



Vision

- to provide dissemination of *knowledge, research* and consultancy in all areas of learning ;
- to ensure access and *inclusion* of all in the institutions of higher education specially to the minorities, women and other deprived sections of the society ;
- to develop *scientific mind* and to impart *value based* education ;
- to inculcate the spirit of *secularism, nationalism* and *human rights* among the students ;
- to provide *purposeful education* at *affordable cost* ;

Mission

- to undertake *Research and consultancy* to enrich teaching learning program ;
- to develop *appropriate* curriculum and infrastructure ;
- to participate in *collaborative research and teaching* with institutions and individuals ;
- to develop *extension services* with the object to provide for application orientation ;
- to develop *leadership quality* amongst the enrolled students ;

Syllabus

Bachelor of Journalism and Mass Communication (BJMS)

COMPUTERIZED COPY



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Bachelor of Journalism and Mass Communication (BJMC)

<u>Papers</u>	<u>Name of Papers</u>	<u>IA - UE</u>
<u>FIRST YEAR</u>		
Paper-I	Introduction to Journalism and Mass Communication	20 - 80
Paper-II	Reporting and Editing	20 - 80
Paper-III	Writing for Mass Media	20 - 80
Paper-IV	Indian Government and Politics and International Relations	20 - 80
(Subsidiary)		
Paper-I	Economics	20 - 80
Paper-II	Computer Applications for Mass Media	20 - 80
<u>SECOND YEAR</u>		
Paper -V	Introduction to Audio – Visual Media	20 - 80
Paper-VI	Reporting and Editing – II	20 - 80
Paper-VII	Advertising	20 - 80
Paper-VIII	Public Relations / Corporate Communication	20 - 80
(Subsidiary)		
Paper-I	Economic development and planning in India	20 - 80
Paper-II	Entrepreneurship development programme	20 - 80
<u>THIRD YEAR (FINAL)</u>		
Paper-IX	Reporting and Editing – III	20 - 80
Paper-X	Photo Journalism	20 - 80
Paper-XI	Design and Graphics	20 - 80
Paper-XII	Indian Constitution and Media law	20 - 80
Paper-XIII	Development Communication	20 - 80
Paper-XIV	Projects	100

I.A= Internal Assignment

U.E = University Examination

Bachelor of Journalism and Mass Communication (BJMC)

1st year

Paper - I

Introduction to Journalism and Mass Communication.

Section - A

Introduction to Journalism

- Unit - 1 Journalism: Concept, objective, evolution and its development
- Unit – 2 Evolution and development of Printing Press.
- Unit – 3 Development of Journalism in India with special reference to Hindi, Urdu, Persian and Arabic Journalism.
- Unit – 4 Changing nature of Journalism and the emerging challenges.

Section - B

Communication and Society

- Unit – 1 Concept of Society
- Unit – 2 Communication : Meaning & Definition, Process and elements
- Unit – 3 Kinds of Communication : Intra Personal, Interpersonal, Group and Mass Communication.
- Unit – 4 Models of Communication Less well formula, Sharon and Weaver, Wilbur Schramm
- Unit – 5 Role of Communication in the Society.

Section – C

Introduction to Mass Communication

- Unit – 1 Definition and Scope of Mass Communication
- Unit – 2 Medium for Mass Communication
- Unit – 3 Role of Mass Communication : Filtration, Gatekeeping and Agenda setting.

Unit – 4 Rural Communication: Traditional Media, Rural Press, Problems and Prospects in India, Feedback Study.

Section – D
Media and Development.

Unit – 1 Concept and models of Development.
Unit – 2 Indicators of Development.
Unit – 3 Role of media in Development.
Unit – 4 Media and new Information technology.

