

Institute of Journalism and Mass Communication
CSJM University, Kanpur
Master of Journalism and Mass Communication(MJMC)

MAJMC IstSemester

Paper code	Name of the Paper	Theory	Internal	Practical	Total
MJC 101	BASIC PRINCIPLES OF COMMUNICATION & MASS COMMUNICATION	80	20	--	100
MJC 102	HISTORY OF MASS MEDIA	80	20	--	100
MJC 103	NEWS REPORTING AND EDITING (Yellow)	40	20	40	100
MJC 104	MEDIA LAWS (Grey)	80	20	--	100

MAJMC IIndSemester

Paper code	Name of the Paper	Theory	Internal	Practical	Total
MJC 201	MEDIA RESEARCH (Grey)	40	20	40	100
MJC 202	DEVELOPMENT COMMUNICATION	80	20	--	100
MJC 203	PUBLIC RELATIONS AND ADVERTISING (Green)	40	20	40	100
MJC 204	RADIO JOURNALISM (Yellow)	40	20	40	100

MAJMC IIIrdSemester

Paper code	Name of the Paper	Theory	Internal	Practical	Total
MJC 301	ADVANCED AND SPECIALIZED REPORTING (Yellow)	40	20	40	100
MJC 302	ADVANCED EDITING, DESIGNING & PRINTING (Yellow)	40	20	40	100
MJC 303	TV JOURNALISM (Yellow)	40	20	40	100
MJC 304	COMPUTER IN MASS MEDIA (Yellow)	40	20	40	100

MAJMC IVthSemester

Paper code	Name of the Paper	Theory	Internal	Practical	Total
MJC 401	INTERNET & WEB JOURNALISM (Yellow)	40	20	40	100
MJC 402	PHOTO JOURNALISM, FILM AND ANIMATION (Yellow)	40	20	40	100
MJC 403	MEDIA DISSERTATION (Grey)	80	20	--	100
MJC 404	SPECIALISATION IN MEDIA PRODUCTION MATERIALS (Green)	80	20	--	100

INSTITUTE OF JOURNALISM AND MASS COMMUNICATION

C.S.J.M.UNIVERSITY, KANPUR

SYLLABUS OF
MA(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

MAJMC 1st Year (1st Sem.)

Paper- I (One)

BASIC PRINCIPLES OF COMMUNICATION & MASS COMMUNICATION	MJC 101
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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.

MAJMC 1st Year (1st Sem.)

Paper- II (Second)

HISTORY OF MASS MEDIA

MJC 102

THEORY MM-80

- Origin, history and growth of human communication and language.
- Media and Modernity: Print Revolution , Telegraph, Morse Code
- Yellow Journalism, Evolution of Press in United States, Great Britain and France. An overview of the history of World Press
- Origin and growth of Indian press - Focus of Indian press before independence - Role of journalism and its role in freedom movement. - Freedom fighters as communicators (Tilak, Gandhi, Ganesh Shanker, Makhn Lal etc.)
- Media in the Post Independence Era : Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press
- Changing Readership, Print Cultures, Language Press
- Emergence of radio Technology, The coming of Gramophone Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India-Case studies, Patterns of State Control; the Demand for Autonomy.
- The coming of Television and the State's Development Agenda Commercialization of Programming (1980s) Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of Prasar Bharati.
- The early years of Photography, Lithography and Cinema From Silent Era to the talkies, Cinema in later decades
- Internet: A historical introduction.
- Present scenario of different mass media in India. Various Media organizations, institutions and their functions in print and electronic media, eminent personalities.
- Brief Introduction of News Agencies.

MAJMC 1st Year (1st Sem.)

Paper- III (Third)

NEWS REPORTING AND EDITING

MJC 103

THEORY MM-40

- 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 guide by teachers.

MAJMC 1st Year (1st Sem.)

Paper- IV (Fourth)

MEDIA LAWS

MJC 104

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, prasarbharti 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.

MAJMC 1st Year (2nd Sem.)

