

PROGRAMME GUIDE

MASTER OF JOURNALISM (MJ)

***Scheme of Examination (CBCS/ELECTIVE)**

***Detailed Structure of Syllabus**



DR. C.V.RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR, CHATTISGARH (C.G.)

PHONE: 07753-253737, Fax: 07753-253728

Website: www.cvrn.ac

Ymef

H.O.D
JOURNALISM & MASS COMMUNICATION
DR. C.V. RAMAN UNIVERSITY
KARGI ROAD KOTA,
DIST. BHILAI (C.G.)

MASTER OF JOURNALISM

Duration: 12 Months (1 Year)

Eligibility: BJ+Graduation in any Discipline

COURSE STRUCTURE OF MJ SEMESTER Ist													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
6HMMJ101	Core Course	Communication Theories	100	50	17	20	08	30	12	4	-	-	4
6HMMJ102	Core Course	Journalism in Practice	100	50	17	20	08	30	12	4	-	-	4
6HMMJ103	Core Course	Advance Journalism	100	50	17	20	08	30	12	4	-	-	4
6HMMJ104	Core Course	Media Management	100	50	17	20	08	30	12	4	-	-	4
	Grand Total		400							16	-	-	16

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P-Practical

Major- Term End Theory Exam Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%


H.O.D.
JOURNALISM & MASS COMMUNICATION
Dr. C.V. RAMAN UNIVERSITY
KARGIROAD KOTA,
DIST. BHILASPUR (C.G.)


Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



MASTER OF JOURNALISM

Duration: 12 Months (1 Year) Eligibility: BJ + Graduation in any Discipline

COURSE STRUCTURE OF MJ IIndSEMESTER														
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits	
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution	
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks					
Theory Group														
6HMMJ201	Core Course	Web Journalism	100	50	17	20	08	30	12	4	-	-	4	
6HMMJ202	Core Course	Communication Research	100	50	17	20	08	30	12	4	-	-	4	
6HMMJ203	Core Course	IT Applications in Media	100	50	17	20	08	30	12	4	-	-	4	
PRACTICAL GROUP				TERM END PRACTICAL EXAM						SESSIONAL				
6PRMJ201	Project/Dissertation/Internship & Viva Voce	Project/Dissertation/Internship & Viva Voce	200	100	33	-	-	100	40	-	-	8	8	
Skill Courses								Sectional						
	Skill Enhancement	Skill Enhancement Elective Course-1	50	-	-	-	-	50	20	1	-	1	2	
	Grand Total		550							13	-	09	22	

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P-Practical


Major- Term End Theory Exam/ Practical Exam Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective I – Any other course being offered in this semester as per the list given at the end of course structure.

Compulsory Project/Dissertation with choice in any Disciplinary specific elective. Compulsory Project report along with one paper presentation certificate to be attached in report in related discipline.


H.O.D.
JOURNALISM & MASS COMMUNICATION
Dr. C.V. RAMAN UNIVERSITY
KARGIROAD KOTA,
RAJASTHAN 324005 (C.G.)


Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



SKILL ENHANCEMENT ELECTIVE COURSES

Non-Technical			
Elective No.	Department/ Faculty Name		
	Faculty of Information Technology		
I	SCIT 201	Data Entry Operation	2(1+0+1)
II	SCIT 301	Multimedia	2(1+0+1)
III	SCIT 501	Web Designing with HTML	2(1+0+1)
IV	SCMIT 201	Web Development	2(1+0+1)
V	SCMIT 301	LINUX	2(1+0+1)
	Faculty of Management		
I	SMGT 201	Briefing and Presentation Skills	2(1+0+1)
II	SMGT 301	Resolving Conflicts and Negotiation Skills	2(1+0+1)
III	SMGT 802	Entrepreneurship Development	2(1+0+1)
	Faculty of Commerce		
I	SCOM 201	Tally ERP 9	2(1+0+1)
II	SCOM 302	Multimedia	2(1+0+1)
III	SCOM 803	Data Analyst	2(1+0+1)
	Faculty of Humanities		
I	SHBA 301	Pursuing Happiness	2(1+0+1)
II	SHBA302	Communication Skill and Personality Development	2(1+0+1)
III	SHMA301	Tourism in M.P	2(1+0+1)
	Faculty of Science		
I	SSBI 301	Mushroom Cultivation	2(1+0+1)
II	SSPH 301	House Hold Wiring	2(1+0+1)
III	SSPH 301	Basic Instrumentation	2(1+0+1)
IV	SSPH 301	DTP Operator	2(1+0+1)
V	SSCH 301	Graphic Designing	2(1+0+1)
	Faculty of Education		
I	SCBE 403	Understanding of ICTC (Information Communication Technology)	2(1+0+1)
II	SCPE 201	Yoga Education	2(1+0+1)

H.O.D.
JOURNALISM & MASS COMMUNICATION
Dr. C.V. RAMAN UNIVERSITY
KANGIROAD KOTA,
DIST. BHILASPUR (C.G.)

