**DIRECTORATE OF DISTANCE EDUCATION**

Patna University, Patna

**1. AIMS AND OBJECTS:**

Distance education or open learning has come a long way and in the process it has become a valuable supplement to traditional methods of education and training from correspondence courses to e-mail, home learning had added an entirely new dimension to the concept of education which has proved to be a boon for millions of students worldwide.

In Bihar, the Directorate of Distance Education, Patna University has been imparting education through distance learning to thousands of students every year. Over the year, it has undergone several changes in order to benefit the students more so that they don’t feel themselves alienated at any stage. During the last few years, the Directorate has been making consistent Endeavour to add new career oriented course to its already existing list.

The latest in that direction is the launching of the course in Journalism. The 1980s have witnessed a virtual boom in the field of media. It is no more confined to Print Media only, rather Electronic Media has fast overtaken it as far as employment generation is concerned, and Growing number of television channels, newspapers, magazines, and radio all require trained personnel for specialized education.

Mass communication has grown in recent years to take in the sweep the organized human life almost entirely. Development of means and technologies for sharing information, thoughts and ideas have taken us into what has come to be known as “information society” in which the “knowledge industry” seems to hold the key to everything that human beings aspire to achieve. That apart, media “are the single largest focus of leisure time activity and means of entertainment”.

Mass communication, thus, is not only an interesting and challenging field of study but it also opens up diverse job opportunities. The introduction of P.G. Diploma in Journalism Course by the Directorate of Distance Education is the first step by Patna University to enter this field and hopefully, to expand it to introduce higher level courses in the area of mass communication in future.

The course will be open to Honors Graduates in any faculty.

The P.G. Diploma Course for Journalism launched by the Directorate of Distance Education, Patna University is aimed at preparing the youths of the State for new job opportunities available in the country. The Syllabus has been prepared by a team of experts from the field of journalism and Mass Communication, keeping in view the changing needs and requirements of media.

Special care has been taken, while preparing the syllabus, to include all aspects of media and the allied activities in the course. The syllabus comprises six papers and is fully career-oriented, it deals with journalism, broadcasting, advertising, public relations and industrial journalism, separately, and in full detail.

Press, called the Fourth Estate, is an important part of democracy. However, a lot of efforts go into bringing out a newspaper. It is not only the reporter, as usually thought, who plays a part in the newspaper, rather a newspaper is a product of team effort in which a whole set of people play an equally important part. Fourth papers of the syllabus have been devoted to highlight the various stages of newspaper publication and their importance.

The fifth paper includes the ever-advancing field of advertising. Advertising has become an inalienable part of modern times and its rapidly growing influence and mighty reach have opened up news vistas for the youths. The fifth paper also includes topics of public relations and industrial journalism.

The sixth and last paper has been devoted to electronic media both television and radio. Comprehensive ideas of the broadcasting journalism and the latest advances in these fields have been included in the paper.

To crown it all, the syllabus dwells on various aspects of journalism and Mass Communication, backed up by quality study materials for the degree course have been prepared with gear care to develop a new breed of successful professionals.

This year, the course materials will be supplied only in English, but in near future efforts will be made to make them available also in Hindi to benefit Hindi medium students, it is hoped that the P.G. Diploma in Journalism will be a great draw for students in Bihar.

**2.1 Basic Educational Qualification for Admission:**

No candidate shall be admitted to the Post-Graduate Diploma Course in Journalism unless (a) he/she has passed B.A./B.com./B.Sc. of a recognized University or a degree recognized by the Academic of the Patna University as equivalent thereto, with at least 50% marks in the aggregate. (b) The candidate have secured at least 45% marks in the Language subjects offered by him/her at the Bachelor’s examination (c) Science/Commerce Graduate must have secured at least 45% marks in the compulsory language paper at the I.Sc./I.Com. Examination.

Preference shall be given to the working journalism.

**2.2 Application for Admission:**

Application must be submitted in the prescribed form for the purpose.

