

**(Syllabus Approved by Board of Studies : 10-02-09)**

**Post Graduate Diploma in Journalism and Mass Communication  
(PGDJMC)**

**One Year P.G. Diploma**



**Department of Journalism & Mass Communication**

**NEHRU GRAM BHARATI UNIVERSITY**

**KOTWA-JAMUNIPUR, DUBAWAL, ALLAHABAD**

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# NEHRU GRAM BHARATI UNIVERSITY

KOTWA-JAMUNIPUR-DUBAWAL, ALLAHABAD

**[This Syllabus is approved by Board of Studies held on 10-02-2009]**

## **Post Graduate Diploma In Journalism & Mass Communication**

- |                              |    |                              |
|------------------------------|----|------------------------------|
| 1. Eligibility for Admission | :- | Graduation in any Discipline |
| 2. No. of Seats              | :- | 40                           |
| 3. Admission                 | :- | Merit and Interview          |
| 4. Duration                  | :- | 1 Year (Two Semester)        |

### **Objectives of Course :**

- (1) To familiarize to students with the working of media both Print & Electronic
- (2) To develop working skills needed for newspapers, Magazines, Radio, T.V. Web Journalism.
- (3) To develop aptitude and competence to analyze and interpret the events.
- (4) To develop writing skills for different formats used in media.

### **Evaluation Scheme:-**

- (1) There will be an examination at the semester and in which each paper will carry 75 marks
- (2) There will be internal assessment of 25 marks in each (Theory & Practical both).
- (3) Internal assessment will be in the form of class test, presentation, seminar, field research, attendance, verbal and written abilities and the level of knowledge.
- (4) A candidate should obtain 36% total marks in each Paper (including Theory, Practical and Internal Assessment) . He should also obtain over all 40% marks to be declared to be Pass.

### **Guidelines for Practical Exams :-**

- (1) Marks for practical examination are Hundred (100) in each semester.
- (2) The Practical examination will be conducted by a set of two examiners (one external Examiner & the other internal examiner)
- (3) The Practical examination will comprise of written test (50 marks with 5 questions) and Viva-voce of 25 marks. Total 75 marks.
- (4) There will internal assessment of 25 for practical will given by internal evaluator.

DETAILED DIVISION OF PAPERS AND MARKS IS SHOWN IN THE FOLLOWING TABLE.

**SEMESTER –I**

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Total Marks
1.	Introduction to Communication & Media	75	25	100
2.	Media Language: Structure, Style & Translation	75	25	100
3.	Electronic Media & Computer	75	25	100
4.	Practical & Viva-Voce	75	25	100
		Total		400

**SEMESTER – II**

S.No.	Name of Paper	Theory Paper	Internal Evaluation during session	Total Marks
1.	Reporting & Editing	75	25	100
2.	Public Relation and Advertising	75	25	100
3.	Media Law & Ethics	75	25	100
4.	Practical & Viva-Voce	75	25	100
		Total		400

Semester - I

**Paper I - Introduction to Communication & Media**

Objectives

- To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication process.
- To acquaint students with various types of media and their characteristics.
- To familiarize students with the comprehensive characteristics of various media.

**Unit 1: Nature and Characteristics of communication**

- 1.1 Communication: definition, nature and scope
- 1.2 Human need of communication: functions of communication
- 1.3 Types of communication: Intra-personal, interpersonal, group and mass communication
- 1.4 Indian approach to communication

**Unit 2: Introduction to Media**

- 2.1** Development of Radio, Television and Film in Indian Context.
- 2.2 Print media: Introduction, types and characteristics
- 2.3 Radio: types and its characteristics.
- 2.4 Television: its characteristics
- 2.5 Traditional media: Its characteristics

**Unit 3: New Media Technology**

- 3.1 Satellite and cable media
- 3.2 Digital media
- 3.3 Convergence and media
- 3.4 Media Based media

**Unit 4: Media and society**

- 4.1 Media and Social change
- 4.2 Role of media in democracy
- 4.3 Media and culture
- 4.4 Media and public opinion

Semester - I

**Paper II - Media Language : Structure, Style & Translation**

**OBJECTIVES**

- To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.
- To prepare students learn idioms and phrases generally used in both the language for journalistic expressions.
- To develop ability of students to do different translation form English to Hindi or Hindi to English.

