

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

M. A. Journalism & Mass Communication (Semester: I-IV)

(Under Continuous Evaluation System)

Session: 2019-20



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

Scheme of Studies and Examination
M.A. Journalism & Mass Communication

Semester I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
MJML-1311	Introduction to Communication	C	75	60	-	15	3
MJML-1312	History of Print Media in India	C	75	60	-	15	3
MJML-1313	Reporting & editing	C	75	60	-	15	3
MJML-1314	Media Law & Ethics	C	75	60	-	15	3
MJMM-1315	Advertising	C	100	60	20	20	3+3
Total			400				

M.A. Journalism & Mass Communication

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
MJML-2311	Development Communication	C	75	60	-	15	3
MJML-2312	Media Management	C	75	60	-	15	3
MJML-2313	Current Affairs	C	75	60	-	15	3
MJML-2314	Communication Research-I	C	75	60	-	15	3
MJMM-2315	Radio & TV Programming	C	100	60	20	20	3+3
Total			400				

Scheme of Studies and Examination
M.A. Journalism & Mass Communication

Session 2019-20

Semester- III							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
MJML-3311	Mass Communication Research-II	C	75	60	-	15	3
MJML-3312	New Media Technology	C	75	60	-	15	3
MJML-3313	Public Relation & Corporate Communication	C	75	60	-	15	3
MJML-3314	Science Journalism	C	75	60	-	15	3
MJMM-3315	Photography	C	100	60	20	20	3+3
Total			400				

M.A. Journalism & Mass Communication

Semester-IV							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
MJML-4311	International Communication	C	75	60	-	15	3
MJML-4312	Human Rights	C	75	60	-	15	3
MJMM-4313	Film Studies	C	100	60	20	20	3+3
MJML-4314	Intercultural Communication	C	75	60	-	15	3
MJMD-4315	Dissertation	C	75	60	-	15	3
Total			400				

M.A. JMC (Session 2018-19)
SEMESTER-I
Introduction to Communication
Course Code: MJML-1311
(THEORY)

Course Outcomes:

- Students will come to learn about the details of communication, different types of communication patterns and uses in everyday life.
- The course will enable the students to know about the different theories and models of communication in detail.
- The students will come to know about the traditional modes of communication and its uses in everyday life as well as in societal relationship.

M.A. JMC (Session 2018-19)
SEMESTER-I
Introduction to Communication
Course Code: MJML-1311
(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit - I

Introduction to communication, definitions, nature, process and elements of communication, functions and barriers to communication, 7 Cs, principles for effective communication. Types – intrapersonal, interpersonal, group, public, mass, interactive communication. Mass communication characteristics, verbal and non verbal, concept of gate keeping,

Unit- II

Communication models- linear, interactive and transactional models, models of Aristotle, Lasswell, Berlo, Osgood and Schramm, Dance's helical model, Newcomb's ABX model, Wesley and McLean model, Gerbner's model, DeVito's Interactive Model, Davis Foulger ecological model

Unit - III

Communication effects theories, public opinion, bullet theory, agenda setting, two-step and multi step flow, knowledge gap hypothesis, cultivation, cognitive dissonance theory, uses and gratification, selective exposure - retention - perception, play theory, normative media theories - authoritarian theory, libertarian theory, social responsibility theory, totalitarian theory, development communication theory, democratic participant media theory.

Unit-IV

Traditional media, different types, role and functions, media's role in society, New media technologies- satellite, cable, digital, internet mass media audiences, spiral of silence, hot media and cold media.

Books recommended:

Larry L.Barker: Communication

Mcquail, Denis: Mass Communication Theory

Mcquail and Windahl: Communication Models

Keval J Kumar: Mass Communication in India

Rogers and Singhal: India's Communication Revolution

Emery, Ault & Agee: Introduction to Mass Communication

Gupta and Agarwal: Handbook to Journalism and Mass Communication

M.A. JMC (Session 2018-19)
SEMESTER-I
History of Print Media in India
Course Code: MJML-1312
(THEORY)

Course Outcomes:

- This course will enable the students to learn about the history of print media in detail, the role of press during the Independence movement and afterwards in the country.
- Students will come to know about the role of different national leaders through press in awakening the spirit of freedom among the people of India.
- This course will also help the students to learn about the role of different print media houses and their role in national development since their very birth.

