



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
(Deemed to be University)

INDIAN INSTITUTE OF MASS COMMUNICATION

(Deemed to be University)



Radio & Television Journalism

SYLLABUS 2026-27

ACADEMIC CALENDAR (2026–27)

S.No.	Academic Event	Odd Semester (I & III)	Even Semester (II & IV)
1	Commencement of Classes	Tuesday, 4 August 2026	Monday, 4 January 2027
2	Mid-Semester Recess	Saturday, 7 November 2026 to Sunday, 15 November 2026	Sunday, 7 March 2027 to Sunday, 14 March 2027
3	Resumption after Mid-Semester Recess	Monday, 16 November 2026	Monday, 15 March 2027
4	Last Day of Regular Classes	Friday, 27 November 2026	Thursday, 23 April 2027
5	Practical Examinations and Preparation Leave	28 November – 13 December 2026 (approx. 2 weeks)	24 April – 9 May 2027 (approx. 2 weeks)
6	Commencement of Theory Examinations	Monday, 14 December 2026	Monday, 11 May 2027
7	Winter Recess	Friday, 25 December 2026 to Sunday, 3 January 2027	—
8	Summer Vacation	—	Tuesday, 1 June 2027 to Monday, 20 July 2027 (7 weeks)

Semester I	Course Code	Course Title	L*	T*	P*	Total credits	Marks		
							Theory	Practical	Total
	PGDRTVJ001	Communication Theory and Research	2	1	1	4	60	40	100
	PGDRTVJ002	Introduction to Journalism, Media Laws, Ethics and Regulation	2	1	1	4	60	40	100
	PGDRTVJ003	Print Journalism & Creative Writing	1	-	1	2	30	20	50
	PGDRTVJ004	Digital Media Ecosystems, AI and Cyber Security	1	-	1	2	30	20	50
	PGDRTVJ005	Introduction to Radio Journalism	2	1	1	4	60	40	100
	PGDRTVJ006	Introduction to Television and Films	2	1	1	4	60	40	100
	PGDRTVJ007	Professional Communication, Personality Development and Career Readiness (Compulsory)	1		1	2			
Semester II	PGDRTVJ008	Development Communication	2	1	1	4	60	40	100
	PGDRTVJ009	Advanced Radio Journalism	2	1	1	4	60	40	100
	PGDRTVJ010	Advanced Television Journalism	2	1	1	4	60	40	100
	PGDRTVJ011	Advance Print Journalism & Newsroom Production	1	-	1	2	30	20	50
	PGDRTVJ012	Digital Journalism Practice & Multimedia Storytelling	1	-	1	2	30	20	50
	PGDRTVJ013	Advertising, Public Relations, Corporate Communicati on and Media	2	1	1	4	60	40	100

		Management							
	Internship Compulsory		Certificate		Report		Viva		
			2		1		1		
	TOTAL				46				1000

L* - Lecture

T* - Tutorial

P* - Practical

PROGRAMME SUMMARY

Category	Papers	Credits
Core Courses (CC)	PGDRTVJ001, PGDRTVJ002, PGDRTVJ005, PGDRTVJ006 ,PGDRTVJ009, PGDRTVJ010 (6x4)	24
Skill Enhancement Courses (SEC)	PGDRTVJ003, PGDRTVJ004, PGDRTVJ007 , PGDRTVJ 011 , PGDRTVJ012 (5x2)	10
Ability Enhancement Course (AEC)	PGDRTVJ013(1x4)	4
Value Based Course	PGDRTVJ008 (1x4)	4
13 Course		42
Internship		4
Total Credit		46

CREDIT-HOUR FRAMEWORK

Component	Credits	Credit-Bearing Hours
Theory	29	435
Practical	13	390
Total Credit-Bearing Component	40	825

Additional Academic Engagement

Component	Hours
Tutorial / Skill Guidance / Internship Report / Mentoring	125
Total Contact Hours of the Programme	950

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I Semester			
Course No.	Course Code	Name of the Course	Page No.
I.	PGDRTVJ001	Communication Theory and Research	7
II.	PGDRTVJ002	Introduction to Journalism, Media Laws, Ethics and Regulation	10
III	PGDRTVJ003	Print Journalism and Creative Writing	13
IV	PGDRTVJ004	Digital Media Ecosystems, AI and Cyber Security	16
V	PGDRTVJ005	Introduction to Radio Journalism	20
VI	PGDRTVJ006	Introduction to Television and Films	23
VII	PGDRTVJ007	Professional Communication, Personality Development and Career Readiness	27
II Semester			
Paper No.	Paper Code	Name of the Paper	Page No.
VII	PGDRTVJ008	Development Communication	30
VIII	PGDRTVJ009	Advanced Radio Journalism	34
IX	PGDRTVJ0010	Advanced Television Journalism	36
X	PGDRTVJ011	Advanced Print Journalism and Newsroom Production	39
XI	PGDRTVJ012	Digital Journalism Practice and Multimedia Storytelling	41
XII	PGDRTVJ013	Advertising, Public Relations, Corporate Communication and Media Management	44
Internship			

PGDRTVJ001:Communication Theories and Research

Course Category: Core Course (CC) | Credits: 4 Credits

Total Hours: 75

Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To introduce core concepts, models, and traditions of communication.
CO2	To compare Indian and Western communication theories.
CO3	To train students in media research methods and ethics.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Explain forms and functions of communication.
CLO2	Analyze classical communication theories and models.
CLO3	Design and conduct media research using qualitative and quantitative tools.
CLO4	Practice ethical standards in research and reporting.

COURSE CONTENT

Unit I Basic Concepts of Communication:

15 Marks

- Defining Communication: Elements and Process
- Functions of Communication
- Dimensions of Communication: Intrapersonal, Group Communication and Mass Communication.
- Importance of Verbal and Non-verbal Communication.

Unit II Indian Concept and Theories of Communication:

15 Marks

- Concept of Communication in India
- Introduction to *Oral Tradition of Communication and Shruti Communication Parampara*.
- Communication through dialogue – *Shastrarth and Samvad Tradition, DevarshiNarad, MaharshiValmiki, VedVyas and Gautam Buddha, etc.*
- Story telling as an art of Communication – *Upnishad, Folk Tales*.
- Indian Communication Theories and Traditions, Concept and Process, *Ras-Bhav theory, Sadharanikaran&NatyaShastra/Bhartmuni&AbhinavGupt*
- *NaadBrahma Model, ChittaVritti Model*, Indian Classical and Folk Tradition

Unit III Western concept and theories of communication:

15 Marks

- Media effect theories.
- Psychological and Sociological communication theories.
- Political theories.
- Medium theories (Medium is the Message) and Criticism.

- Models of Communication (Aristotle, Laswell, Berlo, Shannon and Weaver, Westley and MacLean, Newcomb, Gerbner, and Schramm).

Unit IV Introduction to Communication Research & Research Methods

15 Marks

- Communication and Media Research: Basic concepts, Design.
- Areas of Research and types of research.
- Research problem, Questions and Hypotheses.
- Theoretical Framework, Literature review and Analysis.
- Primary and Secondary Research Data Sources
- Qualitative and Quantitative methods and tools, Survey Research and Structured/Semi-Structured questionnaire methods: Content Analysis, Case Studies, Observation, IDIs and Focus Group Discussion, Discourse Analysis.
- Audience Research Studies: Opinion Polls, Ratings and People's Meter, BARC, RAM, IRS.
- Ethical guidelines for research.

Practical Component & Assignments		Marks
1.	Research Paper writing.	40
2.	Report Writing- Submit a research paper of 6000 to 8000 words by the end of first semester	
3.	Research & Methodology workshop.	

Suggested Reading:

1. Babbie, E., & Baxter, L. A. (2003). The basics of communication research. Cengage Learning.
2. Baldwin, J., Perry, S., & Moffitt, M. (2003). Communication theories for everyday life. Pearson.
3. Boyle, M. P., & Schmierbach, M. (2015). Applied communication research methods: Getting started as a researcher. Routledge.
4. Ghosh, S. (n.d.). Mass communication: An Indian perspective. Shishu Sahitya Samsad.
5. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). Mass communication research methods. Macmillan Press.
6. Hartley, J. (2010). Communication, culture and media studies: The key concepts. Routledge.
7. Kumar, K. J. (2011). Mass communication in India. Jaico Publishing House.
8. Macnamara, J. (2018). Evaluating public communication: Exploring new models, standards and best practices. Routledge.
9. McQuail, D. (2010). McQuail's mass communication theory (5th ed.). Sage Publications.
10. Mitchell, W. J. T., & Hansen, M. B. N. (Eds.). (2010). Critical terms for media studies. The University of Chicago Press.
11. Schramm, W., & Roberts, D. F. (1971). The process and effects of mass communication. University of Illinois Press.
12. Understanding communication: Concepts, contexts and contemporary practices. (2026). Springer.
13. Upadhyay, U. (2024). Western media: Narratives on India from Gandhi to Modi. Rupa Publications.
14. Wimmer, R. D., & Dominick, J. R. (n.d.). Mass media research. Cengage Learning.

Hindi Publications

15. आईशिलर, ह. (n.d.). संचारमाध्यमवसांस्कृतिकवर्चस्व. ग्रंथशिल्पी.
16. ओलियारी, जि. (2017). रिसर्चप्रोजेक्टकेलिए आवश्यकमार्गदर्शन. सेजप्रकाशन.
17. कुमार, रं. (2017). शोधकार्यप्रणाली: आरंभिकशोधकर्ताओंकेलिएचरणबद्धगाइड. सेजप्रकाशन.
18. चोपड़ा, ध. (n.d.). संचारशोधऔरमीडिया. लोकभारतीप्रकाशन.

