

# Department of Radio & Television Journalism

(Effective from Academic Session: 2025-2026)



Syllabus 2025-26

# **Indian Institute of Mass Communication**

**Deemed to be University** 

Aruna Asaf Ali Marg, JNU New Campus New Delhi-110067



# Indian Institute of Mass Communication Deemed to be University Aruna Asaf Ali Marg, JNU New Campus, New Delhi-110067

# **Academic Planner 2025-26**

- 1. The Postgraduate Diploma in Radio and Television Journalism programme will begin in August 2025 and end in June 2026.
- 2. The academic session is divided into two Semesters:

I Semester: August 2025 – December 2025 II Semester: January 05, 2026 – June 2026

# Academic Calendar for the Session 2025 -2026

SI. No.	Particulars	Dates
1.	Commencement of Session	5 <sup>th</sup> August 2025
2.	Registration & Document Verification	5 <sup>th</sup> and 6 <sup>th</sup> August 2025
3.	Orientation Lectures	7 <sup>th</sup> and 8 <sup>th</sup> August 2025
4.	Commencement of classes	11th August 2025
5.	Internal Assignments etc.	8 <sup>th</sup> to 12 <sup>th</sup> December 2025
6.	First semester examinations	15 <sup>th</sup> December to 19 <sup>th</sup> December 2025
7.	Semester end break	20th December to 4th January 2026
8.	Commencement of Second-Semester Classes	5 <sup>th</sup> January 2026
9.	Internal assignments etc.	13 <sup>th</sup> to 17 <sup>th</sup> April 2026
10.	Second-Semester examinations	20 <sup>th</sup> to 24 <sup>th</sup> April 2026
11.	One-Month Internship/Project/Placements	May 2026
12.	Submission of Internship certificates	31st May 2026
13.	Announcement of Final Result	Last week of May 2026



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# **INDEX**

I Semester					
Paper Code	Name of the Paper				
PGDRTVJ001	Communication Theory and Research	1			
PGDRTVJ002	Introduction to Journalism, Media Laws, Ethics and Regulation	4			
PGDRTVJ003 (A)	Print Journalism (A)	7			
PGDRTVJ009 (A)	Digital Journalism (A)	9			
PGDRTVJ004	Introduction to Radio Journalism	11			
PGDRTVJ005	Introduction to Television and Films				
II Semester					
Paper Code	Name of the Paper	Page No.			
PGDRTVJ006	Development Communication	17			
PGDRTVJ007	Advanced Radio Journalism	20			
PGDRTVJ008	Advanced Television Journalism	22			
PGDRTVJ009 (B)	Digital Journalism (B)	25			
PGDRTVJ003 (B)	Print Journalism (B)	27			
PGDRTVJ010	Advertising, Public Relations, Corporate Communication and Media Management	29			



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# COURSE STRUCTURE

I Semester								
Paper No.	Paper Code Name of the Paper			Practical	Total Marks			
I.	PGDRTVJ001	Communication Theory and Research	60	40	100			
II.	PGDRTVJ002	Introduction to Journalism, Media Laws, Ethics and Regulation	60	40	100			
III A	PGDRTVJ003 (A)	Print Journalism (A)	30	20	50			
IX A	PDGRTVJ009 (A)	Digital Journalism (A)	30	20	50			
IV	PGDRTVJ004	Introduction to Radio Journalism	60	40	100			
V	PGDRTVJ005	GDRTVJ005 Introduction to Television and Films		40	100			
II Semester								
VI	PGDRTVJ006	Development Communication	60	40	100			
VII	PGDRTVJ007	Advanced Radio Journalism	60	40	100			
VIII	PGDRTVJ008	Advanced Television Journalism	60	40	100			
IX B	PGDRTVJ009 (B)	Digital Journalism (B)	30	20	50			
III B	PGDRTVJ003 (B)	Print Journalism (B)	30	20	50			
X	PGDRTVJ010	Advertising, Public Relations, Corporate Communication and Media Management	60	40	100			



# **Programme Structure**

						Total	Marks		
	Course Code Course Title		L*	T*	P*	credits	Theory	Prac- tical	Total
ster I	PGDRTVJ001	Communication Theory and Research	4	1	1	4	60	40	100
	PGDRTVJ002	Introduction to Journalism, Media Laws, Ethics and Regulation	3	1	1	4	60	40	100
Semester	PGDRTVJ003 (A)	Print Journalism (A)	4	2	2	2	30	20	50
	PGDRTVJ009 (A)	Digital Journalism (A)	4	2	2	2	30	20	50
	PGDRTVJ004	Introduction to Radio Journalism	3	1	1	2	60	40	100
	PGDRTVJ005	Introduction to Television and Films	3	1	2	4	60	40	100
	PGDRTVJ006	Development Communication	4	1	1	4	60	40	100
	PGDRTVJ007	Advanced Radio Journalism	3	1	1	4	60	40	100
	PGDRTVJ008	Advanced Television Journalism	4	1	2	4	60	40	100
ster I	PGDRTVJ009 (B)	Digital Journalism (B)	4	2	2	2	30	20	50
Semester II	PGDRTVJ003 (B)	Print Journalism (B)	4	2	2	2	30	20	50
	PGDRTVJ010	Advertising, Public Relations, Corporate Communication and Media Management	3	1	1	4	60	40	100
	Internship Report					2			
	TOTAL					42			1000

# COMMUNICATION THEORY AND RESEARCH

L/P-5, T-1 Marks 100 : Theory 60, Practical 40

# **Course Objectives (CO)**

- ❖ To introduce core concepts, models, and traditions of communication.
- \* To compare Indian and Western communication theories.
- ❖ To train students in media research methods and ethics.

### Unit I L/T-15 Marks 15

# **Basic Concepts of Communication**

- Defining Communication: Elements and Process
- Functions of Communication
- Dimensions of Communication: Intrapersonal, Group Communication and Mass Communication.
- Importance of Verbal and Non-verbal Communication.

# Unit II L/T-15 Marks 15 Indian Concept and Theories of Communication

- Concept of Communication in India
- Introduction to *Oral Tradition of Communication and Shruti Communication Parampara*.
- Communication through dialogue Shastrarth and Samvad Tradition, Devarshi Narad, Maharshi Valmiki, Ved Vyas and Gautam Buddha, etc.
- Story telling as an art of Communication *Upnishad, Folk Tales*.
- Indian Communication Theories and Traditions, Concept and Process, Ras-Bhav theory, Sadharanikaran & Natya Shastra/Bhartmuni & Abhinav Gupt
- Naad Brahma Model, Indian Classical and Folk Tradition

# Unit III L/T-10 Marks 15 Western concept and theories of communication

- Media effect theories.
- Psychological and Sociological communica-

tion theories.

- Political theories.
- Medium theories (Medium is the Message) and Criticism.
- Models of Communication (Aristotle, Laswell, Berlo, Shannon and Weaver, Westley and MacLean, Newcombb, Gerbner, and Schramm).

# Unit IV L/T-10 Marks 15 Introduction to Communication Research & Research Methods

- Communication and Media Research: Basic concepts, Design.
- Areas of Research and types of research.
- Research problem, Questions and Hypotheses.
- Theoretical Framework, Literature review and Analysis.
- Primary and Secondary Research Data Sources
- Qualitative and Quantitative methods and tools, Survey Research and Structured/ Semi-Structured questionnaire methods: Content Analysis, Case Studies, Observation, IDIs and Focus Group Discussion, Discourse Analysis.
- Audience Research Studies: Opinion Polls, Ratings and People's Meter, BARC, RAM, IRS.
- Ethical guidelines for research.

# Unit V P-05 Marks 40 Practicals

- Research Paper writing.
- Report Writing- Submit a research paper of

6000 to 8000 words by the end of first semester

Research & Methodology workshop.

# **Course Learning Outcomes (CLO)**

After successful completion of this course, learners will be able to:

- Explain forms and functions of communication.
- ❖ Analyze classical communication theories and models.
- ❖ Design and conduct media research using qualitative and quantitative tools.
- Practice ethical standards in research and reporting.

