

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

Master of Arts (Journalism and Mass Communication)

(Semester: I & III)

(Under Continuous Evaluation System)

Session: 2020-21



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

Scheme and Curriculum of Examination of Two Year Degree Programme

Master of Arts (Journalism and Mass Communication)

(Two Years Degree Course)

(Session 2020-21)

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 and Editing	C	75	60	-	15	3
MJML-1314	Media Law and Ethics	C	75	60	-	15	3
MJMM-1315	Advertising	C	100	60	20	20	3+3
Total			400				

C-Compulsory

Scheme and Curriculum of Examination of Two Year Degree Programme

Master of Arts (Journalism and Mass Communication)

(Two Years Degree Course)

(Session 2020-21)

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 and 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				

C-Compulsory

PROGRAMME OUTCOMES

Master of Arts (Journalism and Mass Communication)

PO 1: Students will be introduced to the basic aspects of human communication and especially mass communication.

PO 2: Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood.

PO 3: In this course they will be introduced to the traditional modes of communication and expression in India which have worked closely with local communities.

PO 4: With this basic grounding in place, students will be able to evaluate mass media within a wider context.'

PO 5: Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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. Each question will carry 12 marks.

Unit - I

Introduction to communication, definitions of communication, functions and barriers to communication, 7 Cs, Process of Communication, Principles for effective communication. Types – intrapersonal, interpersonal, group, public & mass communication. 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

Individual Difference theory – Selective Exposure, Selective Attention, Selective Perception and Selective Retention, Personal influence theories - Two-step flow and Multi-step flow, Sociological theories – Cultivation theory, Agenda Setting theory, Diffusion of Innovation, The Uses and Gratification theory, Dependency theory, Critical theory, Behavioural Theory.

Unit-IV

Traditional media, Media's role in society, New media technologies- satellite, cable, digital, internet. 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

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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. Each question will carry 12 marks.

Unit-I

Origin and growth of newspapers in India - pre and post-independence era, Introduction to main newspapers and pioneers of Indian journalism: Robert K Night, James Augustus Hickey, Development of Indian news agencies.

Unit-II

The Indian press and freedom movement-Mahatma Gandhi and his contribution in journalism; issues before Independence and the Indian press, Important personalities of journalism - James Silk Buckingham, Kalinath Ray, Dyal S.Majithia, Sadhu Singh Hamdard, Lala Jagat Narayan & Narinder Mohan.

Unit -III

Important newspapers and magazines & their history- Times of India - Amrita Bazar Patrika - Hindustan Times - The Hindu - The Tribune - The Indian Express - The Telegraph - Dainik Jagran - Punjab Kesri - Amar Ujala - Hindustan - Rajasthan Patrika.

Unit-IV

Press in Punjab: Origin & development of Punjabi Press. Brief History of Ajit, Present status of Punjabi press. Leading Punjabi newspapers - Jag Bani, Punjabi Tribune, Nawan Zamana. Shorthistory of leading regional magazines.

Book Recommended:

Rangaswamy Parthasarthy: Journalism in India.

Conboy Martin: Journalism: A Critical History.

Natarajan J: History of Indian Journalism

Report of The First & Second Press Commission

Lovett Pat: Journalism in India.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMESTER-I

Reporting and 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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

SEMESTER-I

Reporting and 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. Each question will carry 12 marks.

Unit - I

Basic concepts and principles of reporting, Characteristics and qualities of a reporter, Writing lead and sourcing facts, hard and soft news writing, Reporting beats – politics, crime, sports, business, life style, health, education, legal, Administration & rural etc.

Unit - II

Covering press conference and press briefing, Investigative, interpretative, in-depth reporting. Writing curtain raisers, interview techniques, reporting fashion and lifestyle.

Unit - III

Editing – meaning, principles and process; computer based editing, Structure and functioning of a newsroom. Role, responsibilities and qualities of a sub editor, news editor and editor, Headline – meaning, significance, types, writing effective headlines, Different types of copy - Agency copy, Bureau Copy, District Copy. News values and selection of news.

Unit - IV

Different methods of printing – letter press, Off-set and Gravure. Reproduction of graphics and photographs, Pages of a newspaper: front page, editorial, business, sports; Pullouts, Supplements & Special edition etc., Dealing with redundancies and importance of brevity, Copy writing.

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

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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, Report of First and Second Press Commission, Need for Third Press Commission, PCI & Editor's Guild of India.

Unit-II

Press and Registration of Books Act, Working Journalists Act, Cable Regulation Act, Cinematography Act, Parliamentary Proceedings Protection of Publication Act 1956, Indecent Representation of Women Prohibition Act, Censorship Act, Official Secrets Act, Law of Defamation.

Unit-III

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

Unit-IV

Introduction to Yellow Journalism, Media and Human Rights and Civil Rights, NHRC, PHRC, Media Trial & Fake 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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

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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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

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. Each question will carry 12 marks.

Unit-I

Advertising – definition, functions and classification, various media for advertising, National and global advertising scene; Structure and functioning of ad agency. AIDA. Advertising Appeals, classification of advertising.

Unit-II

National and global advertising scene, socio-economic effects of advertising, women in advertising, ad appeals, AAI, ASCI and its code of conduct.

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.

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.

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

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Mass Communication Research-II

Course Code: MJML-3311

(Theory)

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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Mass Communication Research-II

Course Code: MJML-3311

(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

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. Each question will carry 12 marks.

Unit-I

Longitudinal Studies comprising Cohort and panel Study methods, Payne Fund Studies, Psychology of panic, Medium is the message, Hot and Cold Media and Manufacturing consent

Unit-II

Psychoanalysis-Social learning theory, Cognitive Dissonance, Normative theories, Theory of logical positivism, functionalism and functionalist theory in the age of media.

