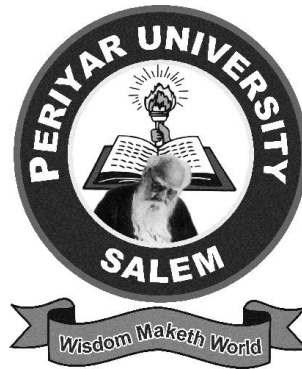


PERIYAR UNIVERSITY

SALEM – 636 011



PERIYAR INSTITUTE OF DISTANCE EDUCATION

(PRIDE)

**P G DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION**

REGULATION AND SYLLABUS

(Effective from the academic year 2007 – 2008 and thereafter)

P G DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

Regulations

1. CONDITION FOR ADMISSION:

A candidate who has passed any degree of this 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 Post Graduate Diploma in Journalism and Mass Communication (PGDJMC) degree examination of this university after a course of study of ONE academic year.

2. DURATION OF THE COURSE:

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

ELIGIBILITY FOR THE P.G. DIPLOMA:

A candidate shall be eligible for the P.G Diploma in Journalism and Mass Communication if 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) Introduction to Mass Communication
- 2) Fundamentals of Journalism
- 3) Reporting
- 4) Editing
- 5) Media Laws and Indian Constitution
- 6) Electronic Media
- 7) New Media and Web Journalism
- 8) Advertising
- 9) Public Relations
- 10) Media Management
- 11) Development Communication

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	Introduction to Mass Communication	3	100
2	PAPER 2	Fundamentals of Journalism	3	100
3	PAPER 3	Reporting	3	100
4	PAPER 4	Editing	3	100
5	PAPER 5	Media Laws and Indian Constitution	3	100
6	PAPER 6	Electronic Media	3	100
7	PAPER 7	New Media and Web Journalism	3	100
8	PAPER 8	Advertising &	3	100
9	PAPER 9	Public Relations	3	100
10	PAPER 10	Media Management	3	100
11	PAPER 11	Development Communication	3	100
TOTAL MARKS				1100

6. 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

7. 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 50 marks out of 100 in the university examinations.

8. 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.

PAPER 1: INTRODUCTION TO MASS COMMUNICATION

UNIT I

Communication -Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication. Uses of Communication.

UNIT II

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types.

UNIT III

Basic models of Communication -Linear, Non-linear models. Glossary of Journalism and Communication.

UNIT IV

Media for Mass Communication: Print media, Electronic media- Radio, Television, Oral, Traditional and Folk media.

UNIT V

Mass Communication Theories -Mass society theory-Political economy media theory Hegemony theory- Culture and semiotic theory

BOOKS FOR REFERENCE:

1. DAVID BERLO The Process of Communication.
2. EMERY & OTHERS Introduction to Mass Communication.
3. WILBUR SCHRAM Mass Communication
4. KEVAL J KUMAR Mass Communication in India.
5. RIVERS W L Mass Media.
6. FEDLER F Introduction to Mass Media.
7. BITNER J Mass Communication- An introduction.
8. SUBIR GHOSH Communication in India.

PAPER 2: FUNDAMENTALS OF JOURNALISM

UNIT I

Definition of Journalism: Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism.

UNIT II

Kinds of Journalism- Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism.

UNIT III

Press in India: A brief review of the evolution of Indian Press- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk. Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman.

UNIT IV

Tamil Journalism: Origin, growth and development of Journalism in Tamil Nadu. Major Newspapers of Tamil Nadu. Recent Trends,

UNIT V

Review of Newspaper and Periodical Contents. Photo-Journalism. Uses of Cartoons, Comic strips. News Agencies. Professional Press Organizations.

BOOKS FOR REFERENCE:

1. RIVERS W.L Mass Media.
2. FRASER BOND Introduction to Journalism.
3. MEHTA. D.S Mass Communication and Journalism in India.
4. NADIG KRSHNAMURTHY Indian Journalism
5. PARTHA SARA THY R Journalism in India.
6. CHALPATHY RAU M The Press.
7. AHUJA B.N The Theory and Practice of Journalism

PAPER 3: REPORTING

UNIT I

News: Definitions, News Values, Structure. Methods of writing a news story. Leads: types of leads. Sources of News, Principles of news writing.

UNIT II

Role and Responsibilities of a Reporter / Correspondent- Classification of Reporter. Qualities of a Reporter- Basics of Depth Reporting.

UNIT III

Features: Definition, Kinds of features, Writing different kinds of features. News writing skills for covering –Conference, Seminar, Press Conference, Press releases. Advance stories and Complex stories.

UNIT IV

Reporting: Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development.

UNIT V

Interviewing - Techniques, Types and Formats, Preparation for Conducting Good Interview, Modern Trends – The New Journalism, Activism & Advocacy Journalism, Human Interest Stories, Society, Life Style.