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



DR. C.V.RAMAN UNIVERSITY
KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 1st
COURSE: MJ
SUBJECT: Theories of Communication

Subject Code:6HMMJ101
TheoryMax.Marks: 50
Theory Min. Marks: 17

Objective: The main purpose of this course is to give basic knowledge and impart information to the students about the principles of communication and to understand the problems those arise while studying in this subject area.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Communication -Concepts and definition ,Nature and process, Development of communication and its history, Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication, Tribal, cultural and international communication.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Models Model, Laswell'sModel,Shannon & Weaver Model, Wilbur Schramm's Model, Osgood Model.- Effective Communication.Mass Communication Process and Models: SMR & SMCR.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Theories of Mass Communication - Theories of Mass Communication & Its Relevance to Practice: Authoritarian Theory,Free Press Theory, Social Responsibility Theory, Communist Theory,Participant Mass Communication Theory, Development Communication Theory.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Conflicts related to media coverage and representation, International news agen Critique, Mac bride commission- Recommendations and policy options culture,Stere and culture imperialism.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Role of Mass Media - The Role of Media in Development, Media policies in an international Context,Importance and effects of Communication, Traditional and Folk media and its importance,Role of Mass Media in a Democracy,Development Communication Initiatives in India.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOMES: Students will understand the principles and theories of Communication and understand the problems arise while studying this subject.

TEXT BOOK

- McQuil Denis, Mass Communication Theory , 4th ed., Sage Publication, London ,2000
- Role of Media in Indian Democracy – Sevak Ram Sharma
- विला निलम जे.वी.- भारत में संचार और जनसंचार
- संपूर्ण पत्रकारिता-डॉ. अर्जून तिवारी
- संचार के सिद्धांत- संजीव भानावत

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
journalist in media Assistant in news channels Public Relationship Officer	Understanding of Communication importance Able to handle Communication and queries	Quality Education.	Start business unit (PR& Advertising) Advertising Service consultancy

[Signature]
H.O.D.
JOURNALISM & MASS COMMUNICATION
Dr. C.V. RAMAN UNIVERSITY
KARGI ROAD KOTA,
DIST. BHILASPUR (C.G.)

[Signature]
Duty Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

[Signature]



DR. C.V.RAMAN UNIVERSITY
KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 1st
COURSE: MJ
SUBJECT: Journalism in Practice

Subject Code:6HMMJ102
TheoryMax.Marks: 50
Theory Min. Marks: 17

Objective: The objective of this course is to impart knowledge, develop skills and create attitudes and behavior patterns to conduct the effective provision of Journalism.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Journalism: Concepts and definition, Basic terms, Nature and process, Development of journalism and its history.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	News- Concept of news, definition of news, types of news, elements of news and sources, Writing - Concept of reporting, types of reporting, Reporting skills, news writing skills, five Ws & one H, some Cs, Intro and body, reporting techniques for newspaper, radio and TV.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Types Of Journalism- Investigative, sting operation, research, Judicial, political, crime, business, Bollywood, warfare, tour and travel, constitutional and parliamentary reporting. Reporters - Meaning & characteristics of a reporter/correspondent, classification of reporters, qualities of reporter.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Editing- Theories and Principles of Editing, Preparing good copies for Newspaper, Magazine & others, Introduction to editing Theories and Principles of Editing, Introduction to editing symbol, proof reading symbols & Copy desk, Role, functions and responsibilities of Copy editor.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Translation- Concept & Definition of Translation, Nature & Norms of Translation, Types of Translation, Word to Word Translation, Literal Translation, Summarised Translation, The need and importance of Translation in Journalism, Guidelines for Translation.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOME: Students will be able to know the Journalism work. This course will develop their ability to cope with challenges related to Journalism work.