Unit-III

Semiotic Analysis, Rhetoric Analysis, Textual Analysis, Basic understanding of Convergence of theoretical perspectives in evolving research paradigms in media, such as, Frankfurt School and American Empirical school.

Unit-IV

Research in Newspaper and Magazines, Research in Cinema and New Media, Basic understanding of Internet and its use in MCR & Discourse analysis.

Books:

Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.

Milestones in Mass Communication research, Melvin Defleur, 1994, Pearson

Mass Media Research: An Introduction, Dominick & Wimmer, 2010, Wadsworth publishing company.

Horning Priest Susanna - Doing Media Research, SAGE, 1996

David E Gray, Doing Research in the real world, SAGE, 2014

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)
(Session 2020-21)
Semester-III
New Media Technology
Course Code: MJML-3312
(Theory)

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

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

New Media Technology

Course Code: MJML-3312

(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

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. Each question will carry 12 marks.

Unit-I

New Media- Evolution, Definition, Characteristics.

Using technology in Journalism. The Changing landscape of Media , New Media Vs Traditional Media.

Unit-II

Blogs, Micro Blogs, Social Networking, Mobile Communication-Governance.

Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks Elements of digital storytelling Blogging and Journalism; Live blogging Podcasting, Video casting, IPTV.

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Unit-III

- Impact of New Media Technology on Media Messages
- New Media & freedom of speech & expression.
- Online Media regulation.
- Future of Print Media in Digital Era
- How to write for New Media

Unit-IV

Social media – meaning, definition, characteristics and functions, Evolution and growth of social media, Important social networking sites, blogging and micro-blogging, Social media literacy, Uses/Abuses of Social Media, Ethics of Online Journalism, Online Journalism Glossary, Online Journalism in India, Legacy Media & Webinars: Online Meetings.

Books:

1. Handbook of New Media, Liverow.
2. Understanding Media by Marshall McLuhan (1964), McGraw-Hill, paperback
3. Journalism & New Media by John V Pavlik (2001), Columbia University Press
4. Introduction to Online Journalism, Publishing news and information by Roland De Wolk (2001), Allyn and Bacon J
5. Journalism Online by Mike Ward (2002), Taylor & Francis

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Public Relation and Corporate Communication

Course Code: MJML-3313

(Theory)

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

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Public Relation and Corporate Communication

Course Code: MJML-3313

(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

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. Each question will carry 12 marks.

Unit-I

Public Relations: Concept and definition, Evolution and growth of Public Relation, PR in India, Tools of PR: Press release, House Journals, Exhibitions, Brochures, Audio Visual presentations, Public Relations and Advertising, Public Relations and Propaganda, Case Study in Public Relations.

Unit-II

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers. Strategic Communication. Corporate culture, corporate philosophy, corporate citizenship, Corporate Social Responsibility

Media Planning, Creativity- Media selection, Visualization-Idea Generation Techniques, Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo, Principles of Design and Layout

Unit-III

Groupware, Introduction, tools, requirement and uses, producing a newspaper and managing meetings using group ware using computer networks, HRD Practices, Recruitment, Selection & Training

Unit-IV

Brand Management:

-Definition, concepts and evolution

-Component of a brand

-Strategy & structure- brand equity and corporate brands

PR as a profession; qualities required for PRO

Crisis management; PR strategy and campaign

Books:

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.
2. PR Management, Jayshree Jethwani, 2015, Sterling Publishers.
3. Al RiesAl, Jack Trout, Positioning: The Battle for Your Mind, McGraw-Hill, 1st Edition, 2000
4. S AChunawala, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Science Journalism

Course Code: MJML-3314

(Theory)

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.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Science Journalism

Course Code: MJML-3314

(Theory)

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

CA: 15

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. Each question will carry 12 marks.

Unit-I

Need for Science Journalism: Science has potential for breaking news, Role of science and technology in human development. Science communication for popularization of science. Science Journalism in Vernacular Languages, Health Care System in India.

Unit-II

Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. How to write Science beat Report. Interviewing scientists, science journals like- Nature, Lancet, Current Science, etc.

Unit-III

Health communication, Demerits of Information Overload, Fake News during the Pandemic, public health policies, general hospitals, patient care, New diseases like Swine Flu, HIV/AIDS, COVID-19 etc., Epidemics, Pandemics, Infodemic and response of government, society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc.

Unit-IV

Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.

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

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Photography

Course Code: MJML-3315

(Theory)

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

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2020-21)

Semester-III

Photography

Course Code: MJML-3315

(Theory)

Time: 3 Hrs.

Max. Marks: 100

Theory: 60

Practical: 20

CA: 20

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. Each question will carry 12 marks.

Unit-I

Basic process of professional still photography; 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. Relationship between shutter speed, film speed (ISO) and aperture for different genres of photography.

Unit-II

Depth of field, Circles of confusion and their role in photography, Multiple exposure photography, Sources of light-Natural and artificial; Flash photography and its use in professional photography. Fashion Photography.

Unit-III

Principles of composition -Focal points, Rule of thirds, Framing and fitting the frame; Diamond Gaze, Straight and converging lines, Diagonal and S-shaped compositions, Repetition and rhythm. Golden Mean Ratio, Headroom, Noserroom, Aesthetics in Photography. Principles of cropping and photo editing. Photography in the age of I.T.

Unit-IV

Photo journalism, Definition and concept, Text Vs Photograph; Qualities of a good photojournalist; Ethics in Photography, Invasion of Privacy, Choosing the right spot, right angle and right moment for an appropriate composition.

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