

SYLLABUS
for
Choice Based Credit System
(CBCS)

On the basis of
Outcome Based Education
(OBE)

POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION
(PGDJMC)



PATNA WOMEN'S COLLEGE

Autonomous

PATNA UNIVERSITY

3rd Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4
"College with Potential for Excellence" (CPE) Status Accorded by UGC

Vision

Rooted in the life, vision and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

To this end, we strive

- To become a center of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.
- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

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

**DEPARTMENT OF MASS COMMUNICATION
SYLLABUS**

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

PROGRAMME OUTCOME :

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

SEMESTER – I

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

SEMESTER – II

S. N.	Paper	Theory	Practical	Total Marks
6	Television Production and Management	30	70	100
7	Television and Radio News: Reporting, Editing and Bulleting Production	30	70	100
8	Print Media Production, Photojournalism & Graphics Tools	30	70	100
9	Mass Media and Society	50	50	100
10	Advertising PR, CC, Media Management & Marketing	50	50	100
				500

PROGRAME OUTCOME

Upon completion of the Post Graduate programme, the students will be able to achieve the following outcomes:

- PO1: Profound Professional Knowledge:** Obtain proficiency to maneuver in diverse context of the advance subject knowledge.
- PO2: Critical Thinking and Analysis:** Attain the analytical expertise to create, analyse, formulate, and solve challenging problems.
- PO3: Environment and sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO4: Research and Innovation:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- PO5: Effective Communication:** Demonstrate skills such as effective communication, decision making, problem and adapt ability to create technical writing.

- PO6: Problem Solving:** Understand, interpret, explain, analyse and assess the tools, techniques, models and methodologies to solve problems.
- PO7: Employability:** Demonstrate skills for doctoral, post-doctoral education, professional development and employability.
- PO8: Advance tools and techniques:** Attain ability to work with advanced IT tools and techniques in their domain.
- PO9: Social Consciousness:** Acquire awareness towards gender, environment, sustainability, human values and professional ethics and understand the difference between acting, responding and reacting to various social issues
- PO10: Nation Building:** Introspect and evolve into dynamic and creative individuals capable of socially productive, constructive actions that positively impact our Nation and the World at large.

PROGRAMME SPECIFIC OUTCOME

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

- PSO1:** Introduced to a plethora of courses which would help them understand the nature and the scope of the programme and also be able to assess their own potential and critically analyse aptitude in various media.
- PSO2:** Learn how to use communication as a potential tool to sustain & survive in media. Learning communication skills and techniques would enable them to report events, write scripts, interact with masses and most importantly, interview big people.
- PSO3:** Attain hands on experience of different tools and soft wares required in various media from reporting to film making.
- PSO4:** They would acquire the basic knowledge of everything required to be employable in both in the print, electronic media and web media.
- PSO5:** The programme offers a wide range of job opportunities like ,Print Production, A/V production, Advertising, Public Relations, cinematography, where they can explore, be employable and excel.
- PSO6:** The students would learn and practise shooting, video editing, anchoring, writing reports, scripting and reviewing films in their practical classes.

SEMESTER – I

PAPER – 1

C 101

COMMUNICATION: CONCEPT AND THEORIES

Total MARKS: 100

(Theory: 70. Assignment/Practical: 30)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** Through this course the learners would be able to understand the finer nuances of communication, various terminologies associated with it. They would also learn different models of communication in detail.
- CO2.** Students would learn communication skills and understand various forms and levels of communication which would eventually improve their communication skills.
- CO3.** This course will create an understanding about the need and importance of Research in Communication. They would also develop an understanding of the methodologies as well as tools used while conducting a research. They would be acquainted with ethical aspects of research
- CO4.** The students would develop a comprehensive study of development communication as to how communication can help in the development of society.

Unit-1 Communication Concepts

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

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

Areas of Research and types of Research, Research Problem: Questions and Hypothesis, Theoretical

Framework, Literature Review and Analysis, Primary and Secondary Research data sources, Research Design: Objectives, Study Area, Variables, Sampling Research Methods.

