

# **FACULTY OF ARTS & SOCIAL SCIENCES**

## **SYLLABUS**

**of**

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

**(Semester: I-IV)**

**(Under Continuous Evaluation System)**

**Session: 2020-21**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR**

**(Autonomous)**

# Scheme and Curriculum of Examination of Two Year Degree Programme

## Master of Arts (Journalism and Mass Communication)

### (Two Years Degree Course)

(Session 2020-21)

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

C-Compulsory

**Scheme of Studies and Examination**  
**Master of Arts (Journalism & Mass Communication)**  
**(Two Years Degree Course)**

(Session 2020-21)

**Semester II**

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

# Scheme and Curriculum of Examination of Two Year Degree Programme

## Master of Arts (Journalism and Mass Communication)

### (Two Years Degree Course)

(Session 2020-21)

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

C-Compulsor

**Scheme of Studies and Examination**  
**Master of Arts (Journalism & Mass Communication)**  
**(Two Years Degree Course)**  
**(Session 2020-21)**

**Semester- IV**

**Semester-IV**

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

## **PROGRAMME OUTCOMES**

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

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

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

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

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

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**Introduction to Communication**

**Course Code: MJML-1311**

**(THEORY)**

**Course Outcomes:**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**Introduction to Communication**

**Course Code: MJML-1311**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks**

**75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter (60 marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 marks.

**Unit - I**

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

**Unit- II**

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

**Unit – III**

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

**Unit-IV**



Traditional media, Media's role in society, New media technologies- satellite, cable, digital, internet. Spiral of silence, hot media and cold media.

**Books recommended:**

Larry L.Barker: Communication

Mcquail, Denis: Mass Communication Theory

Mcquail and Windahl: Communication Models

Keval J Kumar: Mass Communication in India

Rogers and Singhal: India's Communication Revolution

Emery, Ault & Agee: Introduction to Mass Communication

Gupta and Agarwal: Handbook to Journalism and Mass Communication

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**History of Print Media in India**

**Course Code: MJML-1312**

**(THEORY)**

**Course Outcomes:**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**History of Print Media in India**

**Course Code: MJML-1312**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks 75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter (60 Marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 marks.

**Unit-I**

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

**Unit-II**

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

**Unit -III**

Important newspapers and magazines & their history- Times of India - Amrita Bazar Patrika - Hindustan Times - The Hindu - The Tribune -The Indian Express - The Telegraph - Dainik Jagran - Punjab Kesri - 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, NawanZamana. Short history of leading regional magazines.

#### **Book Recommended:**

RangaswamyParthasarchy: Journalism in India.

Conboy Martin: Journalism: A Critical History.

Natarajan J: History of Indian Journalism

Report of The First & Second Press Commission

Lovett Pat: Journalism in India.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2020-21)**  
**SEMESTER-I**  
**Reporting and Editing**  
**Course Code: MJML-1313**  
**(THEORY)**

**Course Outcomes:**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**Reporting and Editing**

**Course Code: MJML-1313**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks**

**75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter (60 marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 marks.

**Unit - I**

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

**Unit - II**

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

**Unit - III**

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

**Unit - IV**

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

**Books recommended:**

Vir Bala Agarwal: Essentials of Practical Journalism

K. M. Srivastava: Reporting and Editing

TJS George: Editing

Maloney &Rubenstein: Writing for Media

Burack: The Writers Handbook

Cambell: Professional Writing

Dewbo and Pondrow: The Contemporary Writing

Usha Raman: Writing for media

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**Media Law and Ethics**

**Course Code: MJML-1314**

**(THEORY)**

**Course Outcomes:**

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



**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**Media Law and Ethics**

**Course Code: MJML-1314**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks 75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter (60 marks)**

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

**Unit-I**

Basics of Indian Constitution—Preamble, Fundamental Rights and Duties, concept of PIL, Report of First and Second Press Commission, Need for Third Press Commission, PCl& Editor's Guild of India.

**Unit-II**

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

**Unit-III**

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

## **Unit-IV**

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

### **Books recommended:**

A.G. Noorani: India's Constitution & Politics

Durga Das Basu: Constitution of India

Durga Das Basu: Law of the Press

B.N. Ahuja: History of Press and Press Laws

Press Institute of India: Press and the Law

Sita Bhatia: Freedom of the Press

PCI Reviews and Annual Reports.

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**Advertising**

**Course Code: MJMM-1315**

**(THEORY)**

**Course Outcomes:**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**SEMESTER-I**

**Advertising**

**Course Code: MJMM-1315**

**(THEORY)**

**Time: 3 Hrs.**

**Maximum Marks**

**75**

**Theory: 60**

**CA: 15 Instructions for the Paper Setter (60 marks)**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 marks.

**Unit-I**

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

**Unit-II**

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

**Unit-III**

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

**Unit-IV**

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

**Books recommended:**

Sandage and others: Advertising Theory and Practice.

