

P.G. Diploma in Journalism and Mass Communication, Syllabus w.e.f. 2025-26 in , Chaudhary Bansi Lal University, Bhiwani

Chaudhary Bansi Lal University, Bhiwani

(A State University established under Haryana Act No. 25 of 2014)



**Examination Scheme and Syllabus
For
Postgraduate Diploma Programme
Journalism and Mass Communication**

**as per NEP 2020
Curriculum and Credit Framework for Postgraduate Diploma
Programmes
(Multiple Entry-Exit, Internship and Choice Based Credit System LOCF)**

With effect from the Session 2025-26 (in phased manner)

**DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES
FACULTY OF HUMANITIES**

**Chaudhary Bansi Lal University, Prem Nagar– 127031
BHIWANI
HARYANA, INDIA**

PROGRAMME LEARNING OUTCOMES

The graduate on completion of PG diploma in Journalism and Mass Communication programme will be able to:

PLO1	Develop an in-depth understanding of radio journalism, including news production, content creation, editing, and broadcasting techniques, with a focus on producing impactful audio content.	Develop an in-depth understanding of radio journalism, including news production, content creation, editing, and broadcasting techniques, with a focus on producing impactful audio content.
PLO2	Understand the key principles of television journalism, including the integration of news production, camera work, and scripting, to create visually compelling and informative stories.	Demonstrate advanced skills in TV news production, including camera operation, scriptwriting, and live broadcasting techniques.
PLO3	Understand the essential principles of advertising management, including market research, audience analysis, and campaign development for effective brand communication.	Demonstrate proficiency in media planning and budgeting, optimizing advertising campaigns for maximum reach and engagement.
PLO4	Understand the fundamentals of media entrepreneurship, including business models, financial planning, and legal considerations, for launching and managing media ventures.	Demonstrate the ability to manage media organizations efficiently, from content production to financial management, ensuring business sustainability and growth.
PLO5	Understand the key concepts and techniques of public relations and development communication, including media relations, crisis management, and social impact campaigns.	Demonstrate the ability to create and manage communication strategies that promote social change, community engagement, and development objectives.
PLO6	Analyze the ethical considerations in development communication, ensuring that messages are designed with sensitivity and cultural awareness. Students will critically assess the potential impact of communication on marginalized and vulnerable groups, and develop strategies to communicate with respect and dignity.	Demonstrate an understanding of community-based communication by working with local communities and stakeholders to design and implement communication strategies that meet the needs of the people. Students will be trained to work in participatory communication approaches that empower communities.
PLO7	Gain hands-on experience in the media industry by applying theoretical knowledge to real-world tasks, enhancing professional skills and industry understanding.	Demonstrate professional communication skills, including teamwork, time management, and adaptability, in a dynamic work environment.
PLO8	Understand the interdisciplinary aspects of cultural studies, indigenous knowledge systems, and their integration into mass communication practices.	Demonstrate professional communication skills, including teamwork, time management, and adaptability, in a dynamic work environment.

Chaudhary Bansi Lal University
Scheme of Examination for Postgraduate Diploma Programme Journalism and Mass Communication
as per NEP 2020 Curriculum and Credit Framework for Postgraduate Diploma Programmes
(CBCS LOCF) with effect from the session 2025-26
Semester II

Couse Code	Course Type	Nomenclature of the Course	Course Level	Theory (T)/ Practical (P)	Credits		Total Credits	Contact Hours per Week L: Lecture P: Practical T: Tutorial				Examination Scheme				Examination Hours for Internal Examinations		Examination Hours for End Term Examinations		
							22	L	T	P	Total	Internal Assessment Marks (150)		End Term Marks (350)		Total Marks (500)				
25JMC-201	CC	Radio Journalism	500-599	Th	Th	P		3	0	2	5	Th	P	Th	P	100	Th	P	Th	P
25JMC-201P		Practical-I Radio Journalism		P	3	1		20	10	50	20	1	1	2	2					
25JMC-202	CC	Television Journalism	500-599	Th	Th	P		3	0	2	5	20	10	50	20	100	1	1	2	2
25JMC-202 P		Practical-II Television Journalism		P	3	1		20	10	50	20	100	1	1	2	2				
25JMC-203	CC	Advertising Management	500-599	Th	Th	P		3	0	2	5	20	10	50	20	100	1	1	2	2
25JMC-203P		Practical-III Advertising Management		P	3	1		20	10	50	20	100	1	1	2	2				
25JMC-204	CC	Entrepreneurship and Media Management	500-599	Th	Th	P		3	0	2	5	20	10	50	20	100	1	1	2	2
25JMC-204P		Practical-IV Entrepreneurship and Media Management		P	3	1		20	10	50	20	100	1	1	2	2				

