

FACULTY OF ARTS & SOCIAL SCIENCES
SYLLABUS

of

M.A. Journalism & Mass Communication Sem. III- IV

(Under Continuous Evaluation System)

Session: 2023-24



The Heritage Institution

KANYA MAHA VIDYALAYA
JALANDHAR

(Autonomous)

Scheme and Curriculum of Examination of Three Year Degree Programme
Master of Arts (Journalism and Mass Communication)
(Session 2023-24)

Semester III									
Course Code	Course Name	Credits L-T-P	Course Type	Classes/ Week	Marks				Examination time (in Hours)
					Total	Ext.		C A	
						L	P		
MJML-3311	Mass Communication Research- II	4-0-0	C	6	75	60	-	15	3
MJML-3312	New Media Technology	4-0-0	C	6	75	60	-	15	3
MJML-3313	Public Relation and Corporate Communication	4-0-0	C	6	75	60	-	15	3
MJML-3314	Science Journalism	4-0-0	C	6	75	60	-	15	3
MJMM-3315	Photography	4-0-1	C	6	100	60	20	20	3 + 3
* Student has to opt one of the following Interdisciplinary compulsory course		IDE	4-0-0		100	80		20	3
IDEC-3101 IDEM- 3362 IDEI- 3124 IDEW- 3275	1. Communication Skills								

	2. Basics of Music (Vocal) 3. Basics of Computer Application 4. Indian Heritage contribution to the world								
	Total Credit			21					

C- Compulsory

Scheme and Curriculum of Examination of Three Year Degree Programme
Master of Arts (Journalism & Mass Communication)
(Session 2023-24)

Semester IV									
Course Code	Course Name	Credits L-T-P	Course Type	Class es/W week	Marks				Examination time (in Hours)
					Total	Ext .		C A	
						L	P		
MJML-4311	International Communicati on	4-0-0	C	6	75	60	-	15	3
MJML-4312	Human Rights	4-0-0	C	6	75	60	-	15	3
MJML-4313	Intercultural Communication	4-0-0	C	6	75	60	-	15	3
MJMM-4314	Film Studies	4-0-2	C	6	100	60	20	20	3+3
MJMD-4315	Dissertation	0-0-6	C	12	75		60	15	3
Total		24			400				

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2023-24)

Semester-III

Mass Communication Research-II

Course Code: MJML-3311

(Theory)

Time: 3 Hrs.

Maximum 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 Study, Psychology of panic, Chapelhill study, Medium is the message.

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- Analyzing the moving image and New Media, 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.
 3. Horning Priest Susanna - Doing Media Research, SAGE, 1996
 4. David E Gray, Doing Research in the real world, SAGE, 2014
- Milestones in Mass Communication Research.

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2023-24)

Semester-III

New Media Technology

Course Code: MJML-3312

(Theory)

Time: 3 Hrs

Maximum 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. Use of internet in Journalism. The Changing landscape of Media, New Media vs Legacy & 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.

Unit-III

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

Unit-IV

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

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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
5. Journalism Online by Mike Ward (2002), Taylor & Francis

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2023-24)

Semester-III

Public Relation and Corporate Communication

Course Code: MJML-3313

(Theory)

Time: 3 Hrs.

Maximum 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

Unit-II

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers, Corporate culture, corporate philosophy, corporate citizenship, 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, JayshreeJethwani, 2015, Sterling Publishers.

3. Al Ries Al, Jack Trout, Positioning: The Battle for Your Mind, McGraw-Hill, 1st Edition, 2000

4. S A Chunawala, Foundations of Advertising: Theory and Practice, Himalaya Publishing House, New Delhi

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

(Session 2023-24)

Semester-III

Science Journalism

Course Code: MJML-3314

(Theory)

Time: 3 Hrs.

Maximum 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.

Unit-II

Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. Writing a feature story on science and technology. Interviewing scientists, science journals like- Nature, Lancet, Current Science, etc.

Unit-III

Health communication, public health policies, general hospitals, patient care, Components of Health Communication, Challenges in Health Communication, Factors affecting health literacy, New diseases like Swine Flu, HIV/AIDS, COVID-19 etc., Epidemics, Pandemics 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 2023-24)

Semester-III

Photography

Course Code: MJMM-3315

Time: 3 Hrs.

Maximum Marks: 100

Theory: 60

CA: 20

P- 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, Depth of field.

Unit-II

Types of Photography: Food Photography, Product Photography, Street Photography, Portrait Photography etc. 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, Nose room, 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; Choosing the right spot, right angle and right moment for an appropriate composition, Adobe Photoshop.

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

Master of Arts (Journalism and Mass Communication)

Session-2023-24

Semester-IV

International Communication

Course Code: MJML-4311

(Theory)

Time: 3 Hrs.

Maximum 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

Definition, Scope & Characteristics of International Communication, Political, economic and cultural dimensions of international communication-communication international news flow-imbalance. New World Information Order, Collaboration of Indian and international news agencies.

Unit-II

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

Unit-III

Satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations-UNESCO's efforts in removal imbalance in news.New Media and its role.

Unit-IV

Issues in international communication~ democratization of informationflow and media systems-professional standards; cultural imperialism;violence against media persons; effects of globalization onmedia systems and their functions; transnational media ownership and issues of sovereignty and security.