19. चोमस्की, न. (n.d.). जनमाध्यमोंकामायालोक. ग्रंथशिल्पी.
20. डेनिकोलो, पै.,वेकर, लु. (2017). शोधप्रस्तावकैसेकरेंतैयार. सेजप्रकाशन.
21. धूलिया, सु. (2001). सूचनाक्रांतिकीराजनीतिविविचारधारा. ग्रंथशिल्पी.
22. पारख, ज. (2000). जनसंचारमाध्यमऔरसांस्कृतिकविमर्श. ग्रंथशिल्पी.
23. ब्रौन, व. (2018). सफलगुणात्मकअनुसंधान.
24. मैतलार्त, आ., एवंमैतलार्त, मि. (2010). संचारकेसिद्धांत. ग्रंथशिल्पी.
25. मोनिप्पल्लि, एवंपवार. (2017). शैक्षणिकलेखन: प्रबंधनकेछात्रोंऔरशोधकर्ताओंकेलिएमार्गदर्शिका.
26. रमण, सा. (2017). भारतीयसंचारदर्शन:एकनईदृष्टि. तरुणप्रकाशन.
27. राजगढ़िया, वि. (n.d.). जनसंचार: सिद्धांतऔरअनुप्रयोग. राधाकृष्णप्रकाशन.
28. सिंह, ओ. (2018). संचारकेमूलसिद्धांत.

Journals:

1. IIMC Journals, Communicator and Sanchar Madhyam
2. Journal of Communication, etc.

PGDRTVJ 002: Introduction to Journalism, Media Laws, Ethics & Regulation

Course Category: Core Course (CC) | Credits: 4 credits

Total Hours: 75

Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To introduce the idea of Journalism, its role, and functions in Society and Democracy.
CO2	To develop an understanding of Media and its relationship with India's constitution and Media Laws.
CO3	To introduce the Principles of Ethics, Journalistic Ethics, their role, and the importance of ethical and responsible journalism.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Evaluate the history and transformation of Indian Journalism.
CLO2	Interpret Constitutional provisions affecting media.
CLO3	Analyze key media laws and ethical challenges.
CLO4	Apply ethical Principles to Journalistic Practice.

1. COURSE CONTENT

Unit I History and Growth of Journalism in India- Pre & Post Independence Era:(15 Marks)

- Growth of Newspapers in India: key trends
- Censorship during Emergency (1975-77): Why it matters and its lessons
- Expansion of Media after 1977: key trends
- Post-1991 phase of the Media Industry: impact of Economic Liberalization and related key trends and issues
- Evolution and Growth of News agencies
- Crisis and future of Newspapers and Magazines: Western and Indian experience
- Newspapers in the era of Digital Journalism (Case studies on Media Houses)

Unit-II Indian Constitution & Media Freedom of Speech & Expression: (15 Marks)

- Fundamental Rights and Duties
- Freedom of speech and expression: Main Features, Scope, and Importance of Article 19
Interpretation of Article 19: Defining the freedom of the Press and Media
- Supreme Court Judgments related to Article 19
- Right to Information Act 2005

Unit-III Understanding Media Laws: (15 Marks)

- Indecent Representation of Women (Prohibition) Act 1986
- Official Secrets Act 1923
- Working Journalists Act 1955/ Labour Court/ Trade Union Rights in Media
- Press Council Act 1978 and Role of PCI, Press Commission

- Press and Registration of Periodicals Act, 2023 (Press and Registration of books Act 1867)
- Bharatiya Nyay Sanhita (BNS) 2023, Bharatiya Nagarik Suraksha Sanhita (BNSS)
- Defamation
- Judiciary and Contempt of Court, Legislature and its Privileges
- Censorship and its different forms
- Copyright Act: Main Features and Issues

Broadcast Media:

- Prasar Bharati Act 1990
- Cable TV Network Regulation Act 1995 (Programming & Advertising Code)
- Central Board of Film Certification (CBFC) Cinematography Act
- Digitization and Conditional Access System (CAS)

Cyber Laws:

- IT Act 2000 and its Amendments
- Regulatory authorities and framework
- Digital Media Ethics Code, Appellate Bodies
- Laws related to AI generated content & production

Unit-IV Media Ethics:

(15 Marks)

- Principles of Ethics: Key Principles, Importance, and Contemporary Relevance
- Right to Privacy
- Journalistic Ethics: Concept, Importance and Debates
- Journalists' Code of Conduct: Some Models of Codes of Conduct (RTDNA, SPJ, PCI, NBA etc.)
- Resolving ethical dilemmas: different methods
- Media trial and Sting operations

Media Regulation:

- Different forms of regulation: State regulation, Self-regulation
- Press Ombudsman: Readers' Editor

Media Organizations:

- International Media bodies: IPI, WAN, role of UNESCO, SAFMA
- TRAI, IBF, NBA, BEA, Editor's Guild
- INS, IJA, NUJ, IUJ
- International News Agencies, Global Media Organizations: Origin, Growth and Control on News Flow
- Relationship with Imperialism and Neo-Imperialism
- Western Media and its impact on third World especially India

Practical & Case Studies of Assignments:

(40 Marks)

- Important case studies and Debates involving journalists and media houses for breaching the law

Suggested Reading

1. Basu, D. D. (2006). *Law of the press*. Prentice Hall.
2. Bhushan, S. (2019). *The Indian newsroom*. Context.

3. Day, L. A. (2006). *Media communication ethics*. Wadsworth CENGAGE Learning.
4. Iggers, J. (1998). *Good news, bad news: Journalism ethics and the public interest*. Westview Press.
5. Kashyap, S. C. (n.d.). *Constitution of India*. National Book Trust.
6. Kothari, G. (n.d.). *Newspaper management in India*. Intercultural Open University.
7. Moore, R. L. (1999). *Mass communication law and ethics* (2nd ed.). Lawrence Erlbaum Associates.
8. Murlidharan, S. (2019). *Freedom, civility, commerce: Contemporary media and the public*. Three Essays Collective.
9. Nariman, F. S. (2017). *India's legal system: Can it be saved?* Penguin Random House.
10. Philipose, P. (2018). *Media's shifting terrain: Five years that transformed the way India communicates*. Blackswan.
11. Pickering, I. (2018). *Writing for news media: The storyteller's craft*. Routledge.
12. Rudin, R., & Ibbotson, T. (2002). *An introduction to journalism*. Focal.
13. Stovall, J. (n.d.). *Journalism: Who, what, when, where, why, and how*. PHI Learning Private Limited.

Hindi Publications

1. कुमार, प. (2020). *पत्रकारों के लिए शैक्षणिक योग्यता: कितनी आवश्यक, कितनी व्यावहारिक*.
2. जोशी, प. (n.d.). *लुटियन के किले का भूगोल*. राजकमल प्रकाशन.
3. जोशी, श. (n.d.). *मीडिया कानून और आचार संहिता*. सेज प्रकाशन.
4. त्रिवेदी, स. (2013). *मीडिया विविध आयाम*. के एल पचौरी.
5. दीक्षित, ह. (2007). *प्रेस विधि और अभिव्यक्ति स्वातंत्र्य*. वाणी प्रकाशन.
6. द्विवेदी, म. (2006). *पत्रकारिता एवं प्रेस कानून*. कनिष्क.
7. द्विवेदी, स. (2015). *मीडिया: भूमंडलीकरण और समाज*. यश.
8. द्विवेदी, स. (2018a). *मीडिया: नया दौर नयी चुनौतियां*. यश.
9. द्विवेदी, स. (2018b). *मीडिया शिक्षा: मुद्दे और अपेक्षाएं*. यश.
10. पांडे, प. (2020). *सामयिक मीडिया और प्रेसविधि*. सुनील साहित्य सदन.
11. रंगास्वामी, प. (2011). *जर्नलिज्म इन इंडिया*. स्टर्लिंग पब्लिशर्स.
12. राव, भ. स. (2013). *मीडिया में कथा: एक वर्कबुक*. कनिष्क.
13. श्रीधर, व. (n.d.). *हिंदी पत्रकारिता: प्रवृत्तियां और सरोकार*. दृष्टि ऑफ सेट.
14. श्रीधर, व. (2017). *समकालीन हिंदी पत्रकारिता*. सामयिक.
15. सिंह, म. (1991). *भारत का संविधान*. ईस्टर्न बुक कंपनी.

PGDRTVJ003: Print Journalism and Creative Writing

Skill Enhancement Course (SEC) / Credits: 2

Total Hours: 45

Total Marks: 50

Sl. No.	Course Objective (CO)
CO1	Develop professional writing skills for newspapers, magazines and digital-first news publications.
CO2	Cultivate news sense and reporting abilities for contemporary newsrooms.
CO3	Build competencies in editing, headline writing, fact-checking and content packaging.
CO4	Provide hands-on experience in reporting, writing, editing and visual storytelling through practical assignments.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Write news reports, features and other journalistic content in professional formats.
CLO2	Apply reporting techniques to gather, verify and present information.
CLO3	Edit news copy, write headlines and identify misinformation.
CLO4	Produce basic print and digital publication content using newsroom practices.