M.A. JMC (Session 2018-19)
SEMESTER-I
History of Print Media in India
Course Code: MJML-1312
(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Early communication systems in India, development of printing - early efforts to publish newspapers in different parts of India, Joseph Pulitzer, Benjamin H. Hickey, Rudyard Kipling, Robert K Night, James Augustus Hickey, newspapers and magazines in the nineteenth century. First War of Indian Independence, Issues of freedom - political freedom and press freedom.

Unit-II

Origin & development of Indian language press- contribution of Raja Ram Mohan Roy; birth of the Indian news agencies. The Indian press and freedom movement-Mahatma Gandhi and his contribution in journalism; social, political and economic issues before Independence and the Indian press, Important personalities of journalism - (James Silk Buckingham, Kalinath Ray, Dyal S.Majithia, Surendranath Banerjee, Bal Gangadhar Tilak, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan, B C Paul, Keshav Chandra Sen)

Unit -III

Important newspapers and magazines - Times of India - Amrita Bazar Patrika - Hindustan Times - The Hindu - The Tribune - Statesman- Anandabazar Patrika - The Indian Express - The Telegraph - Deccan Chronicle - Pioneer - Dainik Jagran - Dainik Bhaskar - Punjab Kesri - Amar Ujala - Hindustan - Rajasthan Patrika - NavBharat Times - Aj Samaj.

Unit-IV

Press in Punjab: Origin & development of Punjabi Press. - Different religions, social, cultural, economic and political movements and Punjabi press. - Press in Punjab post-Independence, brief History of Ajit - Present status of language press in Punjab, its future - problems & prospects. Leading Punjabi newspapers - Jag Bani, Punjabi Tribune, Punjabi Jagran, Nawan Zamana. Short history of leading regional magazines.

Book Recommended:

Rangaswamy Parthasarthy: Journalism in India.

Conboy Martin: Journalism: A Critical History.

Natarajan J: History Of Indian Journalism: Part I Of The Report Of The Press Commission

Lovett Pat: Journalism in India.

Newspapers and magazines in English, Punjabi and Hindi.

nandini Singh kapoor

M.A. JMC (Session 2018-19)
SEMESTER-I
Reporting & Editing
Course Code: MJML-1313
(THEORY)

Course Outcomes:

- Students will come to know about the very basic part of journalism i.e. reporting and editing of news through this course.
- Patterns of different types of reporting will enable the students to learn to represent various issues in a professional way.
- Editing techniques will help the students to polish the copy in a better form.

M.A. JMC (Session 2018-19)
SEMESTER-I
Reporting & Editing
Course Code: MJML-1313
(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit - I

Concept of news, news process, news values. Basic components of a news story - attribution, verification, balance, fairness and brevity. Reporter - duties and qualities. Sources of news, hard and soft news, gathering of facts, different types of reporting - spot news, live reporting - reporting public affairs, political issues, meetings, conferences, seminars, cultural, civic and social events.

Unit - II

Reporting on crime, legislature, courts, business, agriculture, science and technology, sports, etc. Investigative, interpretative, in-depth and advocacy reporting. Writing curtain raisers, interview techniques, reporting fashion and lifestyle.

Unit - III

Organisational structure of a newspaper's editorial department. Role and functions of an Editor, News Editor, Chief-Sub Editor and Sub-Editors. News process. Different types of copy - Agency copy, Bureau Copy, District Copy. News values and selection of news. Different Desks—General, Sports, Features, Business, etc.

Unit - IV

Development and growth of printing. Desk Top Publishing, Printing process, Different methods of printing – letter press, Off-set and Gravure. Offset printing process, advantages and disadvantages. Reproduction of graphics and photographs, selection and editing of photographs.