Unit-3 Language and Communication

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

Unit-4 Development Communication

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

PAPER – 2

C 102

HISTORY OF PRESS, LAWS AND ETHICS

Total MARKS: 100

(Theory: 70. Assignment/Practical: 30)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** This paper would help students take a glance at the interesting and prolific journey of the press from the humble start of Bengal Gazette to the modern corporate world of the press.
- CO2.** They would develop a fair understanding of the Indian Constitution with special reference to FOSE.
- CO3.** They would understand the laws that media must abide by and the ethics that are expected from the media houses to follow. Understanding of media laws would safeguard the students from any untoward circumstances.
- CO4.** This course will acquaint the students with various national and international organisations that play a crucial role in the development sector.

Unit-1 History of the Press

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

Unit-2 Indian Constitution & Media

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

Unit-3 Media Laws

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

Unit-4 Media Organisations, Regulation & Media Ethics

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

PAPER – 3

C 103

PRINT JOURNALISM- CONCEPT AND PROCESS

Total MARKS: 100

(Theory: 50, Assignment/Practical: 50)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** The course is designed to impart a comprehensive understanding of Journalism, its principles, ethical aspects. Candidates would develop a basic understanding of news process from the event to the reader.
- CO2.** After completion of the course they would develop a comprehensive understanding of the production process on the print platform emphasising newspaper production.
- CO3.** To provide a brief idea about Reporting, Editing and Printing aspects of daily production in a 24-hour time-cycle. The students are acquainted with the overall rigour involved in the production of the newspaper to ensure daily periodicity.
- CO4.** The students would get hands on experience on still photography which is vital for photojournalism.

Unit – 1 Defining News

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

Unit- 2 Types of Journalistic Writing

Features: Ideas, Process, Writing Styles and Packaging, Opinion Writing: Editorial;, Articles, Commentary, In-depth Analysis and Research based Reports, Writing News for Newspaper and News Magazine, Styles of News writing: Inverted Pyramid style, feature style, sand clock style, Nut Graph, Structure of News: Five W's (Who what, when, why,

where) and one H(How), Writing Intro/Lead, Body, Different types of Intro/Lead, Organising the News Story: Angle, Attribution, Quote, Background & Context, Accuracy, Objectivity, Fairness and Balance, Writing Headlines

Unit- 3 Reporting & Editing

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

Unit-4 Photojournalism

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

PAPER – 4

C 104

INTRODUCTION TO TELEVISION AND RADIO

Total MARKS: 100

(Theory: 50, Assignment/Practical: 50)

COURSE OUTCOME:

After completion of the course, the students will be able to:

CO1. As this paper focuses on electronic media, the students would have a fair understanding of Television and Radio. This course

will familiarise them with audio and visual media, their journey and expansion.

- CO2.** The students will learn the functioning and role of the government media.
- CO3.** This would enable them to understand the finer nuances of visual language and how it helps in visual communication.
- CO4.** This course will familiarise the students with Radio and TV Production. develop proficiency in A/V Pre production and Post production.

Unit-1 Understanding Radio and Television

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

Unit-2 Public Service Broadcasting

Characteristics, Structure and Management, Programming and Presentation, Evaluation

Unit – 3 Visual Communication

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

Unit – 4 Understanding Radio and TV Industry

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

PAPER – 5
C 105
NEW MEDIA JOURNALISM

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

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** This paper acquaint the students with the importance of new media and its use in current time. It explains the different applications and technologies used.
- CO2.** Candidates would learn the basic difference between the functioning of the traditional (Print/ Radio/ TV) and the new media. They will be familiarised with the undergoing change in media.
- CO3.** This course provide the students with the hands on training on various tools and technologies required.
- CO4.** The students would learn how writing for the new media is different from the traditional media. They would understand the 'lingo' used in the new media.

Unit-1 Introduction to Media

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

Unit-2 Nature of the Web

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

Unit – 3 Understanding the Technology

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

Unit – 4 Writing for New Media

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

SEMESTER – 2

PAPER – 6

C 206

TELEVISION & RADIO PRODUCTION AND MANAGEMENT

Total MARKS: 100

(Theory: 30, Assignment/Practical: 70)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** This paper deals mainly with the practical aspects of Radio & Television production. They would get to work in the studio to understand the functioning of the studio.
- CO2.** Candidates would learn the finer nuances of Radio & TV programme production in the studio.
- CO3.** After completion of the course, the students would learn field production. They would also learn the basic difference between studio production and field production.
- CO4.** The students would get hands on experience on A/V editing using softwares like FCP etc. They would learn right from researching and script writing to the final production of Radio as well as TV programmes.

