

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS FOR THE BATCH FROM THE YEAR 2022 TO YEAR 2024

Programme Code: MAJMC

**Programme Name: Masters of Journalism & Mass Communication
(Semester I- IV)**

Examinations: 2022-2024



Department of Journalism & Mass Communication

Khalsa College, Amritsar

(An autonomous college)

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(b) Subject to change in the syllabi at any time.
(c) Please visit the College website time to time.

S.No.	PROGRAMME OBJECTIVES
1.	To prepare students for the exciting profession of Journalism,
2.	To make students socially responsible and responsive for the larger good of the people whom they serve, through the profession of Journalism.
3.	To offer a sound theoretical knowledge and practical hands-on training and experiences in various areas of mass communication and mass media.
4.	To create technically skilled and competent media professionals who can serve the media profession in the most effective way.

S.No.	PROGRAMME SPECIFIC OUTCOMES (PSOS)
PSO-1	To get in depth knowledge about the communication and media and various laws governing media
PSO-2	To have knowledge about the development of communication, media management, current affairs and also about the communication research
PSO-3	To develop skills of mass communication and photography.
PSO-4	To get information about international communication and human rights.
PSO-5	To prepare the student for film studies and research techniques by enabling them to write term paper and dissertation
PSO-6	To develop understanding about intercultural communication

COURSE SCHEME							
SEMESTER – I							
Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
MAJMC 1101	Introduction to Communication	4	75	0	25	100	5-6
MAJMC 1102	History of Print Media in India	4	75	0	25	100	7-8
MAJMC 1103	Reporting and Editing	4	75	0	25	100	9-10
MAJMC 1104	Media Laws and Ethics	4	75	0	25	100	11-12
MAJMC 1105	Advertising	4	75	0	25	100	13-14
MAJMC 1106	Advertising Practical	4	0	19	6	25	15

SEMESTER – II							
Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
MAJMC1207	Development Communication	4	75	0	25	100	16-17
MAJMC1208	Media Management	4	75	0	25	100	18-19
MAJMC1209	Current Affairs	4	75	0	25	100	20
MAJMC1210	Communication Research I	4	75	0	25	100	21-22
MAJMC1211	Radio and Television Programming	4	75	0	25	100	23-24
MAJMC1212	Radio and Television Programming lab	4	0	19	6	25	25

SEMESTER – III							
Course Code	Course Name	Credits	Max. Marks				Page No.
			Th	Pr	IA	Total	
MAJMC2301	Mass Communication Research-II	4	56	0	19	75	26-27
MAJMC2302	New Media Technology	4	56	0	19	75	28-29
MAJMC2303	Public Relation and Corporate Communication	4	56	0	19	75	30-31
MAJMC2304	Science Journalism	4	56	0	19	75	32-33
MAJMC2305	Photography	4	56	0	19	75	34-35
MAJMC2306	Photography Lab	4	0	19	6	25	36

SEMESTER – IV							
Course Code	Course Name	Hours/Week	Max. Marks				Page No.
			Th	Pr	IA	Total	
MAJMC2407	International Communication	4	56	0	19	75	37-38
MAJMC2408	Human Rights	4	56	0	19	75	39-40
MAJMC2409	Film Studies	4	56	0	19	75	41-42
MAJMC2410	Intercultural Communication	4	56	0	19	75	43-44
MAJMC2411	Dissertation	4	56	0	19	75	45
MAJMC2412	Film Studies Lab	4	0	19	6	25	46

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- I
(Session 2022-2024)
COURSE CODE: MAJMC1101
INTRODUCTION TO COMMUNICATION**

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Understanding the process of communication, including different forms, levels and barriers.
2. Understanding Media Systems and Communication Theories.
3. Models of Mass Communication.
4. Mass Communication-Nature, process, concept, origin characteristics.
5. Understanding the 7 C' of communication.

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 non-verbal 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, 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.