Books recommended:

Vir Bala Agarwal: Essentials of Practical Journalism

K. M. Srivasthava: Reporting and Editing

TJS George: Editing

Maloney & Rubenstein: Writing for Media

Burack: The Writers Handbook

Cambell: Professional Writing

Dewbo and Pondrow: The Contemporary Writing

Usha Raman: Writing for media

M.A. JMC (Session 2018-19)
SEMESTER-I
Media Law and Ethics
Course Code: MJML-1314
(THEORY)

Course Outcomes:

- This course will enable the students to learn about different laws related to journalism in detail so that they will not face any legal problems in their professional life later.
- Students will come to learn about ethical guidelines of journalism as a profession.
- This course will help the students to learn about constitutional guidelines in journalism as a profession.

M.A. JMC (Session 2018-19)
SEMESTER-I
Media Law and Ethics
Course Code: MJML-1314
(THEORY)

Time: 3 Hrs.

Maximum marks: 75

Theory : 60

CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Basics of Indian Constitution—Preamble, Fundamental Rights and Duties, concept of PIL, Directive Principles of State Policy, First and Second Press Commission - need, functions and recommendations, Need for Third Press Commission, PCI and need for media council.

Unit-II

Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Parliamentary Proceedings Protection of Publication Act 1956, Constitutional Amendment and Article 361 A (Protecting the publication of Parliament and Legislature), Contempt of Court Act, Indecent Representation of Women Prohibition Act, Censorship Act, Drugs and Magic Remedies Act, Official Secrets Act, Childrens' Act, Law of Defamation, IPC sections relevant to media.

Unit-III

Right to Information Act, 2005. Cyber Laws - cyber awareness, advantages and disadvantages, white hat hacker, grey hat hacker and black hat hacker, Internet crime and fraud, IT Act 2000 and further amendments, Intellectual Property Rights and Copyright Act. Right to Privacy.

Unit-IV

Introduction to Media Ethics. Yellow Journalism, codes relating to communal writing, Right to reply, Media and Human Rights and Civil Rights, NHRC, PHRC, Media Trial, Paid news.

Books recommended:

A.G. Noorani: India's Constitution & Politics
Durga Das Basu: Constitution of India
Durga Das Basu: Law of the Press
B.N. Ahuja: History of Press and Press Laws
Press Institute of India: Press and the Law

Sita Bhatia: Freedom of the Press
PCI Reviews and Annual Reports.

M.A. JMC (Session 2018-19)
SEMESTER-I
Advertising
Course Code: MJMM-1315
(THEORY)

Course Outcomes:

- Students will learn about the challenging and competitive world of Advertising.
- This course will enable the students to eventually carve out a viable career in this field.
- The course has been designed to give students in-depth knowledge of the principles and practices of advertising.
- The mysteries of marketing, agency structures, advanced advertising practices like positioning, market segmentation and targeting will be explained.

M.A. JMC (Session 2018-19)
SEMESTER-I
Advertising
Course Code: MJMM-1315
(THEORY)

Time: 3 Hrs.

Maximum Marks 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Evolution and growth of advertising, definitions, relevance of advertising in the marketing mix, AIDA, Advertising Appeals classification of advertising, various media for advertising.

Unit-II

National and global advertising scene, socio-economic effects of advertising, women in advertising, ad appeals, apex bodies in advertising, AAAI, ASCI and its code of conduct, case studies from ASCI.

Unit-III

The Marketing Plan, Situation Analysis to the Marketing Mix, Introduction to the concepts, Market Share, Target Segment, Positioning Relationship of advertising to the marketing process, Impact of advertising

Unit-IV

Ad agency management, various specialist departments in an ad agency and activities like account planning, account servicing, creative media planning, HRD, etc., client related

issues, business development, pitching, agency client interface: parameters, creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.

Books recommended:

Sandage and others: Advertising Theory and Practice.

Sethia and Chunawala: Advertising- Principles and Practice.

Otto Kleppner: Advertising Procedure.

Cutlip & Center: Effective Public Relations.

Ravindran: Handbook of Public Relations.

Ahuja and Chandra: Public Relations.

Sam Black: Practical Public Relations

M.A. JMC (Session 2018-19)
SEMESTER-II
MJML-2311 Development Communication
Course Code: MJML-2311
(THEORY)

Course Outcomes:

- This course will help the students to know about the role of communication in development perspective.
- Students will come to know about the uses of communication by various national and international organisation in bringing development in the society.
- Knowledge on development communication and its various stakeholders and policy makers, assessment of risks and opportunities through development communication will be learnt by the students.