Reference Books:-

1. Theory and Practice of Journalism – By B.N. Ahuja (Surjeet Publication)
2. Mass Communication and Journalism in India – D.S. Mehta
3. जनसंचार: राधेश्याम शर्मा, हरियाणा साहित्य अकादमी, पंचकूला
4. Communication 2000 AD – Adarsh Kumar
5. जनसंचार और हिंदी पत्रकारिता: डा० अर्जुन तिवारी, जय भारतीय प्रकाशन इलाहाबाद
6. The Press Rao: M.Chalapati
7. पत्रकारिता स्वरूप: संदर्भ विमोद गोदरे, वाणी प्रकाशन, नई दिल्ली

Paper – II

Reporting and Editing

Section – A

Reporting & Reporters

Unit – 1 Understanding news, what makes news, Desk news and event based news
Unit – 2 Principles of news Reporting;
Unit – 3 Value, Source and types of News reporting, obstacles and barriers, in news reporting.
Unit – 4 News gathering and organs of news body/ agency.
Unit – 5 Essential Qualities and responsibilities of reporters / correspondents.

Section – B

Forms of Reporting

Unit – 1 Public affairs,
Unit – 2 Speech courage
Unit – 3 Press conference
Unit – 4 Interview
Unit – 5 Scoop

Section – C

Types of Specialised Reporting

Unit – 1 Political including parliamentary proceeding reporting
Unit – 2 Rural Reporting
Unit – 3 Sport Reporting
Unit – 4 Industry commerce and economic activities
Unit – 5 Crime Reporting
Unit – 6 Film reporting
Unit – 7 Reporting during wars, violence and natural disasters

Section – D

Editing & editors

Unit – 1 Importance of editorials and edit page
Unit – 2 Role of editors in Print and electronic media, qualities of editors
Unit – 3 Techniques of editing – including writing caption, proof reading, Selection of pictures and graphics, page making, etc.
Unit – 4 Editorial hierarchy in print / electronic media
Unit – 5 Managing editorial division.

Reference Books:-

1. Reporting for the Media – By Ranga Swamy Parthasarathy – Sterling Publishers Pvt. Ltd.

2. Reporting and writing the News – M. Warron & others.
3. Reporting for News papers, magazine, Radio T.V. – B.N. Ahuja S.S. Chhabra
4. संवाद और संवाददाता: राजेन्द्र, हरियाणा साहित्य अकादमी, चंडीगढ़
5. पत्रकारिता परिवेदन एवं प्रवृत्तियाँ: डा० पृथ्वीनाथ आरोड़ा, लोकभारती प्रकाशन, इलाहाबाद
6. समाचार पत्र संपादन और प्रकाशन: डा० राजेन्द्रराही, संजय बुक सेंटर, वाराणसी
7. आधुनिक रिपोर्टिंग: डॉ० राजेन्द्र राही, राही प्रकाशन, वाराणसी

Paper – III

Writing for Mass Media

Section – A

Essential Fundamentals of Good Writing

- Unit – 1 Qualities for Writing the News story, Lead, Structure etc.
- Unit – 2 Feature writings: objectives, elements and qualities
- Unit – 3 Language skills and vocabulary control
- Unit – 4 Opinion and Editorial writing
- Unit – 5 Freelance and Magazine writing

Section – B

Technique of writing

- Unit – 1 Techniques of writing for different segments of the society.
- Unit – 2 Writing for government mass media agencies.
- Unit – 3 Writing for private mass media agencies.
- Unit – 4 Writing for publicity and advertisements.

Section – C

Style of writings for different types of Mass Media Communication.

- Unit – 1 Print Media : Press
- Unit – 2 Electronic Media : Radio, TV and Films
- Unit – 3 Website.

Reference Books:-

1. Mass Communication – By R.K. Chatterjee (N.B.T)
2. पत्रकारिता, जनसंचार एवं विज्ञापन गुलाब कोठारी – राजस्थान पत्रिका, जयपुर
3. Writing Effectively – B.S.Neman
4. पत्रकार और पत्रकारिता ग्रंथशिक्षण – अरविंद मोहन, सामयिक प्रकाशन – नई दिल्ली
5. भारतीय मीडिया एक अंतरंग पहचान – डॉ० स्मिता मिश्रा – भारत पुस्तक भंडार – नई दिल्ली
6. Correspondence and Report writing – R.C. Sharma & Krishna Mohan
7. Working words - the process of creative writing – Brishop wandu

Paper – IV

Indian Government and Politics and International Relations

Section – A

Governance

- Unit – 1 Concept of Governance, its objectives, functions and types
- Unit – 2 Role of Governance with special reference to India : Executive, Legislature and Judiciary.

