



# **JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR**

---

**Faculty of Education and Methodology  
Department of Journalism & Mass Communication**

## **SYLLABUS**

**BACHELOR OF JOURNALISM (BA- JOURNALISM )**

**SESSION – 2022-23**

**DURATION – 3 YEARS (6 SEMESTERS)**

**SYLLABUS FOR:  
1-3 YEARS**



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## PROGRAM DETAIL

<b>Name of Program</b>	-	Bachelor of arts Journalism
<b>Program Code</b>	-	BA. Journalism
<b>Mode of Program</b>	-	Semester
<b>Duration of Program</b>	-	3yrs/ 6 Semester
<b>Total Credits of Program</b>	-	168
<b>Curriculum Type and Medium</b>	-	English
<b>Choice</b>		



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## SYLLABUS DETAILS

### I SEMESTER

S. No.	Credit	Name of Course
1	10	CONCEPTS OF MASS COMMUNICATION
2	10	INTRODUCTION TO JOURNALISM
3	08	HISTORY OF MEDIA
4	06	ENGLISH COMMUNICATION & SOFT ENGLISH
5	06	COMMUNICATIVE HINDI
6	08	COMPUTER APPLICATION FOR MEDIA
<b>Total</b>	<b>48</b>	

### II SEMESTER

S. No.	Credit	Name of Course
1	10	REPORTING AND WRITING FOR MEDIA
2	08	PHOTOGRAPHY AND VIDEOGRAPHY
3	10	ART OF PRINT MEDIA & SOFTWARE SKILLS
4	08	DIGITAL VIDEO & SOUND EDITING
<b>Total</b>	<b>36</b>	

### III SEMESTER

S. No.	Credit	Name of Course
1	8	TRADITIONAL MEDIA OF COMMUNICATION
2	8	RADIO JOURNALISM
3	6	PUBLIC RELATION / CORPORATE COMMUNICATION
4	8	WOMEN'S RIGHT AND LAW



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

5	6	RADIO PRODUCTION
	6	4 WEEKS INTERNSHIP IN PRINT AND RADIO
<b>Total</b>	<b>42</b>	

## IV SEMESTER

S. No.	Credit	Name of Course
1	10	GLOBAL MEDIA
2	8	NEW MEDIA JOURNALISM (WEB JOURNALISM)
3	10	ADVERTISING
4	8	INTRODUCTION TELEVISION JOURNALISM
5	6	TV PRODUCTION
<b>Total</b>	<b>42</b>	

## V SEMESTER

S. No.	Credit	Name of Course
1	10	MEDIA LAW AND ETHICS
2	8	FILM APPRECIATION AND STUDIES
3	10	RESEARCH METHODOLOGY
4	8	ADVANCED MEDIA
5	6	8 WEEKS INTERNSHIP
<b>Total</b>	<b>42</b>	

## VI SEMESTER

S. No.	Credit	Name of Course
1	10	CONTEMPORARY ISSUES



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

<b>2</b>	10	TELEVISION PRODUCTION
<b>3</b>	8	DISSERTATION
<b>Total</b>	<b>28</b>	



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## **SYLLABUS DETAILS**

### **PROGRAMME OBJECTIVES**

The Bachelor program designed for student desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media industry. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching.

#### **The objectives of the course are:**

- 1) To hone the journalistic and research skills through practical work, assignments, project reports, seminars, and workshops and to acquaint student with advanced journalism and media practices.
- 2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.
- 3) To offer appropriate grounding in the issues, ideas and challenges of 21st century. There by, broadening the world view of the future media practitioners.
- 4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

### **PROGRAMME OUTCOMES**

1. Students will gain in depth knowledge of Reporting, Writing and Multi Media Skills.
2. They will be able to develop Critical understanding of debates and discourse about Mass Media, Indian Society, History, Polity, Economy and International Relations.
3. They will earn professional skills required for Communication, Promotion, Media Industry and Psychology and Political Campaigning.
4. Students will have a comprehensive understanding of Media Laws and Ethics.
5. Students will have a strong academic orientation for higher studies in the discipline of Journalism and Mass Communication.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## I SEMESTER

**Objective:** Communication forms an integral part of our day to day life. The course deals with features of communication with emphasis on mastering it to achieve effective communication and therefore providing a combined understanding of Mass Communication

1. To introduce the concept of communication to the students.
2. To teach them forms and models of communication.
3. To make them understand the concept and theories of mass communication.

### Learning Outcomes -

1. Students will learn the concept of communication.
2. They will understand the forms and models of communication.
3. They will understand the concept and theories of mass communication.

## 1. CONCEPTS OF MASS COMMUNICATION-

### UNIT-1

Understanding Communication: Definitions of communication. Nature, process, functions of communication. Importance of effective communication. Elements. Levels. Communication Models

### UNIT-2

Verbal and non-verbal communication Verbal Communication. Barriers in Verbal Communication; Language Non-Verbal behavior as communication; Body communication-Body movement, Facial Communication.

### UNIT-3

Mass media: Characteristics and functions of mass communication. Importance of mass communication Mass media – press, radio, TV, web and traditional media

Theories of Communication: Defining theory, Critical theory Normative theory, Evaluating theory Mass communication theory, Marxist theory and neo- Marxism Marshall McLuhan : the Medium is the message

### References Books

1. Trenholm , Sarah, Thinking through communication, Allyn and Bacon, Boston. Warren K Agee, Ault, Emery, Introduction to Mass Communication.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

2. Beebe, Steven A. et al (1996) Interpersonal Communication –Relating to others. Allyn & Bacon.
3. Guffey, Mary Ellen (1998). Essentials of Business Communication. (4th ed.) South Western College Publishers. Ohio.

## 2. Introduction to Journalism

### Course Objectives -

1. To introduce the concept and theory of journalism to students.
2. To apprise them of the various ethical concerns in journalism.
3. To make them understand the role of journalism in society.

