

**INSTITUTE OF JOURNALISM AND MASS COMMUNICATIONS  
C.S.J.M. UNIVERSITY, KANPUR**

**SYLLABUS OF  
MASTER OF JOURNALISM AND MASS COMMUNICATION**

Note---Each paper will be of 100 marks. 20 marks of each paper will be given through internal evaluation. The paper having only theoretical part will be of 80 marks. Paper having Theory and practical both will be 40 marks each. Similarly ,paper having only practical or dissertation parts

**1<sup>st</sup> Year (1<sup>st</sup> Sem.)**

**Paper- I (One)**

|   |                |
|---|----------------|
| <b>BASIC PRINCIPLES OF COMMUNICATION &amp; MASS COMMUNICATION</b> | <b>MJC 101</b> |
|---|----------------|

**THEORY MM 80**

- Communication, Definition, Concept, Elements and process. Different forms of communication, oral, written, upward, downward, horizontal communication, intra-personal, inter-personal, group, crowd, public and mass communication. Feedback and barriers of communication. Non-verbal communication, effective communication. Listening in communication, credibility & perception.
- Various models and theories of communication. Aristotle , Models of Lasswell, Berlo's model, Dance's helical spiral model, Shannon and Weaver, Johnson's model, Wilbur Schramm, Osgood, New Comb, Wesley & MacLean, Other new communication models.
- Communication Theories :- Bullet theory, **Sociological:-** Cultivation, Agenda Setting, Use and gratification, Dependency Theory. **Normative theories:** Authoritarian and Free Press theory, Social Responsibility theory, Communist Media theory, Development Communication theory. Democratic Participant Media Theory, New theories in mass media
- Traditional and Modern Media of Mass Communication, Communication Grammar and communication skill. New concepts and trends of mass media.

**THEORY MM-80**

- Origin, history and growth of human communication and language.
- Origin, history growth of print media with special reference to India. An overview of the history of World Press and Hindi Journalism.
- Origin, history and growth of Broadcasting (Radio & T.V.) with special reference to India.
- Origin, history, growth of Cinema with special reference to India.
- Internet: A historical introduction.
- Present scenario of different mass media in India. Various Media organizations, institutions and there functions in print and electronic media, eminent personalities.
- Brief Introduction of News Agencies.

**THEORY MM-80**

- News: Definition, concept, elements, types of news, news sources, reporters, types, responsibilities and qualities. Coverage of different crime and accidents.
- Press release, press conference, interviews.
- News writing, styles and presentation. Follow up, news analysis, feature and articles, editorials. New areas and trends in reporting.
- Newsrooms setup, functions of editor, assistant editor, news editor, chief sub-editor and sub editor etc.
- Need of editing: Basic techniques, Proof reading, and editing symbols, writing headlines.
- Page make up
- Different Terminology

**Practical – MM-40**

Writing letter to editor. Preparing press releases. Taking interviews. News writing on different beats. Organizing press conferences. Editing different types of news. Writing headlines. Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical activities as directed and guided by teachers.

**Theory MM -80**

- Media Laws: Need and importance.
- Freedom of speech & expression, right to information & privacy. RTI
- Various laws: law of defamation, contempt of court and legislature, official secret act. copyright act, prasar bharti act, press and books registration act.
- Role of mass media in society
- Press council of India, structure and functions.
- Air & DD's code of broadcasting for news and advertisement.
- Codes of ethics in public relations and advertising.
- Other relevant laws related to mass media.
- Reports of committees and commissions regarding media in India.
- First and second press commissions. Chanda and Verghese committees.
- Introduction to Cyber Laws.

**Theory MM-40**

- Concept of research, need and importance of media research. Elements and areas of research. Research approaches - qualitative and quantitative approach. Types of research. Research design. Types of research data - primary and secondary. Research methodologies – Survey, Content Analysis, Case Studies, Observation.
- Techniques and tools of Research – interviews, questionnaire, schedule. Web surveys, panel discussions, Sampling for research and types of sampling.
- Data classification, codification and tabulation. Data analysis and interpretation. Report writing, preliminary idea about statistical methods in research: Mean, medium, mode, standard deviation, other kinds of tests.
- Media habit, trend and impact study, research for news reporting and other programmes. New trends in media research.