# **Suggested Readings**

- O Mass Communication Theory, Denis Mequail, Sage Publications, New Delhi, 5th Edition, 2010
- Communication Theories for Everyday Life, John Baldwin, Stephen Perry, Mary Moffitt, Pearson, USA, 2003
- O Critical Terms for Media Studies, WJT Mitchell & Mark B.N. Hansen (Ed.), The University of Chicago Press, 2010
- O The Basics of Communication Research, Earl Babbie & Leslie A.Baxter, Cengage Learning, USA, 2003
- O Applied Communication Research Methods: Getting Started as a Researcher, Michael, P. Boyle & Mike Schmierbach, Routledge, USA, 2015
- Mass Communication Research Methods, Anders Hansen, Simon Cottle, Ralph Negrine & Chris Newbold, Macmillan Press, London, 1998
- O McQuail's Mass Communication Theory, McQuail, Denis, Sage Publication.
- O Mass Media Research, Wimmer, Dominick, Cengage Learning.
- Communication Culture and Media Studies, The key concepts, Hartley John, Routledge Publication, New York, 2010.
- O Evaluating Public Communication Exploring New Models, Standards and Best Practices, Macna-mara Jim, Routledge Publication, 2018.
- O Schramm, W. Roberts, D.F., The process and effects of mass communication, Urbana, IL: University of Illinois Press, 1971
- O Mass communication in India, Keval J. Kumar, Jaico Publishing House, Mumbai, 2011
- O Mass Communication: An Indian Perspective; Subir Ghosh, Shishu Sahitya Samsad, Kolkata
- Western Media: Narratives on India from Gandhi to Modi, Umesh Upadhyay Rupa Publication (2024)
- संचार माध्यम व सांस्कृतिक वर्चस्व, हरवर्ड आईशिलर, ग्रंथशिल्पी, नई दिल्ली।
- जनमाध्यमों का मायालोक, नॉमचोमस्की, ग्रंथशिल्पी, नई दिल्ली।
- जनसंचार माध्यम और सांस्कृतिंक विमर्श, जवरीमल्लपारख, ग्रंथशिल्पी, नई दिल्ली, 2000.
- स्चना क्रांति की राजनीति व विचारधारा, प्रो. स्भाष ध्लिया, ग्रंथशिल्पी, नई दिल्ली, 2001.
- संचार के सिद्धांत, आर्मडमैतलार्त, ग्रंथशिल्पी, नई दिल्ली.
- शोधकार्य प्रणाली: आरंभिक शोधकर्ताओं के लिए चरणबद्ध गाइड, रंजीत कुमार, सेज प्रकाशन, नई दिल्ली, 2017.
- संचार शोध और मीडिया; धनञ्जय चोपड़ा; लोकभारती, इलाहाबाद
- रिसर्च प्रोजेक्ट के लिए आवश्यक मार्गदर्शन, जिनाओलियारी, सेज प्रकाशन, नई दिल्ली, 2017.
- संचार शोध और मीडिया, धनंजय चोपड़ा, लोकभारती प्रकाशन, प्रयाग.
- शैक्षणिक लेखन, प्रबंधन के छात्रों और शोधकर्ताओं के लिए मार्गदर्शिका, मोनिप्पल्लि, पवार, 2017.
- सफलगुणात्मक अनुसंधान, ब्रौन, वर्जीनिया, 2018.
- रिसर्च प्रोजेक्ट के लिए आवश्यक मार्गदर्शन, लियरी, जिनाओ, सेज पब्लिकेशन, 2017.

- जनसंचार, सिद्धांत और अनुप्रयोग, विष्णुराजगिहवा, राधाकृष्ण प्रकाशन,
- संचार के मूल सिद्धांतः सिंह, ओमप्रकाश, 2018.
- भारतीय संचार दर्शनः एक नई दृष्टि, रमण, साकेत, तरुण प्रकाशन, 2017
- संचार के सिद्धांत: आर्मंडमैतलार्त, मिशोलमैतलार्त, ग्रंथशिल्पी, 2010
- शोध कार्यप्रणालीः आरंभिक शोधकर्ताओं के लिए चरणबद्ध गाइड- रंजीत कुमार, सेज प्रकाशन, नई दिल्ली (2017)
- रिसर्च प्रोजेक्ट करने के लिए आवश्यक मार्गदर्शन जिनाओलियरी, सेज प्रकाशन नई दिल्ली (2017)
- शोध प्रस्ताव कैसे करें तैयार- पैमडेनिकोलो और लुसिंडाबेकर, सेज प्रकाशन, नई दिल्ली (2017)

### Journals:

- 1. IIMC Journals, Communicator and Sanchar Madhyam
- 2. Journal of Communication, etc.

# INTRODUCTION TO JOURNALISM, MEDIA LAWS, ETHICS & REGULATION

L/P-5, T-1 Marks 100 : Theory 60, Practical 40

# **Course Objectives (CO)**

- ❖ To introduce the idea of Journalism, its role, and functions in Society and Democracy.
- To develop an understanding of Media and its relationship with India's constitution and Media Laws.
- To introduce the Principles of Ethics, Journalistic Ethics, their role, and the importance of ethical and responsible journalism.

# Unit I L-10 Marks 15 History and Growth of Journalism in IndiaPre & Post Independence Era

- Growth of Newspapers in India: key trends
- Censorship during Emergency (1975-77): Why it matters and its lessons
- Expansion of Media after 1977: key trends
- Post-1991 phase of the Media Industry: impact of Economic Liberalization and related key trends and issues
- Evolution and Growth of News agencies
- Crisis and future of Newspapers and Magazines: Western and Indian experience
- Newspapers in the era of Digital Journalism (Case studies on Media Houses)

# Unit II L-10 Marks 15 Indian Constitution & Media Freedom of Speech & Expression

- Freedom of speech and expression: Main Features, Scope, and Importance of Article 19
- Interpretation of Article 19: Defining the freedom of the Press and Media
- Supreme Court Judgments related to Article
   19
- Right to Information Act 2005
- Fundamental Rights and Duties

# Unit III L-10 Marks 15 Understanding Media Laws

- Indecent Representation of Women (Prohibition) Act 1986
- Official Secrets Act 1923

- Working Journalists Act 1955/ Labour Court/ Trade Union Rights in Media
- Press Council Act 1978 and Role of PCI, Press Commission
- Press and Registration of Periodicals Act, 2023 (Press and Registration of books Act 1867)
- Bharatiya Nyay Sanhita (BNS) 2023 (IPC, Cr. PC)
- Defamation
- Judiciary and Contempt of Court, Legislature and its Privileges
- Censorship and its different forms
- Copyright Act: Main Features and Issues

# **Broadcast Media**

- Cable TV Network Regulation Act 1995 (Programming & Advertising Code)
- Central Board of Film Certification (CBFC)
- Prasar Bharati Act 1990
- Digitization and Conditional Access System (CAS)

# **Cyber Laws**

- IT Act 2000 and its Amendments
- Regulatory authorities and framework
- Digital Media Ethics Code, Appellate Bodies

# Unit IV L-22 Marks 15

### **Media Ethics**

- Principles of Ethics: Key Principles, Importance, and Contemporary Relevance
- Right to Privacy
- Journalistic Ethics: Concept, Importance and Debates
- Journalists' Code of Conduct: Some Models

- of Codes of Conduct (RTDNA, SPJ, PCI, NBA etc.)
- Resolving ethical dilemmas: different methods
- Media trial and Sting operations

# **Media Regulation**

- Different forms of regulation: State regulation, Self-regulation
- Press Ombudsman: Readers' Editor

### **Media Organizations**

- International Media bodies: IPI, WAN, role of UNESCO, SAFMA
- TRAI, IBF, NBA, BEA, Editor's Guild

- INS, IJA, NUJ, IUJ
- International News Agencies, Global Media Organizations: Origin, Growth and Control on News Flow
- Relationship with Imperialism and Neo-Imperialism
- Western Media and its impact on third World especially India

# Unit V P-04 Marks 40

#### **Practical-Case Studies**

 Important case studies and Debates involving journalists and media houses for breaching the law

# **Course Learning Outcomes (CLO)**

At the end of the course learners shall be able to:

- Evaluate the history and transformation of Indian Journalism.
- ❖ Interpret Constitutional provisions affecting media.
- ❖ Analyze key media laws and ethical challenges.
- ❖ Apply ethical Principles to Journalistic Practice.

# **Suggested Readings**

- O Law of the Press, Durga Das Basu, Prentice Hall, New Delhi, 2006
- O Constitution of India, Subhash Chandra Kashyap, National Book Trust, India, Delhi
- Media Communication Ethics, Louis Alvin Day, Wadsworth CENGAGE Learning, New Delhi, 2006
- O Good News, Bad News: Journalism Ethics and the Public Interest, Jeremy Iggers, Westview Press, Oxford, 1998
- O Media's Shifting Terrain: Five Years That Transformed the Way India Communicates' Pamela Philipose, Blackswan, India, 2018
- Freedom, Civility, Commerce: Contemporary Media and the Public, Sukumar Murlidharan, Three Essays Collective, New Delhi, 2019.
- O Journalism, Who, What, When, Where, Why, and How, Stovall, James, PHI Learning Private Limited, New Delhi.
- O Newspaper management in India, Kothari, Gulab, Intercultural Open University, The Netherlands.
- An introduction journalism, Rudin, Richard & Trevor, Ibbotson, New Delhi: Focal, 2002.
- O Mass Communication Law and Ethics, Second Edition, Moore, Roy L, New Jersey: Lawrence Erlbaum Associates, 1999.
- O India's legal system, Can it be saved? Nariman, Fali S, New Delhi: Penguin Random House, 2017
- Writing for News Media: The story teller's craft: Pickering lan, New York: Routledge, 2018.
- Media's Shifting Terrain: Five Years That Transformed the Way India Communicates Pamela Philipose, Blackswan, India, 2018
- O The Indian Newsroom, Sandeep Bhushan, Context, 2019
- लुटियन के किले का भूगोल, प्रभाष जोशी, राजकमल प्रकाशन, नई दिल्ली.
- हिंदी पत्रकारिता, प्रवृत्तियां और सरोकार, विजयदत्त श्रीधर, दृष्टि ऑफ सेट
- मीडिया कानून और आचार संहिता, डॉ. शालिनी जोशी, सेज प्रकाशन, दिल्ली.
- मीडिया: नया दौर नयी चुनौतियां, द्विवेदी, संजय, नई दिल्ली यश, 2018.