COURSE CONTENT

Unit I

Creative and Journalistic Writing for Print Media

(10 Marks)

- Journalism: Concepts, Principles and Contemporary Relevance
- News Sense, News Values and Understanding Audiences
- Writing for Print and Digital News Platforms
- News Writing Structure: Lead, Body and Conclusion
- Types of Journalistic Writing:
 - News Reports
 - Features
 - Profiles
 - Interviews
 - Opinion and Editorial Writing
- Writing for Public Communication:
 - Press Releases
 - Newsletters
 - Social Media Posts for News Organizations
- Emerging Approaches:
 - Solutions Journalism
 - Community Journalism
 - Data-informed Storytelling

Unit II

News Reporting and Story Development

(10 Marks)

News Gathering: Sources, Verification and Attribution

- Reporting Techniques and Beat Reporting
- Covering Events, Meetings and Press Conferences
- Interviewing Skills and Question Design
- Reporting Formats:
 - Descriptive Reporting
 - Analytical Reporting
 - Interpretative Reporting
- Newsroom Workflow and Integrated Newsroom
- Developing Story Ideas and Follow-up Stories
- Visual Storytelling for Print:
 - Basics of News Photography
 - Photo Selection
 - Photo Captions and Photo Features

Unit III

Editing, Fact-Checking and News Presentation

(10 Marks)

- Editing: Purpose, Principles and Process
- News Selection and News Judgment
- Copy Editing and Rewriting
- Writing Effective Headlines, Decks and Intros
- Stylebooks and Language Consistency
- Fact-Checking and Verification Tools
- Identifying and Countering Fake News and Misinformation
- Editorial Ethics:
 - Accuracy
 - Fairness
 - Balance
 - Objectivity
- Basics of Page Planning and News Presentation:
 - Layout Principles
 - Typography
 - Use of Graphics and Info graphics

Practical and Assignments

News Reporting, Editing and Visual Storytelling

(20 Marks)

News Reporting Assignments

- Speech and Meeting Reporting
- Event Reporting
- Press Release Based News Writing

- Press Conference Coverage
- Interview Writing
- Profiles and Obituaries

Editing Assignments

- Copy Editing
- Headline Writing
- Intro/Lead Writing
- Rewriting and Translation
- Fact-checking Exercises

Publication Design Assignments

- Layout of Newspaper and Magazine Pages using industry-standard software
- News Packaging with Text, Photographs and Graphics

Photography Assignments

- Photo Coverage of News Events
- Photo Feature with Captions and Accompanying Story

Suggested Reading

1. Dahiya, S. (2022). *Indian media giants: Unveiling business dynamics of print legacies in India*. Oxford University Press. <https://global.oup.com/academic/product/indian-media-giants-9780190132620?cc=in&lang=en&>
2. Dahiya, S., & Sahu, S. (2024). *Mastering beat in journalism: Specialized reporting, editing and emerging technologies in the digital era*. Pearson Education.
3. Frost, C. (2001). *Reporting for journalists*. Routledge.
4. Grundy, B. (2007). *So, you want to be journalist?* Cambridge University Press.
5. Jeffrey, R. (2000). *India's newspaper revolution: Capitalism, politics, and the Indian language press, 1977-99*. St. Martin's Press.
6. Rich, C. (2015). *Writing and reporting news: A coaching method*. Sage Publication.
7. Unithasarthi, R. (1989). *Journalism in India: From the earliest times to the present day*. Sterling Publishers.

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1. द्विवेदी, स. (n.d.). *हिंदी मीडिया के हीरो: देश के 101 मीडियादिवसों की सफ़र की स्टोरीज*. यश.
2. धूलिया, स., एवं प्रधान, आ. (2004). *समाचार अवधारणा और लेखन प्रक्रिया*. भारतीय जन संचार संस्थान.
3. प्रभाकर, म. (2003a). *फीचर लेखन: स्वरूप एवं शिल्प*. राधाकृष्ण प्रकाशन.
4. प्रभाकर, म. (2003b). *भेंटवार्ता और प्रेस कॉन्फ्रेंस*. राधाकृष्ण प्रकाशन.
5. शर्मा, क. (2013). *समाचार बाजार की नैतिकता*. सामयिक.
6. शर्मा, ब. भ. (2019). *सम्पादकीय विमर्श*. यश.
7. शुक्ला, र. (2005). *सूचना प्रौद्योगिकी और समाचार पत्र*. राधाकृष्ण प्रकाशन.
8. सहाय, च. (2020). *हिंदी वाक्य विज्ञान*. वाणी.

PGDRTVJ004: Digital Media Ecosystems, AI and Cyber Security

Course Category: Skill Enhancement Course (SEC) | Credits: 2 credits

Total Hours: 45

Total Marks: 50

Sl. No.	Course Objective (CO)
CO1	Develop advanced skills for creating, producing and publishing journalistic content across digital platforms.
CO2	Familiarize students with mobile journalism, multimedia storytelling and platform-specific content strategies.
CO3	Enable students to use audience analytics, engagement tools and digital newsroom workflows.
CO4	Introduce data-driven storytelling, verification techniques and emerging digital journalism practices.
CO5	Prepare students for professional roles in contemporary digital newsrooms and media organizations.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Create platform-specific journalistic content for websites, mobile and social media platforms.
CLO2	Produce multimedia stories using text, audio, video, graphics and interactive elements.
CLO3	Apply mobile journalism techniques for reporting and content production.
CLO4	Use audience analytics and engagement tools to evaluate digital content performance.
CLO5	Develop data-supported and visually engaging journalistic stories.
CLO6	Implement newsroom workflows for publishing, collaboration and audience growth.
CLO7	Create platform-specific journalistic content for websites, mobile and social media platforms.

UNIT I

Digital Journalism Production and Platform Publishing

(10 Marks)

- **Writing for Digital Journalism**
 - Principles of writing for web, mobile and social platforms
 - Headlines, summaries, metadata and search-friendly writing
 - Structure of digital news reports and feature stories
 - Platform-specific content adaptation
- **Multimedia Storytelling**

- Integrating text, audio, video, photographs and graphics
- Storyboarding and content planning
- Interactive storytelling formats
- Short-form and long-form digital storytelling
- **Mobile Journalism (MoJo)**
 - Mobile reporting and content gathering
 - Mobile photography and videography
 - Mobile editing and publishing tools
 - Live reporting and real-time updates
- **Digital Publishing Workflows**
 - Planning and managing digital news products
 - Publishing across websites, apps and social platforms
 - Collaborative newsroom workflows
 - Content scheduling and distribution strategies

UNIT II

Audience Engagement, Analytics and Social Publishing

(10 Marks)

- **Audience Development**
 - Understanding digital audiences
 - Audience behaviour and consumption patterns
 - Community building and audience loyalty
 - User-generated content and audience participation
- **Social Media Journalism**
 - Social media as reporting, sourcing and distribution tool
 - Platform-specific content strategies
 - Social media verification practices
 - Social listening and trend identification
- **Analytics for Journalists**
 - Introduction to audience analytics
 - Reach, impressions, engagement and retention metrics
 - Interpreting performance dashboards
 - Using analytics for editorial decision-making
- **Newsletter, Podcast and Creator Journalism**
 - Newsletter journalism and subscriber engagement

- Podcast planning and distribution
- Independent journalism and creator economy
- Personal branding for journalists

UNIT III

Data Journalism, Verification and Emerging Practices

(10 Marks)

- **Data Journalism Fundamentals**
 - Data-driven reporting and storytelling
 - Sources of public and open data
 - Data collection, cleaning and interpretation
 - Story identification from datasets
- **Data Visualization**
 - Principles of visual storytelling
 - Charts, maps, info graphics and dashboards
 - Visual representation of complex information
 - Tools and workflows for visualization
- **Verification and Fact-Checking**
 - Verification of digital content
 - Image, video and social media verification
 - Open-source intelligence (OSINT) basics
 - Fact-checking workflows in digital newsrooms
- **Emerging Trends in Digital Journalism**
 - Immersive and interactive journalism
 - Automation in newsroom workflows
 - Creator-led news models
 - Future skills and careers in digital journalism
- **Practical, Assignments and Workshops (Indicative)**
 - One multimedia story package
 - One MoJo video report
 - One social media campaign
 - One newsletter edition
 - One data journalism story
 - One fact-checking project
 - Professional digital profile and portfolio page

(20 Marks)

Suggested Readings:

1. Callahan, C. (2007). *A journalist's guide to the internet: The net as a reporting tool*. Pearson/Allyn and Bacon.
2. Chakraborty, J. (2005). *Cyber media journalism: Emerging technologies*. Authors Press.
3. Dahiya, S., & Trehan, K. (2024). *Handbook of digital journalism: Perspectives from South Asia*. Springer. <https://link.springer.com/book/10.1007/978-981-99-6675-2>
4. Hall, J. (2001). *Online journalism: A critical primer*. Pluto Press.
5. Sen Narayan, S., & Narayanan, S. (Eds.). (2016). *India connected: Mapping the impact of new media*. Sage.
6. Silverblatt, A., Yadav, A., & Kundu, V. (n.d.). *Media literacy: Keys to interpreting media messages*. DIMLE (The Digital International Media Literacy E-Book Project). <https://www.kobo.com/us/en/ebook/media-literacy-8>
7. Street, J. (2011). *Mass media, politics and democracy*. Palgrave Macmillan.
8. Wardrip-Fruin, N., & Montfort, N. (Eds.). (2003). *The new media reader*. The MIT Press.

Hindi Publications

1. अनुराधा, आ. (2012). *न्यू मीडिया: इंटरनेट की भाषायी चुनौतियां और सम्भावनाएं*. राधाकृष्ण प्रकाशन.
2. जोशी, श., एवं जोशी, श. प. (2012). *वेब पत्रकारिता: नया मीडिया, नया रुझान*. राधाकृष्ण प्रकाशन.
3. सेन नारायण, स., एवं नारायण, श. (संपा.). (n.d.). *इंडिया कनेक्टेड: न्यू मीडिया के प्रभावों की समीक्षा*. सेज इंडिया.

