

**SYLLABUS**  
*for*  
**Choice Based Credit System**  
**(CBCS)**  
**On the basis of**  
**Outcome Based Education**  
**(OBE)**

**ONE YEAR PG DIPLOMA IN**  
**JOURNALISM AND MASS**  
**COMMUNICATION**

**PATNA WOMEN'S COLLEGE**

*Autonomous*

**PATNA UNIVERSITY**

3<sup>rd</sup> Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4

**“College with Potential for Excellence” (CPE) Status Accorded by UGC**

## DEPARTMENT OF MASS COMMUNICATION

### SYLLABUS

#### ONE YEAR PG DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

##### Programme Outcome :

The one year PG Diploma Programme has been meticulously designed for the media aspirants keeping the needs and demands of various media houses in mind. After completion of the programme the candidates would develop a fair understanding of the nature and myriad of scopes in media. The candidates would be equipped and skilled not only to be tailor made professional but would also be employable in the field of media.

##### SEMESTER – 1

S. N.	Paper	Theory	Practical	Total_Marks
1	Communication: Concept and Theories	70	30	100
2	History of Press, Laws and Ethics	70	30	100
3	Print Journalism-Concept and Process	50	50	100
4	Television and Radio Journalism	50	50	100
5	New Media Journalism	50	50	100
				500

##### PROGRAMME OUTCOME

**Upon completion of the programme, the students will attain the ability to:**

**PO1:** Be professionally trained to work in media.

**PO2:** Understand the basic functioning of the media houses; from Print Media to Electronic Media to Social Media.

**PO3:** Learn the required skills to enable themselves to assess their own potential to accommodate in media field.

**PO4:** Develop a comprehensive understanding of the principles of media and research with reference to ethical aspects.

**PO5:** Understand the finer nuances of communication to use it as a powerful tool as and when required.

## **PROGRAMME SPECIFIC OUTCOME**

**Upon completion of the programme, the students will attain the ability to:**

**PSO1:** Introduced to a plethora of courses which would help them understand the nature and the scope of the programme. They would be able to assess their own potential and critically analyse aptitude in various media.

**PSO2:** Learn how to use communication as a potential tool to sustain & survive in media. Learning communication skills and techniques would enable them to report events, write scripts, interact with masses and most importantly, interview big people.

**PSO3:** Apply hands on experience of different tools and soft wares required in various media from reporting to film making.

**PSO4:** Acquire the basic knowledge of everything required to be employable in both in the print, electronic media and web media.

**PSO5:** Benefitted with wide range of job opportunities like ,Print Production, A/V production, Advertising, Public Relations, cinematography, where they can explore, be employable and excel.

**PSO 6:** Learn and practise shooting, video editing, anchoring, writing reports, scripting and reviewing films in their practical classes.

## **SEMESTER-1**

### **PAPER – 1**

**C 101**

### **COMMUNICATION: CONCEPT AND THEORIES**

Total MARKS: 100(Theory: 70. Assignment/Practical: 30)

### **Course Outcome:**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Understand the finer nuances of communication, various terminologies associated with it. They would also learn different models of communication in detail.

**CO2:** Learn communication skills and understand various forms and levels of communication which would eventually improve their communication skills.

**CO3:** Create an understanding about the need and importance of Research in Communication. They would also develop an understanding of the methodologies as well as tools used while conducting a research. They would be acquainted with ethical aspects of research

**CO4:** Develop a comprehensive study of development communication as to how communication can help in the development of society.

### **Unit-1 Communication Concepts**

Dimensions of Communication: Intra-personal, Interpersonal and Group Communication, Importance of VERBAL AND Non-verbal Communication, Functions and Elements of Mass Communication, Models of Communication, Theories and Ideologies of Mass Communication

### **Unit-2 Communication and Media Research: Basic Concepts and Design**

Areas of Research and types of Research, Research Problem: Questions and Hypothesis, Theoretical Framework, Literature Review and Analysis, Primary and Secondary Research data sources, Research Design: Objectives, Study Area, Variables, Sampling Research Methods.

### **Unit-3 Language and Communication**

Importance of Language in Mass Communication and Society, Sign and Symbols, Language use in different mass media, Differences between TV, Radio, Print and Cyber language.

