

MJMC 1st Semester

Course Code: MJMC 22101

COMMUNICATION THEORY

Unit 1 - 20

By: Ms. Shalani



**Centre for Distance and Open Education (CDOE)
Himachal Pradesh University
Gyan Path, Summer Hill, Shimla-171005**

INDEX

S. No.	Title	Page No.
	Syllabus	I - iii
1	Unit 1- Communication: Meaning, Definitions, Elements and Importance	1-12
2	Unit 2- Types and Functions of Communication	13-38
3	Unit 3- Understanding 'Mass' Concept	39-57
4	Unit 4- Marxism and Political Economy	58-65
5	Unit 5- Functionalism and Mass Communication Theory	66-85
6	Unit 6- Normative Media Theories-1	86-100
7	Unit 7- Normative Media Theories-2	101-107
8	Unit 8- Propaganda and Public Opinion	108-118
9	Unit 9- S-R Model and Bullet Theory	119-127
10	Unit 10- Models of Communication-1	128-140
11	Unit 11- Models of Communication-2	141-153
12	Unit 12- Two-Step Flow Theory and Personal Influence	254-167
13	Unit 13- Attitude Change, Persuasion and Selectivity Theories	168-181
14	Unit 14- Reinforcement, Low Involvement and Dissonance Theories	182-194
15	Unit 15- Television Violence Theories	195-212
16	Unit 16- Active Audience Theories	213-226
17	Unit 17- Development of Reception Studies	227-240
18	Unit 18- Agenda Setting and Spiral of Silence	241-257
19	Unit 19- Introduction to Semiotics	258-276
20	Unit 20- Understanding Ideology	277-289

Unit 1

Communication: Meaning, Definitions, Elements and Importance

Structure

- 1.1 Introduction
- 1.2 Learning Objectives
- 1.3 Meaning of Communication
 - Self-check exercise-1
- 1.4 Definitions of Communication
 - Self-check exercise-2
- 1.5 Elements of Communication
 - Self-check exercise-3
- 1.6 Importance of Communication
 - Self-check exercise-4
- 1.7 Summary
- 1.8 Glossary
- 1.9 Answers to self-check exercises
- 1.10 References/Suggested Readings
- 1.11 Terminal Questions

1.1 Introduction

Communication is the cornerstone of human interaction, serving as the bridge that connects individuals, communities, and societies. Rooted in the Latin terms *communis* and *communicare*, communication transcends mere transmission of information to encompass sharing, dialogue, and mutual presence. This chapter explores the multifaceted nature of communication, tracing its etymological origins, examining diverse scholarly definitions, and breaking down its core elements. By understanding these aspects, we can appreciate the important role communication plays in fostering relationships, resolving conflicts, driving business success, and promoting cultural

MJMC 1st Semester

Course Code: MJMC 22102

MODERN JOURNALISM

Unit 1 - 21

By: Ved Prakash Singh



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Index

S. No.	Title	Page No.
1.	Syllabus	2-5
2.	UNIT 1 – Journalism	6-15
3.	UNIT 2 – Concep of Public Sphere and Public interest	16-24
4.	UNIT 3 – New Journalism	25-33
5.	UNIT 4 – Literary Journalism	34-41
6.	UNIT 5 – Narrative Journalism	42-53
7.	UNIT 6 – News	54-64
8.	UNIT 7 – The News Process	65-72
9.	UNIT 8 – Traditional and Modern Media	73-83
10.	UNIT 9 – Lead	84-91
11.	UNIT 10 – Critical concern of Media	92-104
12.	UNIT 11 – Journalism in the age of ITC	105-115
13.	UNIT 12 – Source of News	116-126
14.	UNIT 13 – News Agencies	127-143
15.	UNIT 14 – News Gathering roles	144-154
16.	UNIT 15 – Digital Journalism	155-171
17.	UNIT 16 – Interview	172-180
18.	UNIT 17 – News Processing	181-198
19.	UNIT 18 – Headlines	199-214
20.	UNIT 19 – Editorials	215-232
21.	UNIT 20 – Creative nonfictions	233-248
22.	UNIT 21- Creative strategies for Idea generations	249-262
23.	Reference	263-268

