OPJS UNIVERSITY, CHURU (RAJ.)

SYLLABUS

for

PG Diploma in journalism
&
Mass communication
(PGDJMC)

*

School of Journalism & Mass Media Communication

OPJS
UNIVERSITY, CHURU (RAJASTHAN)
2014-15
~**~
One Year
PG Diploma in journalism & Mass communication
(PGDJMC)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Paper code</th>
<th>Paper name</th>
<th>Marks (Theory &amp; Sessional)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>DJMC-101</td>
<td>Mass Communication</td>
<td>70+30</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>DJMC-102</td>
<td>Reporting &amp; Post Reporting</td>
<td>70+30</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>DJMC-103</td>
<td>The Radio and TV</td>
<td>70+30</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>DJMC-104</td>
<td>Group A : Computer Application Group B : Media law &amp; ethics</td>
<td>50+50</td>
<td>100</td>
</tr>
<tr>
<td>5.</td>
<td>DJMC-105</td>
<td>WORKSHOP</td>
<td>50+30+20</td>
<td>100</td>
</tr>
<tr>
<td>6.</td>
<td>DJMC-106</td>
<td>Special Paper (Any one of the following) A. Community Media Management B. Advertising &amp; Public Relations C. Film Studies.</td>
<td>70+30</td>
<td>100</td>
</tr>
</tbody>
</table>
Details of Syllabus

Paper-1-Mass Communication

I- Basics of Communication
2. Communication models: SMR, SMCR, Shannon-Weaver, Lasswell, Osgood, Dance, Gerbner, Newcomb, Westley & Maclean-Gatekeepers- Communication & socialization

II- Media Theory & Mass Communication

III- Communication & Society

IV- Communication, Culture & New Technologies
8. New Media Technology – CT : Concept & Scope – CT & IT :- Convergence – End of Mass Communication Internet: concepts, application and potential of Internet

***

Paper –II-Reporting & Post Reporting

I- Reporting
Unit-1: News : Definition, Meaning and Concept- sources, different types of news, changing pattern of news coverage, style and approach, writing intro asking six basic questions- who, what, when, where, why and how.
Unit 2: Areas: Political, legislative, civic and social life, crime and corruption, law court, economic, business and industry, development, sports and fashion, science, environment and ecology, health.
II-
Unit -1: Nature: Incident and Spot News (disaster, accident, riots, war, conflict and tension etc), Press Conference, Investigative reporting, Interpretative reporting.
Unit -2: Feature Writing, Human stories, Reviews, Music, Book, Cinema, Drama, Exhibitions etc), Interviews, handling of scoops and Exclusives, Concept of Photo Journalism, Caption writing.

III-Post Reporting
Unit -1: Function: Editor, Executive Editor, Assistant Editor, News Editor, Chief Sub Editor, Chief Reporter, Special Correspondents, Sub –editors, reporters and correspondents, columnists etc Selection of copies, processing of news, uniform style of writing, sense of display of news meaning

***

Paper –III-The Radio and TV

I:
Unit-1: History of Radio and Television in brief. What is Electronic News? Assessing the value of being fair and unbiased and understanding need for credibility.
Unit-2: Production overview, types of Programme including news & Current Affairs, selecting target rating and assessment Mood management.
Unit-3: Microphones and their uses, sound effects and music. Creative use of visuals & unconventional delivery of news.

II:
Unit -1: Looking beyond the obvious , developing a visual language and painting a picture verbally
Unit-2: Ethics and law
Unit -3: Script writing techniques, holding audience attention, writing commentary to picture.

III:
Unit-1: Costs, assessment and resources
Unit-2: Eye for News-Nose for News, Brain Storming, research and lateral thinking, assessing strengths and weaknesses.
Unit-3: Stress and Time Management and dependability on team.

IV:
Unit-1: Lenses- Distance, Perspective, Changes.
Unit-2: F-stops, Creative Focus.
Unit-3: Filters and Lens Attachments.

***

Paper-IV-Group A: Computer Application(50 marks)
Computer and its different components - An Overview, Computer Operations and related topics, Operating Systems and Programming language – An Overview, What is Network and how it works – An overview, using Internet and searching through Internet, E-mail, F.T.P, What is Web Page and how it is designed, Non linear Editing, Photo Editing with Photoshop, Sound Recording and Sound Editing, Presentation and Editing of relevant Information.

**Group B: Media law & ethics (50 marks)**

I.

Ethics

II.

***

**Paper-V- Workshop**

**First part- written (50 marks)**
1. Writing a Report
2. Writing an Editorial
3. Writing a New Feature
4. Writing News script for Radio
5. Writing News Script for T.V

**Second part - Video Documentary – (30 marks and viva voce- 20 marks)**

***

**Paper-VI – Special Paper (Any one of the following)**

A. Community Media Management
B. Advertising & Public Relations
C. Film Studies

**A. Community Media Management**

I.
Unit-1: What is Community? Information need for Community, Community Media and their influence in Society.
Unit-2: Community Mass Media – Types, Characteristics.
Unit-3: Community Newspaper. How to Design it. How to write for a Community Newspaper.
Unit-4: Managing Community Newspaper. Space Selling and Circulation building.
Unit-1: Cable TV Network for a Community. Its Role and Functions.
Unit-2: Managing a cable TV Network within a Community.
Unit-3: Programme, Preparation and Telecasting
Unit-4: Marketing technique for a Community Cable Television, Space and Time Selling.

B. Advertising & Public Relations

I. Advertising
2. Advertising agency – functions Types – Management – Ad agency and Media client Agency relationship- various Specialist departments in an Ad agency – Account Planning – Account Servicing, Creative, Media Planning, HRD, etc- DAVP, ABC, and NRSC.
5. Media Planning – components drawing up the plan – setting objectives – defining strategies- selecting appropriate media vehicles- scheduling follow up.
8. Mass media laws commencing advertising- apex bodies in Advertising – AAAI, ASCI etc. – code of conduct- INS codes etc.

C. Film Studies.

I.
II.
III.
Shots, Camera, light in films, Editing of films, Sound in Films.
IV.
News Film Magazines and News Reels, Documentaries Verite Direct cinema, Advertising films.

***