

MA JOURNALISM & MASS COMMUNICATION**Session: 2018-2019****MAJMC Sem I**

Sr. No.	Paper
1.	Introduction to Communication
2.	History of Print Media in India
3.	Reporting & Editing
4.	Media Laws & Ethics
5.	Advertising
6.	Advertising Practical

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

MA JOURNALISM & MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

Scheme of Examination

Session: 2018-2019

MAJMC Sem I

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

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

MA JOURNALISM & MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

Scheme of Examination

SEMESTER- I (2018-19)

PAPER-I: INTRODUCTION TO COMMUNICATION

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

- 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.
- 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.
- Communication Theories: Hypodermic Needle or Bullet, Two-step, multi-step flow, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance.
- Media system theories: Authoritarian, Libertarian, Social-responsibility, democratic participant
- Mass media: public opinion and democracy.
- Spiral of silence
- Attribution Theory
- Glossary

PAPER-II: HISTORY OF PRINT MEDIA IN INDIA**Time: 3 Hrs.****Max. Marks: 56****Internal: 19**

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.

- 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, Benjamin, Rudyard Kipling, Robert K Night
- Newspapers and magazines in the nineteenth century- First War of Indian Independence and the issues of freedom, both political freedom and press freedom.
- Birth of Indian language press - Contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.
- The Indian press and freedom movement - Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; Important personalities of journalism.(James Silk Buckhimgham, Kalinath Ray, Dyal S.Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan
- Important Newspapers:-
 - Times of India
 - Amrit Bazar Patrika
 - Hindustan Times
 - The Hindu
 - The Tribune
 - Statesman

PAPER-III: REPORTING & EDITING

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

News: definitions, elements and concept

-Sources of news; news gathering techniques

-Feature–Types

-Editorial & its types

-Type of interview, columns

-News writing styles, types of news

-Investigative, interpretative and in depth reporting

-Headline types

-makeup for newspaper & magazines, layout, graphics

-Layout of principles of photo editing.

-Intros their importance, and types

-Scoops and exclusive

-Reporting: science, sports, economic, agriculture, life style, elections, parliamentary proceedings, defence, war, conflict, personality profile.

-Editing: purpose & importance, symbols

Basics of Page Making

Glossary

PAPER-IV: MEDIA LAWS AND ETHICS**Time: 3 Hrs.****Max. Marks: 56****Internal: 19**

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 80 marks. Total weightage of this section is 16 marks.

Situation: 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

Specialised press laws: 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, vis- avis 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; 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 / or 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

PAPER-V: ADVERTISING**Time: 3 Hrs.****Max. Marks: 56****Internal: 19**

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.

- 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.
- Ad agency management, various specialist departments in ad agency: (account planning, accounts, Servicing, creative, Contents of Advertisement, media planning, HRD, etc.) defining consumer behaviour 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
- Govt Ad agencies-DAVP

PAPER-VI: ADVERTISING PRACTICAL

Practical:

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.

MA JOURNALISM & MASS COMMUNICATION

Session: 2018-2019
MAJMC Sem II

Sr. No.	Paper
1.	Development Communication
2.	Media Management
3.	Current Affairs
4.	Communication Research I
5.	Radio & Television Programming
6.	Radio & Television Programming lab

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***Session: 2018-2019****MA JOURNALISM & MASS COMMUNICATION**

(Two Year Degree Course) (Semester System)

Scheme of Examination**MAJMC Sem II**

Sr. No.	Paper	Theory	Internal	Total
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 & Television Programming	56	19	75
6.	Radio & Television Programming lab	19	06	25

KHALSA COLLEGE AMRITSAR

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MA JOURNALISM & MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

Scheme of Examination

SEMESTER- II (2018-19)

PAPER I: DEVELOPMENT COMMUNICATION

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

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.

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.

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.

Development support communication: Population and family welfare- health- education and society-environment and development- problems faced in development support communication.

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.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Books Recommended:

1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt. Ltd., New Delhi.
2. Development Communication in India, Raghvan.

PAPER II: MEDIA MANAGEMENT

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

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- Media Management:** Principles, Functions & Significance. Media as profession and industry
- **Ownership patterns:** Private Ltd., Public Ltd., Individual ownership, Partner, Trust, Society, Vertical ownership meaning and implementation.
- Organisational Structure, Policy Formulation.
- Personnel Management & Financial Management. Production Cost, Capital Cost, Commercial Policy
- Budgeting, Production Scheduling, Media Scheduling, Record Keeping.
- Advertising, PR, Brand Promotion & Marketing Strategies
- Employee / Employer relationship (Customer Relation)
- Human Resource Development
- (Space / time, circulation) – reach-promotion market survey techniques
- Management problems for newspaper of media organization DAVP, INS, RNI, ABC
- Editorial Management: Changing role of editorial staffs and other media persons, Editorial response system.