### Learning Outcomes

1. Students will learn the concept and theoretical aspects of journalism.
2. They will understand the relevance of ethics in journalism.
3. It will develop their understanding about the role of journalism in democracy.
4. It will also provide an insight into the present issues related to media.
5. The students will get knowledge about the different traditional and modern sources of news.

### UNIT- I

Key Concepts of Journalism: Meaning and definitions of news, Elements of news: Proximity, Prominence, Timeliness, Conflict, Progress, Human Interest ,News Values: Accuracy, credibility, Impact.

The news process: From event to the audience.

Different sources of news, News agencies in India and abroad: Press Trust of India, UNI, IANS, ANI, United Press International, Associated Press, AFP, Reuters.

### UNIT- II

Press Theories: Authoritarian Theory; Libertarian Theory, Social Responsibility Theory; Soviet Media Theory, Development Communication Theory, Democratic Participant Theory.

### UNIT- III

Types of Journalism: Sports journalism; Business journalism, Investigative journalism; Development journalism, Science and Technology journalism; Film and Lifestyle journalism, Data journalism.

### UNIT- IV

Journalism and Society: Relation between Journalism and Society, Media as fourth pillar of democracy Role of journalism in democracy, Concept of Journalism: From mission to profession.

Ethical Issues in Journalism; Yellow Journalism Contemporary debates and issues relating to media.





# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## Suggested Readings:

1. Professional Journalism, MV Kamath, Vikas Publishing House.
2. Mass Communication India, Keval J Kumar, Jaico Publishing.
3. Journalism - Who, What, When, Where, Why and How, James Glen Stovall, PHI Learning.
4. भारत में पत्रकारिता, आलोक मेहता, नेशनल बुक ट्रस्ट
5. स्मार्ट रिपोर्टर, शैलेश, डॉ ब्रजमोहन, वाणी प्रकाशन
6. पत्रकारिता- आधार, प्रकार और व्यवहार, ानेश उपाध्याय, राजस्थान हिन्दी ग्रन्थ अकादमी

## 3. HISTORY OF MEDIA

**Course Objectives:** To provide students a broad view of the evolution of mass media with special emphasis on development of mass media in India.

1. To impart knowledge about role of press in freedom struggle.
2. To make students aware about freedom fighter journalists.
3. To know about history of Television in India.

## Learning Outcomes:

1. Students will be able to understand role of press in freedom struggle.
2. Will be able to know glorious past of India press.
3. Develop understanding of growth of Television industry.

## UNIT-1

### Pre - Print Era & Print Media: & Radio

Characteristics of oral cultures and communication. Brief history of printing; Growth and development of press in India. Newspaper-types of newspaper-contents. Magazines- characteristics and types. Book as a medium of communication.

Radio as a medium of mass communication- Early years of sound recording industry, telegraphy and wireless. AIR, FM radio, community radio. Contemporary trends in broadcasting. Difference between commercial radio and community radio community radio process.

## UNIT-2

### Television

History and development of television in India, Education TV channel in India. Emergence of foreign satellite channels and cable network . Current issues of autonomy, deregulation and DTH. Beats types of news for television ,drama for television ,importance of television , formats, television Journalism .



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## UNIT-3

### Internet & Media Organizations:

The internet and future of mass media. Historical background, Issues of convergence and new media. Introduction of Press Commission, Press Council, DAVP, INS, ABC, PIB, RNI, Prasar Bharti, Central Board for Certification. Importance of internet.

### References/Text Books:

1. Joshi Uma, Mass Communication and Media, Anmol Prakashan, 1997.
  2. Melvin L, Theories of Mass Communication, Rokeach Longman publication, 1997.
  3. Rajan Nalin, 21<sup>st</sup> Century Journalism in India, Sage publisher, New Delhi, 2011.
- Keval J Kumar, Mass communication in India. Mumbai, Jaico publishing, 2002.

## 4. ENGLISH COMMUNICATION & SOFT ENGLISH

### Course Objectives

1. To teach and improve the English Grammar of students.
2. To improve their reading and listening skills.
3. To enhance their speaking and writing skills.

### Learning Outcomes

1. Students will be able to understand the appropriate use of English Grammar while reading, writing and speaking.
2. Their reading and listening skills will be improved.
3. They will be able to speak and write correctly.

## UNIT-1

Verb agreement, Tenses, Active and Passive voice, Reported speech, Preposition, Conjunction, Effective sentence conjunction, Synthesis, The sub skills of reading: scanning, skimming, intensive and extensive reading, Answering question on comprehension passage involving all the sub skills of readings, Vocabulary with special emphasis on vocabulary used in journalistic writings; phrasal verbs and idioms.

## UNIT-2

Composing and effective paragraph using cohesive devices[Single idea], Persuasive writing, Letter writing [specially business correspondence relevant for media professionals], Applications, official memo and minute book.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## UNIT-3

Making an abstract/precise [identifying key ideas], Writing a report [using facts/data/details], Summarizing a report/article/editorial, Letters to the editor, Writing a review. [of a book, cultural event]

Analyses of language of print, radio and television, Experimentation in written language of media, Changing idiom of spoken language, Five-minute presentation on a given topic, Use of charts, flip charts, flash cards, transparencies permitted, The exercise should be repeated, Final presentation is to be made before external examiner.

### References Books :

1. English Communication: Theory and Practice By Dr. Manoj Kumar Garg.
2. Sawhney, Panja and Verma eds. English At the Workplace. Macmillan, 2003.
3. Singh R.P., Professional Communication. OUP, 2004.
4. V. Sasikumar, Dutta and Rajeevan , A Course in Listening and Speaking –I Foundation Books, 2005.

