

M.A. (JOURNALISM AND MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

Duration: Two Years
Eligibility: Graduation

2017 Onwards



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY
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Semester 1 st						
S. No.	Core	Paper	Credits	Theory	Internal Assessment	Practical
1	Core Compulsory	Introduction to Communication	4	70	30	---
2	Core Compulsory	Current Affairs and General Studies	4	70	30	---
3	Core Compulsory	Introduction to Media	4	70	30	---
4	Core Compulsory	Print Media: Reporting & Editing	4	70	30	---
Core Elective						
5	Core Elective	Economic Journalism	4	70	30	---
		OR Science & Environment Journalism	4	70	30	---
6	Core Elective	Agriculture Communication	4	70	30	---
		OR Health Communication	4	70	30	---

Semester 2 nd					
Paper	Credits	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Print Journalism: Editorial & Features	4	50	30	20
Core Compulsory	Radio & T.V. Journalism	4	50	30	20
Core Compulsory	Cyber Journalism	4	50	30	20
Core Compulsory	Computer Applications in Media	4	50	30	20
Core Elective					
Core Elective	Science Journalism	4	70	30	-----
	OR Defense Journalism	4	70	30	-----
Core Elective	Intercultural Communication	4	70	30	-----
	OR Animation & Graphics	4	70	30	-----
Open Elective	Current Affairs	4	70	30	-----


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Semester 3 rd					
Paper	Credits	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Public Relations	4	50	30	20
Core Compulsory	Media & Gender Studies	4	70	30	-----
Core Compulsory	Advertising & Marketing	4	50	30	20
Core Compulsory	Films Studies	4	50	30	20
Core Elective					
Core Elective	Business Journalism	4	70	30	-----
	OR Sports Journalism	4	70	30	-----
Core Elective	Corporate Communication	4	70	30	-----
	OR Political Communication	4	70	30	-----
Open Elective	Film Studies	4	50	30	20
Semester 4 th					
Core Compulsory	Media Research	4	70	30	-----
Core Compulsory	Media & Management	4	70	30	-----
Core Compulsory	Media Laws & Ethics	4	70	30	-----
Core Elective					
Core Elective Course	International Communication	4	70	30	-----
	OR Traditional Folk Media	4	70	30	-----
Core Elective Course	Community Radio	4	50	30	20
	OR Social Media	4	70	30	-----
Open Elective Course	Social Media	4	70	30	-----

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Semester 1st

S. No.	Core	Paper	Credits	Theory	Internal Assessment	Practical
1	Core Compulsory	Introduction to Communication	4	70	30	—
2	Core Compulsory	Current Affairs and General Studies	4	70	30	—
3	Core Compulsory	Introduction to Media	4	70	30	—
4	Core Compulsory	Print Media: Reporting & Editing	4	70	30	—
Core Elective						
5	Core Elective	Economic Journalism	4	70	30	—
		OR Science & Environment Journalism	4	70	30	—
6	Core Elective	Agriculture Communication	4	70	30	—
		OR Health Communication	4	70	30	—

Total credits required: 100 -112 (one credit = 1 hour)

Minimum attendance required : 75%

Open Elective: minimum credits required: 10-12 (students of this dept. will opt. for open elective from other departments.

Students must submit their option for open elective course(s) within a week after the commencement of classes of first semester to the Chairperson of their department/Principal of the College, For 2nd /3rd/ 4th semester, they must submit their option for open elective course(s) at the end of 1st/2nd/3rd semester, respectively.



The continuous evaluation for theory and practical course shall be as under:

(A) Theory Course

Component	Weightage (4 Credits)	Weightage (3 Credits)	Weightage (2Credits)	Evaluation
Mid-term Exam	20	15	10	Internal
Assignment	05	05	05	Internal
Class Attendance	05	05	05	Internal
End-term Exam	70	50	30	External
Total	100	75	50	

Mid Term Examination: From first II units; October 1-10 for odd Semesters and March 1-10 for even semester

The students must obtain at least 40 percent marks in external examination.