- Unit – 3 Role of political parties.
- Unit – 4 Parliamentary system of government.
- Unit – 5 Role of opposition.

Section – B
Constitution

- Unit – 1 Salient features of Indian constitution.
- Unit – 2 Fundamental rights.
- Unit – 3 Constitutional bodies: Election Commission, Lokayukta, Human Rights Commission.
- Unit – 4 Press legislation in India.

Section – C
International Affairs

- Unit – 1 Rise of Democracy.
- Unit – 2 International Bodies : UNO, NAM, SAARC.
- Unit – 3 Post – Cold war era.
- Unit – 4 Emergence of Uni – polar world and globalization.
- Unit – 5 Role of India in the International affairs.

Reference Books:-

1. Indian government and politics - By J.C. Johari (Vishal Publications)
2. Constitution of India - V.D. Mahajan
3. India Constitution Media & Law - B.K. Sharma

Subsidiary Paper I

Economics

Section – A

Fundamentals of Economics

- Unit – 1 Economics, its definition, nature and scope.

- Unit – 2 Major Schools of economic thought
- Unit – 3 Fundamental concept of Macro Economics
- Unit – 4 Fundamental concept of Micro Economics
- Unit – 5 Economic Growth Vs Economic Development

Section – B

Public Finance

- Unit – 1 Concept of Public finance and Fiscal policy
- Unit – 2 Taxation
- Unit – 3 Public expenditure
- Unit – 4 Budget
- Unit – 5 Public – Debt

Section – C

Market forces and Globalisation

- Unit – 1 Trade
- Unit – 2 Demand and Consumer Behaviour
- Unit – 3 Competitive markets and monopoly
- Unit – 4 Cost Analysis
- Unit – 5 Multinationals and dynamics of International trade in a Global world.

Reference Books:-

1. Principles of Economics – By M.M. Verma & R.K. Aggrawal (King Books)
2. Principles of Economics - Sundram & Vaish
3. Micro Economics - Varsheny & Maheshwari
4. Modern Micro Economics - A. Koutsoyianis
5. Indian Economy - Dutt and Sundram

Subsidiary Paper – II

Computer Applications for Mass Media.

Section – A

Fundamentals of Computer

- Unit – 1 Computer, its history and origin
- Unit – 2 Components of Computer
- Unit – 3 Characteristics of Computer
- Unit – 4 Generations of Computer.
- Unit – 5 Operating System.

Section - B

Application of Computer to Mass Media

- Unit – 1 Scope of Computer application to Mass-Media
- Unit – 2 The use of Computer technology in print, electronic and web Journalism
- Unit – 3 Role of internet; E-mail in transmitting messages across the world.
- Unit – 4 Changing trends in the application and use of Computer technology in different spheres of mass media.

Reference Books:-

- | | | |
|-----------------------------|---|----------|
| 1. Computer Studies | - | Saxena |
| 2. Computer Today | - | Galgotia |
| 3. Operating System Concept | - | Peterson |
| 4. PC Software | - | Taxsali |

2nd Year

Paper – V

Introduction of Audio – Visual Media

Section – A

Concept of Audio – Visual media

- Unit – 1 Radio : its origin and development
- Unit – 2 History of All India Radio, Parsar Bharti
- Unit – 3 Code of Broadcaster
- Unit – 4 Committees and Commissions
- Unit – 5 Audience Research

Section – B

Television

- Unit – 1 Origin of T.V. with reference to India.
- Unit – 2 SITE.
- Unit – 3 Cable TV channels.
- Unit – 4 New trends in live telecast.

Section – C

Films

- Unit – 1 History of films in India
- Unit – 2 The Silent Era
- Unit – 3 The Talkie
- Unit – 4 Role of Censorship in Indian Cinema.