Paper- 1

MEDIA RESEARCH

MJC 201

Theory MM-40

- Concept of research: role, need and importance of media research. Function of research.
- Elements and areas of research.
- Research approaches - qualitative and quantitative approach.
- Types of research. Difference between Media research & Social research, Difference between Media research & Market research.
- Area of study of Media research. Fundamental research, Applied Research, Action Research.
- Objective of media research. Problem of objectivity in media research. Relation between media research and journalism. Essential qualities of a Media Researcher. Media research problem.
- Scientific Method. Fact, Theory and Concepts.
- Hypothesis.
- Research design.
- Method of media research : statistical, census sampling survey
- Types of research data - primary and secondary. (Demographic, socio economic, socio psychological data's)
- Research Methodology : qualitative research, quantitative research, content analysis ,Case Studies,.
- Techniques and tools of Research – Observation. Interviews, Questionnaire, Schedule. Web surveys, panel discussions, Sampling for research and types of sampling, Scaling Techniques.
- Classification and Tabulation of Data. Analysis and Interpretation of data
- Diagrammatic Presentation of Data .Graphic Presentation of Data.
- Preliminary idea about statistical methods in research: Mean, medium, mode, standard deviation, other kinds of tests.
- Research in different media.Methods of obtain feedback in media
- Research agencies like MARG, MODE, Indian Institute of Public Opinion.
- Use of computer in research.
- New trends and technology of research.
- Media habit, trend and impact study, research for news reporting and other programmes. New trends in media research.
- Research Report writing.

Practical/ Assignments/Project Work

MM-40

1. Preparing a list of subject for research at least 10 topics.
2. Preparation of research design.
3. Preparation of questionnaire for survey.
4. Preparation of source list of information. Data Collection.
5. Review of literature related to project at least 5000 words.
6. Short duration observation,
7. Preparation of research based 10 news.
8. Taking interviews for habit, trend and impact study.
9. Report writing related to project 50 to 80 pages.

Theory MM -80

- The meaning of development. 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.
- Modernization and Social Change. Meaning of Modernisation-Social Welfare Function of Modern Societies –The Impact of the British on the Social Change, Militant Nationalism and Cultural Revivalism.
- Rural Development in India: Community Development Programme. Integrated Rural Development Programme. CAPART- National Rural Employment Programme. National Rural Employment Programme. Panchayati Raj Land Reforms. Training for rural Development Programme- Agricultural Marketing
- Women and Child development: Department of Women and Child Development .Integrated Child development Services. Early Childhood Education, Nutrition Programmes, National Awards, National Children Fund, United Nations Children's Fund. Welfare of women, Education of women, Employment and Training Programme for women's. Women's development corporations. Dowry Prohibition Act. Indecent Representation of Woman (Prohibition) Act, 1986. The Commission of Sati (prevention) ACT, 1987.
- 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.

MAJMC 1st Year (2nd Sem.)

Paper- 3

PUBLIC RELATIONS AND ADVERTISING

MJC 203

Theory MM -40

Public Relations:

- **PR** –Concepts, Definitions and Theory, The Evolution of PR- The Pioneers and their Works, Theoretical Underpinnings in PR, Understanding Various Concepts: PR, Press-Agentry, Publicity, Propaganda and Advertising. Defining Publics/Stakeholders, Importance of PR
- **The PR Process:** Defining the Problem, Why it is Problem, the Strategy, PR Budget, Media Selection, Feedback and Evaluation; Case Studies "
- **Tools of PR:** Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics), Various printed PR material and Publicity material, Exhibitions and displays, Spoken word, Printed word ,Audio and visual, Staged events
- The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion
- **Types of PR:** Political PR, PR vs Spin, Sports PR, PR's Evolving Role in Business, Government, NGOs and Industry Associations
- **Persuasion and Public Relations:** The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change.
- **PR and Writing:** Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.
- Crisis Communication, Media Tracking, PR Angle & Response, Research in PR, Laws and Ethics in PR, Introduction to PR Awards, PR Measurements, Campaign Planning in PR
- Understanding Media, Needs, Media (Press Kits, Developing Media Linkages, Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts)
- Duties and responsibilities of PRO.. Corporate PR. PR in government departments.
- Digital Public Relation

Advertising:

