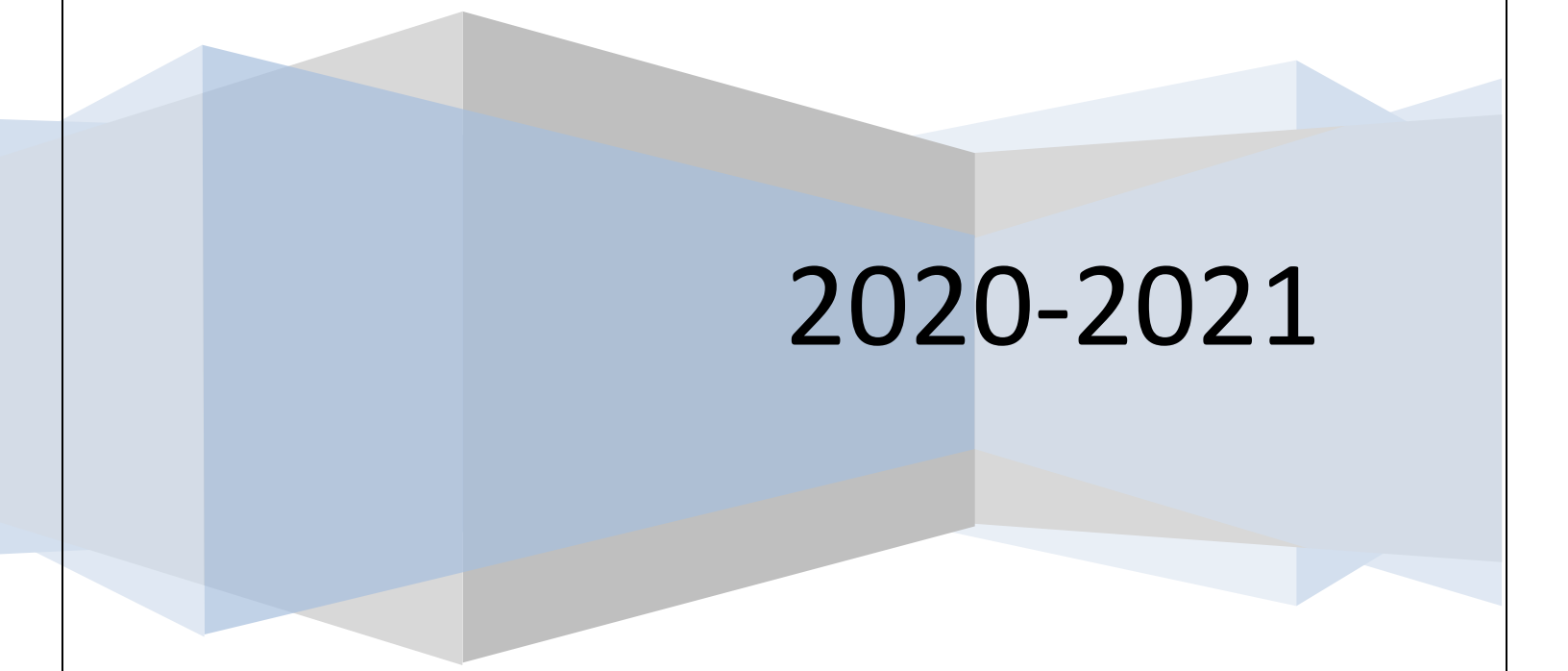


**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**SYLLABUS**



**2020-2021**

# **MA JOURNALISM AND MASS COMMUNICATION**

**Session: (2020-21)**

(Two Year Degree)

## **SYLLABUS**

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree) (Semester System)

**Session: (2020-21)**

**Scheme of Examination****SEMESTER I**

<b>Sr. No.</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
1.	Introduction to Communication	56	19	75
2.	History of Print Media in India	56	19	75
3.	Reporting and Editing	56	19	75
4.	Media Laws and Ethics	56	19	75
5.	Advertising	56	19	75
6.	Advertising Practical	19	06	25

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree) (Semester System)

**Session: (2020-21)**

**Scheme of Examination****SEMESTER II**

<b>Sr. No.</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
1.	Development Communication	56	19	75
2.	Media Management	56	19	75
3.	Current Affairs	56	19	75
4.	Communication Research I	56	19	75
5.	Radio and Television Programming	56	19	75
6.	Radio and Television Programming lab	19	06	25

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree) (Semester System)

**Session: (2020-21)**

**Scheme of Examination****SEMESTER III**

<b>Sr. No.</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
1.	Mass Communication Research-II	56	19	75
2.	New Media Technology	56	19	75
3.	Public Relation and Corporate Communication	56	19	75
4.	Science Journalism	56	19	75
5.	Photography	56	19	75
6.	Photography Lab	19	06	25

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree) (Semester System)

**Session: (2020-21)**

**Scheme of Examination**

**SEMESTER IV**

<b>Sr. No.</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
1.	International Communication	56	19	75
2.	Human Rights	56	19	75
3.	Film Studies	56	19	75
4.	Intercultural Communication	56	19	75
5.	Dissertation	56	19	75
6.	Film Studies Lab	19	06	25

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**MA JOURNALISM AND MASS COMMUNICATION**  
 (Two Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: (2020-21)**  
**SEMESTER- I**  
**PAPER-I: INTRODUCTION TO COMMUNICATION**

**Time: 3 Hrs.**

**Total Marks: 75**  
**Max. Marks: 56**  
**Internal: 19**  
**Mediums: Punjabi/Hindi/English**

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION-A**

Introduction to Communication: Concept, nature, process and development of human communication  
 7 C' of communication, functions of communication, Barriers to communication, verbal and nonverbal communication, intra- personal, inter - personal, small group, public and mass communication, public speaking.

**SECTION-B**

Communication Models: Scope, functions and limitations of communication models Aristotle, SMCR, Shannon and weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Newcomb, Defleur, Convergent and Gate- keeping.

**SECTION-C**

Communication Theories: Hypodermic Needle or Bullet theory, Two-step, multi-step flow theory, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance, Spiral of silence, Attribution Theory, Play Theory.

Media system theories: Authoritarian, Libertarian, Social-responsibility, democratic participant  
 Mass media: public opinion and democracy.  
 Glossary

**Books Recommended:**

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994,
2. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
3. Puneet Dhillon, Mass Communication Abridged, Unistar Pvt. Ltd, 2014
4. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers (2010)
5. C.S Rayudu 'Communication'. Himalaya Publishing House, 2016.

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION****(Two Year Degree Course) (Semester System)**

Scheme of Examination

**Session: (2020-21)****SEMESTER- I****PAPER-II: HISTORY OF PRINT MEDIA IN INDIA****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English**

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION-A**

Early communication systems in India, Invention and development of Printing press and paper, Early efforts to publish newspapers in different parts of India. James Augustus Hickey, Joseph Pulitzer, Rudyard Kipling, Robert K. Night. Newspapers and magazines in the nineteenth century, Indian Independence and the issues of freedom both political freedom and press freedom.

**SECTION-B**

Birth of Indian language press - Contribution of Raja Ram Mohan Roy; The Indian press and freedom movement - Mahatma Gandhi and his journalism, Madan Mohan Malviya, Bal Gangadhar Tilak, Social, Political and economic issues before independence and the Indian press; History of Indian News Agencies: Sanchar, PTI, Bhasha, UNI, Univarta, ANI, IANS.

**SECTION-C**

historical development of important newspapers and magazines in English; Important personalities of journalism.(James Silk Buckingham, Kalinath Ray, Dyal S.Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Ramnath Goenka, R.K, Laxman

Important Newspapers: Indian Express, Times of India, Amrit Bazar Patrika, Hindustan Times, The Hindu, The Tribune, Statesman ,Bombay Samachar, Hindustan, Amar Ujala, Pioneer Publications in Punjabi: Akali Patrika, Desh Sewak, Ajit, Punjabi Tribune, Jag Bani, Nava Zamana.



**Books Recommended**

1. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
3. R. Parthasarthy Journalism in India, Sterling Publishers Pvt. Ltd.1989
4. M. Chalpathi Rau, The Press in India, Allied Publishers. , 1968
5. D.S. Mehta, Mass Communication & Journalism in India Allied Publishers, 1979
6. Sandhu & Johal, Punjabi Patarkari Nikas Vikas Te Samasiavan. Publication Bureau, Punjabi University, Patiala ,1999

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)****SEMESTER- I****PAPER-III: REPORTING AND EDITING****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English**

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION-A**

News: Definitions, Elements and Concept, Sources of News; News gathering techniques, News writing styles, Types of news: Soft news, Hard news, Headline types, Pullouts, Supplements, Backgrounder and rejoinders

Reporting: Science, Sports, Economic, Agriculture, Life style, Elections, Parliamentary proceedings, Defence, War, Conflict, Personality profile, Specialized reporting, Importance of source protection, Scoops and Exclusive.