**UNIT 1 : Language**

- 1.1 Origin, History, growth, development and future of languages in human communication with special reference to India.
- 1.2 Difference between spoken words and written words.

**UNIT 2 : Languages Used in Media.**

- 2.1 Language usage for Print Media.
- 2.2 Language usage for Electronic Media. i.e. for Radio & Television.
- 2.3 Language usage for on-line Media i.e. Internet

**UNIT 3 : PARAPHRASING & TRANSLATION**

- 3.1 Translation : Definition, meaning and kinds.
- 3.2 Usage of Translation in Media.
- 3.3 Methods of paraphrasing, attribution and quoting.

**UNIT 4 : TRANSLATING JOURNALISTIC CONTENT : BUSINESS & SPORTS**

- 4.1 Translating at least 5 different news items.
- 4.2 Translating at least one creative writing of about 500 words.
- 4.3 Preparing a list of at least 20 phrases in Hindi and English used for the same expression.
- 4.4 Translating at least five different news items ; including business and sports.

Semester - I  
**Paper III - Electronic Media & Computer**

**OBJECTIVES**

1. To acquaint students with the computer, its parts and peripheral system, word processing, Internet and image editing.
2. To enable students to acquire the following skills:
  - Creating and managing of files and folders; processing text.
  - Analysis of data and preparation of charts and graphs.
  - Making Presentations
  - Handling Internet and using its terminologies.
  - Editing Graphics and Images

**UNIT 1- INTRODUCTION TO ELECTRONIC MEDIA**

- 1.1 Brief History of Electronic Media
- 1.2 Role and Importance of Electronic Media.
- 1.3 Characteristics of Radio, T.V. & Web Media.
- 1.4 Basic Principles of Radio, T.V. & Web Media.

**UNIT 2- RADIO JOURNALISM**

- 2.1 Structure of Radio News Room & News Studio, Radio News & Current Affairs Programme.
- 2.2 Structure and Writing of Radio News Bulletin, Art of News Presentation.
- 2.3 T.V. News Reporting, news presentation, Anchoring and packaging, Script Writing for T.V. and News.
- 2.4 T.V. Documentaries - Aim, Formats and Script Writing.
- 2.5 T.V. Programmes production, Basic Equipments - Camera, Lightening and Sound Equipment, PTC, Vox pop and Live reporting.

**UNIT 3 : COMPUTER FUNDAMENTALS**

- 3.1 Definition, Generations and basic component of Compute
- 3.2 Input/output devices, Memory and other peripherals
- 3.3 Introduction to Windows Operating System.
- 3.4 Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer)
- 3.5 Introduction to MS-Office Suite ( MS-Word, MS-Excel, MS-PowerPoint). Knowledge of Menus and Function of Tools used in MS-Word, MS-Excel & MS-PowerPoint.

**UNIT FOUR: INTRODUCTION TO INTERNET & ADOBE PHOTOSHOP**

- 4.1 Brief history and services of Internet., Advantages and threats in internet communication
- 4.2 Internet Protocols (FTP, HTTP. TCP/IP),
- 4.3 Websites, Portals and Search Engines; Online newspapers/channels/ magazines.
- 4.4 Adobe Photoshop : Tools and Menus, Graphic File Formats, ,
- 4.5 Adobe Photoshop: Introduction to graphics Color models and modes, Uses in Photography.

**Reference Books :**

- 1- "Adobe Photoshop - Creative Techniques", PHI
- V Rajaraman: "Fundamentals of Computer", PHI
2. विष्णुप्रिया सिंह, मीनाक्षी flag "माइक्रोसॉफ्ट ऑफिस 2000, एशियन पब्लिशर्स
3. संतोष चौबे: "कम्प्यूटर एक परिचय , मध्यप्रदेश हिन्दी ग्रन्थ अकादमी
- 4- India Broadcasting, H.R. Luthra, Publication Division, New Delhi.
- 5- Broadcasting in India, P.C. Chaterjee, Sage Publications, New Delhi.
- 6- This is All India Radio-Techniques of radio and T.V. News, V.L. Baruah, Publication Division, New Delhi.
- 7- Broadcast Journalism, Boyd Andrew, Focal Press, Oxford,
- 8- Perspective on Radio and T.V. Smith S. Leslie, Prentice Hall.
- 9- Broadcast Journalism, Cohler, David Keith, Prentice Hall.
- 10- News writing, Hough A, George, Kanishka Prakashan, New Delhi.
- 11- News Writing for Radio and T.V., K.M. Srivastava, Sterling Publication, New Delhi.

