तमान स्वरूप का अध्ययन ।

इकाई-4 हिन्दी गद्य का विकास – प्रथम चरण

- 4:1 भारतेन्दु युगीन हिन्दी गद्य ।

- 4:2 द्विवेदी युग का हिन्दी गद्य ।
4:3 हिन्दी गद्य का परवर्ती विकास ।
4:4 सरकारी आदेश, सनद, फरमान,पत्र आदि का हिन्दी गद्य ।

इकाई-5 राष्ट्रभाषा की समस्याएं और हिन्दी

- 5:1 हिन्दी भाषा का समुदाय ।
5:2 बोलियों का प्रभाव ।
5:3 अंग्रेजी का प्रभाव ।
5:4 राष्ट्रभाषा का आंदोलन और हिन्दी ।

संदर्भ पुस्तकें :-

- हिन्दी भाषा का इतिहास, धीरेन्द्र वर्मा ।
- अच्छी हिन्दी, रामचंद्र वर्मा ।
- हिन्दी शब्दानुशासन, आचार्य किशोरी दास वाजपेयी ।
- हिन्दी निरुक्त-आचार्य किशोरी दास वाजपेयी ।
- हिन्दी व्याकरण-कामता प्रसाद गुरु ।
- हिन्दी भाषा का इतिहास -डॉ.भोलानाथ तिवारी ।
- भाषा और समाज- डॉ. रामविलास शर्मा ।
- आधुनिक हिन्दी व्याकरण और रचना - वासुदेव नंदन प्रसाद,भारती भवन,पटना ।
- भारत की भाषा समस्या, रामविलास शर्मा ,राजकमल प्रकाशन ,दिल्ली ।
- भारतेन्दुयुग और हिन्दी भाषा की विकास परंपरा , रामविलास शर्मा ,राजकमल प्रकाशन ,दिल्ली ।
- महावीर प्रसाद द्विवेदी और हिन्दी नवजागरण, रामविलास शर्मा ,राजकमल प्रकाशन ,दिल्ली ।
- भारतीय कार्य भाषा और हिन्दी, सुनीति कुमार चटर्जी ,राजकमल प्रकाशन ,दिल्ली ।
- हिन्दी पत्रकारिता में राजभाषा का स्वरूप, माया त्रिपाठी ,जवाहर लाईब्रेरी ।

Functional English

Paper IV

Objective: This course is designed on a predominantly communicative or interactive approach to learning of English this approach is based on the belief that language is not only a body of knowledge to be learnt but a skill to be acquired. Students acquire the ability to use the language Fluently, Correctly, Confidently and Naturally in real situation that is to say they imbibe and internalize the language. However, the approach is to encourage the learners to formulate and express their ideas and offer ample scope for creativity. The approach has been aimed at an integrated development of the four basic skills listening, Speaking, Reading and writing.

Unit – I

Functional Grammar

Tenses : Simple, Present, Progressive, Future (All Types)
Clauses : Noun Clauses, Adjective Clauses, Adverbial Clauses

Unit – II

- 2.1 Models and use of Shall, Should, Will.
- 2.2 Reported Speech – Would, May, Might, Can, Could etc.
- 2.3 Voice – Active and Passive Voice.

Unit III

Vocabulary Building

- 3.1 Diminutives and Derivatives, Word foundation Jargons of registers.
- 3.2 British and American Usage.
- 3.3 Technical terminology in the field of Finance, Economy, IT, Agriculture, Politics, Law and Culture.

Unit IV

Compositional and Comprehension Skills

- 4.1 Essay Writing, Report writing.
- 4.2 Focus on Reading, Writing, Listening and Speaking Skills (RWLS)
Note- making and note taking skills.

Unit V

- 5.1 Introduction to various forms of English Literature
- 5.2 Definition and types of Prose, Poetry, Drama and Fiction

Reference Books:

- A Practical English Grammar (Oxford India 2002).
- Usage and Abusage: A guide to Good English, Eric Partridge, Hamish Hamilton London.
- Background to the Study of English Literature – Revised edition- Brijadish Prasad.
- ABC of Common Grammatical errors – Nigel D Turlon.
- Style book of the Economist.
- Style Book of Associate Press.

Political Science (Theory)

Paper V

Unit – I

- 1.1 Political Theory- its Nature and Significance.
- 1.2 Concept of Equality, Justice & Liberty: Views of Hobbes, Locke, Rousseau and Montesque.
- 1.3 Feudalism, Imperialism and Colonialism.
- 1.4 The Concept of Sovereignty and Emerging Challenges.

Unit – II

- 2.1 Awakening & Protest Against Feudalism.
- 2.2 Rise of Democracy.
- 2.3 Revolutions and Their Significance. (American & French Revolution)
- 2.4 Birth of Nation States.

Unit – III

- 3.1 Views of Karl Marxs & Lenin on materialistic interpretation of history, class struggle, Economic determinism and Communist revolution.
- 3.2 Communist Manifesto & Communist Revolution.
- 3.3 The Impact of Globalization, Liberalization, Privatisation & Marketization on International Political & Economic Order

Unit – IV

- 4.1 Political & Economic Problems of Developing Countries
- 4.2 The Process of Institution Building in India.
- 4.3 Post Cold War Transformation of Communism & Capitalism (Collapse of Soviet Union).
- 4.4 The Emerging of New world order in 21st Century (Post Soviet Union Collapse).

Unit – V

- 5.1 Political Thought of Gandhi [Satya, Ahinsa, Asteya (Nonstealing), Aparigraha, Swadeshi, Satyagraha, Civil Disobedience]
- 5.2 Gandhi's Relevance: Today & Tomorrow.
- 5.3 Media: Politics, Governance and Society (Print & Electronic- Discussion & Analysis of Coverage).

Reference Books:

- The Open Society and its enemies - Karl Popper
- Volumes of Nom Chowmsky.
- The Open Society and the enemies: The Spell of plato, Karl Popper.

- The Open Society its enemies: The Spell of Marx, Karl Popper.
- Fundamentals of political Ethics : Principles and practices, Shiva Prakashan, Rajat Publications, New Delhi.
- An Introduction to modern political theory, Narman P. Barry, The Macmillan Press Ltd. London and Basingstoke associated.
- Indetites and Right: Aspects of liberal Democracy in India, Gurupreet Mahajan, Manzar Khan, Oxford University press YMCA Libearary, Jaisingh road, New Delhi.

Basic Economics

Paper VI

Unit – I

Basic Concept

- 1.1 Basic Philosophy of Economics & its Importance, Economics as a Science of Choice Making.
- 1.2 Capitalistic System of Production & Distribution.
- 1.3 Comparison between Socialistic and Capitalistic System of Production & Distribution.
- 1.4 Basic Concept of Economics (Wants, Utility, Value and Price).

Unit – II

Micro Economic – Supply & Demand

- 2.1 Basic Elements of Supply and Demand.
- 2.2 Elasticity of Demand.
- 2.3 Law of Diminishing Marginal Utility and Consumer Behaviour.
- 2.4 Laws of Production and Laws of Returns.
- 2.5 Revenue and Costs.

Unit – III

- 3.1 Concept of Firms.
- 3.2 Profitability of a Firm.
- 3.3 Market Structure – Competitive Markets and Monopoly.

Unit – IV

Fundamental concepts of Macro- Economics

- 4.1 National Income and Output Concepts and Measurement (GDP, GNP etc.).
- 4.2 Wages & Labour Market.
- 4.3 Interest.
- 4.4 Money and Commercial Banking.
- 4.5 Central Banking and Monetary Policy.

Unit – V

Public Finance

- 5.1 Taxation – Features of Good Tax, System, Classification of Taxable Capacity, Incidence and Tax..
- 5.2 Public Expenditure Growing Importance, Impact on Production & Distribution.
- 5.3 Public Debt – Problems and Issues.
- 5.4 Budget Balance and Unbalance.

Reference Books:

- अर्थशास्त्र, डा. वी.सी. सिन्हा एवं डॉ. पुष्पा सिन्हा, साहित्य भवन पब्लिशर्स।
- भारतीय अर्थव्यवस्था विकास एवं आयोजन ,ए.एन. अग्रवाल, विश्व प्रकाशन न्यूएज इंटरनेशनल (प्रा.) लिमिटेड पब्लिशर्स।
- Principal of Economics, M.L. Seth, Lakshmi Narain Agrawal educational, Publisher, Agra.
- Indian Economy, Dr. Dutt.

Semester - II

Understanding News Paper I

Unit – I

Window Closed (Class room exercise)

- 1.1 Imaginary Situation (No Communication; No Media, No Telephone of any means of Communication).
- 1.2 Writing of Imaginary Experience.
- 1.3 Discussion of Experience.
- 1.4 Analysis & Conclusion.
- 1.5 Role of Communication in Your life.

Unit – II

Window Opens

- 2.1 Know World Around You.
- 2.2 Salient Features of Area & City you are Living in.
- 2.3 Gathering of Ongoing Events.
- 2.4 As you Like (Discussion & writing of events in free manner).

Unit – III

News

- 3.1 Importance of News.
- 3.2 Concept of News.
- 3.3 Elements of News.
- 3.4 Forms of News.
- 3.5 Significance of News in Modern Life.

Unit – IV

News Writing (Theory & Practice)

- 4.1 Organs of News Body.
- 4.2 Different Forms of News Writing.
- 4.3 Familiarisation with News Items of Newspapers, Magazines & News Agencies.
- 4.4 Translation of News.
- 4.5 Preparing of News , Theories and Practice of News Items.

Unit – V

News & Information

- 5.1 Change of Information in to a News.
- 5.2 Change of News into an Information.
- 5.3 Co- relation Differentiation and Transformation of News & Information.
- 5.4 Class Room Exercises.
- 5.5 Field Exercises.

