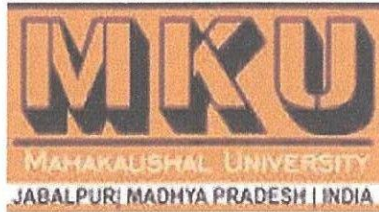


MAHAKAUSHAL UNIVERSITY, JABALPUR

**As per model syllabus of U.G.C. New Delhi, drafted
by Central Board of Studies and Approved by Higher
Education and the Governor M.P.**



**कला एवं समाज विज्ञान संकाय
syllabus**

**Faculty of Art & Social Science
Syllabus & Prescribed Books
Subject- Print Journalism
Diploma**

DPJM0101-T MEDIA & COMMUNICATION

History of Media and Press Laws

UNIT I: Introduction to Communication

- Meaning and Definition of Communication
- Elements of Communication Process
- Types of Communication
 - Personal, Group, Mass Communication
- Role of Media in Society
- Functions of Mass Media

UNIT II: History of Print Media

- Origin of Printing Press
- Growth of Newspapers in the World
- History of Indian Press
- Press during British Rule in India
- Role of Press in Freedom Movement
- Important Newspapers and Journalists

UNIT III: History of Electronic Media

- Development of Radio Broadcasting
- History of Television
- Growth of Radio and TV in India
- Educational and Community Broadcasting
- Impact of Electronic Media on Society

UNIT IV: New Media and Digital Communication

- Evolution of New Media
- Internet and Online Journalism
- Social Media Platforms
- Digital Media and Society
- Advantages and Challenges of New Media

UNIT V: Press Laws and Media Ethics

- Freedom of Press
- Article 19(1)(a) of Indian Constitution
- Reasonable Restrictions on Press
- Defamation
- Contempt of Court
- Copyright Act
- Press and Registration of Books Act
- Official Secrets Act
- Right to Information (RTI) Act
- Media Ethics and Code of Conduct

UNIT VI: Media Regulatory Bodies

- Press Council of India

- Broadcasting Regulatory Bodies
- Role of Government in Media Regulation
- Self-Regulation in Media

Suggested Reading

- Mass Communication Theory – Dennis McQuail
- Press Laws and Ethics – B.N. Pandey
- Indian Journalism – J. Natarajan

DPJM0102-T INFORMATION TECHNOLOGY, NEW MEDIA & DIGITAL PHOTOGRAPHY

UNIT I: Information Technology – Basics

- Meaning and Definition of Information Technology
- Components of IT
 - Hardware
 - Software
- Types of Software
 - System Software
 - Application Software
- Operating Systems
- Computer Networks
- Internet: Meaning and Uses

UNIT II: Internet and Digital Communication

- Evolution of the Internet
- World Wide Web (WWW)
- Email and Online Communication Tools
- Search Engines
- Cloud Computing
- Cyber Space and Digital Society

UNIT III: New Media

- Meaning and Characteristics of New Media
- Difference between Traditional Media and New Media
- Social Media Platforms (Facebook, Instagram, X, YouTube)
- Blogs and Vlogs
- Online Journalism
- Citizen Journalism
- Impact of New Media on Society

UNIT IV: Digital Photography – Basics

- Introduction to Photography
- Difference between Film and Digital Photography
- Types of Digital Cameras
- Parts of a Digital Camera
- Camera Sensors
- Image Formats (JPEG, RAW, PNG)

UNIT V: Digital Photography – Techniques

- Exposure: Aperture, Shutter Speed, ISO
- Composition Techniques
 - Rule of Thirds
 - Framing
 - Lighting
- Focus and Depth of Field
- White Balance

- Shooting for News and Features

UNIT VI: Image Editing and Ethics

- Basics of Photo Editing Software
- Image Cropping and Color Correction
- File Storage and Management
- Ethics in Digital Photography
- Copyright and Image Rights
- Photo Manipulation and Media Ethics

Suggested Reading

- Digital Photography – Scott Kelby
- New Media Technology – Vin Crosbie
- Online Journalism – Mike Ward

DPJM0103-T MAGAZINE, FEATURE AND OPINION WRITING

UNIT I: Introduction to Magazine Journalism

- Meaning and Definition of Magazine Journalism
- History and Growth of Magazines
- Types of Magazines
 - News Magazines
 - General Interest Magazines
 - Specialized Magazines (Fashion, Sports, Business, Film, etc.)
- Functions and Role of Magazines
- Magazine Organization and Editorial Structure