### **Unit- 4 Development Communication**

Concept of Development: Theories, Perspectives and Debates, Alternative Model of Development, Development and Communication, Development organisations, Role of Government in Development, Assignment/Practical

## **PAPER-2**

**C 102**

## **HISTORY OF PRESS, LAWS AND ETHICS**

Total Marks: 100 (Theory: 70, Assignment/Practical: 30)

### **Course Outcome:**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Analysis at the interesting and prolific journey of the press from the humble start of Bengal Gazette to the modern corporate world of the press.

**CO2:** Develop a fair understanding of the Indian Constitution with special reference to FOSE.

**CO3:** Understand the laws that media must abide by and the ethics that are expected from the media houses to follow. Understanding of media laws would safeguard the students from any untoward circumstances.

**CO4:** Acquaint with various national and international organisations that play a crucial role in the development sector.

### **Unit-1 History of the Press**

Development of Print media, Evolution of Press in India: Pre-independence period, Growth of Newspapers in India after 1947, First and Second Press Commission: Main findings, Censorship during Emergency (1957-77), Expansion of Regional newspapers after 1977: Main Trends, Evolution and Operations of News Agencies, Future of Newspaper Industry in India, Managing Newspaper Industry

### **Unit-2 Indian Constitution & Media**

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Defining the freedom of the press and Media, Right of Information Act 2005, Fundamental Rights and Duties

### **Unit-3 Media Laws**

Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, Censorship and its different forms, Right of Privacy, Pressure on Media: Political, Corporate, social religious, advertisers and lobbies, etc. Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI, Cyber laws

### **Unit-4 Media Organisations, Regulation & Media Ethics**

Trade Union Rights in Media, International bodies: IPI, UNESCO, National Organisations , Regulatory practices in developed democracies, Regulation of Broadcast, Press and WEB: Challenges and Issues, Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, News Ombudsman: Readers' Editor/Public Editor, Press Council of India, Ethics of Journalism: Rationale and Evolution of Journalistic Ethics, Journalistic ethics: Concept, Importance and Debates, Journalists' Code of Conduct: (PCI, RTDNA, SPJ, NBA etc.), Resolving Ethical Dilemmas: Different Methods and Steps, Dealing sensitively with women issues and other marginalised communities, Visual manipulation and ethics, Assignment/Practical

### **PAPER – 3**

#### **C 103**

#### **PRINT JOURNALISM- CONCEPT AND PROCESS**

Total Marks: 100(Theory: 50, Assignment/Practical: 50)

#### **Course Outcome:**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Designed to impart a comprehensive understanding of Journalism, its principles, ethical aspects. Candidates would develop a basic understanding of news process from the event to the reader.

**CO2:** Develop a comprehensive understanding of the production process on the print platform emphasising newspaper production.

**CO3:** Comprehend a brief idea about Reporting, Editing and Printing aspects of daily production in a 24-hour time-cycle. The students are acquainted with the overall rigour involved in the production of the newspaper to ensure daily periodicity.

**CO4:** Apply hands on experience on still photography which is vital for photojournalism.

#### **Unit – 1 Defining News**

Elements of News, Changing Concepts of News: Factors & Issues, Fake News, Paid News and Misinformation, Concept of Journalism, Journalism and Society, Journalism and Democracy, Journalism and Accountability, Types of Journalism, Journalism: a Mission, Journalism and Activism, Future of Journalism, Journalism and Critical Thinking

## **Unit- 2      Types of Journalistic Writing**

Features: Ideas, Process, Writing Styles and Packaging, Opinion Writing: Editorial;, Articles, Commentary, In-depth Analysis and Research based Reports, Writing News for Newspaper and News Magazine, Styles of News writing: Inverted Pyramid style, feature style, sand clock style, Nut Graph, Structure of News: Five W's (Who what, when, why, where) and one H(How), Writing Intro/Lead, Body, Different types of Intro/Lead, Organising the News Story: Angle, Attribution, Quote, Background & Context, Accuracy, Objectivity, Fairness and Balance, Writing Headlines