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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-I

INTRODUCTION TO COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Communication: Meaning, Elements and Process, Functions of Communication, 7 C' of Communication Various Forms of Communication, Non-Verbal and Verbal Communication, Communication Barriers

Unit-II

Communication Models, Harold Lasswell, Charles Osgood, Models of Wilbur Schramm, George Gerbner's Model, Dance, Helical Model, Gate Keeping Model

Unit-III

Theories of Direct and Indirect Influences, Bullet Theory, Two-Step & Multi Step Flow Theory, Concepts of Selectivity, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory

Unit-IV

McLuhan's Media Determinism, Effects of Mass Media on Culture and Society, Characteristics and Typology of Audiences, Scope & Features of Mass Communication, Media and Social Responsibility

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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-II

CURRENT AFFAIRS & GENERAL STUDIES

Time allowed: 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Goals and Objectives of Indian Constitution, Parliamentary System of Democracy, Fundamental Rights, Directive Principles of State Policy, Fundamental Duties, Centre-State Relationship; Federal and Unitary, Electoral Process, Emergency Powers & Amendment of Constitution

Unit-II


Parliamentary and Legislative Procedure in India, Power and Privileges of Parliament Members, Indian Judicial System, Panchayati Raj Institutions

Unit-III

Indian History-VariouS Stages, Important Historical Events, Salient Features of Indian Culture, Cultural Diversity of India, Indian Economic Environment- Present State, Salient Features, Globalization and India, Introduction, Various Political Systems of World

Unit-IV

Indian Foreign Policy- Salient Features, UNO, SAARC, NAM, Commonwealth Group, India and its Neighboring Countries, Current National and International Events of Importance

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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-III

INTRODUCTION TO MEDIA

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Development of Print Media: Historical View, Indian Press in Pre & Post Independence Era, Origin of Indian News Agencies and their Role, International Agencies in India, Management and Ownership Pattern of Press

Unit-II

Development of Radio: Historical View, Development of Radio in India, Role of Radio in Agriculture in India, Public and Private Radio Systems, FM, AM etc., Organizational Structure of the Radio

Unit-III

Development of Television: Historical View, Development of Television in India, Public and Private T.V. Channels, Demassification of Media, Organizational Structure of the Television Industry

Unit-IV

Cinema: Historical View, Development of Cinema in India, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Cinema as a Powerful Medium of Mass Communication

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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-IV

PRINT MEDIA: REPORTING & EDITING

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

News-Meaning,- Concept, Scope and Definition, News Value, News Sources, News Gathering, Tools of Reporting, Duties and Responsibilities of Reporter, Reporting for Print & Electronic Media

Unit-II

Structure of Reporting Staff in News Papers, Duties & Functions of Bureau Chief, Staff Reporter, Reporting Beats, Citizen Journalism, Free Lancing, Types of Reporting, Specialized Reporting

Unit-III

Editing-Meaning and Definition, Principles and Elements of Editing, Importance of Editing in Journalism, New Trends in Editing, Proof Reading, Editing Signs, Photo Editing ,Photo Captions

Unit-I

Structure & Functions of Editorial Staff in Media, Role & Responsibilities of Editor, News Editor, Chief Sub Editor and Sub Editor, Editorial Page in News Papers- Contents & Importance, Headlines- Concept, Meaning, Types & Importance, News Story Structure, Lead- Types & Importance

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M.A. Journalism and Mass Communication

SEMESTER I

**Core Elective-I
Economic Journalism**

Time Allowed : 3 Hours

Total Marks: 100
Max. Marks: 70
Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Economic Journalism-Definition, Concept and Scope, Importance of Business Journalism, Global Status, State of Business Journalism in India, General Overview of Business Journalism, Latest Trends of Business Journalism in India

Unit-II

History of Economic Journalism in India, Development Journey, Major Business Journals, Interpretation, Investigation and In-Depth reporting of Business, Commerce and Economy Related News, News Analysis of Business/Commerce/Economic Issues, Reporting about Corporate Sector