## 5. COMMUNICATIVE HINDI

भाषा, हिन्दी की लिपि एवं बोलियों का संक्षिप्त परिचय

शब्दकोष: उपयोग एवं महत्व

प्रशासनिक शब्दावली

शब्द एवं वाक्य संरचना

हिन्दी में शब्द संरचना एवं प्रयोग: संधि समास उपसर्ग प्रत्यय पर्यायवाची विलोमार्थी अनेकार्थक समूहार्थक शब्द (केवल व्यावहारिक व्याकरण केवल परिचयात्मक)

प्रमुख मुहावरों एवं लोकोक्तियों का प्रयोग

प्रिन्ट मिडिया में अनुवाद एवं अनुवाद का महत्व अध्ययन एवं सामुहिक चर्चा-हिन्दी समाचार पत्र

सम्पादन एवं सम्पादन कला

### References Books :

1. ARIHANT
2. HETU BHARDWAJ
3. RAGHAV PRAKASH

## 6. COMPUTER APPLICATIONS FOR MEDIA

**Course Objectives:** The course objective is to acquaint the students with fundamental aspects of computer technology. To explain meaning, uses and characteristics of MS-word, MS-Excel and MS-Power Point. Introduce video editing software's to students.

1. Learn about the major parts of Computer.
2. Student will be able to get Knowledge of major Operating system.
3. Understand the theoretical aspect of MS word, Excel and Power Print.
4. Student will be able to use MS Word.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

5. Students will be able to use MS Excel and Prepare Power Point Presentation.

## **Learning Outcomes**

1. Enhance the knowledge of student's fundamentals of computer and its various applications.
2. Explain the functioning of Computer and its various Parts.
3. Use windows operating system and create files and folders.
4. Create page in MS word, mail merge documents.
5. To develop expertise in word processing, spreadsheet and presentation skills.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## UNIT-1

**Word Processing:** Word Basics. Menu, commands & Toolbar Advance commands.

## UNIT-2

**Spreadsheet Package:** Excel Basics, Menu, commands & Toolbar Advance commands.

## UNIT-3

**Presentation Package:** PowerPoint Basics, Menu, commands & Toolbar Advance commands.

**Introduction to Editing software:** Adobe In Design. Adobe Premiere Pro brief introduction of some software related to media field.

### **References Books:**

1. V Rajaraman, Fundamentals of Computers II ed., Prentice-Hall of India (P) Ltd. New Delhi. 1998.
2. Kaye, K Barbaka , J Norman, Med off, The World Wide Web – A mass communication perspective , Mc Graw Hill Higher Education, New York, 2001.
3. Minasi , Expert guide to Windows 98, BPB publications, 1999.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## II SEMESTER

### 1. REPORTING AND WRITING FOR MEDIA

**Course Objectives:** The course seeks to equip students with the skills of writing news reports and introduce them to other types of content in the media, focusing primarily on the print medium. The students will be taken through a series of structured lectures on various aspects of writing for the media and practical sessions where they will be trained to write real news stories based on the events/issues around Jayoti Vidyapeeth women's university.

1. To impart understanding of news and reporting.
2. To develop skills of reporting.
3. To let students know different types of writing.

**Learning Outcomes:**

1. They will know about skills of reporting.
2. Students will be able to understand News concepts.
3. They will be able to write reports and conduct interview.

#### UNIT-1

Journalism and News: Concept & Definition, Elements, hard and soft news. News values and factors affecting selection of news. Journalistic Values. Reporter and Reporting: Various forms of reporters/Journalist. Function, qualities and responsibilities of a reporter.

#### UNIT-2

Principles of reporting, structure of news and news-lead. Newsgathering and sources, off the record, embargo, pool reporting and follow up. Reporting Beats: Crime, courts, elections, parliamentary reporting. Civic, rural, cultural and business reporting.

#### UNIT-3

Importance of reporting other sector like Health, science and technology Reporting. Environmental, travel and tourism, war and development reporting.

News Bureau and special beat ,Functions of news bureau Special beats like embassies and ministries Public sector undertakings reporting Investigative reporting.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## REPORTING PRACTICAL

**Exercises:** Discussion and analysis of news in newspapers, Practical assignment on various reporting beats, Field Visit. The students will be required to submit the work at the end of semester for the assessment.

### Reference Books :

1. Ambrish Saxena, Fundamentals of Reporting and Editing.
2. Any English/Hindi Daily Newspaper reading (**Compulsory**).
3. K M Srivastava, News Reporting and Editing (English), 2<sup>nd</sup> Edition.
4. Agarwal Vir Bala , Essentials of Practical Journalism, Concept Publishing Company, 2006.
5. Inside Reporting: A Practical Guide to the Craft of Journalism (English) 1st Edition by Tim Harrower.

## 2. PHOTOGRAPHY AND VIDEOGRAPHY

**Course objective:** The course aims at providing students with a broad outlook of the fascinating world of photography, taking them through the birth and development of the medium. The course also introduces key elements and principle of photography & Videography , photography equipment, visual language and image editing.

1. Introduce the students with process of visual communication and its analysis techniques.
2. Make them familiar with various basics of Photography & Video graphy.
3. To introduce the students with technical aspects of the Photography, cameras lens and lighting.

### Learning Outcomes -

1. 1 Understand the Concept of Visual Communication
2. 2 Exercise and practice photography techniques and skills
3. 3 Demonstrate a broad knowledge of Digital Photography

### UNIT-1

Aperture,. Shutter, View finder, Memory (Internal & External) Camera formats – 35mm, medium format, large format, Camera design & its working – simple camera, compact camera, view camera, range, finder & reflex camera TLR &SLR.

### UNIT 2

Basic Editing with Photoshop Photo essays-photo features Digital Photography & the Web.

### UNIT-3

1. Lenses – controlling the image.(i) Photographic lenses – prime & zoom lens, angle of view Narrow & Wide Angle Lens),(ii) Aperture, Focal No. & Focal Length, (iii) Depth of focus, Depth of Field and How they work (iv) Lens care.
2. Lens perspective, film speed, flash gun, light meter.



## JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

3. Exposure(i) Measurement of light – exposure metering system, (ii) Exposure control – relationship between shutter speed and aperture. Camera accessories: Tripod, monopod, filters, Lens hood.