- मीडिया शिक्षा: मुद्दे और अपेक्षाएं, द्विवेदी, संजय, नई दिल्ली: यश, 2018.
- मीडिया: भूमंडलीकरण और समाज, द्विवेदी, संजय, दिल्ली: यश, 2015.
- मीडिया विविध आयाम, त्रिवेदी, सुशील, गाजियाबादः के एल पचौरी, 2013.
- मीडिया में कथा: एक वर्कबुक, राव, भास्कर सी., नई दिल्ली: कनिष्क, 2013.
- पत्रकारिता एवं प्रेस कानून, द्विवेदी, मनीषा, नई दिल्ली: कनिष्क, 2006.
- समकालीन हिंदी पत्रकारिता, श्रीघर, विजयदत्त, सामियक, 2017.
- सामियक मीडिया और प्रेसिविधिः पृथ्वीनाथ पांडे, सुनील साहित्य सदन, 2020.
- पत्रकारों के लिए शैक्षणिक योग्यता, कितनी आवश्यक, कितनी व्यावहारिक, कुमार, प्रमोद, 2020
- जर्निलिज्म इन इंडिया पार्थसारथी रंगास्वामी, स्टर्लिंग पिंक्लिशर्स, 2011
- भारत का संविधान महावीर सिंह, ईस्टर्न बुक कंपनी, लखनऊ, 1991
- प्रेस विधि और अभिव्यक्ति स्वातंत्र्य डॉ हरबंस दीक्षित, वाणी प्रकाशन, 2007

# PRINT JOURNALISM (PART – A)

L/P-3, T-1 Marks 50 : Theory 30, Practical 20

# **Course Objectives (CO)**

- To introduce basic concepts of Print Journalism, its Evolution, Growth and Expansion, and Contemporary Trends.
- ❖ To Cultivate News Sense, Reporting, and Editing skills.
- To impart hands-on experience in Writing, Reporting, and Editing for Print Publications.
- ❖ Provide practical exposure through lab journals and fieldwork.

# Unit I Marks 10

#### **Introduction to Journalism**

- Terminology, Elements, Principles of Journalism
- Role of Journalism in Society: Journalism & Democracy, Concept of Fourth estate.
- Functions of Journalism: Credible Informational Journalism & Critical Investigative Adversarial Journalism

# **Types of Journalism**

- Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism.
- Tabloid Journalism, Activism vs Journalism, Solution Journalism

# Unit II Marks 10

# **News reporting & Photography**

## (a) News Reporting

- Defining News: Elements, Values, Components & types
- News Leads & types
- News writing Structure, Styles & Techniques
- Types of Reporting: Investigative, Descriptive, Analytical & Interpretative
- Sources of News: Cultivating, Verifying & Dealing with sources
- Covering Press Conference & Writing Press Release
- Hierarchy & Newsroom structure
- Integrated Newsroom

# (b) Visual Communication

- Visual Communication: Concepts and Processes
- Principles and tools of Visual Communication

# Photo Journalism

- History and evolution of Photo Journalism
- Understanding Camera, Lenses and Accessories
- Photographic Composition, Principles and Grammar
- Concept and techniques of Photo Feature and Caption Writing
- Photographic coverage of News and Events

# Unit III Marks 10 Editing & Designing

# (a) Understanding Editing: Concepts & Process

- Editing: Concept and Significance
- Editorial values: Objectivity, Facts, Impartiality and Balance
- News selection: News value and other parameters
- Handling of news copy
- Headlines and intro
- Stylebook and Style Sheet
- Fake News: How to identify & deal, Fact checking
- Editorial hierarchy and Job of various Functionaries
- Functioning of News desk
- News flow and editing: Role and Responsibility of Gatekeepers

# (b) Designing

- Principles of layout, Design
- Typography, Colour and Graphics
- Newspaper printing process and printing terminology
- Planning and visualization of news

#### **Unit IV**

Marks 20

### **Practical**

# **News Reporting**

- Speech/Meeting Reporting, Event Reporting, covering writing based on Press Releases, Press Conferences.
- Interviews, Obits, Profiles based on Field Assignments.
- Production of generic Lab Journals

# **Editing Assignments**

- Copy Editing
- Writing Headlines
- Intro/Lead writing
- Layout (Preparing the layout of the front, back and other pages of a newspaper and a magazine using Quark Xpress, Adobe CS (In-design, Photoshop, Illustrator, etc.)
- Rewriting Assignments & Translation

# **Photography Assignments**

Learning basic skills of photography and shooting exercises

- Photo coverage of news events on the campus or outside
- Shooting and preparing Photo feature along with write-up

# **Course Learning Outcomes (CLO)**

After successful completion of this course, learners will be able to:

- Demonstrate proficiency in news writing and reporting.
- Apply editing techniques for print media.
- ❖ Design and layout print publications using digital tools.
- Produce photo stories and visual content for print.

# **Suggested Readings**

- O Dahiya, S., & Sahu, S. (2024). Mastering Bears in Journalism: Specialized Reporting, Editing and Emerging Technologies in the Digital Era. Pearson Education.
- O Dahiya, S. (2022). Indian Media Giants: Unveiling Business Dynamics of Print Legacies in India. Oxford University Press, India. https://global.oup.com/academic/product/indian-media-giants-9780190132620?cc=in&lang=en&
- O So, You Want to Be Journalist? Bruce Grundy, Cambridge University Press, Cambridge, 2007
- O India's Newspaper Revolution: Capitalism, Politics, and the Indian Language Press, 1977-99, RobinJeffrey, St. Martin's Press, New York, 2000.
- O Writing and Reporting News: A Coaching Method, CaroleRich, Sage Publication, 2015
- Reporting for Journalists, Chris Frost, Routledge, London, 2001.
- O Journalism in India: From the Earliest Times to the Present Day, Rangaswami Unithasarthy, Sterling Publishers, New Delhi, 1989
- समाचार अवधारणा और लेखन प्रक्रिया, सुभाष धूलिया व आनंद प्रधान, भारतीय जन संचार संस्थान, नई दिल्ली, 2004.
- फीचर लेखन: स्वरूप एवं शिल्प, डा. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003.
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- समाचार बाजार की नैतिकता शर्मा, कुमुद, नई दिल्ली: सामयिक, 2013.
- सम्पादकीय विमर्श शर्मा, बल्देव भाई, यश, दिल्ली: 2019.
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# **DIGITAL JOURNALISM (PART - A)**

L/P-3, T-1 Marks 50 : Theory 30, Practical 20

# **Course Objectives (CO)**

- To introduce and develop a critical understanding of New Media, its evolution, theoretical under-pinning, growth and expansion, opportunities and challenges.
- To apprise the students about the symbiotic relationship between New Media and Legacy Media.
- ❖ To cultivate Social Media skills.
- To enable students to write, produce, and distribute for the digital platforms.

# Unit-1 L/T-12 Marks 10 History and Growth of Digital Media

- Internet, World Wide Web (WWW), and Search engines.
- Security issues in using digital technology (Malware, Phishing, Identity Thefts)
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements, and Interactivity.
- Web Content Management System, Word press/ Joomla
- Digital Tools for Journalists (Document Cloud
   Drop Box, Overview, Timelines, Wordle, etc.)

# Unit-II L-8 Marks 10

# **Digital Journalism**

# **Basic Concepts of Audio Production**

- Convergence and Journalism
- News on the web: Newspapers, Magazines,

# Radio, and TV Newscast on the web

- Changing Paradigms of news; Emerging News Delivery Vehicles; Integrated Newsroom
- Challenges and Opportunities: Fake news, Misinformation, Disinformation and
- Techniques of measuring Digital Audience.

# Unit-III L-10 Marks 15

# Journalism and Emerging Technologies

- Artificial Intelligence: Impact on Media, Usage and Caution
- Virtual and Augmented Reality
- Chatbot
- Blockchain & bots

# Unit-V P-10 Marks 40

#### Practical

- Creating Blog and Vlog, YouTube channels, Social Media Platforms
- Generative AI Workshop (Prompt engineering, How to save prompts)
- Cross verification of AI information.

