

BHARATHIAR UNIVERSITY : COIMBATORE - 641 046

Post Graduate Diploma in Journalism & Communication
(For the students admitted during the academic year 2009-2010 and onwards)

SCHEME OF EXAMINATIONS : CBCS Pattern

Study Components	Course Title	Int.	Examinations		Credits
			Ext.	Total	
Semester I					
09PGDMC01	History of Journalism	25	75	100	3
09PGDMC02	Reporting and Feature Writing	25	75	100	3
09PGDMC03	Editing and Newspaper Production	25	75	100	3
09PGDMC04	Media Management	25	75	100	3
Semester II					
09PGDMC05	Broadcast Journalism	25	75	100	3
09PGDMC06	Communication Theory	25	75	100	3
09PGDMC07	Media Laws	25	75	100	3
09PGDMC07	International Communication	25	75	100	3
Total		200	600	800	24

09PGDMC01

HISTORY OF JOURNALISM

UNIT I

Origin of press – News books – evolution of modern newspapers – Growth of Newspapers in India – Hick’s Gazettee – Bombay Chronicle.

UNIT II

Early Journalism in Bengal – Bombay and Madras presidencies – Growth of nationalist press – press in 19 th century – Raja Ram Mohan Roy – Balagangadhar Tilak.

UNIT III

Indian press and Freedom movement – Gand – his contribution to Indian Journalism – Nehru era – government v/s press – Indian press and Emergency – Recent trends in Journalism.

UNIT IV

Contribution of National eminent newspapers – Amrit Bazar Patrika – Kesari – Hitvad – Times of India – The Statesman – Free press Journal – The Hindu.

UNIT V

Origin and development of Tamil Press – Tamil Press and Freedom

REFERENCE BOOKS:

1. Indian Journalism : Nadig Krishna Murthy.
2. Indian Journalism : S. Natarajan.
3. Journalism in India: R. Partha Saradhi.
4. Studies in the History of Journalism : (Ed.) J.V.Seshagiri Rao.
5. Journalism Charitrvyavastha : R. Anand Sekhar.
6. Five Eminent Editors : Publication Division.
7. Telugu Journalism Charitra : Bangalore.
8. Vartha Rachana : K. Rama Chandra Murthy
9. Indian Press Since 1955 : S.C. Bhatt.

09PGDMC02

REPORTING AND FEATURE WRITING

UNIT I

News – definitions – Concepts – Components – Values– Sources – Press Conference – Interviews – qualifications and responsibilities of Reporter- Ethical aspects.

UNIT II

Reporting Special events – disasters and accidents – crime – sports budget – courts – Legislature reporting – Speech reporting – Investigative reporting – Science reporting – Mofussil reporting.

UNIT III

Features – definitions scope – types of features – news features – historical features – seasonal – How to do it – Photo features – Scientific feature – Human interest features – Profiles – Syndicate features.

UNIT IV

Reviews – definitions Scope – Types of reviews – Books – Films – Music – Theatre – T.V. Programmes – performing arts – Contemporary trends in reviews.

UNIT V

Column writing – writing creative middles – language as a tool of writing – Art of translation – Practical exercises – Beats.

REFERENCE BOOKS :

1. B.N. Ahuja : A concise course in Reporting.
2. Emery, Adult & Ages : Reporting and writing the News.
3. John Hohenberg : The Professional Journalist.
4. Ralph S. Lzard : Reporting the Citizen's News.
5. M.V. Kamath : Professional Journalism.
6. Curtis Macdougall: Interpretative Reporting.
7. Willam Rivers : The Mass Media.
8. M. Ryan & J.W. Tankard : Basic News Reporting.
9. Patanjali Sethi : Professional Journalism.
- 10.IIMC. New Delhi : Manual for news Agency Reporters.
- 11.K.M.Shrivastava : News Reporting and Editing.
- 12.Brenden Hennesey : Writing feature Articles.
- 13.John Brady : Craft of Interviewing.
- 14.Neale Copple : Depth Reporting.
- 15.Gray : The Writing Process.
- 16.Nelson : Articles and Feature Articles.
- 17.Patterson : Writing and selling Feature Articles.
- 18.A. Schonfeld : Effective Feature Writing.
- 19.Williamson : Feature Writing for Newspapers.
- 20.Tom Wolfe : The new Journalism.

