



MA (Journalism and Mass Communication)

Rules-Regulations & Curriculum

(w.e.f. 2023-24)

REGISTRAR
Sai Tirupati University
Udaipur (Raj.)

**Venkteshwar Institute of Fashion Technology
& Mass Communication**

(A Constituent Unit of Sai Tirupati University, Udaipur)

Rules-Regulations & Scheme of Examination

Program Name

Master of Arts in Journalism and Mass Communication - MA (JMC)

Admission Criteria

Graduation in any stream with a minimum of 50% marks. relaxation in marks will be applicable for reserved categories as per government norms.

Duration of Program

The minimum duration of the program is two years and maximum is four years.

Attendance Requirement

A minimum attendance of 75% is required in both theory and practical classes separately, in the absence of this, student will not be eligible for the main examination.

Scheme of Examination

- a) University examinations are conducted on a yearly basis with two examinations in each year, one mid-term and one end-term examination. For mid-term examination, the maximum marks for each course will be 30 marks and the minimum passing marks will be 12 marks. For end-term examination, the maximum marks for each course will be 70 marks and minimum passing marks will be 28 marks in each course. No candidate shall be declared passed unless he/she has secured a minimum of 40% marks separately in Mid-Term and End-Term Examination of each course, and has to obtain an overall aggregate of 50% or above in the year.
- b) Division/ Class will be awarded on the basis of aggregate of the university examinations regardless of the attempts as shown below: First Division – 60% and above, Second Division - 50% & above and less than 60%.
- c) Student securing 75% marks in a course in first attempt will be awarded a Distinction (D) in that course.
- d) There are 5 marks for the grace. Grace marks are applied to total marks obtained in the course and it can be applied to one course only in that exam.
- e) Revaluation / re-total of paper as per university norms.

Paper Pattern for End-Term Examination

End-Term exam paper is divided into three sections:

Section-A: It contains 10 questions each question is of 1 mark. ($10 \times 1 = 10$)

Section-B: It will contain five questions, one from each unit. Each unit will have an internal choice. Students may answer one question from each unit ($5 \times 6 = 30$)

Section-C: It contains 4 questions out of which any two questions are to be answered. ($15 \times 2 = 30$)



Program Scheme

Previous Year

S. No.	Subject Code	Subject Name	Internal	Main	Total
1	MJM 101	Introduction to Mass Communication	30	70	100
2	MJM 102	History of Press and Media Laws	30	70	100
3	MJM 103	Digital Advertising and Public Relations	30	70	100
4	MJM 104	Business Communication and Management	30	70	100
5	MJM 105	Typing, Media and Content Writing	--	--	100
6	MJM 106	Still and Video Camera Practices	--	--	100
7	MJM 107	Advance Digital Marketing	--	--	100

Final Year

S. No.	Subject Code	Subject Name	Internal	Main	Total
1	MJM 201	Human Rights, Media and Traditional Communication	30	70	100
2	MJM 202	Indian and World Cinema	30	70	100
3	MJM 203	News Reporting and Writing	30	70	100
4	MJM 204	Fundamentals of Entrepreneurship	30	70	100
5	MJM 205	Advance Graphic Designing	--	--	100
6	MJM 206	Advance Video Editing	--	--	100
7	MJM 207	Event Management Practices	--	--	100
8	MJM 208	Project Work and Report	--	--	100



Detailed Syllabus

Previous Year



Introduction to Mass Communication

(MJM 101)

Unit :1 Government, Private and traditional Media in India: Government media units, Private media in India, Press in India, News Agencies in India, Private television channels in India, folk theatre, scope of traditional media in India.

Unit :2 Organizational structure of print Media: Newspaper departments and their functions, magazines departments and their functions, types of ownership and their functions

Unit :3 Organizational structure of AIR and Doordarshan: Structure of AIR, Structure of Doordarshan, structure of Private TV channels.

Unit :4 News agencies in India: Introduction of news agencies in India, Press Trust of India, United News of India

Unit :5 Advertising and PR agencies: Organizational structure of AD agencies, functions of AD agencies, Organizational structure of PR agencies, functions of PR personnel

Reference Books:

1. Pearson: Introduction to Mass Communication
2. William Hart: Introduction to Mass Media



History of Press and Media Laws (MJM 102)

Unit-1

Origin of press – Evolution of modern newspapers - Growth of newspapers in India - Hickey's Gazette – Bombay Chronicle, Udamartand.