The syllabus of PG diploma in Journalism and Mass Communication has been approved in the PGBOS meeting held on 29 July 2025

Page 2

25JMC-205	DEC	Public Relations or Development Communication	500-599	Th	4	0		4	0	0	4	30	0	70	0	100	1.5	0	3	0
25JMC--206																				
25PN-JMC-207	PC	Internship*	-	I	0			-	-	-	-	-	-	-	-	-	-	-	-	-
V.A.C./I.K.S.	V.A.C./I.K.S.	To be opted from pool	500-599	Th/P**	2			-	-	-	2**	15**	35**	50		1			2	

Note(s) and Abbreviations: CC = Core Course, DEC = Discipline Elective Course, PC= Skill Enhancement Course, V.A.C. = Value Added Course, I.K.S. = Indian Knowledge System. All the PCcourse(s) are based on the theory papers.

***Internship:** The students in summer break will do internship for 4-6 weeks duration in Media Industry/Company/Research Institute to increase their skills for employability/to enhance research aptitude. The internship will be evaluated by the Internship Monitoring Committee.

****Hours** may increase or decrease depending upon the course chosen by the students whether it is theory or practical or combination of theory and practical. Internal and End Term Examination Marks may change as per chosen subject.

Exit Option: Students exiting the programme after second semester shall be awarded Postgraduate Diploma in Journalism and Mass Communication after qualifying all courses including Internship.

Credits Distribution Theory + Practical (3+1 = 4)

Total Contact Hours = 24hours (1Credit theory=1hr, 1Credit Practical=2hrs)

IKS total percentage= 10%

P.G. Diploma (Journalism & Mass Communication)

Semester -II

25JMC 201

Radio Journalism

Credit:03 +1= 4

Maximum Marks: 100

Theory Examination: 50

Internal Assessment: 20

Practical Internal: 10

Viva-Voce External: 20

Maximum Time: 2 Hrs.

Note: There shall be seven questions in all. Question no. 1 shall be compulsory, consisting of six short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Learning Objectives : (CLOs)

1. To provide students with a comprehensive understanding of radio as a medium of mass communication and its historical development in India.
2. To familiarize learners with the organizational structure, policies, and regulatory framework of radio broadcasting in India, including public, private, and community radio.
3. To develop skills in radio news gathering, writing, reporting, and scripting suited to the spoken word and audio formats.
4. To train students in planning, producing, and presenting various radio programmes such as news, talks, features, documentaries, advertisements, and interactive formats.
5. To enhance students' ability to think audio-visually and creatively while adhering to professional standards, ethical practices, and broadcast style guidelines.

Course Learning Outcomes: (CLOs)

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

1. **CLO1:** Explain the role, characteristics, limitations, and types of radio broadcasting, along with the evolution of radio in India.
2. **CLO2:** Analyze the structure, policies, and functioning of All India Radio and private/community broadcasters in the Indian broadcasting system.
3. **CLO3:** Write and report effective radio news scripts using appropriate language, style, structure, and audience-centric approaches.
4. **CLO4:** Produce and present different radio programmes including news bulletins, talks, discussions, features, documentaries, advertisements, and phone-in programmes.
5. **CLO5:** Apply professional broadcast journalism practices, including ethical standards, scriptwriting techniques, and production skills, for real-world radio journalism.