## **Unit- 3 Reporting & Editing**

Types of Reporting, Role and Importance of Sources, Interpretative Reporting and Descriptive Reporting, Investigative Reporting, Cultivating, Verifying and Dealing with Sources of NEWS, Qualities of a good Reporter, Dealing with Risks in Reporting, Ethical aspects of Sourcing news & Reporting, Management of News: News flow on the desk from different sources, Copy Editing: Ensuring News value and other criteria, Objectives of copy editing: Checking facts, language, style, clarity & simplicity, Graphics and Cartoons, Relevant Photos and Captions and Graphics, Editing symbols, Newsroom terminology, Reporting: Parliament, Politics, Crime, Sports, Business, Sciences, Environment and Disaster

## **Unit-4 Photojournalism**

History of photography/Photojournalism, Camera Types/Lenses/Sensors, Exposure Methods of Camera Handling, Concepts, Photo Editing, Captions, Learning Still Photography, Assignment/Practical

## **PAPER – 4**

**C 104**

### **INTRODUCTION TO TELEVISION AND RADIO**

**Total Marks: 100 (Theory: 50, Assignment/Practical: 50)**

### **Course Outcome:**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Understanding of Television and Radio. This course will familiarize them with audio and visual media, their journey and expansion.

**CO2:** Learn the functioning and role of the government media.

**CO3:** Understand the finer nuances of visual language and how it helps in visual communication.

**CO4:** Familiarize with Radio and TV Production. develop proficiency in A/V Pre production and Post production.

### **Unit – 1 Understanding Radio and Television**

Television and Radio as a medium of Mass Communication, Strengths and Shortcomings, History of Television and Radio in India, History of TV in India: SITE experiment, growth and expansion of Terrestrial network, introduction of Colour TV, beginning of Cable and Satellite TV and DTH services

### **Unit – 2 Public Service Broadcasting**

Characteristics, Structure and Management, Programming and Presentation, Evaluation

### **Unit – 3 Visual Communication**

Visual Communication: Concepts and Processes, Principles and tools of visual communication, Visual literacy and visual perception, Use of visual across media, Visual manipulation

### **Unit – 4 Understanding Radio and TV Industry**

Television Broadcasting: Characteristics, Organisational Structure of TV news channels, TV on Mobile, TV Short Films/ Radio Features (Fiction/Non-Fiction), Writing and Production, Commercial/Entertainment Radio Programming, Broadcast Policy and Guidelines, Assignment/ Practical, Production of Short Films, Documentary Films, Radio Feature/ Documentary

## **PAPER – 5**

**C 105**

**NEW MEDIA JOURNALISM**



Total Marks: 100 (Theory: 50, Assignment/Practical: 50)

### **Course Outcome:**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Acquaint with the importance of new media and its use in current time. It explains the different applications and technologies used.

**CO2:** Learn the basic difference between the functioning of the traditional (Print/ Radio/ TV) and the new media. They will be familiarised with the undergoing change in media.

**CO3:** Apply hands on training on various tools and technologies required .

**CO4:** Learn how writing for the new media is different from the traditional media. They would understand the ‘lingo’ used in the new media.

### **Unit – 1 Introduction to Media**

New Media Journalism: Concepts and evolution of Internet as a medium, News on the web: newspapers, magazines, radio and TV newscasts on the web, Data Journalism, Challenges and opportunities for a newsman: gatekeepers to news guides, Marketing and Email Marketing, Digital Tools to spot Fake News and Misinformation.

### **Unit – 2 Nature of the Web**

Revolutionary change in communication, the unparalleled benefits drawbacks of the net and social media, Freedom of expression v/s Privacy, The ‘Dark Net’, Largest ungoverned space on earth

### **Unit – 3 Understanding the Technology**

Components of computers; Input devices, Processing devices, Output devices, concept of hardware and software, Application software: Word processing, Spreadsheet, Image Editing, Introduction to the Internet, World Wide Web (WWW), Search Engines, Overview of the New Media Industry, Introduction to Mobile Journalism, Digital Story Telling, Creating Stories using Mobile Phones, Introduction to Mobile Journalism, Digital Story Telling, Creating Stories using Mobile Phones, Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity, Web Content

Management System, Digital Tools for Journalists, Security issues in using digital technology (Malware, Phishing, Identity Theft)