# **Course Learning Outcomes**

At the end of the course learners shall be able to

- \* Explain digital ecosystems and emerging technologies.
- ❖ Assess challenges like misinformation and audience metrics.
- Produce blogs, vlogs, and manage digital content

# **Suggested Reading**

- O Dahiya, S., & Trehan, K. (2024). Handbook of Digital Journalism: Perspectives from South Asia. Springer, Singapore. Https://link.springer.com/book/10.1007/978-981-99-6675-2
- O India Connected: Mapping the Impact of New Media, Sunetra Sen Narayan and Shalini

- Narayanan(ed.), Sage, India, 2016
- O The New Media Reader, Ed. Noah Wardrip & Fruinand Nick Montfort, The MIT Press, Cambridge, 2003
- O A Journalist Guide to the Internet: The Netasa Reporting Tool, Christopher Callhan, Pearson/Allynand Bacon, 2007
- O Cyber Media Journalism: Emerging Technologies, Jagdish Chakraborty, Authors Press, New Delhi, 2005
- Online Journalism: A Critical Primer, Jim Hall, Pluto Press, London, 2001 Mass Media, Politics and Democracy, John Street, Palgrave Memillan, Hampshire, 2011
- O Media Literacy, Keys to Interpreting Media Messages, Silverblat Art, Yadav Anubhuti, Kundu Vedabhyas, DIMLE (The Digital International Media Literacy E-Book Project) https://www.kobcom/us/en/ebook/media-literacy-8
- 🔾 इंडिया कनेक्टेड, न्यू मीडिया के प्रभावों की समीक्षा, सुनेत्रा सेन नारायण, शालिनी नारायण, (सम्पादित), सेज इंडिया.
- 🔾 न्यू मीडिया-इंटरनेट की भाषायी चुनौतियां और सम्भावनाएं, आर. अनुराधा, राधा कृष्ण प्रकाशन, दिल्ली, 2012.
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# INTRODUCTION TO RADIO JOURNALISM

L/P-5, T-1 Marks 100 : Theory 60, Practical 40

# **Course Objectives (CO)**

- ❖ To introduce the medium of Radio, its evolution, policies, and trends in contemporary broadcasting.
- \* To develop an understanding of different genres of Radio and their nuances.
- ❖ To enable students to write and produce Programmes for Radio.

### Unit I L-10 Marks 15

# **Radio Broadcasting**

- Introduction to Radio Broadcasting
- The medium: role of Sound, Characteristics, Strengths, and Limitations
- Radio Broadcasting: main characteristics
- Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio

## Important Radio terminology

Radio Frequency, Signal Modulation, Transmission, Signal Range.

# **Evolution and Growth of Radio Broadcasting:**

- History of Radio in India
- Airwaves-public or private property
- Pre-Independence and Post-Independence broadcasting
- Public Service Broadcasting

# Introduction to use of basic Studio Tools and Technology:

- Microphones and Accessories, Headphone, Studio Monitor, Audio mixer and Interface etc.
- Basic idea and practice of editing software and recording.
- Planning, Scripting, Recording and Editing.
- Basic practice of on Air software like: Automation Scheduling, etc.

# Unit II L-10 Marks 15

# **Radio Production**

# **Basic Concepts of Audio Production**

Microphones-Designs, Categories and Application

- Digital Studio Mixer
- Portable Audio Mixer
- Recording formats
- Understanding Sound Recording/Perspective of Sound
- Sound Transfer, Editing, and Post-Production, Editing Software
- OB recording equipment
- Studio recording: Off-air/On air studios
- Usage of mobile phones in audio production

# **Writing for Radio**

- Thinking audio
- Planning and structuring the copy for various audio inputs
- Rewriting the printed and agency copy for broadcasting
- Writing for voice dispatches: Bytes and Outside Broadcast (OB) cop, Vox-Pops, interviews
- Radio Features/Documentaries
- Radio Commentaries
- Spotlight/Talks, etc.
- Headline Writing
- Style Book for Radio

# **Types of News Bulletins (AIR Formats)**

- 15-minute bulletin, 5-minute, News-on-Phone, Headlines
- Radio News Magazine
- New Format News

# **Compiling Radio News Bulletins**

- Production of different formats of news-2minute headline bulletin to one-hour news show
- Handling of news run down, last-minute

changes, and on-air changes in the news

# Unit III L-10 Marks 15

# **Broadcasting Policy**

- Broadcasting code and limitations
- Roles of AIR and private broadcasters
- Commercial Broadcasting Policy
- Community Radio policy
- Spectrum Allocation Policy

# **Commercial FM Broadcasting**

- Organization and Structure
- Planning and Organizing the content
- Writing for FM Radio
- Radio Jockeying

# Unit IV L-10 Marks 15

# **Community Radio**

Community Radio in India: Role and Importance

- Community Radio: Content and Production
- Management of Community Radio Stations
- Writing for Community Radio

# **Digital Story Telling/ Podcasting**

- Introduction of Podcasting
- Content creation and writing for Podcasts
- Different types of Podcasting
- Production of Podcasting

# Unit V P-10 Marks 40

### **Practical**

- Writing Radio News Bulletins
- Production of field-based Radio Reports, Features and Documentaries
- Production of Radio Programs in different formats for Community Radio
- Production of Podcasts

# **Mode of Evaluation Tests and Assignments**

# **Course Learning Outcomes (CLO)**

At the end of the course learners shall be able to

- Write and produce radio news and features.
- Operate radio production tools and software.
- Compile and broadcast radio bulletins and programs.
- Create podcasts and community radio content.

# **Suggested Readings**

- O Broadcasting in India, G C Awasthy, Allied, Bombay, 1965
- O Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
- O Radio Production, Robert Meleish, Focal Press, Oxford, 2005
- O Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
- O Radio Programmme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
- O The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
- O Basic Radio Journalism, Paul Chantler & PeterStewart, Oxford, 2003.
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- O Radio in Global Age, David Mandy, Polity Press, Cambridge, 2000
- O Broadcasting Journalism: Techniques of Radio & Television News, Andrew Boyd, New Delhi.
- O Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987,
- O Stay Tuned, The story of Radio in India, Pankaj Athawale, Indus Source Books, Mumbai
- O Radio Programmme Production, Neelamalar, M.-PHI Learning Pvt. Ltd., New Delhi.
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- रेडियोः माध्यम और तकनीकी, कठेरिया, धरवेश, दिल्लीः शिल्पायन, 2013.
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- रेडियो प्रसारण, कौशल शर्मा, प्रभात प्रकाशन, नई दिल्ली.
- रेडियो वार्ता शिल्प, सिद्धनाथ कुमार, राधाकृष्ण प्रकाशन, नई दिल्ली.
- पटकथा लेखन, एक परिचय, मनोहर श्याम जोशी, राजकमल प्रकाशन, नई दिल्ली.

# INTRODUCTION OF TELEVISION AND FILMS

L/P-5, T-1 Marks 100 : Theory 60, Practical 40

# **Course Objectives (CO)**

- To introduce the principles of visual communication: films with a focus on documentaries and photography
- To develop an understanding of Television, its newsroom, organizational structure, and reporting process
- \* To enable the process of writing news scripts for television
- Train in scriptwriting and visual storytelling

# Unit I L-10 Marks 15

# **Evolution and Development of Television**

- Television Broadcasting: main characteristics.
- History of TV in India: SITE experiment, Growth, and expansion of the Terrestrial Network, Introduction of Colour TV
- Advent of Cable and Satellite TV and DTH services
- Channel Distribution: Role of MSO's, CAS, HITS, DTH, IPTV
- TV on Mobile 3G & Prospects of 4G, 5G
- Case Studies of selected TV News Media Houses

# **Understanding TV Industry**

- Indian TV Industry: Main features, trends and issues
- Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and Future
- Commercial TV broadcasting: News and Non-News sectors
- News Television Industry: Main features, Trends Challenges
- Economics of TV broadcasting: Ownership Patters, Business Model and its impact on content
- National and International TV news agencies

# Unit II L-10 Marks 15 Organizational Structure of TV News Channels

- Modern TV news room: Input/Output and Assignment Desks
- TV news production desk and its functions
- Visual Sources: Servers, Graphics, Archives, MSR and OB
- TV Newsroom Research and its function

# **Writing for Visuals**

- The writing process-thinking audio and video
- Developing TV stories: Process and Planning
- Planning and Structuring the copy for various audio-visual inputs
- Structuring a TV news report, V/Os, Packages and Story Formats
- Editing bytes, Procuring and Editing Visuals Archives, Graphics, and other sources
- Writing Anchor leads
- Writing for Actions, Subtitles, Scrawls, and other TV screen value-addition instruments

### **Broadcast Styles and Techniques of Writing**

- Handling information overload and allowing visuals to breathe
- Rewriting agency copy
- Writing for Bytes and Outside Broadcast (OB) copy
- Understanding the pitfalls of broadcast punctuation and presentation
- Selected News Story Case Studies

# Introduction of visual language and Video Camera

 Concept and principles of visual grammar, ethical implication of shot chores and audience perception.

- Types of Video cameras, Parts of Camera, Camera Feature and their effects.
- Types and Classifications of shots, camera angle and camera movement.
- Basic camera handling. Working with Video Camera and understanding Accessories and Care.
- Basic editing practice.
- Light and sound techniques.