Reference Books:

- पत्रकारिता के सिद्धांत ,एन.सी. पन्त।
- जनमाध्यम और पत्रकारिता , प्रवीण दीक्षित।
- समाचार पत्र एवं समाचार, शिवअनुराग पटैरिया, मध्यप्रदेश हिन्दी ग्रंथ अकादमी।
- समाचार: एक दृष्टि, रत्नेश्वर, नॉवल्टी एण्ड कम्पनी।
- समाचार लेखन के सिद्धांत और तकनीक, संजीव भानावत, यूनिवर्सिटी पब्लिकेशन।
- TOI, H.T. , Jansatta, Bhaskar, Nav Bharat Time, Outlook and India Today, India Today, (Hindi) and Out Look, Books Concerning News writing, Charts, Local Map.
- News writing and Reporting, James, M. Neal, Surjeet Publication.
- News writing – George A. Hough, Kanishka publishers N. Delhi.

Creative Journalistic Writing

Paper II

Unit – I

- 1.1 Beyond News Writing.
- 1.2 Types and Areas of Beyond News Writing
- 1.3 Necessity and Importance of Beyond News Writing.
- 1.4 New Trends in Beyond News Writing.

Unit – II

- 2.1 Article and essay- Definition and Difference.
- 2.2 Writing skill and Important Points.
- 2.3 Difference between Article and Feature.
- 2.4 Types of Feature, Qualities of a Feature Writer.

Unit – III

- 3.1 Significance of Editorial Writing.
- 3.2 Ideas and Analysis in Editorial Writing.
- 3.3 Editorial Writing and Campaigning.
- 3.4 Special Occasions Articles : Definition, Necessity.
- 3.5 Diary and News Letter.

Unit – IV

- 4.1 Column Writing: Definition and Types.
- 4.2 Importance of Column Writing and Necessity.
- 4.3 Art Reviews.
- 4.4 Music, Dance, Drama, Film Reviews.
- 4.5 Book Reviews.
- 4.6 Sports Reviews.
- 4.7 Economic Reviews.

Unit – V

- 5.1 Reportage Travel and Memoirs: Definition and Differences.
- 5.2 Study of Important Travel Reportage.
- 5.3 Importance of Reportage in Covering leisure and Life Style Social Sciences Studies.
- 5.4 New Emerging Trends in Entertainment.

Reference Books:

- रूपक लेखन, मध्यप्रदेश हिन्दी ग्रंथ अकादमी ।
- मेरी जीवन यात्रा, धुमक्कड़ की डायरी— राहुल सांस्कृत्यायन ।
- आदमी, बैल और सपने— रामशरण जोशी ।
- समाचार, फीचर लेखन एवं संपादन कला, हरिमोहन, तक्षशिला प्रकाशन ।
- हिन्दी पत्रकारिता और साहित्य ,राम अवतार शर्मा, नमन प्रकाशन ।
- Professional Journalism – M. V. Kamath.

हिन्दी पत्रकारिता और भाषा

Paper –III

इकाई-1 नवजागरण और हिन्दी पत्रकारिता की भाषा प्रथम उत्थान (सन् 1826-1900 तक)

- 1:1 नवजागरण का अर्थ और उसकी विचारधारा ।
- 1:2 हिन्दी भाषी समाज ।
- 1:3 हिन्दी भाषा के विभिन्न रूप ।
- 1:4 हिन्दी पत्रकारिता का आरंभिक गद्य और भाषा (उन्नीसवीं शताब्दी)
 1. उदन्त मार्तण्ड
 2. समाचार सुधा वर्षण
 3. मालवा अखबार
 4. कवि वचन सुधा
 5. भारत मित्र
 6. हिन्दी बंगवासी
 7. मार्तण्ड

इकाई-2 हिन्दी पत्र-पत्रकारिता का द्वितीय उत्थान

- 2:1 हिन्दी समाचार पत्र और इनके स्तम्भों का गद्य ।
- 2:2 सरस्वती का प्रकाशन और हिन्दी गद्य का परिष्कार
- 2:3 अभ्युदय, छत्तीसगढ़ मित्र और स्वराज्य की पत्रकारिता की भाषा ।
- 2:4 संदेश और आज-समाचार पत्रों की भाषा ।
- 2:5 प्रताप और कर्मवीर की पत्रकारिता की भाषा ।

इकाई-3 हिन्दी पत्र-पत्रकारिता का तृतीय उत्थान

- 3:1 सैनिक, विशाल भारत और हरिजन की पत्रकारिता और उनकी भाषा ।
- 3:2 भारत (इलाहाबाद) की पत्रकारिता की भाषा ।
- 3:3 श्री शारदा, हंस, सुधा, माधुरी, चांद, वीणा, मतवाला, -पत्रिकाओं की भाषा ।
- 3:4 स्वतंत्रता संग्राम के दौरान पत्रकारिता की भाषा का स्वरूप ।

इकाई-4 पत्रकारिता की भाषा के क्षेत्र में हिन्दी पत्रकारिता के आधार स्तम्भ और उनका योगदान

- | | | |
|-----|-----------------------|----------------|
| 4:1 | पं. युगल किशोर शुक्ल, | उदन्त मार्तण्ड |
| 4:2 | राजा राम मोहन राय, | संवाद कौमुदी |
| 4:3 | भारतेदु हरिश्चंद्र | कवि वचन सुधा |

इकाई-5

- | | | |
|-----|------------------------|-----------------|
| 5:1 | गणेश शंकर विद्यार्थी | प्रताप |
| 5:2 | बाबूराव विष्णु पराडकर | हिन्दी बंगवासी |
| 5:3 | महावीर प्रसाद द्विवेदी | सरस्वती |
| 5:4 | शिव पूजन सहाय | मतवाला |
| 5:5 | माधव राव सप्रे | छत्तीसगढ़ मित्र |
| 5:6 | प्रेमचंद | हंस |
| 5:7 | माखनलाल चतुर्वेदी | कर्मवीर |

- 5:8 पत्रकारिता की भाषा
नईदुनिया
राजस्थान पत्रिका
- 5:10 पत्रिका (मैग्जीन) पत्रकारिता की भाषा
कल्पना
धर्मयुग
रविवार
दिनमान
साप्ताहिक हिन्दुस्तान

संदर्भ पुस्तकें:—

- भारतीय स्वतंत्रता और हिन्दी पत्रकारिता—डॉ. बंशीधर लाल, बिहार ग्रंथ कुटीर राजपथ, पटना
- संचार क्रांति और हिन्दी पत्रकारिता— डॉ. अशोक कुमार शर्मा, विश्वविद्यालय प्रकाशन, वाराणसी
- हिन्दी पत्रकारिता के कीर्तिमान—जगदीश प्रसाद चतुर्वेदी, साहित्य संगम, इलाहाबाद।
- हिन्दी पत्रकारिता और राष्ट्रीय आंदोलन, राजीव दुबे, सत्येन्द्र प्रकाशन ।
- हिन्दी पत्रकारिता और पत्रकार: एक संवाद, सुनीता शास्त्री, कल्पतरु प्रकाशन ।
- हिन्दी पत्रकारिता का आलोचनात्मक इतिहास, रमेश कुमार जैन, हंसा प्रकाशन ।
- हिन्दी पत्रकारिता के प्रतिमान, आचार्य, एच.हर्षा, रचना प्रकाशन ।

Communicative English

Paper IV

Objective :

It has been observed that linguistic competence is essential to understand the basic concepts of various subjects. Therefore, this course is designed with an aim to make learners proficient and efficient in the use of English Language. A sincere effort is being made to expose the learners to the four basic linguistic skills – listening, writing, speaking and reading.

Unit – I

Grammar and Usage

- (i) Nouns : All Types
- (ii) Pronouns : All Types
- (iii) Verb and Verbs Structures
- (iv) Adverbs + Adverbial Phrases
- (v) Articles
- (vi) Sentences- Simple, Complex and Compound
- (vii) Prepositions and Prepositional Phrases
- (viii) Modifiers and Adverbs
- (ix) Adjectives and Adjectival Phrases

Unit –II

- (i) Correction of Common errors, Choosing Correct forms out of alternative choice, rewriting sentences as directed.

Unit –III

Vocabulary building

- (i) Compound words, Words often mis-spelt and misused. Idioms, Proverbs, Antonyms, Synonyms, Homonyms, Acronyms, One – Word Substitutes

Unit –IV

- (i) Composition and Mechanics of writing
- (ii) Précis, Paragraph, Expansion, Preparation of Questionnaire for Interview Skills.
- (iii) Language of Newspapers, Curriculum Viate/ Resume, Presentation Skills.

Unit –V

Literature: From the Following prescribed Text Book

English Language & Aspects of Development, Dr. M.C. Saxena & others,
M.P.Hindi Granth Academy, Bhopal.

Lesson No.-1,2,3,4,5,6 and 15

Reference Books:

- Intermediate English Grammar by Raymond Wiiliams.
- Vocabulary by Michael Macearthyand Felicity O' Dell.
- English Grammar by Jayanthi Dakshina Murthy.
- Detailed Study of Kinds of Poetry, Forms of Drama, Popular Fiction, Book Review etc.
- English Language & Aspects of Development, Dr. M.C. Saxena & others M.P Hindi Granth Academy, Bhopal
- Practical English and Speech of Development Dr. Saxena – M.P. Hindi Granth Academy

Governance and Politics

Paper V

Unit – I

Constitution and Government

1.1 A Brief study of the Constitution of the Following Countries U.K., U.S.A. IRELAND & INDIA.

Note: Brief Introduction means the study of salient Features of Executive, Legislative, Judiciary, Fundamental Rights & Duties.