Recommended Books:

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

Many Voices, One World

Master of Arts (Journalism and Mass Communication)

(Session 2023-24)

Semester-IV

Human Rights

Course Code: MJML-4312

(Theory)

Time: 3 Hrs.

Maximum 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

- Concept of Human Rights
- Human Rights and Media

Coverage of Human rights by various media

- Human Rights in Indian Context
- Human Rights & Education

Unit-II

- Human Rights and environmental issues
- Social Problems of Human Rights in India
- Constitutional aspects of Human Rights in India

Unit-III

- Human Rights of Accused persons
- Human Rights for children, women and Dalit.
- 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.

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.
3. Jeremy Waldron, (ed) 1984, Theories of Rights, Oxford University Press.

Richard Tuck, Natural Rights Theories, Their origin and Development, 1979, Cambridge University Press.

4. Prof. H. Sanajaoba, 2004, Human rights in the New Millennium, Manas Publications, New Delhi.

5. MohiniChateerjee, 2004, Feminism and Women's Human Rights, Aaviskkar, Publishers, Distributors, Jaipur.

Master of Arts (Journalism and Mass

Communication)

(Session 2023-24)

Semester-IV

Intercultural Communication

Course Code: MJML-4313

(Theory)

Time: 3 Hrs.

**Theory: 60
Maximum Marks 75**

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

Culture: definition and concept, culture as a social institution. World Capitalistic & Socialistic System; Clash of Civilizations; Culture shock; Melting pot; Composite culture; East-West parallelism; Diversity in Indian culture.

Unit-II

Communication as a concept in western and eastern cultures- Culture and Civilization, Intercultural Communication; Human Communication, Identities; Socio-linguistic exchange, Ethos and Values; Subcultures; Global culture.

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.

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. Basics characteristics of Punjabi culture.

Suggested Readings:

1. An Introduction to Intercultural Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
2. Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
3. Thombre, A, Ramesh N. Rao Specifications of Intercultural Communication : The Indian Context (SAGE Publications India Pvt Ltd, 2015)
4. Handbook of International & Intercultural Communication, William Gudykunstella Mody, 2002, Sage Pu. India Pvt., New Delhi.

Master of Arts (Journalism & Mass Communication)

(Session 2023-24)

Semester-IV

Film Studies

Course Code: MJMM-4314

(Theory)

Time: 3 Hrs.

Total 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

A Brief History of Indian Cinema. Regional and National Cinema in India, A Brief History of World cinema, Film Movements; The rise of Multiplex cinema in India.

Unit-II

Characteristics of the film medium. The art of film and relationship with other arts such as literature, theater and other arts. technical process of film making- Scripting, Shooting and Editing in filmmaking process. Hindi cinema and Indian society. Social issues and Indian cinema. "New wave" in Indian cinema.

Unit-III

Film Studies: feminist, structuralism, psychoanalysis and post-colonialism. Realism & Neo Realism in cinema, Auteurist, Ideological.

How to read films, Film Criticism/ Appreciation. Writing Film Reviews.

Unit-IV

The Development of Punjabi Cinema

Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology

Practical:- Max.Marks-20

Make assignment/ file on various aspects of cinema

Suggested Readings:

- Eric Baranenn&Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).
1. KhwajaAhemad Abbas, How films are made (National Book Trust, 1977).
 2. MaricSetton; Film as an art and appreciation, (NCERT, New Delhi).
 3. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
 4. How to Read a Film by James Monaco

Master of Arts (Journalism & Mass Communication)
(Session 2023-24)

Semester-IV

Dissertation

Course Code: MJMD-4315

Max. Marks: 75

Practical: 60

CA: 15

Time: 3 Hrs.

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 choose her guide.

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

Reviewing minimum 5 books, 5 Research Journals/Newspapers/Magazines.

50-60 Pages.

-UGC guidelines-Times Roman 12 Font Size printed on both sides of pages.

-Bibliography should be in specified format (APA/MLA)

- References

M.A. JMC
(Session 2023-24)
Semester-IV
Film Studies
Course Code: MJMM-4315

Time: 3 Hrs.

Max. Marks: 75

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter

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Unit-I

A Brief History of Indian Cinema. Regional and National Cinema in India, A Brief History of World cinema, Film Movements; The rise of Multiplex cinema in India.

Unit-II

Characteristics of the film medium. The art of film and relationship with other arts such as literature, theatre and other performing arts. Technical process of film making- Scripting, Shooting, Editing in filmmaking process. Hindi cinema and Indian society. Social issues and Indian cinema. "New wave" in Indian cinema.

Unit-III

Film Studies: feminist, structuralism, psychoanalysis and post-colonialism. Realism & Neo Realism in cinema, Auteurist, Ideological.

How to read films, Film Criticism/ Appreciation. Writing Film Reviews.

Unit-IV

The Development of Punjabi Cinema

Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology

Suggested Readings

- Eric Baranenn&Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).
5. KhwajaAhemad Abbas, How films are made (National Book Trust, 1977).
 6. MaricSetton; Film as an art and appreciation, (NCERT, New Delhi).
 7. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).
 8. How to Read a Film by James Monaco

