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)
PG 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 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) 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:

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<tr>
<th>SL.NO</th>
<th>PAPER CODE</th>
<th>TITLE OF THE PAPER</th>
<th>EXAM DURATION</th>
<th>MAX.MARKS</th>
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<td>PAPER 1</td>
<td>Introduction to Mass Communication</td>
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<td>Media Laws and Indian Constitution</td>
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<td>Media Management</td>
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<td>PAPER 11</td>
<td>Development Communication</td>
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**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.
UNIT I

UNIT II

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.
8. SUBIR GHOSH Communication in India.
PAPER 2: FUNDEMENTALS OF JOURNALISM

UNIT I

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

UNIT III

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

UNIT V

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
UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

BOOKS FOR REFERENCE:
1. KAMATH M V Hand Book of Journalism.
2. SRIVASTAVA K M News writing and Reporting.
4. SHEEHAN P V Reportorial writing.
5. SHERWOOD H C Journalistic writing.
6. KAMATH M V Professional Journalism.
7. CARL WARREN Modem 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

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.
6. HUNT A Newspaper Design.
7. SPENCER L M Editorial Writing.
PAPER 5: MEDIA LAWS AND INDIAN CONSTITUTION

UNIT I

UNIT II

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

UNIT IV

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: ELECTRONIC MEDIA

UNIT I

UNIT II

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 PATTERTON 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 & KRISHNASWMY Indian Film
8. GARGA B D So many Cinemas: The Motion Picture in India.
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

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

BOOKS FOR REFERENCE:
1. RAGHAV BAHL Exploring FrontPage 2002, , Cybertech
2. SAHLIN DOUG, Macromedia Flash MX: virtual classroom, Dreametech Press, New Delhi
3. REINHARDT ROBERT LOTT JOEY, WILEY, Flash mx action script programming bible, dreametech 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
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

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

UNIT V

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

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 REFERENCE:
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

UNIT II

UNIT III

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

UNIT V

BOOKS FOR REFERENCE:
3. ROBERTSON : Communication and third World.
4. UMA NARULA : Development Communication.
5. UMA NARULA : Communication and Development.
8. WILBUR SEHRAM : Mass Communication and National development.
9. JEAN SERVAES : Participatory Communication for Social change.