**SECTION-B**

Features and its types, Editorial and its types, Types of interview, columns, Intros their importance and types, Investigative, interpretative and in depth reporting

**SECTION-C**

News agencies: National and International, Press Release, Press Conference, Press Note, Press Briefing, Freebies, Do's and Don'ts for a reporter, Importance of source Protection, Web Journalism: Online reporting, E-papers, Citizen Journalism, Word Press

Makeup for newspaper and magazines, layout, graphics, Principles of Photo Editing., Editing: purpose and importance, symbols, Basics of Page Making

Glossary

**Books Recommended :**

1. Shrivastava, K.M. News reporting and editing.. Sterling Publishers Pvt. Ltd. (1987)
2. Mehta, D.S. Mass Communication and Journalism in India. Allied Publishers Ltd., New Delhi.
3. Gupta, V.S. Handbook of Reporting and Communication skills. Concept publishing Company.
4. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, (1994)
5. Vir Bala Aggarwal), Handbook Of Journalism and Mass Communication, Concepts Publishing Company, , (2001)

## KHALSA COLLEGE AMRITSAR

*(An Autonomous College)*

### MA JOURNALISM AND MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)**

**SEMESTER- I**

### PAPER-IV: MEDIA LAWS AND ETHICS

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay types questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

#### SECTION-A

Constitution of India: fundamental rights -freedom of speech and expression and their limits-directive principles of state policy, provisions of declaring emergency and their effects on media-provisions for legislature reporting; parliamentary privileges and media

#### SECTION-B

History of press laws in India -Contempt of Courts Act 1971- civil and criminal law of defamation - relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act 1923, Right to information- Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955; - Cinematograph Act, 1953; Prasar Bharti Act;

#### SECTION-C

WTO agreement and intellectual property right legislations, WTO agreement Act - information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation

Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media- role of press and media councils and Press Council of India and its broad guidelines for the press - codes suggested for the press by Press council and other National and International organizations. Accountability and independence of Media

Glossary

**Books Recommended :**

1. Paranjoy Guha Thakurta ,Media Ethics: Truth, Fairness and Objectivity, Oxford University Press, 2011
2. Durga Das Basu , Law of Press in India, Prentice Hall India Learning Private Limited, 1980
3. M. Neelamalar , Media Law and Ethics, Prentice Hall India Learning Private Limited,2009
4. Venkat Iyer , Mass Media Laws And Regulations In India, Bahri Sons, 2000
5. S. Kundra ,Media Laws and Indian Constitution, Anmol Publications, 2005

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)****SEMESTER- I****PAPER-V: ADVERTISING****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English**

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION-A**

Evolution and growth of advertising - definitions of advertising - relevance of advertising in the marketing mix - classification of advertising - various media for advertising - National and global advertising scene – socio-economic effects of advertising, types of advertisements.

**SECTION-B**

Ad agency management, various specialist departments in ad agency: (account planning, accounts, Servicing, creative, Contents of Advertisement, media planning, HRD, etc.)

**SECTION-C**

Defining consumer behavior and its various factors, Integrated marketing communication, Social marketing

Apex bodies in advertising AAAI, ASCI etc. ASCI and its code of conduct, advertising on Internet Government Ad agencies-DAVP

**Books Recommended :**

1. Kewal J. Kumar 'Mass Communication in India', Jaico Publishing House, 1994.
2. K.C. Sethia, S.A, Chunawalla 'Foundations of Advertising through Practice', Himalaya Publishing House, 1985.
3. John S. Wright, Willis L. Winter Jr. , Sherilyn K. Zeigler ' Advertising', TATA McGraw- Hill Publishing Company Limited, New Delhi, 1984.

4. James S. Norris , 'Advertising' Prentice Hall of India Private Limited, 1987.
5. B.N Ahuja, S.S Chabra,' Advertising' Surjeet Publications, 1995.

**KHALSA COLLEGE AMRITSAR**

*(An Autonomous College)*

**MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)**

**SEMESTER- I**

**ADVERTISING PRACTICAL**

**Practical:**

**Max Marks: 25**

**Practical: 19**

**Internal: 6**

- Advertisement designing using professional software- Photoshop, coral etc.
- Creating a copy of electronic ad from conceptualization, visualization, creation, production and post production.
- Giving punch lines
- Photography for advertisement
- Collage making
- Visit to ad agency
- Each Student should make File/PPT/ Ad Campaign on the subject.



# KHALSA COLLEGE AMRITSAR

*(An Autonomous College)*

## MA JOURNALISM AND MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

### Scheme of Examination

Session: (2020-21)

SEMESTER- II

### PAPER I: DEVELOPMENT COMMUNICATION

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

#### SECTION A

**Development:** Meaning, concept, process and models of development -theories -origin - approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, Gap between developed and developing societies. Economic and Social indicators of Development

#### SECTION B

**Development communication:** Meaning-concept-definition-philosophy-process- theories-role of media in development communication-strategies in development communication-social, cultural and economic barriers-case studies and experience- development communication policy, strategies and action plans-democratic decentralization, Panchayati Raj-planning at national, state, regional, district, block and village levels.

#### SECTION C

**Agricultural communication and rural development:** The genesis of agricultural extension, extension approach system- approach in agricultural communication- diffusion of Innovation model (in context to Everett Rogers, Ryan and Gross) of agricultural extension-case studies of communication support to agriculture. Writing development messages for rural audience: Specific requirements of media writing with special reference to radio and television.

Development support communication: Population and family welfare- health- education and society- environment and development- problems faced in development support communication. The Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs)  
Developmental and rural extension agencies; governmental, semi-government, non-governmental organizations problems faced in effective communication, micro-macro-economic framework available for actual developmental activities -case studies on development communication programmes.

**Books Recommended:**

1. Bernard Berelson, National Programmes in Family Planning: Communication Development Administration, Basic Books, 1969.
2. Alam Chalkels , A Manual of Development Journalism , Vikas Publication, 1970.
3. Prof. R. Sinha & Gaudi, Communication & Rural Change, Asian Mass Communication & Information Center, 1976.
4. B. Kupu Swamy, Communication & Social Development in India , Sterling Publishers, 1976
5. Uma Narula, Development Communication, Har Anand Publications Pvt. Ltd. New Delhi, 1999

# KHALSA COLLEGE AMRITSAR

(An Autonomous College)

## MA JOURNALISM AND MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

### Scheme of Examination

Session: (2020-21)

SEMESTER- II

### PAPER II: MEDIA MANAGEMENT

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

#### SECTION A

**Media Management:** Principles, Functions and Significance; PODSCORB; Media as profession and industry; Personnel Management and Financial Management; Record Keeping; Budgeting; Production Scheduling; Media Scheduling

#### SECTION B

Ownership patterns: Private Ltd., Public Ltd., Individual ownership, Partner, Trust, Society, Vertical ownership meaning and implementation; Organizational Structure of media houses; DAVP, INS, RNI, ABC

#### SECTION C

Advertising, PR, Brand Promotion and Marketing Strategies; (Space / time, circulation) – Reach-promotion market survey techniques; Employee / Employer relationship (Customer Relation)

Human Resource Development; Management problems for media organizations; Editorial Management: Changing role of editorial staffs and other media persons, Editorial response system Global media players and their holdings; India's major media houses and their holdings

#### Books Recommended:

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

# **KHALSA COLLEGE AMRITSAR**

*(An Autonomous College)*

## **MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

### **Scheme of Examination**

**Session: (2020-21)**

**SEMESTER- II**

### **PAPER-III: CURRENT AFFAIRS**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay types questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

This paper would cover events of regional, national and international importance during the preceding year effecting Indian, social, political, economic and security concerns.

- Latest six months issues
- Suggested Readings
  - CSR
  - India Today
  - Chronicle
  - Pratiyogita Darpan
  - Yojna
  - Year Book of Preceding Year
  - Daily newspapers and Magazines

# KHALSA COLLEGE AMRITSAR

(An Autonomous College)

## MA JOURNALISM AND MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

### Scheme of Examination

Session: (2020-21)

SEMESTER- II

### PAPER-IV: COMMUNICATION RESEARCH-I

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

#### SECTION A

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

#### SECTION B

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

#### SECTION C

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

Writing the research report, significance of bibliography, APA style of referencing, index Appendices, footnotes, Plagiarism

**Books Recommended:**

1. C.R. Kothari, Research Methodology Methods and Techniques. New Age International Publishers, New Delhi, 2004
2. R.D.Wimmer, J.R. Dominick, Mass Media Research: An Introduction. London: Thomson/Wadsworth Publishers, 1987
3. K.N.S.Yadava, Surender Yadava, ,Statistical Analysis for Social Scientists, Manak Publishers, 1995
4. A.A. Berger, Media and Communication Research Methods, Sage Publications, 2000
5. J. Keyton, Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield,2001

# KHALSA COLLEGE AMRITSAR

(An Autonomous College)

## MA JOURNALISM AND MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

### Scheme of Examination

Session: (2020-21)

SEMESTER- II

### PAPER-V: RADIO AND TELEVISION PROGRAMMING

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

#### SECTION A

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, Importance of Voice modulation in Radio

#### SECTION B

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

#### SECTION C

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

**Books Recommended:**

1. Herbert Zettle, 'Television Productions Handbook+ Workbook', Wadsworth Cenage Learning, 2002
2. Dr. Nagendra, 'History of Radio and Programme Production, Kanisha Publishers. 2016
3. Vartika Nanda ' Radio Journalism in India', Kanishka Publishers and Distributers. 2017
4. K.M Shrivastva , 'Radio and TV Journalism' Sterling Publishers Private Limited. 1989
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers, 2010



# **KHALSA COLLEGE AMRITSAR**

*(An Autonomous College)*

## **MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

### **Scheme of Examination**

**Session: (2020-21)**

**SEMESTER- II**

### **PRACTICAL**

#### **PAPER-VI: RADIO AND TELEVISION PROGRAMMING LAB**

**Max. Marks: 25**

**Practical: 19**

Internal: 06

- Operating Audio Console, Microphones, Sound, Audio Recorders, Types of Jacks.
- Pronunciation, Intonation, Voice Culture
- Principles of Radio Jockeying, Concept of good Presentation.
- Writing for Radio and TV, Storyboards, types of Scripts, Screenplay
- Each student should make programme on any format of both Radio and TV on the subject.