Unit-I

Introduction to Radio

Radio as a medium of mass communication; features of radio; limitations of radio; different types of radio transmission: AM (Medium & short wave), FM, community radio, educational radio, Internet radio; History of radio in India: pre-independence and post-independence broadcasting.

Unit-II

Structure and policy

Organization and structure of AIR; Radio Broadcasting: main characteristics; evolution and growth of Broadcasting; penetration of radio in rural and urban; India airwaves – public or private property; public service broadcasting; Roles of AIR and private broadcasters; commercial broadcasting policy; community radio policy.

Unit -III

News Writing, Reporting & Radio Programmes

Elements of a Radio News Story: Gathering, Writing/Reporting; Radio writing; characteristics of spoken word; knowing the radio audience; Writing for different formats and messages; dramatizing messages; thinking audio; planning and structuring the copy; rewriting the printed and agency copy for broadcasting; role and importance of headlines; Following Style Book;

Radio news and structure of radio newsroom; radio announcements; Radio talks/commentaries/ comments;/ Mann ki baat, Radio, Discussions; Radio Features, and documentaries; Radio play; Radio running commentaries; Radio ads/commercials; Phone-ins and radio bridges; Music on radio; Spotlight/Talks.

Suggested Books

1. Style Book AIR
2. Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
3. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
4. Broadcasting and the People, MehraMasani, NBT, New Delhi, 1985
5. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
6. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
7. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
8. Modern radio Production: Production, Programming and Performance, Hausman, Messere,
9. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
10. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
11. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
12. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
13. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and Kanchan K. Malik, Sage, New Delhi, 2007
14. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
15. Robert Leleish. The Technique of Radio Production: A Manual for Broadcasters, Focal Press, London, 1988.
16. The Radio Handbook, by Carrol Fleming, Routledge (London & New York 2002) (Pgenos: 47-105)

25JMC—201P	CC	Practical-I Radio Journalism
------------	----	--

Practical Internal: 10
Viva-Voce External: 20

Practical Work

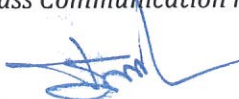
The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

Compiling short news bulletins
Radio news interviews and vox
pops
Production of field based Radio features
Production of Studio based Radio programmes in different formats
Production of Radio magazine/talks programmes
Planning a 60-minute Radio news show

P.G. Diploma (Journalism & Mass Communication)

Semester -II

The syllabus of PG diploma in Journalism and Mass Communication has been approved in the PGBOS meeting held on 29 July 2025




Page 6

25JMC 202

Television Journalism

Credit: 03 + 1 = 4

Maximum Marks: 100

Theory Examination: 50

Internal Assessment: 20

Practical Internal: 10

Viva-Voce External: 20

Maximum Time: 2 Hrs.

Note: There shall be seven questions in all. Question no. 1 shall be compulsory, consisting of six short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Course Learning Objectives (CLOs)

The course aims to:

1. Introduce students to the **concept, characteristics, and evolution of television broadcasting** as a mass communication medium.
2. Familiarize learners with the **history and growth of television journalism in India**, including contemporary trends.
3. Develop an understanding of the **organizational structure and functioning of modern TV newsrooms**.
4. Equip students with **reporting, writing, and editing skills specifically for television news**.
5. Train students in **writing to visuals, news scripting, and broadcast presentation techniques**.
6. Provide practical exposure to **TV news production processes in studios and field locations**.

Course Learning Outcomes (CLOs)

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

CLO1: Explain the **nature, characteristics, and evolution of television broadcasting**, with special reference to India.

CLO2: Analyze the **structure and functioning of television news organizations and newsrooms**.

CLO3: Apply **basic rules, tools, and techniques of TV reporting** to identify and develop news stories.

CLO4: Write effective **television news scripts**, including anchor leads, voice-overs (V/O), packages, PTCs, astons, and subtitles.

CLO5: Edit and manage **visual content such as bytes, archives, graphics, and OB footage** for television news.



CLO6: Demonstrate practical knowledge of **studio and field production**, including news bulletins, interviews, discussions, and talk shows.