Books Recommended

- Professional Journalism- PatanjaliSethi
- Development journalism an Analysis – Murthy D.B.R./ Vijya Kumar
- Editing Principals & Practices – Ravindranath
- संपूर्ण पत्रकारिता-डॉ. अर्जुनतिवारी
- समाचार लेखन के सिद्धांत एवं तकनीक-संजीव भानावत
- महेंद्र कुमार मिश्रा-पत्रकारिता के सिद्धांत

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in media organisation.	Able to understand and manage competition.	Quality Education.	Start business unit (news Agency)
Assistant executive in News channels.	Understanding of Journalism field.		Service consultancy(Advertising)
Translator, sub editor.	Able to handle Radio Station.		

[Signature]
JOURNALISM & MASS COMMUNICATION
OF C.V. RAMAN UNIVERSITY
KARGIROAD KOTA,
DIST. BHILASPUR (C.G.)

[Signature]
Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

[Signature]



DR. C.V.RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 1st

COURSE: MJ

SUBJECT: Advance Journalism(Print Media)

Subject Code:6HMMJ103

TheoryMax.Marks: 50

Theory Min. Marks: 17

Objective: The main objectives of this course are to understand the Advance Journalism(Print Media, TV Journalism, Radio journalism, Photo Journalism) issues and how do these issues affect the Indian Media and society.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	The World of Print Media- Definition, types and Characteristics of Print Media, Different Types of Print Media, Journey of Newspaper From Hickey's Gazette to Online Newspapers, Role of Press in Social & Political Movements specially in freedom struggle of India.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	TV Journalism- Definition and elements of TV News, Basic principles of TV News Writing, Sources of TV News, Types of TV News bulletins and their structure, Planning and conducting of various types of interviews: Factual, Opinion and Ideas.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Radio- Journalism- Development of Radio Broadcasting in India, Characteristics of Radio, Emergence of FM and community radio, Internet Radio and Community Radio in India, Popular Radio Genres: News bulletin, Documentary, Radio feature, Drama, Talks, Music programs, Radio Program Production, The Radio Team-duties and responsibilities of team members.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Photo journalism- Introduction,Photo and Video journalism in India,Types of photojournalism, Working of a Camera,Camera movements, Equipment's in Photography,Photo and video Feature, Role and Responsibility of Photojournalist.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Role of Media and society- Effects of mass media on Indian society. Theories of mass media effect. Impact of media on women, children etc. Mass communication through Traditional and Modern Media; Effects of Mass Media on Culture. Media and Cultural Imperialism. Information Society. Social Media- Facebook, Twitter, LinkedIn, Instagram, Hike, tube, Orkut, blogs etc.Cartoon and caricature.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOME: After go through out this subject students will be able to understand the Advertising and Public Relation and they may be able to develop their points of view regarding Advertising and Public Relation.

Books Recommended

- Indian Journalism - Krishnamurthy
- Modern Journalism – Singh J.K.
- SamagraBharitiyaPatrakarita- Vijay Dutt Sridhar
- समाचार संकलन एवं संपादक-विजय शर्मा
- समाचार पत्र संपादन एवंपृष्ठ सज्जा-आर. के. गुप्ता

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in Media house	Able to understand and manage competition	Quality Education.	Start business unit (Video Production House)
Reporter in News channels.	Youtuber.		Service consultancy.
Relationship executive.			FM Radio
Photo journalist.	Able to handle Radio Station.		

H.O.D.
JOURNALISM & MASS COMMUNICATION
DR. C.V. RAMAN UNIVERSITY
KARGI ROAD KOTA,
BILASPUR (C.G.)

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



DR. C.V.RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 1st
COURSE: MJ
SUBJECT: Media Management

Subject Code: 6HMMJ104
Theory Max. Marks: 50
Theory Min. Marks: 17

Objective: The objective of this course is to provide knowledge to the students of the Media Management, how can inform professional journalism in Indian media. Providing a Constitutional understanding of the problems face in the Management.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Management – Definition & Nature, Principles and Need for Management, Management Functions, Fundamentals of Management.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Media Management- Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession, Contemporary changes in Media Management.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Management of Print Media Organization- Organizational Patterns of a Print Media, Types of newspaper ownership pattern in India, Functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper, Newspaper economics: Circulation & Advertising as source of revenue.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Broadcast Technology Management- Media Production Management, Audio Production Management, Technical Writing & Content Management, Electronic Media & Social Writing for Electronic Media, Advertising Management.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Events : Need and Management- Events and Event Management : What are events, Types of Events & Event Management, Understanding Events, Events as a communication tool, Events as a marketing tool, Elements of Event Management : Event Infrastructure, Organizers, Sponsors, Logistics.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOME: After studying this chapter, students interested in the field of media will be able to understand the relationship between media law and ethics and they can practice with different types of media.