Semester - I  
**Paper IV - Practical & Viva-Voce**

100

**Tasks**

1. Visiting TV, Radio and Newspaper organization and writing reports on visits.
2. Interpersonal and group communication exercises in the class room.
3. Creating/Renaming/Copying/Moving/Deleting files and folders. Searching files, Creating Shortcuts
4. Changing Desktop settings
5. Practicing typing in Hindi/English
6. Preparing and formatting assignments and articles using MS Word. (At least Two)
7. Preparing Charts and Worksheets using functions. (At least One)
8. Preparing MS Power Point Presentations. (At least One)
9. Searching information using appropriate keywords
10. Browsing major online newspapers/channels/magazines
11. Design magazine cover pages/Posters. (At least Two)
12. Exporting files in other file formats

**Teaching and learning Methods**

- Lectures
- Students' Seminars
- Library Consultation
- Visits to media centers
- Workshops on translation practice
- Newspaper Reading
- Preparing subject specific glossary
- Field assignment for news gathering

Semester - 2  
**Paper I - Reporting & Editing**

UNIT 1- Reporting and Writing of News

- 1.1 Concept of news, definition of News.
- 1.2 Types of news, Elements of news, News Sources.
- 1.3 Concept of reporting, Types of reporting, Reporting skills, News writing skills, five W's and one H & Some C's. Intro and Body
- 1.4 Reporting techniques for different media
- 1.5 Features, Articles, Reviews, Columns, Reportage

UNIT 2 - Reporters / Correspondents, Interview and Press Conference

- 2.1 Meaning & characteristics of a reporter/correspondent - his functions
- 2.2 Requirement/selection process wage structure etc.
- 2.3 Classification of reporters, Qualities of a reporters
- 2.4 Coordination among the news gathering units and problems of functional relations between reporting units and the desk
- 2.5 Types of interview, Preparation for Interview, Interview Writing Skills, Types of Press Conference and Preparations and reporting of Press Conference.

UNIT 3 - Editing

- 3.1 Editing – Meaning, Concept and Significance.
- 3.2 Contemporary trends in Print Journalism, Presentation styles and editing of newspaper and magazines.
- 3.3 Function and organization of the editorial department of a news paper, Functions of Editor, Resident Editor, Asst. Editor, news editor, Chief Sub-editor, Sub editor and Chief Reporter etc. Functions and responsibilities of Group Editor, Managing Editor, Coordinating editor, etc.
- 3.4 Editing-Principles, Tools & Techniques, Role and function of copy desk Art. Of Copy editing, Steps and precautions in editing.

UNIT 4 HEADLINE AND PHOTOGRAPH

- 4.1 Copy writing, Abstracting, Synoptic writing , Excerpting, Slanting, streamlining, rewriting, integration translation, transcription and transliteration etc.
- 4.2 Headlines- meaning, Significance and Types.
- 4.3 Effective headline Writing- Characteristics and Techniques.
- 4.4 Photo Section- Role and Significance, Qualities of a effective photograph.
- 4.5 Photo editing- Section of photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of photographs. Caption and Sub caption and sub caption writing, Editing of Photo-features Action and Attractive Photographs.
- 4.6 Preparations of Charts, diagrams, graphs, illustrations and Cartoons etc.

Reference Books:

1. News writing: George, A, Hough, Boston Hough Mifflin company,
2. News culture: Allen Stuart, Buckingham Open University press.
3. Modern Journalism and News writing : Savita Chadda.
4. Basic Journalism: Rangaswami Parthasarathi Mecomillan India Ltd.
5. Principles of Journalism : Prabhakar Pandey, Popular Prakashan, Bombay.
6. Press and Media: Suhash Chakravarty, Kanchka Publishers and distributors, New Delhi,
7. The Journalistic Hand Book, M.V. Kamath, Vikas Publishing House, New Delhi
8. News reporting and editing, K.M. Shrivastava, Sterling Publishers, New Delhi
9. समाचार फीचर लेखन एवं संपादन कला – हरिमोहन – तक्षशिला पब्लिकेशन नई दिल्ली।

Semester - 2  
**Paper II - Public Relations & Advertising**

UNIT –1 INTRODUCTION TO PUBLIC RELATIONS

- 1.1 Concept and Definition of Public Relations, Role and Scope of Public Relations.
- 1.2 Types Public Relations: Public, Government, Private and Service Sector P.R., Image Building, Brand Promotion, Informational & Crisis Public Relations Management.
- 1.3 Tools of P.R.: Media Release, Media Conference, Seminars/ Workshops, Events, Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & Programmes.
- 1.4 P.R. & Propaganda, Publicity & Advertising or Sales Promotion and Marketing.