PGDRTVJ005: Introduction to Radio Journalism

Course Category: Core Course (CC) | Credits: 4 credits

Total Hours: 75

Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To introduce the medium of Radio, its evolution, policies, and trends in contemporary broadcasting.
CO2	To develop an understanding of different genres of Radio and their nuances.
CO3	To enable students to write and produce Programmes for Radio.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Write and produce radio news and features.
CLO2	Operate radio production tools and software.
CLO3	Compile and broadcast radio bulletins and programs.
CLO4	Create podcasts and community radio content

Unit-1 Radio Broadcasting:

(15 Marks)

- Introduction to Radio Broadcasting
- The medium: role of Sound, Characteristics, Strengths, and Limitations
- Radio Broadcasting: main characteristics
- Types of Radio: AM (medium and short wave), FM, Community Radio, DRM and Internet Radio

Important Radio terminology:

- Radio Frequency, Signal Modulation, Transmission, Signal Range.

Evolution and Growth of Radio Broadcasting:

- History of Radio in India
- Airwaves-public or private property
- Pre-Independence and Post-Independence broadcasting
- Public Service Broadcasting

Introduction to use of basic Studio Tools and Technology:

- Microphones and Accessories, Headphone, Studio Monitor, Audio mixer and Interface etc.
- Basic idea and practice of editing software and recording.
- Planning, Scripting, Recording and Editing.
- Basic practice of on Air software like: Automation Scheduling, etc.

Unit-II Radio Production

(15 Marks)

Basic Concepts of Audio Production:

- Microphones-Designs, Categories and Application
- Digital Studio Mixer

- Portable Audio Mixer
- Recording formats
- Understanding Sound Recording/Perspective of Sound
- Sound Transfer, Editing, and Post-Production, Editing Software
- OB recording equipment
- Studio recording: Off-air/On air studios
- Usage of mobile phones in audio production

Writing for Radio:

- Thinking audio
- Planning and structuring the copy for various audio inputs
- Rewriting the printed and agency copy for broadcasting
- Writing for voice dispatches: Bytes and Outside Broadcast (OB) cop, Vox-Pops, interviews
- Radio Features/Documentaries
- Radio Commentaries
- Spotlight/Talks, etc.
- Headline Writing
- Style Book for Radio

Types of News Bulletins (AIR Formats):

- 15-minute bulletin, 5-minute, News-on-Phone, Headlines
- Radio News Magazine
- New Format News

Compiling Radio News Bulletins:

- Production of different formats of news-2-minute headline bulletin to one-hour news show
- Handling of news run down, last-minute changes, and on-air changes in the news

Unit-III Broadcasting Policy:

(15 Marks)

- Broadcasting code and limitations
- Roles of AIR and private broadcasters
- Commercial Broadcasting Policy
- Community Radio policy
- Spectrum Allocation Policy

Commercial FM Broadcasting:

- Organization and Structure
- Planning and Organizing the content
- Writing for FM Radio
- Radio Jockeying

Unit-IV Community Radio:

(15 Marks)

- Community Radio in India: Role and Importance
- Community Radio: Content and Production
- Management of Community Radio Stations
- Writing for Community Radio

Digital Story Telling/ Podcasting:

- Introduction to Podcasting
- Content creation and writing for Podcasts
- Different types of Podcasting
- Production of Podcasting

Practical& Assignments**(40 Marks)**

- Writing Radio News Bulletins
- Production of field-based Radio Reports, Features and Documentaries
- Production of Radio Programs in different formats for Community Radio
- Production of Podcasts

Suggested Reading:

1. Aspinall, R. (1971). *Radio programme production: A manual for training*. UNESCO.
2. Athawale, P. (n.d.). *Stay tuned: The story of radio in India*. Indus Source Books.
3. Awasthy, G. C. (1965). *Broadcasting in India*. Allied.
4. Boyd, A. (n.d.). *Broadcasting journalism: Techniques of radio & television news*.
5. Chantler, P., & Stewart, P. (2003). *Basic radio journalism*. Oxford.
6. Fleming, C. (2002). *The radio handbook*. Routledge.
7. Keith, M. C. (2010). *The radio station: Broadcast satellite and Internet*. Focal Press.
8. Luthra, H. K. (1987). *Indian broadcasting*. Publications Division.
9. Mandy, D. (2000). *Radio in global age*. Polity Press.
10. Masani, M. (1985). *Broadcasting and the people*. NBT.
11. Meleish, R. (2005). *Radio production*. Focal Press.
12. Neelamalar, M. (n.d.). *Radio programme production*. PHI Learning Pvt. Ltd.
13. Pavarala, V., & Malik, K. K. (2007). *Other voices: The struggles for community radio in India*. Sage.
14. Thomson, R. (2010). *Writing for broadcast journalists*. Routledge.

Hindi Publications

1. ऑल इंडिया रेडियो. (2007). *प्रसार भारती*. पब्लिकेशन डिवीजन.
2. कठेरिया, ध. (2013). *रेडियो: माध्यम और तकनीकी*. शिल्पायन.
3. कुमार, म. (n.d.). *कम्युनिटी रेडियो*. आलेख प्रकाशन.
4. कुमार, सि. (2019). *रेडियो वार्ता शिल्प*. राधाकृष्ण प्रकाशन.
5. चैटर्जी, पी. सी. (1987). *भारत में प्रसारण*. सेज प्रकाशन.
6. जमलोकी, ओ. (2002). *आकाशवाणी एवं दूरदर्शन उद्भव तथा विकास*. अरावली बुक्स इंटरनेशनल.
7. जोशी, म. श्या. (n.d.). *पटकथा लेखन: एक परिचय*. राजकमल प्रकाशन.
8. पब्लिकेशन डिवीजन. (1983). *ये आकाश वाणी हैं: भारत में रेडियो प्रसारण का इतिहास*.
9. शर्मा, कौ. (n.d.). *रेडियो प्रसारण*. प्रभात प्रकाशन.
10. सिंह, दे. (2007). *भारतीय इलेक्ट्रॉनिक मीडिया*. प्रभात प्रकाशन.

PGDRTVJ006: Introduction to Television and Films

Course Category: Core Course (CC) | Credits: 4 credits

Total Hours: 75

Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To introduce the principles of visual communication: films with a focus on documentaries and photography
CO2	To develop an understanding of Television, its newsroom, organizational structure, and reporting process
CO3	To enable the process of writing news scripts for television
CO4	Train in scriptwriting and visual storytelling

Sl. No.	Course Learning Outcome (CLO)
CLO1	Produce TV news scripts and packages.
CLO2	Operate video equipment and perform basic editing.
CLO3	Understand newsroom workflow and visual sourcing.
CLO4	Analyze visual media ethics and trends.

Unit-1 Evolution and Development of Television:

(15 Marks)

- Television Broadcasting: main characteristics.
- History of TV in India: SITE experiment, Growth, and expansion of the Terrestrial Network, Introduction of Colour TV
- Advent of Cable and Satellite TV and DTH services
- Channel Distribution: Role of MSO's, CAS, HITS, DTH, IPTV
- TV on Mobile 3G & Prospects of 4G, 5G
- Case Studies of selected TV News Media Houses

Understanding TV Industry:

- Indian TV Industry: Main features, trends and issues
- Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and Future
- Commercial TV broadcasting: News and Non-News sectors
- News Television Industry: Main features, Trends Challenges
- Economics of TV broadcasting: Ownership Patterns, Business Model and its impact on content
- National and International TV news agencies

Unit-II Organizational Structure of TV News Channels:

(15 Marks)

- Modern TV news room: Input/Output and Assignment Desks
- TV news production desk and its functions
- Visual Sources: Servers, Graphics, Archives, MSR and OB
- TV Newsroom Research and its function

Writing for Visuals:

- The writing process-thinking audio and video
- Developing TV stories: Process and Planning
- Planning and Structuring the copy for various audio-visual inputs

- Structuring a TV news report, V/Os, Packages and Story Formats
- Editing bytes, Procuring and Editing Visuals Archives, Graphics, and other sources
- Writing Anchor leads
- Writing for Actions, Subtitles, Scrawls, and other TV screen value-addition instruments

Broadcast Styles and Techniques of Writing:

- Handling information overload and allowing visuals to breathe
- Rewriting agency copy
- Writing for Bytes and Outside Broadcast (OB) copy
- Understanding the pitfalls of broadcast punctuation and presentation
- Selected News Story Case Studies

Introduction of visual language and Video Camera:

- Concept and principles of visual grammar, ethical implication of shot chores and audience perception.
- Types of Video cameras, Parts of Camera, Camera Feature and their effects.
- Types and Classifications of shots, camera angle and camera movement.
- Basic camera handling. Working with Video Camera and understanding Accessories and Care.
- Basic editing practice.
- Light and sound techniques.

Unit-III Reporting for TV:

(15 Marks)

A. Locating stories for TV and Reporting

- Understanding qualities of a TV reporter
- Building Sources.
- Locating TV stories: Sources of news, ideation
- TV script writing
- PTC: Opening, bridge, and closing
- Major International events and TV coverage
- Planning news stories of cultural and social interest

B. Technical Support for TV reporter:

- The equipment, fieldwork, TV news interviews, shooting, recording and editing
- Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and split screen, V/O from the field, and technical challenges
- Satellite link for news reporting from abroad.
- Satellite bookings and co-ordination with local TV channels, booking local editing facilities
- Satellite Phones, Broadband, Optical Fiber and Internet, and 4 G-based solutions

Unit-IV Understanding Cinema:

(15 Marks)

- An overview of film making
- Still camera, Video camera, Technological developments in filmmaking – the evolution stages tech aspects of film making
- Film Language
- Silent Era and Sound Film: Important Features
- World Cinema: History and development, Prominent film movements & filmmakers

- Indian Cinema: History and development; Prominent film movements & filmmakers
- Documentary Film: History and development
- Film appreciation and Criticism: Tools and Techniques, Language and Grammar of Cinema
- Genres and Formats, Certification, Film Bodies
- Emerging Film Culture; Film Festivals and Awards, Multiplex, OTT
- Visual Communication – Animation, VFX and Graphics, Multimedia.