BOOKS FOR REFERENCE:

1. KAMATH M V Hand Book of Journalism.
2. SRIVASTAVA K M News writing and Reporting.
3. Mc DOUGAL C D Interpretative Reporting.
4. SHEEHAN P V Reportorial writing.
5. SHERWOOD H C Journalistic writing.
6. KAMATH M V Professional Journalism.
7. CARL WARREN Modern news reporting.
8. RAMACHANDRA IYER Quest for news.

PAPER 4: EDITING

UNIT I

Newspaper Organization- Operations. Functions and Duties of the Editorial Departments.

UNIT II

Need and Purpose of Editing. Principles of Editing: Print and Electronic media.

UNIT III

Duties and Responsibilities of Editor. News Editor. Chief Sub Editor. Sub Editor.

Headlines: Kinds of Headlines, Functions of Headlines, Headline writing and Unit Count.

UNIT IV

Introduction to Typography. Graphic Arts. Importance and Methods.

UNIT V

Principles of Newspaper Design & Layout, Tools & Techniques of Layout & Designing

Planning the Page, Editing for Magazine, Layout: Front Page, Sports Page & Business Page

BOOKS FOR REFERENCE:

1. BRUCE WESTLEY News Editing
2. BASKETT & SCISSORS The Art of Editing.
3. HAROLD EVANS Newspaper Design.
4. WOLSELEY & CAMPBELL Newsmen At Work.
5. GEORGE T J S Editing-A Handbook for Journalism.
6. HUNT A Newspaper Design.
7. SPENCER L M Editorial Writing.
8. McGRIFFERT R C The Art of Editing News.

PAPER 5: MEDIA LAWS AND INDIAN CONSTITUTION

UNIT I

Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency. Public and Private media. Comparative freedom for media in- USA, India and Non aligned countries.

UNIT II

Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties. Directive Principles of State Policy. Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2).

UNIT III

Media Laws: Defamation-Slander, libel, Sedition, Obscenity, Censorship and Contempt of Court.

UNIT IV

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

UNIT V

Press Council of India, Press Commissions of India. Prasar Bharathi

BOOKS FOR REFERENCES:

- 1.DURGADAS BASU Laws of the Press in India
- 2.RAYUDU C S Communication Laws.
- 3.UMRIGAR o M Journalist and the Law.
- 4.Pll The Law and the Press.
- 5.DURGADAS BASU Indian Constitution,

PAPER 6: ELECTROINIC MEDIA

UNIT I

Brief history of Radio, Evolution of Radio in India. Contemporary Radio-AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India.

UNIT II

Impact of Radio on Society: Developed countries and Developing countries. Types of programs on Radio- Yuva vani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio.

UNIT III

A brief history of Television. Development of Television in India. Advent of Private Channels, Cable and Satellite TV, Television as an Educational medium.

UNIT IV

Types of Television Programmes., Writing for Television, Recent Trends in Indian Broadcasting Journalism.

UNIT V .

Television production techniques: introduction to pre-production, production and post-production; editing – linear and non-linear; special effects; emerging trends.

BOOKS FOR REFERENCE:

1. MEHRA MASANI Broadcasting and the People.
2. SRIVASTAVA K M Radio and TV Journalism.
- 3; BLISS AND PATTERSON Writing News for Broadcasts.
4. KAUSHIK S Introduction to TV Journalism.
5. GERALD MILLERSON Techniques of Television Production.
6. MULLICK K R Tangled Tapes.
7. BARNOU & KRISHNASWAMY Indian Film
8. GARGA B D So many Cinemas: The Motion Picture in India.

PAPER 7: NEW MEDIA AND WEB JOURNALISM

UNIT I

New Media – Definition of New Media – New Communication Media (Internet, Mobile).
Features, Advantages, Limitation and Risk factors involve in New Media.

UNIT – II

Content Planning, Management and Rewriting of Content. Writing for web: Basic Principles.
Imports of web Journalism: Information, news and entertainment on web. Preparation and
Presentation of web content.

UNIT – III

Animation, Introduction to Animation and popular graphics applications. Introduction to
Flash., Tools, Menus and Interface of Flash.

UNIT – IV

Multimedia, Introduction to Multimedia. Elements of Multimedia (Text, Images, Audio,
Video, Animation)

UNIT – V

Understanding WebPages, Introduction to FrontPages. Tools, Menus and Interface of
FrontPage. Basic tags of HTML/DHTML.BLOG, Static Pages And Dynamic Pages.

BOOKS FOR REFERENCE:

1. RAGHAV BAHL Exploring FrontPage 2002, , Cybertech
2. SAHLIN DOUG, Macromedia Flash MX: virtual classroom, Dreamtech Press, New Delhi
3. REINHARDT ROBERT LOTT JOEY, WILEY, Flash mx action script programming bible, dreamtech India P Ltd., Delhi
4. DANIEL GRAY, Web design fundamentals, Handbook, , Dreamtech, Delhi
5. EMBERTON DAVID J. HAMIN J. SCOTT, Flash 5 magic with action script, Techmedia, New Delhi
6. RANJAN PAREKH, Principles of multimedia, The McGraw-hill

PAPER 8: ADVERTISING

UNIT I

Evolution of advertising – Socio economic effects of advertising – Types of advertisements – Various phases of advertising – Advertising agency system – Market research – vocational aspects of advertising.