Practical's: eight sessions on reporting assignments may be conducted for internal evaluation

09PGDMC03

EDITING AND NEWSPAPER PRODUCTION

UNIT I

Principles of writing – Rules of grammar – writing news – Editing speech reports – accidents – floods and other disasters – Education – culture – Business Labour and Industry.

UNIT II

Editor – News Editor – Sub – Editor their responsibilities – Editorial writing – Letters to the Editor –Leads – Principles of rewriting – Mofussil news editing.

UNIT III

Fundamentals of copy editing – editing and proof reading symbols – style sheet – Headlines – Types of head – lines – Modern trends in headlines.

UNIT IV

History of Printing – Production techniques – Type faces – type setting – Line type – mono type – Photo Composition – Scanning – Printing process – practical training in computers.

UNIT V

History of photography – photo editing/cropping – Cartoons – Layout and design of different pages – Magazine production techniques.

REFERENCE BOOKS :

1. Baskette and Scissors : The Arts of Editing
2. Bruce Westley : News Editing
3. Frank Barton : The Newroom : A Manual of Journalism.
4. Harold Evans : Editing and Design (5 Volumes)
5. Arnold : Ink of paper
6. M.R. Carcia : Contemporary News paper design.
7. Sutton : Design & Makeup
of the News paper
8. Turnbull & Baird : Graphic of Communication.

Practical's: eight sessions on Editing assignments may be conducted for internal evaluation

09PGDMC04

MEDIA MANAGEMENT

UNIT I

Types of organization – functions – newspaper departments – editorial – circulation – advertising production – types of ownership pattern – advantages and disadvantages.

UNIT II

Newspaper finance and control – newspaper registration – R N I – Recruitment policy – training – wage policy – wage boards – readership surveys – ABC.

UNIT III

Press Commission's – Recommendations – advertising policy – Press council of India – structure – composition – guidelines.

UNIT IV

Origin and growth of radio network – All India Radio and Doordarshan – Prasar Bharathi – organizational structure – growth of Cable TV in India.

UNIT V

Ministry of I & B – Reports of different Committees – chanda – Verghese – Joshi – Varsdan – different agencies of the I & B – Birds eyeview.

REFERENCE BOOKS

1. Herbert Lee : Newspapers Organisation and Management
2. P.C. Chatterji : Broad Casting in India
3. U L Barua : This is All India Radio

4. Mehra Masani : Broadcasting and the People
5. H R Luthra : Indian Broadcasting
6. Reports of Information and Broadcasting Ministry
7. First Press Commission Report, Vols. I & II
8. Second Press Commission Report, Vols. I & II

09PGDMC05

BROADCAST JOURNALISM

UNIT I

Brief History of broadcasting in India – Characteristics of Radio – Objectives of Radio – Air Code – Stages in programme production – writing for Radio – News Features – Interviews – Audience profile – Special audience programmes – Women – Children – Youth – Industrial Workers – Farm and Home programmes.

UNIT II

Studio operations – Sound and acoustics – Tapes and recording – Recording different formats – dubbing techniques – AM and FM broadcasting.

UNIT III

Audition – Microphone talents – Mikes – Outdoor broadcast – Covering special events – Festivals – Sports – Radio bridge.

Unit IV

Who is who in RadioStation -Director Asst. Station Director – Programme-Executive Transmission-Executives – Announcer – Other crew.

UNIT V

Autonomy – Prasara Bharathi – commercial! Broadcasting – NonLapsable. Fund (NLF) – Local Radio Concept – Radio and the People change agent.