Practical& Assignments

(40 Marks)

- TV News writing for Different Types of Visuals
- TV Script writing
- Videography Practical
- Different TV News Formats
- Different types of PTC, OBs, Facing the Camera
- Script writing for Films, TV and OTT.
- Film Review

Workshop on Mobile Journalism (MOJO) and Data Journalism

- Submission of 2-3 News reports with mobile
- Submission of 2-3 evidence-based stories using data

Suggested Reading:

1. Barrera, J. (2020). *Broadcast journalism*. ED Tech Press.
2. Bernard, S. C. (2011). *Documentary storytelling*. Focal Press.
3. Brdž, R. (1962). *Techniques of television production*. Allen & Unwin.
4. Bruck, A. (1981). *Creative camera techniques*. Focal.
5. Cushion, S., & Lewis, J. (Eds.). (2010). *The rise of 24 hour news television: Global perspectives*. Peter Lang.
6. Dahiya, S. (2021). *The house that Zee built*. Rupa Publications India. <https://rupapublications.co.in/books/the-house-that-zee-built/>
7. Ganti, T. (2005). *Bollywood: A guide to popular Hindi cinema*. Routledge.
8. Haide, C. (2020). *Business entrepreneurship for filmmakers*. Routledge.
9. Halas, J. (1976). *Visual scripting*. Focal.
10. Mehta, N. (2008a). *India on television: How satellite news channels have changed the way we think and act*. Harper-Collins.
11. Mehta, N. (2008b). *Television in India: Satellites, politics and cultural change*. Routledge.
12. Monaco, J. (2007). *How to read a film*. Oxford University Press.
13. Musburger, R. B. (2007). *An introduction to writing for electronic media: Script writing essentials across the genres*. Focal Press.
14. Neldes, J. (Ed.). (1996). *An introduction to film studies*. Routledge.
15. Rajadhyaksha, A., & Willems, P. (2000). *Encyclopaedia of Indian cinema*. British Film Institute.
16. Sen Narayan, S. (2013). *Globalization and television: A study of the Indian experience, 1990-2010*. Oxford University Press.
17. Sturken, M., & Cartwright, L. (2001). *Practice of looking: An introduction to visual culture*. Oxford University Press.
18. Tyrell, R. (1972). *The work of television journalist*. Communication Arts Books.
19. Yorke, I. (1978). *Techniques of television news*. Focal.

Hindi Publications

1. कठेरिया, ध. (2014a). *टेलीविजन पत्रकारिता*. शिल्पायन.
2. कठेरिया, ध. (2014b). *टेलीविजन LIVE*. नवचेतन.
3. कश्यप, श्या. (2008). *टेलिविज़न की कहानी*. राजकमल.
4. कश्यप, श्या., एवं कुमार, सु. (2018). *खबरें विस्तार से*. राजकमल.
5. जोशी, म. श्या. (n.d.). *पटकथा लेखन: एक परिचय*. राजकमल प्रकाशन.
6. दिलचस्प. (2018). *हिन्दी सिनेमा का बदलता रूप*. भारतीय पुस्तक परिषद्.
7. नागर, कु. (2002). *टेलीविज़न लेखन सिद्धांत और प्रयोग*. भारत.
8. बर्णवाल, ह. (2019). *टेलिविज़न की भाषा*. राधाकृष्ण.
9. बाला, सु. (2020). *समाचार टीवी, वेब और सोशलमीडिया*. कनिष्क.
10. ब्रह्मात्मज, अ. (2012). *सिनेमा समकालीन सिनेमा*. वाणी.
11. मृत्युंजय. (2017). *सिनेमा के सौबरस*. शिल्पायन.
12. वजाहत, अ. (2018). *टेलीविज़न लेखन*. राधाकृष्ण.
13. शुक्ला, म. (2018). *भारतीय सिनेमा की विकास यात्रा*. कनिष्क.

PGDRTVJ007: Professional Communication, Personality Development and Career Readiness

Course Category: Skill Enhancement Course (SEC) | Credits: 2 Credits
Total Hours: 45

Sl. No.	Course Objective (CO)
CO1	To foster self-confidence, professional behavior, and emotional intelligence required for careers in media, communication, and creative industries.
CO2	To develop effective communication, presentation, and interpersonal skills for professional and public engagement.
CO3	To strengthen critical thinking, teamwork, workplace etiquette, and collaborative skills required in dynamic media environments.
CO4	To enable students to create and manage a professional identity through personal branding, networking, and digital presence.
CO5	To prepare students for internships, placements, freelancing, and entrepreneurial opportunities through the development of professional portfolios, career documents, and interview skills.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Demonstrate self-awareness, confidence and professional conduct.
CLO2	Communicate effectively in interpersonal, academic and workplace situations.
CLO3	Deliver structured presentations using appropriate verbal and non-verbal communication skills.
CLO4	Develop professional documents including CVs, cover letters and digital portfolios.
CLO5	Demonstrate readiness for interviews, networking and workplace interactions.

UNIT I

Self-Development and Professional Communication

- **Personality and Professional Effectiveness**
 - Self-awareness, self-assessment and personal strengths
 - Confidence building, growth mindset and emotional intelligence
 - Professional attitude, adaptability and lifelong learning
- **Communication Skills**
 - Importance of soft skills in professional life
 - Verbal, non-verbal and digital communication
 - Active listening and interpersonal communication

- Communication in multicultural and professional environments
- **Presentation Skills**
 - Planning and structuring presentations
 - Storytelling and audience engagement
 - Voice, body language and stage presence
 - Managing presentation anxiety

UNIT II

Workplace behavior and Professional Readiness

- **Teamwork and Workplace Skills**
 - Team dynamics and collaboration
 - Conflict management and constructive feedback
 - Professional relationships and networking
- **Workplace Etiquette**
 - Professional conduct and workplace ethics
 - Meeting etiquette and organizational behavior
 - Digital etiquette and responsible online presence
- **Critical Thinking and Problem Solving**
 - Analytical and creative thinking
 - Decision-making and professional judgment
 - Problem-solving in workplace situations

UNIT III

Career Development and Personal Branding

- **Career Planning**
 - Career goals and professional pathways
 - Employability skills for media and communication industries
 - Freelancing, entrepreneurship and emerging opportunities
- **Personal Branding**
 - Building a professional identity
 - LinkedIn and professional networking platforms
 - Managing digital footprints and online reputation

- **Career Communication**

- CV and résumé preparation
- Cover letters and job applications
- Interview preparation and group discussions

PRACTICAL COMPONENT

Students shall prepare a **Professional Career Portfolio** consisting of, but not limited to:

- Professional CV
- Job Specific Cover Letter
- Digital Professional Profile
- LinkedIn profile creation/optimization
- Professional biography (150–200 words)
- Presentation Exercise (Individual and Group)
- Self-assessment and reflection report
- Video Profile

Career Portfolio containing:

- Career roadmap
- Skills inventory
- Certifications and achievements
- Portfolio website/blog/social media showcase (where applicable))

Suggested Readings

- Carnegie, D. (2006). How to win friends and influence people. Pocket Books.
- Covey, S. R. (2020). The 7 habits of highly effective people (30th anniversary ed.). Simon & Schuster.
- Gallo, C. (2015). Talk like TED: The 9 public-speaking secrets of the world's top minds. St. Martin's Griffin.
- Lucas, S. E. (2023). The art of public speaking (14th ed.). McGraw-Hill Education.
- Reynolds, G. (2019). Presentation Zen: Simple ideas on presentation design and delivery (3rd ed.). New Riders.

Duhigg, C. (2024). Supercommunicators: How to unlock the secret language of connection. Random House.

PGDRTVJ008: Development Communication

Course Category: Value Based Course (VBC) | Credits: 4 credits

Total Hours: 75

Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To introduce and enhance understanding of the Development Process and Development Communication/Journalism, its Paradigms, Evolution, Theoretical Underpinning, Growth, and Current Trends.
CO2	Study India's indigenous development models
CO3	Train in development reporting tools and field techniques

Sl. No.	Course Learning Outcome (CLO)
CLO1	Analyze development theories and communication models.
CLO2	Report on development issues and marginalized communities.
CLO3	Apply participatory and data-driven storytelling.
CLO4	Evaluate media's role in sustainable development

Unit-1 Development Concepts: The Indian Traditions:

(15 Marks)

- Development in Ancient Bharat: Integrated Development, the fourfold goals of Dharma, Artha, Kama, Moksha, Lok-sangraha (well-being of all) and Sarvodaya (upliftment of all), Swasthya, Swarajya, and Swavalamban
- Bharatiya economic thought: Wealth Generation, Equitable Distribution, Taxation, Public Welfare, International Trade, Ports, Trade Routes, Weights and Measures, Monetization, trade branding
- Trade Commerce Global Connect: Maritime and land trade routes (Uttarapath, Dakshinapath, Silk Route), Navigation, Ship-building techniques, Indigenous accounting (Bahi-khata), Role and importance of Fairs, Markets, and Economic Diplomacy.
- Food Security and Agriculture: Indigenous farming practices, Water Management, Water Bodies and Communities, Food grains storage and distribution (granaries, state reserves), community sharing.
- Education Systems in Ancient Bharat: Pathshalas, Tols, Chatuspadis, Gurukuls, Viharas, pedagogy and curriculum, Role of Temples in imparting Education, Global centers of learning (Nalanda, Takshashila, Vikramashila), Focus on holistic development (Science, Arts, Logic, Ethics, Language, Grammar, Defence skills), Women and Education in Ancient India
- Defence, National Security and Warfare: Chanakya's Arthashastra and the concept of National Security, Kautilya and War Diplomacy, Structure of Ancient Armies, Espionage System, Weapons and Metallurgy
- Science, Technology and Engineering: Contributions in Mathematics, Astronomy, Metallurgy; Town planning – Harappan Cities, Water Systems; Ayurveda and Health Systems – Sushruta, Charaka; Agricultural Engineering – Ploughs, Irrigation, Water Lifting, Canal Systems, Architecture

- Environmental Sustainability and Ecological Wisdom: Human Harmony with Nature, Traditional Ecological Knowledge, Forest Management (Vanachara Dharma), Sacred Groves, Panchamahabhuta (Five-element) theory in balance.
- Cultural Development and Performing Arts: Temples as centers of Economy, Art, and Education, Social Welfare; Classical Music, Dance, Theatre (NatyaShastra), Storytelling traditions and forms, Iconography, Literature and Development of Languages.