Books Recommended

- MEDIA MANAGEMENT– CHATURVEDI B.K.
- PROFESSIONAL MEDIA MANAGEMENT– ADAM MUSGRAVE
- आधुनिक मीडिया प्रबंधन—मगवानदेव पाण्डेय / मिथलेशकुमार

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in Media house. Manager in News channels. Relationship executive. Event Manager	Able to understand and manage competition. Able to handle Event.	Quality Education.	Start business unit (Print Media) Service consultancy (Event Agency)

[Signature]
H.O.D.
JOURNALISM & MASS COMMUNICATION
DR. C.V. RAMAN UNIVERSITY
KARGI ROAD KOTA,
BILASPUR (C.G.)

[Signature]
Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

[Signature]



DR. C.V.RAMAN UNIVERSITY
KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 2nd
COURSE: MJ
SUBJECT: Web Media

Subject Code: 6HMMJ201
Theory Max. Marks: 50
Theory Min. Marks: 17

OBJECTIVE : The objective of this course is to provide knowledge about Mass Media & Democracy to the students. How Media can inform professional press work practice in Indian Electronic Media.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to Internet & Web- Introduction to internet: e-mail, chatting, newsgroups, Chat rooms, bulletin board services, Fundamentals of internet: WWW, IP, Web page, web sit, search engines, Working of internet : networking and its classification, Networking topologies, types of servers, server software, Internet protocols (TCP/IP, FTP HTTP).	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Web Development Tools- Language for creation of web pages: Introduction of HTML, DHTML and XML, Basic structure of HTML , creating hyperlinks, frame, form, Web development tools: Microsoft front page Xpress, Introduction to Dreamweaver, Handling tools: Flash.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Cyber space and new media- Concept of Cyber space, Traffic jam, Theories of new media, Structure of a web news portal office, Introduction to major Indian portals: Rediff.com, Webduniya.com, Introduction of web Radio, web advertising.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Communication and team members- Powers and limitation of internet, Evolution of Internet language, Role of web master, application programmer and network engineer, Role of web team members: writer, copyeditor, visualizer, graphics designer, Project manager, web site manager, animator, audio-video expert.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Production and work Process- Techniques of web media, Editing, layout and use of pictures in web, Web publishing tools, MS publishing Wizard, Introduction to MS pers web server, FTP server, Embedding scripts in HTML documents.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOMES: This chapter is a very useful and a good reference for students who interested in the field of Mass Media and democracy.

TEXT BOOK

- Multi Media & Cyber Journalism, Dr. Anil K. Rai ‘ Ankit’, Shree Publishers & Distributors, New Delhi.
- Satellite Television & The Internet – Kasturi S.K.
- Social Media & News Technology – Ambrish Saxena

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in organisation and retail	Able to understand and manage competition	Quality Education.	Start business unit (Retail & Micro)
Assistant executive in delivery channels	Understanding of consumer behaviour		Service consultancy

[Signature]
H.O.D.
JOURNALISM & MASS COMMUNICATION
DR. C.V. RAMAN UNIVERSITY
KARGI ROAD KOTA,
DIST. BHILASPUR (C.G.)

[Signature]
Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

[Signature]



DR. C.V.RAMAN UNIVERSITY
KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 2nd
COURSE: MJ
SUBJECT: Communication Research

Subject Code: 6HMMJ202
Theory Max. Marks: 50
Theory Min. Marks: 17

Objective: This course helps the students to learn about Media work practice in the Media houses and they will learn how the media work is related to the information technology. The students will also learn the techniques required of the journalism work.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Communication research -Meaning & Concept, Communication research: Role and function, Scope and importance of communication research, Introduction of Research Methods and Process, Communication research in India, Mass communication research- Historical overview.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Research Process – the steps involved, Research Design – Meaning and different types, Sampling – Selecting a sample, Sampling techniques- Strengths and limitations, types of sampling – Probability and Non- Probability, Hypothesis.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Content Analysis - Quantitative and qualitative approaches, Market research and its relationship to communication particularly advertising, Statistical methods of analysis basics.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Data Collection Method - Primary and Secondary data, Observation method, Interview method, Collection of data through questionnaire, Collection of data through schedule.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Data Analysis and Report Writing - Writing research report: parts of a report, steps involved, Processing of data –classification & tabulation, Analysis and interpretation of data, Role of computer in communication research	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOMES: This chapter is a very useful and a good reference for students and researchers interested in the perspectives and problems related to social psychology and social communication skills.