SECTION D

Media system theories: Authoritarian, Libertarian, Social-responsibility, democratic participant, Glossary

Books Recommended:

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

Outcomes

1. Students will understand various media system theories
2. It will help students to understand concepts of communication in detail
3. It will make students to understand communication models in depth
4. Students will understand barriers in communication.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- I
COURSE CODE: MAJMC1102
HISTORY OF PRINT MEDIA IN INDIA

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Describing invention and development of paper and printing, history of Indian journalism.
2. Understanding of history of language newspapers
3. Role of print media in Indian independence.
4. Understanding of History of Punjabi journalism
5. Basic understanding of Times of India, the Hindu, the Tribune and Indian express.

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. 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, BalGangadharTilak, 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, Joseph Pulitzer, Rudyard Kipling, Robert K. Night, Kalinath Ray, DyalS. Majithia, SurinderNath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Ramnath Goenka, R. K. Laxman)

SECTION D

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. VirBalaAggarwal, 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. ChalapathiRau, The Press in India, Allied Publishers. , 1968
5. D.S. Mehta, Mass Communication & Journalism in India Allied Publishers, 1979
6. Sandhu&Johal, Punjabi PatarkariNikasVikasTeSamasiavan. Publication Bureau, Punjabi University, Patiala,1999

Outcomes

1. Students will understand history of print media
2. Students will understand birth of Indian language press.
3. Students will understand historical development of important newspaper and magazines
4. Students will understand importance of various newspapers in detail.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- I
COURSE CODE: MAJMC1103
REPORTING AND EDITING

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Defining Column, its importance and different types, columnists and their qualities
2. Analyzing the importance of letters to the editor, proof reading, symbols of proof reading and duties and responsibilities of proof readers
3. Understanding the services of the news agencies and their importance, styles of agency reporting and how it differs from reporting in other media, the role of different international news agencies.
4. Understanding photo journalism and its importance, the role of a news photographer, news photo editing, caption writing, photo printing process and dark room processing

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

SECTION D

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

Book 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. VirBalaAggarwal), Handbook Of Journalism and Mass Communication, Concepts Publishing Company,(2001)

Outcomes

1. Students will understand concepts of news in detail
2. Students will understand features and types of feature in detail
3. Students will understand layout and makeup for newspaper in detail

No Change

MA JOURNALISM AND MASS COMMUNICATION

(Session 2022-2024)

SEMESTER- I

COURSE CODE: MAJMC1104

MEDIA LAWS AND ETHICS

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. To make students familiar with the history of Indian press laws
2. To make them understand the law of defamation and Cyber Laws
3. To make them understand the difference between right to information and official secrets act
4. Students will be able to know about social responsibility and ethics of press And WTO agreement Act.
5. To make them understand about copyright Act and Official Secret Act.

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, PrasarBharti 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.

SECTION D

Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, colored 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.

Books Recommended:

1. Paranjay 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

Outcomes

1. Students will understand various press laws in India.
2. Students will understand ethics of media and various problems associated with it.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- I
COURSE CODE: MAJMC1105
ADVERTISING**

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 objective type 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.

Objectives

1. Student will be able to identify and define the advertising concepts and will review the advertising media.
2. Student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.
3. Student will be able to categorize different types of advertisements.
4. Students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.
5. Students will be able to know about negative and positive effects of advertising.

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, advertising on Internet.

SECTION D

Apex bodies in advertising AAAI, ASCI and its code of conduct, 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

Outcomes

1. Understanding consumer behavior and it's various factors .
2. Students will understand apex bodies in advertising.
3. Students will understand advertising and its concepts.
4. Students will understand ad agency management in detail.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- I
COURSE CODE: MAJMC1106
ADVERTISING PRACTICAL

Credits: 02

L-T-P
0-0-04
Max. Marks: 25
Practical: 19
Internal: 6

Objectives

1. To make students prepare to write good content for TV advertisement.
2. To make them able to write spectacular content for radio advertisement.
3. Students will be able to write tag lines for both television and radio advertisement.
4. Students will be able to do advertising campaign, themes and promotion.
5. Students will be able to write good content for newspaper advertisement.

- Advertisement designing using professional software- Photoshop, coral etc.
- Giving punch lines
- Photography for advertisement
- Collage making
- Visit to ad agency
- Each Student should make File/PPT/ Ad Campaign on the subject.