# Unit-III L-10 Marks 15 Reporting for TV

# A. Locating stories for TV and Reporting

- Understanding qualities of a TV reporter
- Building Sources.
- Locating TV stories: Sources of news, ideation
- TV script writing
- PTC: Opening, bridge, and closing
- Major International events and TV coverage
- Planning news stories of cultural and social interest

# B. Technical Support for TV reporter

- The equipment, fieldwork, TV news interviews, shooting, recording and editing
- Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and split screen, V/O from the field, and technical challenges
- Satellite link for news reporting from abroad.
- Satellite bookings and co-ordination with local TV channels, booking local editing facilities
- Satellite Phones, Broadband, Optical Fiber and Internet, and 4 G-based solutions

# Unit-IV L-10 Marks 15 Understanding Cinema

- An overview of film making
- Still camera, Video camera, Technological developments in filmmaking – the evolution stages tech aspects of film making
- Film Language
- Silent Era and Sound Film: Important Features
- World Cinema: History and development, Prominent film movements & filmmakers
- Indian Cinema: History and development; Prominent film movements & filmmakers
- Documentary Film: History and development
- Film appreciation and Criticism: Tools and Techniques, Language and Grammar of Cinema
- Genres and Formats, Certification, Film Bodies
- Emerging Film Culture; Film Festivals and Awards, Multiplex, OTT
- Visual Communication Animation, VFX and Graphics, Multimedia.

# Unit-V P-10 Marks 40

### **Practical**

- TV News writing for Different Types of Visuals
- TV Script writing
- Videography Practical
- Different TV News Formats
- Different types of PTC, OBs, Facing the Camera
- Script writing for Films, TV and OTT.
- Film Review

# Workshop on Mobile Journalism (MOJO) and Data Journalism

- Submission of 2-3 News reports with mobile
- Submission of 2-3 evidence-based stories using data

# **Learning Outcomes**

At the end of the course learners shall be able to

- Produce TV news scripts and packages.
- Operate video equipment and perform basic editing.
- Understand newsroom workflow and visual sourcing.
- ❖ Analyze visual media ethics and trends.

### **Suggested Reading**

O Dahiya, S. (2021). The House that Zee Built. Rupa Publications India. https://rupapublications.

- co.in/books/the-house-that-zee-built/
- O The Rise of 24 Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to Visual Culture, Marita Sturken and Lisa Cartwright Oxford University Press, Oxford, 2001
- O Globalization and television: A study of the Indian Experience, 1990-2010, Sunetra Sen Narayan-Oxford University Press, 2013
- O India on Television: How Satellite News Channels Have Changed the Way We Think and Aet, Nalin Mehta, Harper-Collins, New Delhi, 2008
- O How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007
- O Bollywood: A Guide to Popular Hindi Cinema, Tejaswini Ganti, Routledge, New York, 2005
- O An Introduction to Film Studies, Ed. Jill Nelmes, Routledge, London, 1996
- O Documentary Story telling. Sheila Curran Bernard, Focal Press, Oxford, 2011
- Encyclopaedia of Indian Cinema, Ashish Rajadhyaksha and Paul Willemen, British Film Institute, London, 2000.
- O Broadcast Journalism, Jacoby Barrera, ED Tech Press, 2020.
- O Creative camera techniques, Bruck, Axel, London: Focal, 1981. 14. Techniques of television news, Yorke, Ivor, London: Focal, 1978.
- O Techniques of television production, Brdz, Rudy, London: Allen & Union, 1962.
- Visual Scripting, Halas. John, London: Focal, 1976.
- O The work of television journalist, Tyrell, Rohat, New York: Communication arts books, 1972. 18. Television in India: Satellites, Politics and Cultural Change, Nalin Mehta, Routledge, New York, 2008.
- O Business Entrepreneurship for filmmakers: Charles Haine, Routledge. New York, 2020.
- टेलिविजन की भाषा, बर्णवाल, हरीशचंद्र, दिल्ली: राधाकृष्ण, 2019.
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- टेलीविजन LIVE, कठेरिया, धरवेश, दिल्ली: नवचेतन, 2014.
- टेलिविज़न की कंहानी, कश्यप, श्याम, दिल्ली: राजकमल, 2008.
- टेलीविज़न लेखन सिध्दांत और प्रयोग, नागर, कुमुद, लखनऊ: भारत, 2002.
- खबरें विस्तार से, कश्यप, श्याम, मुकेश कुमार, नई दिल्लीः राजकमल, 2018.
- 🔾 समाचार टीवी, वेब और सोशलमीडिया, बाला, सुस्मिता, नई दिल्ली: कनिष्क, 2020.
- टेलीविजन पत्रकारिता, कठेरिया, धरवेश, दिल्लीः शिल्पायन, 2014.
- पटकथा लेखन, एक परिचय, जोशी, मनोहर श्याम, राजकमल प्रकाशन,
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### **DEVELOPMENT COMMUNICATION**

Marks 100: Theory 60, Practical 40

# **Course Objectives (CO)**

- ❖ To introduce and enhance understanding of the Development Process and Development Communication/Journalism, its Paradigms, Evolution, Theoretical Underpinning, Growth, and Current Trends.
- Study India's indigenous development models
- Train in development reporting tools and field techniques

### Unit-1 Marks 15

# **Development Concepts: The Indian Traditions**

- Development in Ancient Bharat: Integrated Development, the fourfold goals of Dharma, Artha, Kama, Moksha, Lok-sangraha (well-being of all) and Sarvodaya (upliftment of all), Swasthya, Swarajya, and Swavalamban
- Bharatiya economic thought: Wealth Generation, Equitable Distribution, Taxation, Public Welfare, International Trade, Ports, Trade Routes, Weights and Measures, Monetization, trade branding
- Trade Commerce Global Connect: Maritime and land trade routes (Uttarapath, Dakshinapath, Silk Route), Navigation, Ship-building techniques, Indigenous accounting (Bahi-khata), Role and importance of Fairs, Markets, and Economic Diplomacy.
- Food Security and Agriculture: Indigenous farming practices, Water Management, Water Bodies and Communities, Food grains storage and distribution (granaries, state reserves), community sharing.
- Education Systems in Ancient Bharat: Pathshalas, Tols, Chatuspadis, Gurukuls, Viharas, pedagogy and curriculum, Role of Temples in imparting Education, Global centers of learning (Nalanda, Takshashila, Vikramashila), Focus on holistic development (Science, Arts, Logic, Ethics, Language, Grammar, Defence skills), Women an Education in Ancient India
- Defence, National Security and Warfare: Chanakya's Arthashastra and the concept of

- National Security, Kautilya and War Diplomacy, Structure of Ancient Armies, Espionage System, Weapons and Metallurgy
- Science, Technology and Engineering: Contributions in Mathematics, Astronomy, Metallurgy; Town planning Harappan Cities, Water Systems; Ayurveda and Health Systems Sushruta, Charaka; Agricultural Engineering Ploughs, Irrigation, Water Lifting, Canal Systems, Architecture
- Environmental Sustainability and Ecological Wisdom: Human Harmony with Nature,
   Traditional Ecological Knowledge, Forest
   Management (Vanachara Dharma), Sacred
   Groves, Pancha mahabhuta (Five-element)
   theory in balance.
- Cultural Development and Performing Arts: Temples as centers of Economy, Art, and Education, Social Welfare; Classical Music, Dance, Theatre (Natya Shastra), Storytelling traditions and forms, Iconography, Literature and Development of Languages.

# Unit-II Marks 15

# **Understanding Development Concepts & Process in Modern Times**

- India's Development Journey Pre & Post Independence (1757 to 1947) & (1947 to 2025)
- Experiences from Developing Countries with Special Emphasis on India
- International developmental agencies and programmes (MDGs, SDGs)
- Development of Communication and role of

- Civil Society and Government
- Role of Government in development: Evolution of planning process and new approaches
- Rights-based approach to development: Education, Food, Employment and Health
- Telecom and Development.

# Unit-III Marks 15 Development Communication & Development Journalism

- Dominant paradigm: WW Rostow's theory, empathy, critique of a dominant paradigm
- Dependency Theory, Development and under development, Center-periphery debate and Third World Perspective
- Alternative models of development: Small is beautiful (Schumacher)
- Participatory (Conscientisation, World Bank), and Communitarian model of development
- Theories of Development Communication: Diffusion of Innovation, Mass Media and Modernization, Media and National Development.
- Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm
- Participatory Development Communication (Paulo Freire, Miguel Sabido)
- Evolution of Development Journalism
- Area, Scope, and relevance of development journalism
- Development reporting: Tools and Techniques

- Role of research in Development Reporting
- Field visits, Observation, and Interviews
- Style and Language
- Using data sets and Technical Reports
- Presenting and Packaging Development Stories

# Unit-IV Marks 15 Development Scenario in India: Issues and Challenges

- Rural Development and Panchayati Raj
- Marginalized Communities and Human Rights: Vulnerabilities of Poor, SC/ST/OBC, Tribal, Minorities, Women, Children.
- Covering Human Rights
- Coverage of Developmental Stories in Mass Media: Potential, Problems and Issues
- Policy and Schemes to achieve development goals: Education, Health, and Gender issues, Environment, etc.
- Vision for Bharat @2047
- Mainstreaming through 'Make in India'

# Unit-V Marks 40

### **Practical**

- Video Documentary on Development issues
- Audio Documentary on Development issues
- Presentation
- Case Studies

# **Learning Outcomes**

At the end of the course learners shall be able to

- ❖ Analyze development theories and communication models.
- \* Report on development issues and marginalized communities.
- ❖ Apply participatory and data-driven storytelling.
- \* Evaluate media's role in sustainable development.