Early journalism in Bengal-Bombay and Madras presidencies – Growth of national press in 19th century - Raja Ram Mohan Roy – Balgangadhar Tilak.

Unit-2

Indian press and freedom movement – Gandhi's contribution to Indian journalism – Nehru era – Government v/s Press – Indian Press and Emergency.

Contribution of National eminent newspapers - Amrit Bazar Patrika - Kesari – Hindustan-Navbharat Times -The Times of India – The Statesman - The Hindu.

Unit-3

History of Journalism in Rajasthan, Folk/Traditional Media, Prominent news agencies and history of News Agencies.

Unit-4

History of Electronic media, Radio and Digital media.

Unit-5

Press Council of India Act, 1978 — Law of defamation

Reference Books:

1. Nadig Krishna Murthy (1966). Indian Journalism Mysore, Mysore University Press 2.
2. S.Natarajan. Indian journalism
3. R.Parthasarathi .(1991) Modern Journalism in India. New Delhi: Sterling Publishers.
4. JV Seshagiri Rao. Studies in the history of journalism
5. B. N. Pandey: Indian constitution, Central Law Publications
6. D. D. Basu: Introduction to Indian constitution.
7. D. D. Basu: Press law

Digital Advertising and Public Relations (MJM 103)

Unit-1

Evolution and growth of advertising – Definitions of advertising – Relevance of advertising in the marketing mix – Classification of advertising – Various media for advertising – National and global advertising scene – Socio-economic effects of advertising.

Unit-2

Ad agency management, various specialist departments in an ad agency: (Account planning, Account servicing, Creative, Media planning, HRD, etc.)

Unit-3

Client related issues and the process, business development, pitching for accounts – agency-client interface: the parameters - creative and media briefing process, agency-media interface, agency revenue earning and sources.

Unit-4

Mass media laws concerning advertising – apex bodies, ASCI and its code of conduct, Public Relations and Corporate Communication, Evolution and history of public relations – Definitions of PR, PR and allied disciplines (Publicity, Propaganda, Public affairs, Lobbying, etc.). Law and ethics of PR (Defamation, Copyright, Invasion of privacy; PRSI code of ethics).

Unit-5

Interface of PR with various management disciplines (Human resource development, Finance, Marketing, Law etc.) - Publics in PR, PR tools (Interpersonal, Mass media and selective media) – PR in industry (Public sector, Private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments.

Reference books

1. Cutlip & Centre (2005) Effective public relations. New Delhi: Pearson.
2. Bertrand R. Canfield: Public relations.
3. Stephenson: Handbook of public Relations.
4. Sam Black: Practical public relations.
5. J. H. Kaul: Public relations in India.

Business Communication and Management (MJM 104)

Unit-1

Meaning & process of communication – Importance of communication – Basic functions of communication – Types of communication - Intrapersonal communication - Interpersonal communication - Group communication - Mass communication- non-verbal communication – Kinesics and Proxemics.

Unit-2

Elements & Process of Communication – Barriers of Communication (Language Barrier – Physical Barrier – Social-psychological Barrier) – Tools of communication (Diction – Sentence – The Paragraphs - Punctuations)

Self-Development Practices - SWOT analysis, Corporate Communication.

Unit-3

Effective Communication Principles – Essentials of Effective Communication – Effective Written Communication – Email etiquettes. Presentation Skills- Essential Elements

Unit-4

Organizing: Nature, Types, Structures and Departments. Centralization and Decentralization of Authority and Span of Control. Conflict causes and management of conflict.

Organization Environment: Internal and External.

Unit-5

Leadership: Meaning, Importance, Leadership qualities and styles. Likert's Four Systems of Leadership.

Controlling: Nature, Objectives, Process.

Reference Books:

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
3. P.C. Tripathi: Principles of Management (Tata McGraw Hill, New Delhi)
4. R.L. Nolakha: Principles of Management (R.B.D. House, New Delhi)

Typing, Media and Content Writing (MJM 105)

The Concept of Content Writing and its relevance, Role and Functions of Content Writers, Print and Web Content Writing, Scope and Types of Content Writing, Principles and processes of content writing, Understanding social media content writing and PR, What is plagiarism, rules on plagiarism, How to write plagiarism-free copies, Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research, Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers, Writing blogs, case studies, white papers, Infographics- Importance and relevance, Images, Screenshots, Videos, Memes, GIFs, 30 degree videos, Product Demonstration, Quizzes, Polls, Interactive white papers.