**Practical MM-40**

Preparing a list of subject for research. Preparation of research design. Preparation of questionnaire for survey. Preparation of source list of information, searching of information. Short duration observation, preparation of research based news. Taking interviews for habit, trend and impact study. Other related activities.

**Theory**

**MM -80**

- Development and development communication. Concept and definition. Earlier concepts, theories and models of development. Characteristic of developing societies, development issues, new concept of development.
- Development communication: Development Indicators. Meaning, concept, and definition. Role of mass media in development. Prerequisites of development and development communication.
- Development communication policies. Government attitude and approach. Government systems for development communication: radio, television, PIB, field publicity, song & drama division, photo division etc. Problems & limitations in development communication.
- Development support communication, family planning, health, environment, education, agriculture.
- Development agencies and programmes.
- Process and techniques of development communication
- New concepts in development communication.
- Development reporting.

**Public Relations:**

- Introduction, concept and definition. Role and importance of PR. Types of PR. Duties and responsibilities of PRO. Different tools of PR. Corporate PR. PR in government departments.
- Media planning for PR campaigns. Press conferences, publicity materials, house journal, newsletters, reports and minutes. Emerging trends in public relations.
- Corporate communication.
- Nature and scope of online Public Relation.

**Advertising:**

Introduction, concept and definition. Role and impact of advertisements in different areas. Types of advertisement. Advertising management in newspaper. Advertising agencies and their structure and functions. Media vehicles for advertising. Advertising copy. Creativity in advertising. Appeals and visualization.

- Brand positioning and brand establishment through advertising.
- Advertising and marketing. . Market segmentation & media mix . AIDA Model, DAGMAR.
- Media Selection and Media Planning.
- Advertisement Campaign: Campaign Planning and Process
- Nature and scope of web Advertising
- New trends and technologies in advertising

**Practical:**

Preparing various types of PR materials - press release, backgrounder, publicity materials, house journal, newsletter. Organizing press conferences and other PR events.

Preparing classified and display advertisements for newspaper and magazines. Copy writing. Preparing audio-visual commercials. Preparing corporate presentations or as directed by teacher.

**Theory MM-40**

- Introduction to radio. Characteristic and importance. Sound & voice.
- Basic principles for radio writing. Difference between written and spoken language.
- Writing for various programmes of radio.
- Talk, discussion, features and documentary, play, radio music, radio magazine, Phone-in, radio-bridge, radio-report.
- Radio news writing and reading. Radio comparing and anchoring. Radio adaptation, film programmes. Special audience programmes. Radio interview and commentary, live coverage. New trends in radio programmes. FM broadcasting, Internet radio, Community radio.
- Radio production - Record clips & editing: Sound recording, editing digital recording, trimming, splicing and assembly, volume adjustments, format conversion, re sampling or downloading, fade-ins and fade –outs, equalization, time stretching, digital signal processing, reverting sound, making midi audio, audio file formats.

**Practical: MM-40**

Writing for different programmes of radio. Taking interview. Organizing discussion programmes. Radio programme production. Comparing for radio. Other related activities. Producing various radio programmes including educational programme and as directed by teachers.



**MASTER OF JOURNALISM AND MASS COMMUNICATION**

**2<sup>nd</sup> Year (3<sup>rd</sup> Sem.)**

**Paper- I (One)**

**ADVANCED AND SPECIALIZED REPORTING**

**MJC 301**

**Theory MM-40**

- News: Presentation: Different styles. Follow up, news analysis, comment, column writing.
- Articles and editorial. Reviews.
- Specialized reporting - Political, economics, accidents and crime reporting, sports, science & technology, health and medical. Culture and life. Spiritual, environment, human right, education and carrier reporting. Judicial. Legislature, foreign reporting, agriculture and rural development, current issues, investigative and interpretative stories. News based on people's opinion; articles and features on different subject, coverage of lives of various section of society, news writing for radio T.V and Internet.
- Report writing for magazines and different supplements of newspapers, new trends and areas in reporting.