### **Suggested Reading**

- O Media, the State and Marginalisation: Tackling Challenges, Dr. Rachna Sharma (Ed.) 2018, Cambridge Scholars Publishing.
- O The Wonder that was India A L Basan
- O Paanini Kaleen Bharatvarsh Aacharya Vasudev Sharam Agarwal
- O Communication for Development in the Third World: Theory and Practice, Srinivas R. Melkote and
- O H. Leslie Steeves, Sage Publications, New Delhi Communication for Development and Social Change, Jan Servaes (ed.), Sage Publications, India, 2007

- O India: Economic Development and Social Opportunity, Jean Dreze and Amartya Sen, Oxford University Press, Delhi, 1995.
- O Pedagogy of the oppressed, Paulo Freire, Penguin Books Limited, New Delhi, 2017
- O Human Rights in a Globalised World: An Indian Diary, Mukul Sharma, Sage, India, 2010
- O Landscapes and Lives: Environmental Dispatches on Rural India, Mukul Sharma, Oxford, India, 2002
- O Greenand Saffron, Mukul Sharma, Orient Black Swan, India, 2011
- O Caste and Nature: Dalits and Indian Environmental Politics, Mukul Sharma, Oxford University Press, India, 2017
- O Democratic Governance in India: Challenges of Poverty, Development, and Identity, Niraja Gopal-Jayaland Sudha Pai, SAGE, Delhi, 2001
- O Development Communication in Practice: India and the Millennium Development Goals, J. V.Vilanilam, Sage, New Delhi, 2009
- An Uncertain Glory: India and its Contradictions, Jean Dreze and Amartya Sen, Princeton University, USA, 2013, London, 2000
- O International Communications: Continuity and Change, Daya Krishna Thussu, Arnold Publishers.
- Indian Media in a Globalised World, Maya Ranganathan and Usha M.Rodrigues, Sage, New Delhi,
   2010
- O Everybody Loves a Good Drought, P.Sainath, Penguin, 1996.
- O Small is Beautiful, A Study of Economics as if People Mattered, E.F Schumacher, Blond and Briggs, Harper Collins. 1973.
- O United Nations Development Programme, Human Development Reports
- O UN Documents, Committee on Economic, Social and Cultural Rights Reports. Media and development, Gangadarappa, M, July-Sept. 1995.
- O Unsung Builders of Modern Bharat following Gandhi by deeds, Kumar, Pramod, Gandhi Smriti-DarshanSmiti, 2019.
- O Improving People's Lives: Lessons in Empowerment from Asia- Mukul Sharma (ed), SAGE, Delhi, 2003
- O Network Power: the Social Dynamics of Globalization- D Singh Grewal, Yale University Press, New Haven, 2008
- The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology-Michael Traber (ed.), Sage, London, 1986
- विकास का समाजशास्त्र, श्यामचरण दुबे, वाणी प्रकाशन, नई दिल्ली.
- **ा** पत्रकारिता एवं विकास संचार, डॉ. अनिल कुमार उपाध्याय, भारती प्रकाशन, वाराणसी, 2007.
- मीडिया और समाजिक बदलाव, तुलनात्मक परिप्रेक्ष्य में भूमंडलीकरण एवं मानवाधिकार, जोसेपगाथिया कॉन्सेप्ट पब्लिशिंग कम्पनी, नई दिल्ली, 2009.
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- कृषि एवं ग्रामीण विकास पत्रकारिता, अर्जुन तिवारी, संयज बुक सेंटर, वाराणसी, 1999.
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- भारत और उसके विरोधाभास- ज्यां टेज और अमर्त्य सेन, राजकमल प्रकाशन, नई दिल्ली, 2018
- जनमाध्यम, संप्रेषण और विकास देवेन्द्रइस्सर, इंद्रप्रस्थ, नई दिल्ली, 1995

# ADVANCED RADIO JOURNALISM

L/P-5, T-1 Marks 100 : Theory 60, Practical 40

# **Course Objectives (CO)**

- \* To impart hands-on-training on copy writing, editing work and layout designing.
- To impact hands-on experience in the art and craft of radio news reporting and compilation of news bulletins
- To enable students to write, edit, and produce radio news stories and compile news bulletins
- Train in audio editing using industry software

# Unit-I L-10 Marks 15

# **Radio News Reporting**

- Locating Radio News Stories
- Structuring a Radio news report
- Tools and techniques of Radio news Reporting, Voice dispatch, Voice cast
- Radio news interviews and vox pops
- Role and responsibilities of reporters

# Live: Aakhon Dekha Haal

- Sports
- National Days
- Rashtrapati Bhawan

### Unit-II L-10 Marks 15

# **Radio Programming**

- Community Radio
- Internet Radio
- AIR (30-35 types of programmes)
- Commercial FM
- Radio features, Talks, Newsreel, News Magazine and other Programmes
- Reporting a press conference
- Reporting Politics, Economy, Sport, Art, Culture and Entertainment; Science and Environment
- Production of Radio features
- Production of Radio magazine/Talks Programmes

### Unit-III L-10 Marks 15

# Writing for Radio: Various format, Fiction and Non-fiction

• Environmental Programme

- Film Programme
- Plays, Radio Jingles
- Stories
- Radio Jockeying and its skills
- Public Broadcasting
- Commercial radio
- Community Radio
- Internet Radio

### Unit-IV L-10 Marks 15

# **Editing for Radio**

- Uses and Importance of Editing
- Working with software like Audacity, Dalet, Netia etc
- Editing through Mobile Apps

# Unit-V P-20 Marks 40

#### **Practical**

# **Radio News writing**

- Radio Feature
- Preparing Radio News bulletin with voice dispatches
- Radio Talk shows
- Radio Studio discussion
- Production of Radio Feature
- Digital Story Telling/Podcasting
- Making Programmes for FM Radio
- Interviewing for Radio
- Radio Jockeying
- Making Programmes for Community Radio

# **Mode of Evaluation: Assignment**

# **Course Learning Outcomes (CLO)**

After successful completion of this course, learners will be able to:

- Report and script radio news, features, and talk shows.
- Produce radio bulletins and manage live broadcasts.
- \* Edit audio content using professional tools.
- Create creative radio formats like jingles and plays.

# **Suggested Reading**

- O Radio Production, Robert Mcleish, Focal Press, Oxford, 2005.
- Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010.
- O Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003.
- O Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal-Press, London, 1997.
- O Radio news: Its reach, impact and potential, Sud, K. K, March 1989.
- Radio Programme production/Asspinall Richard.
- O Radio Programming: Tactics and Strategy, Norberg Eraic G, New Delhi, Focal Press, 1996.

# ADVANCED TV JOURNALISM

L/P-5, T-1 Marks 100 : Theory 50, Practical 50

# **Course Objectives (CO)**

- ❖ To acquaint students with different reporting beats
- \* To enable students to develop specialization in niche areas of reporting
- \* To enable students to write and produce stories on specialized areas of reporting
- \* Equip students with investigative reporting techniques

# Unit I Marks 10

# Fieldwork, News Beats News, Gathering

- Off-line News Gathering
- Online news Gathering
- General and Specialized Reporting

# City/Civic Reporting

Civic Reporting: Process, Roles and Responsibilities

# **Public Health Reporting**

- Nature of Health Reporting; Tools and Techniques.
- Reporting for Pandemic, Reporting health stories: Do's and don'ts

# **Education Reporting**

# Lifestyle, Films and Entertainment Reporting:

- Travel, Tourism, Fashion and Food, Art and Culture
- Auto, Gadgets and Technology.

# Unit II Marks 10

# **Crime Reporting**

- Understanding the Police System, IPC, and Cr.PC, Criminal investigative system, Judicial system, and procedures
- Sources of crime reporting: Collecting and cross-checking information
- Tools and techniques of crime reporting: Interviewing, Researching, Investigation, and follow-up.