Outcomes

1. Understanding consumer behavior and it's various factors.
2. Students will understand apex bodies in advertising.
3. Students will understand advertising and its concepts.
4. Students will understand ad agency management in detail.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- II
COURSE CODE: MAJMC1207
DEVELOPMENT COMMUNICATION

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Understanding different approaches to development, its problems and issues
2. Knowledge about characteristics of developing societies and finding gaps between developed and developing societies
3. Understanding the role of developmental and rural extension agencies in development
4. Understanding of agricultural communication and rural development.
5. Knowledge about development support communication and various developmental goals.

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.

SECTION D

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.

Books Recommended:

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

Outcome

1. Students will know about the different communication approaches which leads to communication development at various levels in the society.
2. Students will be able to understand gap between the developed and developing societies by understanding their social economic and political developments.
3. Students will learn about the different types of development communication which will be leading to the development of rural area people in terms of Communication and their development In the society.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- II
COURSE CODE: MAJMC1208
MEDIA MANAGEMENT

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Understanding the concepts of media management and its principles.
2. Various ownership patterns, organizational structure of media houses
3. Conceptual knowledge about advertising and public relations
4. Identify various marketing strategies and understanding of employee-employer relationship.
5. Human resource development, various problems of media organizations.

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 pattern 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)

SECTION D

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, SamacharPatarParbandh (Punjabi), Punjabi Uni. Patiala, 1991
4. Herbert Lee Williams, Newspaper Organisation and Management, SurjeetPub., New Delhi, 1978

Outcomes

1. Students will know about the various media activities which are used in managing media with its principles.
2. Through this students will know about different patterns and structures of media agencies. This subject also deals with the problems faced by the media organizations.
3. Students will know about the actual meaning of advertising and public relations and what are the marketing strategies used to achieve the results.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- II
COURSE CODE: MAJMC1209
CURRENT AFFAIRS**

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 objective type 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.

Objectives

1. Students will be able to know about the happenings of world.
2. Students will be able to uplift their general knowledge.
3. It will improve the reading habit of students.
4. Students will be able to understand contemporary political issues.
5. Students will be able to become knowledgeable journalist in future

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
- PratiyogitaDarpan
- Yojna
- Year Book of Preceding Year
- Daily newspapers and Magazines

Outcome

1. This course will help students to stay in touch with what's happening in the world .
2. Students will develop newspaper reading habits .
3. It will generate awareness among them .
4. This course will help to stay connected to the happenings of the world

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- II
COURSE CODE: MAJMC1210
COMMUNICATION RESEARCH-I

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
2. Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication. I.e., students will be able to explain major theoretical frameworks, constructs, and concepts for the study of communication and language, summarize the work of central thinkers associated with particular approaches, and begin to evaluate the strengths and weaknesses of their approaches.
3. Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
4. Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.

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,validity andreliability.

SECTION D

Writing the research report, significance of bibliography,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, SurenderYadava, 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

Outcome

1. Through this students will able to understand the different types of human communication from one person communication to a wide group of communication.
2. Students will understand various research methods which are related to the human communication which explains us about the evaluation of human communication.
3. Various approaches were also discussed in this subject related to the study of communication and students will able to find , use and evaluate writing methods related to communication.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- II
COURSE CODE: MAJMC1211
RADIO AND TELEVISION PROGRAMMING**

Credits: 4

Time: 3 Hrs.

L- T- P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. History of Radio and Television.
2. Understanding use and mixing of sound, audio, effects, music.
3. Understanding Kinds of cameras, camera mountings, angles, movements.
4. Learning the importance of Lighting, Art direction, Costumes, Make up.
5. Understanding elements of radio writing, interviews, news-writing, commercial/jingles.

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 Program presentation.

SECTION D

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.200
2. Dr. Nagendra, 'History of Radio and Programme Production, Kanisha Publishers. 201
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. SeemaHasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers, 2010

Outcome

1. Students will know about the invention of radio wanf television with their proper history detail .
2. The different types of cameras , movements , angels were also explained in this subject which will help the students in understanding the use of camera , camera movements with proper angels which will result in good video and photo production. This also includes the knowledge about the need of lighting and various other elements of television programming.
3. Students will learn about the radio elements which involves radio interviews, radio writings , etc.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- II
COURSE CODE: MAJMC1212
RADIO AND TELEVISION PROGRAMMING LAB

Credits: 02

L-T-P

0-0-04

Max. Marks: 25

Practical: 19

Internal: 6

Objectives

1. Students will be able to illustrate the basics of TV genres and essentials of TV journalism.
2. Students will submit the radio and television project at the time of end term examination which will be beneficial for their career growth.