UNIT II

Planning and campaigns – Media selection – newspapers – Magazines – Radio – Television – Direct mail – outdoor advertising – Hoarding – Bus panels – Spectaculars – bulletins.

UNIT III

Outdoor advertising in India – Commercial advertising over All India Radio – Doordarshan – Recent trends in Indian advertising – Legal and ethical aspects of advertising – Advertising policy.

UNIT IV

Advertising copy – Visualization – illustrations – Layout – Headlines – text – Colour – Graphics – Psychological factors in advertising – trade marks – Slogans – Evaluation of effectiveness.

UNIT V

Advertising – Problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – audience evaluation for various media – Advertising code.

BOOKS FOR REFERNCE:

1. ADVERTISING – Cohen
2. ROLE IN MODERN SOCIETY – Dunn
3. ADVERTISING PSYCHOLOGY AND RESEARCH – Hepner
4. ADVERTISING – Warner, et al
5. FUNDAMENTALS OF ADVERTISING – Chunna wallah
6. ADVERTISING MANAGEMENT CONCEPTS & CASES – Mahendra Mohan
7. ADVERTISING CAMPAIGNS – Wright
8. ADVERTISING MADE SIMPLE – Thomos Jefkins
9. EFFECTIVE ADVERTISING – Leon Quera.

PAPER 9: PUBLIC RELATIONS

UNIT I

Public relations definitions – PR as a communication function – history of PR – growth of PR in India, PR specially, propaganda and public opinion, PR as a management function.

UNIT II

Stages of PR – planning – implementation – research – evaluation; PR practitioners and media relations – press conference – press releases – other PR tools.

UNIT III

Communication with publics – internal and external – community relations –employees relations; PR in India – public and private sectors; PR counseling; PR agencies; PR agencies; PR and advertising – PR for media institutions.

UNIT IV

Shareholder relations – dealer relations; PR for hospitals – PR for charitable institutions; defence PR; PR for NGOs; PR for political parties; crisis management – case studies.

UNIT V

PR research – techniques; PR and law; PR and new technology; code of ethics for PR international PR; professional organizations of PR; emerging trends in PR.

BOOKS FOR REFERNCE:

1. CUTLIP & CENTER Effective Public Relations.
2. RAVINDRAN Handbook of Public Relations.
3. AHUJA & CHANDRA Public Relations.
4. SAM BLACK Practical Public Relations,

PAPER 10: MEDIA MANAGEMENT

UNIT I

Starting of a Newspaper: Newspaper Organization and Management. Principles of Newspaper Business, Divisions, Operations. Types of Newspaper Organizations in India.

UNIT II

Newspaper Ownership: Types of Newspaper ownership in India. Circulation and Promotion. Public Relations for Newspaper Organization.

UNIT III

Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems. News Agencies. Global competition on Indian Media. Status of Radio and Television in India.

UNIT IV

Principles of Television and Radio Management in India. Recent Trends in Broadcasting Management.

UNIT V

Management of Ad agency, structure and functioning, staffing; PR Department- staff, function

BOOKS FOR REFERENCE:

1. MEHRA Newspaper Management.
2. RUCKER & WILLIAMS Newspaper Organization and Management.
3. SINDHWANI Newspaper Economics and Management.
4. HERBERT WILLIAMS Newspaper Organization and Management
5. RAYUDU C S Media and Communication Management.
6. MOCAVATT & PRINGLE Electronic media Management
7. BHATTACHARJEA A Indian Press- Profession to Industry.

PAPER 11: DEVELOPMENT COMMUNICATION

UNIT I

Meaning, concept and process of Development Communication, Development Communication and Society, measures of Development Communication, characteristics of developing countries, Development Communication experience.

UNIT II

Theories and paradigms of Development communication, Development Communication dichotomies, problems of Development Communication, participatory Development Communication process with special reference to India.

UNIT III

Role of mass media organizations in Development Communication, newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc., strategies of Development Communication, role of NGOs in development.

UNIT IV

Development support Communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment.

UNIT V

Case Studies On: a) Development Communication Experiences b) Role of NGOs in Development
c) Application of Development support Communication in Agriculture / Health and Family Welfare / Literacy.

BOOKS FOR REFERENCE:

1. SRINIVAS MELKOTE : Communication for development in the third World : Theory and Practice.
2. ALAN CHAKLE : Manual of Development Journalism.
3. ROBERTSON : Communication and third World.
4. UMA NARULA : Development Communication.
5. UMA NARULA : Communication and Development.
6. MAJID TEHERANIAN : Communication Policy for National Development.
7. E. M. ROGERS : Diffusion of Innovations.
8. WILBUR SEHRAM : Mass Communication and National development.
9. JEAN SERVAES : Participatory Communication for Social change.