Sethia and Chunawala: Advertising- Principles and Practice.

Otto Kleppner: Advertising Procedure.

Cutlip& Center: Effective Public Relations.

Ravindran: Handbook of Public Relations.

Ahuja and Chandra: Public Relations.

Sam Black: Practical Public Relations

**M.A. JMC**

**(Session 2019-20)**

**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 stude

**M.A. JMC**

**(Session 2020-21)**

**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. 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 viewpoints. 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

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 2020-21)**

**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 2020-21)**

**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. 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.

**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 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

**M.A. JMC**

**(Session 2020-21)**

**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 2020-21)**

**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. Each question will carry 12 marks.

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

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

**M.A. JMC**

**(Session 2019-20)**

**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 2020-21)**

**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. 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.

#### **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

**M.A. JMC**

**(Session 2020-21)**

**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 2020-21)**

**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. 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, dialogue writing, newsreel, discussion, interviews, news-writing,

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, documentary/feature, discussions, interview, drama Commercials Programme presentation.

### **Unit-IV**

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

**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

ThotaBhavannarayana: Television Journalism

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**Semester-III**

**Mass Communication Research-II**

**Course Code: MJML-3311**

**(Theory)**

**Course Objectives:-**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**

**(Session 2020-21)**

**Semester-III**

**Mass Communication Research-II**

**Course Code: MJML-3311**

**(Theory)**

**Time: 3 Hrs.**

**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 Studies, Psychology of panic, Medium is the message, Hot and Cold Media and Manufacturing consent

**Unit-II**

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

**Unit-III**

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

**Unit-IV**

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

**Books:**

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

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

**Course Objectives:-**

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



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

**Time: 3 Hrs**

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

**Unit-II**

Blogs, Micro Blogs, Social Networking, Mobile Communication-Governance.  
Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks Elements of digital storytelling Blogging and Journalism; Live blogging Podcasting, Video casting.

**Unit-III**

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

**Unit-IV**

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

\

**Books:**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2020-21)**  
**Semester-III**  
**Public Relation and Corporate Communication**  
**Course Code: MJML-3313**  
**(Theory)**

**Course Objectives:-**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
(Session 2020-21)  
**Semester-III**  
**Public Relation and Corporate Communication**  
**Course Code: MJML-3313**  
(Theory)

**Time: 3 Hrs.**

**Maximum Marks 75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 marks.

**Unit-I**

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

**Unit-II**

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers, Corporate culture, corporate philosophy, corporate citizenship, Media Planning, Creativity-Media selection, Visualization-Idea Generation Techniques, Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo, Principles of Design and Layout

**Unit-III**

Groupware

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

## **Unit-IV**

Brand Management:

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

PR as a profession; qualities required for PRO

Crisis management; PR strategy and campaign

### **Books:**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2020-21)**  
**Semester-III**  
**Science Journalism**  
**Course Code: MJML-3314**  
**(Theory)**

**Course Objectives:-**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2020-21)**  
**Semester-III**  
**Science Journalism**  
**Course Code: MJML-3314**  
**(Theory)**

**Time: 3 Hrs.**

**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, 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 2020-21)**

**Semester-III**

**Photography**

**Course Code: MJML-3315**

**(Theory)**

**Course Objectives:-**

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

**MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)**  
**(Session 2020-21)**  
**Semester-III**  
**Photography**  
**Course Code: MJML-3315**  
**(Theory)**

**Time: 3 Hrs.**

**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**

Basic process of professional still photography; Understanding the structure and working of a professional camera; Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom; Angle of Vision and focal length of various types of lenses. Relationship between shutter speed, film speed (ISO) and aperture for different genres of photography.

**Unit-II**

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

**Unit-III**

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

**Unit-IV**

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

**Books Recommended:**

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

**M.A. JMC**

**(Session 2020-21)**

**Semester-IV**

**International Communication**

**Course Code: MJML-4311**

**(Theory)**

**Course Objectives:**

The students will explore the Political, economic and cultural dimensions of international communication.

The organizational structure and functions of various international news agencies and syndicates will be explained in detail.

**M.A. JMC**

**(Session 2020-21)**

**Semester-IV**

**International Communication**

**Course Code: MJML-4311**

**(Theory)**

**Time: 3 Hrs.**

**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, 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 flow- debate on new international Information and Economic Order. 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.

**Max. Marks: 75**

**Theory: 60**

**Recommended Books:**

**CA: 15**

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

**M.A. JMC**

**(Session 2020-21)**

**Semester-IV**

**Human Rights**

**Course Code: MJML-4312**

**(Theory)**

**Course Objectives:-**

This unit provides an introduction to the principles, concepts and objectives of Human Rights.