Unit 01

Journalism and Democracy

1.1. Introduction

1.2. Learning objectives

1.3. Journalism

Self check exercise

1.4. Journalism and Democracy

Self check exercise

1.5. Journalism's Concept, Role, and responsibilities in democracy

Self check exercise

1.6. Freedom of speech and expression (Article 19[1] [a] and Article 19[2]).

Self check exercise

1.7. reasonable restriction

Self check exercise

1.8. Summery

1.9. Glossary

1.10. Answer to Self check Exercise

1.11 Suggested readings

1.12. Terminal Question

1.1- Introduction :

In the tapestry of a flourishing society, the threads of journalism and democracy are intricately woven, creating a fabric that is both resilient and dynamic. At the heart of this symbiotic relationship lies the belief that an informed citizenry is essential for the functioning of a robust democracy. Journalism, as the Fourth Estate, plays a pivotal role in upholding the principles of transparency, accountability, and civic engagement, serving as the bridge that connects the governed with the governing.

Democracy, often hailed as the governance of the people, by the people, and for the people, thrives on the dissemination of accurate and diverse information. It is through the lens of journalism that citizens gain insights into the actions of their leaders, the functioning of institutions, and the issues that shape their communities. In this interconnected dance, journalism becomes a beacon, illuminating the path towards an engaged and enlightened electorate.

However, the harmony between journalism and democracy is not without challenges. In an era of rapid technological advancement and information overload, the very foundations of journalistic integrity and democratic values are tested. The rise of misinformation, the erosion of trust in media, and the threats to press freedom pose significant hurdles to the effective functioning of both pillars.

MAJMC I Semester

Course Code: MJMC22104
Course Credit : 06 (DSC)

Convergence Media

Units: 1 to 20

By: Abhay Anand



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CONTENTS

S. No.	Title	Page No.
1.	Syllabus	1-4
2.	UNIT 1 – Evolution of ICTs- Phase 1: From Cave Paintings and Fire Signals to Telegraph	5-30
3.	UNIT 2 – Phase 2- From Telegraph to Broadcasting	31-48
4.	UNIT 3 – Phase 3: Digital ICTs	49-62
5.	UNIT 4 – Digital Media Concepts	63-82
6.	UNIT 5 – Expanding Lexicon: Tools	83-113
7.	UNIT 6 – Technical Terms	114-165
8.	UNIT 7 – Expanding Lexicon- Concepts	166-187
9.	UNIT 8 – Theoretical Concerns	188-215
10.	UNIT 9 – Constructing Reality	216-235
11.	UNIT 10 – Beyond Reality	236-257
12.	UNIT 11 – Gaming	258-270
13.	UNIT 12 – Theoretical Concerns (2)	271-295
14.	UNIT 13 – Theoretical Issues: Media Selection	296-315
15.	UNIT 14 – Theoretical Issues (2)	316-336
16.	UNIT 15 – The Networked World and Its Challenges	337-372
17.	UNIT 16 – Critical Issues	373-395
18.	UNIT 17 – Digital Issues	396-415
19.	UNIT 18 – Internet Cultures	416-442
20.	UNIT 19 – Digital Realities	443-463
21.	UNIT 20 – Digital Dilemmas	464-484

Convergence Media

UNIT-1

EVOLUTION OF ICTs- Phase 1: From Cave Paintings and Fire Signals to Telegraph

Structure

- 1.1 Introduction
- 1.2 Learning Objectives
- 1.3 Convergence Media
- 1.4 Information and Communication Technologies
- 1.5 Phase 1: From cave paintings and fire signals to telegraph
 - 1.5.1 Cave Paintings
 - 1.5.2 Smoke and Fire Signals
 - 1.5.3 Early Writing Systems
 - 1.5.4 Invention of Printing Press
 - 1.5.5 Telegraph

