

**FACULTY OF ARTS & SOCIAL SCIENCES**  
**SYLLABUS**

**of**

**M.A. Journalism & Mass Communication Sem. I-IV**  
**Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Session: 2023-24**



**The Heritage Institution**

**KANYAMAHAVIDYALAYA**  
**JALANDHAR**  
**(Autonomous)**

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

**Scheme and Curriculum of Examination of Three Year Degree Programme**

**Master of Arts ( Journalism and Mass Communication)**

Under Credit Based Continuous Evaluation Grading System (CBCEGS)( Session

2023-24)

SEMESTER-I										
Course Code	Course Title	Course Type	Hours per week	Credit	Total Credits	Marks				Examination Time ( in Hours)
			L-T-P	L-T-P		Total	Ext.		CA	
							L	P		
MJML-1311	Introduction to Communication	C	3-1-0	3-1-0	4	100	80	-	20	03
MJML-1312	History of Print Media in India	C	3-1-0	3-1-0	4	100	80	-	20	03
MJML-1313	Reporting & Editing	C	3-1-0	3-1-0	4	100	80	-	20	03
MJML-1314	Media Law & Ethics	C	3-1-0	3-1-0	4	100	80	-	20	03
MJMM-1320	Advertising	C	3-1-2	3-1-2	6	100	80	20	20	03+03
* Student can opt one of the following Interdisciplinary course										
IDEC-1101 IDEM-1362 IDEI- 1124 IDEW- 12100	1. Effective Communication Skill 2. Basic Fundamentals of Music (Vocal) 3. Basics of Computer Application 4. Indian Heritage contribution to the world	IDE		4-0-0		100	80	-	20	
		Total			22	500				

\*Credits/ Grade Points of these papers will not be added in SGPA/CGPA of the Semester/ Programme..

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

**Scheme and Curriculum of Examination of Three Year Degree  
Programme Master of Arts ( Journalism and Mass Communication)**

Under Credit Based Continuous Evaluation Grading System (CBCEGS)

( Session 2023-24)

SEMESTER-II										
Course Code	Course Title	Course Type	Hours per week	Credit	Total Credits	Marks			Examination Time (in Hours)	
			L-T-P	L-T-P		Total	Ext.	CA		
							L	P		
MJML-2311	Development Communication	C	3-1-0	3-1-0	4	100	80	-	20	03
MJML-2312	Media Management	C	3-1-0	3-1-0	4	100	80	-	20	03
MJML-2313	Current Affairs	C	3-1-0	3-1-0	4	100	80	-	20	03
MJML-2314	Communication Research- I	C	3-1-0	3-1-0	4	100	80	-	20	03
MJMM-2320	Radio & TV Programming	C	3-1-2	3-1-2	6	100	80	20	20	03+03
		Total			22	500				

\*C- Compulsory



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

**C-Compulsory**

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

<b>Semester IV</b>									
<b>Course Code</b>	<b>Course Name</b>	<b>Credits L-T-P</b>	<b>Course Type</b>	<b>Classes/Week</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Ext</b>		<b>CA</b>	
						<b>L</b>	<b>P</b>		
MJML-4311	International Communication	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
<b>Total</b>		<b>24</b>			<b>400</b>				



MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

**(Session 2023-  
24)SEMESTER-I**

Introduction to Communication  
Course Code: MJML-1311  
(THEORY)

**Time: 3 Hrs.**

**Maximum Marks :100**

Theory: 80

**CA: 20**

Instructions for the Paper Setter (80 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, 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, 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 2023-24)**

**SEMESTER-I**

History of Print Media in India

Course Code: MJML-1312

(THEORY)

**Time: 3 Hrs.**

Maximum Marks 100

**Theory: 80**

CA: 20

**Instructions for the Paper Setter (80 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, DyalS.Majithia, Sadhu Singh Hamdard, LalaJagat 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 - DainikJagran - Punjab Kesri - AmarUjala - 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. Short history of leading regional magazines.

#### **Book Recommended:**

RangaswamyParthasarthy: 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 2023-24) SEMESTER-I**

Reporting and Editing  
Course Code: MJML-1313  
(THEORY)

**Time: 3 Hrs.**

**Maximum Marks 100**

Theory: 80

**CA: 20**

Instructions for the Paper Setter (80 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 an editor and news editor, sub 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:

VirBalaAgarwal: 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 2023-24)**

**SEMESTER-I**

Media Law and Ethics  
Course Code: MJML-1314  
(THEORY)

**Time: 3 Hrs.**

Maximum Marks 100

**Theory: 80**

CA: 20

**Instructions for the Paper Setter (80 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 Media 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, Cyber crime and fraud, IT Act 2000 and further amendments, Intellectual Property Rights and Copyright Act.



