

P.G. Diploma in Journalism and Mass Communications, 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**

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 I

Course Code	Course Type	Nomenclature of the Course	Course Level	Theory (T)/ Practical (P)	Credits		Total Credits	Contact Hours per Week				Examination Scheme				Examination Hours for Internal Examinations		Examination Hours for End Term Examinations	
					Th	P		L	T	P	Total	Internal Assessment Marks (150)	End Term Marks (350)	Total Marks (500)		Th	P	Th	P
25JMC-101	CC	Writing for media	500-599	Th			20												
25JMC-101P		Practical-I Writing for media		P	3	1		3	0	2	5	20	10	50	20	1	1	2	2
25JMC-102	CC	Visual Communication	500-599																
25JMC-102 P		Practical-II Visual		Th	3	1		3	0	2	5	20	10	50	20	1	1	2	2
25JMC-103	CC	Editing Principal and Practices	500-599																
25JMC-103P		Practical-III Editing Principal and Practices		Th	3	1		3	0	2	5	20	10	50	20	1	1	2	2
25JMC-104	CC	Print Journalism	500-599																
25JMC-104P		Practical-IV Print Journalism		Th	3	1		3	0	0	5	20	10	50	20	1	1	2	2
25JMC-105		Introduction to Communication	500-599																
25JMC-106		Cultural Communication	500-599																
25JMC-107	DEC	History Of Media Or Media Laws and Ethics	500-599	Th	4	0		4	0	0	4	30	0	70	0	1.5	0	3	0
25JMC-108																			

Note(s) and Abbreviations: CC = Core Course, DEC = Discipline Elective Course, PC= Skill Enhancement Course; For discipline elective course, the student has to opt one course in the department/institute. All the PCcourse(s) are based on the theory papers.

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

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

✓



P.G. D.(Journalism & Mass Communication)
Semester-I

Credit (0 3L) +(1P)= 4

25 JMC 101: Writing for Media

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 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.

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

Couse Outcomes

CO1: Develop a foundational understanding of media writing, including its various forms across print, electronic, and digital platforms, emphasizing ethical considerations, research techniques, and the essential qualities of accurate, concise, clear, and discerning writing.

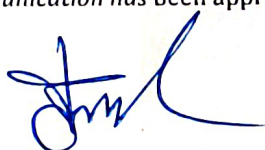
CO2: Master the art of editorial page writing, encompassing news writing, opinion pieces, editorials, interviews, and public relations content creation, while also understanding the nuances of translation and its importance in journalistic communication.

CO3: Acquire proficiency in writing for visual media, comprehending the principles of scripting for news, documentaries, and online platforms like websites and blogs, while also exploring the distinct characteristics of visual media communication.

CO4: Cultivate creativity in various writing domains such as business, technical, and letter writing, alongside understanding the language and scripting requirements for films, documentaries, and the evolving impact of new technologies on different media language styles, including news, features, commercials, and interviews

Unit-I
Media writing basics

Introduction to media writing; Purpose of media writing; Media writing forms; Writing for print, electronic and digital news media; Ethics of media writing; Research for media writing; Writing styles; The ABCD of Media Writing: Accuracy, Brevity, Clarity, Discernment; KISS formula; Characteristics of Print Media.



Unit-II

Editorial page writing and use of translation

Writing News, Opinion Writing-Op-ed page, Middle, Articles, Column, Features, Editorials and Interviews, writing the title, Inverted Pyramid, nut graph, Lead and five box approach; Public Relations writing: Press releases, Advertorials and mailer, Print style manuals; Translation and trans creation; Types of Translation: Word to Word Translation, Literal Translation, Summarized Translation, Free Translation, (Translation of words & sentences from the source language as it is) Paraphrased Translation (Using Synonyms), The need and importance of Translation in Journalism.

Unit-III

Visual media and Need for Creativity in writing

Visual media characteristics; Principles of writing for visual media: Writing News, Documentary Script Broadcast style manual; writing for New Media: Principles, Websites and blogs writing, Content writing.