### References Books :

1. Barnbaum , B., The Art of Photography, 2010. Rocky Nook Inc.
2. Dirck , H. Moments in time, 2004. Focal Press.
3. Hartwig R.L., Basic TV Technology Digital and Analogue, 2005, Focal Press.
4. The International Photojournalism Industry: Cultural Production and the Making and Selling of News Pictures by Jonathan Ilan





# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 3. ART OF PRINT MEDIA & SOFTWARE SKILLS

**Course Objectives:** This course is intended to take the students through the various processes of editing, online editing and editing of various forms of Media contents (edits and middle, special article, column & letter to editor) in a newspaper.

### UNIT-1

Introduction to major international and national news paper , newspapers in Asia, Introduction to main international newspapers in Europe and other countries in India too .

### UNIT-2

Introduction of all software related to print media production, Corel draw, what is Photography, difference between still photography and dynamic photos , Importance of photography in print media.

### UNIT-3

Present media scenario in Asia, Special reference to SAARC countries, role of media in promoting humanity and peace, Market forces and media and International news flow. Use of Quark express and coral draw latest, Making news, article and feature writing, editorial, advertorial.

### REFERENCES-

1. Belavadi V., Video production, 2008, Oxford University Press, New Delhi.
2. Lanier, T. and Nichols, C. Filmmaking for Teens: Pulling Off Your Shorts. 2010. Michael Wiese.
3. Keval J Kumar, Mass communication in India. Mumbai, Jaico publishing, 2002.
4. Print Journalism Charanjit Ahuja Bharat Hiteshi.
5. Writing and Editing for print by KV.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 4. Digital Video & Sound Editing

**Objectives:** In the course you will find guides for creating, editing and publishing media, as well as links to examples of how to use audio and video in different ways. At the end of each module, we suggest you practice creating audio and video using the methods described. Learning software for print and video. Designing software. They can learn about important of editing.

### Learning Outcomes

1. Understand the Using audio and video in teaching.
2. Understand the Producing audio and video.
3. Understand the concepts.
4. Exercise and practice Audio and video in assessment.

### UNIT-1

Concept & Objectives of Editing, Software & tools, Continuity & Jerk Enter & Exit in Frame, Title, Credits & Sounds. Sound editing, mixing sound, laying sound tracks, syncing sound and picture. Capturing video. Editing techniques for News, Documentary and Fiction & Ad Film.

### UNIT-2

What is video lecture, Types of video lecture, importance of video lecture, how to record video lecture, Editing of video lecture What is interview, types of interview, importance of interview, how to take a good interview, quality of interviewer, editing of interview.

### UNIT-3

Picture transitions and their use, Elements of the edit: motivation, information, shot composition sound, camera angle, continuity. Types of the edit, Voice over and sound bytes, dubbing and mixing of so: action edit, screen position edit, form edit, dynamic edit. Dos and don'ts of editing and . Computer hardware for editing, Editing software's: Adobe Premiere Pro.

### References/Text Books:

1. Belavadi V., Video production, 2008, Oxford University Press, New Delhi.
2. Lanier, T. and Nichols, C. Filmmaking for Teens: Pulling Off Your Shorts. 2010. Michael Wiese Productions.
3. Owens, J. and Millerson , G. Video Production Handbook. 2011. Focal Press.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## III-SEMESTER

### 1. TRADITIONAL MEDIA OF COMMUNICATION

#### Course Objectives:

Traditional media are an effective and important part of communication system. These are unique in nature, as they resemble the day-to-day life pattern of the rural masses. These media are a source of popular entertainment for the rural audience, in addition to providing instruction and information. Our country has a rich heritage of folk arts, folk dances, folk tales, epics, ballads and plays that can be used for development work. The course will elaborate the Indian traditional media and its social concerns in colonial and post-colonial era of the country.

#### Learning Outcomes:

Students will understand Traditional media .

They can learn about Indian folk art, folk dances folk tales .

Students will understand source of popular entertainment for the rural audience.

#### UNIT-1

##### Definition of Traditional Media

Folk Theatre and Folk Songs, Narrative Form, Religious Discourse, Puppetry, Different forms of traditional media Nature and Scope of Traditional Folk Media.

#### UNIT-2

The Problem and Advantage of Folk Media, Folk Media and Modern Mass Media, Folk Media and Ritual Communication Traditional Media vs. Digital Media Traditional Media vs Television Social Communication Through Folk Media.

#### UNIT-3

Traditional Media and Development Issues, Traditional Media and Non-Formal Education, Traditional Media and Socio-Cultural Awareness, Government Policies, Role of NGO's, Role of Voluntary Organizations, Political Environment and Traditional Media Traditional Media vs. new media.

#### References/Text Books:

1. Chatterjee , Roma Speaking with Pictures: Folk Art and the Narrative Tradition in India (Critical Asian Studies); Rout ledge India, 2012.
  2. Shyam Parmar ; Traditional Folk Media in India; Rout ledge India, 1994.
  3. Malik, Madhu ; Traditional forms of communication and the mass media in India, The University of Michigan, 2008.
- Kumar, Keval J; Mass Communication in India, Jaico Publishing House, Mumbai 2000.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## 2. PUBLIC RELATION / CORPORATE COMMUNICATION

**Course Objectives:** A basic course designed to sensitize students with the creative and management aspects of public relations and Corporate Communication.

1. To introduce the concept of Public Relations to the students.
2. To make them understand the concept of corporate communication and crisis communication Learning.

### Outcomes -

1. Students will understand the fundamentals of PR .
2. Students will learn the concept of Public Relations and management.
3. They will be apprised of the concepts of corporate communication and crisis communication.

### UNIT-1

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function. PR (PRSI code of ethics). Interface of PR with various management disciplines (human resources and Development, finance, marketing, management services, planning and development, etc.)– PR in industry (Public Sector, Private Sector and MNCs)-PR in Central and State Governments.

### UNIT-2

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools .Communication with publics – internal and external – community relations – employee relations; PR in India – public and private sectors; PR counseling. PR agencies; PR and advertising – PR for media institutions, Share holder relations – dealer relations; PR for hospitals – PR for charitable institutions; defense PR; PR for NGOs; PR for political parties; crisis management – Case studies.