Application for can be obtained from the counter f the office of the Directorate on payment of Rs. 500.00 (Rupees eighty only) by bank challan or Rs. 560.00 (Rupees one hundred twenty only) by Bank Draft, payable in favor of “Director, Directorate of Distance Education, P.U.” if required, by post.

Only attested or Photostat copies of marks sheets and other certificates should be submitted along with the application form. The original documents shall have to be produced at the time of admission and interview.

Applicants, submitting their application form at the office by hand are advised to obtain the stamped receipt/acknowledgement from the counter.

Applications for admission to the course must reach the Director, Directorate of Distance Education, Patna University, Patna – 800 005 before the closing date (to be ascertained from Enquiry counter). In no case late application form will be accepted.

**2.3 Selection:**

Selection will be done strictly in order of merit to be prepared on the basis of marks obtained at the Bachelor’s examination and the interview.

Admission to the course shall be made subject to the following reservation-

16% of the seats shall be reserved for candidates belonging to Schedule Castes.

01% of the seats shall be reserved for candidates belonging to Schedule Tribes.

18% of the seats shall be reserved for candidates belonging to B.C. Annexure-I.

12% of the seats shall be reserved for candidates belonging to B.C. Annexure-II.

3% of the seats shall be reserved for Women candidates belonging to B.C.

Two seats shall be reserved to be filled on compassionate ground at the discretion of the Vice-Chancellor.

**3. Apart from the above reservation, remaining seats shall be available for general candidates passing from Patna University and other Universities in sixty-four ratio.**

No candidate shall be admitted, who in the opinion of the Vice-Chancellor should not be admitted in the best interest of the university.

No candidate shall be admitted who has not applied for admission within the specific time, or who, on being selected for admission does not get himself enrolled within the specific time, except when the delay is condoned by the Vice-Chancellor or the person to whom the power of condo nation of delay has been delegated by him.

Examination shall be conducted by Patna University, which will also finalize the program for the examination and necessary fee for its conduct.

Any registered candidate shall be admitted to the examination of Post Graduate Diploma Course in Journalism. If he/she has completed the course of study and assignment given to him/her for one academic year through Correspondence from the Directorate of Distance Education, Patna University.

The duration of the course shall be one academic year.

No candidate shall be permitted to be registered as a student in any other course of Post-Graduate Diploma Course in Journalism.

A candidate for being the examinee of Post-Graduate course in Journalism shall be examined in the following papers, each carrying hundred marks. The total number of papers is six.

Paper-I : Mass Communication and History of Journalism

Paper-II : Principles of Journalism

Paper-III : Reporting

Paper-IV : News Editing

Paper-V : PR. Advertising and Industrial Journalism

Paper-VI : Broadcast Journalism

Students admitted to the course shall have to maintain proper discipline. “They will have to adhere strictly to rules and regulations framed by the University/Directorate.

Any enquiry or communication relating to the course should be addressed to:-

Director

Directorate of Distance Education

Patna University, Patna – 800 005

4. Charges for the Course – The total charge for the course is only Rs. 6000/- excluding the registration/migration and examination fees of the University. The amount is payable in two installments: Rs. 3000/- at the time of admission and remaining Rs. 3000/- at the time of filling the examination form with examination fee Rs. 595/- Candidates who have passed B.A./B.Sc./B.Com or equivalent examination from Universities other than Patna University will have to pay Rs. 230/- (Cost of Registration form Rs. 30/- + Migration fee Rs. 100/-) along with the first installment.

Fee is payable through Bank Draft in favor of “Director, Directorate of Distance Education, Patna University, Patna”.

**COURSE OF STUDY**

Paper-I

(Mass Communications and History of Journalism in India)

Group-A

Information need: Theory of communication-person to person, person to group/mass: Mass society-a society of mass consumption needs, mass production and mass media for its information needs: Different mass media (Print, electronic traditional folk theatre, puppet show, fairs and festivals). Their strengths and weakness. Knowledge Industry and its coming of age.

Group-B

History of Journals (regular publications) in India-English, Hindi, Urdu, Bengali and some other languages. History of news and feature agencies; their role and utility.

Role of the Indian’s Freedom struggle, the press in princely states in pre-independence India.