- 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.

Outcomes

1. Students will learn about Types of Jack, Microphones, Sound and Audio Recorders.
2. This course will provide knowledge to students regarding good Presentation.
3. They learn that how to write for Radio and TV, Storyboards, types of Scripts, Screenplay.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- III
COURSE CODE: MAJMC2301
MASS COMMUNICATION RESEARCH-II

Credits: 4

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.

Objectives

1. Exposure to communication research areas.
2. Understanding theoretical, conceptual and operational framework of research.
3. Designing research methodology and literature review.
4. Tools of data collection and data interpretation.

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

SECTION D

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, SurenderYadava, Statistical Analysis for Social Scientists, Manak Publishers, 1995
6. A.A. Berger, Media and Communication Research Methods, Sage Publications, 2000
7. J. Keyton, Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield,2001

Outcomes

1. This subject deals with the mass communication research techniques which involves various steps of research methodology. This subject also gives the exposure to communication research areas.
2. Students will understand the theoretical , conceptual and operational framework of research.
3. Understanding the various research process steps like literature review , data collection , data interpretation , etc .

No Change

MA JOURNALISM AND MASS COMMUNICATION

(Session 2022-2024)
SEMESTER- III
COURSE CODE: MAJMC2302
NEW MEDIA TECHNOLOGY

Credits : 4

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.

Objectives

1. Understanding of communication technology, concept and scope.
2. Understanding of new media as a tool of mass communication.
3. Students will be able to understand impact of new media technology on media messages.
4. Knowledge of online and political communication.
5. Cyber journalism, cyber law and media convergence

SECTION A

Communication technology (CT); CT: Concept and Scope, CT and IT: Similarities and differences; World Wide Web, Web Browsers, URL, Home Page, Search Engine, New Media: History, Definition, Characteristics

SECTION B

New Media Interactivity, New Media as a tool of Mass Communication, Social Media, e-mail, Blogs, Micro Blogs, Social Networking, Mobile Communication, E-Governance, Artificial intelligence.

SECTION C

Social Media Definitions and Scope, Social Media Platforms, Impact of New Media Technology on Media Messages, New Media & Freedom of Speech & Expression, Online Journalism and Social Media, Online Media Regulation, Online Media & Political Communication, Uses/Abuses of Social Media.

SECTION D

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, Cyber Laws, Media Convergence, Symbolic convergence Theory.

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

Outcomes

1. Through this students will know about the new technology media which is also known as new media and the different new communication technologies used in new media with their concept and scope for future.
2. Students will know about the different between the knowledge gather from online and political communication.
3. Students will be educated about the cyber journalism or online media , through this the pros and cons of cyber crimes were also explained and they also know about the cyber laws .

No Change

SEMESTER- III
COURSE CODE: MAJMC2303
PUBLIC RELATION AND CORPORATE COMMUNICATION

Credits : 4

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.

Objectives

1. Understanding PR concept and scope, Techniques of PRC and Ethics of PR.
2. Learn about PR tools, PR in industry and PR in central and State Governments.
3. Understanding PR Writing for media, press release/backgrounder, press brief, rejoinders.
4. Learning SWOT Analysis of media, Media buying, Media scheduling.
5. Understanding Privatization of PR-Advent of image advisories and lobbying companies.

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

SECTION D

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. VedPrakash Gandhi 'Handbook of Advertising and Public Relations' Kanisha Publishers & distributors, 2018.
3. JaishriJethwaney, 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. SeemaHasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010

Outcome

1. Students will know about the real meaning of public relations it's scope and detailed concept with it's PR techniques.
2. Students will learn about the basic pr tools and techniques which must be used in achieving good product results at various sectors like PR in industry, centre and state.
3. Students will be introduced to SWOT Analysis of media .

