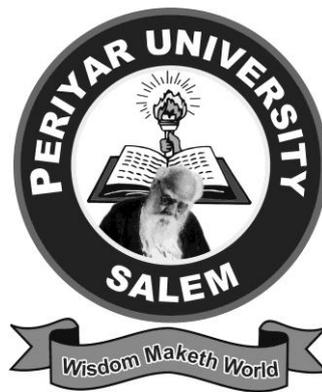


PERIYAR UNIVERSITY

SALEM – 636 011



**PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)**

**DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION**

REGULATIONS AND SYLLABUS

(Effective from the calendar year 2009 and thereafter)

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

Regulations

1. CONDITION FOR ADMISSION:

A candidate who have passed the Higher Secondary Examination (Academic Stream) conducted by the Government of Tamil Nadu or an examination as equivalent to 10 +2 course including CBSE, which have been recognized by the Periyar University or any other University accepted by the syndicate as equivalent there to subject to such conditions as may be prescribed therefore shall be permitted to appear and qualify for the Diploma in Journalism and Mass Communication (DJMC) degree examination of this university after a course of study of ONE academic year.

2. DURATION OF THE COURSE:

The course of the Diploma in Journalism and Mass Communication shall consist of one academic year.

ELIGIBILITY FOR THE DIPLOMA:

A candidate shall be eligible for the Diploma in Journalism and Mass Communication is he/she has satisfactorily undergone the prescribed course of study for a period of not less than one year and passed the examinations in all papers.

3. COURSE OF STUDY:

The course of study shall comprise instruction in books prescribed from time to time.

- 1) Principles of Journalism and Mass Communication**
- 2) Reporting and Editing**
- 3) Media Laws and Indian Constitution**
- 4) Advertising and Public Relations**
- 5) Communication for Development**
- 6) Project – Viva Voce**

4. EXAMINATIONS:

The examination shall be three hours duration to each paper at the end of the year. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination.

5. SCHEME OF EXAMINATIONS:

The scheme of Examinations shall be as follows:

SL.NO	PAPER CODE	TITLE OF THE PAPER	EXAM DURATION	MAX.MARKS
1	PAPER 1	Principles of Journalism and Mass Communication	3	100
2	PAPER 2	Reporting and Editing	3	100
3	PAPER 3	Advertising and Public Relations	3	100
4	PAPER 4	Media Laws and Indian Constitution	3	100
5	PAPER 5	Communication for Development	3	100
6	PAPER 6	Project – Viva Voce	3	100
TOTAL MARKS				600

6. PASSING MINIMUM:

A candidate shall be declared to have passed the examinations in a theory of study only if he/she scores not less than 40 marks out of 100 in the university examinations.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Candidate who secures not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in **FIRST CLASS**. All other successful candidates shall be declared to have passed in **SECOND CLASS**. Candidates who obtain 75% of the marks in the aggregate shall be deemed to have passed the examination in **FIRST CLASS WITH DISTINCTION** provided they pass all the examinations prescribed for the course in the first appearance.

8. QUESTION PAPER PATTERN:

Time: 3 Hours

Max.Marks :100

PART A : 5 X 5=25

Answer all Questions

Two questions from each unit with Internal Choice

PART B : 5 X 15=75

Answer all Questions

Two questions from each unit with Internal Choice

PAPER – I: PRINCIPLES OF JOURNALISM AND MASS COMMUNICATION

UNIT I

Communication; Definition, Nature and Scope of Communication - Sociological and Psychological aspects of Communication

UNIT II

Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non - verbal Communication.

UNIT III

Communication models; Definition, Scope and Purpose of Models

UNIT IV

Communication Theories; Cognitive Dissonance, Selective Exposure, Perception and Retention, Uses and Gratification Approach etc.

UNIT V

Traditional Media; Definition, Nature and Scope - Characteristics of Traditional Media.

Books for Reference:

1. Mass Communication and Journalism in India - D S Mehta
2. Mass Communication in India - Kevak J Kumar
3. Theories of Mass Communication - Uma Narula
Mass Communication - Wilbur Schram

PAPER – II: REPORTING AND EDITING

UNIT I

Meaning of journalism, definitions of journalism, concept of news, definition of news, types of news,

UNIT II

Elements of news, collection of facts, selection of news, concept of reporting, types of reporting, reporting skills.