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

MA JOURNALISM AND MASS COMMUNICATION (SEMESTER–III)

**Session: (2020-21)****SEMESTER- III****PAPER-I MASS COMMUNICATION RESEARCH-II****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay types questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Laboratory Studies comprising exploratory studies and focus groups, Semiotic research analysis; Discourse analysis, Longitudinal Studies comprising Cohort and panel Study methods

**SECTION B**

Payne Fund Studies, Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns, Multi-step flow theory, Theory of logical positivism

**SECTION C**

Introduction to the evolution of theoretical perspective of MCR such as positivistic, interpretative, Social Science, Critical Social Science and Post-modernistic, Basic understanding of Convergence of theoretical perspectives in evolving research paradigms in media such as Frankfurt School and American Empirical School

Contribution of MCR in developing of mass communication as distinct discipline, New trends in Mass Communication Research, Changing media-audience perspective in the light of concept of Heightened Selectivity, Basic understanding of Internet and its use in MCR

**Books Recommended :**

1. Arthur Asa Berger, Media and Communication Research Methods, Sage, New Delhi Pub. India Pvt. Ltd. 2000
2. Gunter, Media Research Methods, Sage, New Delhi Pub. India Pvt. Ltd, 2000
3. Kothari, C.R. Research Methodology Methods and Techniques. New Age International Publishers, New Delhi, 2004
4. R.D.Wimmer, J.R. Dominick, Mass Media Research: An Introduction. London: Thomson/Wadsworth Publishers, 1987
5. K.N.S.Yadava, Surender Yadava, Statistical Analysis for Social Scientists, Manak Publishers, 1995
4. A.A. Berger, Media and Communication Research Methods, Sage Publications, 2000
5. J. Keyton, Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield,2001

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-III)

**Session: (2020-21)****SEMESTER- III****PAPER-II NEW MEDIA TECHNOLOGY****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Communication technology (CT); concept and scope, CT and IT; similarities and differences. Internet – Types of networks, network topology, internet services – e-mail, FTP, News group, gopher, World Wide Web, Web servers, Web Browsers, URL, Home Page, Search engine,

**SECTION B**

Internet Hardware, Internet Protocols, ISPs, WAP, types of Internet connections, Protocols of Internet, Introduction to HTTP, HTML, search resources; Artificial intelligence, WEB PAGE, websites, homepages

**SECTION C**

Cyber Journalism: On-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing and publishing.

Basic knowledge of Multimedia, Social Media Definitions and Scope, Social Media Platforms

Cyber Laws, Online Journalism. Media Convergence,

**Books Recommended:**

1. Danis P. Curtin, Information Technology by, Tata McGraw-Hill Education,1999.
2. Preston Gralla, How the Internet Works, Que Publishers, 2007.
3. Everett. M. Rogers ,Communication Technology: The New Media Society Free Press, 1986
4. Lievrouw and Sonia Livingstone ,Handbook of New Media, Leah A. Sage Publications, 2005
5. Crumlish, The ABC's Of Internet, BPB Publications, New Delhi , 1998

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-III)****Session: (2020-21)****SEMESTER- III****PAPER-III PUBLIC RELATION AND CORPORATE COMMUNICATION****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

PR concept and scope, Techniques of PRC, Critical theory of communication in organizations, Ethics of PR (PRSI code of ethics), Interface of PR with various management disciplines (human resource development; finance, marketing, law, etc.)

**SECTION B**

Publics in PR, PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and multifunctional) -PR in central and State Governments and the functioning of various media units of the state and Union Governments. Role of PR in crises communication, role of PR in public, Private and Government sector. Writing for PR: Internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.) Writing for media (press release/backgrounder, press brief, rejoinders, etc.) Ad appeals, Ad campaigns, SWOT Analysis of media, Media buying, Media scheduling

**SECTION C**

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers. Corporate culture, corporate philosophy, corporate citizenship, Skills and talents of a corporate communicator in crisis management Selection of media for corporate communication

**Groupware**

Introduction, tools, requirement and uses, producing a newspaper and managing meetings using group ware using computer networks, High speed management – concept and relevance

**HRD Practices** (Recruiting and training, service with a smile) Recruitment, Selection and Training

**Privatization of PR-**Advent of image advisories and lobbying companies and their functions: Client servicing: counseling, issue support, managing the politicians, making of brand. Critical theory of communication in organization. (Elaborate likelihood model)

**Direct Marketing-** Concept, mailers, catalogues direct marketing on cable and television, network marketing.

**Brand Management:-** Definition, concepts and evolution, Component of a brand, Strategy and structure- brand equity and corporate brands

**Corporate Communication and Crisis:-**Responding to pressure groups.“Corporate Communication and Media: Broadcast News Network, Public Broadcasting and Corporate Sponsorship

**Books Recommended:**

1. C.S Rayudu, K.R Bala ‘Principles of Public Relations’ Himalaya Publishing House, 1987
2. Ved Prakash Gandhi ‘Handbook of Advertising and Public Relations’ Kanisha Publishers & distributors, 2018.
3. Jaishri Jethwaney, N.N Sarkar ‘Public Relations Management’ Sterling Publishers Private Limited , 2009.
4. H. Frazier Moore, Frank B. Kalupa, ‘ Public Relations Principles, Cases, and Problems, Surjeet Publications. 1987
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-III)****Session: (2020-21)****SEMESTER- III****PAPER IV SCIENCE JOURNALISM****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact on technology. Role of science and technology in human development. Framing policies at national and international levels. Science communication for popularization of science.

**SECTION B**

Careers in science journalism; Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, Science and language, scientific writing skills, understanding basic concepts. How to write a basic science story? Writing a feature story on science and technology. Interviewing scientists, science communicators, Gyan Darshan, Gyan Vaani, science journals like-Nature, Lancet, Current Science

**SECTION C**

Domain of Science Journalism: Health and Medical Science; Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, Ebola, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NIPER NCCS, NIV etc.



Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, ICAR, IITM, Observatory, Agricultural universities. Crop patterns- Kharif and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed Banks, irrigation and land use., Global warming and climate change

**Books Recommended:**

1. Martin W. Angler, Science Journalism and introduction , Routledge Publications, 2017
2. Abhay SD Rajput, Handbook of Science Journalism, Vigyan Parsar, 2013
3. Arun Katayan, Fundamental of Agriculture, Kushal Publications, 2017
4. The Craft of Science Writing: Selections from The Open Notebook, Siri Carpenter, The open Note Book publications,2019

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**MA JOURNALISM AND MASS COMMUNICATION**  
 (Two Year Degree Course) (Semester System)  
 Scheme of Examination

MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-III)

**Session: (2020-21)**

**SEMESTER- III**

**PAPER V PHOTOGRAPHY**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

#### SECTION A

History of photography, Basic process of professional still photography; Types of cameras- Obscura, Disposable, Point-and-shoot, Compact or Autofocus, Polaroid, SLR and Digital cameras and their uses; Understanding the structure and working of a professional camera

#### SECTION B

Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom; Angle of Vision and focal length of various types of lenses. Choosing the right film; Relationship between shutter speed, film speed and aperture for different genres of photography.

#### SECTION C

Depth of field and depth of focus, Circles of confusion and their role in photography, Multiple exposure photography, Role of Bulb "B" setting in professional photography; Sources of light- Natural and artificial; Flash photography and its use in professional photography. Portrait Photography.

#### **Photo journalism**

Definition and concept, Text Vs Photograph; Essentials of a press photograph, Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition. Principles of film composition - Focal points, Rule of thirds, Framing and fitting the frame; Straight and converging lines, Diagonal and S-shaped compositions, Repetition and

rhythm. Principles of cropping and photo-editing. Relationship between still and video photography in respect of types of recording modes, camera angles for various purposes. Various National and International organizations, Photography in the age of I.T

**Books Recommended:**

1. Kenneth Koper, Photojournalism, Focal Press, Boston , 1996
2. Barbara Upton Photography, Little Brown and Co., Boston, 1981
3. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai , 2004
4. Herbert Zettl, Television Production Handbook+ Workbook, Wadsworth Cengage Learning CA, 2012
5. Ashok Dilwali, All about Photography, National Book Trust India, 2002

**KHALSA COLLEGE AMRITSAR**

*(An Autonomous College)*

**MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

MA JOURNALISM AND MASS COMMUNICATION (SEMESTER–III)

**Session: (2020-21)**

**SEMESTER- III**

**PRACTICAL**

**PAPER VI PHOTOGRAPHY LAB**

**Total Marks: 25**

**Max Marks: 19**

**Internal: 06**

- Understanding basics of Camera
- Camera Handling
- Camera Accessories: Lens, Lights, Reflectors, Flash, Mount, Filters, Diffusers
- Camera Angles and Shots
- Students are required to make assignment/file on any topic or can make photo essay, photo feature.