# **Investigative Reporting and its types**

# **Sting Reporting: Concept, Process and Legal concerns**

# Legal Reporting

# **Rural Affairs and Agriculture Reporting**

- Issues of Rural Development and Agricultural crisis
- Methods and tools of Rural and Agriculture reporting

# Unit III Marks 10

# **Defence Reporting**

# **International Reporting**

# **Conflict Reporting**

- Defining conflict, its causes, and implications,
   Understanding Conflict Journalism
- Peace and Wartime Journalism, Embedded Journalism, and War Zones

# **Reporting Accidents, Riots**

# Science and Environment Reporting and Reporting Disasters: Natural and Manmade Disasters

- Nature and scope of Science Reporting, Scientific Temper; Covering environmental emergencies, Reporting Nuclear and other Disasters
- Case Studies: Bhopal Gas Tragedy, Tsunami, Gujarat Earthquake, Uttarakhand/Kashmir Floods in India

# Unit IV Marks 10

# **Political and Parliamentary Reporting**

- Political parties beat: Mastering the party system, Developing sources
- Interviewing Political leaders (off-the-record and on-the-record), the Art of Questioning, Reading between the lines, Context, and

# Background

- Parliament Coverage: Understanding the Parliamentary system, Parliamentary procedures and rules, dos and don'ts of Parliamentary Reporting
- Election Reporting: Understanding the Electoral System, Role, and Functions of the Election Commission, Historical context, Election data, Dynamics of election reporting

# **Election Reporting**

• Reporting Elections from Panchayat election to General elections, Rajya Sabha elections

# **Business Reporting**

- Sources of economic and business news stories
- Interpreting data, Covering important economic happenings
- Share market, commodities market, bullion market and money market
- Writing technique of business news and features

# **Sports Reporting**

- Sources of sports stories, covering sports events.
- Interviewing sportspersons

# **Cultural Reporting**

Unit V P-20 Marks 20

#### **Practical**

- Planning for TV news content and video footage, Writing the script
- Voice Over and its importance
- Video Editing: Basic of visual grammar and ethics, Editing the footage according to script and voice over
- Compilation of news, Making TV News packages
- Anchoring
- OB with a live audience
- TV studio interview
- TV News studio discussions
- Talk shows with audience participation
- MoJo
- Vox Pop
- Walk-through
- TV News bulletin making (half an hour)

Note: Students have to submit at least one practical assignment in each category individually/group-wise.

**Mode of Evaluation: Tests and Assignments** 

### **Learning Outcomes**

At the end of the course learners shall be able to

- \* Report niche beats like politics, crime, business, etc.
- Produce TV packages and live field reports.
- ❖ Conduct investigative and data-driven TV reporting.
- ❖ Visualize complex stories for TV audiences.

### **Suggested Readings**

- O Dahiya, S. (2021). The House that Zee Built. Rupa Publications India. https://rupapublications.co.in/books/the-house-that-zee-built
- O Television Journalism, Ivor Yorke, Routledge, 2016
- O An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- O Practice of Looking: An Introduction to Visual Culture, Marita Sturken and Lisa Cartwright Oxford University Press, Oxford, 2001
- O Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John-Herbert, Focal Press, Oxford, 2000
- O Business and Financial Journalism, E.C.Thomas, Indian Institute of Mass Communication, New Delhi, 2018.
- O Television news: The heart and how-to of video storytelling/Teresa Keller, New York: Routledge,2019.

- O Television studies: The key concepts. / Bernadette Casey and others, London: Routledge, 2002.
- O Documentary Handbook: PeterLee-Wright; Focal Press, London.
- O Introduction to Documentary; Nicholas Bill, Indiana University Press, USA.
- O 11.Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- स्मार्ट रिपोर्टर, ब्रजमोहन, शैलेश, वाणी प्रकाशन, दिल्ली, 2007.
- o टेलीविजन और क्राइम रिपोर्टिंग, वर्तिका नंदा, राजकमल प्रकाशन, दिल्ली, 2010.
- विदेश रिपोर्टिंग-सिद्धांत और व्यवहार, रामशरण जोशी, राधाकृष्ण प्रकाशन, 2005.
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- o टेलिविजन समाचार, आलेख, सम्पादन एवं प्रस्तुति, शम्सी, शकील हसन, नई दिल्ली, 2000.

#### **Web Sources**

- TV News channels online (NDTV, Aaj Tak, CNN-IBN, CNBC etc.)
- www.indiatelevision.com
- www.ddindia.com
- www.ddnews.com
- www.screenindia.com

# **DIGITAL JOURNALISM (PART – B)**

L/P-3, T-1 Marks 50: Theory 30, Practical 20

# **Course Objectives (CO)**

- To introduce and develop a critical understanding of New Media, its evolution, theoretical under-pinning, growth and expansion, opportunities and challenges.
- To apprise the students about the symbiotic relationship between New Media and Legacy Media.
- \* To cultivate Social Media skills.
- To enable students to write, produce, and distribute for the digital platforms.

### Unit III L-9 Marks 15

# Writing for Digital Media

- Writing for Social Media
- Hypertext, Audio, Video, Still images
- Animation: making short animated presentations using digital tools like: Powtoon, Moovly, easy sketch pro etc.
- Flash interactivity: Creating Animations using flash
- Blogs
- Microblogging & Social networking/Facebook/Twitter/RSS feeds
- Poll surveys/Email etc.
- Digital Storytelling formats
- Content writing, editing, reporting and management
- Structure of a Web report
- Planning and Designing of Web Pages, Blogs, Web channels, E-Newspaper, E-Magazine
- Creative Presentations
- Ethical concerns for New Media

### **Data Journalism**

- Case Studies
- Open Datasets
- Cleaning Data
- Analyzing Data
- Tools for Data Visualization
- Data Visualization-Info graphics and Interactive

# Unit IV L-5 Marks 15

# **Digital Platforms and Content Creation**

- Technology, Content reaction and Broadcasting
- Mobile Journalism and Social Networking: Introduction to social profile management products-Facebook, Twitter, LinkedIn
- Social Collaboration: Virtual community-wikis, blogs, Instant messaging, Collaborative office and Crowd sourcing, WhatsApp, Snapchat, Skype
- Social publishing: Flickr, Instagram, Youtube, Soundcloud, Snaptube etc.
- Citizen Journalism: Concept, Case studies
- Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and opinion makers
- Solution Journalism: Concept, Case Studies

# Unit V P-8 Marks 20

#### **Practical**

- Writing for different Social Media platforms, Blog writing
- Designing a Webpage or Creating and maintaining a YouTube channel
- Creation and handling of the Facebook page, Twitter handle, Instagram
- Planning and Content creation for different news websites
- Planning and Content creation writing for

online platforms/E-Commerce websites

Creating stories as a Citizen Journalist

# **Learning Outcomes**

At the end of the course learners shall be able to

- ❖ Write content for blogs, social media, and web publications.
- Create multimedia stories using animation and visualization tools.
- ❖ Apply mobile and citizen journalism practices effectively

# **Suggested Readings:**

- O Dahiya, S., & Trehan, K. (2024). Handbook of Digital Journalism: Perspectives from South Asia. Springer, Singapore. Https://link.springer.com/book/10.1007/978-981-99-6675-2
- The Psychology of the Internet, Patricia Wallace, Cambridge University Press, 2015.
- The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age.
- O Digital Sub-editing and Design-Stephen Quinn, Focal Press, Oxford, MA, 2001.
- O The New Media Handbook, Andrew Dewdney and Peter Ride, Routledge, 2006.
- O Video blogging & Podcasting, Lionel Felix & Dame in Stolarx, Focal Press, 2006.
- O New Media Journalism: Prof. Anubhuti Yadav, Sterling Publishers, New Delhi
- Producing Online News: Stronger Skills, Stronger Stories, Ryan M. Thornburg, CQPress, Wash-ington, 2011
- मोबाइल पत्रकारिता, कुमार, कौस्तुभ, नई दिल्ली: के.के., 2020
- **ा** डिजिटल मीडिया का सामाजिक पक्ष, श्रीवास्तव, मुकुल, दिल्ली: यश, 2018.
- डिजिटल क्रांति और हिंदी, मिश्र, स्मिता, दिल्ली: अनंग 2020.
- नया मीडियाः अध्ययन और अभ्यासः शिव प्रसाद जोशी, पेंगइन प्रकाशन, दिल्ली

# PRINT JOURNALISM (PART – B)

L/P-3, T-1 Marks 50 : Theory 30, Practical 20

# **Course Objectives (CO)**

- To introduce basic concepts of Print Journalism, its evolution, Growth and Expansion, and Contemporary Trends.
- ❖ To cultivate news sense, reporting, and editing skills.
- \* To impart hands-on experience in writing, reporting, and editing for print publications.
- \* Equip for integrated newsrooms and data-driven journalism.
- Develop expertise in specialized reporting beats

# Unit I Marks 10

# **Special Reporting and Beats**

- Understanding beats and their categories
- City reporting: City and local news
- Crime reporting: sources and related laws
- Reporting political parties and politics, legislative (covering assembly and parliament), legal reporting
- Specialized reporting: Defence, Science& technology, Education, Art & Culture, Environment, fashion & lifestyle, Entertainment, sports, health reporting etc.
- Reporting conflict: Armed and social conflict, region, community and human rights
- Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting.
- Differences in reporting for newspapers/news agencies, TV, Radio, Websites cultivating, verifying and dealing with sources of news.