Unit I

Introduction to Television Broadcasting

Television Broadcasting: Its Characteristics; as a medium of communication; Understanding Evolution and development of TV; History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite; Contemporary trends in TV Journalism.

Unit II

Television Newsroom

Basic Rules of TV Journalism; TV News; Organizational structure of TV news channels; Modern TV newsroom: Input/output and Assignment Desks; TV news production desk and its functions; Visual sources: servers, graphics, archives, MSR and OB; Handling information overload and allowing visuals to breathe; Understanding the pitfalls of broadcast punctuation and presentation; TV Reporting; TV Reporters Tools and techniques; Locating TV stories; Developing TV stories;

Unit III

News Reporting, Writing and Editing for Television

Writing to visuals; The writing process- Thinking audio and video; Rewriting agency copy; Writing for Bytes and Outside Broadcast (OB) copy; Planning and structuring the copy for various audio visual inputs; Editing bytes, procuring & editing visuals – archives, graphics & other sources; Writing Anchor Leads; Writing for Astons, subtitles, scrawls and other TV screen value addition instruments; Broadcast styles and techniques of writing; Structuring a TV news report, V/O's, packages & story formats.; PTC: Opening, Bridge and closing.

Suggested Books

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Oxford, 2010
2. Television Journalism By Ivor Yorke, Routledge.
3. The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin
4. Lewis, Peter Lang, New York, 2010
5. An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
6. Practice of Looking: An Introduction to visual Culture, MaritaSturken and Lisa Cartwright oxford University Press, Oxford, 2001
7. Globalization And television: A study of the Indian Experience, 1990-2010 by SunetraSen Narayan Oxford University Press, 2013
8. Electronic Journalism: Principles and Practices, AdityaSengupta, Authors Press, New Delhi, 2006
9. Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
10. Politics after Television: Hindu Nationalism and the Reshaping of the Public in India by Arvind Rajgopal, New York University
11. Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
12. Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010

13. India on Television: How Satellite News Channels Have Changed the Way We Think and Act,

14. Television Patrakarita: Siddhant Evan Taknik, Indrajeet Singh, Madhulika Sharma, Kanishka Publishers, 2008

15. Khabrein Vistar Se. ShyamKashyap, MukeshKumar, Rajkamal Prakashan, 2008.

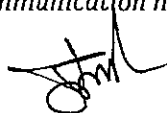


25JMC-202 P	CC	Practical-II Television Journalism
-------------	----	--

Practical Work

The students will have to undergo practical assignments. They will be evaluated on the basis of viva-voce by external examiner as well as on the basis of portfolio prepared for given assignments.

- Structuring TV news reports, Reporting TV news stories.
- PTC.
- Facing the camera.
- Voice training- Voice Over.
- Television Interview.




P.G. Diploma (Journalism & Mass Communication)

Semester -II

25JMC 203
Advertising Management

Credit:03 +1= 4
Maximum Marks: 100
Theory Examination: 50
Internal Assessment: 20
Practical Internal: 10
Viva-Voce External: 20
Maximum Time: 2 Hrs.

Note: There shall be seven questions in all. Question no. 1 shall be compulsory, consisting of six short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Learning Objectives of the Course (CLOs)

1. To provide conceptual understanding of advertising, its evolution, objectives, functions, and role as a communication tool in the marketing mix.
2. To familiarize students with advertising agency structure, branding concepts, creative processes, media planning, and campaign management.
3. To develop analytical skills related to advertising research, audience behavior, market segmentation, and strategic planning.
4. To create awareness about ethical practices, regulatory frameworks, and professional standards governing advertising in India.

Course Learning Outcomes (CLOS)

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

CLO1: Explain key concepts, models, types, and socio-economic dimensions of advertising in contemporary media environments.

CLO2: Analyze the functioning of advertising agencies, branding strategies, creative briefs, and media selection across different platforms.

CLO3: Design basic advertising copies and campaigns for print, electronic, and digital media using appropriate appeals and USP.

CLO4: Apply advertising research methods and ethical guidelines while evaluating advertising effectiveness and professional practices.