Self- Check Exercise- 1

- 1.6 Summary
- 1.7 Glossary
- 1.8 Answers to Self-Check Exercise
- 1.9 References/Suggested Readings
- 1.10 Terminal Questions

MAJMC 1st Semester

Course: MJMC22106

COMMUNITY AND COMMUNITY MEDIA

Unit 1 - 14

By: Dr. Rajni Kumari



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COMMUNITY AND COMMUNITY MEDIA

MJMC22106

Contents

Unit No.	Title of Unit	Page No.
1.	Community - An Introduction: What is community?, Definitions of Community, Features and Elements of Community, Types of Community, Concept of Gemeinschaft and Gesellschaft, and Characteristics of Community.	
2.	Community as Theory: Jurgen Habermas' Public Sphere, Hermeneutic Communities, Liquid Modern Communities and Postmodern Communities.	
3.	Community as Place: Cosmopolitanism, Worldliness and the Cultural Intermediaries, Liminality, Communitas and Anti-Structure, Locality, Place and Neighbourhood, and Virtual Communities.	
4.	Community as Method: Action Research, Community Profiling, Community Studies.	
5.	Community as Method: Ethnography and Social Network Analysis.	
6.	Community as Identity/Belonging: Community and Identity.	
7.	Community as Identity/Belonging: Imagined Communities, The Symbolic Construction of Community.	
8.	Community as Ideology: Communitarianism, Imaginary Communities, Nostalgia, The 'Dark Side' of Community.	
9.	Community Media: Meaning and Origins, Characteristics of Community Media, Functions of Community Media, Types and Examples of Community Media, Importance of Community Media, Community Media as Alternative Media.	

10.	Community Radio in India: Concept of Community Radio, Community Radio in India.	
11.	Community Radio in India: Community Radio Best Practices, Community Media and Democracy	
12.	Community Media Issues: Community media and Cultural Globalisation, Community Media as Socio-Cultural Mediation, Community Media and Collaborations.	
13.	Community Development and Community Media: Community Development, Community Development Programme, Community media and Community Development.	
14.	Community Media and Community Development: Community Media and Participation, Community Media and Social Movements, Community Media and the Internet.	

Unit – 1

Community - An Introduction: What is community?, Definitions of community, Features and Elements of Community, Types of community, Concept of Gemeinschaft and Gesellschaft, and Characteristics of community.

Structure

- 1.1 Introduction
- 1.2 Learning Objectives
- 1.3 Community
 - 1.3.1 Why is community important?
Self check Exercise-1
- 1.4 Definitions of Community
 - Self check Exercise-2
- 1.5 Features and Elements of Community
 - Self check Exercise-3
- 1.6 The Construct of community
 - 1.6.1 Gemeinschaft
 - 1.6.2 Gesellschaft
 - Self check Exercise-4
- 1.7 Characteristics of a Community
 - Self check Exercise-5
- 1.8 Summary
- 1.9 Glossary
- 1.10 Answers to Self-Check Exercises
- 1.11 References/Suggested Readings
- 1.12 Terminal Questions

1.1 Introduction

Dear learner, this unit deals with the concept of community, definitions and types of community, features and elements of community, characteristics of community and concept of Gemeinschaft and Gesellschaft.

1.2 Learning Objectives

After completing this unit, you will be able to;

- Understand the concept of community.