## Unit-IV

Introduction to Yellow Journalism, Media and Human and Civil Rights, NHRC, PHRC, Media Trial & Fake news. Right to Privacy, Sensationalism. Biasness, News Imbalance. Commercialisation of media

### 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)**

**(Session 2023-24)**

**SEMESTER-I**

**Advertising**

**Course Code: MJMM-1320**

**(THEORY)**

Time: 3 Hrs.

Maximum Marks :100

**Theory: 60**

C.A.: 20

**CA: 20 Instructions for the Paper Setter (80 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, AAAI, 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.

**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 Relati

**Interdisciplinary compulsory course**

**Session-2023-24**

**(Theory)**

**EFFECTIVE COMMUNICATION SKILLS**

**Course Code: IDEC-1101/IDEC-3101**

Total Marks: 100

Examination Time: 3 Hrs

Theory: 80

**CA: 20**

**Instructions for the Paper Setter:**

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. **(5x16=80)**

Unit - I

Introduction: Basic Communication, Basic forms of Communication, Principles of effective Communication, Strategies to overcome barriers to Communication

Unit - II

Reading Skills: Model of Reading to learn – Reading tactics and strategies; Reading outcomes: Paraphrasing / Précis – writing and Summary writing, Note Taking

Unit - III

Modern Forms of Communication- E- mail Writing, New Media Writing (Blog and Report Writing etc.), Notice, Agenda, Minutes, Business Letters, Personal Letters, Job Application, Resume Writing

Unit - IV

Making Power Point Presentation, Telephonic Skills, Public Speaking, Interview Skills,

Books Recommended:

3. John Seely: *Oxford Guide to Effective Writing and Speaking* OUP
4. GeethaNagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006

## Inter Disciplinary Course (Credit Based)

**Session:2023-24**

**Course Title: Basic Fundamentals of Music (Vocal)**

**Course Code: IDEM-1362/IDEM-3362**

L	T	P	TotalCredit
2	0	2	4

**Total Marks: 100 (Theory: 40, Practical: 40, CA: 20)**

**(Theory)**

Time: 3 hours

Marks: 40

### **Note: Instructions for the Paper Setters:**

The paper setter will set Eight questions of equal marks. 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

11. Define Music. Explain the types of Music.
12. Knowledge of following basic Technical Terms of Music: Swara,Saptak, Arov, Avroh,Alankar.

#### Unit - II

13. Definition and Explanation of the following musical the terms:Vadi-Samvadi-Anuvadi–Vivadi.
14. Concept of Raga &Jatties of Raagas.
15. Importance of Laya&Tala in the Hindustani Music.

#### Unit – III

16. Life Sketches: Tansen, Pt. Vishnu Narayan Bhatkhande.
17. Role of Multimedia in the promotion of Music.
18. Ability to write notations of any light composition in prescribed talas.

## Unit – IV

19. Brief knowledge of following Ragas: Yaman, Bhairavi.



20. Ability to write notations of following talas: Teental, Kehrawa, Dadra, Roopak

### **(Practical)**

Time-20 Minutes

Marks-40

#### **Instructions for the paper setter:**

Question paper is to be set on the spot jointly by the Internal and External Examiners.

7. Basic knowledge of playing Harmonium/Key - Board.
8. Ability to Sing ten Alankars with the instrument of your choice.
9. Ability to sing three light compositions  
(Bhajan/Shabad/Cinematic/Sufi/Folk Songe.t.c.) based on Ragas.
10. Knowledge and ability to recite the following Talas on hands:
  - Teentaal (16 Beats)
  - Keharva (8 Beats)
  - Roopak (7 Beats)
  - Dadra (6 Beats)
11. Ability to recite Bhajan/Shabad with Tanpura.
12. Ability to sing National Anthem with Harmonium.

#### **Suggested Readings**

- Hmare Sangeet Ratan-Sangeet Karyalya ,Hathras, 2004
- Sangeet Roop - Dr. Davinder Kaur
- Sangeet Saar- Veena Mankaran
- Raag Parichay(I-IV) - Sh. Harish Chandar Srivastava
- Sangeet Visharad -Basant , Sangeet Karyalya , Hathras, 2004
- Sangeet Subodh-Dr. Davinder Kaur

**ID COURSE**  
**on**  
**BASICS OF COMPUTER APPLICATIONS**  
Course Code: IDEI-1124/IDEI-3124

Course Outcomes:

After passing this course the student will be able to:

CO1: Comprehend basics of internet and its working.