Unit – II

Governance Process

2.1 Election Commission in Theory & Practice, Power and Working of Election Commission.

2.2 General Introduction to Elections, since Independence.

2.3 Rise of Regional Aspirations (Autonomy, Regionalism, Ethnicism etc.)

2.4 Experience of Coalition Politics at the Centre & in the States.

Unit – III

Leadership

3.1 Types of leadership (Charismatic. Pragmatic, Natural, Hereditary etc.).

3.2 National Leadership, Regional Leadership, Ethnic Leadership, Leadership based on Class & Creed (Ref. Point – Gandhi, Jinnah, Nehru, Subhash Chandra Bose, Bhagat Singh, Indra Gandhi, J.P.Narayana, Rajeev Gandhi, V.P. Singh, M.G.R.A.K. Gopalan, Devilal, Jyoti Basu, Mulayam Singh, Kanshiram, P.K. Mohanta, Bhindranwale, Bal Thakeray etc).

3.3 Decline of National Parties & Rise of Member of Regional Parties .

3.4 Role of Class, Creed, Language, Community, Crime & Money in Power Politics.

Unit – IV

Devolution of Power

4.1 Centre – State Relationship.

4.2 Reorganisation of States - Sarkaria Commission, Panchayati Raj- Jila Sarkar to Gram Sarkar. (The Decentralised Form of Govt.)

Unit – V

Challenges & Responses

5.1 Constitution: Its Success, Failure, Amendment and Review.

5.2 Relevance of Planning Commission & Finance Commission.

5.3 E - Governance .

5.4 India as an Emerging of Nuclear Power.

5.5 Media Response to Socio – Political Challenges (Ref. Point: Newspaper, Magazines, Journals and T.V. Coverage.)

Reference Books:

- भारत का संविधान– डी.डी. बसु।
- भारत का संविधान– सुभाष कश्यप।
- भारत का संविधान–डॉ जय नारायण पाण्डेय, सेन्ट्रल लॉ ऐजेंसी।
- भारतीय शासन एवं राजनीति– पुखराज जैन बी.एल. फाडिया, साहित्य भवन आगरा।
- Constitution of History of India.

Economic Development and Macro Economic Issues

Paper VI

Unit – I

Economic Growth, Development and Underdevelopment

- 1.1 Economic growth and Economic Development – Concept and Measurements.
- 1.2 GNP Growth and Income Distribution.
- 1.3 Modern Growth and International Inequalities.
- 1.4 Developing Nations – Their Common Characteristics
- 1.5 Human Development- why Human Development? Essential Components of Human Development and Links between Economic Growth and Human Development.

Unit – II

Theories of Growth and Development

- 2.1 Classical Growth Theories
- 2.2 Marx's Theory of Economic Development.
- 2.3 Surplus Labour Growth Models.
- 2.4 The Theory of Balanced growth.
- 2.5 The strategy of unbalanced growth.

Unit – III

Problems and Policies

- 3.1 Population Growth and Economic Development.
- 3.2 Unemployment – Issues, Dimensions and Analysis.
- 3.3 Agricultural Transformation and Development.
- 3.4 Human Resources and Development.

Unit – IV

Possibilities and Prospects

- 4.1 Role of Market and the State in Development.
- 4.2 Economic Reforms
- 4.3 Environment and Development- Sustainable Development
- 4.4 Gender Issue in Development.
- 4.5 Governance, Media and Development.

Unit – V

Macro Economic Issues

- 5.1 Economic Crisis and Recession.
- 5.2 Inflation – Anti – Inflationary Policies.
- 5.3 A Role of Economic Policy in Developing Economy
- 5.4 Issues in Economic Stabilization.

Reference Books:

- अर्थशास्त्र के सिद्धांत, एम.एल. सेठ प्रकाशन— लक्ष्मीनारयण अग्रवाल ।
- आर्थिक विकास एवं नियोजन, एस.पी.सिंह एस. चन्द एण्ड कम्पनी लि. नई दिल्ली ।
- अन्तर्राष्ट्रीय अर्थशास्त्र ,एम.एल. झिंगन, वृन्दा पब्लिकेशन्स ।
- Indian Economy, Ruddar Datt and K.P.M. Sundharam, S. Chand and Company Ltd.

Semester-III

NEWS GATHERING AND CORRESPONDENTS

Paper- I

Unit-I

Correspondent/Reporter

- 1.1 Definition of Correspondent, Qualifications and Qualities.
- 1.2 Process of Becoming Correspondent.
- 1.3 Classification of Correspondent (From Local Correspondent to Bureau Chief).
- 1.4 Work Area (Field) of Correspondent.
- 1.5 Relationship between Correspondent and News Section.

Unit-II

Process of News Collection

- 2.1 Process and Qualities of News Collection.
- 2.2 Types of News: Various Perspective / Thought Process
- 2.3 Types of News Sources (Informal, Formal, Rumor, Factual, Informative, secret, Press Release etc.
- 2.4 Cultivation of News Sources.
- 2.5 News Communication Modes (Manuscript, Typewriter, Mail, Telephone, Talex, Computer, Mobile phone, Laptop Internet, E-mail etc.)

Unit-III

News Style and Types

- 3.1 Techniques of News Writing-Intro and its Types.
- 3.2 Style of News Writing (Informative, Descriptive, Analytical, Comment Based, Story Based, Human Values Based).
- 3.3 Desk News and Event Based News.
- 3.4 General News & News Features.
- 3.5 Special News (Based on Special Skills of Correspondent)
- 3.6 Investigative News.

Unit-IV

Press Conference

- 4.1 Types of Press Conference (Formal, Informal, Meet the Press, Regular Press Briefing, Occasional Press statements).
- 4.2 Method of Covering Press Conference (Pre-Preparation), Asking question, Style, Style of Writing Answer, Dialogue Style, As it is Style.
- 4.3 'On' and 'Off the Record' Style/ Rules
- 4.4 Spot Reporting.
- 4.5 Quick news Interview (Tic Tak Interview).

Unit-V
News Beats

- 5.1 Political Parties, Parliament and Legislative Assemblies, Cabinet, International Organization, Autonomous Institutions, Elections.
- 5.2 Administration, Police Secret Agencies, Underworld, Judiciary, Legal Institution, Transport.
- 5.3 Budget, Corporate, Industries and Money Market.
- 5.4 Health, Agriculture, Population, Rural Society , Panchayat, Autonomous Institutions, Universities.
- 5.5 Film, Drama, Painting, Music, Dance, Folk Culture and Other Cultural Organization etc.

Reference Book:

- Journalist Handbook, M.V. Kamath, Vikas Publishing House Pvt. Ltd.
- Journalism Today: Principles, Practices & challenges (Foundation of News and Journalism), Swati Chauhan, Kanishka Publishers.
- News Writing and Reporting, James M.Neal, Surjeet Publication.
- News Reporting and Editing, K.M. Shrivastava.
- News Reporters and News Sources, Herbert Strentz.
- Interpretative Reporting, Mac Dugll

Introduction to Electronic Media

Paper II

Unit-I

- 1.1 Brief History of Broadcast and B' cast Journalism of the World.
- 1.2 B' cast in India -A Retrospect.
- 1.3 Objectives and Policies of A.I.R.
- 1.4 Committees on B' casting: Chanda Committee, Vargeese Committee. Prasar Bharti Act.
- 1.5 Radio Programme Format & Composition of News Bulletins.

Unit-II

- 2.1 Familiarisation with AIR Station, News Studio and News Room Including Recorders and Microphones.
- 2.2 Elements of News Reporting, Writing and Functioning of AIR News Services.
- 2.3 Traits of News Reporter and News Editor.
- 2.4 A.I.R. Code and General Guidelines.
- 2.5 Art of Interviewing and Conduction of News Discussions.
- 2.6 Special Audience Programmes.

Unit-III

- 3.1 Brief History & Characteristics of T.V. B' casting in India and the world, P.C. Joshi Committee Report.
- 3.2 SITE Experiment.
- 3.3 General Activities and a T.V. Centre.
- 3.4 Expansion and Reach of T.V. Media.
- 3.5 Programme Pattern of Different. D.D. Channels.
- 3.6 Private News Channels

Unit-IV

- 4.1 Elements of T.V. News and General Guidelines.
- 4.2 Concept of Credibility in News Reporting.
- 4.3 Technicalities of T.V. News Script.
- 4.4 Art of T.V. Interviews and Discussions.
- 4.5 T.V. News Presentation Skills.

Unit-V

- 5.1 Concept of Web Journalism.
- 5.2 Internet and its Functions.
- 5.3 Major News Portals of the Country.
- 5.4 Major Newspapers, Magazines and their E- Paper on Internet.
- 5.5 Competitive Role of Print Medium, Channel Medium and Internet Medium in our Society.

Reference Books:

- इलेक्ट्रॉनिक माध्यम रेडियो एवं दूरदर्शन, डॉ. राममोहन पाठक, यूनिवर्सिटी पब्लिकेशन नई दिल्ली।
- रेडियो और दूरदर्शन पत्रकारिता, हरिमोहन, तक्षशिला प्रकाशन।
- जनमाध्यम और प्रौद्योगिकी, जगदीश्वर चतुर्वेदी।
- Broadcasting in India, P.C. Chatterjee, Sage New Delhi.
- Broadcast Journalism, Boyd Andrew, Focal Press London.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi.
- This is ALL India Radio, U.L Baruah, Publications Division.
- News Writing, George A. Hough, Kanishka Publication New Delhi.

Fundamentals of Computer

Paper III

Unit-I

Computer Fundamentals

- 1.1 Brief History, Definition, Basic Components and Peripheral Devices.
- 1.2 Introduction to Operating system. (Windows 98/XP).
- 1.3 Know about GUI, Multi-user, Multitasking and Network Support System.
- 1.4 Introduction to Accessories, Control Panel, Find Files & Folders.

Unit-II

Word Processing

- 2.1 Use of MS Word in Copy Editing.
- 2.2 Editing Facilities & Inserting Page Break, Objects and Pictures.
- 2.3 Formatting facilities: Paragraph setting, Drop cap, Change Case, Column etc.
- 2.4 Useful Tools (Mail Merge, Spell Checking, Word Count etc.) and Use of Tables.