Unit -I Introduction to Advertising

Introduction to Advertising- Definitions, objectives and classification; Importance and Functions; Advertising as a tool of communication; Models of advertising (AIDA, DAGMAR, Hierarchy of Effects, stimulus-response); Evolutions and growth of advertising; Role of Advertising in Marketing mix; Types of advertising; Economic, cultural, Psychological and Social aspects of advertising.

Unit II

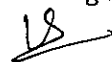
Ad Agency Structure

Ad agency structure: various departments and their functioning; Brand, and Brand Positioning; Branding- Brand image, identity, Brand equity, Stages in the creative process; Advertising Objectives, Segmentation, Media selection, Planning, Scheduling; Marketing Strategy; Creativity and campaign planning; creative brief; Types of Media for advertising -Print, electronic, cyber, outdoor, Transit, direct; POP/In- shop media, yellow pages, cinema - Their Characteristics, Merits & Limitations.

Unit III

Advertising Process, Practice and Ethics

Advertising through print, electronic and online media; Elements of a copy, advertising message and its types, advertising appeals; USP; copywriting and ad designing for print, radio, TV and cyber media; Market Research and advertising research-types of research: target marketing research, positioning research- pre-test research, post-test research, audience research, methods of analysing research (psychographic/life style -psychological research), Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.



Suggested Readings

1. Jones, Philip John, What's in a Brand? Building Brand Equity Through Advertising, Tata McGraw- Hill, New Delhi, 1998.
2. Sisson Z. Jack and LinconBumba Advertising Media Planning, NTC Business Books, 3rd ed. USA.
3. Sengupta. Subroto, Brand Positioning: Strategies for Competitive Advantage, Tata McGraw – Hill, New Delhi, 1990.
4. Wells Williams et. al Advertising Principles and Practices, 3rd ed. Prentice Hall, New Jersey, 1995.
5. Creative Strategy in Advertising, Bonnie L Drewniany, Wordsworth Cengage,
6. Ogilvy on Advertising, Ogilvy David, Prion Books, London 1997
7. Uncommon sense of Advertising: Getting the Facts Right, Tiwari Sanjay, Response 2003
8. Advertising Management, JaishriJethwaney&Shruti Jain, Oxford University Press 2006.
9. Making of Advertising, GhoshalSubhash, McMillan, 2002

25JMC—203P	CC	Practical-III Advertising Management
------------	----	--

Practical work

The syllabus of PG diploma in Journalism and Mass Communication has been approved in the PGBOS meeting held on 29 July 2025



1. Advertisements for Print Media

- Poster
- Pamphlet- 1
- Brochure- 1
- Ad analysis -5

2. Advertisements for electronic media and

- Social Advt. 01
- Commercial Advt. 01
- Script writing for radio ad with jingle -1



P.G. Diploma (Journalism & Mass Communication)

Semester -II

25JMC -204

Entrepreneurship and Media Management

Credit: 03 +1= 4

Maximum Marks: 100

Theory Examination: 50

Internal Assessment: 20

Practical Internal: 10

Viva-Voce External: 20

Maximum Time: 2 Hrs.

Note: *There shall be seven questions in all. Question no. 1 shall be compulsory, consisting of six short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.*

Course Learning Objectives (CLOs)

1. To introduce students to the concepts of entrepreneurship and media management in the context of the changing media industry.
2. To develop understanding of startup ecosystems, media organization structures, ownership patterns, and government initiatives supporting entrepreneurship.
3. To enhance analytical and creative abilities required for identifying media business opportunities and planning sustainable ventures.
4. To familiarize students with business planning, freelancing, self-employment frameworks, and intrapreneurial roles within media organizations.

Course Learning Outcomes (CLOS)

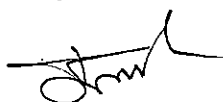
After successful completion of the course, the students will be able to:

CLO1: Explain key concepts of entrepreneurship, entrepreneurial mindset, and management principles applicable to media organizations.

CLO2: Analyze startup opportunities, target markets, competition, funding options, and organizational structures in the media sector.

CLO3: Prepare a basic business plan and demonstrate skills related to media entrepreneurship, freelancing, and self-employment.