Unit-III

Duties, Responsibilities and Qualities of Business Journalist, Tools for Business Journalists, Writing Skills for Business Journalists, Scope, Possibilities for Business Journalists, Challenges for Business Journalists

Unit-IV

Business Journalism-on Radio, T.V., Social Media, Business Journalism-Emerging Issues/Trends, Future Prominent Economic/Business Journalists, Current Issues in Indian Economy, Business, Industry Corporate Sector, Govt., Economic Policies, Corporate Social Responsibility

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M.A. Journalism and Mass Communication

SEMESTER I

**Core Elective-II
SCIENCE & ENVIRONMENT JOURNALISM**

Time allowed: 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Science Journalism: Importance and Scope, Scientific Temperament, Science and Environment Reporting: Need and Challenges, Prominent Science Magazines, Globalization and Changing Attitudes Towards Science

Unit-II

Classification and Brief Description of Different Genres of Scientific Writings, Popular Science Fiction and Science Journalism, Relationship Between Science and Public, Popularizing Science and Technology, Promoting Scientific Outlook, Science and Technology for Social Change

Unit-III

Writing Science News Stories, Important Media for Communicating Science, Science Feature, Coverage of Science & Environment Issues for TV and Newspapers, Environmental TV Channels: Discovery, National Geographic, Animal Planet etc.

Unit-IV

Major Environmental Issues: Global Warming, Aforestation, Deforestation, Soil Erosion, Pollution etc., Solid Waste Management, Training for Science and Technology Communicators, Communicating Science to Rural Audiences.

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M.A. Journalism and Mass Communication

SEMESTER I

**Core Elective-III
AGRICULTURAL COMMUNICATION**

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Agriculture; Present Status of Production and Economic Condition of Farmers in Haryana, The Present Agricultural Policy of India and Haryana, Meaning, Nature, Scope and Characteristics of Agricultural Journalism, Agricultural Reforms in India, Media and Green Revolution, Status of Agricultural Journalism in India.

Unit-II

Agricultural Media Reporting, Agricultural Features, Interviews & Articles, Analytical Stories, Media & Agricultural Innovations, Agriculture and Media, Traditional Folk Media & Agrarian Society

Unit-III

Agriculture Supplements of Daily Newspapers, Agricultural Journals & Magazines, Coverage of Agriculture in Newspapers, Agricultural Advertisements, Role of Media in Crop Diversification, Media & Development of Agriculture Sector

Unit-IV

Agricultural Training Centers, Communication Programme for Farmers, Extension Training, Educating Farmers Krishi Mela and Exhibition, Loan Mela, Agricultural TV Channels; Kisan TV, Krishi Darshan, Agricultural Radio Programmes, Media & Problems of Farming Sector

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- 11 -

M.A. Journalism and Mass Communication

SEMESTER I

**Core Elective-IV
HEALTH COMMUNICATION**

Time Allowed : 3 Hours

Total Marks: 100
Max. Marks: 70
Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Nature and Scope of Health Communication , Health Status and Policy in India, Role of Communication in Health Organizations, Health Issues and Communication Ampaigns, Family Welfare, Child Welfare and Women Welfare

Unit-II

Interpersonal Communication and Small Group Communication in Health Care, Communication of Health Related Issues, Approaches in Health Communication, Voluntary Agencies, Tackling Rumours and Taboos

Unit-III


Public Health Campaigns, Communication and Health Education, Writing Health News Reports, Articles and In-Depth News Reports, Production of Health Supplements of Daily Newspaper, Health Magazines and Health Content in General Magazines

Unit-IV

Writing Health Programmes for Radio, Script Writing for Health Programmes for TV, Designing Media Campaigns of Health Issues, Poster Preparation on Health Issues, Preparation of Social Advertising on Health Issues






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- 12 -

M.A. (MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

Duration: Two Years

Eligibility: Graduation

2017 onwards

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY
SIRSA

Total credits required: 100 -112 (one credit= I hour)

Minimum attendance required : 75%

Open Elective: minimum credits required: 10-12 (students of this dept. will opt. for open elective from other departments.