Unit-III

Introduction to MS Excel & MS PowerPoint

- 3.1 Introduction to MS Excel and PowerPoint.
- 3.2 Creating Different Charts, Use of Functions, Conditional formatting and sorting.
- 3.3 Interface, Tools and Menus of MS Excel & PowerPoint.
- 3.4 How to Design an Effective Presentation?

Unit-IV

Internet & Photo Editing.

- 4.1 Brief History, Services on Internet (E-Mail, Video Conferencing, Chatting etc.)
- 4.2 Difference Between Website & Portal, Introduction To Search Engine.
- 4.3 Introduction To PhotoShop. Interface, Various Tools their uses.
- 4.4 Different Color Modes and their use. Use of Layers and Filters.

Unit-V

Layout Design using QuarkXpress

- 5.1 Introduction to QuarkXpress.
- 5.2 Use of QuarkXpress Tools.
- 5.3 Interface and menus of QuarkXpress.
- 5.4 Prepare Simple pages for Newspaper/Magazine.

Reference:

- कम्प्यूटर एक परिचय, विष्णुप्रिया सिंह एवं मीनाक्षी सिंह, एशियन पब्लिशर्स।
- माइक्रोसाफ्ट विंडोजन 2000, बिष्णु प्रिया सिंह, मीनाक्षी सिंह एशियन पब्लिशर्स।
- डेटा-बेस मैनेजमेंट सिस्टम बिष्णु प्रिया सिंह, मीनाक्षी सिंह एशियन पब्लिशर्स।
- Learning to Use the Internet, Ernest Ackermann, BPB Publications
- Elements of Computer Science, Satish Ramaswami, Rajesh Ramaswami, Ashish Publishing Homes.
- Computing System Hardware, M. Wells, Cambridge University.
- Page Maker, Vishnu Priya Singh, Meenakshi Singh, sian Publishers.
- Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, Macuillan Publishing.

हिन्दी और अंग्रेजी अनुवाद Paper –IV

इकाई-1 अनुवाद की समस्या

- 1:1 अनुवाद से आशय ।
- 1:2 अनुवाद की आवश्यकता और औचित्य ।
- 1:3 अनुवाद का क्षेत्र ।
- 1:4 श्रेष्ठ अनुवाद के लक्षण ।
- 1:5 अनुवाद और भूमंडल ।

इकाई -2 अनुवाद की प्रक्रिया और प्रकार

- 2:1 अनुवाद की प्रक्रिया ।
- 2:2 अनुवाद के प्रकार ।
- 2:3 अनुवाद की सृजनशीलता ।
- 2:4 अनुवाद में वाक्य और शब्द विन्यास ।

इकाई-3 अनुवाद व्यवहार विशेषताएं

- 3:1 समाचारों और लेखों का अनुवाद ।
- 3:2 विज्ञान तकनीकी एवं पर्यावरण संबंधी अनुवाद ।
- 3:3 कानून और अपराध संबंधी अनुवाद ।
- 3:4 खेल विषयक अनुवाद ।
- 3:5 व्यापार एवं वाणिज्य संबंधी अनुवाद ।

इकाई-4 हिन्दी/अंग्रेजी पत्रकारिता और अनुवाद

- 4:1 हिन्दी/अंग्रेजी पत्रकारिता में अनुवाद की आवश्यकता ।
- 4:2 अंग्रेजी से हिन्दी एवं हिन्दी से अंग्रेजी अनुवाद की समस्या ।
- 4:3 भारतीय भाषाओं से अनुवाद की समस्या और हिन्दी पत्रकारिता ।
- 4:4 अनुवाद और भाषिकीय सामर्थ्य एवं त्रुटियाँ
- 4:5 श्रेष्ठ अनुवादक की योग्यता ।

इकाई -5 अनुवाद और इलेक्ट्रॉनिक माध्यम ।

- 5:1 रेडियो, टीवी. और इन्टरनेट माध्यम में अनुवाद का महत्व ।
- 5:2 पटकथा का अनुवाद ।
- 5:3 विज्ञापन अनुवाद ।
- 5:4 दस्तावेज़ /विज्ञप्ति का अनुवाद ।

संदर्भ ग्रन्थ—

1. अनुवाद के सिद्धान्त समस्याएं और समाधान—राचभल्लू रामचन्द्र रेड्डी, प्रकाशक—साहित्य अकादमी, नई दिल्ली ।
2. अनुवाद विज्ञान —भोलानाथ तिवारी, प्रकाशक— किताब घर नई दिल्ली ।

3. अनुवाद कला—विश्वनाथ अय्यर ,प्रभात प्रकाशन ,नई दिल्ली।
4. अनुवाद के सिद्धान्त और समस्याएं—डॉ. रवीन्द्रनाथ/कृष्ण कुमार गोस्वामी ,आलेख प्रकाशन नई दिल्ली ।
5. पत्रकारिता में अनुवाद की समस्याएं—डॉ. भोलानाथ तिवारी, प्रकाशक किताब घर ,नई दिल्ली

International Politics

Paper V

Unit – I

- 1.1 International Politics: Concept, Definition, Area & Scope
- 1.2 International Politics, Ideology and Balance of Power.
- 1.3 Nation – State, National Interest and International Politics.
- 1.4 Emergence of Super Powers, The Era of Cold War and Peace Politics.

Unit – II

- 2.1 Newly Independent nations, Birth of NAM and Rise of Communist China.
- 2.2 Nuclear Race, Détente and Disarmament.
- 2.3 U.S.A and Third World.
- 2.4 Indo US Relations.

Unit – III

Indian's Foreign Policy

- 3.1 Basic Principles of India's Foreign Policy (Including Nehru's Contribution).
- 3.2 India, NAM and the Third World.
- 3.3 India's Relation with its South Asian Neighbours and Formation of SAARC.
- 3.4 Indo China Relations.

Unit – IV

Post – soviet Scenario

- 4.1 Decline of the Soviet Union, Rise of Uni – Polar World and Reformation of Power Blocks.
- 4.2 Globalization and its Impact on Developing World Including India.
- 4.3 India, W.T.O., World Bank & I.M.F.
- 4.4 India and Pakistan's Nuclear Deterrent, NPT, NTBT and CTBT.
- 4.5 India and Foreign sponsored Terrorism.

Unit – V

New Scenario

- 5.1 Terrorism: New Emerging Challenges.
- 5.2 Fundamentalism, Ethnicism, Satellite Invasion, Information war, Technological aggression.
- 5.3 Dominance, Changing Concept of Sovereignty.
- 5.4 Ecological Crisis.
- 5.5 India's Media Response to International affairs Coverage of Events, Developments. Editorials by National Dailies, Magazines and Journals and Electronic Medium.
- 5.6 Non- English Media's Understanding of International Issues and Challenges (Reference, Hindi and Other Prominent Regional Languages, Newspapers).

Reference Books:

- Politics and Development: A Critical Introduction, Olle Tornqist, Sage Publications, India (P) Ltd.
- Modern Indian Political Thought: Study in Individualism, Mohammad Akhtar Khan, Sanjay Prakashan Delhi.
- International Politics: Theory and Practice, U.R. Ghai, New Academic Publishing Co. Educational Publishers, Jalandhar.
- अंतर्राष्ट्रीय राजनीति, चन्द्रशेखर सूद एवं निरंजना बहुगुणा, राधा पब्लिकेशन्स दरियागंज नई दिल्ली।
- अंतर्राष्ट्रीय राजनीति , डॉ. गाँधी जी रॉय, भारतीय भवन पटना।

Indian Economy – Problems and Policies

Paper VI

Unit – I

Macro Economics - Overview on India

- 1.1 Overview of the Indian Economy.
- 1.2 Post Independence Economic Development to a Developing.
- 1.3 National Income Trends and Structural Changes.
- 1.4 Income Distribution in India.
- 1.5 Poverty and Unemployment

Unit – II

Planning and Development

- 2.1 Objectives and Strategy of Economic Planning.
- 2.2 Assessment of Economic Planning.
- 2.3 Economic Liberalisation in India.
- 2.4 Population, Manpower, Planning and Economic Development (HRD).
- 2.5 Challenges before India, Infrastructure

Unit – III

Agriculture and Industry

- 3.1 Indian agriculture – An overview.
- 3.2 Land Reforms and Green Revolution- Food Security
- 3.3 Industrial Development.
- 3.4 Industrial Policy.
- 3.5 Public and Private Sector in the Indian Economy.

Unit – IV

Foreign Trade and Foreign Capital

- 4.1 India's Foreign Trade –Value, Composition and Direction.
- 4.2 India's Balance of Payment problems.
- 4.3 Recent Trade Policy of the Government of India.
- 4.4 Foreign Capital and Foreign Aid, FDI.
- 4.5 Multinational Corporations FERA and FEMA.

Unit – V

Financial Markets and Public Finance.

- 5.1 Money and Capital Markets in India.
- 5.2 RBI and its Monetary Policy.
- 5.3 Tax Structure and Public Expenditure Trends.
- 5.4 Public Debt, Fiscal Imbalances and the Fiscal Policy.
- 5.5 Centre- State Financial Relations.
- 5.6 Black Economy in India.

Reference Books:

- भारतीय अर्थव्यवस्था, डॉ. सुदामा सिंह एवं राजीव कृष्ण सिंह, राधा पब्लिकेशन्स ।
- भारतीय अर्थव्यवस्था, जगदीश नारायण मिश्र, किताब महल, इलाहाबाद ।
- Indian Economy, S.K. Mishra & V.K. Puri, Himalaya Publishing house, Mumbai.
- Issues in Indian Economy, K.R. Gupta, Atlantic Publishers and Distributors New Delhi.

Semester-IV

Interview Theory & Practice

Paper I

Unit-I

Self Exposure (Exercise)

- 1.1 Self Interview.
- 1.2 Process of Self-Conversation.
- 1.3 Write down Experiences of Self Encounter.
- 1.4 Discussion Over Experiences.
- 1.5 Prepare a Questionnaire for a Future Encounter.