CLO4: Conceive, develop, and pitch a media-based entrepreneurial project while understanding professional, legal, and financial responsibilities.



Unit I

Introduction to Entrepreneurship and Media Management

Defining entrepreneur and entrepreneurship; Entrepreneurship in the Media: The stories of Blog, Radio, TV, Newspaper, Production; **Entrepreneurial Mindset**; Characteristics possessed by entrepreneurs; Understanding the entrepreneurial landscape of the changing media industry; Newspaper ownership patterns in India; Principles of Media Management.

Unit II

Start-ups and Media Organization Structure

Finding opportunity; Conducting research into target market; Competition analysis; Unique value proposition; Pros and cons of different types of startup funding; Startup culture as possible career pathway; Describe the role of Make in India, Startup India, skill India; Organization structure of a news agency; Organizational set up of AIR and Doordarshan;

Unit-III

Entrepreneurship Planning & Management

The nuts & bolts of a business plan; developing entrepreneurial creativity, business know-how; deploying entrepreneurial ideas to become an “entrepreneur” within a larger organization; boosting appeal as an employee. Understanding the professional/financial/legal framework for freelancing & self-employment; Conceiving, developing and pitching an entrepreneurial project;

Suggested Books

1. Briggs, Mark. Entrepreneurial Journalism: How to build what's next for news. CQ Press, Thousand Oaks, CA, 2012.
2. Jarvis, Jeff. What Would Google Do? Harper Collins, New York, NY, 2009.
3. Grueskin, Bill; Seave, Ava; and Graves, Lucas. The Story So Far: What We Know About the Business of Digital Journalism. Columbia Journalism School, TowCenter, 2011. Available online
4. Osterwalder, Alexander and Pigneur, Yves. Business Model Generation, John Wiley and Sons Inc., Hoboken, NJ 2010.
5. Ries, Eric. The Lean Startup. Crown Business, New York, NY. 2011 Recommended books:
6. Blank, Steven. The Four Steps to the Epiphany: Successful Strategies for Products that Win, Third Edition, Lulu.com. 2006.
7. Christensen, Clayton M. The Innovator's Dilemma. Harper Business, New York, NY, 2000.
8. Deyer, Jeff; Gregersen, Hal; and Christensen, Clayton M. Innovator's DNA: Mastering the five skills of disruptive innovation. Harvard Business School Publishing, Boston, MA, 2011.
9. Doctor, Ken. News economics: twelve new trends that will shape the news you get. St. Martin's Press, New York, NY, 2010.
10. Gillmor, Dan. Mediactive Licensed under Creative Commons, San Francisco, CA, 2010.
11. Kay, Jeff and Quinn, Stephen. Funding Journalism in the Digital Age, Peter Lang Publishing, New York, NY, 2010.
12. Kovach, Bill and Rosenstiel, Tom. The Elements of Journalism, Random House, New York, NY. 2007.
13. Shirky, Clay Here Comes Everybody. The Power of Organizing Without Organization. Penguin Press, New York, NY, 2008.



25JMC—204P	CC	Practical-IV Entrepreneurship and Media Management
------------	----	--

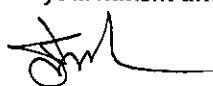
Practical

1. Case Study Analysis

Study and presentation of successful media entrepreneurs (print, TV, radio, digital platforms, production houses) focusing on entrepreneurial mindset, ownership pattern, and management principles.

2. Business Plan Preparation

Drafting a mini business plan for a media startup including objectives, funding options, operational plan, revenue model, and risk assessment.



P.G. Diploma (Journalism & Mass Communication)

Semester -II

25JMC -205

04

Public Relations

Credits-

Maximum Marks: 100

Theory Examination: 70

Internal Assessments: 30

Max. Time: 3hrs

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Learning Objectives of the Course (LOS)

1. To introduce students to the history, nature, scope, theories, and models of Public Relations with special reference to India.
2. To develop understanding of Public Relations as a strategic management function within corporate, government, and private sectors.
3. To familiarize students with ethical practices, professional standards, and the role of national and international PR bodies.
4. To build practical skills in PR writing, media relations, event management, and digital PR tools.