#### **Unit – 4 Writing for New Media**

Digital story-telling formats, Content Writing, editing, reporting and its management, structure of a web report, Social Media and Citizen Journalism, Social networking; Introduction to social profile management products: Facebook, LinkedIn, Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies, Blogging: a brief history of blogs, blogs as narratives, bloggers as journalists and ‘opinionists’, Responsible Social Media Behaviour, Writing with hyperlinks, Content management, Storyboarding and planning, Planning and designing of WebPages, Blogs, e-newspaper, e-magazines, Assignment/Practical

### **SEMESTER – 2**

#### **Paper – 6**

**C 206**

#### **TELEVISION & RADIO PRODUCTION AND MANAGEMENT**

Total Marks: 100 (Theory: 30, Assignment/Practical: 70)

#### **Course Outcome:**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Develop the practical aspects of Radio & Television production. They would get to work in the studio to understand the functioning of the studio.

**CO2:** Learn the finer nuances of Radio & TV programme production in the studio.

**CO3:** Learn field production. They would also learn the basic difference between studio production and field production.

**CO4:** Apply hands on experience on A/V editing using softwares like FCP etc. They would learn right from researching and script writing to the final production of Radio as well as TV programmes.

## **Unit 1 Studio (TV and Radio)**

Studio floor plan and signal chain, Three-point lighting technique. Cool and warm lights, Production Control Room-CCU, VM, SEG, CG & teleprompter, Headphones, fold back and earphones (EP), Field lighting, HMI and understanding colour temperature, Single Camera Production, Microphones, TV Camera: Camera operation and shoot, Different types of cameras-CCD, CMOS-ENG/EFP variety and Studio Cameras, Audio and Video Switchers.

## **Unit – 2 Studio Production**

Floor plans, pre-production planning, Dry runs and walk through, Timeline and production schedules, Working out schedules, Cues and commands, PCR production

## **Unit – 3 Field Production**

Basic shots, camera angles, Ideas, visualisations and production scripts, Pre-production and post-production activities, Grammar of visuals, Production Team

## **Unit – 4 Audio & Video Editing**

Video Editing/ Audio Editing, Software: Final Cut Pro, Adobe Premier, Adobe Audition, Laying of Soundtrack, Special Effects, Studio Lighting, Field Coverage/Production, Studio Production, News Production, Documentary Production, Assignment/Practical

## **PAPER 7**

**C 207**

## **TELEVISION AND RADIO NEWS : REPORTING , EDITING AND BULLETIN PRODUCTION**

Total Marks : 100( Theory :30, Assignment / Practical: 70)

## **Course Outcome**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Work with the production of news bulletins. Candidates learn the process of news bulletin from gathering news stories to final news presentation .

**CO2:** Learn how reporting for Television and Radio is different Print Journalism. This course would enable the students to develop an understanding of Journalism in relation to Radio & Television.

**CO3:** Learn how radio and television bulletins are prepared. They will also learn the techniques of presenting news bulletins.

**CO4:** Apply for hands-on experience. They would themselves news bulletins in teams.

### **Unit 1- News**

Thinking Audio and Video, Planning and Structuring the copy, Writing Anchor leads , Re-writing Agency Copy , Language and Translation, Editing ( Text), Editing Press Release.

### **Unit 2 News Reporting**

News Beats, Reporting from Parliament/ Legislative Assembly, City Reporting, Political Reporting, Business Reporting, Sports Reporting, Conflict? Disasters Reporting, Crime, Legal Reporting, Do's and Don't's for a TV/ Radio Reporter.

### **Unit 3 TV News Bulletins & Radio News Bulletins**

Compilation of News Bulletins, Prime Time Bulletins, Headline Bulletins , PTC/ Walk Through, Reading News bulletins, Anchoring Program/News : Diction, Modulation and Appearance, Panel Discussion in the Studio/field, Radio /TV Interview

### **Unit 4 Assignment/ Practical**

TV News Reporting, Editing( Video and Audio), Current Affairs, Radio Talks, Panel Discussion, Radio News Bridge / Special Live Shows , Phone in programs, Packaging , MOJO , News Anchoring, Interview, Talk Show

## **Paper 8**

**C 208**

## **PRINT MEDIA PRODCUTION AND GRAPHIC TOOLS**

Total Marks: 100 ( Theory :30, Assignment / Practical: 70)

### **Course Outcome:**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Acquaints with print media and their types.

**CO2:** Develop comprehensive understanding of writing and editing for the print media.

**CO3:** Learn the basic principles of graphic design which would further help students design on various subjects. They would also learn how to use different types of software making them employable.