Creativity in writing: business writing, technical writing, letters and its types; Film language and script for films and documentaries; Impact of new technology on media language: news, features, talks, commercials, interviews, Media reviews of arts, performing arts and cinema.

Suggested Books:-

1. Prof. V.S.Sreedharan How to write correct English, Goodwill Publications, NewDelhi.
 2. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S.Chand.
 3. Robey, L Cora New Handbook of Basic Writing Skills, HardcourtCollegePb. Orlando. Taylor, Shirley Communication for Business, PearsonEducation Ltd., Edinburgh Gate, Hareon,Essex, England.
 4. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing A Beginner'sManual, Dorling Kindersely (India) Pvt.Ltd.,New Delhi2009.
 5. Wren & MartinHigh School English Grammar &Composition,S.Chand
 6. Thomas S. Kane Oxford Essentials Guide To Writing , Collins GrammarPunctuation
 7. George.A.Hough News Writing , Kanishka, Robert Mc. Lesh Radio Production , FocalPress
 8. Joseph Sugarman The Ad Week Copy Writing Hand Book,Wiley
 9. Dr. K.K. Rattu Translation through media in New Millennium,SurubhiPublication,Jaipur
 10. JitendraGupt and PriyadarshanPatrakarita Mein Anuvaad, Radha Krishna Prakashan, New Delhi
 11. Dr.Laxmikant Pandey Translation, Objects andMethods.
 12. Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.
 13. Stovel J. (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.
 14. Melvin Mencher (2006). *News Reporting and Writing*. 10th edition. McGraw-Hill.
 15. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
- Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown

Unit-II

Editorial page writing and use of translation

Writing News, Opinion Writing-Op-ed page, Middle, Articles, Column, Features, Editorials and Interviews, writing the title, Inverted Pyramid, nut graph, Lead and five box approach; Public Relations writing: Press releases, Advertorials and mailer, Print style manuals; Translation and trans creation; Types of Translation: Word to Word Translation, Literal Translation, Summarized Translation, Free Translation, (Translation of words & sentences from the source language as it is) Paraphrased Translation (Using Synonyms), The need and importance of Translation in Journalism.

Unit-III

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Visual media characteristics; Principles of writing for visual media: Writing News, Documentary Script Broadcast style manual; writing for New Media: Principles, Websites and blogs writing, Content writing.

Creativity in writing: business writing, technical writing, letters and its types; Film language and script for films and documentaries; Impact of new technology on media language: news, features, talks, commercials, interviews, Media reviews of arts, performing arts and cinema.

Suggested Books:-

1. Prof. V.S.Sreedharan How to write correct English, Goodwill Publications, New Delhi.
2. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S.Chand.
3. Robey, L Cora New Handbook of Basic Writing Skills, HardcourtCollegePb. Orlando. Taylor, Shirley Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.
4. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt.Ltd., New Delhi 2009.
5. Wren & Martin High School English Grammar & Composition, S.Chand
6. Thomas S. Kane Oxford Essentials Guide To Writing, Collins Grammar Punctuation
7. George.A.Hough News Writing, Kanishka, Robert Mc. Lesh Radio Production, Focal Press
8. Joseph Sugarman The Ad Week Copy Writing Hand Book, Wiley
9. Dr. K.K. Rattu Translation through media in New Millennium, Surubhi Publication, Jaipur
10. Jitendra Gupta and Priyadarshan Patrakarita Mein Anuvaad, Radha Krishna Prakashan, New Delhi
11. Dr.Laxmikant Pandey Translation, Objects and Methods.
12. Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.
13. Stovel J. (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.
14. Melvin Mencher (2006). *News Reporting and Writing*. 10th edition. McGraw-Hill.
15. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
- Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown

25JMC—101P	PC	Practical-I Writing for Media Practical
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Practical Internal: 10
Viva-Voce External: 20

