CMJ UNIVERSITY, SHILLONG

REGULATION FOR DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

Duration – One Year

Eligibility - 10+2 in any stream

Scheme of Distribution of Marks

Sr. No.	First Year	Internal Assessment Marks	Term End Examination	Total Marks	Passing Marks
1	Introduction To Journalism & Mass Communication	30	70	100	40
2	Communication Skills	30	70	100	40
3	Role Of Media In Society	30	70	100	40
4	Environmental Science	30	70	100	40
5	Computer Fundamentals	30	70	100	40

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION- DETAILED SYLLABUS

INTRODUCTION TO JOURNALISM & MASS COMMUNICATION

DJM 101

UNIT - I

Journalism & Mass Communication - Definitions, Scope, forms and purpose - Types of Communication - Inter personal, Intra personal, Mass, Organisational, Verbal, Non-Verbal, Political Communication.

UNIT-II.

Process of communication - Source, Message, Channel, Receiver, Feedback, Encoder, Decoder, Noise in Communication. Basic Models In Communication

UNIT - III

Language and Communication : Importance and use of Language, Psychology of language. Language and Semantics : Denotative, Connotative, Contextual, Structural meanings. Indian Context : Linguistic diversity, Language as a barrier, Problems and Solutions.

UNIT-IV

Communication Systems in India: Context- Interpersonal and Group networks - New Media situation and its Socio, Economic and Cultural implications -Social, Economic, Political and Cultural factors and their influence on Communication Systems - Communication and public Opinion Process. Problems and Future.

UNIT- V

Mass Communication : Characteristics, Mass media - Growth, New media context, use, implications_ functions of Mass Communication Social Norm, Status conferral, Privatization, Monopolisation, Canalisation, inoculation, information, mass society and mass culture.

COMMUNICATION SKILLS

DJM 102

UNIT I

COMMUNICATION SKILLS IN ENGLISH

Introduction-The Importance of English-English as the First or Second language-Uses

of English-Other Uses of English-Presentation Skills

UNIT II

LISTENING SKILLS

What is Listening?- Types of Listening- Objectives-Active Listening- an Effective Listening Skill- Note Taking Tips- Barriers for Good Listening- Purpose of Listening-Outlines and Signposting- Gambits

UNIT III

READING SKILLS

Importance of Reading- Definition of Reading- Levels of Reading- Requirements of Reading- Types of Reading- Techniques of Reading- Academic Reading Tips

UNIT IV

WRITING SKILLS

What is Writing? - The Sentence- The Phrase-Kinds of Sentences- Parts of Sentence- Parts of Speech- Articles- Types of Sentences - Time Management Tips- Test Preparation Tips - Tips for Taking Exams- What is a Paragraph?- Construction of Paragraph- Letter Writing- Memo- Cover Letter-Resume writing

UNIT V

COMMUNICATION SKILLS- SPEAKING SKILLS

Definition- Barriers of Communication- Types of Communication- Know What You Want To Say

ROLE OF MEDIA IN SOCIETY

DJM 103

UNIT -1

Introduction- Classification Of The Media-The Role Of The Media In Society- Significance Of The Media- Roles Played By The Media- Functions Of The Media- Origin And Growth Of The Media

UNIT – II

Characteristics Of Indian Society- Ironies Of Development- Latest Data On Indian Society- The Economic canvass- Mass Media Models- Impact Of Media An Specific Audience

UNIT – III

The Print Media- The Press Media- The Movie Media- The Broadcast Media- The Music Media- Traditional Media- Advantages and disadvantages of the Folk Media- Indian Literature- Languages

UNIT - IV

Mass Campaigns For Specific Issues-Theories Of The Media- Ethics In Media Communications- Key Features Of The Media- Sources Of Media Information- Media Weight Theories

UNIT – V

Popular Terms From The Realm Of The Media World- Nature Of The Media- Media Mathematics And Terms For Judging The Media- Sainsbury’s Formulae - Effects Of The Media

ENVIRONMENTAL SCIENCE

DJM 104

UNIT - 1

Nature of Environment and Resources:

Definition, scope and; importance, need for public awareness. Renewable resources and Non-renewable resources:

Forest resources: Use and over- exploitation, deforestation, case studies. Timber extraction mining dams and their effects on forests and tribal people.