MAJMC II Semester

Course Code: MJMC22201
Course Credit : 06 (DSC)

ADVERTISING AND ONLINE PROMOTION

Units: 1 to 10

By: Dr. Kiran Deep



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Summer Hill, Shimla, 171005

CONTENTS

UNIT NO.	TOPICS	PAGE NO.
1	Introduction to Advertising	3
2	Mastering Integrated Marketing Communication: Strategies and Campaign Excellence	16
3	Ad Messages & Visual Impact: Copy Concepts, Design Strategies & Visualization Process	29
4	Advertising Creatives: Exploring Copywriting Techniques, Visualization, and Creative Execution	42
5	Media Strategy and Ad Agencies: Unveiling Dynamics	55
6	Advertising Research and Measurement Techniques	67
7	Fundamentals of Online Advertising: Platforms, Types, and Advantages	82
8	Online Advertising Concepts	94
9	Mobile Advertising and Rich Media Innovations	106
10	Digital Advertising Ecosystem: Networks, Platforms, and Standards	120

ADVERTISING AND ONLINE PROMOTION

UNIT-1

Introduction to Advertising

Structure

- 1.1 Introduction
- 1.2 Learning Objectives
- 1.3 Basic Concept of Advertising
 - 1.3.1 Functions of Advertising
 - 1.3.2 Classification of Advertising
 - 1.3.3 Based on Purpose or Objective
 - 1.3.4 Based on Target Audience
 - 1.3.5 Based on Geographic Reach
- 1.4 Perspectives on Consumer Behavior
- 1.5 AIDA Formula
 - 1.5.1 Application of AIDA in Advertising
- 1.6 Self-Check Exercise
- 1.7 Summary
- 1.8 Glossary
- 1.9 Answers to Self-Check Exercise
- 1.10 References/ Suggested Readings
- 1.11 Terminal Questions

MAJMC II Semester

Course Code: MJMC22202
Course Credit : 06 (DSC)

Broadcast Journalism and Production

Units: 1 to 10

By: Dr. Kiran Deep



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CONTENTS

UNIT NO.	TOPICS	PAGE NO.
1	Understanding Television and Radio Systems	3
2	Exploring Contemporary Media: Distribution, Broadcasting Models, and Program Dynamics	17
3	Understanding Television Production Stages	36
4	Crafting Broadcast Scripts: Language, Style, and Format	54
5	Mastering the Art of Broadcast Interviews: Techniques, Types, and Preparations	67
6	Mastering Audio Production and Sound Design: Fundamental Concepts and Components	80
7	Symbiosis of Sound and Image: Exploring Acoustic Functionality and Sound Recording	95
8	Mastering Audio-Visual Craft: Techniques in Editing	107
9	Mastering the Art of TV and Radio Announcing: Techniques, Challenges, and Communication Skills	122
10	Exploring Specialized Announcing Styles and Voice Acting	136

Broadcast Journalism and Production

UNIT-1

Understanding Television and Radio Systems

Structure

- 1.1 Introduction
- 1.2 Learning Objectives
- 1.3 TV Formats (PAL, NTSC, SECAM, DTV)
- 1.4 SECAM
- 1.5 DTV (Digital Television)
- 1.6 Radio Types: AM, FM, and Internet
- 1.7 FM Radio
- 1.8 Internet Radio
- 1.9 Self-Check Exercise
- 1.10 Summary
- 1.11 Glossary
- 1.12 Answers to Self-Check Exercise
- 1.13 References/ Suggested Readings
- 1.14 Terminal Questions