The relationship between Human Rights and Media will be explained.

The organizational structure of various organizations related to Human Rights will be explained.

**(Session 2020-21)**

**Semester-IV**

**Human Rights**

**Course Code: MJML-4312**

**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 marks.

**Unit-I**

- Concept of Human Rights
- Human Rights and Media
- Human Rights in Indian Context
- Human Rights & Education

**Unit-II**



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

### **Unit-III**

- Human Rights of Accused persons
- Human Rights for children, women and Dalit.
- Human Rights and death, torture in police lockups
  - State Commission for Human Rights

### **Unit-IV**

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

### **Books:**

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.
3. Jeremy Waldron, (ed) 1984, Theories of Rights, Oxford University Press.
4. Richard Tuck, Natural Rights Theories, Their origin and Development, 1979, Cambridge University Press.
5. Rene Provost, 2005, International Human Rights and Humanitarian Law, Cambridge university Press.
6. Prof. H. Sanajaoba, 2004, Human rights in the New Millennium, Manas Publications, New Delhi.
7. MohiniChateerjee, 2004, Feminism and Women's Human Rights, Aaviskkar, Publishers, Distributors, Jaipur.

**M.A. JMC**

**(Session 2020-21)**

**Semester-IV**

**Intercultural Communication**

**Course Code: MJML-4313**

**(Theory)**

**Course Objectives:-**

The students will explore the various dimensions of intercultural communication.

The students will be explained in detail the concept of Communication in western and eastern cultures

**M.A. JMC**  
**(Session 2020-21)**

**Semester-IV**

**Intercultural Communication**

**Course Code: MJML-4313**

**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**Theory: 60**

**CA: 15**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 12 marks.

**Unit-I**

Culture: definition-process-culture as a social institution. Inter-region Migration; World Capitalistic System; Clash of Civilizations; Culture shock; Melting pot; Composite culture; East-West parallelism; Indian diversity

**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.

#### **Suggested Readings:**

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

**M.A.JMC**  
**(Session 2020-21)**

**Semester-IV**

**Dissertation**

**Course Code: MJMD-4314**

**(Theory)**

**Course Objectives:-**

This course aims to ensure that the students have a comprehensive understanding of the issues and different approaches that are involved in undertaking research.

Students will be able to conduct research individually in a clear and imaginative manner in written mediums.

Students will learn how to access, analyse and use information by using a range of research tools for their projects in different topics.

**M.A. JMC**  
**(Session 2020-21)**  
**Semester-IV**  
**Dissertation**  
**Course Code: MJMD-4314**  
**(Theory)**

**Max. Marks: 75**

**Theory: 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

Mentioning minimum 5-8 books, 5 Research Journals/Newspapers/Magazines -  
Minimum 4 Chapters with minimum 60 Pages.

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

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

- References

**M.A. JMC**

**(Session 2020-21)**

**Semester-IV**

**Film Studies**

**Course Code: MJMM-4315**

**(Theory)**

**Course Objectives:-**

This course focuses on the language of filmmaking and its techniques.

Film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.

The finer nuances of cinema will be explained. Documentary realism will be pitted against mainstream commercial film genre.



**M.A. JMC**

**(Session 2020-21)**

**Semester-IV**

**Film Studies**

**Course Code: MJMM-4315**

**(Theory)**

**Time: 3 Hrs.**

**Max. Marks: 75**

**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**

Film Aesthetics, Film Studies: Marxist, feminist, structuralism, psychoanalysis and post-colonialism. Realist Theory, Auteurist, Ideological. How to read films, Film Criticism/ Appreciation

Unit 4: How to Read Films?, Film Criticism/ Appreciation

### **Unit-II**

Characteristics of the film medium. The art of film and relationship with other arts such as literature, theatre and other performing arts. Technical process of film making- Scripting, Shooting, Editing in filmmaking

process. Hindi cinema and Indian society. Social issues and Indian cinema.  
“New wave” in Indian cinema.

### **Unit-III**

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-IV**

The Development of Punjabi Cinema

The Parallel Cinema

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

Writing Film Reviews.

### **Practical:- Max.Marks-20**

Make assignment/ file on various aspects of cinema

### **Suggested Readings:**

Eric Baranenn&Krishnaswamy; Indian Film (OVP, 2nd Edition, 1980).

1. KhwajaAhemad Abbas, How films are made (National Book Trust, 1977).
  2. MaricSetton; Film as an art and appreciation, (NCERT, New Delhi).
4. Cinematography Censorship rules, (Govt. of India Press, Nasik, 1969).