



छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर

CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

(पूर्ववर्ती कानपुर विश्वविद्यालय कानपुर)

Formerly Kanpur University, Kanpur – 208024

A Documentary Support

For

Metric No. – 1.1.1

Programme Outcomes & Course Outcomes

Under the

Criteria - I

(Curriculum Design and Development)

Key Indicator - 1.1

In

Metric No. – 1.1.1

Post Graduate Diploma (Journalism and Mass Communication)


Co-ordinator
Internal Quality Assurance Cell
CSJM University, Kanpur


(Registrar)
C.S.J.M. University
Kanpur
REGISTRAR
C.S.J.M. UNIVERSITY
KANPUR

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
C.S.J.M. UNIVERSITY, KANPUR**

PG Diploma in Journalism and Mass Communication

Programme Outcome

1. In the ever evolving dynamics of communication and society continue to acquire relevant knowledge and skills appropriate to professional activities.
2. Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.
3. To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.

Program Specific Outcome

1. Understanding the fundamental relations between society, culture and communication.
2. Provide advanced knowledge on communication theories and models.
3. Introduce students to the practical area of exploring the potential of communication tools to become an able communicator.

PGDJMC 1st Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
PGDJMC 101	Basic Principles of Communication & Mass Communication	Core	4	75	25	100
PGDJMC 102	News Reporting and Editing	Core	4	75	25	100
PGDJMC 103	Media Law	Core	4	75	25	100
PGDJMC 104	Introduction to Computer	Core	4	75	25	100
PGDJMC 105	Understanding Society	Core	4	75	25	100
PGDJMC 106	Practical/Viva					100
		Total	20			600

PGDJMC 2nd Semester

Paper Code	Name of the paper	Type	Credit	External	Internal	Total
PGDJMC 201	Public Relation & Advertising	Core	4	75	25	100
PGDJMC 202	Graphic Designing, Page Making and Printing	Core	4	75	25	100
PGDJMC 203	Media and Gender Equality	Core	4	75	25	100
PGDJMC 204	Introduction to Electronic Media	Core	4	75	25	100
PGDJMC 205	Media Production Project		4	100	-----	100
PGDJMC 206	Project		8	100	-----	100
		Total	28			600

Course Outcome

- 1. Recognize and apply foundational historical context from the field of communication. Interpret and evaluate contemporary global culture.**
- 2. Apply theoretical concepts and ethical principles of equity and social justice from within the field of communication and media studies to issues of power, privilege, and oppression.**
- 3. Produce work that contributes knowledge and expresses creativity with content and effective communication skills in media across written, oral, visual, and interactive forms.**
- 4. Evaluate and apply diversity, objectivity and balance to any form of mass Communication. Developing critical thinking to mass communication.**

THEORY

MM 75

- Introduction and Definition of Communication, History of Communication and Language. Elements and Process Functions of Communication .Dimensions of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication .Verbal and Non-verbal Communication and Role of Kinesics. Mass Communication:, Main characteristic, functions, role and importance.
- Models of Communication: Classical, Intermediary, Interactive, Transactional Models Aristotle's, Berlo's Model, Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerber's Model, Schramm's Interactive Model
- Theories of Mass Communication: Hypodermic Needle, Two-Step/Multi-Step Flow Theory. Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Uses and Gratification Theory, Spiral of Silence. Social Learning Theories and Social Change, Developmental & Democratic participation theory. Hegemony, Critical Theory, Political Economy, Multiculturalism, Functionalism and Structuralism Frankfurt School, Medium is Message Print Capitalism , Agenda Setting and Manufacturing Consent Normative Theories of Media,
- New media Theories: Networked Societies and Digital Convergence: Manuel Castells, Christian Fuchs, Evgeny Morozov
- Language and Communication Importance of Language in Mass Communication and Society Signs and Symbols Use of Language in different Mass media Difference between TV, Radio, Print and Web/Digital language
- Role of Media in Society, Women and Media, Public opinion and democracy: James Bryce and Walter Lippmann

Suggested Readings:

- Kumar,Keval J. 2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd edt.)
McQuail,Denis 2008: Mass Communication Theory, New Delhi, Vistar Pub., (5th edt.)

PGDJMC FIRST SEM.