Practical Work

Students are required to complete the following writing tasks:

1. **Article Writing** – Submit **one** article on a topic of your choice or as assigned by the teacher. Ensure the article is well-structured, informative, and original.
2. **Book or Movie Review** – Write **one** review of a book or movie. Your review should include a brief summary, your personal opinion, and an analysis of key elements (plot, characters, themes, etc.).
3. **Blog Writing** – Prepare **one** blog post on any relevant or interesting topic. It should be written in an engaging, conversational tone suitable for online readers.
4. **Letter to the Editor** – Write **one** formal letter addressed to the editor of a newspaper or magazine, expressing your opinion on a current issue or public concern. Follow the correct format for formal



P.G.D. (Journalism & Mass Communication)
Semester-I

25JMC 102: Visual Communication

Credit:03 (L) +1 (P)= 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 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.

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

Course Outcomes: At the end of the course students will be able to:

CO1: Master the fundamentals of professional still photography, understanding various camera types, lenses, their structures, and functionalities

CO2: Develop essential photography skills, including film selection, mastering relationships between shutter speed, aperture, and film speed, and understanding concepts like depth of field and focus, as well as the role of light sources and flash photography.

CO3: Grasp the basics of photography composition, learning the essentials of press photography, choosing the right moments and angles for effective composition, and understanding principles of film composition for impactful visual storytelling.

CO4: Acquire proficiency in editing photography, including principles of cropping, photo editing, and understanding resolution and pixels for different output mediums, alongside mastering photo repair, retouching techniques, and software utilization like Photoshop and Corel Draw for editing purposes

Unit-I
Basics of camera

Basic process of professional still photography; Types of cameras- Disposable, Point and-shoot, Compact or Autofocus, APS, Polaroid, SLR and Digital cameras; Understanding the structure and working of a professional camera; Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom, Angle of Vision and focal length of various types of Lenses

Unit-II
Essential for photography skill

Choosing the right film; Relationship between shutter speed, film speed and aperture for different genres of photography; Depth of field and depth of focus, Circles of confusion and their role in photography, Multiple exposure photography, Role of Bulb setting in professional photography; Sources of light- Natural and artificial; Flash photography and its use in professional photography. Definition and concept, Text Vs



Photograph; Essentials of a press photograph, Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition; Principles of film composition -Focal points, Rule of thirds, Framing and fitting the frame; Straight and converging lines, Diagonal and S- shaped compositions, Repetition and rhythm, Secondary subjects, moving towards the center.

Unit-III

Basics of photography & Editing

Principles of cropping and photo editing, Photo features Relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for Various purposes, Repairing and retouching tools and techniques, Understanding resolution and pixels for printing, the web, etc. Working with old photos, scanning, colorizing, black & white, using the Photo merge tools to combine the best parts of photos

Learning of software-
Photoshop, Corel Draw

Suggested Books:

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston.



25JMC-102P	PC	Practical-II Visual Communication Practical
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Practical Internal: 10
Viva-Voce External: 20

Practical Work

The students require preparing portfolio given below:

1. One file of originally shot pictures (Not related to theme photography).
2. One file with edited pictures using various editing software.
1. One Portfolio for theme Photography (The theme would be suggested by the subject teacher).

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[Signature]

P.G. D. (Journalism & Mass Communication)
Semester-I

25JMC 103: Editing Principle and Practices

Credit: 03(L) +1(P)= 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 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.

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

Course Outcomes: At the end of the course students will be able to:

CO1: Understand the essence of editing across various media platforms, delineating concepts, elements, and the distinctive aspects between editing in newspapers, radio, television, and digital formats.

CO2: Grasp the roles and responsibilities of editors and sub-editors, comprehend editorial writing, commentary, and the challenges faced by editors, while delving into news desk operations and the integrated newsroom approach.