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)****Session: (2020-21)****SEMESTER- IV****PAPER-I INTERNATIONAL COMMUNICATION****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Political, economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation -international news flow-imbalance –media growth -international, regional and internal disparities. Communication as a human right -UNO's Universal Declaration of Human Rights and Communication

**SECTION B**

International news agencies and syndicates and their organizational structure and functions , Big four AP, REUTERS ,AFP, UPI , , International journalist organization - IPI,IFJ, ICFJ, ICIJ, Global village

**SECTION C**

. New Communication technologies Impact on media messages Computerization and digitisation of global media Effects of globalization on media systems and their functions International Communication in Social Media Age, Impact of new communication technology on news flow - 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-Macbride Commission's Report –nonaligned news agencies news pool -its working, success, failure. Issues in international communication, democratization of information flow and media systems- professional standards; communication research-telecommunication

tariffs; information- prompted cultural imperialism-criticisms; violence against media persons; effects of globalisation on media systems and their functions; transnational media ownership and issues of sovereignty and security; international media institutions and professional organizations.

**Books Recommended:**

1. William B. Gudykunst Bella Mody, Handbook of International Communication, Sage Pub. India Pvt. Ltd., New Delhi, 2002
2. Naval Prabhakar, Narendra Basu, International Communications, , Commonwealth Pub. (P) Ltd. 2019
3. KhemchandB. Keshwari, International Relationship in Modern world (1900-2000), Himalaya Publications,2014
4. A.N. Sen, Human Rights, Sri Sai Law Publications, Faridabad , 2005

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)****Session: (2020-21)****SEMESTER- IV****PAPER-II HUMAN RIGHTS****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Concept of Human Rights, Human Rights and Journalism, Human Rights and Media, Human Rights and Democracy, Human Rights and Education

**SECTION B**

Human Rights and environmental issues, Human Rights and Communal Riots, Human Rights in the terrorized areas, Human Rights and Crimes against women

**SECTION C**

Human Rights of Accused persons, Human Rights and child labour, bonded labour, Human Rights and death, torture in police lockups

State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression, Conflicts and violation of human rights, war and human rights. Issues in human rights, child trafficking, women trafficking

**Books Recommended:**

1. Brian Tierney, The Idea of Natural Rights, WM. B. Eerdmans Publishing, 1997
2. The Universal Declaration of Human Rights Aegitas Publications, 2015
3. James Griffin, On Human Rights OUP UK, 2009,
4. John Rawls The Law of Peoples, Harvard University Press. 2001
5. A.N. Sen, Human Rights, Sri Sai Law Publications, Faridabad , 2005
6. Khwaja Abdul Muntaqim, Protection of Human Rights, Law Allahabad Publisher



**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)****Session: (2020-21)****SEMESTER- IV****PAPER-III FILM STUDIES****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Introduction to Film Studies, Film as a medium, The Basics of Screen Grammar, Film in relation to theatre, television: Adaptations, Five C's of cinematography, Thematic and Stylistic approaches to Film analysis, Auteur Theory, Film Review, Film Appreciation, Film Criticism

**SECTION B**

Brief History of World Cinema: The Pioneers- Lumiere Brothers, Melies, Griffith, Hollywood Silent Era- Charles Chaplin, Cecil B. DeMille : the European Scene- Expressionism, Fritz Lang, Sergei Eisenstein: American Talkies and Production Houses; Neo Realism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War Period; Japanese Cinema- Akira Kurosawa; Ingmar Bergman; New Wave Films, Jean Luc Godard, Rowan Sebastian Atkinson, Contemporary Scene, The Position of Cinema in Developing Countries

**SECTION C**

A Brief History of Indian Cinema: The Pioneers- Phalke; The Talkies ; The Study Culture; Coming of the Superstars; Fifties and Sixties; The Big Budget and Multi starrers, The Angry Young Man; the Eighties; Rise of Multiplex and Crossover Cinema, Profiles of Saytajib Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, Imtiaz Ali, Farhan

Akhtar, Suraj Barjatya, Vishal Bhardwaj, Parkash Jha, Madhur Bhandarkar, Ritu Parno Ghosh, Gurinder chadha, Manmohan Singh, Babu Singh Mann, Mira Nair.Sanjay leela bhansali , Megana Gulzar, Anurag Kashyap, Shyam Benaegal,

Academy (Oscar) Award winning films, The Development of Punjabi Cinema ,The Parallel Cinema, Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology

**Books Recommended:**

1. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai , 2004
2. Nirmal kumar, How to write a screenplays, kanishka pub. New Delhi, 2003
- 3..Shanta GokhaleThe scenes we made, Speaking tiger pub. New Delhi ,2016
4. Dr.vikrant kishore, Dr.Ambrish saxena , Indian cinema kanishka pub. New Delhi
5. Jarek Kupsc The history of cinema of beginners, Orient black swan pvt, New Delhi,2003
6. Anustup basu ,Bollywood in the age of new media, , Orient black swan pvt, New Delhi, 2012
7. Anwar huda,The art and science of cinema, Atlantic publishers, New Delhi ,2004

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)****Session: (2020-21)****SEMESTER- IV****PAPER –IV INTERCULTURAL COMMUNICATION****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Culture- definition-process-culture as a social institution - value systems-- primary secondary-eastern and western perspective. Inter-Cultural communication- definition- process- philosophical and functional dimensions, cultural symbols in verbal and non-verbal communication.

**SECTION B**

Communication as a concept in western and eastern cultures- Dwaitha, Adwaitha-Vishishtadwaitha- Chinese- Dao Tsu and Confucius- Shinto, Buddhism and Sufism,

**SECTION C**

Barriers in inter-cultural communication- religious, political and economic pressures: inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry

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- other organizations- code of ethics.

**Books Recommended:**

1. Fred. E. Jandt, An Introduction to Intercultural Communication: Identities in a Global Community , Sage Pub. India Pvt., New Delhi. 2004
2. Willam. Gudykunst ellaMody, Handbook of International and Intercultural Communication, Sage Pu. India Pvt., New Delhi. 2002
3. Adrian Holliday, John Kullman and Martin Hyde, Intercultural Communication, Routledge Pub, 2004

4. William B. Gudykunst, Bella Mody, Handbook of International and Intercultural Communication, Sage Pub, 1989
5. Kathryn Sorrells, Intercultural Communication: Globalization and Social Justice, Sage Pub. 2012

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)****Session: (2020-21)****SEMESTER- IV****PAPER-V DISSERTATION****Total Marks: 75****Max. Marks: 56****Internal: 19**

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 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-voice.

**MA JOURNALISM AND MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination

**MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)**

**Session: (2020-21)**

**SEMESTER- IV**

**PRACTICAL:**

**FILM STUDIES LAB**

**Total Marks: 25**

**Max Marks: 19**

**Internal: 06**

Making Short Films, Documentaries, Script Writing, Voiceovers, editing, screen Grammar

Make assignment/ file on various aspects of cinema.

Film Reviews

# **BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree)

## **SYLLABUS**

**Session: (2020-21)**

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree) (Semester System)

**Session: (2020-21)****Scheme of Examination****SEMESTER 1**

Course Code	Paper	Theory	Internal	Total
101	Communication Skills in English-I	37	13	50
110	Punjabi (Compulsory) OR Basic Punjabi	37	13	50
102	Principles of Communication	56	19	75
103	Reporting and Editing-I	56	19	75
104	Media and Politics	56	19	75
105	Computer Applications for Journalism	56	19	75
	Drug abuse	37	13	50

**PRACTICAL**

Code	Paper	Practical	Internal	Total
106	Print Media Lab	19	06	25
107	Computer Lab	19	06	25

**TOTAL-450**



**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree) (Semester System)

**Session: (2020-21)****Scheme of Examination****SEMESTER 2**

<b>Course Code</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
201	Communication Skills in English-II	37	13	50
210	Punjabi (Compulsory) OR Basic Punjabi	37	13	50
202	Press Laws and Media Ethics	56	19	75
203	History of Print Media	56	19	75
204	Mass Communication: Concepts and Processes	56	19	75
205	Design and Graphics	56	19	75
	Drug abuse	37	13	50

**PRACTICAL**

<b>Code</b>	<b>Paper</b>	<b>Practical</b>	<b>Internal</b>	<b>Total</b>
206	Communication Lab	19	06	25
207	Design and Graphics Lab	19	06	25

**TOTAL-450**

# KHALSA COLLEGE AMRITSAR

(An Autonomous College)

## BA JOURNALISM AND MASS COMMUNICATION

(Three Year Degree) (Semester System)

**Session: (2020-21)**

### Scheme of Examination

#### SEMESTER 3

Course Code	Paper	Theory	Internal	Total
301	Photo Journalism	56	19	75
302	Reporting and Editing-II	56	19	75
303	Broadcasting in India: Policies and Principles	56	19	75
304	News Feature Writing	56	19	75
305	Development Communication	56	19	75
ESL-221	Environmental Studies	37	13	50

#### PRACTICAL

Code	Paper	Practical	Internal	Total
306	Reporting and Editing Lab	19	06	25
307	Photography lab	19	06	25
308	Feature Writing Lab	19	06	25

**TOTAL-450**

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree) (Semester System)

**Session: (2020-21)****Scheme of Examination****SEMESTER 4**

<b>Course Code</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
401	Media: Business Communication	56	19	75
402	Programme Formats: Radio and TV	56	19	75
403	Video Production: Idea to Screen	56	19	75
404	Folk Media	56	19	75
405	Advertising: Concepts and Principles	56	19	75
ESL-221	Environmental Studies	37	13	50