**Practical: MM-40**

Newsgathering and report writing on various beats. Searching of information on net. Taking interviews. Writing review of books, radio and T.V. programmes. Preparing video capsule and documentary on various subjects. Writing news analysis, comment and articles. Other related programmes.

**Theory: MM-40**

**Editing:** Need and importance. Role of sub-editor, proof reading marks.

- Role of sub-editor.
- Editing the copy of new agency and news of different subjects.
- Magazine and book editing.
- Auto editing for audio & visual programmes.

**Designing:**

- Definition of design . Types of Designing, Elements of design, principle of design, type and typeface. Choosing type- face.
- **Text and Typography (Fonts):** Typography, typesetting, readability, classes of type, display type, type groups, roman, serifs, gothic, block, square serif type, cursive or script type, measuring type, size, width, resolution, compositing technology
- **Sign and Technology:** Ascending/Descending, leading, kerning, appropriateness, harmony, appearance, emphasis, copy casting and type specification, character-count method ,word –count method, points, picas, typesetting, typesetting methods,
- **Image and Graphics:-** Introduction to digital Image, type and properties of graphics, Color's theory : models and modes, Fundamental digital image and file formats . Basics Concept making and Implement on Computer, Generating Ideas, Basics About Various Software's in Industry for still image manipulating, knowledge about pixels, measuring units in diff image manipulating software's.
- **Vector Graphics** (Designing, Color Theory, Vector Designing & Editing, Text Formatting): Interface:Working with menus, toolbars, Dockers. Document Setup:Setting Page Size& Orientation, Document Navigation Rulers & Guidelines: Status Bar. Text: Formatting, Text Layout, Skewing and rotating, Creating drop shadow, Text to Path, Extruding text. Objects: Grouping & locking objects, Combining & breaking apart, Transforming & Shaping, Cutting objects apart, Trim, weld & Intersection of objects.Lines & Curves: Using freehand & Bezier tool, Line properties, Arrowheads Eraser & artist media tools Nodes & Paths. Color & Fills: Solid Color, Color Palettes, Eyedropper & Paint bucket, Fountain, Fills,Patterns, Texture Fills, Interactive Mesh Fill.Special effects: Envelopes, Blends, Perspective, Shadow Objects, Power clip Command,Transparency, Distortion, Contour, Lens Docker. Complex Shapes: Polygon & Stars Spirals Printing Menu. Software will use : Corel Draw & Introduction to Adobe Illustrator

- **Page Making:** Document Setup Option Page Type, Page Style, Page Numbering, an Page Measurement Standard Tool Bar Options Create New Document with Setting, Open & Store Options, Preferences Import & Export Objects options, Scanning, Document Setup, Columns Guide Setting, etc. Formatting Tool Bar Option Copy Paste Options, Cross Pasting, Multiple Pasting, Insert Objects, and Import Images & Text from other Objects etc. Text Setting Options Fonts Setting, Control Palette, Paragraph Setting, Text Warping, Master Files, Text Rotating options Alignment Setting, Text Colors. Rulers & Guide Lines Print Out Bar Import Objects, Polygon Setting, Draw & Filling Objects, Alignment Setting of the Images etc. **Software will be used Adobe In Design , PageMaker & Quark Express.**

- Makeup of newspaper's page, types, principles of layout, computer in designing, leaflet, pamphlet, folder, brochure, posters etc.
- Designing for magazines and newspaper supplements.
- Role of colas.