CO3: Develop proficiency in news planning and visualization, including the selection of news based on value and parameters, copy editing objectives, rewriting news stories, creating headlines and intros, and implementing style guides for different publications.

CO4: Acquire knowledge of newspaper production, encompassing layout principles, typography, color usage, graphic elements, printing processes, photographic composition, photo feature concepts, caption writing techniques, and the intricacies of design for print media.

Unit-I

Editing in various media Function of news desk

Concept, definitions and elements of editing; Process and principles of editing; Difference between newspaper, radio and TV and digital editing

Functions and responsibilities of Editor and Sub Editor; Editorial Writing and its importance; Commentary, Analysis, letters to editor column; Challenges before editor; Functioning of news desk; Integrated newsroom; News making; News flow and editing: Roles and responsibility of gatekeepers; Managing the news flow: News flow on the desk from different sources

Unit-II



News planning and Visualization

Symbols and signs of editing; News Selection: News value and other parameters; Handling of news copy, Objectives of copy editing: Checking facts, language, style, clarity & simplicity; Planning and visualization of news; Rewriting news stories; Headlines and intro; Style book and style sheet; Use of synonym and abbreviations; Editing of Weekly newspaper, Magazine, Text book and special edition

Unit-III

Newspaper production

Principles of Layout, Design; Typography, color and Graphics; Newspaper Printing Process and printing terminology; Photographic Composition and photo cropping, Concept and techniques of Photo Feature and Caption Writing

Suggested Readings:

1. Rogers, G. (1993). Editing for Print, McDonald Book.
2. Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
3. Hodgson, F. W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
4. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.



25JMC—103P	PC	Practical-III Editing Principal and Practices
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Practical Internal: 10
Viva-Voce External: 20

Practical Work

The students require preparing portfolio based on below given assignments:

1. Page editing using editing signs and symbols-2
2. Preparing page layout of first page of newspaper-1
3. Preparing headlines for news-10
2. Preparing News stories-Accidental, Political
- 3.5. Editorial-2
6. Preparing Cover page of magazine-1
7. Photo feature-1
8. Caption writing-3




19JMC 104: Print Journalism

Credit:03 (L) +1(P)= 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 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.

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

Unit-I

Journalism concept and scope

Journalism: Meaning and Scope; Types of Journalism; Journalism as profession; Accountability and journalism, Yellow Journalism; Qualities and Responsibilities of a Reporter; Professional conduct and attributes; Covering Press conferences and writing from events and meets

Unit-II

Reporting and News concept

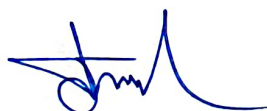
News: Definitions and Concept; News Values, Critique of western news values; Elements of Newsworthiness; Tools for gathering news; Concept of reporting; Hierarchical structure of newsroom; Types of Reporting; News story structure: The Inverted pyramid, sand clock and square news structure; Specialized Reporting; Beat reporting: Accident, election, Crime, Court, conflicts/war/tension, disaster, Education, Sports, Politics; obituary; Reportage of contemporary issues; Niche reporting; column and columnist; Ethics of reporting, Sources of News- Cultivating, Verifying and Dealing with Sources of News

Unit-III

Editing concept and principles of Newspaper design and production

Editing: Meaning, concept and Principles; Purposes of Editing; Editing staff and their roles and responsibilities Editing news and features

Newspaper Design: Elements and Principles; Layout for Newspapers and Magazines- Types of layout, Print Production Process; Print Production Types



Suggested Books:

- History of Indian Journalism by NatrajanJ : Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
- Journalism in India by Parthasarthy, Rangaswami, Sterling Publishers Pvt. Ltd., New Delhi, 1997
- Print Media and Electronic Media by J K Sharma ; Authors Press, 2003
- Media and Mass Communication by ShyamaliBhattacharjee; Kanishka Publication, New Delhi, 2005
- Journalism in India: From the Earliest Times to the Present Day, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1989



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25JMC—104P	PC	Practical-IV Print Journalism Practices
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Practical Internal: 10
Viva-Voce External: 20