Paper- 2 (Two)

NEWS REPORTING AND EDITING

PJC 102

Course Outcome

1. Students will learn writing and understand the difference between News and views.
2. Students will learn editing the text, importance of rewriting which will increase their patience level.

Theory

MM -75

- Introduction and History of Newspapers.
- News: Definition, concept, elements, Changing Concepts of News: Factors & Issues, types of news,
- Styles of News writing: Inverted Pyramid style, feature style, sand clock style, Nut Graph, Structure of News: Five W's and one H, Selection of Information, Writing Intro/Lead, Body, Different types of Intro/Lead, Organizing the News Story: Angle, Attribution, Quote, Background & Context, Fact checking: Ensuring Accuracy, Objectivity, Fairness and Balance Headlines Writing and Types of headline
- News Feature and Non-news Features: Characteristics, Types, Writing Style and Packaging
- Opinion Writing: Editorial, Article, Commentary, In-depth Analysis and Research based Reports, Narrative Writing and other forms of Journalistic Writing, Interpretative News & Descriptive News, Investigative News stories, Press release writing and converting in news.
- Types of Reporting ,Role and Importance of Sources ,Cultivating, Verifying and Dealing with Sources of News Qualities of a good Reporter, Dealing with Risks in Reporting, Ethical aspects of Sourcing news & Reporting, Covering press conference, interviews.
- Newsroom structures of Newspapers, magazines and news agencies Different editorial positions in newsroom and their roles and responsibilities. Editorial Vision: Generating Ideas, Ensuring Creativity, objectivity & Innovation, Managing and allocating Editorial Resources, Team work. Managing Different Desks, dealing with different pressures. Management of News flow.

Copy Editing: Checking facts, language, style, clarity & simplicity, relevant graphics for copy, Photo Captions, Editing symbols, Newsroom terminology

Suggested Readings:

Tripathi,RC 2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan

Harimohan 2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2nd edt.)

PGDJMC FIRST SEM.

Paper- 3 (Three)

Media Law

PJC 103

Course Outcome

1. Discuss the Right of Freedom of Speech and reasonable restrictions applicable.
2. Demonstrate an understanding of the nature of ethics and morality in journalism.
3. Determine the ethical issues of media with case studies.
4. Determine the provision provided to the journalist

Theory

MM -75

- Indian Constitution: Main features of the Indian Constitution. Fundamental Rights and Duties. Freedom of Speech and Expression: Main features, Article 19. Defining the freedom of the Press, Supreme Court Judgments related to Article 19, Right to know, Right to Information Act 2005 and other Important Articles.
- Media Laws: History Need and importance. Official Secrets Act , Defamation , Judiciary and Contempt of Court, Legislature and its Privileges , Censorship and its different forms , Right to Privacy , Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc. ,Indecent Representation of Women (Prohibition) Act 1986, Important sections IPC and Cr. PC
- Copyright Act, Books and Newspapers Registration Act ,Working Journalists Act , Wage Boards
- Chanda and Verghese committees. Cable TV Network Regulation Act , Cinematography Act ,Prasar Bharti Act , Digitization and Conditional Access System (CAS),Indian broadcasting Foundation, Broadcasting Content Complaints Council
- The need and importance of cyber laws: Regulation of Social Media, Regulatory authorities and framework. Information Technology Act
- Ethics of Journalism, Major Debates & Court Cases, Media Regulation: Press Commission, Press Council Act and Role of PCI, Media Organizations

Suggested Readings:

Trikha,NK:2012, Press Vidhi, Varanasi, Vishvidyala Prakashan

Neelamdar,M:2009, Media Laws and Ethics, New Delhi, Prentice Hall, India Learning Pvt. Ltd.

R.S. Myneni:2020, Media Law, New Delhi, Asia Law House

Bansi, Munna:2014, Mass Media and Related Laws in India, Kolkata, Booksway

PGDJMC FIRST SEM.