CO2: Apply the concepts for better e-mail management.

CO3: Apply office suite to create professional documents, sheets and presentations.

## Session: 2023-24

ID COURSE

on

BASICS OF COMPUTER APPLICATIONS

Course Code: IDEI-1124/IDEI-3124

### UNIT - I

Introduction to Internet: Meaning, Working of Internet, Benefits/Services offered by Internet, Internet Service Providers, Web browsing, World Wide Web, TCP/IP, HTTP, FTP and DNS.  
Basics of E-mail: Introduction, Advantages and disadvantages, Structure of an e-mail message, working of e-mail (sending and receiving messages), managing e-mail (creating new folder, deleting messages, forwarding messages, filtering messages).

### UNIT - II

Introduction to Word Processing: Features, Graphical User Interface (Title bar, Menu bar, Status bar and Ruler), understanding the Ribbon, Quick Access Toolbar  
Working with Document: Creation of New Documents, Opening Document, Saving Document, Printing Document  
Editing: Font Properties, Alignment, Deleting, Moving, Find and Replace  
Page Layout: Page Setup, Margins, Gutters, Page Breaks, Header & Footer  
Managing Data through Tables: Creating a Table, Entering and Editing Text in Tables. Changing format of Table, Changing height and width of Row/Column. Deleting Rows/Columns.  
Advance Concepts: Adding Picture, Page Colors and Watermarks, Borders and Shading, Drawing Objects, Insert Equations, Spell Checker and Thesaurus.

### UNIT - III

Introduction to Spreadsheet: Basics, Components of Excel Window, Concept of Worksheets. Creation, Saving, Opening and Closing Workbook, Printing of Worksheet.  
Editing Spreadsheet: Editing Data, Formatting Data, Sort and Filters.  
Formula and Functions: Ways to Enter Formula in Sheet, Operators, Types of Functions, Application of Functions.  
Data Representation in Sheet: Inserting Graphs, Managing Graph Data, Modifying Graph Elements.

### UNIT - IV

Introduction to Presentation: Exploring Menus, Starting a New Slide, Opening Existing Presentation, Saving Presentation, Printing Slides.  
Working with Slides: Inserting Slide, Deleting Slide, Copying and moving slides, Duplicating Slides, Layout of Slides, Applying theme to presentation, Views of Presentation,  
Editing and Formatting Slides: Font Formatting, Text Alignment, Bullets and Numbering.  
Displaying Slide Show.

Multimedia: Adding Multimedia, Slide Transitions, Applying Animation, Timing Slide Display, Adding Video & Sounds, Adding Objects.

Suggested Readings:

- Anshuman Sharma, “Fundamentals of Internet Applications”, Lakhanpal Publications, 1st Ed., 2016.
- Douglas E. Comer, “Computer Networks and Internet with Internet Applications”, Pearson, 4th

Ed., 2008.

- Joyce Cox, Joan Lambert and Curtis Frye, “Microsoft office Professional 2010 Step by Step”, Microsoft Press, 1st Ed., 2010.
- V. Rajaraman, Neeharika Adabala, “Fundamentals of Computers”, PHI Learning, 1st Ed., 2020.
- Anshuman Sharma, “A book of Fundamentals of Information Technology”, Lakhanpal Publishers, 5th Ed., 2017.
- Peter Weverka, Office 2019, All in One for Dummies, Wiley.
- Peter Norton, “Computing Fundamentals”, McGraw-Hill Technology Education, 1st Ed., 2006.

**Session:2023-24**

**Interdisciplinary course**

**Course Title: Indian Heritage: Contribution to the World**

Course Code: IDE-

**Course Objectives:**

- This course introduces the course with the contribution of the Indus valley Civilisation in the field of Planned cities, metallurgy and its contact with the civilisations of the world.
- It will introduce students to the contribution of ancient India in the field of Art, Architecture and Literature.
- This course will make students familiar with sources and nature of Indian religious history and human values. Special emphasis will be given on doctrine and philosophy of Hinduism, Buddhism and Jainism,
- Students will be made aware of the tremendous contribution of India in the field of science ,medicine and technology.
- This course will acquaint students with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