- **Marketing** : Concepts, Principles and Definitions, Nature and Scope of Marketing, Importance of Marketing, Market, Market/consumer Segmentation, Market research Marketing Strategy: The Process and Implementation, The marketing mix ,AIDA Model, DAGMAR.
- **Consumer Behavior** :Concept, Definitions, Models and Applications Human Psychology and Behaviour, Concepts and Theories on Human Motivations, Need Drivers and Need Satisfaction, Need Manifestations and Wants.
- **Brand:** The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), the Importance of Brand Planning Understanding the Branding Process, Brand Positioning, Brand Benefits, Consumer Benefits " Brand Matrix and Media Matrix.
- **Introduction to Advertising:-**Concept, Nature, Definitions, Evolution, Role, Objectives, Functions, and Significance, Basic Theories and Applications " Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages, Advertising Theories, Brand, Brand property, Rosser Greeves USP/ Ogily's
- **Advertising Agency:** the Role of Advertising Agency, Types of Advertising Agencies, Evolution of Ad Agencies- Various Stages and Current Status, Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Budget and Audit Process : " Allocation of Budget and Methods " Agency Revenue Processes " Audits and its Processes
- **Advertising and Society:** Ethical Issues in Advertising ,Social Criticism of Advertising ,Laws in Advertising ,Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct.
- **Media Planning:** An Overview of Indian Media Scenario , Media Planning and its Application, Media Characteristics, Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan,Media Buying
- **Creativity And Campaign Planning:** Introduction to Creativity, Ad making concept, Copy writing, Campaign Planning, Campaign Production

Practical: A separate sheet will be given with this syllabus.

MM-40

Theory MM-40

- Introduction to radio. Characteristic and importance. Understanding radio industry and programming. How a radio station works. National Programmes of All India Radio; BBC and other International Radio Stations. Introduction of FM broadcasting and Recent Developments in FM Broadcast. Internet radio and Community radio, Educational Radio.
- **Basic concepts of Audio production** : Basics of Sound, Microphones : Designs, Categories and Applications. Digital Studio Mixer. Portable Audio Mixers. Recording formats. Understanding sound recording / Perspective of sound, Sound transfer, Editing and post-production. Editing software's. OB recording equipment, Audio Workstations – Audition, Sound Forge, Nuendo, Avid Pro tools and others. Studio recording : Off air / On air studios and their working. Online Sound editing : Online Sound editing software, Newsroom software- Dalet, phone-in & radio bridge, FM broadcast softwares – RCS,
- **Language, Voice & Delivery**: Presentation, pitch, inflection and modulation, Exercises on voice improvement and modulation, The art of presentation: vocal range, authority, warmth, musicality, deep breathing, cliches, pronunciation. Voice over's Introduction & understanding Dubbing/ VO/ Narration.
- **Writing and Producing various programmes of radio**:-Basic principles for radio writing. Difference between written and spoken language. Narrative Theory – telling stories. Soundscape work.
- **Introduction and Production of radio programmes**: Radio Talk, Radio discussion, Radio Interview; Radio News Reels; Radio Feature, Radio documentary, Radio play, Radio music programmes, Radio magazine, Radio Phone-in, Radio-bridge, Radio-report. Vox Pop,
- **Radio News**: -Types of news bulletins : 15-minute bulletin, 5 minute, news-on-phone, headlines, Radio News Magazine, New Format, News Writing for Radio : Compiling Radio news bulletins:-Production of different formats of news - 2-minute headline bulletin to one hour news show, Handling of news run down, last minute changes and on air changes in the news. Headline writing, Role and Importance of Headlines, Different types of Headlines, Checking Language, Spelling and Grammar, Following Style Book
- **Radio newsroom organization & structure** : Newsroom organization and structure and functions, Different editorial positions in newsroom and their roles and responsibilities, Editorial Vision: Generating Ideas, Ensuring Creativity and Innovation, Managing and Allocating Editorial Resources, Team work, Editorial Co-ordination: Managing Different Desks

Practical: A separate sheet will be given with this syllabus.

MM-40

MASTER OF JOURNALISM AND MASS COMMUNICATION

2nd Year (3rd 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.

Paper- II (Second)

ADVANCED EDITING, DESIGNING & PRINTING

MJC 302

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, composing 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.

Paper- III (Third)

TV JOURNALISM

MJC 303

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. Different Types of Television Cameras: ENG camera, EFP camera, Studio cameras

- Basic shots and their composition, Concept of looking space, head room and walking space. 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.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 devicesBalancing 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 camerasTypes of microphones used on video camera Types of audio & video connectorsIntroduction 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 etcTV 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.

Paper- IV (Fourth)

COMPUTER IN MASS MEDIA

MJC 304

- **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.