Still and Video Camera Practices (MJM 106)

Basic Camera and Parts, Basics of Digital Photography, Applications of Portrait Photography, Conceptual Photography, On-Location Photography, Sports Photography, Vision Inspired Photography, Natural Light Portraits, Photoshop Advanced, Portfolio of Photographs.

Television program production and techniques– Pre- Production, Production & Post Production, budget making, shooting formats. Types of camera lenses - telephoto, zoom, macro, normal - Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters. View-finders and focusing systems - Colour Filters: Different kinds, Red, yellow, green, neutral density, half filters, colour correction filter.



Advance Digital Marketing (MJM 107)

Social media marketing- introduction, using different social media platforms (Facebook/ Instagram/ Twitter) to connect with the audience & convert them to a call of action.

Affiliate Marketing- Generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website. Web analytics- Analyzing the behavior of visitors to a website through reports based on traffic source, referring sites, page views, and conversion rates of that website.

E-mail marketing- Introduction, creating and tracking e-mailers, email marketing platforms, open rates and CTR of e-mailers. E-commerce- Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.

Internet marketing- Introduction & Advantages of Internet Marketing in Business, AdWords, SEO & Keyword Research, The Importance of Branding, B2B Relationships. Content Strategy- Blogging, CTC via content, guest blogging, article making, promotions, content marketing tools.





Human Rights, Media and Traditional Communication (MJM 201)

Unit 1 Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights. Human rights commissions in India.

Unit 2 Indian constitution – Salient Features – Fundamental rights – Article 19 (1) (A)- Freedom of the press

Unit 3 Human rights and media – Newspapers – TV and Films - Agenda setting – Framing of issues - Reporting and writing of human rights report.

Unit 4 Traditional media – Nature – Meaning – Definition – Historical background – Characteristics – Classification of formats – Different phases.

Unit 5 Traditional media and modern communication-Communication models – Folk arts and social perspectives – Folk arts and religious communication.

Reference Books

1. Gopala Bhargava (2001). Human rights concern of the Future. New Delhi: Gyan books.
2. H. O. Aggarwal (2000) International Law & Human rights. Allahabad: Central Law Publications.
3. NJ Wheeler and Timothy Dunne (1999). Human Rights in Global politics.

Indian & World Cinema

(MJM 202)

Unit 1: History of Hindi Cinema: Phalke and Puranic films, Gandhian Era, Nehruvian Era.

Realism to Romanticism; V. Shantaram, Bimal Roy, Gurudutt, Raj Kapoor, B. R. Chopra, Shashidhar Mukherjee. 70's; Hrishikesh Mukherjee, Ramesh Sippy, Manmohan Desai. 80's; Yash Chopra, Subhash Ghai, Ketan Mehta, Kundan Shah. 90's; Rajkumar Santoshi, Shekhar Kapoor, Aditya Chopra, Karan Johar. Post 90's; Vishal Bhardwaj, Anurag Kashyap, Diwakar Benerjee, Abhishek Choubey, Manish Mathur. **Parallel & Documentary Cinema:** New Wave Cinema; Mani Kaul, M.S. Sathyu, Kumar Sahani, Shyam Benegal, Govind Nihlani. Documentary Cinema; Anand Patwardhan, Sanjay Kak, Rakesh Sharma

Unit 2: Understanding Cinema of other Indian languages and World Cinema: Bengali: Ritwik Ghatak, Mrinal Sen, Satyajit Ray. Marathi: Jabbar Patel, Dada Kondke, Post 90's Socially Committed Cinema. Malayalam: John Abraham, Adoor Gopalakrishnan, 50's Realism & 70's Awakening. **Understanding World Cinema:** Iranian; Abbas Kiarostami, Zafar Panahi. Japanese; Akira Kurosawa. Hollywood; Alfred Hitchcock. French New Wave: Truffaut.

Unit 3: Understanding Film Production: Pre-Production; Concept, Story, Script, Screenplay, Dialogue & Lyrics. Production; Direction, Music Direction, Lyrics Writing, Cinematography, Production Controlling, Other Technicians (Stunt man, Make-up man, Extras & Spot-boy) Post-Production; Editing, Dubbing, Background Score & Special Effects **Writing for Film:** An Idea to Screenplay; 1-line Concept to Complete-Story. Transformation of a Story into Script. Dialogue & Screenplay Writing. Documentary Film Writing; Research & Script Writing.