**PRACTICAL**

<b>Code</b>	<b>Paper</b>	<b>Practical</b>	<b>Internal</b>	<b>Total</b>
406	Radio and TV Production Lab	19	6	25
407	Operation and Handling of Video Equipments	19	6	25
408	Advertising Lab	19	6	25

**TOTAL-450**

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree) (Semester System)

**Session: (2020-21)****Scheme of Examination****SEMESTER 5**

<b>Course Code</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
501	Event Management: Principles and Method	56	19	75
502	Current Affairs: Contemporary issues In Media-I	56	19	75
503	Research Methodology for Media	56	19	75
504	Cyber Journalism	56	19	75
505	Public Relations	56	19	75

**PRACTICALS**

<b>Code</b>	<b>Paper</b>	<b>Practical</b>	<b>Internal</b>	<b>Total</b>
506	Event Management	19	6	25
507	Cyber Lab	19	6	25
508	Pilot Study	19	6	25

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree) (Semester System)

**Session: (2020-21)**

**Scheme of Examination**

**SEMESTER 6**

<b>Course Code</b>	<b>Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
601	Training 3 Months	200	--	200
602	Current Affairs	75	25	100
603	Film Project	75	--	75
604	Research Project	75	--	75

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)**

**SEMESTER- 1**

**BA JOURNALISM AND MASS COMMUNICATION**

**102: PRINCIPLES OF COMMUNICATION**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

**FUNDAMENTALS OF COMMUNICATION:** Meaning and Elements/components of human communication, Concept of Communication, Communication as a Social, Human and Universal process. Seven C's of Communication, Communication- Objectives, Scope and Functions, Effective communication and Barriers

**SECTION B**

**PROCESS OF COMMUNICATION:** Transmission of ideas, Facts and Feelings from one person to another- elements of communication process (Sender, message, channel, receiver, encoding, decoding, acting and feedback).

**SECTION C**

**FORMS OF COMMUNICATION:** Intra personal Communication, interpersonal communication, group communication, public communication, mass communication, verbal and non verbal communication. Body language, Proxemics, kinesics.

**THEORIES OF COMMUNICATION:** Hypodermic needle theory, two step flow theory, multi step flow theory, Uses and Gratification theory.

MODELS OF COMMUNICATION: SMR Model, SMCR, Shanon and Weaver Model, Lasswell Model, Dance Model, Gate keeping model. Aristotle Model

**Glossary**

**Books Recommended:**

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
2. Vir Bala Aggarwal, Handbook of Journalism and Mass Communication, Concepts Publishing Company, 2001
3. Puneet Dhillon Mass Communication Abridged, Unistar Pvt. Ltd, 2014
4. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers, , (2010)

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)**

**SEMESTER- 1**

**BA JOURNALISM AND MASS COMMUNICATION****103: REPORTING AND EDITING I**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**Section A**

News: Definition, Elements, Principles, Sources, News Writing styles, Types of news, Principles of reporting, Functions and qualities of a good reporter

**Section B**

Headlines: Principles, types and techniques, Lead and its types

Beats: Crime, courts, health, civil administration, civic society, culture, politics, education.

**Section C**

Editing: Nature and need for editing. Principles of editing, Functions of the editor and sub editor, editorial desk, functions of editorial desk, copy editing, preparation of copy for press, style sheets, editing symbols, proof reading and their significance.

Byline, dateline, cutline, Print line, Press note, Feature, column, middle, ear panels, Press Conferences

Glossary

**Books Recommended :**



1. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers, 1979
2. Dalbir Singh, Pattarkari : Hunnar Te Kala (Punjabi) . . . . .
3. Asha Sharma, Samachar Parnali Te Sampadana (Punjabi).
4. V.S.Gupta, Handbook of Reporting and Communication Skills, Concept Publishing, 2003.
5. Parthasarthy Ranga Swamy, Basic Journalism, Macmillan India, 2016
6. Norm Goldstein, The Associated Press Style Book, 2005

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)**

**SEMESTER- 1**

**BA JOURNALISM AND MASS COMMUNICATION****104: MEDIA AND POLITICS**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Preamble to the Constitution of India, Making of modern India: India's freedom struggle and its impact, 42<sup>nd</sup> Amendment, Role of media in Indian politics

**SECTION B**

Indian Politics: Major national and regional parties in India and their changing trend, Impact of media on political system of India: Parliamentary and Legislative reporting, Rajya Sabha and Lok Sabha Television. Tools of communication for political parties, strength and weakness, propaganda and lobbying, paid news, communication of political parties and media.

**SECTION C**

Constitution and Governance: Union Territories, Citizenship, Fundamental rights, duties, directive principles of state policy. Union executive President, Vice President, Prime Minister, Council of Ministers, Cabinet., Legislature, Rajya Sabha, Lok Sabha, functions of parliament. Judiciary- Supreme Court, High Courts and District Courts.

Administrative Set up: Ministries of the government, union territories, local government, municipalities, Panchayats. Election Commission, Electoral reforms, reservation of seats. General elections. UPSC, CIC.

Glossary

**Books Recommended:**

1. S.P. Verma, Indian Judicial System, Kanishka Publishers, 2004
2. Brij kishore, Introduction to the Constitution of India, Phi Learning Pvt. Ltd, 2019
3. MP singh and Himanshu Roy, Indian Political System, Pearson pub.2018
4. T. B. Sathyamurthy, State and Nation in Context of Social Change, Oxford University Press 1997
5. M. Laxmikanth , Indian Polity, McGraw Hill Education, 2016

**KHALSA COLLEGE AMRITSAR**

(An Autonomous College)

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)**

**SEMESTER- 1**

**106: PRINT MEDIA LAB**

**Total Marks: 25**  
**Practical Marks: 19**  
**Internal: 06**

- Discussions and analysis of newspapers and magazines.
- Preparing display boards on important news/events/topical issues.
- Camera lens and other accessories.
- Camera shots, angles and movements.
- Photo editing
- Photography for advertising
- Photo-feature
- Field assignment and evaluation
- Newspaper making with Pagemaker, Quark, Coral.

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: (2020-21)**  
**(SEMESTER-II)**  
**202: PRESS LAWS AND MEDIA ETHICS**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Brief History of Press laws in India, Article -19 (1) (a) and freedom of press. Press, Law, Society and Democracy. Constitutional safeguards to freedom of press.

**SECTION B**

Press commissions and their recommendations. PCI, Law of defamation, Contempt of court, Press council act

**SECTION C**

Official secrets act, Right to information, Copyright act, working journalist act

Social responsibility of press, Ethics, self regulation and freedom of expression, Prasar Bharti Code of conduct, Cyber laws: cyber security

**Books Recommended :**

1. Dr. (Justice)Durga Das Basu, Law of the Press, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994

3. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
4. Seema Hasan Mass Communication Principles and Concepts, , CBS Publishers and Distributers, 2010
5. Dr. Vartika Nanda, , Media Laws and Ethics, Kanishka Pub, New Delhi, 2018

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: (2020-21)**  
**(SEMESTER-II)**  
**203: HISTORY OF PRINT MEDIA**

**Time: 3 Hrs.**

**Total Marks: 75**  
**Max. Marks: 56**  
**Internal: 19**  
**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Invention and development of Paper and Printing , History of Indian Journalism,  
 Origin of print media in India, James Augustus Hickey, James Silk Buckingham, Raja Ram  
 Mohan Roy. Role of print media before in Indian independence

**SECTION B**

Vernacular press act, Amrit Bazar Patrika, History of language Newspaper  
 The Times of India. The Hindu, The Tribune, Journalistic contributions of Mahatma Gandhi

**SECTION C**

History of Punjabi journalism: Gadar, 'Shaheed' Ajit, Nawazamana, Jagbani, Punjabi Tribune.  
 Role and contribution:, Dyal Singh Majithia, Gurbaksh Singh, Sadhu singh hamdard,  
 Bombay Samachar ,Amar Ujala Punjabi kesari , Navbharat Times, Dainik Jagran  
 News agencies: PTI, UNI, AFP, Bhasha, Reuters, UNIVARTA.

**Books Recommended :**

1. R. Parthasarthy, Journalism in India , Sterling Publishers Pvt. Ltd, 1989
2. M. Chalapathi Rau ,The Press in India by, Allied Publishers,1968
3. D.S. Mehta ,Mass Communication & Journalism in India by, Allied Publishers, 1979
4. Punjabi Patarkari Nikas Vikas Te Samasiavan. by Sandhu & Johal (ed.), Publication Bureau,  
 Punjabi University, Patiala ,1999
5. Dr. Narinder Singh kapoor, Punjabi Patkarita da vikas, Lokgeet Prkashan, 2012
6. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: (2020-21)****(SEMESTER-II)****204: MASS COMMUNICATION CONCEPTS AND PROCESSES****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Mass Communication: Meaning and Definitions, Characteristics and Features, Scope and concept of mass communication; Mass culture, Mass communication and other forms of communication: interface between intra personal and Mass communication, new media as a tool of mass communication

**SECTION B**

Functions of mass communication: persuade, inform, educate, and entertain other functions and impact. Theories of mass communication: Authoritarian theory, libertarian theory, social responsibility theory, soviet communist workers theory.

**SECTION C**

Tools of mass communication: newspapers, magazines, radio, TV and Films, Social Media Advertising, Public Relations. Traditional and folk media

Internet: e-paper, online paper, blogs, micro blogs and other social networking sites.