Paper- 1

INTERNET & WEB JOURNALISM

MJC 401

Theory: MM-40

- Internet-Introduction, History, evolution and development, Services of internet: newsgroups, bulletin etc, Fundamentals of internet: Url WWW, Web page, website. Working of internet: networking and its classification. Networking topologies, types of servers, server software, Internet protocols (TCP/IP, FTP, HTTP), Domain Name, Gateway, Download & Upload.
- **The Fundamentals and Principle of Web Design.** Planning a website using a structured document. Site Navigation types. HTML/DHTML & HTML Editor tools: Dream weaver. Content management System: Drupal & Joomla. Illustrations & Web Imaging Design and use of Multimedia & animation. Creating web illustrations like buttons, banners & Bars. Typography for Web. Photoshop and Flash.
- **New Media:-** Introduction of New Media , Cyber culture , New Media Tools: e-mail, chatting, Blogs, Video blogs, Mashups, Mobile, Photo Sharing Sites, Podcasts , QR Codes, RSS Feeds, Social Bookmarking, Social Network Sites, Texting, Twitter, Video Games, Video Sharing Sites Webcasts/ Webinars, Widgets, Wikis Web News portal, Chat rooms board services SMS,MMS,GPRS,2G & 3G Services.
- **Web & Online Journalism:** Concept, Basic Principles.Information, news and entertainment web Content Planning & Writing. News and feature writing for Web News portal. Writing & making E-Paper. Content Developing for Social Networking Sites. Presentation of web content, Blog Writing. Content writing for different website. Writing online PR. Writing for web advertising.
- **Internet marketing (Online advertising):-**
 1. **Search engine optimization:** Introduction – What Is SEO:
Search Engines, **Social media marketing:** Social media outlets/platforms: - Social networking websites and blogs, Cell phones, tactics, Email marketing, Referral marketing, Content marketing, Search engine marketing:-Pay per click, Cost per impression, Search analytics, Web analytics, Display advertising:- Contextual advertising, Behavioral targeting, Affiliate marketing:- Cost per action, Revenue sharing, Mobile advertising
- **E-commerce:-** Introduction: Electronic commerce, different type of ecommerce, some e-commerce scenario, Advantages of e-commerce, Basic technologies of Ecommerce: Client side Programming, Server Side, Programming, Database connectivity, session tracking techniques., Advance technologies of E-commerce: Mobile Agent, WAP, XML, Data Mining, RichInternet Application, Web 2.0, REST Web Services, Web Mashup, Working of SearchEngines, Internet Security, Internet Payment System: Characteristics of payment system, SET Protocol for credit card payment, E-cash, E-check, Micropayment system, E-commerce strategies: Strategies for marketing, Sales and Promotions, Strategies forPurchasing and support activities, Strategies for Web Auctions, Virtual Communities and web portals
- **E-Business** -Introduction: E-Business vs E-commerce,, Characteristics of e-Business, e-Business role and their challenges, e-business Requirements, impacts of e-business, E-business strategies: Strategic positioning, Levels of e-business strategies, Strategicplanning process, Strategic alignment, the consequences of e-Business, Success factorsfor implementation of e-business strategies. Business models, Business process and collaborations
- **Practical:MM-40**
- Designing web page and E-paper for various purposes:-News Portal and Company website through using software HTML, Photoshop, Dreamweaver. Content Writing for websites and homepages. Blog writing. Writing and producing web advertisement. Subscribing to Internet, searching and downloading of information. Sending, receiving and forwarding e-mail., or as directed by teachers.

- **Theory: MM-40**

- Origin of photography, Early experiments and later developments Type of photography. Digital photography. **Photo Journalism:** Need and importance, subject of photo picture sources, picture selection enlarging, reducing, Insetting, clubbing, picture editing, photo developing.

- **Photographic Optics and Equipments**

(a) Reflection and refraction of light, dispersion of light through a glass prism, lenses, different kinds of image formation, principal focus and focal length, size of the image, speed and power of the lens, depth of field, angle of view and perspective. (b) Defects of images formed by lens: Chromatic and spherical aberration, curvature of field, distortion and astigmatism, methods of reducing the above defects. (c) Aperture of diaphragm, its function, f notation, different kinds of aperture and their construction, dependence of depth of field and focus on distance and f number. (d) Types of camera lenses: Single (meniscus), achromatic, symmetrical and unsymmetrical lenses, telephoto, zoom, macro, supplementary and fish-eye lenses. (e) Photographic camera types: Pin-hole, box, folding, large and medium format cameras, single lens reflex (SLR) and twin lens reflex (TLR), miniature, subminiature and instant camera, choice of camera and sizes, rising, falling, cross movements and swing back devices. (f) Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters, various types and their functions, focal plane shutter and in-between the lens shutter, shutter synchronization, self-timer. (g) View-finders and focusing systems: Direct vision and ground glass view finders, frame view finder, plane mirror and pentaprism view-finder, Fresnel prism focusing, split image focusing, range finders and range finder focusing, mechanism focusing distance scale. (h) Film chamber: Film transport mechanism, manual and auto winding, film speed setting device. (i) Exposure counter, self-timer, tripod stand, panning tilt head, lens hood, cable release, extension tubes and bellows, tele converter and changing bag. (j) Enlarger: Different types, construction, working. (k) Exposure: Correct exposure and its determination, exposure meters- Types and function, exposure tables. (l) Colour Filters: Different kinds, Red, yellow, green, neutral density, half filters, filter factor, colour correction filter.