**Printing & Technology:**

**18.Basics of Printing Technology:** History of printing In East Asia ,Middle East, & Europe (Woodblock printing, Movable type printing , Rotary printing press ) Modern printing technology (Offset press Gravure , Digital printing ), screen fabrics, filament, mesh count, strength, weave patterns, silk, nylon, polyester, metal mesh, paper, stencil types, direct and in direct, ink, press types, flatbed, flatbed cylinder, cylinder, textiles, precision flatbed, rotary.

**Practical: MM-40**

Editing news and other materials. Proof reading and marking. Designing for various purposes i.e. leaflet, brochures, posters, wall writing, Newspaper & magazine pages, logos, package etc. Printing different materials. Other related activities or as directed by teachers.

- **Theory: MM-40**
- Introduction to television as a mass medium characteristics and importance.
- Different TV Programmes - Fictional and non-fictional programmes.
- Script writing Different formats for script writing. Various stages of writing. Shooting script, Storyboard, Script for various programmes. Scriptwriter - quality & responsibility. New trends in script writing.
- **Introduction to TV/Video Production:-**TV/Video production: meaning and scope, Video production process: pre production, production, post production. Production personnel and their duties and responsibilities. Types of video programmes production. Television studio and ENG production
- **Introduction to Video Camera:-**Working principle of a video camera. Different types of video cameras.CCD.Components of video camera. Basic shots and their composition, Concept of looking space, head room and walking space.
- Different Types of Television Cameras: ENG camera, EFP camera, Studio cameras
  - Principle of Video Camera:- Camera control unit Primary & secondary colours Photo conduction, photo voltaic, photo emissive effect, Working principle of video camera, CCD cameras : Three CCD, single CCD colour camera. Various sizes of pickup devices
    - Zoom control: servo, manual, remote, zoom extenders.
    - Focus control : auto, manual , remote, back focus, macro focus.
    - Camera view finders (B/W and colour ). Its indicators and control.
    - Balancing of Colours of a video camera.,Colour temperature, White balance: Process and need.,Camera filters, Camera control unit ( CCU ),Waveform monitor for output level of video, Vector scope
- Video camera lenses:- Perspective, Types and use-normal lens, telephoto lens, wide-angle lens. Zoom lens.
- Tripod, types of tripod heads, dolly, trolley & other accessories.
- Different types of camera shots and use

Different types of camera angles and use

Camera movements – types & use.

Special cameras: underwater camera, Endoscopic camera, Aerial photography camera, remote control camera, high-speed video cameras

Types of microphones used on video camera

Types of audio & video connectors

Introduction to video formats: VHS, S-VHS, U-matic:

Low-band & Hi- band, beta cam, beta cam SP, digi-beta cam, mini DV, DV/DVC, DVC Pro, DV-CAM etc

- TV camera-Mike
- **Lighting for Television**  
Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems, Illumination system : inclusive of inverse square Law & Luxmeter
- **Editing Concepts and Fundamentals & Editing Techniques**

Editing - meaning and significance, Grammar of editing – (i) Grammar of Picture (ii) Grammar of Audio, eye line, point of view and continuity type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics. Criteria for editing - picture, narration and music, Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, on linear workstation. Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basic softwares)

- Indoor and outdoor shooting: TV news and news based programme. Anchoring for different programmes.

- **Practical: MM-40**

Script writing for different programmes. Field shooting - Taking interview etc. Short demonstration. Anchoring for different programmes. Production of small documentaries or as directed by teacher.