Unit 4: Politics of Cinema: Politics of On-Screen and Off-Screen Image. Synchronization with Socio-Political Scenario; 70's Melodrama, Politics of Nationalism and Jingoism. Politics of Oscar & other Awards. Agenda of James Bond Series. Politics of State-sponsored documentaries.

Unit 5: Prominent Figures of Silent & Hindi Films: Dada Saheb Phalke, Sulochana, Ardeshir Irani, Devika Rani, Himanshu Rai, Prathmesh Barua, K L Saigal, Nadia, Motilal, Ashok Kumar, Sohrab Modi, V. Shantaram, Noorjahan, Suraiyya, Raj Kapoor, Dilip Kumar, Devanand, Vimal Roy, Balraj Sahni, Gurudutt, Rajesh Khanna, Pran, Sanjiv Kumar, Hrishikesh Mukherjee, Amitabh Bachchan, Shyam Benegal, Naseeruddin Shah, Irfan Khan, Nawazuddin Siddiqui.

Reference books

1. Sumita S Chakravarty: National Identity in Indian Popular Film, 1947-1987
2. Vijay Mishra: Bollywood Cinema

News Reporting and Writing (MJM 203)

Unit1

Detailed analysis of news – definition – concepts- components – values – sources- press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects.

Unit2

Reporting special events – disasters and accidents – crime – sports – budget – courts – legislature reporting – speech reporting – investigative reporting – science reporting – moffussil reporting.

Unit3

Features – definitions – scope – types of features- news features – historical features – seasonal – how - to - do it – photo features – scientific features – human interest features – profiles – syndicate features.

Unit4

Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programmes – performing arts – contemporary trends in reviews.

Unit 5

Practical exercises – Beats.

Reference books

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg: The professional journalist
3. Ralph S. Izard: Reporting the citizen's news
4. M.V. Kamath: Professional journalism
5. Curtis Macdougall (1953): Interpretative reporting.

Fundamentals of Entrepreneurship (MJM 204)

Unit-I

Introduction: The entrepreneur; Definition; various concept about entrepreneurship, nature and Characteristics of entrepreneur.

Unit-II

Classification of entrepreneurship - Importance and benefits of entrepreneurship; entrepreneurial process; types of entrepreneurs.

Theories of entrepreneurship- Risk bearing theory of Knight, Innovation theory of Schumpeter.

Unit-III

Environment Analysis- Opportunities analysis; External environmental analysis – economic, social and technological; Competitive factor.

Unit-IV

Legal requirements for establishment of a new unit, and raising of funds; Venture capital sources and documentation required; Social responsibility.

Unit-V

Role of Entrepreneur- Role of an entrepreneur in economic growth as an innovator, Generation of employment opportunities, Complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries; Role in augmenting and meeting local demand.

Reference books

1. Fundamentals of Entrepreneurship: G. S. Sudha
2. A Practical guide to Industrial Entrepreneurship: Shrivastava S.B.
3. Environment & Entrepreneur: Tandon B.C.

**Advance Graphic Designing
(MJM 205)**

Graphic Design Elective, Business Information Design, Motion Graphics, History of Graphic Design, Visual Systems.



Advance Video Editing (MJM 206)

Combine video with music, images and graphics, edit multi-camera footage together, cut documentary, narrative and promo style videos, learn important principles of editing you can apply to any project, add video effects to liven up your projects, create graphic overlays to add texture to your videos.

Animate images, text and video in motion graphics projects, Animate Photoshop and Illustrator files, create animated logos, info-graphics and social media ads, animate native shape and text layers to create engaging animation.

Clean up audio files to reduce noise, Copy, cut and paste audio to create new files, edit voice over, podcasts and music to use standalone or in your video projects

Learn how to make your editing process smoother and easier, learn the steps in the editing and post-production workflow, and learn where and how editors find projects to work on.



Event Management Practices (MJM 207)

Introduction to Event Management: Definition of event, Categorization of events, Event management, Models of event management. Event strategies and Marketing, Process of strategy making, Strategy contents, Targets of event, Event marketing Mix, Marketing strategy. Logistics and financing: Logistic definition and Model, Logistic management, Coordination of logistic operation, budgeting of events. Risk assessment, monitoring and evaluation: 5 steps of risk assessment, Event evaluation process, Practical Aspects of Event management.



Project Work and Report (MJM 208)

Students must join an internship for the defined period in any media related organization in their desired department. All the students shall undertake a report under the supervision of a company representative and submit the report on the conduction of viva Voce Day.