M.A. JMC (Session 2018-19)
SEMESTER-II
MJML-2311 Development Communication
Course Code: MJML-2311
(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit - I

Development and underdevelopment - meaning, definition, concept. Theories and models of development, approaches and issues. Development dichotomies, gap between developed and developing societies - strategies. Cultural & economic barriers. Dominant paradigm, modernization, empowerment, Gender bias, participation, sustainable development, HDI - concept and criticisms. Development as a right, intervention of civil society organizations, NAPM, MKSS.

Unit - II

Alternative models of development, different perspectives; Western and Indian viewpoints. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, UN Millennium Development Goals - NITI Aayog, LPG.

Unit - III

Nature and concept of development communication. Development Support Communication. Role of different media in development communication—print, electronic and folk media. Use of ICTs and emerging technologies in development. Digital divide, Development-support-communication. Critical appraisal of efforts by government and non-government organisations (NGOs) economic uplift. Case studies in Devcom - Urban and rural perspectives. Education, health, agriculture, environment, women and child development.

Unit- IV

India's rural scene, rural social structure, social change, patterns of rural communication. Panchayati Raj-planning at national, state, regional, district, block and village levels. Agricultural communication and rural development, The genesis of agricultural extension, extension approach system- approach in agricultural communication- diffusion of innovation model of agricultural extension. Case studies of communication support to agriculture.

Books recommended:

O.P. Bhatnagar: Education, Communication and Development
Srinivas R.Melkote: Communication for Development in Third world Countries
K.N.Singh & S.N.Singh: Effective Media for Rural Audience
P.R.R. Sinha: Communication and Rural Development
B.Balaswamy: Communication for Sustainable Development
J.B.Ambedkar: Communication and Rural Development
L.Vinod Kumar: Rural Development in India
Shyam Parmar: Traditional Folk Media in India
R.K.Samanta: Development Communication for Agriculture.
Alan Hancock: Technology transfer and Communication
Journals: Kurukshetra, Yojana Village, Journal of Rural Development, Social Action

Uma Narula: Development Communication.

M.A. JMC (Session 2018-19)
SEMESTER–II
MEDIA MANAGEMENT
Course Code: MJML-2312
(THEORY)

Course Outcomes:

- Media management is the strategic formulation of activities designed to carry out the objectives of the media program. Students are involved in research to become proficient in media analysis and hone their negotiation skills.
- This course will familiarize students with the most important aspects of all media managerial activities.
- Students will learn the basic concepts associated with brands as well as how marketing and communication revolves around launching, building and sustaining brands.

M.A. JMC (Session 2018-19)
SEMESTER-II
MEDIA MANAGEMENT
Course Code: MJML-2312
(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Principles of Media Management, Functions & Significance, Media as profession and industry, Ownership pattern : Private Ltd., Public Ltd. Individual ownership, Partner, Trust, Society, Vertical ownership meaning and implementation.

Unit-II

Organisation / Theories, Organisational Structure, Policy Formulation, Personal Management & Financial Management Production Cost, Capital Cost, Commercial Polity, Budgeting, Production Scheduling, Media Scheduling, Record Keeping.

Unit-III

Advertising, PR, Brand Promotion & Marketing Strategies, Employee / Employer relationship (Customer Relation) Human Resource Development, (Space / time, circulation) reach-promotion market survey techniques

Unit-IV

Management problems for newspaper of media organization DAVP, INS, RNI, ABC, Editorial Management: Changing role of editorial staffs and other media persons, Editorial response system.

Books recommended:

Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
Samachar Patar Parbandh (Punjabi), Nagpal, 1991, Punjabi Uni. Patiala
Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi. 13

M.A. JMC (Session 2018-19)
SEMESTER-II
Current Affairs
Course Code: MJML-2313
(THEORY)

Course Outcomes:

- This course will enable the students to update themselves on national and international issues and events.
- Students will learn about various kinds of political, business and sports related activities around the world, which will enhance their career in future as a media professional.

M.A. JMC (Session 2018-19)
SEMESTER-II
Current Affairs
Course Code: MJML-2313
(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

This paper would cover events of regional, national and international importance during the preceeding year effecting Indian, social, political economic and security concerns. - Latest six months issues -

Suggested Readings - CSR - India Today - Chronicle - Pratiyogita darpan, Newspapers and other magazines.