### UNIT-3

PR research – techniques – PR and law – PR and new technology – Code of ethics for PR– international PR – professional organizations of PR – emerging trends in PR. Public Relation and Corporate Communication Evolution and history of public relations –PR and allied disciplines (Publicity, propaganda, public affairs, lobbying, opinion building etc.).Symmetrical and Asymmetrical theories of PR. Writing for PR: Internal and External Publics. Writing for media

### References/Text Books:

1. Cut lip, Scott M. and Allen H. Center, Effective Public Relation. Prentice-Hall, New Jersey, 2003.
2. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey, 2005.
3. Oxley, Harold, The Principle of Public Relation. Kogan Page, London, 2006.
4. Black, Sam, Practical Public Relation, Universal Book Stall, New Delhi, 1998.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 3. WOMEN'S RIGHT AND LAW

### UNIT-1

Meaning of law ,Constitutional Safeguards for Women, Right to Equality (Art-14),Life & Personal Liberty, Right to Education (Art-21,21-A), Right against Sexual Exploitation (Art-23,24), Constitutional Remedies (Writs- Art-32-35), Participation in Panchayat and Municipalities, Marriage : Conditions, Ceremonies, Registration, Restitution of Conjugal Rights, Judicial Separation, Void & Voidable Marriages, Legitimacy of Children of Void & Voidable Marriages, Punishment of Bigamy, Divorce Common Grounds for Divorce, No Petition for divorce within 1year of marriage, Divorced Person when may marry again,

### UNIT-2

Maintenance: Wife, widowed daughter-in-law, Children, Amount of Maintenance , Interim Maintenance, Maintenance Provisions under Cr.IPC, Adoption: Requisites of a valid adoption, Capacity of a male Hindu to take in adoption, Capacity of a female Hindu to take in adoption, Persons capable of giving in adoption, Persons who may be adopted, Effects of Adoption,.

### UNIT-3

Indian Penal Code, 1860 Right of Private Defence, Dowry Death, Abetment of Suicide, Cruelty by Husband or Relatives of Husband, Sex Selection & Causing Miscarriage, Hurt & Grievous Hurt, Wrongful Restraint & Confinement, Outraging the modesty of a woman, Kidnapping and Abduction, Offences regarding Prostitution, Rape, Bigamy, Adultery, Domestic Violence, Sex Determination Test -The Medical Termination of Pregnancy Act, 1971, The Pre-Conception and Pre-Natal Diagnostic Techniques Act, 1994, Reproductive Technologies: Meaning, Concept & Challenges of A.I, IVF & Surrogacy, Right of HIV/ AIDS Victims, Introduction to Consumer Protection Act , Tenancy Act, Right to Information Act, Motor Vehicles Act, Intellectual Property Rights, Act & Rules Maternity Benefits Act 1961.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## 4. RADIO JOURNALISM

### Course Objectives:

This course is an exploration of the art of audio journalism. It is an opportunity to explore some of the possibilities of audio as a stand-alone medium and also audio as a combination with other media.

1. To introduce the concept and theory of radio journalism.
2. To introduce the importance of radio.
3. To introduce the Radio broadcasting.

### Learning Outcomes:

1. Students will learn the concept and theory of radio journalism.
2. Students will learn introduce the importance of radio journalism.
3. Students will learn about what news should be on air.
4. Students will learn about wave voice modulation.
5. It will develop their understanding about radio history.

### UNIT-1

Introduction to Radio Medium, History and evolution of radio.

Organizational structure of radio station Broadcasting guidelines and code of ethics in radio in India

Basic concepts of Audio production, Model of Radio In India, Radio Formats.

### UNIT-2

Functionaries of Radio, Audio editing, Broadcast News.

Writing for radio programme , Legal Regulations & Ethics for Radio In India. Writing for the ear.

Discussions on formats Voice modulation Presentation skills.

### UNIT-3

Importance of radio FM Revolution in India, Radio Drama, Docudrama, Radio News, Phone-in, Radio Feature, Radio Talk, Radio Magazine and Researching For Radio ,Difference between commercial and community radio .

### References/Text Books:

1. Michael H. Adams, and Kimberly K. Massey, Introduction to Radio: Production and Programming.
2. U.L Baruah , This is All India Radio, Publications Division, Government of India.
3. Annual reports of All India Radio.
4. Richard Aspinall , Radio Programme Production: A Manual for Training.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 5. RADIO PRODUCTION PRACTICAL

### Course Objectives:

1. To introduce the concept and theory of radio production to students.
2. To apprise them of the various formats used in radio.
3. To make them understand the techniques of radio production.

### Learning Outcomes:

1. Students will learn the concept and theory of radio production.
2. They will understand various formats used in radio.
3. It will develop their understanding about techniques of radio production.

### UNIT-1

Announcement, Radio Interview, Special Audience Programmes, Radio Vox-pop, Outdoor Broadcasting, Radio Jingles, Talk-based Programmes, Radio for Development, Educational Broadcasting, Radio for Entertainment & Radio Reporting Radio Formats: Radio Interview, Special Audience Programmes, Radio Vox-pop, Outdoor Broadcasting, and Radio for Development, Educational Broadcasting, and Radio for Entertainment, Radio Reporting.

### UNIT-2

**Broadcast Production:** Learn techniques in identifying potential radio news stories; and conduct research for news reporting. Conduct research for news reports; plan, carry out, record and edit news interviews for radio.

### UNIT-3.

**Radio News Story Production:** Gain the skills required to write radio news scripts, edit audio and voice pre-recorded news stories to a broadcast-quality standard. Learn how to compile radio news stories, and produce podcasts. Radio News Voice Presentation: Develop the ability to carry out live radio crosses from outside of the studio. Students will learn to develop voice for radio to achieve broadcast quality reports.

### UNIT-4

**Radio News Package Production and Broadcasting:** Students gain an understanding of the production techniques and audio editing processes needed to produce three to four-minute news items for radio broadcast. Students also have the option to complete a documentary style feature item of at least 10 minutes in length.