Books :

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

PAPER-III: CURRENT AFFAIRS**Time: 3 Hrs.****Max. Marks: 56****Internal: 19**

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.

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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

PAPER-IV: COMMUNICATION RESEARCH-I

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

Communication and Research

- 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

Research Problem

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

Data Collection and Analysis

- 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)

Research Report

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

Books:

1. Research Methodology, C.R.Kothari.

PAPER-V: RADIO & TELEVISION PROGRAMMING

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

Radio

- 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
- 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

Television

- Characteristics, History, development, organization structure of TV station
- Making of a television studio, crew
- Key elements of television writing: Television news, documentary/feature, discussions, interview, drama, Commercials Programme presentation
- Kinds of cameras, camera mountings, angles, movements, shots
- Picture composition
- Logging, editing, dubbing graphics, special effects
- Lighting
- Art direction
- Costumes, Make up

PRACTICAL

PAPER-VI: RADIO & TELEVISION PROGRAMMING LAB

Marks: 19

Internal: 6

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 & TV on the subject.

MA JOURNALISM & MASS COMMUNICATION**Session: 2018-2019****MAJMC Sem III**

Sr. No.	Paper
1.	Mass Communication Research-II
2.	New Media Technology
3.	Public Relation & Corporate Communication
4.	Science Journalism
5.	Photography
6.	Photography Lab

KHALSA COLLEGE AMRITSAR

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Session: 2018-2019

MA JOURNALISM & MASS COMMUNICATION

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Scheme of Examination

MAJMC Sem III

Sr. No.	Paper	Theory	Internal	Total
1.	Mass Communication Research-II	60	15	75
2.	New Media Technology	60	15	75
3.	Public Relation & Corporate Communication	60	15	75
4.	Science Journalism	60	15	75
5.	Photography	60	15	75
6.	Photography Lab	20	05	25

KHALSA COLLEGE AMRITSAR

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MA JOURNALISM & MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

Scheme of Examination

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-III)

Session: 2018-2019

PAPER-I MASS COMMUNICATION RESEARCH-II

Time: 3 Hrs.

Max. Marks: 60

Internal: 15

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 10 marks. Total weightage of this section is 20 marks.

- Laboratory Studies comprising exploratory studies and focus groups.
- Semiotic research analysis
- Longitudinal Studies comprising Cohort and panel Study methods
- Payne Fund Studies, Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns
- Multi-step flow theory;
- Theory of logical positivism
- Contribution of MCR in developing of mass communication as distinct discipline.
- 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
- 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
- Discourse analysis.

Books:

1. Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.
2. Media Research Methods, Gunter, 2000 Sage, New Delhi Pub. India Pvt. Ltd.

PAPER-II NEW MEDIA TECHNOLOGY

Time: 3 Hrs.

Max. Marks: 60

Internal: 15

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 10 marks. Total weightage of this section is 20 marks.

- 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, Internet Hardware, Internet Protocols.
- Basic knowledge of Multimedia.
- ISPs, WAP, types of Internet connections
- Protocols of Internet
- WEB PAGE, websites, homepages
- Introduction to HTTP, HTML, search resources;
- Web page development, inserting, linking; editing and publishing
- Cyber Journalism: On-line editions of newspapers- management and economics: cyber newspapers- creation, feed, marketing, revenue and expenditure, Online editing and publishing.
- Cyber Laws, Online Journalism.
- Symbolic convergence Theory

Books:

1. Handbook of New Media, Liverow.
2. The ABC's Of Internet, Crumlish, 1998, BPB Publications, New Delhi.

PAPER-III PUBLIC RELATION & CORPORATE COMMUNICATION

Time: 3 Hrs.

Max. Marks: 60

Internal: 15

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 10 marks. Total weightage of this section is 20 marks.

- 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.)
- 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 & 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
- Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers.
- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- 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 & 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 & structure- brand equity and corporate brands

Corporate Communication and Media:

- Broadcast News network, Public broadcasting and corporate sponsorship and

Corporate Communication and Crisis:

- Responding to pressure groups.