M.A. JMC (Session 2018-19)
SEMESTER-II
Communication Research-I
Course Code: MJML-2314
(THEORY)

Course Outcomes:

- This course will enable the students to have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.
- Students will learn about how to conduct research individually and as a group in a clear and imaginative manner and in oral and written mediums.
- This course will teach students to learn how to access, analyze and use information by using a range of research tools for their projects in different subjects.

M.A. JMC (Session 2018-19)
SEMESTER-II
Communication Research-I
Course Code: MJML-2314
(THEORY)

Time: 3 Hrs.

Maximum Marks 75
Theory: 60
CA: 15

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Meaning of research, pure and applied research, scientific approach to social science research - Concept and scope of communication research, need and importance in the Indian context - Areas of research in communication: source analysis, message analysis audience analysis, media analysis and effect analysis

Unit-II

Research problem, criteria for selecting a research problem - Formulation of research problem, Research Design, its types and components - Synopsis, its meaning and importance - Concept, variables, hypothesis

Unit-III

Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation - Sampling - (Measuring variables, levels of measurement, measure of central tendency, validity and reliability, measures of dispersion, correlation and co-efficient of correlation)

Unit-IV

Writing the research report, significance of bibliography, index Appendices, footnotes

Books

Research Methodology, C.R.Kothari.

Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.

M.A. JMC (Session 2018-19)
SEMESTER-II
Radio & TV Programming
Course Code: MJMM-2315
(THEORY)

Course Outcomes:

- This course will help the students to learn about the basic concepts and fundamental elements of Radio and TV production.
- Students will be familiarized with the broadcast equipments and their proper uses.
- This course will enable the students to inculcate in themselves various types of creative techniques.

M.A. JMC (Session 2018-19)
SEMESTER-II
Radio & TV Programming
Course Code: MJMM-2315
(THEORY)

Time: 3 Hrs.

Maximum Marks 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter (60 marks)

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Radio, its characteristics, History in India , development, organization structure of Radio station. - Making of a radio station - Acoustics - Microphones - Use and mixing of sound, audio, effects, music

Unit-II

Importance of Voice modulation in Radio - Key elements of radio writing - Announcement, talks, features-documentaries, plays, dialogue writing, newsreel, discussion, interviews, news-writing, commercial/jingles -Importance of silence, FM , Music scheduling

Unit-III

Television Characteristics, History, development, organization structure of TV station - Making of a television studio, crew - Key elements of television writing Television news, documentary/feature, discussions, interview, drama Commercials Programme presentation - Kinds of cameras, camera mountings, angles, movements, shots 16

Unit-IV

Picture composition -Logging, editing, dubbing graphics, special effects - Lighting - Art direction - Costumes, Make up

Practical: Each student should make programme on any format of both Radio & TV on the subject.

Books recommended:

P.C. Chatterji: Broadcasting in India

Lynne Gross: An Introduction to Radio, TV and the Developing Media

Herbert Zettle: Television Production
Campbell, Meath & Johnson: A Guide to Radio, TV Writing
Robert McLeish: The Technique of Radio Production
Pane Sureyat: Broadcast News Writing
S.P.Jain: The art of Broadcasting
Awasthy: Broadcasting in India
H.R.Luthra: Indian Broadcasting
Millerson,Gerald: Effective TV Production
Hilliard: Writing for Television and Radio
Zeltl, Herbert: Television Production
B.N.Ahuja: Audio-Visual Journalism
Welsch: Handbook for Scriptwriters
Thota Bhavannarayana: Television Journalism

M.A. JMC
Semester-III
Mass Communication Research-II
Course Code: MJML-3311
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- The students will be given an overview of different aspects and issues involved in using quantitative methods independently and in conjunction with qualitative methods
- The course will teach students the art of research writing and provide detailed insight into undertaking a research project.

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

- Laboratory Studies comprising Exploratory studies.
- Semiotic research analysis
- Longitudinal Studies comprising Cohort and panel Study methods
- Payne Fund Studies, Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns

Unit-II

- Multi-step flow theory;
- Theory of logical positivism
- Contribution of MCR in developing of mass communication as distinct discipline.