Unit-II

Concept of Interview (Theory)

- 2.1 What is an Interview? Why Interview?
- 2.2 Elements of Interview(Question/Answer; Other)
- 2.3 Forms of Interview.
- 2.4 Difference between Interview, Conversation, Discussion & Dialogue.
- 2.5 Interview on Electronic media (Radio, T.V. & Internet).

Unit-III

Class Interview (Practical)

- 3.1 Identify Interviewer and Interviewee among Students.
- 3.2 Selection of Topics for Interview.
- 3.3 Prepare Questionnaire for Interview.
- 3.4 Conduct Interview in Class.
- 3.5 Writing of Interviews, Discussion and Analysis.

Unit-IV

Interviews by Others

- 4.1 Literary Interview.
- 4.2 Social Interview.
- 4.3 Political Interview.
- 4.4 Economic Interview.
- 4.5 Discussion & Analysis of Interviews (Class room exercises).

Unit-V

Interview (Assignment)

- 5.1 Conduct an Mock Interview of any Living Celebrity.
- 5.2 Identify Topics for Interview.
- 5.3 Interview of following persons.
 - i) Common Man Woman

- ii) Local Leader and Social Activists.
- iii) Art- Culture Personalities & Literature, Social Services.

5.4 Discussion followed by comparative Understanding of Interviews.

Reference Books:

- How to be a better Interviewer Margaret dole, Kogam Sage India Private Ltd. Delhi.
- साक्षात्कार, मनोज कुमार, मध्यप्रदेश हिन्दी ग्रंथ अकादमी ।
- जनसंचार की विधा साक्षात्कार, डॉ. विष्णु पंकज ,भाषा प्रकाशन, जयपुर ।
- साक्षात्कार सिद्धांत एवं व्यवहार, रामशरण जोशी, ग्रंथ शिल्पी इंडिया प्राइवेट लिमिटेड ।
- साक्षात्कार कोष साक्षात्कार के सौ वर्ष, विष्णु पंकज रामशरण नाथानी, रचना प्रकाशन ।

Newspaper Editing & Photo Journalism

Paper II

Unit-I

- 1.1 Editing and its Significance in Journalism.
- 1.2 Role of News Editor, Chief Sub Editor and Copy Editor.
- 1.3 Difference Between Editing of Newspaper and Magazine.
- 1.4 Subbing of News and News Reports.
- 1.5 Editing of Articles, Features and Other Stories.

Unit-II

- 2.1 Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines.
- 2.2 Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc.
- 2.3 Difference between Print Editing and Web Editing.
- 2.4 Editing for On-line Newspaper and Magazines.

Unit-III

- 3.1 Concept and Utility of Dummy.
- 3.2 Dummy Newspaper, Magazines and Journalist
- 3.3 Web Journalism and Dummy.
- 3.4 Modern Lay-out (Specialised designing)
- 3.5

Unit-IV

- 4.1 History of Printing Technology, layout and Designing and its Significance in the Newspaper
- 4.2 Traditional Composing, Composing Machine-Monoline, Phototype Setting, DTP, VDT etc.
- 4.3 Page Designing, Principle, Forms and Utility.
- 4.4 Lay-out, Changing Trends of Lay-out, Use of Written Matter, Photo and Graphs.
- 4.5 Problems of Lay – Out, lay-out Preparing for Newspaper, Magazines and On Line Paper.

Unit-V

- 5.1 Photography: Introduction, Necessity & utility in Media.
- 5.2 Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera.
- 5.3 Lens: Normal, Wide angle, Tele & Zoom lens
Aperture, Focus, Depth of Field, Flash Gun, Filters.
- 5.4 Speed of the film, Composing & Framing, Rules of Composition, Background.
- 5.5 Photography & Media, Digital Photography.
- 5.6 वषेजतपइनजपवद वऱीवजवहतंचीए वीवजव ।हमदबलए नेम वऱीवजवहतंची पद अंतपवने
पिमसक वऱीडमकपं ;त्तमेएँचवतजेए थैपवदए थपसउए ब्यदमउं एबसजनतमएँतए च्वसपजपबे
मजबण द्वए

Reference Books:

- आधुनिक समाचार पत्र मुद्रण एवं पृष्ठ सज्जा, श्याम सुन्दर शर्मा , मध्यप्रदेश हिन्दी ग्रंथ अकादमी ।
- पत्रकारिता एवं संपादन कला, एन.सी.पंत, राधा पब्लिकेशन्स ।
- समाचार संपादन, प्रेमनाथ चतुर्वेदी, एकेडेमिक बुक्स ।
- समाचार संपादन, कमल दीक्षित, मा.च.रा.प.वि.वि, भोपाल ।
- समाचार संपादन और पृष्ठ सज्जा, डॉ. रमेश जैन, राजस्थान प्रकाशन ।
- समाचार ,फीचर– लेखन एवं संपादन कला, हरिमोहन, तक्षशिला प्रकाशन ।
- संपादन कला, के.पी. नारायणन, मध्यप्रदेश हिन्दी ग्रंथ अकादमी ।
- फोटो पत्रकारिता के मूल तत्व,शशिप्रभा शर्मा,कनिष्क पब्लिशर,दिल्ली ।
- मीडिया लेखन और संपादन कला, गोविंद प्रसाद, डिस्कवरी पब्लिशिंग ।
- Editing: A Hand book for Journalist, T. J. S. George, Indian Institute of Mass Communication.
- Outline of Editing, M.K. Joseph, Anmol Publishers, Pvt. Ltd.
- Copy Editing, Judith Butcher.

Writing for Electronic Media

Paper III

Unit-I

- 1.1 Concept, Objectives and Totality of Radio Writing.
- 1.2 Merits and Demerits of Radio Writing.
- 1.3 Nature of Radio Programmes and Different Programme Formats.
- 1.4 Elements of Radio Writing (Contents and Forms).
- 1.5 Script of Radio Programmes and Writing process.

Unit-II

- 2.1 Working process of Radio News Service.
- 2.2 Collection and Writing of Radio News, Formats of News based Programmes.
- 2.3 Radio Newsroom, Employee and Working Process.
- 2.4 Preparation of News Bulletin and Editing of News.
- 2.5 Types of News Bulletin and Editing of News.
- 2.6 F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.

Unit-III

- 3.1 Meaning, Objective and Totality of TV Writing.
- 3.2 Merits and Demerits of TV Writing.
- 3.3 T.V. Newsroom and Working Process.
- 3.4 Nature Presentation of T.V. Programmes and other Producer.
- 3.5 Collection of News for T.V. and Presentation.

Unit-IV

- 4.1 Script: Concept and Objectives.
- 4.2 Script Writing and Presentations (Voice Quality, Modulation & Pronunciation).
- 4.3 Steps and Formats of Script Writing.
- 4.4 Writing for Anchoring & Compeering includes Announcements.

Unit-V

- 5.1 Meaning of Online and Internet writing and its concept.
- 5.2 Features of online writing and difficulties.
- 5.3 Search and Conceptualization of online Material.
- 5.4 Online Editing, Linear and Non-Linear Editing.

Reference Books:

- मीडिया लेखन सिद्धांत और व्यवहार, डॉ.चन्द्रप्रकाश मिश्र, संजय प्रकाशन।
- दृश्य-श्रव्य एवं जनसंचार माध्यम डॉ. कृष्ण कुमार रत्नू, राजस्थान हिन्दी ग्रंथ अकादमी।
- Here is the News Reporting for TheMedia, Rangaswami Parthasarthy, Sterling Publishers, Private Limited.
- Basic TV Reporting News Writing, Reporting and Producing, Ted White, Focal Press.
- TV News (Building a Career in broadcast Journalism), Ray White, Focal Press.

New Media and Web Journalism Paper -IV

Unit 1: New Media

- 1.1 Use of New Communication Medium (Internet, Mobile).
- 1.2 Advantages, Limitation and Risk factor involve in it.
- 1.3 Use of SMS, MMS, VOIP, Video Conferencing, Email in the context of Time, Cost and Quality.
- 1.4 Required technical & other understanding and preparation for media personal.

Unit 2: Understand WebPages

- 2.1 Introduction to FrontPages.
- 2.2 Tools, Menus and Interface of FrontPage.
- 2.3 Basic tags of HTML/DHTML.
- 2.4 Understand Script Languages (VB Script, JavaScript), BLOG, Static Pages And Dynamic Pages.

Unit 3: Multimedia

- 3.1 Introduction to Multimedia.
- 3.2 Elements of Multimedia (Text, Images, Audio, Video, Animation).
- 3.3 Introduction to Photoshop
- 3.4 Introduction to Sound Editing and popular applications.
- 3.5 Introduction to Video Editing and popular applications.

Unit 4: Animation

- 4.1 Introduction to Animation and popular graphics applications.
- 4.2 Introduction to Flash.
- 4.3 Tools, Menus and Interface of Flash.
- 4.4 Develop simple Animation using Flash.

Unit 5: Content Planning

- 5.1 Planning, Management and Retiring of Content.
- 5.2 Writing for web: Basic Principles.
- 5.3 Powers of web Journalism: Information, news and entertainment on web.
- 5.4 Preparation and Presentation of web content.

Reference Books:

- Microsoft front page 98, Tauber Daniel A. Tauber Daniel A. Kienan Brenda, BPB Publications, Delhi
- Flash 5 magic with action script, Emberton David J. Hamin J. Scott, Techmedia, New Delhi
- Multimedia: an introduction, Casanova John Villamil
- Multimedia: illustrated ,Singh Vishnu Priya Singh Meenakshi ,Asian publishers, Delhi
- Web design fundamentals Handbook, Daniel Gray, Dreamtech, Delhi
- Flash mx action script programming bible, Reinhardt Robert Lott Joey, Wiley dreametech India P Ltd., Delhi.
- New Media Technology: Pavlik Johnv.

Public Administration, Society and Media

Paper V

Unit – I

Concept of Administration

- 1.1 Public Administration – Concept and Importance
- 1.2 Principles of its Organization.
- 1.3 Administration in Historical Perspective (Brief Introduction).
- 1.4 Experiences of Colonial Administration.