**Course Outcomes:**

- After the completion of the course, the students will have a comprehensive understanding of the development of science and technology in different fields in ancient India.
- After completing the course students will have a familiarity with contribution of India in the field of Art, Architecture and Literature .
- After completing the course students will be able to appreciate the ancient wisdom and an understanding of the various religions which evolved in India.
- After completing the course students will be able to comprehend with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

# **Interdisciplinary Compulsory Course (Credit Based)**

**Session-2023-24**

**Course Title: ID Course on Indian Heritage: Contribution to the World**

Course Code:

**Total Marks: 100**

Examination Time: 3 Hrs

Theory: 80

**CA: 20**

Instructions for the Paper Setter:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks.(**5x16=80**)

Unit – I

1. Ancient Indian Heritage in Literature, Art and Architecture: Temple Architecture, Stupas, Ashokan Pillars, Ajanta Paintings and Monuments

Unit – II

2. Ancient Wisdom :Contribution of India in the field of education, Vedas Ancient Universities- Nalanda, Taxila

Unit – III

3. Indian Culture and Human Values: Hinduism, Jainism, Buddhism

Unit – IV



4. Contribution in the field of Science and Technology: Medicine, Astronomy, Mathematics,

Books Recommended:

- Aiyar, P. S. Shivaswamy, Evolution of Hindu Moral Ideas, Calcutta, 1935.
- Bapat, P.V. (ed.), 2500 Years of Buddhism ( Also in Hindi ), New Delhi, 1987.

- Bevarakara, S.K. and R.D. Ranade, History of Indian Philosophy, Vol. II, Poona, 1927
- Daniel, G, Hundred years of Archaeology, London, 1950.
- Hodges, H., Technology in the Ancient World, London, Pelican,1970.
- Jain, Hiralal, BhāratīyaSamskrtimeJaina Dharma kāYogadāna (Hindi). Bhopal, 1962.
- Jain, Jyoti Prasad, Religion and Culture of the Jains, Delhi, 1995.
- Jaini, J.L., An outline of Jainism, Cambridge, 1916.
- Kosambi D.D: The culture and civilization of Ancient India 19100
- Majumdar, R.C. and A.D. Pusalker (eds.), The History and Culture of the Indian People, Vols. IV and V (relevant chapters), Bombay, 1988, 1989.
- RomilaThapar, A History of India, Vol. I, Penguin Books, London,1981
- Srivastava, K.M., New Era of Indian Archaeology, New Delhi, 1980
- Thapar, Romila (ed.), Recent Perspective of Early Indian History, New Delhi, 1998.
- Thapar, Romila, Interpreting Early India, Oxford, 1997.
- Thapar, Romila, The Past and Prejudice, New Delhi, 19100.
- Tripathi, A.N., Human Values, Delhi, 2008-09.

Master of Arts (Journalism and Mass Communication)

(Session

2023-24)

SEMESTER-II

**Development Communication**

Course Code: MJML-2311

(THEORY)

**Time: 3 Hrs.**

**Maximum Marks 100**

Credit-04

Theory: 80

**CA: 20**

Instructions for the Paper Setter (80 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

Development and underdevelopment - meaning, definition, concept. Development vs Growth, Theories and models of development, approaches and issues. Development dichotomies, gap between developed and developing societies - strategies. Cultural, political & economic barriers. Dominant paradigm, modernization, empowerment, Gender bias, participation, sustainable development, HDI - concept and criticisms.

## Unit - II

Alternative models of development, different perspectives; Western and Indian view points. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Food Security, NITI Aayog, LPG, MGNREGA.

### 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. Issues  
-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.

#### Books recommended:

O.P. Bhatnagar: Education, Communication and Development

SrinivasR.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

ShyamParmar: 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.

Master of Arts (Journalism and Mass Communication)

(Session 2023-24) SEMESTER–

II

**MEDIA MANAGEMENT**

**Course Code: MJML-2312**

(THEORY)

**Time: 3 Hrs.**

Credit-04

**Maximum Marks 100**

CA: 20

**Theory: 80**

Instructions for the Paper Setter (80 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

Principles of Media Management, Functions & Significance, Media as profession and industry, Ownership pattern : Private Ltd., Public Ltd. Individual ownership, Cross Media Ownership,



Partner, Trust, Society. Conglomerate

## Unit-II

Organisation / Theories, Organisational Structure, Policy Formulation, Personal Management & Financial Management Production Cost, Capital Cost, Commercial Polity, Budgeting. FDP.