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- III
COURSE CODE: MAJMC2304
SCIENCE JOURNALISM

Credits : 4

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.

Objectives

1. Understanding of science journalism, its impact on human life and technology
2. Describing various careers in science journalism.
3. Practical knowledge about writing science stories.
4. Understanding of various domains of science journalism.
5. Detailed knowledge about agricultural communication, importance of weather, forecast models, genetically modified seeds and evergreen revolution.

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, GyanDarshan, GyanVaani, 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.

SECTION D

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, seedBanks, 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, VigyanParsar, 2013
3. ArunKatayan, Fundamental of Agriculture, Kushal Publications, 2017
4. The Craft of Science Writing: Selections from The Open Notebook, Siri Carpenter, The open NoteBook publications, 2019

Outcome

1. Mass communication students will know about the science background and about the science journalism, it's pros and cons on the society with its technology.
2. Students will know the various career opportunities within the science journalism which can include being a science journalist, etc. Students will learn how to write the science stories.
3. Students will know about various fields involved in the science journalism which includes knowledge about agriculture journalism, weather ,etc fields .

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- III
COURSE CODE: MAJMC2305
PHOTOGRAPHY

Credits : 4

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.

Objectives

1. To make them understand the camera components such as shutter speed, aperture etc.
2. To make them know about types of shots, angles and movements.
3. Students will be able to understand the difference between depth of field and depth of focus.
4. Students will be able to know about essentials of good photography .
5. To make them understand about types of camera.

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.

SECTION D

Photo journalism: Definition and concept, Text Vs Photograph; Essentials of a press photograph, Qualities of a good photojournalist; 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, camera angles for various purposes .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

Outcomes

- 1 Students will be able to understand the camera, its various components, different types of shots, angles and movements.
- 2 With the help of this course students know the difference between depth of field and depth of focus.
- 3 Students gain knowledge about different types of cameras and what are the requirements for good photography.

Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2023-2025)
SEMESTER- III
COURSE CODE: MAJMC2306
PHOTOGRAPHY LAB

Credits: 2

Max Marks: 25
Practical: 19
Internal: 6

Objectives

1. To make them understand the camera components such as shutter speed, aperture etc.
 2. To make them know about types of shots, angles and movements.
 3. Students will be able to understand the difference between depth of field and depth of focus.
-
- 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 featureStudents will be able to understand the camera, its various components, different types of shots, angles and movements.

Outcomes

1. With the help of this course students know the difference between depth of field and depth of focus.
2. Students gain knowledge about different types of cameras and what are the requirement for good photography.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- IV
COURSE CODE: MAJMC2407
INTERNATIONAL COMMUNICATION

Credits : 4

Total Marks: 75

Max.Marks: 56

Time: 3 Hrs.

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.

Objectives

1. Exposure to concepts of international communication dynamics .
2. Understanding the role of international bodies to securing access to communication .
3. Democratization of international communication .
4. Contemporary scenario related to international communication and news flow .
5. Students will be able understand the issues in international communication.

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

SECTIONB

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

SECTIONC

New Communication technologies Impact on media messages Computerization and digitization 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

SECTION D

UNESCO's efforts in removal imbalance in news flow-debate on new international Information and Economic Order-Macbride Commission's Report –non-aligned news agencies news pool -its working, success, failure. Issues in international communication, democratization of information flow and media systems- professional standards; communication research-telecommunication tariff ;violence against media persons; effects of globalization on media systems and their functions; transnational media ownership ,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
1. .Naval Prabhakar, NarendraBasu ,International Communications, , Commonwealth Pub. (P) Ltd. 2019
2. .KhemchandB. Keshwari, International Relationship in Modern world(1900-2000), HimalayaPublications,2014
3. A.N. Sen, Human Rights, Sri Sai Law Publications, Faridabad , 200

Outcomes

1. To understand various dimensions of global communication
2. To understand various news agencies and their organizational structures
3. To understand effects of globalization on media systems.
4. UNESCO's efforts in removal of imbalances in news

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- IV
COURSE CODE: MAJMC 2408
HUMAN RIGHTS

Credits: 4

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.