Unit – II

Composition of Administration

- 2.1 Personnel Administration.
- 2.2 (I)Recruitment, (II) Promotion, (III) Training.
- 2.3 Executive Legislative and Judicial Control over Administration.
- 2.4 Administration Reforming and their Impacts.

Unit – III

Areas of Administration

- 3.1 Forms and areas of Administration.
- 3.2 Public Administration and its Character in India.
- 3.3 Public Undertaking Administration.
- 3.4 Administrative Tribunals, Intelligence Administration , Law & Order Administration.
- 3.5 Defense Administration etc.

Unit – IV

Administration & Society

- 4.1 Administration of Various Levels Central State, District, Jila Sarkar, Panchayati Raj and Gram Sarkar.
- 4.2 Lokpal & Lok Ayukta.
- 4.3 Administration and Backward Society.
- 4.4 Influence of Castes, Class and Creed Prejudices over Administration.

Unit – V

Administration & Media

- 5.1 Press, Society and Administration.
- 5.2 Media's understanding of Administration, Coverage and Relation.
- 5.3 Administration and Freedom of Press.
- 5.4 Mass Media, Dialogue and the State.

Reference Books:

- लोक प्रशासन, प्रो.एस.आर. माहेश्वरी, डॉ. अमरेश्वर अवस्थी, डॉ. श्रीराम महेश्वरी।
- Society, State and Security, Koithara Verghese, Sage Publications India.
- Public Administration Concepts and Theories, Dr. Paramatma Sharma Meenakshi Prakashan.

International Trade and the World Economy

Paper VI

Unit – I

International Trade, Theory and Policy

- 1.1 The Classical theory of International.
- 1.2 General Equilibrium Theory of Trade.
- 1.3 Terms of Trade and gains from Trade.
- 1.4 Free Trade and Protection.
- 1.5 Protective Devices – Tariffs and Quotas.

Unit – II

Foreign Exchange and Balance of Payments

- 2.1 Foreign Exchange Market and Exchange Rate Determination.
- 2.2 Fixed and Flexible Exchange Rates.
- 2.3 Balance of Payments – Concepts and Disequilibrium.
- 2.4 Methods to Correct Disequilibrium in Balance of Payments.
- 2.5 The International Monetary System.

Unit – III

Foreign Aid, Foreign Capital and Global Financial Flows.

- 3.1 Foreign Aid – Concepts, Macroeconomic Impact, Aid Effectiveness.
- 3.2 Foreign Capital Flows and Development.
- 3.3 Technology Transfers – Various Issues.
- 3.4 Global Financial Flows – Recent Trends Management of Global Financial Flows.
- 3.5 Multinational Monetary and Trade Institutions.
- 3.6 The World Bank and the IMI.

Unit – IV

International Monetary and Trade Institutions and Globalisation

- 4.1 Globalisation – Origins, Foundations and Implications for LDC and the Global Environment.
- 4.2 The General Agreement on Tariffs and Trade (GATT) and WTO.
- 4.3 UNCTAD (The United Nations Conference on Trade and Development) and the World Trade Systems.
- 4.4 India and the World Economy.
- 4.5 Export Led Growth in East and the Recent East Asian Crisis.

Unit – V

Media and Economic Issues

- 5.1 Media and the Issues of Economic Development.
- 5.2 Media Market and Consumer.
- 5.3 Media as an Industry and Media Monopoly .
- 5.4 Public Media Private Media and the Economic Power (Advertisement Control etc).
- 5.5 Media and the Open Sky Policy.

Reference Books:

- International Economics, M.L. Jhingan, Vrindra Publications, Delhi.
- Communism, Capitalism and the Mass Media, Cdinsparls with Anna Reading, Sage Publications.
- International Finance, The Market and Financial Management of multinational business, Maurice D. levi, Mc. Graw – Hill, Inc.
- The Media Monopoly by Ben H. Bagdikian published by Beacon Press.

Semester V

Advance Reporting Paper I

Unit-I

Advance Reporting

- 1.1 Concept of Advanced Reporting.
- 1.2 Regular Reporting and Exclusive Reporting.
- 1.3 What is Scoop? How to Hunt a Scoop?
- 1.4 Scoop for Advance Reporting.

Unit-II

Political and Legislative Reporting

- 2.1 Understanding of Political Trends and Political Parties.
- 2.2 Conducting Political Interview.
- 2.3 Legislative Reporting (Parliament, Assembly and Local Bodies)
- 2.4 Reporting of Rural, Other Autonomous Bodies, Bodies – Panchayat

Unit-III

Financial Reporting

- 3.1 Critical Understanding of Economic Forces and Corporate World.
- 3.2 How to Write a Budget Story?
- 3.3 How to Analyse Company Reports and Balance sheets?
- 3.4 Critical Understanding of Linkages between Political and Economic Reporting.
- 3.5 Comparative Study of Financial News Paper and Magazines.

Unit-IV

General Understanding of Art Cultural and Sport Reporting

- 4.1 How to Report Cultural Events (Drama, Music, Dance etc).
- 4.2 Difference between Cultural Reporting and Review Articles.
- 4.3 Film Coverage.
- 4.4 General Introduction of Sports Journalism.
- 4.5 How to Report Cricket, Football, Hockey, Athletics and Tennis Events

Unit-V

Crime Reporting

- 5.1 Basics of Investigative Reporting.
- 5.2 How to Cover a Crime Incident.
- 5.3 Analytical Coverage of Crime.
- 5.4 Comparative Understanding of Rural-Urban Crime pattern.
- 5.5 Court Reporting.

Reference Books:

- राजनैतिक मीडिया लेखन, ओम गुप्ता, कनिष्का पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली।
- खेल पत्रकारिता, सुशील दोषी, मा.च.रा.प.वि.वि. भोपाल।
- सांस्कृतिक पत्रकारिता ,डॉ. टी.डी.एस. आलोक, हरियाणा, साहित्य अकादमी पंचकूला।
- दहशत उदयन शर्मा प्रकाशन संस्थान ,नई दिल्ली।
- सिनेमा और संस्कृति, राही मासूम रजा, वाणी प्रकाशन दिल्ली।
- संसदीय रिपोर्टिंग, स्वरूप एवं संभावनाएं, लज्जाशंकर हरदेनिया, मध्यप्रदेश हिन्दी ग्रंथ अकादमी।
- How to Excel in Business Journalism, R.J. Venkateswaran, Sterling Publishers Private Ltd.
- Financial and Economical Journalism, Analysis Interpretation and Reporting, Kriseh Donald, New York university.
- Advanced Reporting skill for professional, Bruce Garrison, Lawrence Eribam Associates, Publishers, Hillsdale, New Jersey.
- Interpretative Reporting, Mac Dougl.
- News Reporting and Editing, K.M. Shrivastav.

Advertising and Public Relations

Paper-II

Unit-I

- 1.1 Definition of Advertising Objectives, Utility, Concepts and Features.
- 1.2 Medium of Advertising: News Papers, Magazines, Radio, Television, and Internet.
- 1.3 Outdoor and Small Medium.
- 1.4 Types of Advertisements- Commercial, Social, Institutional and Financial.

Unit-II

- 2.1 Concept and Qualities of Advertisement Person.
- 2.2 Copy of Advertisements of Various Mediums and Their Differences.
- 2.3 Advertisements copy Terminology and Principles, Title, Logo Appeal, Layout etc.

Unit-III

- 3.1 Advertising Campaign: Importance and Concept.
- 3.2 Selection of Medium and Advertising Budget.
- 3.3 Advertising Agency: Types, Qualities, Organization: DAVP, ABC, AAA, MRUC
- 3.4 Advertising- Code of Conduct, Importance and Role of Advertisements in the Society.

Unit-IV

- 4.1 Nature and Definition of Public Relations, Evolution and Development, New Challenges.
- 4.2 Public Relations, Publicity and propaganda, Public Relations and Public Opinion, Public Relations and Press Agency.
- 4.3 Principles of Good Public Relation, Qualities of Good Public Relations professional.
- 4.4 Medium of Public Relations, Press Conference, Press Visits, House Journal. Meeting, Seminar and Cultural and Arts Programmes.

Unit-V

- 5.1 Public Relations Department: Organization and Working of Public Relations Department of Various Organizations.
- 5.2 Public Relations in Industrial Business Organizations , Public Relations in Public and Government, Public Relations in Autonomous and Other Organizations.
- 5.3 Public Relation Campaign: Facts Collection and Setting Objectives, Identification of the Problem, Budget Making and Implementation and Ethics.

Reference Books:

- जनसंपर्क सिद्धांत और व्यवहार, डॉ. सुशील त्रिवेदी, शशिकांत शुक्ला, मध्यप्रदेश हिन्दी ग्रंथ अकादमी
- जनसंपर्क प्रशासन डॉ. लाल चंद, रचना प्रकाशन जयपुर।
- प्रभावी जनसंपर्क, डा. मनोहर प्रभाकर, डा. संजीव भानावत, यूनिवर्सिटी बुक हाउस जयपुर।
- आधुनिक विज्ञापन, डा. प्रेमचंद पातंजलि, वाणी प्रकाशन दिल्ली।
- विज्ञापन तकनीक एवं सिद्धांत, नरेन्द्र सिंह यादव, राजस्थान हिन्दी ग्रंथ अकादमी।
- जनसंपर्क एवं विज्ञापन, डा. संजीव भानावत, जनसंचार केन्द्र राजस्थान, विश्वविद्यालय।
- Effective Public Relation, Centre and Cultip.
- Advertising and Public Relation, B.N. Ahuja, S.S. Chabra, Surjet Publication Delhi.
- The Principles of Public Relation, Horold Oxley, Kogan Sage, London.
- Applied Public Relation and Communication, K.R. Balan, Sultan Chand and Sons, Delhi.