Importance of body language, gestures, facial expressions, Kinesics

**Books Recommended :**



1. Dr. Baldev Raj Gupta ,Mass Communication & Development
2. I.P.Tiwari, Communication Technology & Development
3. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
5. Jacques Hermabon & Kumar Shahani Cinema & Television
6. D S Mehta Mass Communication Journalism in India
7. Subir Ghosh, Mass Media Today
8. Narayana Menon ,The Communication Revolution
9. Vir Bala Aggarwal,Handbook Of Journalism and Mass Communication, Concepts Publishing Company. , 2001

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: (2020-21)**  
**(SEMESTER-II)**  
**205: DESIGN AND GRAPHICS**

**Time: 3 Hrs.**

**Total Marks: 75**  
**Max. Marks: 56**  
**Internal: 19**  
**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Elements of Design and Graphics, Visualization, Convergence. Divergence- Conceptualizations , Functions and significance.

**SECTION B**

Basic elements and principles of Graphics, Design Lay-Out and Production; Type Face families-kinds-Principles of Good Typography; Spacing- measurement-Point System, Type Composition- Manual-Mechanical-Lino-Mono-Ludlow-Photo

**SECTION C**

DTP, use of computer software, Use of multimedia, Printing methods-letterpress, cylinder, rotary, Gravure-Screen, Offset, Plate making, Types of papers

Basics of Adobe Premier Video Editing Principles, Applications related to Editing ; Android enable Apps ,Color Theory

**Books Recommended:**

1. Ved Parkash Gandhi, Mass Communication, Animation and multimedia, Kaniska Publishers,2015

2. Shaughnessy Adrian, How to be a Graphic Designer, Laurence King Publishing,2010
3. Ellen Lupton, Thinking with Type, Princeton Architectural Press,2010
4. Robert Bringhurst, The Elements of Typographic Style, Hartley & Marks Publishers,1992
5. Shaughnessy Adrian, Graphic Design: A User's Manual, Laurence King Publishing,2009

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: (2020-21)**  
**(SEMESTER-II)**  
**206: COMMUNICATION LAB**

**Time: 3 Hrs.**

**Total Marks: 75**  
**Max. Marks: 56**  
**Internal: 19**

1. Micro Communication Lab on Communication Dynamics  
Simplicity and Complexity
  - Has the message been received
  - Use of emphasis
  - Formality
  - Humour
  - Emotion
  - Staying in control
2. Communication skills/Perception
  - Speaking
  - Listening
  - Writing
  - Reading
3. Verbal communication
  - Verbal language
  - Public speaking
4. Non-Verbal Communication
  - Body movement
  - Eye movement
  - Silence
  - Sign language
5. Each student will prepare and present six minutes presentation on the given topic.
  - Face the camera
  - Record and pre-listen/ pre-view
  - Pre-review
  - This exercise will be repeated three times

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: (2020-21)**  
**(SEMESTER-II)**  
**207: DESIGN AND GRAPHICS LAB**

**Max. Marks: 25**  
**Practical: 19**  
**Internal: 6**

- Visualization
- Designing, layout and illustrations
- Graphic designing exercises.
- Composition.
- Designing of layout for various magazines/newspapers.
- Designing of cover pages
- Designing pamphlets, folders, flash cards, flip charts.
- Such other exercises as the faculty incharge may deem fit
- Evaluation of all such assignments
- Visit to printing press of various kinds.
- Video editing

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER–III)**

**301: PHOTO JOURNALISM**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Types of Shots, Angles, Movements, Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field, Depth of Focus.

**SECTION B**

Types of Cameras – Pinhole, SLR, TLR, DSLR, Large Format, Polaroid. Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye .Camera Components – Shutter Speed, Aperture, Focal Length and Photo Editing Techniques of Cropping, Editing, Composition

**SECTION C**

Ethical Aspects of Photo Journalism, Qualities of a Good Photo Journalist, Essentials of a press, photography, Adobe Lightroom, Tips and tricks of Adobe Photoshop  
 Glossary

**Books Recommended :**

1. Herbert Zettl, Television Production Handbook, Michael Rosenberg Pub, Canada. 2012
2. Kenneth Koper, Photojournalism, Focal Press, Boston. 1996,
3. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers, 2010

4. Martin Keene, , Practical Photojournalism: A Professional Guide ,Focal Press, Boston. 1993
5. Chris Gatum dk, The beginner's Photography Guide, DK; Revised. 2016

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-III)****302: REPORTING AND EDITING II****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

News Bureau: Functions of news bureau, Reporting: Interpretative, investigative, Advocacy Journalism, Yellow Journalism, Herd Journalism and other types of journalism

**SECTION B**

Covering sports, science and technology, fashion/lifestyles, page 3 journalism, economics and commerce, book reviews, films reviews

**SECTION C**

TV programme reviews, theatre and cultural programmes reviews. and Op-ed Page: structure and purpose, Editorial and middle, special articles, Specialized Writing/Editing: Supplements, pullouts, features, interviews, news analysis

Columns and letters to editor. Understanding Style book, Columnist, Syndicate Writers Backgrounders, Rejoinders, Prestigious Awards in field of Journalism (National and international) Glossary.

**Books recomnded:**

1. K.M. Shrivastava, News reporting and editing.. Sterling Publishers Pvt. Ltd. 1987
2. D.S.Mehta, Mass Communication and Journalism in India. Allied Publishers Ltd., New Delhi.1996
3. V.S. Gupta, Handbook of Reporting and Communication skills. Concept publishing Company. 1989



4. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
5. Vir Bala Aggarwal), Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-III)**  
**303: BROADCASTING IN INDIA: POLICIES AND PRINCIPLES**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Radio as a Mass Medium: Strength and weaknesses, Characteristics and edge over other media, History of Broadcasting, Radio Broadcasting Systems- MW, SW, FM, AM Internet Radio, Satellite Radio, Community Radio

**SECTION B**

Importance of pronunciation and vocabulary, Studio, Microphones, Recording, Transmitter, Education turned Entertainment, Editing radio programme: Basics of Adobe Audition, Sound Forge

**SECTION C**

Radio's role in Nation building, Public broadcast and Commercialization, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast,

Privatization and Autonomy, Prasar Bharti, Convergence, Relevance of Radio and Media Policy.

**Books recommended:**

1. Kaushalendra Saran Singh, History of Broadcasting in India Policies and Principles, Kaniska Publication, New Delhi.
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994

3. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
4. Puneet Dhillon, Mass Communication Abridged, , Unistar Pvt. Ltd, 2014
5. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers 2010

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-III)**  
**304: NEWS FEATURE WRITING**

**Time: 3 Hrs.**

**Total Marks: 75**  
**Max. Marks: 56**  
**Internal: 19**  
**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Defining a feature: Difference between feature, news report and Article (Compare with examples); From facts to narratives; Originality and literary quality; Discuss Research: Looking for ideas, primary and secondary sources of information, use of library

**SECTION B**

Various feature stories published in newspapers and magazines and other reference material, newspapers and magazines as resources; Developing focus Elements of feature: Kinds of features: Interview, utility, personal

**SECTION C**

Human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll,

Writing the features: Gathering and organizing information; Structure: Title, body, Reviews, Analysis, Concept of Fake News Feature Syndicates. Tools and techniques of writing

**Books recommended:**

1. Craig M. Allen, 'News is People', Surjeet Publications.2005
2. K.M Shrivastava, 'News Reporting and Editing, Sterling Publishers Private Limited. 1987
3. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994

- . 4. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-III)****305: DEVELOPMENT COMMUNICATION****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Development- Concept and Process , Definition and Meaning ,Concept of development: Historical background in India ,Concept in Third World Context , Models of development: Eastern, Western and Gandhian Model , Priority areas in development in India, Process of development

**SECTION B**

Development and Communication-Concepts and Theories, Development: a bottom-up approach  
 Communication: a trickle-down approach Development Communication, Four Approaches,  
 Effects of Communication on development and Vice versa Development Communication,  
 Concept, significance of development communication, Roadblocks, future of development communication

**SECTION C**

Media and Development , Mass Media as tool for development; Media as partner in development and Problems with use of media for development , Creativity in media presentation of development issues , Role and performance record of each medium-Print, Radio and TV in Indian context.

