

# **POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

## **Paper – 1**

### **HISTORY OF JOURNALISM AND CONTEMPORARY PROSPECT**

#### **Unit – I**

#### **LESSION - 1 JOURNALISM NATURE SCOPE AND FUNCTIONS**

1. Introduction
2. Unit objectives
3. What is Journalism
4. Press and Democracy
5. Principles of Journalism
6. Kinds of Journalism
7. Currents Trends
8. Summary
9. Keys Terms
10. Answer to check your progress
11. Question and Exercise
12. Further Reading

## **Unit - II**

### **LESSION - 2 PRESS IN INDIA**

1. Introduction
2. Unit objectives
3. Evolution of Press in India
4. Growth and Current Status of Journalism
5. Summary
6. Key Terms
7. Answer to check your progress
8. Question and Exercise
9. Further Reading

### **LESSION- 3 COMMUNICATION AN INTRODUCTION**

1. Introduction
2. Unit Objectives
3. Communication
4. Process off Communication
5. Kinds of communication
6. Communication and society
7. Recent Trends in Communication
8. Summary
9. Key Terms
10. Answers to Check your progress
11. Question and Exercise

## **Unit -III**

### **LESSON- 4 MODELS AND THEORIES OF COMMUNICATION**

1. Introduction
2. Unit objectives
3. Introduction to theories of communication
4. Models of communication
5. Theories of Mass Communication
6. Normative Theories of Media and Mass Communication
7. Other Theories
8. Summary
9. Key Terms
10. Answer to check your progress
11. Further Reading

## **Unit -IV**

### **LESSON - 4 MEDIA FOR MASS COMMUNICATION**

1. Introduction
2. Unit objectives
3. Medium and Communication
4. Print Media
5. Radio
6. Cinema
7. Television
8. New Media
9. Summary
10. Key Terms
11. Answer to check your progress
12. Question and Exercises
13. Further Reading

# **POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

## **Paper- II COMMUNICATION PRINCIPLES PROCESS CONCEPTS AND MODELS**

### **Unit - 1**

1. Communication Definition and Evolution
2. Nature scope and purpose of communication
3. The process and kinds of communication

### **Unit – 2**

1. Function and role of Mass communication
2. Models and Theories of Communication
3. Meaning nature scope and purpose of Journalism

### **Unit – 3**

1. Function and Principles of Journalism
2. Kinds of Journalism
3. History of pre press communication
4. History of world press and Journalism

## **Unit – 4**

1. History of Indian press and Journalism
2. Media of Mass Communication
3. Press as the Fourth Estate and its Role in Democracy

# **POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

## **PAPER -3 INDIAN PRESS LAWS AND SALIENT FEATURES OF INDIAN CONSTITUTION**

### **Unit – I Indian Constitution**

1. Introduction
2. Unit objectives
3. Prelude to the Constitution of India
4. The Preamble
5. Silence Feature
6. Fundamental Rights
7. Fundamental Duties
8. Directive Principles of State Policy
9. Summary
10. Key Terms
11. Answers to check your progress
12. Question and Exercise
13. Further Reading

## **Unit - II**

### **Freedom of Speech and Expression**

1. Introduction
2. Unit Objectives
3. The Universal Declaration of Human Rights
4. Article 19(a) and 19 (2) Indian Constitution
5. The Concept of the Freedom of Press
6. The Fourth Estate
7. Indian Press During Emergency
8. Summary
9. Key Terms
10. Answers to check your progress
11. Question and Exercise
12. Further Reading

## **Unit – III**

### **MEDIA LAWS**

1. Introduction
2. Unit Objectives
3. Defamation Libel and Slander
4. Sedition
5. Obscenity
6. Censorship
7. Contempt of Court
8. Summary
9. Key Terms
10. Answers to check your progress
11. Question and Exercise
12. Further Reading

## **LESSION - 4 MEDIA ACT**

1. Introduction
2. Unit Objectives
3. Official Secrets Acts
4. Working Journalists Act
5. Parliamentary Proceedings and Privileges
6. Press and Registration of Books Act
7. Summary
8. Key Terms
9. Answers to check your progress
10. Question and Exercise
11. Further Reading



## Unit - IV

# **THE PRESS COUNCIL AND PRESS COMMISSIONS OF INDIA**

1. Introduction
2. Unit Objectives
3. Press Council of India
4. Norms of Journalistic Conduct
5. Guidelines on Specific Issues
6. Press Commissions
7. The Rights to Information Act
8. Information Technology Act,2000
9. Summary
- 10.Key Terms
- 11.Answers to check your progress
- 12.Question and Exercise
- 13.Further Reading

# **POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

## **PAPER 4**

### **NEWS DEFINITION CONCEPTS AND REPORTING**

#### **Unit - I**

##### **LESSION - 1 CONCEPT OF NEWS**

1. Introduction
2. Unit Objectives
3. Definition of News
4. Fundamental Qualities Of News
5. News Source
6. News Reporting
7. News Value
8. News Structure
9. Summary
10. Key Terms
11. Answers to check your progress
12. Question and Exercise
13. Further Reading

## **LESSION – 2 METHODS AND PRINCIPLES OF NEWS REPORTING**

1. Introduction
2. Unit Objectives
3. Effective Writing Skills
4. Essentials of Good Writing
5. Elements of a News Story
6. Inverted Pyramid
7. Techniques of Good News Writing
8. Accuracy and Attribution
9. Sources of Information and Ideas
10. Revise and Rewrite
11. Embargo off the record pool reporting and follow up
12. Traits of a Reporter
13. Summary
14. Key Terms
15. Answers to check your progress
16. Question and Exercise
17. Further Reading

