

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

of

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

(Under Continuous Evaluation System)

Session: 2018-19



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Scheme of Studies and Examination

M.A. Journalism & Mass Communication

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

M.A. Journalism & Mass Communication

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

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Unit - I

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

Unit- II

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

Unit - III

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

Unit-IV

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

Books recommended:

Larry L.Barker: Communication

Mcquail, Denis: Mass Communication Theory

Mcquail and Windahl: Communication Models

Keval J Kumar: Mass Communication in India

Rogers and Singhal: India's Communication Revolution

Emery, Ault & Agee: Introduction to Mass Communication

Gupta and Agarwal: Handbook to Journalism and Mass Communication

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Unit-I

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

Unit-II

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

Unit -III

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

Unit-IV

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

Book Recommended:

Rangaswamy Parthasarthy: Journalism in India.

Conboy Martin: Journalism: A Critical History.

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

Lovett Pat: Journalism in India.

Newspapers and magazines in English, Punjabi and Hindi.

nandini Singh kapoor

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Unit - I

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

Unit - II

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

Unit - III

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

Unit - IV

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

Books recommended:

Vir Bala Agarwal: Essentials of Practical Journalism

K. M. Srivasthava: Reporting and Editing

TJS George: Editing

Maloney & Rubenstein: Writing for Media

Burack: The Writers Handbook

Cambell: Professional Writing

Dewbo and Pondrow: The Contemporary Writing

Usha Raman: Writing for media

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum marks: 75

Theory : 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Books recommended:

A.G. Noorani: India's Constitution & Politics
Durga Das Basu: Constitution of India
Durga Das Basu: Law of the Press
B.N. Ahuja: History of Press and Press Laws
Press Institute of India: Press and the Law
Sita Bhatia: Freedom of the Press
PCI Reviews and Annual Reports.

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter (60 marks)

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

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

Books recommended:

Sandage and others: Advertising Theory and Practice.

Sethia and Chunawala: Advertising- Principles and Practice.

Otto Kleppner: Advertising Procedure.

Cutlip & Center: Effective Public Relations.

Ravindran: Handbook of Public Relations.

Ahuja and Chandra: Public Relations.

Sam Black: Practical Public Relations

M.A. JMC (Session 2018-19)

SEMESTER-II
MJML-2311 Development Communication
Course Code: MJML-2311
(THEORY)

Course Outcomes:

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

SEMESTER-II
MJML-2311 Development Communication
Course Code: MJML-2311
(THEORY)

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Unit - I

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

Unit - II

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

Unit - III

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

Unit- IV

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

Books recommended:

O.P. Bhatnagar: Education, Communication and Development

Srinivas R.Melkote: Communication for Development in Third world Countries

K.N.Singh & S.N.Singh: Effective Media for Rural Audience

P.R.R. Sinha: Communication and Rural Development

B.Balaswamy: Communication for Sustainable Development

J.B.Ambedkar: Communication and Rural Development

L.Vinod Kumar: Rural Development in India

Shyam Parmar: Traditional Folk Media in India

R.K.Samanta: Development Communication for Agriculture.

Alan Hancock: Technology transfer and Communication

Journals: Kurukshetra, Yojana Village, Journal of Rural Development, Social Action

Uma Narula: Development Communication.

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Books recommended:

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

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 75
Theory: 60
CA: 15

Instructions for the Paper Setter (60 marks)

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

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

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

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 75

Theory: 60

CA: 15

Instructions for the Paper Setter (60 marks)

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Books

Research Methodology, C.R.Kothari.

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

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

Course Outcomes:

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

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

Time: 3 Hrs.

Maximum Marks 100

Theory: 60

Practical: 20

CA: 20

Instructions for the Paper Setter (60 marks)

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

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

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

Books recommended:

P.C. Chatterji: Broadcasting in India

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

Herbert Zettle: Television Production

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