Unit-II Understanding Development Concepts & Process in Modern Times: (15 Marks)

- India's Development Journey Pre & Post Independence (1757 to 1947) & (1947 to 2025)
- Experiences from Developing Countries with Special Emphasis on India
- International developmental agencies and programmes (MDGs, SDGs)
- Development of Communication and role of Civil Society and Government
- Role of Government in development: Evolution of planning process and new approaches
- Rights-based approach to development: Education, Food, Employment and Health
- Telecom and Development.

Unit-III Development Communication & Development Journalism: (15 Marks)

- Dominant paradigm: WW Rostow's theory, empathy, critique of a dominant paradigm
- Dependency Theory, Development and under development, Center-periphery debate and Third World Perspective
- Alternative models of development: Small is beautiful (Schumacher)
- Participatory (Conscientisation, World Bank), and Communitarian model of development
- Theories of Development Communication: Diffusion of Innovation, Mass Media and Modernization, Media and National Development.
- Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm
- Participatory Development Communication (Paulo Freire, Miguel Sabido)
- Evolution of Development Journalism
- Area, Scope, and relevance of development journalism
- Development reporting: Tools and Techniques
- Role of research in Development Reporting
- Field visits, Observation, and Interviews
- Style and Language
- Using data sets and Technical Reports
- Presenting and Packaging Development Stories

Unit-IV Development Scenario in India: Issues and Challenges: (15 Marks)

- Rural Development and Panchayati Raj
- Marginalized Communities and Human Rights: Vulnerabilities of Poor, SC/ST/OBC, Tribal, Minorities, Women, Children.
- Covering Human Rights
- Coverage of Developmental Stories in Mass Media: Potential, Problems and Issues
- Policy and Schemes to achieve development goals: Education, Health, and Gender issues, Environment, etc.
- Vision for Bharat @2047
- Mainstreaming through 'Make in India'

Practical& Assignments**(40 Marks)**

- Video Documentary on Development issues
- Audio Documentary on Development issues
- Presentation
- Case Studies

Suggested Reading:

1. Agarwal, V. S. (n.d.). *PaaninikaleenBharatvarsh*.
2. Basham, A. L. (n.d.). *The wonder that was India*.
3. Drèze, J., & Sen, A. (1995). *India: Economic development and social opportunity*. Oxford University Press.
4. Drèze, J., & Sen, A. (2013). *An uncertain glory: India and its contradictions*. Princeton University.
5. Freire, P. (2017). *Pedagogy of the oppressed*. Penguin Books Limited.
6. Gangadharappa, M. (1995). *Media and development*.
7. GopalJoyal, N., & Pai, S. (2001). *Democratic governance in India: Challenges of poverty, development, and identity*. SAGE.
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10. Ranganathan, M., & Rodrigues, U. M. (2010). *Indian media in a globalised world*. Sage.
11. Sainath, P. (1996). *Everybody loves a good drought*. Penguin.
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13. Servaes, J. (Ed.). (2007). *Communication for development and social change*. Sage Publications.
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15. Sharma, M. (Ed.). (2003). *Improving people's lives: Lessons in empowerment from Asia*. SAGE.
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18. Sharma, M. (2017). *Caste and nature: Dalits and Indian environmental politics*. Oxford University Press.
19. Sharma, R. (Ed.). (2018). *Media, the state and marginalisation: Tackling challenges*. Cambridge Scholars Publishing.
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21. Thussu, D. K. (n.d.). *International communications: Continuity and change*. Arnold Publishers.
22. Traber, M. (Ed.). (1986). *The myth of the information revolution: Social and ethical implications of communication technology*. Sage.
23. UN Committee on Economic, Social and Cultural Rights. (n.d.). *UN documents: Committee on Economic, Social and Cultural Rights reports*.
24. United Nations Development Programme. (n.d.). *Human development reports*.
25. Vilanilam, J. V. (2009). *Development communication in practice: India and the millennium development goals*. Sage.

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2. उपाध्याय, अ. कु. (2007). *पत्रकारिता एवं विकास संचार*. भारती प्रकाशन.
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8. सिंह, क. (2018). *ग्रामीण विकास: सिद्धांत, नीतियाँ एवं प्रबन्ध*. सेज.

PGDRTVJ009: Advanced Radio Journalism

Course Category: Core Course (CC) | Credits: 4 credits

Total Hours: 75

Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To impact hands-on experience in the art and craft of radio news reporting and compilation of news bulletins
CO2	To enable students to write, edit, and produce radio news stories and compile news bulletins
CO3	Train in audio editing using industry software

Sl. No.	Course Learning Outcome (CLO)
CLO1	Report and script radio news, features, and talk shows.
CLO2	Produce radio bulletins and manage live broadcasts.
CLO3	Edit audio content using professional tools.
CLO4	Create creative radio formats like jingles and plays.

Unit I Radio News Reporting:

(15 Marks)

- Locating Radio News Stories
- Structuring a Radio news report
- Tools and techniques of Radio news Reporting, Voice dispatch, Voice cast
- Radio news interviews and vox pops
- Role and responsibilities of reporters

Live: Aakhon Dekha Haal

- Sports
- National Days
- Rashtrapati Bhawan
- Live Reporting
- Parliament

Unit II Radio Programming:

(15 Marks)

Community Radio

- Internet Radio
- AIR (30-35 types of programmes)
- Commercial FM
- Radio features, Talks, Newsreel, News Magazine and other Programmes
- Reporting a press conference
- Reporting Politics, Economy, Sport, Art, Culture and Entertainment; Science and Environment
- Production of Radio features
- Production of Radio magazine/Talks Programmes

Unit – III Writing for Radio: Various format, Fiction and Non-fiction

(15 Marks)

- Environmental Programme
- Film Programme
- Plays, Radio Jingles
- Stories
- Radio Jockeying and its skills
- Public Broadcasting
- Commercial radio
- Community Radio
- Internet Radio

Unit – IV Editing for Radio:

(15 Marks)

- Uses and Importance of Editing
- Working with software like Audacity, Dalet, Netiaetc
- Editing through Mobile Apps

Practical & Assignments of writing

(40Marks)

Radio Production Writing & Production

- Radio Feature
- Preparing Radio News bulletin with voice dispatches
- Radio Talk shows
- Radio Studio discussion
- Production of Radio Feature
- Digital Story Telling/Podcasting
- Making Programmes for FM Radio
- Interviewing for Radio
- Radio Jockeying
- Making Programmes for Community Radio

Suggested Reading

1. Asspinall, R. (n.d.). *Radio programme production*.
2. Boyd, A. (1997). *Broadcast journalism: Techniques of radio and TV news*. Focal Press.
3. Chantler, P., & Stewart, P. (2003). *Basic radio journalism*. Oxford.
4. Mcleish, R. (2005). *Radio production*. Focal Press.
5. Norberg, E. G. (1996). *Radio programming: Tactics and strategy*. Focal Press.
6. Sud, K. K. (1989). *Radio news: Its reach, impact and potential*.
7. Thomson, R. (2010). *Writing for broadcast journalists*. Routledge.

PGDRTVJ010 : Advanced TV Journalism
 Course Category: Core Course (CC) | Credits: 4 credits
 Total Hours: 75
 Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To acquaint students with different reporting beats
CO2	To enable students to develop specialization in niche areas of reporting
CO3	To enable students to write and produce stories on specialized areas of reporting
CO4	Equip students with investigative reporting techniques

Sl. No.	Course Learning Outcome (CLO)
CLO1	Report niche beats like politics, crime, business, etc.
CLO2	Produce TV packages and live field reports.
CLO3	Conduct investigative and data-driven TV reporting.
CLO4	Visualize complex stories for TV audiences.

Unit I Fieldwork, News Beats News, Gathering: (15 Marks)

- Off-line News Gathering
- Online news Gathering
- General and Specialized Reporting

City/Civic Reporting:

- Civic Reporting: Process, Roles and Responsibilities

Public Health Reporting:

- Nature of Health Reporting; Tools and Techniques.
- Reporting for Pandemic, Reporting health stories: Do's and don'ts

Education Reporting

Lifestyle, Films and Entertainment Reporting:

- Travel, Tourism, Fashion and Food, Art and Culture
- Auto, Gadgets and Technology.