MJMC 3rd Semester

Course Code: MJMC 22302

PUBLIC RELATIONS AND PUBLIC OPINION IN DIGITAL AGE

Unit 1 - 21

By: Simran Sachdeva



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Index

S. No.	Title	Page No.
1.	Syllabus	2-5
2.	UNIT 1 – Introduction to Public Relations	6-14
3.	UNIT 2 – Public Relations Process and Publics	15-23
4.	UNIT 3 – Understanding Publics and Tools of PR	24-32
5.	UNIT 4 – Public Relations Outfits and Ethics in PR	33-43
6.	UNIT 5 – Stakeholders Public Relations	44-56
7.	UNIT 6 – Stakeholders & Strategic Public Relations	57-66
8.	UNIT 7 – Strategic Public Relations	67-78
9.	UNIT 8 – Creativity in Public Relations	79-89
10.	UNIT 9 – Public Relations Theories and Approaches	90-98
11.	UNIT 10 – Public Relations Theories and Approaches – 2	99-108
12.	UNIT 11 – Public Relations Research	109-119
13.	UNIT 12 – Intro to Online PR	120-128
14.	UNIT 13 – Influencers as Publics	129-138
15.	UNIT 14 – Tools for Online PR	139-149
16.	UNIT 15 – Platforms for Online PR	150-158
17.	UNIT 16 – Online Engagement	159-168
18.	UNIT 17 – Public Opinion and Propaganda	169-180
19.	UNIT 18 – Media Effects Theories	181-193
20.	UNIT 19 – Learning and Persuasion	194-206
21.	UNIT 20 – Attitudes and Functional Approaches	207-215

UNIT – 1

Introduction to Public Relations

Structure

- 1.1 Introduction
- 1.2 Learning Objectives
- 1.3 Basic Concept of Public Relations
 - 1.3.1 Strategic Nature of Public Relations
 - 1.3.2 Persuasive Nature of Public Relations
 - 1.3.3 Coming Together of Multiple Disciplines
 - 1.3.4 Role of PR Practitioner

Self-Check Exercise – 1

- 1.4 Scope of Public Relations
- 1.5 Roles and Functions of Public Relations
 - 1.5.1 Role of Public Relations
 - 1.5.2 Functions of Public Relations

Self – Check Exercise – 2

- 1.6 Public Relations as a Management Tool
 - Self-Check Exercise – 3

- 1.7 Summary
- 1.8 Glossary
- 1.9 Answers to Self Check Exercise

Self-Check Exercise – 1

Self-Check Exercise – 2

Self-Check Exercise – 3

- 1.10 References/Suggested Readings
- 1.11 Terminal Questions

1.1 Introduction

For any public figure or entity to thrive, be it an individual, a privately owned corporate or even a government organisation not only does it need to portray a favourable, positive image, it also needs to build a deep sense of trust within the people. Difficult times are bound to be faced, but a good relationship established with the public will ensure survival through situations of crisis, support for your work and long term sustenance of you or your organisation. The processes in which individuals and organisations engage in to build this positive image of, trust in and support for them is precisely what the discipline of Public Relations (PR) is all about.

1.2 Learning Objectives

1. To understand what is Public Relations, its role and functions.
2. To be able to understand the scope of PR process.

MJMC 3rd Semester

Course Code: MJMC 22305

MEDIA AND CULTURAL STUDIES

Unit 1 - 17

By: Ms. Anu



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INDEX

S. No.	Title	Page No.
1.	Syllabus	i-iii
2.	UNIT 1 – Culture and its meaning	1-15
3.	UNIT 2 – Classifying Culture: Patterns and Perspectives	16-30
4.	UNIT 3 – Culture as a whole way of life	31-42
5.	UNIT 4 – Structuralism and Culturalism	43-51
6.	UNIT 5 – Identity and Self-Concept	52-65
7.	UNIT 6 – Constituents of Identity	66-75
8.	UNIT 7 – Identity Negotiation	76-85
9.	UNIT 8 – Human Interaction and Identity	86-100
10.	UNIT 9 – Globalization	101-110
11.	UNIT 10 – Global Media Culture	111-120
12.	UNIT 11 – Capitalism and Rise of Consumer Culture	121-137
13.	UNIT 12 – Worldwide News and Media Challenges	138-146
14.	UNIT 13 – NWICO and Cultural Dynamics	147-157
15.	UNIT 14 – Cultural Perspective: Theoretical Insights	158-168
16.	UNIT 15 – Intercultural Networks & Cultural Change	169-179
17.	UNIT 16 - Cultural Transformation: Adaptation & Blending	180-194