Objectives

1. Understanding the concept of Human Rights, Human Rights and Journalism, Human Rights and Media, Human Rights and Democracy, Human Rights and Education
2. Human Rights and environmental issues, Human Rights and Communal Riots,
3. Human Rights of Accused persons, Human Rights and child labour, bonded labour
4. State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression
5. Issues in human rights, child trafficking, women trafficking.

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 labor, bonded labor, Human Rights and death, torture in police lockups

SECTION D

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, SriSai Law Publications, Faridabad , 2005
6. Khwaja Abdul Muntaqim ,Protectionof Human Rights, Law Allahabad Publisher

Outcomes

1. To understand concepts of human rights in detail.
2. To understand human rights and environmental issues
3. To understand various commissions of human rights in detail.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- IV
COURSE CODE: MAJMC 2409
FILM STUDIES

Credits : 4

Total Marks: 75

Max.Marks: 56

Time: 3 Hrs.

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.

Objectives

1. Introduction to Film Studies, Film as a medium, Film in relation to theatre, television:
2. Adaptations, Five C's of cinematography.
3. Brief History of World Cinema: The Pioneers.
4. A Brief History of Indian Cinema: The Pioneers.
5. Academy (Oscar) Award winning films, The Development of Punjabi Cinema.
6. Understanding The Parallel Cinema, Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology.

SECTION A

Introduction to Film Studies, Film as a medium, 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; NeoRealism, 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 Saytajit 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.

SECTION D

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. Nirmalkumar, How to write a screenplays, kanishka pub. New Delhi, 2003
3. ShantaGokhale The scenes we made, speaking tiger pub. New Delhi, 2016
4. Dr. Vikrantkishore, Dr. Ambrishsaxena, Indian cinema kanishka pub. New Delhi
5. JarekKupsc The history of cinema of beginners, Orient black swan pvt, New Delhi, 2003
6. Anustupbasu, 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

Outcomes

1. To understand film studies and C's of cinematography.
2. To understand history of world cinema in detail
3. To understand history of Indian cinema in detail.

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- IV
COURSE CODE: MAJMC 2410
INTERCULTURAL COMMUNICATION

Credits : 4

Total Marks: 75

Max. Marks: 56

Internal: 19

Time: 3 Hrs.

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.

Objectives

1. Culture-definition, process, Eastern-Western Culture
2. Communication as a concept in Western and Eastern culture.
3. Impact of new technology on culture, globalization effects on culture and communication.
4. Folk media, characters, content, functions, dance music as Intercultural communication
5. UN efforts in the promotion of intercultural communication.

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

SECTION D

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.

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. Gudykunstella Mody, Handbook of International and Intercultural Communication, Sage Pub. 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

Outcomes

1. Students will understand concept of communication in new eastern and eastern culture.
2. To understand barriers in inter-cultural communication by the students.
3. To make students understand use of communication in folk media..

No Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- IV
COURSE CODE: MAJMC2411
DISSERTATION

Credits :4

Time: 3 Hrs.

Total Marks: 75

Max.Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Objectives

1. Understanding Applications of Research by working on a research problem.
2. To get an idea about writing research papers.
3. Students will be able to simplify the process of research and carry out research methodology with their own intellectual skills.
4. Students will be able criticize the earlier conducted researches by other scholar and give a new approach to the same.
5. Students will be able to do comparative study of different researches on media and communication related topics.

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.

Outcomes

1. To develop research skills in students
2. To enable problem solving behavior among students.
3. To make students practically apply various research methods techniques

Change

MA JOURNALISM AND MASS COMMUNICATION
(Session 2022-2024)
SEMESTER- IV
COURSE CODE: MAJMC2412
FILM STUDIES LAB

Credits: 2

Max. Marks: 25

Practical: 19

Internal: 6

Objectives

1. Students will make short films, documentaries
 2. Students will write script, do voiceovers.
 3. Students will be able to understand concept of editing
 4. Students will make assignment on various aspect of cinema.
 5. Students will be able to write film reviews.
- Making Short Films, Documentaries, Script Writing, Voiceovers, editing, screen Grammar
 - Make assignment/ file on various aspects of cinema.
 - Film Reviews

Outcomes

1. Film making by students.
2. Make various documentaries by students.
3. Reviewing various films.