Reference Books:-

- | | | |
|------------------------------|---|--------------------|
| 1. Television Ki Dunia | - | By Prabhu Jhimran |
| 2. Radio and T.V. | - | By Dr. P.V. Sharda |
| 3. Radio and T.V. Journalism | - | K.M. Shrivastva |

4. भारतीय मीडिया अंतरंग पहचान: डा० स्मिता मिश्रा, भारत पुस्तक भंडार, नई दिल्ली
5. Broadcast Journalism – S.P. Jain
6. इलेक्ट्रॉनिक मीडिया: पी० के० आर्य
7. आकाशवाणी: रामबिहारी विश्वकर्मा, प्रकाशन विभाग, भारत सरकार
8. जनसंचार: डा० अर्जुन तिवारी

Paper - VI

Reporting and Editing – 11

Section – A

Advance Reporting

- Unit – 1 Process of news collection and reporting
- Unit – 2 Role of correspondent in reporting the news.
- Unit – 3 The nature and style of reporting objective, interpretive and investigative.
- Unit – 4 Medium of News Communication and reporting Manuscript, Typewriter, Mail, Telephones, Mobile, E-Mail, Fax, Lap top, internets etc.

Section – B

Advance Editing

- Unit – 1 Principles of editing
- Unit – 2 Desk management
- Unit – 3 Photo editing
- Unit – 4 Cartoon editing

Section – C

Field Study

Reference Books:-

1. The Journalists Handbook – By M.V.Kamath (Vikas)

2. Professional Journalism in India –By M.V. Kamath (Vikas Publishing House).
3. Professional Journalism – M.V. Kamath
4. Editing –
5. आधुनिक पत्रकारिता – डा० अर्जुन तिवारी – विश्वविद्यालय प्रकाशन – वराणसी
6. समाचार पत्र संपादन और प्रकाशन: डा० राजेन्द्र राही, संजय बुक सेंटर, वाराणसी
7. आधुनिक रिपोर्टिंग: डा० राजेन्द्र राही, राही प्रकाशन, वाराणसी
8. पत्रकार और पत्रकारिता प्रशिक्षण – अरविंद मोहन – सागतिक प्रकाशन – नई दिल्ली

Paper - VII

Advertising

Section – A

Concept of Advertising

- Unit – 1 Advertising: Definition, and its utility.
- Unit – 2 How it differs from publicity and propoganda
- Unit – 3 Medium of advertising: newspapers, magazines, radio, television internet, outdoor and small medium

Section – B

Types of advertisements

- Unit – 1 Commercial
- Unit – 2 Social institutional
- Unit – 3 financial

Section – C

Advertising Campaign

- Unit – 1 Role of advertising in the society
- Unit – 2 Selection of medium and advertising budget
- Unit – 3 Advertising agencies DAUP, ABC, AAA etc

Unit – 4 Technique of advertising: layout, slogan, use of graphics and photographs.

Reference Books:-

1. Advertising Management – By M.M. Verma and R.K. Aggrawal (King Books)
2. Advertising Management – Rajeev Batra and others.
3. The Impact of T.V. Advertising on children – Namita Unikrishnan & Chaitaja Bajpai
4. भारतीय मीडिया अंतरंग पहचान: डा० स्मिता मिश्रा, भारत पुस्तक भंडार, दिल्ली
5. पत्रकारिता, संचार एवं विज्ञापन: गुलाब कोलारी, राजस्थान पत्रिका, जयपुर

Paper – VIII

**Public Relations / corporate Communication
Section – A**

Concept of public Relations

- Unit – 1 Nature Definition and Scope of PR (Public Relations)
- Unit – 2 Relation between PR and Propaganda; PR and public opinion; PR and press; PR and advertising.
- Unit – 3 Principles of Public Relations.
- Unit – 4 PR and Globalization

Section – B

Medium of Public Relations

- Unit – 1 Press Conference including press release
- Unit – 2 Press visits
- Unit – 3 House journals
- Unit – 4 Holding meetings, seminars and social and cultural programs.