### References/Text Books:

1. Richard Aspinall, Radio Programme Production: A Manual for Training.
2. Bob Gilmurray, the Media Student's Guide to Radio Production.
3. K.M. Srivastava, News Writing for Radio and T.V., Sterling.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## 6. WEEKS INTERNSHIP VALUATIONS :

In this semester the student has to undertake 4 weeks

### IV SEMESTER

#### 1. GLOBAL MEDIA

##### Course Objective -

1. To learn about the developmental role of global media.
2. To understand the important aspects of development global media theory.
3. To differentiate between the types of communication and understand the role they play in development.

##### Learning Outcome -

1. Students will be able to know about the concept of global media.
2. They will learn the importance of communication in development process.
3. Students will know about the various approaches to development.
4. Students will know about major international television channels Students will know Concept of media imperialism, Globalization, Global Music, Digital Globalization, Global Sports.

#### UNIT-1

Introduction to main international newspapers, Major international television channels: BBC, CNN, Major International radio channels:, BBC, Voice of America, Concept of media imperialism, Globalization, Global Music, Digital Globalization, Global Sports.

#### UNIT-2

Role of media in promoting humanity and peace, The global news agencies, Growing global monopolies and their impact on news Concept of media imperialism.

#### UNIT-3

Globalization, Global Music, Digital Globalization, Media Moguls and Political Economy, Introduction to major global media companies, The global news agencies, Growing global monopolies and their impact on news, Non-aligned news agencies and their downfall, Challenges to international journalism.

##### References/Text Books:

1. Global Journalism: Understanding World Media Systems.
2. Global Media Ethics: Problems and Perspectives.
3. Global Journalism: A Survey of the World's Mass Media.
4. Global Media and Communication Policy.





# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 2. NEW MEDIA JOURNALISM

**Course Objectives:** This course intends to expose students to the basic features and functionality of internet. How internet incorporates other forms of media, the concept of convergence and Social implications. The course involves only the applications of the new media excluding the technology and programming skills of any nature.

1. To make students aware about New Media.
2. To improve their understanding about Social Media Platforms.
3. To let students know about Web Journalism.

**Learning Outcomes:**

1. They will know about New Media concepts.
2. This will understand the forms of Web Journalism .
3. They will learn about different social Media Platform.

### UNIT-1

What is internet? Salient features and advantage over traditional media; History of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and Mobile, what is online journalism? Earlier websites of newspapers, E-books and E-publishing, Status of online journalism today digital Story telling.

### UNIT-2

New Social Media: Dynamics of social media networks, novelty, strength and weakness; New business model: advertisements, marketing and online revenue; Future trends.  
Open source journalism: Responding to the audience, Annotative reporting Citizen Journalists  
Problem of verification, accuracy and fairness Use of blogs, tweets, etc. for story generation and development protecting copyright Alternative Journalism.

### UNIT-3

Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Need for a national ICT policy. Tools of multimedia journalists; Learn to report, Feature writing for online media: Story idea.

**References/Text Books:**

1. Rajaraman V, Fundamentals of Computers II ed., Prentice-Hall of India (P) Ltd. New Delhi. 1998.
2. Kaye, Barbaka K. Norman J Med off, The World Wide Web – A mass communication perspective, Mc Graw Hill Higher Education, New York, 2001.
3. Clemente, Peter, The state of the net – the new frontier. Mc Graw Hill, London, 1998.
4. Tvede et al, Data Broadcasting – the technology and the business. John Wiley and sons Ltd., Singapore, 2012.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 3. ADVERTISING

### UNIT-1

Nature and scope, Advertising in marketing mix – classification of advertising, various media for advertising, national and global advertising scene, socio-economic effects of advertising. Target audience and audiences for advertising.

### UNIT-2

Classification of advertising, Advertising as a tool of marketing, The Marketing Plan, Situation Analysis to The Marketing Mix, Introduction to the concepts, Market Share, Target Segment, Positioning, Relationship of advertising to the marketing process. Creative Strategy and Brief, Communication Plan, Understanding advertising agencies.

### UNIT-3

Types of advertising agencies, Advertising agency structure, Functions of various departments, Market Segmentation, Markets, market segments and niches, Basis for segmenting consumer markets, Targeting strategies, Undifferentiated targeting, Differentiating targeting, Niche targeting, Various positioning strategies. Ad agency management, various specialist departments in an ad agency: (account, planning, account servicing, creative, media planning, HRD, etc.),

### REFERENCES

1. Sandage, Fry burger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers.
2. Stansfield, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition.
3. Advertising Handbook: A Reference Annuaikon Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## 4. ELECTRONIC MEDIA- TV JOURNALISM

### Course Objectives

1. Student will be able to learn to write for television news.
2. Introduce the students with basics concepts television reporting.
3. Make them familiar with various stages of TV reporting.
4. Make them familiar with reporting techniques.
5. Introduce the students with basics of audio-video editing.

### Learning Outcomes

1. Student will be trained in writing for television news.
2. Student will be able to understand the basics of Video Camera.
3. Understand the process of TV Newsroom.
4. Exercise and practice TV News techniques and skills.
5. Demonstrate a basics of audio-video editing.

### UNIT-1

**Television production:** meaning and scope, Various formats of television programs, Types of programmers, Fictional programmers: soap operas, sitcoms, series, films etc. Non-fictional programmers: news, talk show, documentary, reality show etc.

### UNIT-2

Video production process, pre production, production, post production, Duties and responsibilities of crew members, Components of video camera, Basic shots and their composition, Lighting equipment and control, Introduction to make up techniques Broadcast Journalism

### UNIT-3

News Story Different types of news stories Elements of a news story Single Camera Production Editing News Packaging Planning long format programmers Ideation and Research, Budgeting and ,Crew sizing and Implementation Introduction to the Television Studio Important roles and responsibilities Key personal required for producing a studio based show. Type's studio based shows.