Unit-1 Studio (TV and Radio)

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

Unit – 2 Studio Production

Floor plans, pre-production planning, Dry runs and walk

through, Timeline and production schedules, Working out schedules, Cues and commands, PCR production

Unit – 3 Field Production

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

Unit – 4 Audio & Video Editing

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

PAPER – 7

C 207

TELEVISION AND RADIO NEWS : REPORTING , EDITING AND BULLETIN PRODUCTION

Total MARKS: 100

(Theory :30, Assignment / Practical: 70)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** This paper deals with the production of news bulletins. Candidates learn the process of news bulletin from gathering news stories to final news presentation.
- CO2.** Candidates would learn how reporting for Television and Radio is different Print Journalism. This course would enable the students to develop an understanding of Journalism in relation to Radio & Television.
- CO3.** After completion of the course , the students will learn how radio and television bulletins are prepared. They will also learn the techniques of presenting news bulletins.

CO4. They will get opportunity for hands-on experience. They would themselves news bulletins in teams.

Unit-1 News

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

Unit 2 News Reporting

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

Unit 3 TV News Bulletins & Radio News Bulletins

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

Unit 4 Assignment/ Practical

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

PAPER – 8

C 208

PRINT MEDIA PRODCUTION AND GRAPHIC TOOLS

Total MARKS: 100

(Theory :30, Assignment / Practical: 70)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** This course acquaints students with print media and their types.
- CO2.** After completion of this course, they would develop comprehensive understanding of writing and editing for the print media.
- CO3.** The students will learn the basic principles of graphic design which would further help students design on various subjects. They would also learn how to use different types of software making them employable.
- CO4.** This paper will give the students lot of practical exposure as after studying this paper, students will get employment opportunities in various media institutions, as well as it also motivates them for self-employment.

Unit-1 Types of Print Media

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

Unit 2 Editing : Concepts and Processes

Types of News Writing , Press Release, Editing Process

Unit 3 Layout Design and Photojournalism

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

Unit 4 Graphic Tools

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

PAPER – 9

C 209

MASS MEDIA AND SOCIETY

Total MARKS: 100

(Theory: 50, Assignment / Practical: 50)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** This Paper is designed to make the students understand the interdependence of Media and Society. They will understand the interdependence of media and society and how they complement each other.
- CO2.** The Students would learn social norms and issues that affect lives of people. Candidates would be sensitised to diverse socio-cultural fabric of India and its International Relations too.
- CO3.** This course would familiarise with various government policies and schemes. They would also learn their role in the development of society.
- CO4.** After completion of the course, the students will be acquainted with various development issues in society. They would get sensitised to write development stories.

Unit-1 Relation between Mass Media and Society

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

Unit 2 Mass Media and Development

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

Unit 3 India's Development Paths

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

Unit 4: Development Reporting

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

PAPER – 10

C 201

ADVERTISING , PR , CC, MEDIA MANAGEMENT

Total MARKS: 100

(Theory:50, Assignment/ Practical: 50)

COURSE OUTCOME:

After completion of the course, the students will be able to:

- CO1.** This Paper deals with the advertising as Powerful Communication tools. It also covers the different models of Advertising as well as functions of AD & PR agencies.
- CO2.** After completion of this paper students would be skilled to manage the corporate world through powerful PR techniques and tools. They will develop a fair understanding of functioning of the corporate world.
- CO3.** The students will understand the importance of creativity in advertising and PR planning and campaigns.
- CO4.** Apart from being creative, the students also learn the managerial acumen required for media management.

Unit-1 Advertising

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

Unit 2: Public Relations and Corporate Communication

Public opinion and attitude, Publicity and Propaganda, PR and Media , Target Audience ,Segmentation, Internal and External Communication - Tools and methods , Public

Relations in Public and Private Sector, Corporate Social Responsibility, Concepts, Scope and Case studies, Crisis Management, Laws and Ethical Issues in PR.

Unit 3: Campaign Planning and Production

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

Unit 4 : Media Relations and Management

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