## **Unit - II**

### **LESSION- 3 DIFFERENT DOMAINS OF REPORTING**

1. Introduction
2. Unit Objective
3. Crime Reporting
4. Crime as News
5. Court Reporting
6. Healthcare Reporting
7. Civil Administration Reporting
8. Civil Administration Reporting
9. Civic Affairs Reporting
10. Culture Reporting
11. Education Reporting

12. Political Reporting
13. Summary
14. Key Terms
15. Answers to check your progress
16. Question and Exercise
17. Further Reading

## **LESSION - 4 THE ART OF INTERVIEWING**

1. Introduction
2. Unit Objectives
3. Significance of an Interview
4. Preparation for an Interview
5. How to Land an Interview
6. Dos and Donts for an Interview
7. Interview An Example of Interpersonal Communication Skills
8. Things to Mind during an Interview
9. Types of Interviewers
10. Interpretative Reporting
11. Investigative Reporting
12. Summary
13. Key Terms
14. Answers to check your progress
15. Question and Exercise
16. Further Reading

## **LESSION - 5 INTRODUCTION TO JOURNALISM AND EDITING**

1. Introduction
2. Unit Objectives
3. Journalism in the Contemporary Scenario
4. The Press of India
5. The Role of Editing in Media
6. Troubling Times in India Media History
7. Growth and Evaluation of Indian Media
8. The Dynamics of Editorial Department

9. Summary
10. Key Terms
11. Answers to check your progress
12. Question and Exercise
13. Further Reading

### **Unit - III**

#### **LESSION- 6 NEWS PAPER ORGANIZATIONS EDITORIAL FUNCTIONS**

1. Introduction
2. Unit Objectives
3. Historical Background
4. The Meaning of Press Freedom
5. An Introduction to Big Dailies
6. Editorial Functions in a Newspaper
7. Emergence of Electronic Media
8. Summary
9. Key Terms
10. Answers to check your progress
11. Question and Exercise
12. Further Reading

#### **LESSON - 7 NEED PURPOSE AND PRINCIPLES OF EDITING IN PRINT AND ELECTRONIC MEDIA**

1. Introduction
2. Unit Objectives
3. Role Nature and Scope of Editing of copy
4. Fundamentals of the craft of editing
5. Difference between Editing and Rewriting
6. Dimensions Editing a Copy
7. Summary
8. Key Terms

9. Answers to check your progress
10. Question and Exercise
11. Further Reading

## **Unit- IV**

### **LESSION - 8 DUTIES AND RESPONSIBILITIES IN THE EDITORIAL DEPARTMENT**

1. Introduction
2. Unit Objectives
3. The Anchoring Role of Editor
4. The Functionaries in a Television Room
5. The Functioning of Editorial in a Newspaper
6. Editing in Practice
7. Copy Video Audio Editing
8. Editing on the Digital Platform
9. The challenges of Editing
10. The Radio Television Broadcasting
11. Technology The New Age
12. Newsreels predecessor of the television News
13. The Expansion of Electronic Media
14. Summary
15. Key Terms
16. Answers to check your progress
17. Question and Exercise
18. Further Reading

### **LESSION - 9 HEADLINES TYPES AND FUNCTIONS**

1. Introduction
2. Unit Objectives
3. Headlines Selections
4. Evolution of Headlines
5. Treatment of a Headline and Letter Counts
6. The Art of Writing Headlines in Practice

7. Summary
8. Key Terms
9. Answers to check your progress
10. Question and Exercise
11. Further Reading

## **LESSION - 10 INTRODUCTION TO TYPOGRAPHY AND GRAPHIC ARTS**

1. Introduction
2. Unit Objectives
3. The Role of Typography History and Importance
4. Selection of Types and Its Importance
5. The Lead Continues its Role
6. Graphic Arts Importance and Methods
7. Cartoonist
8. Role of Photographs
9. Summary
10. Key Terms
11. Answers to check your progress
12. Question and Exercise
13. Further Reading

# **POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

## **PAPER 5**

### **Editing Printing and PRODUCTION**

#### **Unit – I**

LESSION 1 – Understanding Editing

LESSION 2 – Structure of a Newspaper Organization

LESSION 3 – The Editorial Staff

#### **Unit – II**

LESSION 4 – Principles of Editing

LESSION 5 – The Power of Headlines

LESSION 6 – Layout

#### **Unit – III**

LESSION 7 – Typography

LESSION 8 - Software and Editing

LESSION 9 – Photography and the Art of Editing

LESSION 10 - Sound Editing



## **Unit – IV**

LESSION 11 – Video Editing

LESSION 12 –Duties of an Editor in News Channels and  
Radio

LESSION 13 – Editing Software Law and Regulations

LESSION 14 – Editing Online Content

# **POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

## **PAPER – 6**

### **Advertising and PUBLIC RELATIONS**

#### **Unit – I**

LESSION 1 – Introduction of Advertising

LESSION 2 – Growth of Advertisement

LESSION 3 – Segmentation and Positioning

#### **Unit – II**

LESSION 4 – Brand Management

LESSION 5 – Types of Advertisements

LESSION 6 – Public Interest Advertisements

LESSION 7 – Advertisement Planning and Execution

LESSION 8 – Advertising Creativity

### **Unit – III**

LESSION 9 – An Overview of Public Relations

LESSION 10 – Relevance of Public Relations

LESSION 11 – Role of Public in Different Sectors

### **Unit - IV**

LESSION 12 – Types of Public Relations

LESSION 13 – Public Relations Tools

LESSION 14 – Media Relations