Practical Work

Each student is required to prepare and submit a journalism portfolio containing the following components:

Portfolio Contents:

1. **Feature Writing (1 piece)**
 - Write one detailed and engaging feature article on a topic of your choice or as guided by the instructor.
 - Focus on storytelling, background details, human interest angles, and depth of coverage.
2. **News Translation (1 piece)**
 - Translate one news article from **English to Hindi**.
 - Ensure accuracy, clarity, and preservation of the original meaning.
3. **Interview (1 piece)**
 - Conduct an interview with a relevant personality on a **current issue** (e.g., social, political, educational, or cultural topic).
 - Submit the full Q&A format or a report-style summary of the interview.
4. **Press Release and Press Note (1 each)**
 - Write **one press release** and **one press note** on a real or hypothetical event.
 - Follow proper format, style, and language used in professional media communication.
5. **News Reporting (4 reports)**
 - Write **four news reports** on any of the following areas:
 - **Sports**
 - **Commerce/business**
 - **Court/legal affairs**
 - **Education**
 - **Accidents**
 - **Crime**
 - Or any other relevant news area

Submission Guidelines:

- The portfolio must be compiled **neatly** and submitted in a **folder or digital format** (as instructed).
- Each item must be titled clearly and organized in the order listed above.
- Ensure all work is **original**, well-researched, and follows journalistic standards.
- Use proper grammar, punctuation, and formatting.
- The final portfolio is due by **[Insert Due Date]**.
- Late submissions may result in a deduction of marks.

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**P.G. Diploma (Journalism & Mass Communication)
Semester-I**

DEC-I_25JMC 105: Introduction to Communication

**Credit: 04
Maximum Marks: 100
Theory Examination: 70
Internal Assessment: 30
Total 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.

Unit-I

Evolution of Communication

Concept and Definition of Communication; Evolution of Communication Nature and Process of Human Communication; Need and Functions of Communication; Elements of Communication; Forms of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small Group) Mass Communication: Concept, Definition, Nature and Features

Unit-II

Communication and Its types

The Fundamental Communication Process; Types of Communication: Verbal and Non –Verbal Communication, Formal and Informal Communication; Basics of Effective Communication; 7 Cs of Communication

Unit-III

Models of Communication

Models of Communication: SMCR Model, Shannon & Weaver Model, Laswell's Model, Osgood's Model, Dance's Model, Schramm's Model, Gerbner's Model, Westley and Maclean Model, Mathematical Model of Communication

Unit-IV

Theories of Mass Communication

Theories of Mass Communication; Concept of theory vis-a-vis practice, Two step and Multi step theory; Cultivation Theory; Uses and Gratification theory; Cognitive Dissonance, Agenda Setting, Bullet Theory, Stalagmite Theory, Individual difference theories: Selective Exposure, Selective Perception and Selective Retention theory; Play theory; Normative theories, Schema theory, Propaganda: Definitions, objectives and techniques.

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Suggested Books:

1. *Mass Communication: Theory and Practice* by Uma Narula, Hiranand Publication, New Delhi
2. *Hand Book of Journalism and Mass Communications* by V.S. Gupta, VirBala Aggarwal, Concept Publishers, New Delhi
3. *Understanding Media* by Marshal McLuhan
4. *Communication Theories: perspectives, processes and contexts-* Katherine Miller
5. *Mass Communication Theory: An Introduction* by Denis Mcquail, Vistaar Publications, New Delhi 2005
6. *Introduction to Communication Studies*: John Fiske
7. *Pragmatics of Human Communication-* Paul Watzlawick and Bavelas
8. *Mass Communication in India* by Keval J. Kumar, Jaico Publising House, Mumbai, 2011
9. *Mass Communication Theory: Foundation, Ferment and Future* by Stanley J. Baran and Dennis K. Davis

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**P.G. Diploma (Journalism & Mass
Communication) Semester-I**

DEC-I _25JMC 106 : Cultural Communication

**Credit-04
Maximum Marks: 100
Theory Examination: 70
Internal Assessment: 30
Total 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.