UNIT II: Magazine Writing Techniques

- Magazine Writing vs Newspaper Writing
- Magazine Language and Style
- Story Selection for Magazines
- Research and Source Collection
- Headlines, Sub-headings and Captions
- Use of Photographs and Graphics

UNIT III: Feature Writing

- Meaning and Nature of Features
- Types of Features
 - Human Interest Feature
 - Profile Feature
 - Interview Feature
 - Background Feature
 - Travel and Lifestyle Features
- Structure of a Feature
- Feature Lead and Conclusion
- Techniques of Feature Writing

UNIT IV: Opinion Writing

- Meaning and Importance of Opinion Writing
- Types of Opinion Pieces
 - Editorial
 - Column
 - Op-Ed Article
 - Review and Commentary
- Difference between News and Opinion
- Editorial Policy and Responsibility
- Role of Opinion Writers in Democracy

UNIT V: Writing Skills and Style

- Language and Tone
- Storytelling Techniques
- Use of Quotes and Anecdotes
- Fact-checking and Accuracy

- Editing and Rewriting
- Ethics in Writing

UNIT VI: Magazine Production and Ethics

- Magazine Layout and Design Basics
- Print vs Digital Magazines
- Online Magazine Writing
- Copyright Issues
- Plagiarism
- Media Ethics and Professional Responsibility

Suggested Reading

- Feature Writing – George A. Hough
- Magazine Journalism – Tim Holmes
- Opinion Writing – William Zinsser

DPJM0104-T EDITING

UNIT I: Introduction to Editing

- Meaning and Definition of Editing
- Importance of Editing in Journalism
- Functions of an Editor
- Qualities of a Good Editor
- Types of Editing
 - Copy Editing
 - Content Editing
 - Proof Reading

UNIT II: News Editing

- Principles of News Editing
- News Values and Selection
- News Structure (Inverted Pyramid)
- Editing for Accuracy, Clarity and Balance
- Rewriting and Condensing News
- Desk Work and Editorial Workflow

UNIT III: Headlines and Caption Writing

- Importance of Headlines
- Types of Headlines
- Techniques of Headline Writing
- Headline Vocabulary
- Writing Captions and Cutlines
- Common Errors in Headlines

UNIT IV: Language, Style and Proofreading

- Grammar and Usage
- Style Books and House Style
- Punctuation and Spelling
- Proofreading Symbols
- Avoiding Bias and Sensationalism
- Editing for Readability

UNIT V: Page Layout and Design

- Basics of Page Makeup
- Typography and Fonts
- Columns and Spacing
- Use of Photos, Graphics and Infographics
- Print Page Layout
- Introduction to Digital Editing Tools

UNIT VI: Editing for Digital Media

- Online News Editing
- Editing for Websites and Social Media
- SEO Basics for Editors
- Multimedia Editing
- Ethics in Editing
- Legal Issues in Editing

Suggested Reading

- News Editing – M.K. Joseph
 - Editing Today – S.N. Chaturvedi
 - The Elements of Journalism – Bill Kovach & Tom Rosenstiel
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DPJM0105-T REPORTING

UNIT I: Introduction to Reporting

- Meaning and Definition of Reporting
- Role and Responsibilities of a Reporter
- Qualities of a Good Reporter
- Types of Reporting
 - Print
 - Electronic
 - Online Reporting

UNIT II: News and News Values

- Meaning of News
- Types of News
 - Hard News
 - Soft News
- News Values
 - Timeliness
 - Proximity
 - Impact
 - Prominence
 - Conflict
- News Sources
- Beat Reporting

UNIT III: News Gathering Techniques

- Interviewing Techniques
- Observation and Field Reporting
- Background Research
- Press Conferences
- Press Releases
- Use of Documents and Data

UNIT IV: Writing the News

- News Structure (Inverted Pyramid)
- Writing Leads
- Writing News Stories
- Attribution and Quotes
- Accuracy and Balance
- Rewriting and Follow-up Stories

UNIT V: Specialized Reporting

- Crime Reporting
- Court Reporting
- Political Reporting
- Sports Reporting
- Business Reporting
- Development Reporting

