

Jagadguru Ramanandacharya Rajasthan Sanskrit University, Jaipur
PG Diploma in Journalism and Mass Communication (PGDJMC)
Syllabus 2020-21

PAPER 1. PGD-JMC (Print Media)

PAPER 2. PGD-JMC (Electronic Media)

PAPER 3. PGD-JMC (Advertising and Marketing)

PAPER 4. PGD-JMC (Public Relations and Corporate Communication)

PAPER 5. PGD-JMC (Digital Media)

PAPER 6. PGD-JMC (Dissertation/Practical Work)

PGD – JMC (Print Media)

Unit- I [Introduction to Mass Communication]

Communication: Definition, Types, Five senses of communication, Non-verbal communication : Body language, gestures, eye contact. A brief introduction to Communication theories

Unit- II [History of Press]

Origin and Growth of Indian Press; Focus on Indian Press before and after Independence ; Role of Journalism in Freedom Movement, Press Commissions and Press Council of India, News Agencies in india, Press in Rajasthan: Newspaper.

Unit- III [News Reporting]

Definition and Concept of News; Sources of News gathering, News Value; Types of News: Hard and Soft News; News Sources, Types of Sources; Press Release, Press Conference, Press Briefing, Meet the Press.

Unit-IV [Principles of Design & Printing]

Basics of Design and Graphics, Elements and principles of design, Broadsheet and Tabloid layout, Magazine & Book Layout.

Basics of Desktop Publishing, Printing Process, Printing Material, Printing Methods - Letter Press, Cylinder Press, Rotary Press, Screen, Offset.

Unit-V [Leading influencers of social reform in India]

Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia.

PGD-JMC (Electronic Media)

Unit-I [History]

Radio, Television and Film and television.

Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.

Unit-II [Television Journalism]

Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting

Writing and Reporting for TV, Interview – types of news interview, Anchoring - Live shows, Packaging, TV News script format, Formats and types for TV Programmes.

Unit-III [Production]

Stages of production- pre-production, production and post-production,

Types of video editing - Non-Linear editing ,Cut to cut, assemble & insert, on line, off line editing, Use of graphics and special effects, Animation - concepts and techniques.

Unit-IV [Radio Journalism]

Radio: as a medium of mass communication, Characteristics, and Limitations, Different types of radio stations: State, Private FMs, Community Radio. Radio News, talks, features and documentaries, Phone in Programs.

Unit-V [Photography]

Brief History of photography, Types of photography: Portrait, Wildlife, Nature, Photo Journalism, Advertising and Night photography, Photography and Photojournalism ; Use of Photography in Media.

PGD-JMC (Advertising and Marketing Communication)

Unit- I [Advertising]

Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.

Unit- II [Advertising management]

Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting.

Unit- III [Advertising campaign]

Advertising campaign and marketing, Brand management, The advertisers; client –agency relationship, Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.

Unit IV [Advertising as a tool & process]

Advertising as communication tool, communication process & advertising, Models of Advertising Communication : AIDA model, DAGMAR model, Maslow's Hierarchy Model

Unit- V [Marketing Communication]

Advertising and marketing research, Advertising and creativity, language and translation, Marketing mix, Direct marketing.

PGD-JMC (Public Relations and Corporate Communication)

Unit-I [Public Relations]

Public Relations and Corporate Communication - definition, concept and scope, publicity and propaganda, Corporate Communication, Ethics of public relations.

Unit-II [Tools & Techniques]

Tools and techniques of Corporate Communication, Media relations - press conference and press tours, Internal and External Public relations.

Unit – III [Role of PR]

Role of PR in Political and Election Campaigns , developing countries, Educational and Research Institutions, Defence and Rural Sector, Structure of PR in State, Public, Private and non-government sectors.

Unit-IV [PR Campaign]

Finding a problem, PR campaign - programme planning, evaluation , Research in PR.

Unit-IV [Crisis communication]

Crisis communication and crisis communication management, International Public Relations, communication audit.

PGD-JMC (Digital Media)

Unit-I [New Media]

Definitions and characteristics of New Media, blogging and micro-blogging, Digital literacy, Writing for New Media, Writing for Blogs, Website creation, online news gathering

Unit-II [Web Media]

Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance, Convergence : Need, nature and future of convergence, Emerging Trends: Mobile Technology, Social Media & Web 2.0, Social Networking

Unit – III [social media]

Introduction to Social Media, History of Internet, Social Media: Evolution and Growth, Facebook, Twitter, YouTube, LinkedIn, Instagram, WhatsApp.

Unit-IV [ICT and Media]

ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitisation. Mobile adaption and new generation telephony by media, ethics and new media. ICT in education and development in India, online media and e-governance.

Unit-V [Media Laws and Ethics]

Concept of freedom of speech and expression in Indian Constitution. Defamation, Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Indecent Representation of Women (Prohibition) Act 1986, Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.

PGD-JMC (Dissertation/Practical Work)