

Syllabus
&
Ordinances
of

Post Graduate Diploma in Mass Communication & Electronic Journalism
(PGDMC&EJ)

Regulations 2020

Department of Mass Media Education
Faculty of Education & Allied Sciences
M.J.P. Rohilkhand University, Bareilly

Post Graduate Diploma in Mass Communication & Electronic Journalism(PGDMC&EJ)

Objectives:

- To fulfill human resource needs in media in print electronic and new media.
- To encourage the skill building through a balance of theory and practical training.
- To create leadership qualities & professionalism among students and prepare them to take up responsibility in media establishment.

Semester-I

Course Code	Subject/Paper	Credit	External Exam Marks	Internal Exam Marks	Total Marks
EJ-101	Communication & Mass Communication : Theory & Process	5	70	30	100
EJ-102	News Reporting, Writing and Editing	5	70	30	100
EJ-103	Radio Broadcasting	5	70	30	100
EJ-104	Video Television Production	5	70	30	100
EJ-105	Media Ethics	5	70	30	100
	Total Credits	25			

Semester-II

Course Code	Subject/Paper	Credit	External Exam Marks	Internal Exam Marks	Total Marks
EJ-201	Photography & Audio Visual Journalism	5	70	30	100
EJ-202	New Media	5	70	30	100
EJ-203	Project Work and Report	8	70	30	100
EJ-204	Internship and viva-voce	8	70	30	100
EJ-205	Computer Application in Electronic Journalism	5	70	30	100
	Total Credits	31			

SEMESTER-I

PAPER – I

COMMUNICATION & MASS COMMUNICATION: THEORY & PROCESS

Unit-I (Communication)

- Nature and meaning of communication
- Different types and levels of communication

Unit-II (Mass Communication)

- History definition and scope of Mass Communication
- Different Mass Media Organizations - Press, Television (TV), Advertisings & Public Relations (PR), news agencies and Government Publicity Setup.

Unit-III (Communication Theory and Process)

- Determinants of effective communication
- Major theories of communication, western theories and their relevance to developing countries.
- Research trainings : Basics of communication research, survey, sampling, questionnaire and interviews.

Unit-IV (Development Communication)

- Concept, nature and definition of development communication.
- Liberal, Marxist theories of development communication-development in the context of the new world order.
- Western concept of development communication and its relevance to India - The Media and Development
- The beginning of development communication The U.S. Experience, the Indian Experience, SITE Experiment.
- Indicators of development

PAPER - II

NEWS REPORTING, WRITING AND EDITING

Unit-I

- Writing for print media.
- Writing for radio broadcast.
- Writing for television.
- Writing for web journalism

Unit-II

- Media law & ethics
- Writing assignments for newspaper, magazines, internet etc.
- Writing assignments for electronic media - radio, television.

Unit-III

- Editing print media material - assignment.
- Editing radio broadcast material - assignment.
- Editing television news etc. - assignment.

PAPER-III

RADIO BROADCASTING

Unit-I

- Introduction to radio - its history & setup, reach and role of radio.
- Technology of radio broadcasting.
- Structure and functions of radio station.
- Commercial broadcasting and public broadcasting.
- Internet Radio

Unit-II

- Production of radio programme.
- Reporting for radio - types of reporting.
- Radio news - language, style & structure, news formation, spot light, differences for print media.
- Radio talks, newspaper reviews, radio interviews, production of radio news and rules.

Unit-III

- Studio discussions.
- Feature and Documentation - Writing the script and assignments.
- Radio news, bulletins, selection of news- editing, compilation and policy, scripting and editing - assignments.

- Voice dispatches, broadcasting voice, quality - pronunciation, inflections, flow and delivery, style of writing for voice dispatch -assignments
- FM & AM Broadcasting - pre production and post production research, production of radio advertisements, techniques and production assignments.

PAPER - IV

VIDEO & TELEVISION PRODUCTION

Unit-I

- Introduction to TV - history & setup, reach and role of television technology of TV production.
- Design and structure of the video camera, lens and its characteristics, care and maintenance of equipment.

Unit-II

- TV reporting and its difference from news paper & radio reporting, types of TV reporting, news sources, selection of visuals for TV news.
- Principles of video recording and audio recording, video tracks, video formats and digital technology.
- Description of a shot and its terminology, visual thinking and scripting, framing the shot, dynamics of a shot, the view point - effect of low angle, eye level and top angle shots, assignments and demonstrations.

Unit-III

- TV Editing - Editing and compilation, presentation and impact - TV interviews, studio discussions, single camera and multi camera productions, multi camera tele-conferences, features and documentaries, on-line editing and off-line editing.

- Basic principles action and make up continuity, dress and appearance continuity, lighting continuity, continuity of movement and direction, cut and its importance, cut away, cut ins, buffer shots. Aesthetics of Editing, Use of stock shots or library shots, demonstration and assignments.