(m) Photographic Light Sources: (n) Natural source, the Sun, nature and intensity of the sunlight at different times of the day, different weather conditions. (o) Artificial light sources: nature, intensity of different types of light sources used in photography namely; (i) Photo flood lamp, (ii) Spot light, (iii) Halogen lamp, Barn doors and snoot, lighting stands. (p) Flash unit: Bulb flash and Electronic flash, main components, electronic flash units, studio flash, slave unit, multiple flash, computer flash, x-contact, exposure table. (q) Perspective and composition, rules of composition.

- **Photo Editing : Adobe Photoshop:** learn the tools and what they do, basic workflow, creating effective storing batch renaming, how to save your photos, digital asset management, File types, File sizes, Color types, **Layers**, layer styles, opacity, adjustment layers, **Basic Retouching:** Color manipulations, Levels Curves, Seeing Color accurately, Patch tool, Cropping, Reading your palettes, Dust and scratches

Advanced Retouching: smoothing skin, smoothing wrinkles, special color effects: black and white, sepia, grainy, printing basics, emailing basics, making cards, making collages, cataloging your images, editing your photo shoot, naming your shoot, automating your shoot batch processing, intro to actions

- **Film:** An introduction & understanding of Film culture and technique. Film based programmes. Film Review.

- **Animation:** Introduction of animation. History and origin of animation. Principles Basics of animation, Principle and use of animation in multimedia. Early examples. Animation techniques. **Adobe Flash:** Introducing Flash, The Authoring Environment, Drawing tools, Symbols and the Library, Buttons, Button Action Script, Instance Names, Controlling Nested Objects, Animation: The Timeline, Frames and Key frames, Tweens and Guides, Nested Timelines, On to the Web, Optimizing Your Work Publishing Flash Content to the Web, Where to Go From Here, Advanced Animation: Complex Timeline Control, Mask Layers, Color Settings, Filters, and Blend Modes, Adding Sound, Importing Graphic Files, Timeline Action Script. **Introduction of 3DS Max and Maya:** Modeling, Texturing, Lighting, Rigging and Animation

- **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. Animated Advertisements for TV/Website and all assignments given by teacher.

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 in 100 pages each with soft copy in Rewriteable CD/DVD . The report should contain following format.

- Introduction (1000-2000 words)
- Review of Literature (5000 words)
- Problem definition (500 words)
- Hypothesis (500 words)
- Objective (10-30)
- Methodology (Define research Design-area, sampling size, types of data collection in 500 words)
- Preparation of questionnaire/schedule related to dissertation topic.(20-50 questions),(Size of sampling 50-100)
- Tools for the collection of research data (in 100 words)
- Data Proceeding related to Dissertation topic.
 1. Data classification, codification and tabulation according to questionnaire/schedule.
 2. Data analysis & interpretation according to questionnaire/schedule.
 3. Data presentation through graphics (table, Pie-Chart, Line-Chart, Column-Chart, Pyramid, Cone, Bar, Doughnut, and Cylinder-chart etc.)
- Findings and results (According to objectives of dissertation topic)
- Brief conclusion and suggestion (According to findings and results)
- Appendix
 1. References (Books, Research Journals, Journals, Periodicals, Newspapers, Magazines, Web journals, E-books, E-News papers etc.
 2. Picture/clipart/Image related to dissertation topic.
 3. Publications.
 4. Newspaper Cutting
 5. Bibliography
 6. Any other attachment related to dissertation.

Note:

1. Progress report should be submitted to consulting faculty on Friday in every week. The report will have to be submitted within stipulated time fixed by the Institute.
2. Dissertation prepared according UGC Standard and Guidelines.

MAJMC 2nd Year (4th Sem.)

Paper- 4

SPECIALISATION IN MEDIA PRODUCTION MATERIALS **MJC 404**

MM-80

Practical Project work

- Reporting and editing
- PR and advertising
- TV Journalism
- 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.