### 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 of TRP and related issues, Editorial Staff Management: Changing role of editorial staffs and other media persons, Media Circulation & Distribution. Ethical issues in media management.

#### Books recommended:

Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.  
Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.  
SamacharPatarParbandh (Punjabi), Nagpal, 1991, Punjabi Uni. Patiala

Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi. 13

Audience measurement- TRP, RRP and GRP. DAVP, INS, RNI, ABC, Editorial Management:  
Changing role of editorial staffs and other media persons, Media Circulation & Distribution.

#### Books recommended:

Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.  
Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.  
SamacharPatarParbandh (Punjabi), Nagpal, 1991, Punjabi Uni. Patiala

Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi. 13

Master of Arts (Journalism and Mass Communication)

(Session 2023-24)

SEMESTER-II

Current Affairs

Course Code: MJML-2313

(THEORY)

Time: 3 Hrs.

Maximum Marks 100

Credit-04

Theory: 80

CA: 20

**Instructions for the Paper Setter (80 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.

This paper would cover events of regional, national and international importance during the preceding year affecting Indian, social, political, sports, health, entertainment, economic and security concerns. - Last six months issues -

Suggested Readings - CSR - India Today - Chronicle –Pratiyogitadarpan, Newspapers and magazines.

**Master of Arts( Journalism and Mass Communication )**

**(Session 2023-24)**

**SEMESTER-II**

Communication Research-I  
Course Code: MJML-2314  
(THEORY)

**Time: 3 Hrs.**

Credit-04

**Maximum Marks -100**

Theory: 80

**CA: 20**

Instructions for the Paper Setter (80 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

Communication Research- Meaning, concept, scope and definition. Pure and applied research, scientific approach to social science research - Concept and scope of communication research, Difference between Communication research and other research.

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 and hypothesis. Statistical Tools: SPSS

### Unit-III

Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation - Sampling – Probability and Non-Probability sampling. Random sampling, Stratified sampling, Snowball sampling, Cluster sampling. Survey Design.

### Unit-IV

Writing the research report, significance of bibliography & its styles, index, Appendices & footnotes, Latest trends in MCR

#### **Books:**

Research Methodology, C.R.Kothari.

SancharKhojVidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.

Arthur A Berger, Media Research Techniques, Sage, New Delhi, 1996

Gupta S. C., and Kapoor K. V., Fundamentals of Mathematical Statistics, Sultan Chand and Sons, Delhi, 1994

**Master of Arts (Journalism and Mass Communication)**

**(Session 2023-24)**

**SEMESTER-II**

**Radio and TV Programming**

**Course Code: MJMM-2320**

**Time: 3 Hrs.**

**Max. Marks: 100**

**Theory :60**

C.A.: 20

**Instructions for the Paper Setter (80 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**

Radio as a medium & its characteristics, Radio vs other mediums, radio in modern times: challenges & prospects, organization structure of Radio station. -Making of a radio station - Acoustics – Microphones. Formats of writing for radio.

**Unit-II**

Voice modulation - Announcement, talks, features, documentaries, plays, script writing, dialogue writing, newsreel, discussion, interviews, news-writing, compilation of news bulletin



Commercial/jingles, Importance of silence, Internet radio. Synchronization between audio and video.

### Unit-III

**Television** Characteristics, History, development, organization structure of TV station - Making of a television studio, crew - Key elements of television writing, Television news writing & production, documentary/feature, discussions, interview, drama. Production of TV Advertisements. Presentation of TV Programme.

### Unit-IV

Picture composition., Camera placement- camera shots ,angles, movements. Logging, editing, dubbing graphics, special effects - Lighting - Art direction - Costumes, Make up. Types of video cameras.

**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

**Interdisciplinary compulsory course**

**Session-2023-24**

**(Theory)**

**EFFECTIVE COMMUNICATION SKILLS**

**Course Code: IDEC-1101/IDEC-3101**

Total Marks: 100

Examination Time: 3 Hrs

Theory: 80

**CA: 20**

**Instructions for the Paper Setter:**

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. **(5x16=80)**

Unit - I

Introduction: Basic Communication, Basic forms of Communication, Principles of effective Communication, Strategies to overcome barriers to Communication

Unit - II

Reading Skills: Model of Reading to learn – Reading tactics and strategies; Reading outcomes: Paraphrasing / Précis – writing and Summary writing, Note Taking

Unit - III

Modern Forms of Communication- E- mail Writing, New Media Writing (Blog and Report Writing etc.), Notice, Agenda, Minutes, Business Letters, Personal Letters, Job Application, Resume Writing