Current Status of the Indian Press: A survey, history of some leading Indian newspapers. Some (about 10) Indian journalists.

Group-C

Newspaper management in India. Ownership patterns, current status, changes in production technology.

Paper-II

(Principles of Journalism)

Right of Information (UNESCO declaration), Definition, Principles, objectives and ethics of journalism. Freedom of the Press and the Indian Constitution. The National Press, the Regional Press, district and small newspapers, their readerships requirements, their problems and prospects (Indian context).

Types of Publications: daily newspapers, periodicals (news magazines)/other publication), specialized publications (business, sport, cinema, arts professional). Journalists and the law (Indian).

Paper-III

(Reporting)

News: Definition, what makes news, structure, lead body, presentation of facts, News and news analysis. The making of a reporter: Understanding the desk. Special Correspondents Reporting for: a local paper, outstation paper, agencies. Identification of news sources, preparations for covering assignments, regular beats, deadlines, transmission facilities and their use, interviewing.

Parliament and Legislatures: Bills, Money bills, adjournment motions, no-confidence motions, call attention notices, budged (central and state): what to look for: Election process, privileges of members, the Houses and presiding officers.

Finance, Industry and Commerce: Important Government decisions, market trends, performance of different sectors of the economy including the manufacturing and service sectors, the corporate world, changes and personalities.

Sports: Art & Culture, War Civic and academic affairs, other Community activities Crime and Court.

Development and Rural Reporting: “between the menu card and the mud fields” developing ability to perceive and discern changes (Absorption of news technologies, skills), bringing the rural masses in contact with the urban and vice-versa, social tensions and conflicts (old and new), the rural population’s ability to probe and question.

Paper-IV

(News Editing)

Editor and his term: Assistant Editors, Feature Editors, Columnists, News Editor, The Chief Sub-Editor and Sub-Editors.

New Desk: Role of the News Editor: meeting the concerned community’s information needs, watching and regulating news flow, planning of pages and space utilization, keeping contact with the reporting team/special correspondents, anticipating news fall, deployments of shifts, Co-ordination with the production department.

The chief sub-editing: The unsung hero of the news rooms and his team.

Principles of copy-editing (news and features), re-writing, headlining.

Typography and lay out, use of photographs (discuss role of photo journalism in brief), cartoons (History of cartoons and introduction to some well-known cartoon in brief).

Editorial page: Editorials, letters to editors, special articles.

Feature page: meeting public taste, feature writing, what is beneath the news, facts and fiction, presentation, use of background material.

New Desks needs: dictionaries, reference material, Photo library, maps and atlas, year book, lexicon on idioms and phrases.

Principles of translation-language of communication, idioms and phrases, technical and scientific terms. Glossary of words: editing and proof reading, signs.

Paper-V

(PR, Advertising and Industrial Journalism)

PR and similar activities: PR vis-à-vis publicity, propaganda, liaison, lobbying.

PR-definition, objectives, planning PR actives/campaign, Government PR departments (Central and State). PR for local bodies, voluntary organizations.

Media Relations: Building contacts with different media, understanding their needs and working, press released, press conferences, sponsored visits, arranging coverage of different activities and extending facilities to media persons.

PR in industries: management functions and planned continuing activities. Identifying” concerned publics” concerned publics” and their information needs.

House journal and other publications; House Journals: management voice or communication tool/News sources for house journals, collection of news, budgeting, distribution, industrial journals vis-à-vis business and financial journalism. Short history of house journals.

Advertising: Role, needs and benefits of advertising, commercial, non-commercial (Social) and institutional (PR) advertising. Advertising decisions (Planning and strategy), Advertising agencies and their set up, media decisions (Print, radio, TV, outdoor), direct mailing etc.

Paper-VI

(Broadcast Journalism)

History of broadcasting (Radio and TV): special reference to India. AIR News setup. TV news set-up, their working. News editors. Correspondents, writing of news and commentaries. Interviewing for radio and TV. News Desk: Radio TV, use of voice casts, visuals, uses of equipment and familiarity with technology employed: Satellites, micro-waves etc.