Unit-III

- Introduction to the evolution of theoretical perspective of MCR such as positivistic, interpretative, Social Science, Critical Social Science and Post-modernistic
- Basic understanding of Covergence of theoretical perspectives in evolving research para digms in media, such as, Frankfurt School and American Empirical school

Unit-IV

- New trends in Mass Communication Research
- Changing media-audience perspective in the light of concept of Heightened Selectivity
- Basic understanding of Internet and its use in MCR
- Discourse analysis.

Books:

1. Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.
2. Mass Media Research: An Introduction , Dominick & Wimmer, 2010, Wadsworth publishing company.

M.A. JMC
Semester-III
New Media Technology
Course Code: MJML-3312
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- The limitless potential in the field of New media will be revealed in this unit.
- The primary goal is to help students use the power of the Internet as a powerful tool for the Mass Communication

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

- Communication technology(CT); Definition, concept and scope
- CT and IT; similarities and dissimilarities
- New Media- Evolution, Definition, Characteristics.

Unit-II

- New Media Interactivity, New Media as a tool of Mass Communication
- Social Media, e-mail,
- Blogs, Micro Blogs, Social Networking, Mobile Communication-Governance.

Unit-III

- Impact of New Media Technology on Media Messages
- New Media & freedom of speech & expression.
- Online Media regulation,

Unit-IV

- Uses/Abuses of Social Media
- Cyber Journalism: On-line editions of newspapers- management and Economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing and publishing.
- Cyber Laws, Online Journalism& Social Media.
- Symbolic convergence Theory

Books:

1. Handbook of New Media, Liverow.
2. The ABC's Of Internet, Crumlish, 1998, BPB Publications, New Delhi.

M.A. JMC
Semester-III
Public Relation & Corporate Communication
Course Code: MJML-3313
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- This unit provides an introduction to the principles, concepts and objectives of PUBLIC RELATION & CORPORATE COMMUNICATION.
- Media handling and planning which are integral parts of successful Public Relations in today's world will be explained

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

PR definition, concept and scope,

Tools & Techniques of PR, Critical theory of communication in organizations

Ethics of PR (PRSI code of ethics)

Interface of PR with various management disciplines (human resource development; finance, marketing, law, etc.) -publics in PR, PR tools (interpersonal, mass media and selective media) - PR in industry (public sector, private sector and multifunctional) -PR in central and State Governments and the functioning of various media units of the state and Union Governments. Role of PR in crises communication, role of PR in public, private & government sector. Writing for PR: Internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.) Writing for media (press release/backgrounder, press brief, rejoinders, etc.)

Unit-II

- Corporate communication : Advent, role, strategic importance, types downward, upward, horizontal, Barriers.

- Corporate culture, corporate philosophy, corporate citizenship

- Skills and talents of a corporate communicator

- Selection of media for corporate communication

Privatization of PR

- Advent of image advisories and lobbying companies and their functions: Client servicing: counselling, , issue support,

Image building of the politicians, making of brand.

Critical theory of communication in organization.

Elaborate likelihood model)

Unit-III

Groupware

- Introduction, tools, requirement and uses, producing a newspaper and managing meetings using group ware using computer networks
- High speed management – concept and relevance

HRD Practices

- (Recruiting and training, service with a smile) Recruitment, Selection & Training

Unit-IV

Brand Management:

- Definition, concepts and evolution
- Component of a brand
- Strategy & structure- brand equity and corporate brands

Corporate Communication and Media:

- Broadcast News network, Public broadcasting and corporate sponsorship and

Corporate Communication and Crisis:

- Responding to pressure groups.

Books:

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.
2. PR Management, Jayshree Jethwani, 2015, Sterling Publishers.

M.A. JMC
Semester-III
Science Journalism
Course Code: MJML-3314
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- This unit provides an introduction to the principles, concepts and objectives of Science Journalism.
- Various domains of Science Journalism will be unveiled to the students.
- A new domain, i.e. Agriculture Communication will be taught to the students.