TEXT BOOK

- Introduction to Mass Communication Research: Borman
- Research Methodology in Media Studies – Vandana Jyotirmayee
- संचार और मीडिया शोध – विनीता गुप्ता
- संचार शोध – संजीव मानावत
- मीडिया शोध – डॉ. मनोज दयाल

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Research Analyst representative in organisation . Assistant executive in delivery channels	Able to understand and manage competition Understanding of consumer behaviour	Quality Education.	Start business unit (Research & data analysis)

Deputy Registrar (Academic)
 Dr. C.V. Raman University
 Kota, Bilaspur (C.G.)
 H.O.D.
 JOURNALISM & MASS COMMUNICATION
 DR. C.V. RAMAN UNIVERSITY
 KARGI ROAD KOTA,
 DIST. BILASPUR (C.G.)



DR. C.V.RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER- 2nd

COURSE: MJ

SUBJECT: Media Related IT Application

Subject Code:6HMMJ203

TheoryMax.Marks: 50

Theory Min. Marks: 17

Objective: This course helps the students to learn about Media work practice in the Media houses and they will learn how the media work is related to the information technology. The students will also learn the techniques required of the journalism work.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	IT for Media- Basic IT applications in print, electronic and cyber media, Emerging Trends in information technology, Conventional media V/s new media, Introduction to Blogs and Vlogs.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Useful Application- Adobe Premier, Adobe Photoshop. Coral Draw, Quark Express, Adobe PageMaker.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	MS Office, Use of Printer & Scanner- Microsoft Office: Word, Power Point, excel, Introduction of Printer & Scanner, Types of Printer, Uses of printers & scanners. printing technology, colour section and layout.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Designing and Layout- Concept and theory of design and graphics, Basic elements and principles of graphics, Design and layout, Use of colours.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Internet for Interactivity-: Introduction to internet application in media, Websites and portals, Static and dynamic websites, Various Internet tools for fast dissemination of news, video and pictures, Exercises on internet surfing, Searching material on the net on the given topic- Mailing, chatting and blogging, Web Pag.	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOMES: This chapter is a very useful and a good reference for students and researchers interested in the perspectives and problems related to social psychology and social communication skills.

TEXT BOOK

- Multimedia by Vishnu Priya Singh
- Multimedia System & its Application- Neetu Sharma
- इंटरनेट पत्रकारिता-सुरेश कुमार

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
Assistant executive in channels Relationship executive, operator, Designer.	Able to understand and manage competition Understanding of consumer behavior		Start business unit Service consultancy

H.O.D.

JOURNALISM & MASS COMMUNICATION
Dr. C.V. RAMAN UNIVERSITY
KARGI ROAD KOTA,
DIST. BHILASPUR (C.G.)

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



DR. C.V.RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR (C.G.)

SEMESTER: 2nd

COURSE: MJ

SUBJECT: Practical & Viva Voce

Subject Code: 6PRMJ201

Theory Max. Marks: 100

Theory Min. Marks: 33

OBJECTIVE: This course helps the students to learn about Media work practice in the Media houses and they will learn about ground reality. The students will also learn the techniques required of the journalism work.

Visit a News channel, radio station and press. see how it functions. Submit a paper of your understanding.

Video production

- Make a documentary film.
- Describe your subject, working process, difficulties, learning and its importance in video format.

Interview: Chose any famous personality and interview him/her.

News bulletin: cover your city and make a news bulletin. Includes anchor visual, package, interviews and joypop, and live photo.

Panel discussion: Chose a subject and organize a panel discussion.

Or

Page Making.

- Cover your city and make news.
- Chose any famous personality and interview him/her.
- Chose a subject and get public opinion.
- Prepare a front page of your imaginary news paper and cover page r of a magazine.

Or

Online activity:

- Create a blog,
- Compare 5 most popular news portals and present a report about their news content.
- Write a note: Social networking sites are growing as news source.

Internship: work for two months in any press, Radio or TV channel and submit a dissertation and find out how it is organized and how it produces programme And how works for special coverage.

OUTCOMES: This course is a very useful and a good reference for students and researchers interested in the perspectives and problems related to the field of media and mass communication.

Job Opportunities	Employability Skill Developed	UNDP Goal Achieved	Entrepreneurship Opportunity
representative in media organization.	Able to understand and manage competition	Quality Education.	Start business unit (Advertising and PR agency)

[Signature]
H.O.D.
JOURNALISM & MASS COMMUNICATION
DR. C.V. RAMAN UNIVERSITY
KARGIROAD KOTA,
BILASPUR (C.G.)

[Signature]
Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

[Signature]