Media Laws & Ethics

Paper-III

Unit-I

- 1.1 Media Laws : Concept and Need
- 1.2 History of Media Legislation in India
- 1.3 Constitutional Freedom of the Media and Constitutional Limitations of the freedom of the Media in India
- 1.4 The Media and the Legislature: Powers, Privileges and Immunities of Parliament and its Members (also State legislatures), Contempt of Legislature, The Parliamentary Proceedings (Protection of Publications) Act, 1977 and Article 361-A of The Constitution of India
- 1.5 The Constitution of India: Emergency Provisions, Media Censorship: Indian Experience

Unit - II

- 2.1 Law of Defamation
- 2.2 The Contempt of Courts Act, 1971
- 2.3 The Copyright Act, 1957
- 2.4 The Official Secret Act, 1923
- 2.5 The Right to Information Act, 2005 with its back ground

Unit-III

- 3.1 The Prasar Bharti (Broadcasting Corporation of India) Act, 1990
- 3.2 The Press Council Act, 1978
- 3.3 The Press and Registration of Books Act, 1867
- 3.4 The Working Journalists and other Newspaper Employees (Condition of Services) and Miscellaneous Provisions Act, 1955.
- 3.5 The Cinematography Act, 1952

Unit -IV

- 4.1 Important Sections of Indian Penal Code, 1860 relating to Media.
- 4.2 Important Sections of Criminal Procedure Code, 1973 related to Media.
- 4.3 The Consumer Protection Act, 1986 with Amendment.
- 4.4 Law relating to Cyber Crimes.
- 4.5 Election Commission : Guidelines.

Unit -V

- 5.1 Guidelines to Journalistic Ethics Prepared by Press Council of India and Different Associations and Unions of Journalists
- 5.2 Guidelines for Coverage of Parliamentary Proceedings by AIR and Doordarshan (Geeta Mukharjee Committee Recommendations)
- 5.3 Guidelines on Coverage of Elections by Akashwani and Doordarshan, AIR Code during

- Elections
- 5.4 The Cable Television Networks (Regulation) Act, 1995 and Rules 1994
- 5.5 Right to Privacy

Reference Books :

- पत्रकारिता एवं प्रेस विधि, डां. बसंतिलाल बाबेल, सुविधा लॉ हाउस।
- समाचार पत्र व्यवसाय एवं प्रेस कानून, डां. संजीव भानावत, क्षिप्रा माथुर पतनज्ञान्जर संचार, अध्ययन एवं शोध संस्थान, जयपुर।
- भारत में प्रेस-विधि, डां. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी।
- सूचना की स्वतंत्रता और शासकीय गोपनीयता, न्यायमूर्ति श्री रणजीत सिंह सरकारिया, मा.च.रा. प.वि.वि., भोपाल।
- मीडिया विधि, निशांत सिंह, नमन प्रकाशन दिल्ली।

- Media Ethics and Laws, Dr. Jan R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, Anmol Publications Pvt. Ltd.
- Principles and Ethics of Journalism and Mass Communication, Y.K. D'souza, Commonwealth Publishers.
- Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur.
- Press Vidhi (Hindi), Prof. Nandkishor Triखा, Vishwavidyalaya Prakashan, Varanasi.

Communication Research

Paper IV

Unit – I

- 1.1 Social Research: Concept, Nature and Scope
- 1.2 Research steps and its types
- 1.3 Variables and Hypothesis
- 1.4 Objectivity, Reliability and Validity in Research

Unit – II

- 2.1 Research Design and its types
- 2.2 Sampling and its types
- 2.3 Tools and Techniques of Data Collection
- 2.4 Questionnaire, Schedule, , Interview and Observation
- 2.5 Case study method

Unit – III

- 3.1 Communication research: Utility and Scope
- 3.2 Importance and Utility of Survey research
- 3.3 Content Analysis.
- 3.4 Market and Advertising research
- 3.5 Pareto Chart.

Unit – IV

- 4.1 Source Analysis
- 4.2 Message Analysis
- 4.3 Channel analysis
- 4.4 Audience Analysis
- 4.5 Effect Analysis

Unit – V

- 5.1 Statistical analysis: Mean, Median, Mode.
- 5.2 Level of Measurements : Nominal, Ordinal, Ratio and Interval
- 5.3 Project Planning and Budgeting.
- 5.4 Preparation of Bibliography, Index and Report Writing.

Reference Books:

- समाजिक अनुसंधान , डा. डी.एस. बधेल ।
- मीडिया शोध , ऋतु गोष्ठी, लक्ष्य पब्लिकेशन ।
- समाजिक अनुसंधान के मूल तत्व, वी• सी• तोंगया, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल ।
- अनुसंधान की प्रविधि और प्रक्रिया, राजेंद्र मिश्रा, तक्षशिला पब्लिशर्स , नई दिल्ली ।

- Reseach Methodology Methods and Techniques, C.R. Khotari.
- Mass Media Research: An Introduction, Rogers D. Wimmer and Joseph R, Dom inide wade worth Pub. Company Belmount.
- Introduction to Mass Communication Research, Ralph. O. Nafziger and David M. Greenwood Press New York.
- Media Research: Cross Sectional Analysis, Author Press, New Delhi.
- Media Research Methods: Measuring audience reactions and impact, Barrie Gunter, Sage Publication – New Delhi.
- Research and Report writing, P. Saravana Vel, V.K. Publishing House.
- Research methodology: The discipline and its dimensions, Jai Narain Sharma, Deep & Deep Publication.

Semester - VI

Communication for Development

Paper -I

Unit – I

- 1.1 Development and Society.
- 1.2 Concept of Development and Sustainable Development: Nature and Scope.
- 1.3 Indicators of Development and Social Changes.
- 1.4 Development and Social Changes.
- 1.5 Development and Five Year Plans of India.

Unit – II

- 2.1 Development Journalism.
- 2.2 Development Communication: Its Concept and Process, Development Journalism and Development Support Communication.
- 2.3 Models of Development.
- 2.4 Participatory Model of Development Communication.
- 2.5 New Information and Communication Technology and Development.

Unit – III

- 3.1 Role of Akashwani and Doordarshan in Development.
- 3.2 Mass Media and Development: Various Programmes.
- 3.3 Traditional and Other Alternative Media of Development.
- 3.4 Health and Family Planning Programmes and Mass Media
- 3.5 Universalization of Education and Education for all.

Unit – IV

- 4.1 Science and Technology Communication.
- 4.2 Science Technology and Development in Historical Perspective.
- 4.3 Agricultural Development and Journalism.
- 4.4 Environment and Journalism.

Unit – V

- 5.1 Media & NGOs.
- 5.2 How to Cover NGOs?
- 5.3 Comparative Study of Media Covering of NGOs.
- 5.4 Role of NGOs in Development of Society.
- 5.5 Study of Prominent NGOs (GPF, Oxfam, AWARD, Ekalavya, Priya, ACTION – ADD, etc.)

Reference Books:

- Communication and Society, Kamlesh Mahajan, Clasical Publishing Company, New Delhi.
- Communication for Development & Social change, K.B. Mathur, Allied Publishers Ltd.
- Mass Communication and Development, Baldev Raj Gupta.
- Communication for Developmnet in the Third World: Theory and Practice, Shrinivas, R. Melkote.
- Mass Media and National Development, Wilber Schramm, Stanford Caliy, Orthia.
- Diffusion of Innovation, Rogers Evevette, The Free Press, New York.
- Communication and Development : Issues and Perspectives, Editor – S.R. Mehta, Rawat Publications – Jaipur.
- Understanding Development Communication, Uma Joshi, Dominant Publishers.
- विकास पत्रकारिता, राधेश्याम शर्मा ।

Newspaper Management

Paper II

Unit – I

General Introduction to Management

- 1.1 Introduction, Concept, Significance, Definition and Function of Management.
- 1.2 Planning Meaning, Nature of Planning, Planning Process and Management.

Unit – II

Management Process

- 2.1 Organizing, Directing, Leadership etc.,
- 2.2 Controlling & Co.-Ordination

Unit – III

Newspaper As an Industry

- 3.1 Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management.
- 3.2 Ownership Patterns.
- 3.3 PRB Act, Company Act, Industrial Dispute Act, Working Journalists and other Newspaper Employees.
- 3.4 Registration of Newspaper, Identification of Competitors, Analysis & Evolution, Procedure/Process.
- 3.5 Organizational structure, Newspaper Establishment (TOI/HT, Indian Express, Bhaskar, Amar Ujala, Enadu etc.)
- 3.6 Role of ABC, IRS, NRS.

Unit – IV

Newspaper Production Process and Problems.

- 4.1 Communication System, Edition Planning, Printing Schedules, Time Management.
- 4.2 Different Type of Problem like Labour etc.
- 4.3 Human Resource Development.

Unit – V

Distribution and Marketing Management of Newspaper

- 5.1 Introduction of Marketing, Concept of Marketing, Marketing Process.
- 5.2 Consumer Behaviour: Factors Influencing Buyers Behaviour, Identifying Market Segments, Selecting Target Markets.
- 5.3 Distribution of Newspaper, Selection of Circulation Area Covered by an Edition.

Reference Books:

- समाचार माध्यम, संजीव भानावत, विश्वविद्यालय प्रकाशन जयपुर ।
- समाचार-पत्र प्रबंधन अनिल किशोर पुरोहित, आदित्य पब्लिशर्स ।
- समाचार पत्र प्रबंधन, शिवअनुराग पटैरिया, हिन्दी ग्रंथ अकादमी, भोपाल ।
- News Paper Management in India, Gulab Kothari, Intercultural Open University.
- Media Development & Management: New Horizons, Biswajeet Guha, Kanishka Publishers.
- Media Management, K.P. Yadava, Adhyayan Publishers.

Parliamentary News Paper –III

Special Paper -A

Unit – I

- 1.1 History of Legislature in India.
- 1.2 Elementary Knowledge to Constitution.
- 1.3 Constitution and Legislature.
- 1.4 Formation Process of Parliament and Legislative Assembly.
- 1.5 Relationship between Legislature and Executive.