Unit - IV

Making Power Point Presentation, Telephonic Skills, Public Speaking, Interview Skills,

Books Recommended:

1. John Seely: *Oxford Guide to Effective Writing and Speaking* OUP
2. GeethaNagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006

## Inter Disciplinary Course (Credit Based)

**Session:2023-24**  
**Course Title: Basics of Music (Vocal)**  
**Course Code: IDEM-1362/IDEM-3362**

L	T	P	TotalCredit
2	0	2	4

**Total Marks: 100 (Theory: 40, Practical: 40, CA: 20)**

### (Theory)

Time: 3 hours

Marks: 40

#### **Note: Instructions for the Paper Setters:**

The paper setter will set Eight questions of equal marks. 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

1. Define Music. Explain the types of Music.
2. Knowledge of following basic Technical Terms of Music: Swara,Saptak, Arov, Avroh,Alankar.

#### Unit - II

3. Definition and Explanation of the following musical the terms:Vadi-Samvadi-Anuvadi–Vivadi.
4. Concept of Raga &Jatties of Raagas.
5. Importance of Laya&Tala in the Hindustani Music.

#### Unit – III

6. Life Sketches: Tansen, Pt. Vishnu Narayan Bhatkhande.

7. Role of Multimedia in the promotion of Music.
8. Ability to write notations of any light composition in prescribed talas.

Unit - IV

9. Brief knowledge of following Ragas: Yaman, Bhairavi.
10. Ability to write notations of following talas: Teental, Kehrawa, Dadra, Roopak

### **(Practical)**

Time-20 Minutes

Marks-40

#### **Instructions for the paper setter:**

Question paper is to be set on the spot jointly by the Internal and External Examiners.

1. Basic knowledge of playing Harmonium/Key - Board.
2. Ability to Sing ten Alankars with the instrument of your choice.
3. Ability to sing three light compositions (Bhajan/Shabad/Cinematic/Sufi/Folk Songe.t.c.) based on Ragas.
4. Knowledge and ability to recite the following Talas on hands:
  - Teentaal (16 Beats)
  - Keharva (8 Beats)
  - Roopak (7 Beats)
  - Dadra (6 Beats)
5. Ability to recite Bhajan/Shabad with Tanpura.
6. Ability to sing National Anthem with Harmonium.

#### **Suggested Readings**

- Hmare Sangeet Ratan-Sangeet Karyalya ,Hathras, 2004
- Sangeet Roop - Dr. Davinder Kaur
- Sangeet Saar- Veena Mankaran
- Raag Parichay(I-IV) - Sh. Harish Chandar Srivastava
- Sangeet Visharad -Basant , Sangeet Karyalya , Hathras, 2004
- Sangeet Subodh-Dr. Davinder Kaur

**ID COURSE**  
**on**  
**BASICS OF COMPUTER APPLICATIONS**  
Course Code: IDEI-1124/IDEI-3124

Course Outcomes:

After passing this course the student will be able to:

CO1: Comprehend basics of internet and it's working.

CO2: Apply the concepts for better e-mail management.

CO3: Apply office suite to create professional documents, sheets and presentations.

## Session:2023-24

ID COURSE

on

BASICS OF COMPUTER APPLICATIONS

Course Code: IDEI-1124/IDEI-3124

### UNIT - I

Introduction to Internet: Meaning, Working of Internet, Benefits/Services offered by Internet, Internet Service Providers, Web browsing, World Wide Web, TCP/IP, HTTP, FTP and DNS. Basics of E-mail: Introduction, Advantages and disadvantages, Structure of an e-mail message, working of e-mail (sending and receiving messages), managing e-mail (creating new folder, deleting messages, forwarding messages, filtering messages).

### UNIT - II

Introduction to Word Processing: Features, Graphical User Interface (Title bar, Menu bar, Status bar and Ruler), understanding the Ribbon, Quick Access Toolbar  
Working with Document: Creation of New Documents, Opening Document, Saving Document, Printing Document  
Editing: Font Properties, Alignment, Deleting, Moving, Find and Replace  
Page Layout: Page Setup, Margins, Gutters, Page Breaks, Header & Footer  
Managing Data through Tables: Creating a Table, Entering and Editing Text in Tables. Changing format of Table, Changing height and width of Row/Column. Deleting Rows/Columns.  
Advance Concepts: Adding Picture, Page Colors and Watermarks, Borders and Shading, Drawing Objects, Insert Equations, Spell Checker and Thesaurus.