Course Learning Outcomes (CLOS)

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

CLO1: Explain key concepts, theories, and models of Public Relations and distinguish PR from publicity and propaganda.

CLO2: Apply ethical principles and strategic approaches of PR in organizational, corporate, and governmental contexts.

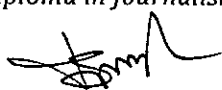
CLO3: Produce effective PR and corporate communication content such as press releases, media notes, and event communication.

CLO4: Manage media relations, stakeholder communication, and digital PR practices in a professional and responsible manner.

Unit I

Public Relations: History, definitions and theories

The syllabus of PG diploma in Journalism and Mass Communication has been approved in the PGBOS meeting held on 29 July 2025

 Page 18

Public relation- Definitions, Nature and Scope; history of PR, with special reference to India; Public Relations and Corporate Communication; Public Relations, Publicity, Public Opinion and Propaganda; Tools and Methods in Public relations practices; Theoretical underpinnings of PR; Grunig & Hunt's "4 Models" of Public Relations (**The Press Agency Model The Public Information Model The 2-way asymmetrical model The 2-way symmetrical model**).

Unit II

Ethics of Public Relations Profession

PR code of ethics; Public Relations as a management function; Role of Public Relations in Government, Industry, Public and Private Sectors; Public Relation Strategy, Implementation of strategy; Principles and Concepts of Corporate Communication; Evolution of PR and Corporate Communication; House Journals; Media Support; Media coverage. Professional bodies in Public Relations: PRSI (Public Relations Society of India), IPRA (International Public Relations Association), PRCAI (PR Consultants Association of India)

Unit III

PR and writing

PR as a source of News for media PR & Corporate Writing: Events Columns, Press Release; Organizing media events: press conference, facility visits, etc; Enquiries from the press; Press Briefings; Coordination with other media; Official spokesperson; Media relations- the symbiotic relationship between PR and media; Dealer-Distributor Relations; Supplier Relations; Customer Relations. Digital PR – tools and practices.



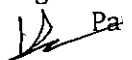
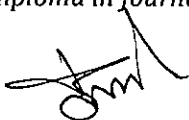
Unit IV

PR Practice and Application Areas

Understanding the Corporate Sector, organizational structure and organizations' need to be in the news; Corporate Social Responsibility: concepts & scope; PR role in development context; PR's role in image management, Trends in Public Relation (Sports PR Celebrity & Entertainment Management, Political PR); Public Relations as a Catalyst for Change; Career aspects of Public Relations;

Suggested Books

1. Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004
2. Communication in Organisations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999
3. Public Relations Management, Jaishri Jethwaney and NN Sarkar, Sterling, New-Delhi, 2015
4. What is Big Idea, George Lois, Plume, 1993
5. Brand Sense, Martin Lindstrom Kogan Page Publication
6. Public Relations Strategy, Oliver Sandra, Kogan Page, 2008
7. Effective Public Relation, Scott Cutlip et al, London 1995.
8. Social Media Marketing, Paul Martin, Global Vision Publishing New Delhi 2011.
9. Corporate Communication – Principles and Practice, OUP, New Delhi 2010.
10. Visheshkrit Jansamparak, Bandana Pandey, Chandigarh: Haryana Sahitya Akademi

 Pa

(Journalism & Mass Communication) Semester –II

25 JMC 206

Development Communication

Credit: 04(L) = 4

Maximum Marks: 100

Theory Examination: 70

Internal Assessment: 30

Maximum Time: 3 Hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Course Learning Objectives (CLOs)

1. To develop a conceptual understanding of development, development communication, and related theories in the Indian and Third World context.
2. To familiarize students with models, approaches, and strategies of development communication, including democratic decentralization.
3. To analyze barriers to development communication and the role of state, non-state actors, CSR, and mass campaigns in the development process.
4. To build professional skills in reporting, researching, and writing development-oriented news, features, and reports using data and field-based sources.