UNIT III

Editing - meaning, concept and significance, contemporary trends in print journalism,

UNIT IV

Function and organization of the editorial department of a news paper, Functions of Editor, Resident Editor, Asst. Editor, news editor, Chief Sub-editor, Sub editor and chief Reporter etc.

UNIT V

Contemporary presentation styles and editing of news paper and magazines, structure of News paper organization

Books for Reference:

1. News Reporting - B. N. Ahuja and S. S. Chhabra
2. News Reporting and Editing - K. M. Srivastava
3. News Editing - Bruce II Westley
4. The Art of Editing - P.K. Baskette and Jiz Sissors

PAPER – III: ADVERTISING AND PUBLIC RELATIONS

UNIT I

Origin and Development of Advertising and Public Relations in India - Advertising, Definition, Nature, Functions and Scope, Advertising and PR.

UNIT II

Advertising and Propaganda, Publicity and PR - Advertising Agency; History, Structure, Organization, Functions, PR in India – Public and Private Sectors; PR counseling; PR agencies;

UNIT III

Media Planning, USP, Selection of Time and Space in Print and Electronic Media - Scheduling Advertisements - Ad. Campaign, Process, Strategies, Concepts and Principles of Marketing.

UNIT IV

Tools of PR; House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Open House, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video and Demonstrations

UNIT V

Social, Cultural, Psychological and Ethical aspects of Advertising and Public Relations.

Books for Reference:

1. Essential of Advertising - Chandan Singh and Malhan
2. Handbook of PR in India - D S Mehta
3. Public Relations - Ahuja and Chhabra

4. Advertising - Ahuja and Chhabra

PAPER – IV; MEDIA LAWS AND INDIAN CONSTITUTION

UNIT I

Indian Constitution - Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties.

UNIT II

Freedom of Speech and Expression with Special Reference to Freedom of Press in India

UNIT III

The Censorship - The Law of Parliamentary Privileges.

UNIT IV

Right to Information - Right to Privacy, The Official Secrets Act 1923, The Copyright Act, The Press-Media Council, The Contempt of Court Act, The Press and Registration of Books Act, Working Journalist Act, Rules of Newspaper Registration.

UNIT V

Press Commission - Laws relating to Broadcasting - Telecasting and Advertisement in India.

Books for Reference:

1. Media and Ethics - S K Aggarwal
2. Mass Media Laws and Regulations in India - K S Venkataramaiah
3. Press and the Law - An Grover
4. Laws of Press in India - B Basu

PAPER – V: COMMUNICATION FOR DEVELOPMENT

UNIT I

Traditions in development communication, theories of dominant paradigm, paradigm shifts in development communication, relevance of participatory approaches.

UNIT II

Historical analysis, effects model, diffusion of innovation, critical analysis, international dimension of development communication, dependency model, liberation theology and development.

UNIT III

Communication for national development, SITE, KHEDA the impact of India's five year plans on national development and the scenarios of development in the development in the developing world.

UNIT IV

Problems and prospects, case studies of human rights violation in Tamil Nadu, human rights and human development, human development index.

UNIT V

Indian experience and experiments in development communication, development initiatives of the central government and state government, role of NGO's and World Bank initiatives.

Books for Reference:

1. S.R. Metha, Communication and Development, Rawat Publications, 1992.
2. Arvind Singhal, India's Communication Revolution, Sage publication, New Delhi.
3. J.V. Vilaniam, Mass Communication in India,

4. Jan Servaes, Communication for Development and Social Change.

PAPER – VI: PROJECT

UNIT I

To Practice the art of writing a news story for print medium.

UNIT II

To identify and categorize Print ads of different types.

UNIT III

To identify and categorize different news stories with photographs.

UNIT IV

To design the layout of the newspaper's front page

UNIT V

To design and Advertising (Product) or Public Relation Campaign (Social Cause)

Note: The project should be submitted before the examination as a report, which will be evaluated after Viva - Voce.