**CO4:** Apply practical knowledge and get employment opportunities in various media institutions, as well as it also motivates them for self-employment.

### **Unit 1 Types of Print Media**

Books, Magazines, Newspapers, Tabloids, Advertorial Supplement, Special Issues.

### **Unit 2 Editing : Concepts and Processes**

Types of News Writing, Press Release, Editing Process

### **Unit 3 Layout Design and Photojournalism**

Editing : Practical, Editing Assignments, Photography Assignments, News Coverage / Photo Story/ Photo Essay, Advertorial Photography

### **Unit 4 Graphic Tools**

Adobe Photoshop and Indesign, Basic Intro to Illustrator, QuarkXpress, Corel Draw, Lab Journals, Assignment / Practical

## **Paper 9**

**CC 209**

### **MASS MEDIA AND SOCIETY**

Total Marks : 100 ( Theory: 50, Assignment / Practical: 50)

### **Course Outcome :**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Understand the interdependence of Media and Society. They will understand the interdependence of media and society and how they complement each other.

**CO2:** Learn social norms and issues that affect lives of people. Candidates would be sensitised to diverse socio -cultural fabric of India and its International Relations too.

**CO3:** Familiarise with various government policies and schemes. They would also learn their role in the development of society.

**CO4:** Acquainted with various development issues in society. They would get sensitised to write development stories.

### **Unit 1: Relation between Mass Media and Society**

Indian Society : Historical and Sociological Perspectives, Mass Media and Society, Access to Media , Mass Media Policies, Mass Media and Contemporary Social Issues.

### **Unit 2 Mass Media and Development**

Concept of Development, Development Communication , Development Support Communication in Agriculture , Development Support Communication in Population , Health, Education and Environment.

### **Unit 3 India's Development Paths**

Planning Commission , Five-year Plans, Mixed Economy, Niti Aayog, Difference between Niti Aayog and Planning Commission

### **Unit 4: Development Reporting**

Introduction :The meaning and Concept of Developmental reporting, Reporting skills for developmental Stories, Development reporting for Mass Media , Success Stories.

## **PAPER 10**

### **DSE 201**

### **ADVERTISING , PR , CC, MEDIA MANAGEMENT**

Total Marks : 100 ( Theory:50, Assignment/ Practical: 50)

### **COURSE OUTCOME**

**After the completion of the course, the student will attain the ability to:**

**CO1:** Deals with the advertising as Powerful Communication tools. It also covers the different models of Advertising as well as functions of AD & PR agencies.

**CO2:** Develop skill to manage the corporate world through powerful PR techniques and tools. They will develop a fair understanding of functioning of the corporate world.

**CO3:** Understand the importance of creativity in advertising and PR planning and campaigns.

**CO4:** Learn creativity and the managerial acumen required for media management.

### **Unit 1: Advertising**

Role, Scope, Concepts, Definitions, Objectives and Classification , The Process of Advertising Brand Management, The basics Current Discourse on Media and Advertising , Concepts of Media Planning and Buying.

### **Unit 2: Public Relations and Corporate Communication**

Public opinion and attitude, Publicity and Propaganda, PR and Media , Target Audience ,Segmentation, Internal and External Communication - Tools and methods , Public Relations in Public and Private Sector, Corporate Social Responsibility, Concepts, Scope and Case studies, Crisis Management, Laws and Ethical Issues in PR.

### **Unit 3: Campaign Planning and Production**

Understanding Creativity in Advertising / Communication: Creative Brief, Ideation and Brainstorming, Campaign Planning & Productions , Case Studies.

### **Unit 4 : Media Relations and Management**

Concept of Media Management , Origin and Growth of Media Management, Media management in the Global scenario , Development of Media Organisation as an Industry in India, Entrepreneurship, Innovation Media and Creative Industry, Ownership Patterns in India , Functions of Various Development of Media organisations , Media Management models , Assignment / Practical.