Water resources: Use and over utilization of surface and ground water, floods, droughts, conflicts over water, dams' benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, water logging, salinity,. Case studies,

Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, Case studies.

Land resources: land degradation; man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles

UNIT- II

Eco System

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological Pyramids, Introduction, types, characteristics features structure and function of the following ecosystem- Forest ecosystems, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem

UNIT –III

Biodiversity and its Conservation:

Introduction – Definition: Genetic, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, production use, social, ethical, aesthetic and option values. Biodiversity at global, national and local levels. India as a mega-diversity nation Hot –spots of biodiversity, Threats of biodiversity: habitat loses, poaching of wildlife, man – wildlife conflicts. Endangered and endemic species on India. Conservation of biodiversity

UNIT – IV

Environmental Pollution and Protection

Definition, Causes, effects and control measures of Air pollution, Water pollution, Soil Pollution, Marine pollution, .Noise pollution, Thermal pollution, nuclear pollution. Solid waste Management: Causes, effects and control measures of urban and industrial water. Role of an individual in prevention of pollution, Pollution- case studies. Disaster management; floods, earthquake, cyclone and landslides. Population growth, variation among nations, Population explosion - family welfare programme, Environment and human health.

UNIT – V

Social Issues of the Environment:

Sustainable development, urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; problems and concerned, Environmental ethics: Issues and possible solutions. Climate change global warming, acid rain ozone layer depletion, nuclear accidents and holocaust Case studies. Wasteland reclamation. Consumerism and waste Products. Environment protection act. Issues involved in enforcement of environmental legislation. Public awareness.

COMPUTER FUNDAMENTALS

DJM 105

UNIT - I

Basics of Computing: Introduction & Characteristics of Computer, Generation of Computers, Classification Computers, Micro, Mini, Main Frame, Super, Components of Computer, Input Devices, Output Devices, Processing Devices, Memory Devices

Number Systems: Type of Number System ,Positional NS ,Non-Positional NS , Converting from one Number System to another , Binary to Decimal & Decimal to Binary , Octal to Decimal & Decimal to Octal , Hexa to Decimal & Decimal to Hexa , Binary to Octal , Binary to Hexa

UNIT - II

Processor: Function and Structure, CPU, Main Components of CPU, Instruction Execution, MAR, MBR, PC, IR, ALUs, Central Processing Unit (CPU)

Memory Organization*:* Primary storage, Storage location & Address, Storage capacity, RAM ROM, PROM, EPROM, EEPROM, Cache Memory, and Virtual Memory, Secondary Storage, Sequential & Direct Access Devices, Magnetic Disk, Floppy Disk, Data Organization & Format, Access Time, Seek Time, Latency Time, Optical Memory, CD-ROM, WORM, Erasable Optical Disk

UNIT – III

Input and Output services: Input concepts, Keyboard, Mouse, Trackballs, Joysticks, Scanner, Input devices, Output concepts. Output services ,Monitor ,Printer , Non-impact Printers, Ink jet, Liquid Ink-jet Printers, Laser ,Thermal Wax Printers , Color Laser Printers ,Impact Printers, Daisy wheel.

Computer Software: Difference between Hardware & Software, Applications, System Software, Generation of Languages, Machine, Assembly, High level, Fourth Generation Language, Translators, Compiler, Interpreter, Assembler

Operating System: Evolution of Operation System, Serial Processing, Batch Processing, Multiprogramming, Types of OS, Batch, Multi Programming, NOS, Dist. OS

UNIT – IV

Computer Fundamental*:* Introduction to DOS, History and Different parts of DOS, Computer File in DOS, Directory Structure of DOS, System Prompt, Default Drive, Changing Default Drive *,* File & Director, DOS keys and File name, Commands, Internal, External Command.

UNIT – V

Security: Security, Principles of cryptography, Diff. between privacy & security ,Security Status on PC, Physical Security, Software Security, Networking Security, Password Security

Data Communication & Computer Network: Data Transmission Modes, Simplex, Half, Full duplex. Transmission Media**,** Two Wire, Twisted Pair, Untwisted Pair Cable, Coaxial, Fiber Optics, N/W Concepts & Classification, LAN, WAN, MAN