REFERENCE BOOKS:

1. Broadcasting in India – PC Chatterji
2. This is All India Radio – UL Baruch
3. Broadcasting and the People – Mehra Masani
4. Indian Broadcasting – H.R. Luthra
5. Broadcasting in India – GC Awasthi
6. Mass Communication in India – Keval. J. Kumar
7. Writing Radio Script – UNESCO
8. Reports of Chanda Committee
B.G. Verghese Committee
P.C. Deshi Committee – Publication Division – Ministry of Information and Broadcasting

Practical's: eight sessions on broadcast journalism assignments may be conducted for internal evaluation

09PGDMC06

COMMUNICATION THEORY

UNIT I

Definition of Communication scope communication process- Variables of Communication- Source-Message-Channel-receiver- feedback-Basic models of communication-Shannon & Weaver Lasswell Berlo. Types of communication interpersonal Group Mass Communication. Mass Communication –Characteristics of print, Radio, Television, Film.

UNIT II

Advanced models of communication two step flow of communication opinion leaders Characteristics Diffusion of innovations Roger and Shoemakers model of communication. Gate keeping models white's gatekeeper model, Galthuing and Ruge's model of selective gate – keeping – Models of communication Verbal and nonverbal.

UNIT III

Market communication concept – Characteristics Reinforcement – sleeper effect. Organisational communication newcomb's balance theory Congruity Dissonance Social Judgement model. Mass Society Magic bullet theory theories of selectivity.

UNIT IV

Normative theories Authoritarian Libertarian Communist Social responsibility Development media democratic participant theory.

UNIT V

Sociological theories of Communication. Cultivation theory; agenda setting; Socialisation Dependency theory.

REFERENCE BOOKS :

1. David Berlo : The process of Communication.
2. Uma Narula : Mass Communication Theory and Practice.
3. Denis Mequial and Windhal : Communication models.
4. John Fiske : Introduction to Communication Studies.
5. Denis Mequial : Media Performance.
6. Denis Mequial : Mass Communication Theory.
7. Denis Mequial : Communication.
8. Ithias de solo pool (ed.) : Handbook of Communication.
9. Defleur and BallRockesh : Theory of Mass Communication.
10. John Wright: Communication Theory.

09PGDMC07

MEDIA LAWS

UNIT I

Indian Constitution – Salient features – Fundamental rights – Article 19 (1) (a) – Freedom of the press.

UNIT II

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955. Press and Publication (Parliamentary proceedings) Act, 1976.

UNIT III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of Court.

UNIT IV

Freedom of the Press – Ramesh Tapan vs State of Madras – Brij Bushan vs State of Delhi – Virendra vs State of Punjab – Ranji Lal Modi vs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Bennett Coleman and Co. vs Union of India – Indian Express vs Union of India (1985).

UNIT V

Censorship Law and internet – Law and Cyberspace – emerging trends – Laws relating to Cable and Satellite TV.

REFERENCE BOOKS :

1. Indian constitution : B.N. Pandey
2. Introduction to Indian constitution : D.D. Basu
3. Press laws : D.D.Basu
4. The truth about Indian press : S. Sahani
5. Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

09PGDMC08

INTERNATIONAL COMMUNICATION

UNIT I

Form and content of international communication – flow of world news – Transnational news agencies.

UNIT II

Transnational news agencies – types of international news – science information in international communication propaganda – disinformation.

UNIT III

Freedom and access to information as an international problem – economic interference as a control ethical question.

UNIT IV

Communication as international power – New resistance to international propaganda – World patterns of elite media – cross – comparisons New Communication technology.

UNIT V

International Press institute and other organizations NAM Pool – debate on new world information order NAMEDIA – cultural imperialism – computer culture.

REFERENCE BOOKS :

1. H.D. Fischer and J.C. Merril : International Communication.
2. : Many Voices, One world' Report.
3. Cees Hamelink : The Politics of world communication.
4. R. C. Stevenson : Communication, Development and Third World.
5. William hachten : World News Prison.
6. Nerbert Schiller : National sovereignty and International communication.
7. Rosemary Riguter : Whose News.