Unit-I

Cross Cultural Communication: Concept and Approaches; Nature and Importance of Cross Cultural Communication; Culture: Definitions and Concept; Culture and identity formation

Unit-II

Verbal and Non-verbal Communication in intercultural context; Culture Shock and Cultural Bias
Anxiety and cultural differences; Intercultural Communication competence

Unit-III

Barriers to Cross Cultural Communication; Cross Cultural misinterpretations; Stereotypes and prejudices about the other cultures; Intercultural adaptations and conflicts

Unit-IV

Ethnocentrism and cultural relativism; Low context and high context cultures; Cultural Relativism and Absolutism; Global media and cultural exposure; Accommodation theory; Co-cultural theory, Popular culture.

Suggested Books:

1. Martin, J.N. & Nakayama, T.K. Intercultural Communication in Contexts 5th Edition (McGraw- Hill, 2009)
2. Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts (McGraw- Hill, 2001)
3. James W. Carey Communication as Culture: Essays on Media and Society (Psychology Press, 1989)
4. Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
5. Kim, Young Yun, Ed.; Gudykunst, Theories in Intercultural Communication. International and Intercultural Communication Annual, v12198

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P.G. Diploma (Journalism & Mass Communication)
Semester-I

DEC-I _25JMC 107 : History of Media

Credit: 04
Maximum Marks: 100
Theory Examination: 70
Internal Assessment: 30
Total 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.

Unit-I

Growth and development of Press

History, growth and development of print media; Regional newspapers growth and development, The role of Indian press during the freedom struggle; First and Second Press Commissions; Audit Bureau of Circulations, PIB, DAVP, Major News Agencies: Indian and Foreign;

Unit-II

Growth and development of Traditional Media

Introduction of traditional media- use and importance, Meaning of Culture, Tradition, Different Folk Media in India: Puppet Show, Jatra, Street Play, Tamasha, Kirtan.

Unit-III

Growth and Development of Electronic and New Media

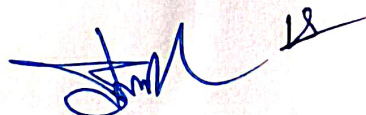
History of electronic media- Radio and television; Introduction to New Media; Emergence of social media blogs, facebook, youtube, twitter

Unit-IV

Cinema: Growth and Development

Origin and Development of Cinema in India- Silent Era and Talkies; Parallel cinema- commercial cinema; National and Regional Cinema in India; Indian Film Industry; Central Board of Film Certification (CBFC) and National Film Archives of India (NFAI)

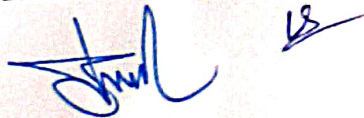
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Suggested Books:

1. Journalism in India, by Ranga Swami (Sterling Publications)
2. *History of Journalism in India*, by Natrajan. J.
3. *The Press*, by Rao Chalpathy (National Book Trust)
4. *Folk Theatre of India*, by Gargi Balwant
5. *Traditional Folk Media*, by Parmar, S.
6. *Broadcasting in India*, by Awasthi G.C.
7. *Indian Broadcasting*, by Luthra, H.R.
8. *Indian Film*, by Bernard, Eric

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P.G. Diploma (Journalism & Mass Communication)
Semester-I

DEC-I_25JMC 108 : Media Laws and Ethics

Credits-04
Maximum Marks: 100
Theory Examination: 70
Internal Assessment: 30
Total 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.

Unit-I

Concept of law and ethics in India and rest of the World; Ethical Codes: self-regulation, organizational regulation, statutory regulation, Press Council of India and its codes. Broadcasting Regulatory Authority and its code;. Functions of media within the ethical system: role, responsibility and accountability The Ombudsman System; History of press laws in India.