Paper- IV (Fourth)

INTRODUCTION TO COMPUTER

PJC 104

Course Outcome

1. Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology.
2. Concept of gathering data from primary and secondary sources. Use of Data to report objectively.
3. Describe the usage of computers and why computers are essential components in business and society.
4. Understanding the concept of page makeup and display

Theory

MM -75

- Basics of Technical Communication- Functions of Communication-Internal & External Functions, Models-Shannon & Weaver's model of communication, Flow, Networks and Importance, Barriers to Communication, Essential of effective communication (7 C's and Other principles), Non-verbal Communication.
- Computer Fundamentals: Introduction to Computer, History of development of computers. Block structure of a computer, characteristics of computers, problem, solving with computers, generations of computers, and classification of computers on the basis of capacity, purpose, and generation. Number System: binary, decimal, hexadecimal, and octal systems, conversion from one system to the other, representation of characters, integers and fractions. Binary Arithmetic: Addition, subtraction and multiplication.
- Output units: keyboard, mouse, monitor (CRT and LCD): light pen, joystick, mouse, touch screen, OCR, OMR, MICR memory types: magnetic core, ram, rom, secondary, cache, bubble memory, floppy disk, hard disk, compact disk, tapes. Memory input and printers: impact, nonimpact, working mechanism of drum printer, dot matrix printer, inkjet printer and laser printer.
- Operating system: Batch, multi-programming, time sharing, network operating system, on-line and real time operating system, Distributed operating system, multi-processor, Multi-tasking.
- Personal Productivity Software: Word processing: Editing features, formatting features, saving, printing, table handling, page settings, spell-checking, macros, mail-merge, and equation editors. Spreadsheet : Workbook, worksheets, data types, operators, cell formats, freeze panes, editing features, formatting features, creating formulas, using formulas, cell references. Presentation Graphics Software: Templates, views, formatting slide, slides with graphs, animation, using special features, presenting slide shows.

Suggested Readings:

- Kumar, Suresh 2004: Internet Patrkarita, New Delhi, Taxsila Prakashan (1st ed) Ozha, DD/Satya Prakash 2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication
- Sinha, P.K. 2009: Computer Fundamentals, New Delhi, BPB Publications

PGDJMC FIRST SEM.

Paper- V (Five)

Understanding Society

PJC 105

Course Outcome

1. Student will come to know about the Indian thinkers who influence our society.
2. Student will come to know about the western thinkers who influence our society.
3. Student will understand the concept and importance of family system.
4. They will understand the continuous changes updating in the society.

Theory

MM -75

- Basic concepts of Society, Human society, community, Institution, Association, Group, Social structure, Animal Society.
- Institutions: Family and kinship, religion, education, State.
- The individual and Society: Culture, Socialization, Relation between individual and society.
- Introduction to applied sociology-Sociology and social problems, Ecology and Environment: Cleanliness Pollution, Global warming. Industrialization and Urbanization.
- The structure and composition of Indian Society: Villages, Towns, Cities, rural, urban linkages, tribes, weaker section, of society and their issues.
- Cultural and ethnic diversity, diversities in respect of language, caste, regional and religious beliefs and practices and cultural pattern.
- Basic Institutions of Indian society: Caste, marriage, religion, class, joint family and democracy.
- Changes and transformation in Indian society, factors affecting National integration
- Poverty, inequality of caste and gender, Problems of Religious, Dowry, domestic violence, divorce, intra and inter- Generational conflict, problems of elderly. Crime, White Collar crime and criminals, Corruption in public sphere.
- Social Change factors: Biological Factors. Demographic Factors, Informational - Technological Factors, Economic Factors Cultural Factors, Theories of Social Change: Demographic and Biological Theories: Evolutionary, Diffusions and Marxist theory, Technological Deterministic Theory.
- Social process: Industrialization, Urbanization, Modernization

Conversation with the society: Jack of all and master of few. Journalists' profession to educate masses, New challenges every day, growing complexity and need for specialization, interdisciplinary approach in education. Journalists as a teacher of Masses

Suggested Readings:

Michael J. Manfredo, Jerry J. Vaske, Andreas Reckhemmer · 2014 **Understanding Society and Natural Resources:**

Carlo J. Morelli, Paul T. Seaman · 2022 Understanding Society

Second Semester

Paper- I (One)

PUBLIC RELATIONS AND ADVERTISING

PJC 201

Course Outcome

1. **Discuss PR as a discipline of management in private and government organisations.**
2. **Understand using of PR tools and produce press releases and other PR literature.**
3. **Formulate public relations strategies. Plan public relations campaigns and explain the ethical aspects of PR.**
4. **Recognize the Laws and Ethics especially meant for advertising.**

Theory

MM - 75

Public Relations:

- Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Purpose, Objectives and Functions and importance of PR The PR process, Marketing communications and Public Relations
- Propaganda, Public Opinion & Publicity, Public Relations in the Private and Public Sector History & evolution of the public and private sector in India, Government public Relations, Political PR, PR vs Spin
- Types of PR. PR ethics. Press Agent. Duties and responsibilities of PRO, Media Relations and Media Writing
- Public Relations Campaigns, Media Effects, the agency. Industrial Relations,
- Organization of Public Relations Department: Budgeting, Staffing, and Training.
- Crisis, Types of Crisis Role of Public Relations in Crisis situations
- Research in Public Relations, Public Relation and Research Action Communication Evaluation (R.A.C.E.) approach. Fact finding (Research)
- Different tools of PR , Exhibitions and displays, Spoken word, Printed word, Audio and visual, Staged events House journals. Publicity materials
- New Media. Online Public relations and technologies in Public Relations

Advertising:

- Introduction to Advertising: Concept, Nature, Definitions, History Role, Objectives, Functions, and Significance, Advertising as a tool of communication ,Role of advertising in Marketing, PR, Types of Advertising and Classification of Advertising
- Advertising Theories and Models- AIDA Model, DAGMAR Model, Maslow's Hierarchy Model,
- Factors determining advertising opportunity of a product/service/idea
- Consumer Behavior and Advertising: cognitive psychology, social and cultural influence on consumer
- Evolution of Ad Agencies- Various Stages and Current Status, Ad Agency: Functions, Types, Structure, Departments. Brand, Brand property, Rosser Greeves USP & brand image
- Advertising Budget, Setting and Allocating the Budget, Various Methods of Budgeting
- Copy Writing& Creativity Theories: Advertising Theories., pre-writing considerations & Types of Appeals and Advertising Messages, Communication theories applied to

advertising, headlines, body copy, slogan copy for audio medium, copy for TV, layout – creation & techniques for obtaining readership.

- Media selection & Media Planning: broad features of print, audio, audio – visual, outdoor and other media; steps involved in the media planning process. Media vehicles for advertising
- Advertising Campaign Planning: different stages of the development of an advertising campaign.
- Evaluation of Advertising Effectiveness: pre-testing and post testing techniques.
- The Social and Economic Aspects of Advertising, Role of Advertising in Society. Role of Advertising Standard Council of India (ASCI). Ethical & Regulatory Aspects of Advertising
- New trends and technologies in advertising, Nature and scope of web Advertising

Suggested Readings:

Kundra Shipra 2005:Introduction to Advertising and Public Relations, New Delhi, Anmol Publication Pvt. Ltd

Jethwaney Jaishri & Jain Shruti 2006:Advertising Management, New Delhi, Oxford University Press

Mohan Savita 2012:Trends in Advertising Management, New Delhi, Enkay Pub. Hansa

Paper- II (Two)

Graphic Designing, Page Making and Printing

PJC-202

Course Outcome

1. Concept of news and new process.
2. Understanding the structures of news writing style, language of newspaper, sourcing, attributions, interviews and quotations.
3. Understanding the concept of page makeup and display.
4. Practical training of designing newspaper pages .
5. Knowledge about different page makeup and photo editing software.

Theory

MM -75

- Introduction to design and Graphic design, function of Design, Role of Design in Society and changing social scenario. Role and responsibility of Designers.
- Development of aesthetic sensibility towards design: Elements of Design: (Line, Shape, Forms, Space, Colors etc.). Principles of Design and composition: Unity-Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition and Proportion.
- Typography: Typography, typesetting, readability, classes of type, display type, type groups, roman, serifs, gothic, block, square serif type, cursive or script type, resolution, compositing technology choosing type- face. Ascending/Descending, leading, kerning, appropriateness, harmony, appearance, emphasis, copy casting and type specification, character-count method, word –count method, measuring type, size, width, points, picas, typesetting, typesetting methods, Typography for print, advertising, web and video.
- Image and Graphics: - Introduction to digital Image, type and properties of graphics, Color's theory: models and modes,
- Fundamental of digital image and file formats.
- Vector Graphics: Introduction to vector and raster graphic and vector graphic software Corel Draw & Adobe Illustrator tools, technique and effects. Logo Design: Techniques, Process and principle. Typography Design: Ampersand, Full Typeface, Movie Title, Typeface Info graphic, Invitation. Illustration. Pattern Design, Landscape and Portrait – realistic. Infographic: Techniques, Process and principle. Commercial graphic design: Advertisement production, Designing of PR and publicity material: brochure, folder, leaflet, Letterhead, Business card, Invitation card, Poster etc.
- Page Making: Current trends of Page Design: Page One and others page design, Newspaper Page Elements, Types of headline, Choosing right headline, layout Design: Type of Layout, Principle of layout, Pictures and picture box, captions. Designing for magazines and newspaper supplements. Page making Software: Quark Express and Adobe InDesign.
- Various Printing Techniques