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Section – C

Organization of Public Relation Department

- Unit – 1 Organization of PR in different fields of activities both in public and private sectors.
- Unit – 2 Identification of issues, problems and challenges
- Unit – 3 Preparing budget for implementation of the objective of PR.
- Unit – 4 Ethics of PR

Reference Books:-

1. Public Relations for All – By Gopal K. Puri (IIMS Publications)
2. Hand book of Public Relations In India – By D.S. Mehta.
3. लोक संपर्क: राजेंद्र, हरियाणा साहित्य अकादमी, चंडीगढ़
4. भारतीय मीडिया: अंतरंग पहचान, डा० स्मिता मिश्रा, भारत पुस्तक भंडार – दिल्ली
5. Public Relations today – B.N. Ahuja & other
6. Communication and P.R. Management – Silsh Sen Gupta
7. Public Relations – Sam Black & supir Ghosh.

Subsidiary Paper – 1

Economic Development and planning in India

Section – A

Economic Development in India

- Unit – 1 Overview of Indian Economic scenario.
- Unit – 2 Concept of economic development.
- Unit – 2 Indicators of economic development.
- Unit – 3 GNP Growth and income distribution
- Unit – 4 Human development and Economic growth.

Section – B

Planning in India

- Unit – 1 Concept of planning

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- Unit – 2 Essential features of planning in the context of successive five years plans.
- Unit – 3 Models of planning.
- Unit – 4 Achievements and failures of Indian planning

Section – C

Basic issues and problems in planning and Development. in India

- Unit – 1 Population Growth
- Unit – 2 Poverty
- Unit – 3 Unemployment
- Unit – 4 Rural-urban migration
- Unit – 5 Income inequality
- Unit – 6 Illiteracy, exploitation and lack of capability
- Unit – 7 Monopolistic Competition
- Unit – 8 Fiscal imbalances.
- Unit – 9 Inflation
- Unit – 10 Social conflicts and violence.
- Unit – 11 Natural and artificial disasters.

Reference Books:-

1. Dutt & Sundram – Indian Economy
2. India– Publication Division New Delhi
3. Indian Economy – Indian Economy –A.K. Ghosh
4. Economic Environment for Business –Adhikari

Subsidiary Paper II

Entrepreneurship Development programme

Section – A

Concept of Entrepreneurship

- Unit – 1 Entrepreneurship : its definition, nature and scope

3rd Year (Final)

Paper – IX

Reporting and Editing – 111

Section – A

Reporting

- Unit – 1 Major issues of reporting in the context of yellow Journalism and Green Journalism.
- Unit – 2 Responsibilities of a reporter in a global knowledge based society.
- Unit – 3 How to keep balance in the objective reporting during the live telecast programmes on sensitive, crucial, issues and events of wide repercussions

Section – B

Advance Editing

- Unit – 1 Changing role of an editor in different medium of communication.
- Unit – 2 Difference between Newspaper and Magazine editing.
- Unit – 3 Difference between Editing for on-line Newspapers and Magazines
- Unit – 4 Difference between print-editing and web editing.

Reference Books:-

1. News Reporting and Editing – By D.S. Mehta.
2. सम्पूर्ण पत्रकारिता: डा० अर्जुन तिवारी
3. समाचार संपादन और पकाशन: डा० राजेंद्र राही, संजय बुक सेंटर, वाराणसी

4. आधुनिक रिपोर्टिंग: डा० राजेंद्र राही, राही प्रकाशन, वाराणसी
5. पत्रकारिता विविध विधाएँ: - डा० राज कुमारी रानी, जयभारती प्रकाशन, इलाहाबाद
6. Professional Journalism – M.V. Kamath
7. Editing – Westley.

Paper – X

Photo Journalism

Section – A

Concept of photo Journalism

- Unit – 1 Definition, purpose and role of photo-journalism.
- Unit – 2 Ingredients / elements of photo-journalism
- Unit – 3 Scope of photo-journalism.

Section – B

Types of Photo-Journalism

- Unit – 1 Press photography
- Unit – 2 Feature photography
- Unit – 3 Portrait photography
- Unit – 4 Commercial photography
- Unit – 5 Industrial photography
- Unit – 6 Sports photography
- Unit – 7 Crime photography
- Unit – 8 War photography

Reference Books:-

1. Photo Journalism – Principles and Practice – By C.C. Edom.

2. सम्पूर्ण पत्रकारिता – डा० अर्जुन तिवारी
3. Audio Visual Journalism – B.N. Ahuja
4. पत्रकारिता और पत्रकारिता प्रशिक्षण: डा० अरविन्द मोहन, सामग्रिक प्रकाशन, नई दिल्ली

Paper XI

Design and Graphics

Section – A

Design and layout

- Unit – 1 Importance of design and layout of print media.
- Unit – 2 Page designing : principles, forms and utility.
- Unit – 3 Changing trends of layout preparing for newspapers, magazines and online Papers.
- Unit – 3 Problem of designing and layout of photographs, graphs, cartoon charts, diagrams etc.