Unit-1

Culture and Its Meaning

Structure

1.1 Introduction

1.2 Learning Objectives

1.3 Meaning of Culture

1.4 Key Characteristics of Culture

Self-check exercise-1

1.5 Macro and Micro Culture

Self-check exercise-2

1.6 Material and Non-Material Culture

Self-check exercise-3

1.7 Summary

1.8 Glossary

1.9 Answers to self-check exercises questions

1.10 References/Suggested readings

1.11 Terminal Questions

1.1 Introduction:

Culture is a dynamic and pervasive force that shapes human societies, and is a multifaceted concept encompassing a spectrum of meaning, expressions, and artifacts. In this chapter we will discuss the essence of culture, exploring its meaning and definitions. From micro to macro dimensions, encompassing both material and non-material aspects. We aim to provide a concise yet comprehensive overview of the culture and its main characteristics.

1.2 Learning Objectives:

Understanding the concept of culture (Meaning and definitions)

Exploring different types of culture (Macro & Micro, Material & Non-material)

Understanding different cultural characteristics.

MAJMC 4th Semester

Course: MJMC22401

MEDIA ETHICS, LAWS AND DEVELOPMENT

UNIT 1 to 20

By: Dr. Rajni Kumari



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MEDIA ETHICS, LAWS AND DEVELOPMENT

MJMC22401

Contents

Unit No.	Title of Unit	Page No.
1.	Media Ethics: Ethics, Concept of Public Sphere and Public Interest, Human Values and Indian Ethos.	4-16
2.	Regulatory Framework: Press Council of India, NBA's News Broadcasting Standards Authority, IBF's BCCC, Central Board of Film Certification, Press Council's Norms for Journalistic Conduct and NBA guidelines.	17-32
3.	Intellectual Property: What are Intellectual Property, Intellectual Property Rights and its types, Creative Commons License.	33-46
4.	Intellectual Property Rights: Copyright act 1957, Copyright [amendment] Act, 2012; Content regime: Proprietary, Open source, freeware, shareware and fair use.	47-62
5.	Contempt: Contempt of Court, 1971, Law of Parliamentary Privileges (Article 105 [3] and 194 [3]), and Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A).	63-76
6.	Industry regulation: Press and Registration of Books Act, 1867, Cable TV Networks Regulation Act 1995, and Information Technology [amendment] Act, 2008 (portions relevant to media).	77-88
7.	Censorship: Censorship concept, Official Secrets Act, 1923 and Cinematograph Act, 1952.	89-100
8.	Censorship: Young Persons (Harmful Publication) Act (1956), Law of Defamation (Section 499-502 of IPC) and Law of Obscenity (Section 292-294 of IPC).	101-112
9.	Development of Indian Media: Pioneers of Indian journalism	113-

Unit – 1

Media Ethics: Ethics, Concept of Public Sphere and Public Interest, Human Values and Indian Ethos.

Structure

- 1.1 Introduction
- 1.2 Learning Objectives
- 1.3 Ethics
 - 1.3.1 Approaches to Ethics
 - 1.3.2 Media Ethics
- Self check Exercise-1
- 1.4 Concept of Public Sphere
 - Self check Exercise-2
- 1.5 Concept of Public Interest
 - Self check Exercise-3
- 1.6 Values: Human values and Indian ethos
 - Self check Exercise-4
- 1.7 Summary
- 1.8 Glossary
- 1.9 Answers to Self-Check Exercises
- 1.10 References/Suggested Readings
- 1.11 Terminal Questions

1.1 Introduction

Dear learner, this unit deals with Ethics, the importance of media ethics, concept of public sphere, concept of public interest, Human value and Indian ethos.

1.2 Learning Objectives

After completing this unit, you will be able to;

- Understand the concept of Ethics.
- Discuss the importance of Media Ethics.
- Describe the concept of Public Sphere.
- Explain the concept of Public interest.
- Explain Human values and Indian ethos.

1.3 Ethics

A set of moral precepts is called ethics. It is sometimes referred to as moral