UNIT VI: Reporting Ethics and Laws

- Ethics in Reporting
- Objectivity and Fairness
- Privacy and Confidentiality
- Defamation
- Contempt of Court
- Reporting during Emergencies
- Safety of Journalists

Suggested Reading

- Reporting – M.L. Stein
- News Reporting and Writing – Mencher
- The Elements of Journalism – Bill Kovach & Tom Rosenstiel

DPJM0106-T DEVELOPMENT COMMUNICATION

UNIT I: Introduction to Development Communication

- Meaning and Definition of Development
- Concept of Development Communication
- Nature and Scope of Development Communication
- Role of Communication in Development
- Development Communication in Developing Countries

UNIT II: Development Theories and Models

- Development Theories
 - Modernization Theory
 - Dependency Theory
 - Participatory Development Theory
- Models of Development Communication
- Role of Media in Social Change

UNIT III: Media and Development

- Role of Print Media in Development
- Radio and Community Radio
- Television and Development Programs
- Folk Media and Traditional Media
- New Media and ICTs in Development

UNIT IV: Development Communication in India

- Development Issues in India
 - Education
 - Health
 - Agriculture
 - Rural Development
 - Women and Child Development
- Government Development Programs
- Role of Media in Indian Development

UNIT V: Development Reporting and Campaigns

- Development Journalism
- Reporting Development Issues
- Communication Campaigns
- Social Advertising
- Role of NGOs and International Agencies
- Case Studies in Development Communication

UNIT VI: Participatory Communication and Ethics

- Participatory Communication
- Community Participation
- Grassroots Communication
- Ethics in Development Communication

- Challenges and Limitations
- Future of Development Communication

Suggested Reading

- Development Communication – Melkote & Steeves
- Communication for Development – Jan Servaes
- Media and Development – Srinivas Melkote

DPJM0107-T MEDIA LANGUAGE: STRUCTURE, STYLE AND TRANSLATION

UNIT I: Media Language – Introduction

- Meaning and Importance of Media Language
- Characteristics of Media Language
- Difference between Literary Language and Media Language
- Role of Language in Mass Communication
- Language and Audience

UNIT II: Structure of Media Language

- Sentence Structure in Media Writing
- Paragraphing Techniques
- News Structure (Inverted Pyramid)
- Leads and Endings
- Use of Headings and Sub-headings

UNIT III: Style in Media Writing

- Concept of Style
- Media Writing Style
- Simplicity, Clarity and Brevity
- Tone and Voice
- Use of Quotes, Idioms and Jargon
- House Style and Style Books

UNIT IV: Language for Different Media

- Language of Print Media
- Language of Radio
- Language of Television
- Language of Online and Social Media
- Differences in Writing Style across Media

UNIT V: Translation in Media

- Meaning and Importance of Translation
- Types of Translation
- Principles of Translation
- News Translation
- Problems and Challenges in Translation
- Role of Translator in Media

UNIT VI: Editing, Ethics and Practice

- Editing for Language
- Common Language Errors in Media
- Proofreading
- Ethics in Translation
- Accuracy and Faithfulness in Translation
- Practical Exercises in Writing and Translation

Suggested Reading

- Media Writing – James Glen Stovall
- Translation Studies – Susan Bassnett
- News Writing and Reporting – Mencher

DPJM0108-T PROJECT (MEDIA & COMMUNICATION)

1. Project Title (Choose One Topic)

You may select **any one** of the following:

A. Reporting / Editing

- Role of Reporting in Democratic Society
- News Editing Process in a Daily Newspaper
- Ethical Issues in Crime Reporting

B. Development Communication

- Role of Media in Rural Development
- Community Radio and Development Communication
- Media Campaigns for Health Awareness

C. New Media / Digital Media

- Impact of Social Media on Youth
- Role of New Media in Journalism
- Citizen Journalism in the Digital Age

D. Magazine / Feature Writing

- Feature Writing Techniques in Magazines
- Growth of Magazine Journalism in India
- Opinion Writing and Its Influence on Public Opinion

E. Media Language / Translation

- Media Language: Structure and Style
- Problems of Translation in Media
- Role of Language in News Communication

2. Objectives of the Project

- To understand the chosen topic in detail
- To study the role of media in society
- To analyze current trends in journalism
- To develop research and writing skills

3. Research Methodology

- Descriptive Method
- Use of Secondary Sources
 - Books
 - Newspapers
 - Magazines
 - Websites
- Case studies