Section – B

Graphics

- Unit – 1 Significance of graphics in media
- Unit – 2 Selection method of using graphics
- Unit – 3 Role of information technology in the presentation of graphics in media communication.
- Unit – 4 Changing trends in using graphics in print and web Journalism.

Reference Books:-

1. Design and Make-up of the Newspaper – By Sutton.

2. Graphic Arts – By Hymes
3. Developing Communication skills – Krishna Mohan and Meera Banerjee
4. Typographic Design – Form and Communication – P. Caster
5. Type Design Colour Character and use – M. Bcaumout
6. The make our Book – Parkur Rango.
7. Electronic Era – Wilson Mastin

Paper – XII

Indian Constitution and Media law.

Section – A

Facets of Indian Constitution

- Unit – 1 Basic features and characteristics of Indian Constitution.
- Unit – 2 Preamble of the Indian Constitution.
- Unit – 3 Fundamental Rights and Directive principles of State policy.
- Unit – 4 Nature and Significance of Duties
- Unit – 5 Constitution and Media
- Unit – 6 Press legislation in India: brief historical account

Section B

Media Law

- Unit – 1 Concept of Media Law
- Unit – 2 Media regulatory measures in India.
- Unit – 3 Media Regulatory Bodies in India
- Unit – 4 Media Committees in India
- Unit – 5 Media Ethics.

Reference Books:-

1. Law of the Press – By D.D. Basu – (Prentice Hall of India)
2. Constitution of India – By V.D. Mahajan

3. Freedom of Press under Indian Constitution – By B.R. Sharma Deep & Deep Publications.
4. Indian Constitution and Media Law
5. भारत में प्रेस कानून – प्रो० मधुसूदन त्रिपाठी – ओमेगा पब्लिकेशन – नई दिल्ली
6. Indian Constitutional Law – Law D.D. Basu
7. Indian Government and Politics – J.C. Johari
8. Indian Constitution – K.K.Mishra
9. Indian constitution – U.R. Ghai
10. Mass Media: Laws and Regulation – Dr. C.S. Rayudo – Dr. S.B. Nageswar Rao

Paper – XIII

Development Communication

Section – A

Development and Society

- Unit – 1 Concept of Development: its nature and scope.
- Unit – 2 Indicators of development
- Unit – 3 Models of development
- Unit – 4 Development and Society
- Unit – 5 Development experiences : developing countries.

Section – B

Development Communication

- Unit – 1 Development Communication: its meaning and Scope.
- Unit – 2 Strategies in development communication.
- Unit – 3 Role of Journalism in development communication
- Unit – 4 Development Journalism: its nature, scope and role.

Unit – 5 Development Journalism: some experiences in developing countries.

Reference Books:-

1. Mass Communication – By R.K.Chatterjee (N.B.T.)
2. पत्रकारिता: कल, आज, और कल, संतोष कुमार, आमेगा पब्लिकेशन्स, नई दिल्ली
3. मीडिया लेखन कला: निशांत सिंह, आमेगा पब्लिकेशन्स, नई दिल्ली
4. पत्रकारिता के नवीन आयाम: डा० मंगला सांगा, डा० सिद्धेश्वर कश्यप, जया भारती प्रकाशन, वाराणसी
5. Education and Communication for Development – O.P. Dharma & O.P.Bhatnagar
6. Communication and Development – A Perspective in India – Uma Narual and W.B. Pierce
7. Mass Communication in India – Kewal J. Kumar.

Paper – XIV

Projects

The topics of the project reports or assignment shall be notified in consultation with the Project Advisory Committee (PAC) constituted by the concerned programme Incharge.