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact on technology. Role of science and technology in human development. Framing policies at national and international levels. Science communication for popularization of science. Careers in science journalism

Unit-II

Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. Science and language, scientific writing skills, understanding basic concepts. How to write a basic science story?, Writing a feature story on science and technology. Interviewing scientists, science communicators science journals like- Nature, Lancet, Current Science, etc.

Unit-III

Domain of Science Journalism: Health & Medical Science; Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc..crop patterns- Kharif and Rabi

Unit-IV

Green Revolution, uses & abuses of Fertilizers & pesticides, bio-technology, Genetically Modified (GM) seeds, seed Banks, irrigation and land use., Global warming and climate change

M.A. JMC
Semester-III
Photography
Course Code: MJML-3315
(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory: 60

Practical: 20

CA: 20

Course Objectives:-

- The students will explore this immensely artistic as well as highly technical media in this unit.
- The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them.
- The unit will expose them to the intricacies of developing, printing and enlarging photographs
-

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

History of black& white Photography

Basic process of professional still photography; Types of cameras- Disposable, Point-and-shoot, Compact or Autofocus, APS, Polaroid, SLR and Digital cameras; Understanding the structure and working of a professional camera; Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom; Angle of Vision and focal length of various types of lenses. Choosing the right film; Relationship between shutter speed, film speed and aperture for different genres of photography.

Unit-II

Depth of field and depth of focus, Circles of confusion and their role in photography, Multiple exposure photography, Role of Bulb "B" setting in professional photography; Sources of light- Natural and artificial; Flash photography and its use in professional photography. Portrait Photography.

Unit-III

Photo journalism

Definition and concept, Text Vs Photograph; Essentials of a press photograph, Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition.

Unit-IV

Principles of composition -Focal points, Rule of thirds, Framing and fitting the frame; Straight and converging lines, Diagonal and S-shaped compositions, Repetition and rhythm. Secondary subjects, Moving towards the centre. Principles of cropping and photoediting. Various National & International organizations Photography in the age of I.T

Books Recommended :

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston.
3. Mass Communication in India, Keval J. Kumar, 2018, Jaico Books, Mumbai.

Practical:- Max.Marks-25

Students is required to make assignment/file on any topic or can make photoessay, photofeature

M.A. JMC
Semester-IV
International Communication
Course Code: MJML-4311
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- The students will explore the Political, economic and cultural dimensions of international communication.
- The organizational structure and functions of various international news agencies and syndicates will be explained in detail.

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Definition, Scope & Characteristics of International Communication, Political, economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation -international news flow-imbalance –media growth -international, regional and internal disparities.

Unit-II

Communication as a human right -UNO's Universal Declaration of Human Rights and Communication- international news agencies and syndicates, their organizational structure and functions -a critique of western news values.

Unit-III

Impact of new communication technology on news flow -satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations-UNESCO's efforts in removal imbalance in news flow-debate on new international Information and Economic Order-Macbride Commission's Report –nonaligned news agencies news pool -its working, success, failure, Millennium Development Goals.

Unit-IV

Issues in international communication~ democratization of information flow and media systems-professional standards; telecommunication tariffs; information- prompted cultural imperialism-criticisms; violence against media persons; effects of globalisation on media systems and their functions; transnational media ownership and issues of sovereignty and security; international media institutions and professional organizations.

Book:

1. Handbook of International Communication, William B. Gudykunst Bella Mody, 2002, Sage Pub. India Pvt. Ltd., New Delhi

M.A. JMC
Semester-IV
Human Rights
Course Code: MJML-4312
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- This unit provides an introduction to the principles, concepts and objectives of Human Rights.
- The relationship between Human Rights and Media will be explained.
- The organizational structure of various organizations related to Human Rights will be explained

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

- Concept of Human Rights
- Human Rights and Journalism
- Human Rights and Media
- Human Rights and Democracy, Human Rights & Education

Unit-II

- Human Rights and environmental issues
- Human Rights and Communal Riots
- Human Rights in the violence affected areas
- Human Rights and Crimes against women

Unit-III

- Human Rights of Accused persons
- Human Rights and child labour, bonded labour
- Human Rights and death, torture in police lockups
- State Commission for Human Rights

Unit-IV

- National Commission on Human Rights
- Human Rights and right to freedom of speech and expression
- Conflicts & violation of human rights, war & human rights.
- Issues in human rights, child trafficking, women trafficking

Books:

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.