Unit-IV

- Production of TV Ads, utilization and production of graphics, charts, maps, stills, film and video clips for TV programmes.
- Lighting and exposure, lighting equipments and its accessories, 3 point lighting, the key light, the back light and the fill light, colour temperature, colour balance, lighting plan, under and over exposure, gain and aperture, controlling the exposure. Demonstration and assignments.
- Studio techniques - Multiple and single camera set-up, camera control unit, digital technology, SEG and special effects, keys, wipes and superimpositions (supers), audio mixer and vision mixer, audio and video recording camera and lighting, sets and art director, make-up production manager and floor manager, the technical advisor/director, the producer and the director, demonstrations and assignments.
- Pre production-The proposal, the script and the Budgeting, the shooting script, floor plans and the camera set-ups, the paper edit, actual shooting, and post production planning.

PAPER-V

Media Ethics

Unit-I

Print media Ethics.

- Truth and Accuracy. ...
- Independence. ...
- Fairness and Impartiality. ...
- Humanity. ...
- Accountability.

Unit-II

Electronic media Ethics.

1. Introduction to media ethics in the digital world 2. Dignity 3. Transparency 4. Privacy Overview 5. Privacy 2 6. Freedom of Expression 7. Cancel Culture and Freedom of Speech 8. Twitter and Free Speech in 2020 9. Facebook and Power 10. Data 11. Images 12. Women and Children First

Unit-III

New media Ethics.

Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)

Unit-IV

Yellow Journalism Ethics.

The Historical Yellow Journalism, Simplicity and Brevity, Precision, Objectivity and Factual, Fairness and Balance, Inverted Pyramid.

SEMESTER-II

PAPER-I

PHOTOGRAPHY & AUDIO VISUAL JOURNALISM

Unit-I

- Photography-origin, history and role of photography in mass communication. Print media, television and visual aids - its reach and impact.

Unit-II

- Techniques of photo journalism - display and layout of photograph digital photography, photo editing, principles of colour, colour photography and its techniques.

Unit-III

- Optics, the camera and its handling, lenses and its properties, filters and its nature, exposure and its effects.
- Digital photo processing,

Unit-IV (Audio Visual Aids)

- Systems approach to audio - visual communication and its objectives.
- Introduction to audio-visual aids, its definition and purpose, sound-n-slide programme.
- Audience, media resources, techniques and preparation.
- Classification of designing artwork for visual media - drawing, use of colour for lettering, use of photograph in developing visual aids, planning and

preparation of Non projected visual aids, planning and preparation of projected visual aids like slides, film strips, transparencies and cinema slides, adobe Photoshop.

Unit-V (Audio Visual Equipments)

- Visual cinema projectors, video projectors, digital recorder, monitor, audio mixer, vision mixer and editing console.
- Video camera - parts and process.
- Computer Animation and Its Application, Graphics etc.

PAPER-II

NEW MEDIA

Unit-I

- Information Revolution
- History of Information Technology in India
- Internet, Civil Society and Social Movements
- Globalization and Digital Journalism

Unit-II

- I.P.R. and Internet
- Ethical and Legal Issues in Internet Broadcasting
- Types of Web Journalism

Unit-III

- Tools of New Media
- Interactivity and New Media
- Digital Media Design
- Assignments

PAPER-III

PROJECT WORK AND REPORT

- Students can select projects on any one of the paper taught.

PAPER-IV

INTERNSHIP VIVA-VOCE

Students can take up internship programme under guidance of any one faculty in any media organization i.e. - Radio, TV, newspapers etc. students are expected –

- To maintain a diary of the work undertaken during internship.
- To produce copies of the media material produced during the internship.
- Viva - voce.

PAPER-V

Computer Application in Electronic Journalism

Unit-I

Fundamentals of Computer :

Historical evolution of computers, Generations of computers, Classification of computers – based on size, processor, Usefulness of Computers. Applications of computers, Block Diagram along its components and characteristics, Interaction between the CPU, Memory Input/output devices, function of CPU and major functional parts of CPU.

Unit-II

Information Technology(IT), ICT, need and features of IT,MS-WORD, MS-EXCEL, MS-Power Point, application of IT to other areas E-Commerce, features of e-commerce,electronic governance, Multimedia, Entertainment.

Unit-III

Features of Internet

E-mail, popular e-mail systems and e-mail protocol software, Newsgroup, moderated and un-moderate news group, subscribing and unsubscribing newsgroup, principles of file transfer , ftp sites, anonymous ftp and ftp software , Telnet

Unit-IV

E-Commerce

Basic concepts in e- commerce. Frame work for e- commerce, architecture of e-commerce system, Transactions in e- commerce system. Payment mechanisms- E-cash, E -cheque , credit card , debit card, E banks, security issues.