Unit-II

Freedom of speech and expression: Constitutional guarantees and restraints viz. Article 19(1) (a) and Article 19(2). Pressure groups- politicians, proprietors, advertisers, society and self. Issues of conflict: truth-falsehood dichotomy; intellectual dishonesty; confidentiality, privacy and the public interest; engendering of stereotypes – women, homosexuals, elderly and the disabled; Human rights and media.

Unit-III

Institutional Laws (analysis of the bare Act with case studies): Press Council Act, 1978; Press and Registration of Books Act, 1867; Official Secrets Act, 1923; Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 (3) and 194 (3); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A), Official Secrets Act, Cable Act 1995, Working Journalist Act; Schedule cast and Tribes (Prevention of Atrocities) Act, 1989.

Unit-IV

Individual-Specific Laws (analysis of the bare Act with case studies): Right to Information Act, 2005; Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC); Copyright Act 1957; Copyright Act, 2012, Information Technology Act, 2000 (only relevant portions); Indecent Representation of Women (Prohibition) Act, 1986; Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954; Various regulatory bodies for PR, and Internet. Young Persons (Harmful Publications) Act, 1956, Wage Boards, Invasion to privacy, Sexual harassment of women at workplace and prevention 2013.

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Suggested Books :

1. Prabhakar, Manohar and Bhanawat, Sanjeev, (1999), *Compendium of Codes of Conduct for Media Professionals*, University Book House, Jaipur.
2. Trikha, N.K, (1986), *The Press Council – A Self-Regulatory Mechanism for the Press*, Somaiya Publications, N.D.
3. Gupta, V.S. and Dayal, Rajeshwar (ed), (1998), *Media and Market Forces: Challenges and Opportunities*, Concept Publishing Co. N.D.
4. Olen, Jeffrey, (1988), *Ethics in Journalism*, Prentice Hall, New Jersey.
5. Padhy, K.S, (1984), *Indian Press: Role and Responsibility*, Ashish Publishing House, N.D.
6. Padhy, K.S., (1984), *The Muzzled Press*, Kanishka Publishers, N.D.
7. McManus, John. H, (1994), *Market Driven Journalism*, Sage Publications, N.D.
8. Christians, Clifford and Traber, Michael, (1997), *Communication Ethics and Universal Values*, Sage Publications, N.D.
9. Sharma, S.R , (1996), *Democracy and the Press*, Radha Publications, N.D.
10. Bandyopadhyay, P. K. and Arora, Kuldeep. S. (1998), *Practitioners' Guide to Journalistic Ethics*, D.K Publishers.
11. Flichy, Patrice, (1995), *Dynamics of Modern Communication*, Sage Publications, N.D.
12. Padhye, Prabhakar , (1991), *Principles of Journalism*, Popular Prakashan, Mumbai.
13. Karkhanis, Sharad, (1981), *Indian Politics and Role of the Press*, Vikas Publishers, N.D.
14. Bhatia, Sita, (1997), *Freedom of Press – Politico-Legal Aspects of Press Legislations in India*, Rawat Publications, Jaipur.
15. Basu, Durga Das, (1996), *Law of the Press*, Prentice Hall, India, N.D.
16. Ravindran, R.K., (1999), *Handbook of Press Laws and Ethics*, Anmol Publications, N.D.
17. Venkateswaran, K.S., (1993), *Mass Media Laws and Regulations in India*, Asian Mass Comm. Singapore.
18. D'Souza, Y.K., (1998), *Freedom of Press: Constitution and Media Responsibility*, Commonwealth Publishers, N.D.
19. Iyer, Krishna V.R., (1990), *Freedom of Information*, Eastern Book Co. Lucknow.
20. Ravindran, R.K., (1997), *Press in the Indian Constitution*, Indian Publishers, N.D.
21. Thakurta, P.G., (2011), *Media Ethics*, Oxford University Press

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