### References/Text Books:

1. Zettl. H. (2000). Television Production Handbook. 7<sup>th</sup>ed. New York: Wadsworth.
2. Gerald Millerson (1992). Video Production Handbook. 2<sup>nd</sup> ed. Oxford: Focal Press.
3. Gerald Millerson (1993). Effective TV Production. 3<sup>rd</sup> ed. Oxford: Focal Press.
4. Jarvis, Peter (1998). The Essential TV Director's Handbook. Oxford: Focal Press.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 5. ELECTRONIC MEDIA – TV PRODUCTION

### Course Objectives :

1. Introduce the students with basics concepts and principles of Production.
2. Student will be able to learn to write for television.
3. Make them familiar with various stages of TV Production.
4. Make them familiar with production techniques.
5. Introduce the students with various types of audio-video editing.

### Learning Outcomes :

1. Student will be trained in writing for television.
2. Student will be able to understand the technical aspect of Video Camera.
3. Understand the process of audio-video recording.
4. Exercise and practice TV production techniques and skills.
5. Demonstrate a broad knowledge of audio-video editing.

### UNIT-1

Television Formats , What is Pre Production and Post Production, People behind TV Production. Equipments for TV Productions, Types of Camera, Vision Mixer, Multi Camera Set Up, Teleprompter,

### UNIT-2

**Types of Television Programs:** News Programs, Social Outreach Programs, Current Affairs Programs, Entertainment Programs, TRP based TV Programs, Marketing of a TV Program, How On Air Talent is hired? Qualities of a TV Presenter

### UNIT-3

**Video Editing Software's.** (Final Cut Pro, Adobe Premiere, Avid, Sony Vegas) Video Special Effects, Terminologies used in Video Editing, How to render files suitable for broadcast, Archiving a Programs, the needs and steps to archive a program for future reference, Program Library.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## V SEMESTER

### 1. MEDIA LAW AND ETHICS

#### Course Objectives:

1. To make students aware about laws related to media.
2. To improve their understanding about need for free press and challenges.
3. To let students know about media ethics.

#### Learning Outcomes:

1. They will know about laws related to Media.
2. Will understand about basics of Media Ethics.
3. They will learn about current ethical issues and challenges.

### UNIT-1

**Indian constitution** - Introduction of Indian Constitution, Fundamental Rights, Fundamental duties, Directive principles, RTI and its importance in print media, Freedom of the press and parliamentary privileges.

### UNIT-2

The Indian Penal Code and Cr PC. Prasar Bharti Act., Press Council and Press Commission Sensational and yellow journalism.

### UNIT-3

Contempt of Court and its importance in media, Law of defamation and its role in news writing and gathering facts, Intellectual property right, Right to privacy and limitations during news gathering and writing. Script writing on WRL for JVVU Comics-Jhalki (झलकी)

#### Case Study:

1. PUCL vs. Union of India (Telephone Tapping case) SC AIR 1997.
2. MurliDeora vs. Union of India SC AIR 2002.
3. Association for Democratic Reforms vs. U of I SC AIR 2002.
4. Romesh Thaper vs. State of Madras SC AIR 1959.

#### References/Text Books:

1. BasuDurga Das, Constitutional Law of India, Lexis Nexis, Nagpur, 2008.
2. Brenard Rubin, Questioning Media Ethics, (ed.), New York Prager, 1978.
3. Fink, C. Conrad, Media Ethics, Boston: Allyn& Bacon, 1995.
4. Kashyap C, Subhash, Constitution of India: Review and Reassessment, Universal Law Publishers, 2006.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## 2. FILM APPRECIATION AND STUDIES

### Course objective:

1. To introduce the concept of film studies and documentary.
2. To apprise the students about contemporary trends and debates in films.
3. To teach film and documentary appreciation.
4. To teach the process of creating a documentary film.

### Learning Outcomes:

1. Students will understand the basics of cinema and documentary.
2. Students will learn and understand recent trends in films.
3. They will develop critical understanding of film and documentary.
4. Students will learn to create documentary film

### UNIT-1

Introduction to film studies, Modes of film studies, what is film making all about? Evolution of art forms in cinema, Montages vs. misc in scene, New wave cinema, Extension theory, Methods of film production, Corporatization of Indian cinema industry, Ideology of filmmaker, Film analysis.

### UNIT-2

Indian cinema history, Current trends, Film Production Various Stages, Scripting, Casting, Rehearsing, Shooting,, Sound Track, Editing, Various types of editing, Production, Publicity, Dubbing, Playback, Re-recording, Cinematography, National Film Policy, FFC, NFDC, Commercial Films, Documentaries, Film Division. DOCUMENTARY FILM

### UNIT-3

#### Origin of Cinema:

- a. Idea of Moving Image.
- b. Lumiere Brothers and Innovation of Cinema.
- c. Invention and Advancement of Camera.
- d. Film Movement.

#### Film as Art:

- a. Form and Frames.
- b. Other Arts and Cinema - Theatre, Painting, Other Traditional Arts.
- c. Film Genre.
- d. Fiction Films, Short Films, etc.

#### Indian Cinema:

- a. Early Indian Cinema.
- b. Pre-Independence Period and Cinema.
- c. Golden Period.
- d. Main Stream and Parallel Cinema.

#### References/Text Books: (Latest Publications)

1. Film History: An Introduction; Kristin Thompson & David Bordwell; McGraw-Hill, London.



## JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

2. Film history: theory and practice; Robert Clyde Allen, Douglas Gomery; the University of California.
3. Encyclopedia of Indian Cinema; Ashish Rajyadhyaksh ; Routledge, London.
4. Indian Popular Cinema: A Narrative of Cultural Change; K. MotiGokulsing, Wimal Dissanayake ; Trentham Books.



## 3. RESEARCH METHODOLOGY

### Course Objectives:

1. To introduce students with the basics of media research.
2. Develop a scientific temperament as well as train them to analyze data.
3. To provide students knowledge about essential market research.

### Learning Outcomes:

1. Students will become able to design and execute a research plan for digital media.
2. Develop their perception on media research.
3. Acquire the knowledge about recent trends in research methodology.