“Corporate Communication and Media: Broadcast News Network, Public Broadcasting and Corporate Sponsorship

Books:

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.
2. Corporate Communication, Venkataraman, 1998, Sterling Pub. India Pvt. Ltd., New Delhi.

PAPER IV SCIENCE JOURNALISM

Time: 3 Hrs.

Max. Marks: 60

Internal: 15

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.

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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.

Careers in science journalism; Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. 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 science journals like- Nature, Lancet, Current Science, etc.

Domain of Science Journalism: Health & Medical Science; Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.. crop patterns- Kharip 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

PAPER V PHOTOGRAPHY

Time: 3 Hrs.

Max. Marks: 60

Internal: 15

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.

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

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

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. Secondary subjects, Moving towards the center. Principles of cropping and photoediting. Relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes.

Various National & International organizations

Photography in the age of I.T

Books Recommended :

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston.
3. Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai.

PAPER VI PHOTOGRAPHY LAB

Practical: Marks: 20

Internal: 5 Marks

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 photoessay, photofeature.

MA JOURNALISM & MASS COMMUNICATION**Session: 2018-2019****MAJMC Sem IV**

Sr. No.	Paper
1.	International Communication
2.	Human Rights
3.	Film Studies
4.	Intercultural Communication
5.	Dissertation
6.	Film Studies Lab

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MAJMC Sem IV

Sr. No.	Paper	Theory	Internal	Total
1.	International Communication	60	15	75
2.	Human Rights	60	15	75
3.	Film Studies	60	15	75
4.	Intercultural Communication	60	15	75
5.	Dissertation	60	15	75
6.	Film Studies Lab	20	05	25

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MA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)

Session: 2018-2019

PAPER-I INTERNATIONAL COMMUNICATION

Time: 3 Hrs.

Max. Marks: 60

Internal: 15

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 10 marks. Total weightage of this section is 20 marks.

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- international news agencies and syndicates, their organizational structure and functions -a critique of western news values.

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.

Book:

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

PAPER-II HUMAN RIGHTS**Time: 3 Hrs.****Max. Marks: 60****Internal: 15**

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 10 marks. Total weightage of this section is 20 marks.

- Concept of Human Rights
- Human Rights and Journalism
- Human Rights and Media
- Human Rights and Democracy, Human Rights & Education
- Human Rights and environmental issues
- Human Rights and Communal Riots
- Human Rights in the terrorized areas
- Human Rights and Crimes against women
- 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 & violation of human rights, war & human rights.
- issues in human rights, child trafficking, women trafficking

Books:

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.

PAPER-III FILM STUDIES

Time: 3 Hrs.

Max. Marks: 60

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 10 marks. Total weightage of this section is 20 marks.

Film as a medium

Film in relation to theatre, television: Adaptations

Five C's of cinematography

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, Contemporary Scene

The Position of Cinema in Developing Countries

A Brief History of Indian Cinema: The Pioneers- Phalke; The Talkies ; The Studie

Culture; Coming of the Superstars; Fifties and Sixties; The Big Budget and Multistarrers,

The Angry Young Man; the Eighties; Rise of Multiplex and Crossover Cinema

Profiles of Saytajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, Imtiaz Ali, Farhan

Akhtar, Suraj Barjatiya, Vishal Bhardwaj, Parkash Jha, Madhur Bhandarkar, Ritu Parno Ghosh,

Gurider chadha, Manmohan Singh, Babu Singh Mann, Mira Nair.

The Development of Punjabi Cinema

The Parallel Cinema

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

PAPER –IV INTERCULTURAL COMMUNICATION

Time: 3 Hrs.

Max. Marks: 60
Internal: 15

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 10 marks. Total weightage of this section is 20 marks.

Culture- definition-process-culture as a social institution - value systems-- primary secondary-- eastern and western perspective.

Inter-Cultural communication- definition- process- philosophical and functional dimensionscultural symbols in verbal and non-verbal communication.

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

Modern mass media as vehicles of inter-cultural communication- 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-- mass media as a cultural institution; mass culture typologies-- criticism and justification.

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:

1. An Introduction to Intellectual Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
2. Handbook of International & Interlaectural Communication, Willam . Gudykunst ella Mody, 2002, Sage Pu. India Pvt., New Delhi.

PAPER-V DISSERTATION**Max. Marks: 60****Internal: 15**

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-voce.

FILM STUDIES LAB

Practical: Marks: 20

Internal: 5 Marks

Making Short Films, Documentaries, Script Writing, Voiceovers, editing, screen Grammar
Make assignment/ file on various aspects of cinema.
Film Reviews