Development Issues and Concepts – Sustainability, Poverty Reduction, Participation, Human Development, Social Relation (Inequality), Environmental Protection, Structural Adjustment, Institutional Development

**Books recommended:**

1. Bernard Berelson, National Programmes in Family Planning: Communication Development Administration, Basic Books, 1969.
2. Alam Chalkels, A Manual of Development Journalism, Vikas Publication, 1970.
3. Prof. R. Sinha & Gavdi, Communication & Rural Change, Asian Mass Communication & Information Center, 1976
4. B. Kupu Swamy Communication & Social Development in India, Sterling Publishers 1976
5. Uma Narula, Development Communication, Har Anand Publications Pvt. Ltd, 1999
6. DR.Mita Rajpura, Development communication, Cyber Tech Publications, 2017

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-III)**

**306: REPORTING AND EDITING LAB**

**Total Marks: 25**

**Max. Marks: 19**

**Internal: 6**

- Exercises in bureau beats-political, diplomatic
- Visit to Parliament, State Legislature and coverage of their proceedings
- Assignments of covering sports events, business reporting
- Writing book reviews, film reviews, TV programmes, theatre performances
- Re-writing the copies of stringers, editing political and foreign copy.
- Basics of Page maker
- Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns.
- Reporting for different beats
- voxpop,
- Reporting for different media



**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER–III)**

**307: PHOTOGRAPHY LAB**

**Max. Marks: 25**

**Practical:: 19**

**Internal: 6**

- Types of Shots
- Use of Lights, Role of Thirds, Depth of Field.
- Use of Lens : Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Camera Components – Shutter Speed, Aperture, Focal Length.
- Basics of Adobe Lightroom, Tips and tricks of Adobe Photoshop
- Visit for outdoor photography assignments
- Composition for photography
- Different genres of Photography

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER–III)**

**308: FEATURE WRITING LAB**

**Max. Marks: 25**

**Practical: 19**

**Internal: 6**

- Types of features (Overview); discuss various feature stories published in newspapers
- Writing features / Articles Primary and secondary sources of information, use of library and other reference material
- magazines Gathering and organizing information; Structure: Title, body
- Developing focus themes and news pegs.
- newspapers and magazines as resources

**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-IV)****401: MEDIA: BUSINESS COMMUNICATION****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Barriers to effective communication  
Communication Models

**SECTION B**

Classification of Communication- Formal and Informal, Personal, Inter-personal, Group and Mass  
Vertical and Horizontal, Upward and Downward, One-way and Two-way, Verbal and Non-verbal

**SECTION C**

Business Correspondence in Media Organization, Principles of Letter Writing, Types of Business Letters – Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry appeals, Resume Writing, Report Writing

Understanding - Proxemics, Kinesics, Cross Cultural Communication, Importance of Dressing, Manners and Etiquettes in Business Communication. Importance of Communication in: Negotiation, Conflict Management

**Books recommended:**

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
2. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, (2001)

3. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010
4. Denis McQuail's ' Mass Communication Theory', Sage Publication, 2010.
5. C.S Rayudu 'Communication', Himalaya Publishing House, 2016.

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-IV)**

**402: PROGRAMME FORMATS: RADIO AND TV**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Writing for Radio: Writing for the ear, Spoken word, Radio Talk, News, Slogans, Interview and Discussion, Feature and Documentary, Drama and Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show

**SECTION B**

Concept of Good Presentation: Link Announcement Radio Commercial- Types, Copy Writing. and Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture,

**SECTION C**

Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station. Programme objectivity, Information,

Entertainment and Television: Understanding the medium and scope, writing for visuals, Piece to Camera, point, Intimacy with listener, knowing the target, Channel Identity, Special audience. Presentation, Reporting, Interview, Reportage, Live Shows, Anchoring a Show, Programme Production, Packaging for a channel, Packaging Stories

**Books recommended:**

1. Herbert Zettle, 'Television Productions Handbook+ Workbook', Wadsworth Cenage Learning. 2002
2. Dr. Nagendra, 'History of Radio and Programme Production, Kanisha Punlishers, 2016
3. Vartika Nanda ' Radio Journalism in India', Kanishka Publishers and Distributers. 2017
4. K.M Shrivastva , 'Radio and TV Journalism' Sterling Publishers Private Limited. 19893.
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , (2010)
6. Sue Teddern, Writing for TV and Radio: A Writers' and Artists' Companion (Writers' and Artists' Companions), Bloomsbury Academic (November 19, 2015)

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-IV)**

**403: VIDEO PRODUCTION: IDEA TO SCREEN**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Camera:

- (a) Video camera, Types of video camera
- (b) Different types of shots, camera movements, Tilt, Track, Crane movements etc
- (c) Lenses: Different types of lenses and their application

**SECTION B**

Lighting: Lights and lighting, Basics of lighting, Techniques of lighting, Different types of lights used in videography, Types of filters and reflectors and their uses

**SECTION C**

Production steps ; Pre-production, Production, Post-production, Idea, Script, Location scouting, Story boards, Shooting script, Budget, Production management, Shooting, Selection of the Programme Topic: Developing programme briefs (Objectives, Contents Duration etc), Researching the topic, Programme Resources, Style and format, structuring

Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Types of editing, Cut to cut, A/B roll, Assembly and insert editing. Editing, VFX, Dubbing and Sound Effects Preview and Analysis of programme.

**Books recommended:**

1. Herbert Zettl, Television Production Handbook and Workbook, Michael Rosenberg Pub.Canada, 2012
2. Dr. Dilip Kumar, Shalini Guliani, Basics of Television Production, Kanishka Publishers, 2018
3. Mridula Menon, Indian Television and Video Programmes, Kanishka Publishers, 2008,
4. Fred Shook, John Larson and John Detarsio, Television Field Production and Reporting, Routlage publishers,2018
5. Nirmal Kumar Chawdhary, How to Write Film Screenplays, Kanishka Publishers, 2009,
6. Vasuki Balavadi, Video Production, Oxford Higher Education,2013
7. Ralph Donald and Thomas Span, Fundamental of Television Production, surjeet Publications,2004



**KHALSA COLLEGE AMRITSAR***(An Autonomous College)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-IV)****404: FOLK MEDIA****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Introduction to folk channels of communication (Historic Perspective in India), Categorization of folk forms in India, Advantages of folk media, Advantages of Folk over other media, Relevance of folk and traditional media in the contemporary world

**SECTION B**

Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Electronic media, Flexibility of folk media,

**SECTION C**

Folk media vis a vis the mainstream cinema (areas of conflict and Telling Forms compromise), Integrated use of Folk and Mass Media, Folk media in the context of urbanization

Punjabi Folk: Bhangra, Gidha and Vaar, Units of Ministry of I and B : Song and Drama Division, DAVP, DFP, PIB, FTII, NFAI

**Books Recommended:**

1. Dr. Raghavendra Mishra, Traditional Folk Media In India Practice &amp; Relevance, Bharati Prakashan, Varanasi. 2016

2. Shyam Parmar, Traditional Folk Media in India, Routledge Pub. , 1994
3. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
4. Nitin Singhania, Indian Art and Culture, McGraw Hill Education, 2017
5. Facets of Indian Culture, Spectrum Books Pvt. Ltd. 2016

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-IV)**  
**405: ADVERTISING: CONCEPTS AND PRINCIPLES**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

**SECTION A**

Introduction to Advertising: Definition, Origin and development, Growth of advertising in India, Scope (Effects on Economy/Industry), Facets of advertising (As an act of commerce, as hidden persuader)

**SECTION B**

Purpose of Advertising, Need for advertising , Functions of advertising , Benefits of advertising: To Seller, Buyer and Media

**SECTION C**

Types of Advertising- Commercial and Non-commercial, Product and Consumer, Classified and Display , Retail and Wholesale, Regional, National and Co-operative , GAdvertising, Comparative advertising. Advertising Agency DAVP, ASCI

Advertising as a Communication Tool- Communication Process and Advertising, Communication Principles, Theories applied to advertising. Role and Effects of Advertising- Negative and Positive Effects, Advertising and Society, Advertising and Development, Role of Advertising in National Economy , Social/Public Advertising

**Books Recommended:**

1. Kewal J. Kumar ' Mass Communication in India', Jaico Publishing House, 1994.
2. K.C. Sethia, S.A, Chunawalla 'Foundations of Advertising through Practice', Himalaya Publishing House, 1985.
3. John S. Wright, Willis L. Winter Jr. , Sherilyn K. Zeigler ' Advertising', TATA McGraw- Hill Publishing Company Limited, New Delhi, 1984.
4. James S. Norris , 'Advertising' Prentice Hall of India Private Limited, 1987.
5. B.N Ahuja, S.S Chabra,' Advertising' Surjeet Publications, 1995.

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-IV)**

**406: RADIO AND TV PRODUCTION LAB**

**Max. Marks: 25**

**Practical: 19**

**Internal: 6**

Practical exercises involving:

Radio :

- Writing for different formats of Radio
- Radio recording of different formats: RJ, Interview, Radio Talk, Drama
- Practical exercises involving: Television:
- Story treatment
- Scripts
- Storyboards
- Budgets
- Floor plan, sets, make-up, costume, jewellery, lights, audio, graphic rehearsals
- Shooting schedules
- Post-Production editing

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-IV)**

**407: OPERATION AND HANDLING OF VIDEO EQUIPMENTS LAB**

**Max. Marks: 25**  
**Practical: 19**  
**Internal: 6**

Practical exercises involving:

Camera:

- Focuses on Cameras and Recorders controls
- Shooting techniques
- Basic theory of Video recording

Lights:

- Providing theory, rules and principles of quality lighting
- Shows the creative use of back-lighting
- Proper placement of lights and lighting equipment for principle subjects and sets; both on location and in the studio.