Suggestions :

Crime patrol

M.A. JMC
Semester-IV
Film Studies
Course Code: MJMM-4313
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- This course focuses on the language of filmmaking and its techniques.
- Film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.
- The finer nuances of cinema will be explained. Documentary realism will be pitted against mainstream commercial film genres.

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Film as a medium: Individual & Mass Communication
Film in relation to Theatre, Television ,Adaptations
Five C's of Cinematography

Unit-II

Brief History of World Cinema : The Pioneers- Lumiere Brothers, Melies, GriffithHollywood Silent Era- Charles Chaplin, Cecil B. DeMille : the European Scene- Expressionism, Sergei Eisenstein : American Talkies and Production Houses ; Neo Realism, Alfred Hitchcock, Post War Period ; Japanese Cinema- Akira Kurosawa ; New Wave Films, Jean Luc Godard, Contemporary Scene, the Position of Cinema in Developing Countries

Unit-III

A Brief History of Indian Cinema : The Poineers- Phalke ; The Talkies ; The Studio Culture; Coming of the Superstars ; Fifties and Sixties ; The Big Budget and Multistarrers, The Angry Young Man ; the Eighties ; Rise of Multiplex and Crossover Cinema Profiles of Saytajit Ray, Guru Dutt, Bimal Roy, Shyam Benegal, Raj Kapoor, Yash Chopra, Imtiaz Ali, Farhan Akhtar, Vishal Bhardwaj, Parkash Jha, Madhur Bhandarkar, Mira Nair.

Unit-IV

The Development of Punjabi Cinema
The Parallel Cinema
Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology
Fim Review, Film Appreciation & Criticism

Practical:- Max.Marks-25

Make assignment/ file on various aspects of cinema

M.A. JMC
Semester-IV
Intercultural Communication
Course Code: MJML-4314
(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- The students will explore the various dimensions of intercultural communication.
- The students will be explained in detail the concept of Communication in western and eastern cultures

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Culture: definition-process-culture as a social institution - value systems-- primary secondary-- eastern and western perspective. Inter-Cultural communication- definition- process- philosophical and functional dimensions cultural symbols in verbal and non-verbal communication.

Unit-II

Communication as a concept in western and eastern cultures- Dwaitha,Adwaitha-Vishishtadwaitha- Chinese- Dao Tsu and Confucius- Shinto Buddhism and SufismModern mass media as vehicles of inter-cultural communication- barriers in inter-culturalcommunication-religious, political and economic pressures

Unit-III

Inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry-- mass media as a cultural institution; mass culture typologies-- criticism and justification.

Unit-IV

Culture, communication and folk media- character, content and functions-- dance and music as instruments of inter-cultural communication: UN efforts in the promotion of intercultural communication- other organizations- code of ethics.

Books:

1. An Introduction to Intercultural Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
2. Handbook of International & Intercultural Communication, William Gudykunst and Mody, 2002, Sage Pu. India Pvt., New Delhi.

**M.A. JMC
Semester-IV
Dissertation
Course Code: MJMD-4315
(Theory)**

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

Course Objectives:-

- This course aims to ensure that the students have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.
- Students will be able to conduct research individually in a clear and imaginative manner in written mediums.
- Students will learn how to access, analyse and use information by using a range of research tools for their projects in different topics.

Since M.A. (Mass Communication) is an integrated four semester (two year course), each student is required to start initial work on his/her dissertation in the second semester. The student will finalize the title of their dissertation within a month of the start of the second semester. The college will submit the synopsis by the 31 march of the fourth semester to the university. Each student will have to submit three copies of the dissertation by the 31 march of the fourth semester in the department of the concerned college. The dissertation will be evaluated by the external examiners during the viva-voce. Guide will be allotted to the students.

Guidelines for Dissertation:

- Review of Literature
Mentioning minimum 5-8 books, 5 Research Journals/Newspapers/Magazines
- Minimum 4 Chapters with minimum 60 Pages.
- UGC guidelines-Times Roman 12 Font Size printed on both sides of pages.
- Bibliography should be in specified format (APA/MLA)
- References