- **Theory: MM-40**
  - 1 **Computer Basics:** Introduction: Introduction to computers, parts of computer system, hardware, software, difference between hardware and software, user, data, processor, memory, input devices, output devices. Generations of Computers: 1st, 2nd, 3rd, 4th, 5th generation. Basic computer organization: C.P.U, A.L.U. Keyboard, Mouse, OMR, OCR, Bar Code Reader, Scanner, Light pen, Cameras etc. Output Devices: Monitors (CRT, FST and LCD). Impact and non impact printers (Dot matrix, Inkjet, LaserJet), Plotters. Storage Devices: Hard Disk, Floppy disk, CD's, DVD's.
  - 2 **Operating System:** Introduction: Introduction to Operating System, its need and Operating System services; Operating System classification - single user, multi-user, simple batch processing, Multiprogramming, Multitasking, Parallel system, Distributed system, Real time system.
  - 3 **Office Automation Tools :-** Introduction to Office suits, Microsoft Word environment and interface, tools, and menus, document formatting, mail-merge and other tools, e-mail handling, Creating spreadsheets, creating charts and graphs, using functions. Microsoft presentation software environment and interface, creating slides, inserting multimedia objects, transition and custom animation.
- **Practical: MM-40**

Preparation of different letters in word using mail merge, News letter, Block diagram of computer on chart paper. Preparation of different sheets in excel. Making slide presentations in Power Point on given topics.

- **Theory: MM-40**

1 Internet –Introduction, History, evolution and development, Services of internet: e-mail, chatting, newsgroups,, Chat rooms, bulletin board services etc, Fundamentals of internet: WWW, IP, Web page, website, search engines. Working of internet : networking and its classification

2 The Fundamentals of Web Design: The web we know today, working of web, history of web, evolution of world wide web, now days the use of internet, sample web pages, how did

they are constructed, function and stand point, hands on good web sites , browsing good websites, analyzing a sample site from a function standpoint.

3 The Principal of web Design: Well designed site from a poorly conceived one, difference between web and print design, focusing on those issues a web designer, discover top tem web design, and critique a sample site from an aesthetic perspective.

4 Networking topologies, types of servers, server software ,Internet protocols (TCP/IP, FTP, HTTP)

5 Illustrations & Web Imaging

Planning a website using a structured document. Site Navigation Types.

Creating web illustrations like buttons, banners & Bars. Typography for Web.

HTML/DHTML & HTML Editor tools : Dream weaver

- **Practical: MM-40**

- Subscribing to Internet, searching and downloading of information. Sending, receiving and forwarding e-mail. Writing for websites and homepages, designing web page for various purposes or as directed by teachers.

- **Theory: MM-40**
- **Photo Journalism:** Need and importance, subject of photo picture sources, picture selection enlarging, reducing, Insetting, clubbing, picture editing, photo developing.
- **Camera:** Basic functioning, Lens, Filter, Lighting Indoor & Outdoor, Different types of camera, computer in photography. Colour photography. Web photography other new technology in photography.
- **Film:** An introduction & understanding of Film culture and technique. Film based programmes.
- **Animation:** Introduction of animation. History and origin of animation. Principles Basics of animation, Principle and use of animation in multimedia. Early examples. Animation techniques.
- **Practical: MM-40**  
Camera handling, Taking photos for different occasions. Collection of photos, Preparation of photo feature. Caption writing, Cropping and retouching photos. Story presentation with help of photos. Other related activities.



**Paper- 3**

**MEDIA DISSERTATION**

**MJC 403**

**Dissertation**

**MM-80**

Every student will have to select a topic / subject of research related to mass media and communication to prepare a research design. The student will collect information applying proper research methodology and submit the report in 3 copies. The report should contain following format.

- Introduction
- Review of Literature
- Problem definition
- Hypothesis
- Objective
- Methodology
- Tools for the collection of research data
- Data classification, codification and tabulation
- Data analysis & interpretation
- Data presentation through graphics
- Findings and result
- Brief conclusion and suggestion
- References

The report will have to be submitted within stipulated time fixed by the Institute.

2<sup>nd</sup> Year (4<sup>th</sup> Sem.)

Paper- 4

**SPECIALISATION IN MEDIA PRODUCTION MATERIALS**

**MJC 404**

**MM-80**

**Practical Project work**

- Reporting and editing
- PR and advertising
- Photography
- Web journalism

**Note:** The student can select above-mentioned subjects and will have to do different activities and produce materials related to them, which will be evaluated by the examiners.