Sound:

- Demonstration of various pieces of audio recording equipment
- Creative use of sound effects and music tracks

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-IV)**

**408: ADVERTISING LAB**

**Max. Marks: 25**

**Practical: 19**

**Internal: 6**

Practical exercises involving:

- Advertising Campaigns, Themes and Promotions
- Newspaper Ad: Content / Copy, Picture and design
- Television Ad: Writing Script, Shooting and Editing
- YouTube Advertisement transcript and review
- Advertisement Review (Economic Times)
- Controversial Ads no more broadcasted
- Tag Lines
- Case Studies of Ad Agencies.
- Covert Advertisement and their examples
- Seminar and Workshops on Advertising Agencies and their respective personalities.
- Understanding different types of Advertising:
  - (a) Commercial and Non-commercial
  - (b) Product and Consumer
  - (c) Classified and Display
  - (d) Retail and Wholesale
  - (e) Regional, National and Co-operative
  - (f) Govt. Advertising
  - (g) Comparative advertising

**KHALSA COLLEGE AMRITSAR***(an autonomous college)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-V)****501: EVENT MANAGEMENT: PRINCIPLES AND METHODS****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.**SECTION A**

Definition and scope of event management, Understanding various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc. Importance of budget and buffer, Concept of clean zone

**SECTION B**

Role and importance of exhibitions, Objectives of the exhibition, Advantage of exhibition over other devices, Importance of direct contact

**SECTION C**

Choosing the right exhibition-Where to participate, Why exhibitions sell? Concept of neutral territory, PR for an exhibition, Role of the Press in promotion of an event

Publicity inputs or visible aids for promoting an event, Print and Display material, Stand Design, Trade Fair: benefits and risks, Gauging Cost Effectiveness

**Books Recommended:**

1. Stephen P. Robbins and Mary Coulter, Management, Prentice Hall of India, 2007
2. Arun Bhattacharyajee, The Indian Press – Profession to Industry, Vikas Pub 1972.
3. Wagen, Event Management, Pearson Education 2005.
4. Jaishri Jethwaney, N.N. Sarkar, Public Relations Management, Sterling Pub 2015.
5. Iqbal Sachdeva, Public Relations: Principles and Practices, Oxford University Press 2019.



**KHALSA COLLEGE AMRITSAR**  
*(an autonomous college)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-V)**

**502: CURRENT AFFAIRS: CONTEMPORARY ISSUES IN MEDIA-I**

**Time: 3 Hrs.**

**Total Marks: 75**

**Max. Marks: 56**

**Internal: 19**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

**SECTION A**

Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

**SECTION B**

Business sports and security: Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security

**SECTION C**

Current issues in health, Women and Child Rights, Human Rights and Education System

International organization: SAARC, ASEAN, G-7, G-20, WTO, WHO, UNESCO, NWICO, UNO, ITU, UNICEF, EU

National organizations: CIC, NSG, FICCI, CII, RBI, CVC, NITI Aayog

**NOTE: Issues pertaining to last six months only**

**Books / Magazine Recommended:**

1. Competitor Success Review

2. Manorama Year Book
3. Frontline
4. India Today
5. The Week

**KHALSA COLLEGE AMRITSAR***(an autonomous college)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-V)****503: RESEARCH METHODOLOGY FOR MEDIA****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.**SECTION A**

**Research:** Definitions, Methods, Selection and Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing and Analysis of data, Statistical Analysis, Findings, Report Writing. Types of variables, Elements of research

**SECTION B**

**Survey:** Meaning, Concept, Utility, Planning, Organizing and Conducting survey, Public, Opinion Survey, Readership Survey. **Data:** Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

**SECTION C**

**Tools of Data Collection:** Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

**Media Research:** Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

**Books Recommended:**

1. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributors, 2010
2. Kewal J. Kumar 'Mass Communication in India', Jaico Publishing House, 1994.
3. Research Methodology-Methods and Techniques: C.R. Kothari. 1985

4. Wimmer & Dominick, 1987 Mass Media Research: An Introduction. London: Thomson/Wadsworth Publishers.

5. Dr. Priti R. Majhi, Dr. Prafull K. Khatua 'Research Methodology', Himalaya Publishing House, 2016.

**KHALSA COLLEGE AMRITSAR***(an autonomous college)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-V****504: CYBER JOURNALISM****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.**SECTION A**

**Cyber Journalism:** What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages and Disadvantages of Cyber Journalism.

**SECTION B**

**Writing for Web Media:** Basic rules, Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

Presentation and Layout of Web Newspapers and Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism

Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting and Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance, E-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism, Cyber Crime

**Books Recommended:**

1. Tapas Ray, Online Journalism: A Basic Text, Cambridge University Press India Private Limited, 2006

2. Dan Gillmor , We the Media: Grassroots Journalism By the People, For the People, O'Reilly Media, 2008
3. Online Journalism: Reporting, Writing, and Editing for New Media, Richard Craig, Thomson/Wadsworth, 2005
4. Journalism Next: A Practical Guide to Digital Reporting and Publishing Paperback ,CQ Press, 2012
5. Deepak Bharihoke, Fundamentals of Information Technology, Excel Book,2002

**KHALSA COLLEGE AMRITSAR***(an autonomous college)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-V)****505: PUBLIC RELATIONS****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.**SECTION A**

Role of Public Relations in Corporate Image Building, Functions of Public Relations, PR as distinguished from Marketing, Sales Promotion and Advertising, PR Techniques, Functions of PR Department and Manager-Advantages and Disadvantages

**SECTION B**

Relationship and Duties of the PR Practitioner-Value of IPR Code and the International Codes of Conduct, PR consultancy-Its advantages and disadvantages, PR programme planning, Evaluating results of PR work, Press Relation and its principles, The News Release-Seven point formula and its importance, Writing techniques, Press Event and Organising them

**SECTION C**

Internal PR-Media and Techniques, External PR-Media and Techniques, Employee Relations Exhibition PR and its Planning, Uses and kinds of Exhibition

PR in Privtng and Public sector, PR Models , Criss Management, Role of Photography In PR, Importance of Marketing Research for the PR Practitioner

**Books Recommended:**

1. C.S Rayudu, K.R Bala 'Principles of Public Relations' Himalaya Publishing House, 1987

2. Ved Prakash Gandhi ‘ Handbook of Advertising and Public Relations’ Kanisha Publishers & distributors, 2018.
3. Jaishri Jethwaney, N.N Sarkar ‘Public Relations Management’ Sterling Publishers Privat Limited , 2009.
4. H. Frazier Moore, Ph.D, Frank B. Kalupa, Ph.D ‘ Public Relations Priciples, Cases, and Problems, Surjeet Publications. 1987
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010



**KHALSA COLLEGE AMRITSAR**  
*(an autonomous college)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER-V)**

**506: EVENT MANAGEMENT LAB**

**Max. Marks: 25**

**Practical: 19**

**Internal: 06**

- Designing and Development of print and display material for an exhibition along with publicity and promotional material for the event.
- Organizing different events at department level along with publicity and promotion.

**KHALSA COLLEGE AMRITSAR**

*(an autonomous college)*

**BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021**

**(SEMESTER-V)**

**507: CYBER LAB**

**Max. Marks: 25**

**Practical: 19**

**Internal: 06**

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

**KHALSA COLLEGE AMRITSAR***(an autonomous college)***BA JOURNALISM AND MASS COMMUNICATION**

(Three Year Degree Course) (Semester System)

Scheme of Examination

**Session: 2020-2021****(SEMESTER-V)****508: PILOT STUDY****Max. Marks: 25****Practical: 19****Internal: 06**

Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester.

The study can be conducted in any of the following areas for example:

- Media: Advantages and Disadvantages
- Popular newspaper
- Popular TV channel
- Favourite Radio Programme
- Favourite Ad
- Social Media: Advantages and Disadvantages

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER–VI)**

**601: TRAINING 3 MONTHS**

**Max.Marks: 200**

The students have to work as a trainee in a reputed media house for a period of three months. They must submit a full report of training with supporting documents in the form of bylines, photographs or credits. Student must follow the format given by the Department including the following:

- Training certificate issued on company letterhead with authorized signatures and stamp.
- Profile of media house or company
- Activities performed during the period of training with supporting documents or proofs.

**KHALSA COLLEGE AMRITSAR**  
*(An Autonomous College)*  
**BA JOURNALISM AND MASS COMMUNICATION**  
 (Three Year Degree Course) (Semester System)  
 Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER–VI)**

**602: CURRENT AFFAIRS**

**Time: 3 Hrs.**

**Total Marks: 100**

**Max. Marks: 75**

**Internal: 25**

**Mediums: Punjabi/Hindi/English**

**Instructions for the paper Setters**

**Note:** The paper will consist of three Sections as follows.

**Section A:** This Section will have 10 questions. All are compulsory and carry 2 marks each. Total weightage of this Section is 20 marks.

**Section B:** This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

**Events and happening of last six months with special reference to:**

Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

**Health and Education:** Current issues in health, Current issues of women and child right, Issue related to human rights, Current issues in education system.

**Business sports and security:** Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security

**Critical studies:** Media as an educator, Media and violence, Feminist media perspective, Media and marginalized group

**Suggested Books / Magazine**

1. Competitor Success Review
2. Manorama Year Book
3. Frontline
4. India Today
5. The Week

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(Three Year Degree Course) (Semester System)  
Scheme of Examination  
**Session: 2020-2021**  
**(SEMESTER–VI)**

**603: FILM PROJECT**

**Max. Marks: 75**

Each student will prepare a 5-6 minutes film on contemporary issues including political, social and cultural. The student must submit the copy of script and the budget along with the movie.

The student will appear for Viva and will be evaluated on the basis of:

- Theme and treatment
- Cinematography
- Editing and use of special effects

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**604: RESEARCH PROJECT**

**Max. Marks: 75**

Each student will submit full report of the data collected in Pilot Study lab in Semester V in the form of a short dissertation. The report will include following:

- Title
- Intro
- Objectives
- Hypothesis
- Review of Literature
- Research Methodology
- Sampling
- Data Collection
- Data Analysis and Interpretation
- Findings
- Discussion
- References