UNIT – 2 ROLE AND FUNCTION OF PUBLIC RELATIONS

- 2.1 P.R. in Central & State Government- Role and Functions & Development
- 2.2 P.I.B., A.I.R., D.D., Films Division, Song & Drama Division, Field Publicity etc.
- 2.3 State Government and Public Relations: DPR set up & functioning.
- 2.4 Art of P.R. Writing : Writing for Brochure, Folders, Internal and External House Journals.
  - P.R. with Media – Media Relations.
  - Corporate Communications : Tools and Techniques.
  - Characteristics of Good P.R. & C.C. personnel.
  - Planning & Running P.R. Campaign.

UNIT – 3 INTRODUCTION TO ADVERTISING

- 3.1 Advertising- Definition, Role & Importance.
- 3.2 History & Development of Advertising Present Status of Advertisement.
- 3.3 Types of Advertisement – Corporate, Product, Display, Financial, Public Service, Tenders & Notices, Appointment Ads & Classifieds Ads.
- 3.4 Advertising ethics & Social Responsibility.
- 3.5 Regulation of Advertising – Role of AAAl, ASCI & INS.

UNIT – 4 ART OF ADVERTISING

- 4.1 Ad Agency – Types, Structure and Functions.
- 4.2 Art of Developing Effective Copy and Importance of Copy writer.
- 4.3 Copy elements- Headline, Sub Heads, Slogans, Body Copy, logo etc.
- 4.4 Layout- Importance, Steps & Principles of a good Layout, Visuals – its importance
- 4.5 Advertising Campaign, Planning, selection of Media, Budget etc. Analysis of some memorable Indian Advertising- Amul, Cadburys, Hero Honda, Raymond’s, Bajaj, Onida etc.

Semester - 2  
**Paper III - Media Law & Ethics**

UNIT-1

- 1.1 Media Law: Concept, Nature, Scope and need
- 1.2 Freedom of speech and expression: Constitutional provisions
- 1.3 Permissible restrictions under Article 19(2), their scope and limits: rights with responsibilities.
- 1.4 Censorship and Media: The Indian experience, particularly during the Emergency of 1975.
- 1.5 Press and Registration of Book Act 1867.

UNIT-2

- 2.1 Law on defamation, Contempt of Courts act 1971
- 2.2 Official Secrets Act, 1923
- 2.3 Right to Information Act, 2005, Consumer Protection Act.
- 2.4 Copyright Act, 1957, Pass Council Act, 1978
- 2.5 Press Council of India

UNIT-3

- 3.1 Cable Television Networks (Regulation) Act, 1995 and Rules
- 3.2 Prasar Bharati (Broadcasting Corporation of India) Act, 1990
- 3.3 Information Technology Act, 2000

UNIT –4

- 4.1 Media ethics: Concept and Practice, Press commission.
- 4.2 Norms of Journalistic ethics, Press Council's guidelines
- 4.3 Institutions of the Ombudsman, Right to privacy, Lok Adalat
- 4.4 Broadcasting code, Cable TV Programme Code, Advertising code

Reference Books:

- 1- International Law governing communication and information: Edward. W. Ploman
- 2- Law of the Press in India: D.D. Basu, Wadhwa & Company, Nagpur.
- 3- Press Law: PM Bakshi
- 4- Media Law: Geoffrey Robertson
- 5- Human Rights of the World: PK Sinha
- 6- Public Interest Litigation: Justice Gulab Gupta

Media ethics & Law, Dr. Jan R. Hakemulder, Dr. Fay AC de Jonge & P.P. Singh, Anmol Publications, New Delhi..

Semester - 2  
**Paper IV - Practical & Viva-Voce**

**Practical's and Viva-Voce will be based on theory papers in Semester - 2**

**MM : 100**

1. Reporting & Editing
2. Writing for various media.
3. Writing for Public Relations.
4. Preparation of Advertisement.

Group Discussion and Presentation