### UNIT-1

What is Communication Research, Research Methodology. Introduction: Scope of communication research, Types of Research- Survey Research, Content Analysis, historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study.

### UNIT-2

Defining the research problem. Data Tabulation, Data analysis-use of various statistical techniques for data analysis ,Data Interpretation Data Analysis - Statistical Analysis – Choosing an appropriate Research Approach: Basic & applied, quantitative & qualitative, longitudinal & cross sectional, exploratory, descriptive, analytical & experimental research.

### UNIT-3

Use of Pre-Programmes Computer packages for Analysis - SPSS, Reporting and presentation; Writing Research Reports, Organization, Use of Graphics & Visual Material. Graphic and tabular representation of data using Word Excel/SPSS; Hypothesis testing: using SPSS for elementary descriptive and inferential statistical analysis; overview of CAQDAS.

**Report writing:** types and process; bibliography and citation style; plagiarism check

### References/Text Books: (Latest Publications)

1. Research Methodology BY Vijay Upgrade.
2. Research Methodology BY Ranjit singh.
3. Media and Communication Research By Klaus Bruhn Jensen.
4. Innovative Methods in Media and Communication Research.





# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## 4. ADVANCED NEW MEDIA

### Course Objective:

1. This course introduces a student to the basic concepts involved in the use of new media technologies.
2. An overview of internet-based content production and publishing.
3. To enhance their blogging skills.
4. To introduce them about new media and ethics.
5. To help to develop the students their creative kills required in new media.

### Learning Outcomes

1. The course will provide a better understanding of new media technologies.
2. A broader view to ethical issues related to new media technology will be gained.
3. The students will be in a better position to work with new media after knowing its ethical concerns.
4. The students will learn how to create a blog and importance of blogging.
5. The students will learn the concept of web writing.

### Unit-1

**KEY CONCEPTS AND THEORY:** Defining new media, terminologies and their meanings – Digital media, New media , onlinemediaet.al. Information society and new media; Information society and new media; Computer-mediated-communication (CMC), Networked Society.

### Unit-2

**UNDERSTANDINGVIRTUALCULTURESAND DIGITAL JOURNALISM:** Internet and its beginnings; Online communities; User generated content and Web 2.0; Networked Journalism; Alternative Journalism.

### Unit-3

**DIGITIZATION OF JOURNALISM:** Digital archives; New media and ethics; Activism and New Media; Social media in the above context.

### Unit-4

**OVERVIEW OF WEB WRITING AND DESIGN:** Linear and Non-linear writing; Writing Techniques: Linking, using multimedia, storytelling structures. Content strategy and audience analysis ; Brief history of Blogging; Creating and promoting a blog.

### Texts and References:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Siapera , Eugenia. Understanding new media. Sage,2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age.Polity,2010.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of a Borderless World. Oxford University Press US.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## VI SEMESTER

### 1. CONTEMPRORY ISSUES

#### Course Objectives:

1. To make students know about the architecture of Global Politics.
2. To make them understand the issues and debates of contemporary world order.
3. To let students understand the evolution, features and dynamics of India's Foreign Policy.

#### Learning Outcomes:

1. Students will be able to imbibe the complexities of New World Order and resistance thereof.
2. Understand how the processes of contemporary issues affect their lives.
3. Would be knowing the architecture and dynamics of India's Foreign Policy

India's Foreign Policy, India's relations with its neighbors especially Pakistan, Sri Lanka, Bangladesh and Nepal, India and NAM, India and SAARC, India and UN, Global Issues: Terrorism and anti-terror measures, Human Rights Issues, Gender Issues, Consumerism.

India and Major Concerns: Rapid Urbanization, Major poverty alleviation programs, Food Self-Sufficiency, Indian Industry: An Overview: Disinvestment and BPOs, Indian Sports Scenario, Security Concerns: India as a Nuclear Power, India's Defense, Criminalization of Politics and Naxalites.

#### References/Text Books:

1. Important Contemporary Issue by Mehrishi Rajiv.
2. CONTEMPORARY SOCIAL ISSUES IN INDIA Dr. Gajanan S. Futane.
3. Reflection on Contemporary Issues by Mr. Paramananda.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 2. CULTURE AND MEDIA

### Course Objective

1. To introduce the basic concepts of Culture and its Identity.
2. To develop an awareness about the cultural variations in communication styles.
3. To make students aware about the cultural shock and become more adaptable in intercultural interactions.

### Learning Outcomes

1. Students will learn about the basic components of culture and will become aware about their own cultural identity.
2. Students will be aware about the relationship between culture and communication.
3. Students will understand how categories of cultural values might underlie different Behaviour.

### UNIT- I

**Communication and Culture:** Communication and Culture, Evolution of Media, Mass media in socialization, Folk Media, Media Content and the real world.

### UNIT-II

**Popular Culture:** Defining Culture, Media and popular culture-Commodities, Culture and Sub-culture, Popular Texts, Popular Culture Vs People's Culture, Celebrity Industry, Concept of Multicultural society, Pluralism, Minorities.

### UNIT-III

**Culture and Power:** Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis—Marxist, Semiotics, Sociology, Psychoanalysis, Media and Realism (Class, Caste, Gender, Race, Age).

### UNIT-IV

**Culture and Media:** Relationship between Culture and Media, Cultural Reporting, Art and Culture of Rajasthan, Impact of Media on culture. Traditional Media of Rajasthan.

### Suggested Readings –

1. Communication and Culture, Tony Schirato, Susan Yell, Sage Publication, New York.
2. Culture and Society, Raymond Williams, Columbia University Press.
3. Media, Culture and Society: An Introduction, Paul Hodkinson, Sage Publishing, London.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## 3. DISSERTATION

### 8 WEEKS INTERNSHIP VALUATIONS :

In this semester the student has to undertake 12 week Industrial Internship with mid-term progress report after 4 weeks in personal interview.

The end term evaluation will be done through presentation and report submitted by student at the end of Internship in presence of members from industry and academia.