### UNIT - III

Introduction to Spreadsheet: Basics, Components of Excel Window, Concept of Worksheets. Creation, Saving, Opening and Closing Workbook, Printing of Worksheet.  
Editing Spreadsheet: Editing Data, Formatting Data, Sort and Filters.  
Formula and Functions: Ways to Enter Formula in Sheet, Operators, Types of Functions, Application of Functions.  
Data Representation in Sheet: Inserting Graphs, Managing Graph Data, Modifying Graph Elements.

### UNIT - IV

Introduction to Presentation: Exploring Menus, Starting a New Slide, Opening Existing Presentation, Saving Presentation, Printing Slides.  
Working with Slides: Inserting Slide, Deleting Slide, Copying and moving slides, Duplicating Slides, Layout of Slides, Applying theme to presentation, Views of Presentation,  
Editing and Formatting Slides: Font Formatting, Text Alignment, Bullets and Numbering.



Displaying Slide Show.

Multimedia: Adding Multimedia, Slide Transitions, Applying Animation, Timing Slide

Display, Adding Video & Sounds, Adding Objects.

Suggested Readings:

- Anshuman Sharma, “Fundamentals of Internet Applications”, Lakhanpal Publications, 1st Ed., 2016.
- Douglas E. Comer, “Computer Networks and Internet with Internet Applications”, Pearson,

4th Ed., 2008.

- Joyce Cox, Joan Lambert and Curtis Frye, “Microsoft office Professional 2010 Step by Step”, Microsoft Press, 1st Ed., 2010.
- V. Rajaraman, Neeharika Adabala, “Fundamentals of Computers”, PHI Learning, 1st Ed., 2020.
- Anshuman Sharma, “A book of Fundamentals of Information Technology”, Lakhanpal Publishers, 5th Ed., 2017.
- Peter Weverka, Office 2019, All in One for Dummies, Wiley.
- Peter Norton, “Computing Fundamentals”, McGraw-Hill Technology Education, 1st Ed., 2006.

**Session:2023-24**

**Interdisciplinary course**

**Course Title: Indian Heritage: Contribution to the World**

Course Code: IDE-

**Course Objectives:**

- This course introduces the course with the contribution of the Indus valley Civilisation in the field of Planned cities, metallurgy and its contact with the civilisations of the world.
- It will introduce students to the contribution of ancient India in the field of Art, Architecture and Literature.
- This course will make students familiar with sources and nature of Indian religious history and human values. Special emphasis will be given on doctrine and philosophy of Hinduism, Buddhism and Jainism,
- Students will be made aware of the tremendous contribution of India in the field of science ,medicine and technology.
- This course will acquaint students with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

**Course Outcomes:**

- After the completion of the course, the students will have a comprehensive understanding of the development of science and technology in different fields in ancient India.
- After completing the course students will have a familiarity with contribution of India in the field of Art, Architecture and Literature .
- After completing the course students will be able to appreciate the ancient wisdom and an understanding of the various religions which evolved in India.
- After completing the course students will be able to comprehend with the contribution of India in the field of education with special reference to ancient universities of Nalanda and Taxila.

**Interdisciplinary Compulsory Course  
(Credit Based)**

**Session-2023-24**

**Course Title: ID Course on Indian Heritage: Contribution to the World**

Course Code:

**Total Marks: 100**

Examination Time: 3 Hrs

Theory: 80

**CA: 20**

Instructions for the Paper Setter:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks.(5x16=80)

Unit - I

1. Ancient Indian Heritage in Literature, Art and Architecture: Temple Architecture, Stupas, Ashokan Pillars, Ajanta Paintings and Monuments

Unit - II

2. Ancient Wisdom :Contribution of India in the field of education, Vedas Ancient Universities- Nalanda, Taxila

Unit - III

3. Indian Culture and Human Values: Hinduism, Jainism, Buddhism

## Unit - IV

### 4. Contribution in the field of Science and Technology: Medicine, Astronomy, Mathematics,

Books Recommended:

- Aiyar, P. S. Shivaswamy, Evolution of Hindu Moral Ideas, Calcutta, 1935.
- Bapat, P.V. (ed.), 2500 Years of Buddhism ( Also in Hindi ), New Delhi, 1987.
- Bevakara, S.K. and R.D. Ranade, History of Indian Philosophy, Vol. II, Poona, 1927