Course Learning Outcomes (CLOS)

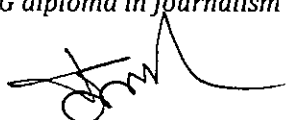
After successful completion of the course, the students will be able to:

CLO1: Explain concepts, theories, models, and paradigms of development and development communication in developing societies.

CLO2: Critically analyze development issues, barriers, and the role of agriculture, public sector, corporates, NGOs, and international agencies in development.

CLO3: Apply development communication strategies for social change using appropriate communication approaches and media tools.

CLO4: Produce well-researched development stories by effectively using sources, fieldwork, data, and reporting techniques.



Unit-I Development Communication

Development- Definition & Meaning, Concept and Process of development, Concept in Third World Context, Priority areas in development, Process of development, models of development - problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies; Leading influencers of social reform in India- Mahatma Gandhi, Deendayal Upadhyaya.

Unit-II Concepts & Theories

Development and Communication - Concepts & Theories, Development a bottom-up approach, Communication a trickle-down approach, Four Approaches-Development Communication, Communication for development, Development support for communication. Development Communication- Significance, process and theories, strategies in development communication. Democratic decentralization.

Unit-III

Barriers and Corporatization of development

Barriers to development communication- socio-economic, cultural & political. Agriculture: role of agriculture in India's economic development, Agricultural Extension and mass media, Public sector in India and its role in the growth process; Corporatization of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication.

Unit-IV

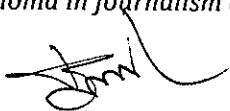
Reporting skills for Development Stories

Reporting skills for Development Stories: Sources for Development Stories: Governmental and non-governmental sources; Field work; Research; Documentation; Interviews; Group Discussion and other conventional and non conventional sources. Tools and Techniques of Diverse Development Reporting and writing different types of Development stories: News, Features and Reports. Dealing with data and statistics.

Suggested Books:

1. Development Communication, Uma Narula, 1999, HarAnand Publications Pvt.Ltd., NewDelhi.
2. Development Communication in India, Raghvan.
3. National Programmes in Family Planning: Communication in Development Administration: Bernard Berelson.
4. A Manual of Development Journalism (Press Institute of India): AlamChalkels.
5. Rural Communication (A.M.C.): Prof. R. Sinha & Gavdi.
6. Communication & Social Development in India (sterling) : B. KupuSwamy. M.A. (Hons.) Journalism & Mass Communication (Semester-II) (Under Credit Based Continuous Evaluation Grading System)
7. The Community Newspaper: Karris & Hocks.
8. Reporting Agriculture : William Ward B.
9. Agricultural Journalism : Rodney Fox.
10. India's Changing Villages : Human Factor : Dubae S.C.
11. Mass Media & National Development : Wilbur Schramm.
12. Sanchar (Sanchar Publications, Patiala : Walia Harjinder & Batra.
13. Perspectives on Development Communication: K. Sadanandan, Sage Publication, New Delhi.
14. Communication and Development: The Challenge of the twenty first century, Concept Publishing Company, New Delhi.
15. Third world Perspective Communication: Srinivas Melkote
16. Dreze, J. & Sen, A. (1995). India: Economic Development and Social Opportunity, Oxford University Press, Delhi.
17. Jayal, N.G. & Pai, S. (2001). Democratic Governance in India: Challenges of Poverty, Development and Identity, SAGE, Delhi.
18. Mahajan, G. (1998). Democracy, Difference & Social Justice, Oxford University Press, Delhi.
19. Stiglitz, J. E. (2002). Globalization and its Discontents, W.W. Norton & Company, USA.
20. Tankha, B. (Ed.) (1995). Communications and Democracy, Southbound, Cendit.
21. Sainath, P. (1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
22. Traber, M. (1986). The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology, Sage, London.
23. Khan, A.M. (1997). Shaping Policy: Do NGOs Matter?: Lessons from India, PRIA, Delhi
- Kaviraj, S. & Khilnani, S. (2002). Civil Society: History and Possibilities, Cambridge University Press, Delhi



A handwritten signature in black ink, appearing to be 'J. Paul', located below the main footer text on the left side.