Unit – II

Observation & Witness of House

- 2.1 Legislature and Media Proceeding.
- 2.2 Importance Legislative News .
- 2.3 Observation of Proceeding and the Process of News Gathering.
- 2.4 Responsibilities of Parliamentary Reporter.
- 2.5 Press gallery, Press Committee and the Speaker.

Unit – III

Types of Collection

- 3.1 Witnessing and News Reporting.
- 3.2 Political Parties Press and Press Conference (Legislative Assembly Campus)
- 3.3 Parliamentary Privileges and Immunities.
- 3.4 News Gathering & Writing .
- 3.5 Legislative, Executive and Press.

Unit – IV

Formation of House

- 4.1 Standing Committee System.
- 4.2 Question Hour and Zero Hour (Proceeding)
- 4.3 Kamroko, Ninda, No Confidence and Debate Process.
- 4.4 Process of Legislation (Financial Bill, General Budget, Railways Budget etc).
- 4.5 Working Process of House Proceeding.

Unit – V

Business Analysis

- 5.1 Question Answer Analysis.
- 5.2 Budget, Public Account Committee, Auditor General Report etc.
- 5.3 Ministry and Standing Committee, Report Analysis.
- 5.4 Writing of House Galleries Activities.
- 5.5 Inaugural Session, Joint Session, Special Session and Important Addresses.

Reference Books:

- संसदीय रिपोर्टिंग, स्वरूप एवं संभावनाएँ ,लज्जाशंकर हरदेनिया, मध्यप्रदेश हिन्दी ग्रंथ अकादमी ।
- पत्र,पत्रकार और सरकार ,के गोविन्द जोगलेकर, विश्वविद्यालय प्रकाशन ।

Crime & Court Reporting Paper –III

Special Paper -B

Unit – I

- 1.1 Introduction of Crime Reporting
- 1.2 History of Crime Reporting.
- 1.3 Crime, Society and Law.
- 1.4 Crime and Sex.
- 1.5 **Sensationalisation** of Crime and Glamorisation of Criminals.

Unit – II

- 2.1 Concept of Criminology
- 2.2 Sociology of Crime.
- 2.3 Changing Pattern of Crimes.
- 2.4 Rural and Urban Crimes.
- 2.5 Mafia, Politics and Money.

Unit – III

- 3.1 Knowledge of Criminal Laws (viz, IPC, Cr.P.C. etc.)
- 3.2 Investigation Reporting and Writing of Crime Stories.
- 3.3 Media, Police and Criminals.
- 3.4 Investigation Agencies (Lokayukta, Lokpal, C.B.I., I.B., Interpol etc.)
- 3.5 International Crimes, Terrorism and Laws.

Unit – IV

- 4.1 What is Judiciary?
- 4.2 Composition of Court Structure.
- 4.3 What is Court Reporting?
- 4.4 Knowledge of Legal Procedure & Major Laws.
- 4.5 Media and Judiciary.

Unit – V

- 5.1 Media, Law, State and society.
- 5.2 Media and Human Rights.
- 5.3 Court Reporting, Commentary and Contents.
- 5.4 Journalist's Responsibility Towards Society and Judiciary.
- 5.5 Issues and Challenges before Crime and court Journalists.

Reference Books:

- दहशत, उदयन शर्मा प्रकाशन संस्थान।
- आधुनिक समाचार पत्र प्रबंधन, अनिल किशोर पुरोहित, आदित्य पब्लिशर्स।
- अपराधशास्त्र एवं दण्डशास्त्र तथा सामाजिक विघटन, रामनाथ शर्मा एवं राजेन्द्र कुमार शर्मा एटलांटिक पब्लिशर्स।
- अपराधशास्त्र ,राम अहूजा, मीनाक्षी प्रकाशन।
- Khoji Patrikarita, harmohan, Takshashila Prakashan.
- Criminal Justice or Chaos? Vasudha Dhagamwar, Har- Anand Publication.

Entertainment, Art and Culture Journalism

Special Paper –III

Paper –C

Unit – I

Element of Rasa principles, Concept of Soft Heartness, Element of Indian Esthetics, See, Hear, Read, Modern Movements in Arts and Religion.

Unit – II

Introduction of Major Ragas, Introduction of Major Schools (Gharana), Introduction of various Instruments, Khyal, Dhrupad, Thumri. Dadra, Styles, Naty Shastra of Bharat, Theatres, Movements, Habib Tanvir, Shambhu Mitra, V.V. Karant, Ratan Thipam, Ram Gopal Bajaj, m.k. Raina. K.M. Panikar and their Contribution. Technical system of Stage Acting, Music ,Light System, Stage Beautification and Introduction of Script.

Unit – III

Important Arts Organizations Like Sahitya Academy, Sangeet Natak Academy, National School of Drama, Pune Institute of Film, Bhatrat Bhawan, Indira Gandhi National Centre for Performing Arts, Introduction of Museum. Natrang, Contemporary Indian Literature, Purvagarh, Kalavarta, Chomasa, Sakshatkar, Art India Magazines and their Introduction, Magazines of Literature and Culture.

Unit – IV

Sculpture, Ceramic Are and Evolution of Print Making, Features of Artistic Painting, Painting Observation, Miniature, Rajputana, Tribal Painting, Introduction of Modern Art, Market Art and Industry.

Unit – V

History of Trends of Popular Cinema, Popular Cinema and Dual Relations of Society, Important Elements of Cinema, Art Stalwarts of parallel Indian Cinemas, Introduction of World Cinema, Acting and Direction Skills.

Reference Books:

- सांस्कृतिक पत्रकारिता ,डॉ. टी.डी.एस. आलोक हरियाणा साहित्य अकादमी, पंचकूला ।
- सिनेमा और संस्कृति ,राही मासूम रजा, वाणी प्रकाशन नई दिल्ली ।
- भारतीय संस्कृति, रतन लाल मिश्र, सुरभि पब्लिकेशन्स ।
- मीडिया और साहित्य, सुधीश पचौरी, राजसूर्य प्रकाशन ।
- रंगकर्म और मीडिया, डॉ. जयदेव तनेजा, तक्षशिला प्रकाशन ।
- संस्कृति के चार अध्याय, रामधारी सिंह दिनकर, लोक भारती प्रकाशन ।
- सिनेमा कल आज और कल,विनोद भारद्वाज, वाणी प्रकाशन ।
- पटकथा कैसे लिखें,राजेन्द्र पाण्डेय,वाणी प्रकाशन ।
- All Magazine's Related to Art and Culture.
- Society and Culture, S.R. Maheswary Rajat Publications.
- The Art & Science of Cinema, Anwar Monaco, Oxford University Press.

Sport Journalism

Special Paper -III

Paper –D

Unit – I

Importance, Language skill and Presentation

- (a) Importance of Sport Journalism
- (b) Language Skills
- (c) Writing and Editing
- (d) Selection of Heading
- (e) Photo
- (f) Lay-out
- (g) Design
- (h) Cartoon
- (i) Graphics
- (j) Graphs

Unit – II

Qualities of Sport Journalist Collection of News

- (a) Qualities**
 - (i) Knowledge of Sport
 - (ii) Specialization in At least two sport
 - (iii) Investigative Approach
 - (iv) Capacity of Preview and Review
 - (v) Personal Sound and Cooperation
 - (vi) Expert in Public Relations
 - (vii) Knowledge of Technical Words and Rules
 - (viii) Curiosity to know
- (b) Collection of News**
 - (i) Through Self Sources
 - (ii) By Agencies
 - (iii) By Press Releases
 - (iv) By conference
 - (v) By Radio and Television
 - (vi) By Internet

Unit – III

Structure of Sport Organization

- a Government**
 - i Ministry
 - ii Directorate
 - iii Sport Council
 - iv Sport Authority
 - v Sport Hostel
- b Private**
 - i Indian Olympic Association
 - ii Olympic Association of the States.

c Federation

- iv Federation of Various Sport Organization.
- v Association of Various Sport in States District and Commissionery Unit of Various Sport.

d Sports Club.

e Competitions

- i Various National State and District Competitions
- ii Competition of National State and District Level
- iii Invited Competition.

Unit – IV

Difference between Newspaper and Magazines Editing

- i Difference Between the Material of Newspaper and Magazines.
- ii Difference Between Writing Styles.
- iii Difference in Presentation.
- iv Difference in News Selection.
- v Specific Skills.
- vi Selection of photo.

Intro Writing

- i Intro Writing on Contemporary Sport and Events.
- ii Quick Comment on Special Occasions.

Unit – V

Organizing Sport

- i Authorize Level: Federation of Sport Association. Universities, Colleges and Schools etc.
- ii Invite/ Unauthorized: Federation, Association, club Corporation, Social Institutions, Society etc.

Welfare Schemes

- i Government Awards for Sportman: Arjun Award, Padamshree Award, Vikram, Dronacharya Award etc.
- ii Government Service.
- iii Declaring Extra Ordinary Sport man.
- iv Incentive and prize on Best performance.
- v Incentive and Prize on Best Performance.
- vi Benefit Matches.
- vi Acceptance of Marks for Admission in Colleges.

Reference Books:

- खेल पत्रकारिता, सुशील दोषी, मा.च.रा.प.वि.वि.भोपाल ।
- खेल पत्रकारिता, हरवंश सिंह, हरियाणा साहित्य आकादमी ।
- खेल पत्रकारिता,राजेश्वर मिश्रा, डायमंड, पाकेट बुक्स ।
- खेल खिलाडी विश्वकोष, योगराज धानी, राजपाल एण्ड सन्स, दिल्ली ।
- नये सचित्र खेल नियम, अजय भल्ला, किताब घर, नयी दिल्ली ।
- **All Magazine's and News Papers Related to Sport.**
- **Sport Broadcasting, Brad Schultz Focal Press, Oxford.**