#### Unit II Marks 10

# Other Forms of Writing and Supplements

- Feature: definition, characteristics, types: news and non-news features
- Process of feature writing: ideas and research
- Tools and techniques of feature writing
- Interview: Types and techniques
- Opinion writing: Editorial, Op-ed page and middle
- Special articles, Weekend pullouts, Supplements
- Backgrounders, reviews (Books/films/documentaries)

- Magazine reporting: current trends, style and future
- Rewriting news stories

## Unit III Marks 10

# **Integrated and Futuristic Newsrooms**

- Evidence based reporting
- Reporting Data: Dealing with data, decoding data, analyzing and interpreting data, finding & writing story from data, incorporating and presenting data in news story/feature/opinion pieces
- Concepts of automated storytelling
- Virtual reality and immersive journalism
- Mobile Video Journalism
- Eyes in the skies- Use of drones in journalism
- Wearable journalism

### **Integrated Newsroom**

- Understanding the SPADE workflow of an integrated newsroom
- Roles in an integrated newsroom
- Production of all formats
- Assembly and post producing content depending on the medium
- Engagement with audience and distribution of content

# Unit IV Marks 20 Practical

### **Specialized Writing**

- Writing features and human-interest stories, backgrounders
- Op-ed articles/Editorials/Articles/Middles/

Columns/Research activities for academic journals

News and Specialized – Defence/Science/ Education/Fashion and lifestyle/Technology etc

### **Writing Across Media**

 Writing for News Magazines/ Writing for Websites/ Writing for Blogs/ Writing for Mobile/ Letters to the Editor, Comments on Website.

# **Editing Assignments**

- Copy editing
- Writing headlines
- Intro/lead writing
- Rewriting assignments & translation
- Layout (Preparing the layout of the front, back

and other pages of a newspaper and a magazine (In-design, Photoshop, Quark Xpress, Adobe CS.etc)

# **Photography Assignments**

- Learning basic skills of Photography and Shooting exercises:
- Photo coverage of news events on the campus or outside
- Shooting and preparing Photo feature along with write-up

### Lab Journals

- For lab journal assignments, the class will be divided into groups. Students will produce lab newspaper periodically.
- Editing stories and lab journals will carry marks.

# **Learning Outcomes**

At the end of the course learners shall be able to

- \* Report specialized beats effectively across platforms.
- \* Write features, opinion pieces, and interviews.
- ❖ Use data journalism, immersive storytelling, and digital workflows.

# **Suggested Reading**

- O Dahiya, S., & Sahu, S. (2024). Mastering Bears in Journalism: Specialized Reporting, Editing and Emerging Technologies in the Digital Era. Pearson Education.
- O Dahiya, S. (2022). Indian Media Giants: Unveiling Business Dynamics of Print Legacies in India. Oxford University Press, India. https://global.oup.com/academic/product/indian-media-giants-9780190132620?cc=in&lang=en&
- The Indian Newsroom, Sandeep Bhushan, Context, 2019
- Writing and reporting News: A Coaching Method, Carole Rich
- O Reporting for Journalists, Chris Frost, Routledge, London, 2001
- O Intimate Journalism: The Art and Craft of Reporting Everyday Life, Walt Harrington, New Delhi
- Art and Print Production, Sarkar, N.N, Oxford University Press.
- स्मार्ट रिपोर्टर, शैलेश, ब्रजमोहन, वाणी प्रकाशन
- 🔾 समाचार और संवाददाता काशीनाथ जोगलेकर, वाराणसी विश्वविद्यालय प्रकाशन, 1997
- समाचार संकलन और लेखन नंदिकशोर त्रिखा, हिन्दी सिमति, उप्र 1974
- समाचार अवधारणा और लेखन प्रक्रिया सुभाष धूलिया, आनंद प्रधान; भारतीय जन संचार संस्थान, नई दिल्ली, 2004
- संपादन कला एन सी पंत, तक्षशिला प्रकाशन, नई दिल्ली, 2004
- शैली पुस्तिका बालमुकुंद सिन्हा, नेशनल पिंक्लिशिंग हाउस, नई दिल्ली, 1995
- साक्षात्कार सिद्धांत और व्यवहार रामशरण जोशी, ग्रंथ शिल्पी, नई दिल्ली, 2001
- भारतीय पत्रकारिता का इतिहास जेनटराजन, प्रकाशन विभाग, 2002.

# ADVERTISING, PUBLIC RELATIONS, CORPORATE COMMUNICATION AND MEDIA MANAGEMENT

L/P-5, T-1 Marks 100 : Theory 60, Practical 40

# **Course Objectives (CO)**

- ❖ To discuss the symbiotic relationship between Media and Public relations/Corporate Communication.
- To deliberate on the role of Advertising in the financial sustenance of Media Institutions and its impact on Media objectivity and fairness.
- To discuss how public relations/Corporate Communication and advertising can be of value to Journalism and vice-versa.
- ❖ Familiarize students with Government Information System and campaign strategies.

# Unit I L/T-7 Marks 15 Advertising

- Role, scope, concepts, definitions, objectives, and classification of advertising of social & economic impact of advertising.
- The concept of integrated marketing communication and the process of advertising. Ad agency functioning.
- Concept of brand & brand management, how media organization (TV, Radio, Print, Digital, social media) are emerging as brands.
- Concepts of media planning and buying.
- Laws and ethical issues in advertising professional bodies ASCI, BARC, cable TV Act.
- Artificial Intelligence and Analytics in advertising latest trends.

# Unit II L/T-8 Marks 15 Public Relations and Corporate

# Communication

- History, concepts, definitions, role, tool methods and changing trend in PR and CC.
- PR & Media, Media relation managements,
   PR as a source of News for media.
- PR department/agency structure, role, function. Target audience segmentation.
- Writing for media (press releases, press notes, rejoinders, social media posts, etc.)
- Crisis communication and PR in public & private sector.
- Corporate Social Responsibility: Concepts, scope, and case studies. Ethical issues of con-

- sideration in PR & CC, Professional bodies: PRSI & PRPA (code of ethics).
- Social Media Marketing & Influencer marketing in PR in Indian context (Reputation, Perception, Image Management, Celebrity, Political).
- Ancient Bhartiya concept of PR Chanakaya Niti, Udyog, Udyamita in Upnishads, Varta
   Pure Business, Sabha, Samiti, Sammelan, Mela, Utsav (Stakeholders at one place).

# Unit III L/T-5 Marks 15 Introduction to Media Industry Management and Entrepreneurship

- Media, Landscape & Ownership Patterns.
- Management of Media Organizations Case studies of Media Houses.
- Economics and marketing and branding of Media organizations: Circulation, Advertising
- Changing Dynamics in Marketing efforts of Newspapers and News Channels, Digital portals, social media portals, Radio and its impact on News objectives.
- Entrepreneurial trends in Media in India (Legacy/Digital Standalones)

# Unit IV L/T-10 Marks 15 Government Information System

- Government Information System: Overview, Functioning, Scope, and Significance at the center and state government level.
- Government relations and public affairs.

- Role and function of various media units and Organizations of the Ministry of Information & Broadcasting –
  - Prasar Bharati: Akashvani and Doordarshan
  - Central Bureau of Communication (CBC)
  - ❖ Photo Division (PD)
  - Directorate of Publications Division (DPD)
  - \* Research Reference & Training Division
  - Song & Drama Division (SDD)
  - Press Registrar General of India (PRGI)
  - Press Council of India (PCI)
  - Press Information Bureau (PIB)
  - Indian Institute of Mass Communication (IIMC)
  - National Film Development Corporation (NFDC): Directorate of Film Festivals (DFF) + Film Division (FD) + National Film Archive of India (NFAI) + Children's Film Society of India (CFSI)
  - ❖ Central Board of Film Certification

# (CBFC)

- ❖ Film and Television Institute of India, Pune (FTII)
- ❖ Satyajit Ray Film and Television Institute of India (SRFTI)
- ❖ New Media Wing (NMW)
- Electronic Media Monitoring Centre (EMMC)
- Government Campaigns through Ad Deconstruction and Case Studies
- Elections and the growing role of PR & Advertisement.

# Unit V P-10 Marks 40 Practical

- Understanding creativity in Advertising/ Communication: Creative Brief, Ideation and Brainstorming Campaign Planning & Production.
- Crisis Communication Simulation on a current issue
- Production of theme-based Advertisement campaigns
- Event management + Press conference as a PR exercise.
- Workshop on Laws & Ethical Issues.

# **Learning Outcomes**

At the end of the course learners shall be able to

- ❖ Analyze the role of advertising and PR in media sustainability.
- ❖ Develop media planning, brand management, and campaign strategies.
- ❖ Write press releases, social media content, and crisis communication notes.
- ❖ Understand media units under MIB and their public communication roles.

### **Suggested Reading**

- O Dahiya, S. (2023). Digital First: Entrepreneurial Journalism in India. Oxford University Press, UK. https://global.oup.com/academic/product/digital-first-9780198879657?cc=in&lang=en&.
- O Brand Sense, Martin Lindstrom, Free Press Publication, 2010
- O Corporate Communication Principles and Practice, Jaishri Jethwaney, New Delhi, Oxford University Press 2010.
- O Corporate Communications: A 21st Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004
- O Creative Strategy in Advertising, Drewaniany L. Bonnie, Words worth Cengage, USA, 2011
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