Suggested Readings:

- User Guide of Various Software
- Collins Wayne , Graphic Design and Print Production

Course Outcome

1. Analyze the diversity of gendered experiences and apply feminist approaches to understanding social structures and cultural pressures related to gender inequality.
2. Recognize, critically analyze, and choose paths of action for social change.
3. Demonstrate a working knowledge of feminism and the field of Women and Gender Studies.

Theory

MM -75

- Fundamental concepts of gender equality, Various Women issues: Social Empowerment, Economic Empowerment, Political Empowerment, Social Issues Regarding Women.
- History of women's movement in India: pre and post-independence movements, genesis of women's movement in India, social reformers and thinkers in India, women's movement in Uttar Pradesh, Women's Movement In Abroad.
- Issues And Problems Of Women In India: Gender Division Of Labour, Reproductive Health, Women In Situations Of Conflict, Issues Related To Third Gender, Engendering Social – Economic – Cultural - and Political Contexts.
- Theories and Cotemporary Thoughts Of Women: Feminism :Meaning And Definition, Streams Of Feminism, Indian Feminism, feminist thinkers and activists in contemporary India
- Life Skills Development, Entrepreneurial Skills and Concepts for Women, Women and Management Concepts, Women and Human Resource Development.
- Women's education in India, Women's Rights in India, Political Participation of Women. Science and Information Technology of Women.
- Gender And Environment, Women And Health, Gender, Development And Globalization, Women's Psychology,

Representation of Women In Culture And Media. Trends in News reporting of Women issues.

Suggested Readings:

Kaitlynn Mendes · 2016 Gender and the Media:

Course Outcome

1. They will understand writing for Electronic Media.
2. They will learn video editing.

Theory

MM -75

- **Radio:** Introduction and History of Radio, Characteristics of Radio: Radio Broadcasting: Main Characteristics • Different Types of Radio: AM (Medium & short wave), FM, Community Radio, DRM and Internet radio broadcasting, Web Radio
- Contemporary Broadcasting: FM Broadcasting, Organization and structure, various functionaries and their roles, Planning and organizing the content, Music clock, Positioning the channel FM technology and software ,Management of FM Radio stations. Community Radio.
- Language of radio, Voice & Delivery, Various programmes of radio. Basic principles for radio writing. Writing for different programmes of radio, Radio news, radio comparing radio adaptation, Radio programmes production, recording, editing and mixing. Various Radio equipment
- **TV:** Evolution and development of TV, Characteristics of television. TV News and Types, TV scripts and their different formats. Stages in script writing. Introduction to Camera, Shots and Composition TV programmer's production. Studio, functioning, different persons, anchoring for TV, news and other programmes. TV News Reporting. Video Editing.
- **Photography:** An Introduction various types of photography and techniques.

Suggested Readings:

Ivan, Cury 2011: Directing and producing for Television, London, Focal Press

Singh Mahaveer 2014: Doordarshan Live, Delhi, Shilpyan Prakashan

Singh, Mahaveer 2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

Course Outcome

1. Evaluate and critique broadcast and production practices both holistically and in terms of their component parts, namely: audio, video, scripting, production, and editing.
2. Demonstrate competency in shooting and editing video in the field and studio, using professional-level equipment.
3. Student understands and shows practical skills for the post workflows from asset management through final project delivery including client/director collaboration, technical and aesthetic editing skills, and mastery of software tools, colour correction and delivery of the product in required industry standard formats.

Project

MM -75

- Newspaper and Magazine Production
- Advertising Production
- Graphic Design Production
- Public Relation Production
- TV Program Production

Radio Program Production