Unit II Crime Reporting: (15 Marks)

- Understanding the Police System, BNS, and BNSS, Criminal investigative system, Judicial system, and procedures
- Sources of crime reporting: Collecting and cross-checking information
- Tools and techniques of crime reporting: Interviewing, Researching, Investigation, and follow-up.

Investigative Reporting and its types

Sting Reporting: Concept, Process and Legal concerns

Legal Reporting

Rural Affairs and Agriculture Reporting:

- Issues of Rural Development and Agricultural crisis

- Methods and tools of Rural and Agriculture reporting

Unit III Defence Reporting

(15 Marks)

International Reporting

Conflict Reporting:

- Defining conflict, its causes, and implications, Understanding Conflict Journalism
- Peace and Wartime Journalism, Embedded Journalism, and War Zones

Reporting Accidents, Riots

Science and Environment Reporting and Reporting Disasters: Natural and Manmade Disasters

- Nature and scope of Science Reporting, Scientific Temper; Covering environmental emergencies, Reporting Nuclear and other Disasters
- Case Studies: Bhopal Gas Tragedy, Tsunami, Gujarat Earthquake, Uttarakhand/Kashmir Floods in India, Covid-19

Unit IV Political and Parliamentary Reporting:

(15 Marks)

- Political parties beat: Mastering the party system, Developing sources
- Interviewing Political leaders (off-the-record and on-the-record), the Art of Questioning, Reading between the lines, Context, and Background
- Parliament Coverage: Understanding the Parliamentary system, Parliamentary procedures and rules, dos and don'ts of Parliamentary Reporting
- Election Reporting: Understanding the Electoral System, Role, and Functions of the Election Commission, Historical context, Election data, Dynamics of election reporting

Election Reporting:

- Reporting Elections from Panchayat election to General elections, Rajya Sabha elections, Exit polls and surveys

Business Reporting:

- Sources of economic and business news stories
- Interpreting data, Covering important economic happenings
- Share market, commodities market, bullion market and money market
- Writing technique of business news and features

Sports Reporting:

- Sources of sports stories, covering sports events.
- Interviewing sportspersons

Cultural Reporting

Television writing of Production:

(40Marks)

- Planning for TV programme
- Voice Over
- Video Editing: Basic of visual grammar and ethics, Editing the footage according to script and voice over
- Compilation of news, Making TV News packages
- Anchoring
- OB with a live audience
- TV studio interview
- TV News studio discussions
- Talk shows with audience participation
- MoJo
- Vox Pop
- Walk-through
- TV News bulletin making (half an hour)

Suggested Reading

1. Casey, B., et al. (2002). *Television studies: The key concepts*. Routledge.
2. Dahiya, S. (2021). *The house that Zee built*. Rupa Publications India. <https://rupapublications.co.in/books/the-house-that-zee-built/>
3. Herbert, J. (2000). *Journalism in the digital age: Theory and practice for broadcast, print and online media*. Focal Press.
4. Keller, T. (2019). *Television news: The heart and how-to of video storytelling*. Routledge.
5. Lee-Wright, P. (n.d.). *Documentary handbook*. Focal Press.
6. Musburger, R. B. (2007). *An introduction to writing for electronic media: Scriptwriting essentials across the genres*. Focal Press.
7. Nichols, B. (n.d.). *Introduction to documentary*. Indiana University Press.
8. Sturken, M., & Cartwright, L. (2001). *Practice of looking: An introduction to visual culture*. Oxford University Press.
9. Thomas, E. C. (2018). *Business and financial journalism*. Indian Institute of Mass Communication.
10. White, T., & Bernas, F. (2010). *Broadcast news: Writing, reporting and producing*. Focal Press.
11. Yorke, I. (2016). *Television journalism*. Routledge.

Hindi Publications

1. गौड़, सं. (2012). *टेलिविजन पत्रकारिता: सिद्धांत और कार्यप्रणाली*. वाइकिंग बुक्स.
2. जोशी, रा. (2005). *विदेश रिपोर्टिंग: सिद्धांत और व्यवहार*. राधाकृष्ण प्रकाशन.
3. नंदा, व. (2010). *टेलिविजन और क्राइम रिपोर्टिंग*. राजकमल प्रकाशन.
4. ब्रजमोहन, एवं शैलेश. (2007). *स्मार्ट रिपोर्टर*. वाणी प्रकाशन.
5. शम्सी, श. ह. (2000). *टेलिविजन समाचार: आलेख, सम्पादन एवं प्रस्तुति*.

Web Sources

1. DD India. (n.d.). <https://www.ddindia.com>
2. DD News. (n.d.). <https://www.ddnews.com>
3. Indian Television. (n.d.). <https://www.indiatelevision.com>
4. Screen India. (n.d.). <https://www.screenindia.com>
5. TV news channels online (NDTV, AajTak, CNN-IBN, CNBC, etc.). (n.d.).

PGDRTVJ011:Advance Print Journalism & Newsroom Production

Course Category: Skill Enhancement Course (SEC) | Credits: 2 credits

Total Hours: 45

Total Marks: 50

Sl. No.	Course Objective (CO)
CO1	To introduce and develop a critical understanding of New Media, its evolution, theoretical under-pinning, growth and expansion, opportunities and challenges.
CO2	To apprise the students about the symbiotic relationship between New Media and Legacy Media.
CO3	To cultivate Social Media skills.
CO4	To enable students to write, produce, and distribute for the digital platforms.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Write content for blogs, social media, and web publications.
CLO2	Create multimedia stories using animation and visualization tools.
CLO3	Apply mobile and citizen journalism practices effectively

Unit I Writing for Digital Media:

(15 Marks)

- Writing for Social Media
- Hypertext, Audio, Video, Still images
- Animation: making short animated presentations using digital tools like: Powtoon, Moovly, easy sketch pro etc.
- Flash interactivity: Creating Animations using flash
- Blogs
- Microblogging& Social networking/Facebook/Twitter/RSS feeds
- Poll surveys/Email etc.
- Digital Storytelling formats
- Content writing, editing, reporting and management
- Structure of a Web report
- Planning and Designing of Web Pages, Blogs, Web channels, E-Newspaper, E-Magazine
- Creative Presentations
- Ethical concerns for New Media

Data Journalism:

- Case Studies
- Open Datasets
- Cleaning Data
- Analyzing Data
- Tools for Data Visualization
- Data Visualization-Info graphics and Interactive

Unit II Digital Platforms and Content Creation:

(15 Marks)

- Technology, Content reaction and Broadcasting
- Mobile Journalism and Social Networking: Introduction to social profile management products- Facebook, Twitter, LinkedIn
- Social Collaboration: Virtual community-wikis, blogs, Instant messaging, Collaborative office and Crowd sourcing, WhatsApp, Snapchat, Skype
- Social publishing: Flickr, Instagram, Youtube, Soundcloud, Snaptube etc.
- Citizen Journalism: Concept, Case studies
- Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and opinion makers
- Solution Journalism: Concept, Case Studies

Practical& Assignments

(20 Marks)

- Writing for different Social Media platforms, Blog writing
- Designing a Webpage or Creating and maintaining a YouTube channel
- Creation and handling of the Facebook page, Twitter handle, Instagram
- Planning and Content creation for different news websites
- Planning and Content creation writing for online platforms/E-Commerce websites
- Creating stories as a Citizen Journalist

Suggested Readings:

1. Dahiya, S., & Trehan, K. (2024). *Handbook of digital journalism: Perspectives from South Asia*. Springer. <https://link.springer.com/book/10.1007/978-981-99-6675-2>
2. Dewdney, A., & Ride, P. (2006). *The new media handbook*. Routledge.
3. Felix, L., & Stolarz, D. (2006). *Video blogging & podcasting*. Focal Press.
4. *The online journalism handbook: Skills to survive and thrive in the digital age*. (n.d.).
5. Quinn, S. (2001). *Digital sub-editing and design*. Focal Press.
6. Thornburg, R. M. (2011). *Producing online news: Stronger skills, stronger stories*. CQ Press.
7. Wallace, P. (2015). *The psychology of the internet*. Cambridge University Press.
8. Yadav, A. (n.d.). *New media journalism*. Sterling Publishers.

Hindi Publications

1. कुमार, कौ. (2020). *मोबाइल पत्रकारिता*. के.के.
2. जोशी, शि. प्र. (n.d.). *नया मीडिया: अध्ययन और अभ्यास*. पेंगुइन प्रकाशन.
3. मिश्र, स्मि. (2020). *डिजिटल क्रांति और हिंदी*. अनंग.
4. श्रीवास्तव, मु. (2018). *डिजिटल मीडिया का सामाजिक पक्ष*. यश.

PGDRTVJ012: Advance Digital Journalism, Platform Publishing and Multimedia Storytelling

Course Category: Skill Enhancement Course (SEC) | Credits: 2 credits

Total Hours: 45

Total Marks: 50

Sl. No.	Course Objective (CO)
CO1	Develop advanced competencies in print journalism content creation for newspapers, magazines and digital-first publications.
CO2	Build skills in specialized reporting, long-form writing and editorial decision-making.
CO3	Enable learners to package, design and present content for contemporary integrated newsrooms.
CO4	Provide hands-on experience in publication production, editing, layout and visual storytelling.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Produce specialized journalistic content for newspapers, magazines and digital publications.
CLO2	Apply advanced editing and newsroom production techniques.
CLO3	Design and package content using contemporary publication tools and visual elements.
CLO4	Create complete publication outputs integrating text, photographs, graphics and data.