- Daniel, G, Hundred years of Archaeology, London, 1950.
- Hodges, H., Technology in the Ancient World, London, Pelican, 1970.
- Jain, Hiralal, Bhāratīya Samskr̥timem Jainā Dharma kā Yōgadāna (Hindi). Bhopal, 1962.
- Jain, Jyoti Prasad, Religion and Culture of the Jains, Delhi, 1995.
- Jaini, J.L., An outline of Jainism, Cambridge, 1916.
- Kosambi D.D: The culture and civilization of Ancient India 19100
- Majumdar, R.C. and A.D. Pusalker (eds.), The History and Culture of the Indian People, Vols. IV and V (relevant chapters), Bombay, 1988, 1989.
- Romila Thapar, A History of India, Vol. I, Penguin Books, London, 1981
- Srivastava, K.M., New Era of Indian Archaeology, New Delhi, 1980
- Thapar, Romila (ed.), Recent Perspective of Early Indian History, New Delhi, 1998.
- Thapar, Romila, Interpreting Early India, Oxford, 1997.
- Thapar, Romila, The Past and Prejudice, New Delhi, 19100.
- Tripathi, A.N., Human Values, Delhi, 2008-09.



**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, Chapel Hill 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, MicroBlogs, 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 DeWolk (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-brandequityandcorporatebrands PR as

a profession; qualities required for PRO

Crisismanagement;PRstrategyandcampaign

**Books:**

1. CorporateCommunication,GoodwinNewman, StateUni.ofNewYork,NewYork.

2. PRManagement,JayshreeJethwani,2015,SterlingPublishers.

3. AlRiesAl,JackTrout,Positioning:TheBattleforYourMind,McGraw-Hill,1stEdition,2000

4. SACHunawala,FoundationsofAdvertising:TheoryandPractice,HimalayaPublishingHouse,NewDelhi

**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 information flow and media systems-professional standards; cultural imperialism; violence against media persons; effects of globalization on media 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

**MasterofArts (JournalismandMassCommunication)**

**(Session2023-24)**

**Semester-IV**

**Human Rights**

**CourseCode:MJML-4312**

**(Theory)**

**Time:3 Hrs.**

**MaximumMarks75**

**Theory: 60**

**CA: 15**

**InstructionsforthePaperSetter**

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**

- ConceptofHumanRights
- HumanRightsand Media

CoverageofHumanrightsby various media

- HumanRightsinIndianContext
- HumanRights &Education

## **Unit-II**

- HumanRightsandenvironmentalissues
- SocialProblemsofHumanRightsinIndia
- ConstitutionalaspectsofHumanRights inIndia

## **Unit-III**

- HumanRightsofAccusedpersons
- HumanRightsforchildren,womenandDalit.
- HumanRightsanddeath,tortureinpolice lockups
  - StateCommissionforHumanRights

## **Unit-IV**

- NationalCommissiononHumanRights
- HumanRightsandrighttofreedomofspeechandexpression
- Conflicts&violationofhumanrights,war&humanrights.

### **Books:**

1. HumanRights,A.N. Sen,2005,SriSaiLawPublications,Faridabad.
2. ProtectionofHumanRights,KhwajaAbdulMuntaqim,2004,LawAllahabad Publishers.
3. JeremyWaldron,(ed)1984,TheoriesofRights,OxfordUniversityPress.

RichardTuck,NaturalRightsTheories,TheiroriginandDevelopment,1979,CambridgeUniversityPress.

4. Prof.H.Sanjaoba,2004,HumanrightsintheNewMillennium,ManasPublications,New Delhi.

5. MohiniChateerjee,2004,FeminismandWomen'sHumanRights,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, SagePub.IndiaPvt., New Delhi.
2. Samovar,Porter,Understanding Intercultural Communication:The Working Principles(2009).
3. Thombre,A,RameshN.Rao Specifications of Intercultural Communication:The Indian Context (SAGE Publications India Pvt Ltd, 2015)
4. Handbook of International & Intercultural Communication, Willam.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: 3Hrs.**

**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. Khwaja Ahemad Abbas, How films are made (National Book Trust, 1977).
  2. Maric Setton; 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**  
**(Session2023-24)**  
**Semester-IV**  
**Film Studies**  
**Course Code:MJMM-4315**

**Time:3 Hrs.**

**Max.Marks:75**

**Theory:60**

**Practical:20**

**CA: 20**

**InstructionsforthePaperSetter**

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.

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5. Khwaja Ahamad Abbas, How films are made (National Book Trust, 1977).
6. Maric Setton; 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