COURSE CONTENT

Unit I

Advanced Writing for Print Publications

(10 Marks)

- Magazine Journalism: Nature, Scope and Contemporary Relevance
- Long-form and Narrative Journalism
- Writing Specialized Content:
 - Human Interest Stories
 - Trend Stories
 - Explainers
 - Backgrounders
- Editorial, Op-ed and Column Writing
- Review Writing:
 - Books
 - Films
 - Cultural Events
- Data-supported Storytelling and Use of Public Data Sources

- Writing for Niche Publications:
 - Business
 - Environment
 - Lifestyle
 - Development and Community Publications

Unit II

Specialized Reporting and Editorial Operations

(10 Marks)

- Specialized Reporting:
 - Civic and Governance Reporting
 - Development Reporting
 - Business and Economy Reporting
 - Environment and Climate Reporting
- Enterprise Reporting and Follow-up Stories
- Editorial Planning and Content Calendar
- Newsroom Coordination and Editorial Workflow
- Integrated Newsroom Practices:
 - Print-Digital Convergence
 - Multi-platform Content Adaptation
- Verification, Fact-checking and Editorial Accountability
- Audience Engagement and Reader-Centric Journalism

Unit III

Publication Design and News Packaging

(10 Marks)

- Advanced Copy Editing and Content Packaging
- Newspaper and Magazine Production Workflow
- Page Planning and Visual Hierarchy
- Typography and Design for Readability
- Infographics and Data Visualization for Print
- Photo Editing and Picture Selection
- Designing Special Pages:
 - Front Page
 - Editorial Page
 - Feature Page
 - Magazine Cover and Layout
- Emerging Trends:
 - E-paper Publishing
 - Mobile-first Content Presentation
 - AI-assisted Editorial Tools

Practical and Assignments

(20 Marks)

News Reporting Assignments

- Speech and Meeting Reporting
- Event Reporting

- Press Release Based News Writing
- Press Conference Coverage
- Interview Writing
- Profiles and Obituaries

Editing Assignments

- Copy Editing
- Headline Writing
- Intro/Lead Writing
- Rewriting and Translation
- Fact-checking Exercises

Publication Design Assignments

- Layout of Newspaper and Magazine Pages using industry-standard software
- News Packaging with Text, Photographs and Graphics

Photography Assignments

- Photo Coverage of News Events
- Photo Feature with Captions and Accompanying Story

Lab Journals:

- For lab journal assignments, the class will be divided into groups. Students will produce lab newspaper periodically.
- Editing stories and lab journals will carry marks.

Suggested Reading:

1. Bhushan, S. (2019). *The Indian newsroom*. Context.
2. Dahiya, S. (2022). *Indian media giants: Unveiling business dynamics of print legacies in India*. Oxford University Press. <https://global.oup.com/academic/product/indian-media-giants-9780190132620?cc=in&lang=en&>
3. Dahiya, S., & Sahu, S. (2024). *Mastering beat in journalism: Specialized reporting, editing and emerging technologies in the digital era*. Pearson Education.
4. Frost, C. (2001). *Reporting for journalists*. Routledge.
5. Harrington, W. (n.d.). *Intimate journalism: The art and craft of reporting everyday life*.
6. Rich, C. (n.d.). *Writing and reporting news: A coaching method*.
7. Sarkar, N. N. (n.d.). *Art and print production*. Oxford University Press.

Hindi Publications

1. जोगलेकर, का. (1997). *समाचार और संवाददाता*. विश्वविद्यालय प्रकाशन.
2. जोशी, रा. (2001). *साक्षात्कार सिद्धांत और व्यवहार*. ग्रंथ शिल्पी.
3. त्रिखा, नं. (1974). *समाचार संकलन और लेखन*. हिन्दी समिति.
4. धूलिया, सु., एवं प्रधान, आ. (2004). *समाचार अवधारणा और लेखन प्रक्रिया*. भारतीय जन संचार संस्थान.
5. नटराजन, जे. (2002). *भारतीय पत्रकारिता का इतिहास*. प्रकाशन विभाग.
6. पंत, एन. सी. (2004). *संपादन कला*. तक्षशिला प्रकाशन.
7. शैलेश, एवं ब्रजमोहन. (n.d.). *स्मार्ट रिपोर्टर*. वाणी प्रकाशन.
8. सिन्हा, बा. (1995). *शैली पुस्तिका*. नेशनल पब्लिशिंग हाउस

PGDRTVJ013: Advertising, Public Relations, Corporate Communication and Media Management

Course Category: Ability Enhancement Course (AEC) | Credits: 4 credits

Total Hours: 75

Total Marks: 100

Sl. No.	Course Objective (CO)
CO1	To discuss the symbiotic relationship between Media and Public relations/Corporate Communication.
CO2	To deliberate on the role of Advertising in the financial sustenance of Media Institutions and its impact on Media objectivity and fairness.
CO3	To discuss how public relations/Corporate Communication and advertising can be of value to Journalism and vice-versa.
CO4	Familiarize students with Government Information System and campaign strategies.

Sl. No.	Course Learning Outcome (CLO)
CLO1	Analyze the role of advertising and PR in media sustainability.
CLO2	Develop media planning, brand management, and campaign strategies.
CLO3	Write press releases, social media content, and crisis communication notes.
CLO4	Understand media units under MIB and their public communication roles.

Unit I Advertising: (15 Marks)

- Role, scope, concepts, definitions, objectives, and classification of advertising of social & economic impact of advertising.
- The concept of integrated marketing communication and the process of advertising. Ad agency functioning.
- Concept of brand & brand management, how media organization (TV, Radio, Print, Digital, social media) are emerging as brands.
- Concepts of media planning and buying.
- Laws and ethical issues in advertising professional bodies ASCI, BARC, cable TV Act.
- Artificial Intelligence and Analytics in advertising latest trends.

Unit II Public Relations and Corporate Communication: (15 Marks)

- History, concepts, definitions, role, tool methods and changing trend in PR and CC.
- PR & Media, Media relation managements, PR as a source of News for media.
- PR department/agency structure, role, function. Target audience segmentation.
- Writing for media (press releases, press notes, rejoinders, social media posts, etc.)
- Crisis communication and PR in public & private sector.
- Corporate Social Responsibility: Concepts, scope, and case studies. Ethical issues of consideration in PR & CC, Professional bodies: PRSI & PRPA (code of ethics).
- Social Media Marketing & Influencer marketing in PR in Indian context (Reputation, Perception, Image Management, Celebrity, Political).
- Ancient Bhartiya concept of PR – ChanakayaNiti, Udyog, Udyamita in Upnishads, Varta = Pure Business, Sabha, Samiti, Sammelan, Mela, Utsav (Stakeholders at one place).

Unit III Introduction to Media Industry Management and Entrepreneurship (15 Marks)

- Media, Landscape & Ownership Patterns.
- Management of Media Organizations – Case studies of Media Houses.
- Economics and marketing and branding of Media organizations: Circulation, Advertising
- Changing Dynamics in Marketing efforts of Newspapers and News Channels, Digital portals, social media portals, Radio and its impact on News objectives.
- Entrepreneurial trends in Media in India – (Legacy/Digital Standalones)

Unit IV Government Information System

(15 Marks)

- Government Information System: Overview, Functioning, Scope, and Significance at the center and state government level.
- Government relations and public affairs.
- Role and function of various media units and Organizations of the Ministry of Information & Broadcasting –
 - ❖ Prasar Bharati: Akashvani and Doordarshan
 - ❖ CBC, PD, DPD, Research Reference & Training Division SDD, PRGI
 - ❖ PCI, PIB, IIMC, NFDC, DFF, FD, NFAL, CFSI, CBFC
 - ❖ FTII, SRFTI, NMW, EMMC
- Government Campaigns through Ad Deconstruction and Case Studies
- Elections and the growing role of PR & Advertisement.

Practical & Assignments

(40 Marks)

- Understanding creativity in Advertising/Communication: Creative Brief, Ideation and Brainstorming Campaign Planning & Production.
- Crisis Communication Simulation on a current issue
- Production of theme-based Advertisement campaigns
- Event management + Press conference as a PR exercise.
- Workshop on Laws & Ethical Issues of advertising & PR.

Suggested Reading:

English Publications

1. Brown, R. (2010). *Public relations and the social web*. Kogan Page India.
2. Cutlip, S., et al. (1995). *Effective public relations*.
3. Dahiya, S. (2023). *Digital first: Entrepreneurial journalism in India*. Oxford University Press. <https://global.oup.com/academic/product/digital-first-9780198879657?cc=in&lang=en>
4. Drewniany, B. L. (2011). *Creative strategy in advertising*. Wadsworth Cengage.
5. Fernandez, J. (2004). *Corporate communications: A 21st century primer*. Response Books.
6. Ghosh, R. A. (n.d.). Advertisements are little more than think-kits. *Asian Age*.
7. Ghoshal, S. (2002). *Making of advertising*. McMillan.
8. Henslowe, P. (2008). *Public relations*. Kogan India Press.
9. Jathwany, J. N. (1994). *Public relations: Creates strategies & tools*. Sterling.
10. Jefkins, F. (1976). *Advertisement writing*. Macdonald.
11. Jethwaney, J. (2010). *Corporate communication principles and practice*. Oxford University Press.
12. Jethwaney, J. (2016). *Social sector communication in India: Concepts, practices and case studies*. Sage.
13. Jethwaney, J., & Jain, S. (2012). *Advertising management*. Oxford University Press.
14. Jethwaney, J., & Sarkar, N. N. (2015). *Public relations management*. Sterling.
15. Lindstrom, M. (2010). *Brand sense*. Free Press Publication.
16. MSL Group. (2013). *Public relations in India: Inside the industry's mind and the 2013 outlook*.

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