Mid Term Examination: From first II units October1-10 and March 1-10

Semester 1 st					
Core	Paper	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Introduction to Communication	4	70	30	—
Core Compulsory	Current Affairs and General Studies	4	70	30	—
Core Compulsory	Introduction to Media	4	70	30	—
Core Compulsory	Print Media: Reporting & Editing	4	50	30	20
Core Elective					
Core Elective	Economic Journalism	4	70	30	—
	OR Environment Journalism	4	70	30	—
Core Elective	Agriculture Communication	4	70	30	—
	OR Health Communication	4	70	30	—

Semester 2 nd					
Paper	Credits	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Print Journalism: Editorial & Features	4	50	30	20
Core Compulsory	Radio & T.V. Journalism	4	50	30	20
Core Compulsory	Cyber Journalism	4	50	30	20
Core Compulsory	Computer Applications in Media	4	50	30	20
Core Elective					
Core Elective	Science Journalism	4	70	30	----
	OR Defense Journalism	4	70	30	---- -
Core Elective	Intercultural Communication	4	70	30	----
	OR Animation & Graphics	4	70	30	---- -
Open Elective	Current Affairs	4	70	30	---- -

Semester 3rd					
Paper	Credits	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Public Relations	4	50	30	20
Core Compulsory	Media & Gender Studies	4	70	30	-----
Core Compulsory	Advertising & Marketing	4	50	30	20
Core Compulsory	Films Studies	4	50	30	20
Core Elective					
Core Elective	Business Journalism OR Sports Journalism	4	70	30	-----
		4	70	30	-----
Core Elective	Corporate Communication OR Political Communication	4	70	30	-----
		4	70	30	-----
Open Elective	Film Studies	4	50	30	20
Semester 4th					
Core Compulsory	Media Research	4	70	30	-----
Core Compulsory	Media & Management	4	70	30	-----
Core Compulsory	Media Laws & Ethics	4	70	30	-----
Core Elective					
Core Elective Course	International Communication OR Traditional Folk Media	4	70	30	-----
		4	70	30	-----
Core Elective Course	Community Radio OR Social Media	4	50	30	20
		4	70	30	-----
Open Elective Course	Social Media	4	70	30	-----

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-I

Core Compulsory: Print Journalism: Editorial & Features

Total Marks: 100

Time allowed : 3 Hours

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Print Journalism and identify and analyze basic types of features and articles. To provide them in-depth knowledge about the structure and functions of Reporting Staff and Editorial Department/Section.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit I

Editorial : Meaning & Concept, Editorial Page : Role and Relevance, Types of Editorial, Editorial Conference/Meeting

Unit II

Editorial Department: Role and Functions, Various Editions: Regular, Special & Emergency, Editorial Policy, Concept of Editorial Independence, Relationship of Editorial Department with other Departments

Unit III

Editor – Responsibility & Functions; Editor in Chief, Assistant Editor, Associate Editor, News Editor, Chief Sub Editor- Sub Editors, Cartoonist - Role and Responsibility

Unit IV

Features : Meaning & Concept, Types of Features, Characteristics of Features, Middle Writing, Basics of Writing Features, Qualities of a Feature Writer

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-II

Radio & T.V. Journalism

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding fundamentals of Radio and TV Journalism. different techniques and sequences used in this field and importance of Script for both the electronic and print Mediums.

Scheme of Examination: The question paper will be divided into Five Units. First unit/question will consist of five compulsory questions based on all the four units.

5 questions of 2marks= 10 marks

Question no 2 to 9 will carry equal marks (15 marks each). There will be two questions set with internal choice on each of the four units of the syllabus. 4 questions of 15 marks= 60 marks

Unit-I

Fundamentals of Radio Journalism, Radio News Reporting, Sound Bytes, News Writing & Editing Basics of News Reading, Voice Quality: Pronunciation & Enunciation, App Radio and Internet Radio.

Unit-II

Radio Features, Radio Talk, Drama & Documentary, Phone-in Programmes, Special Audience Programmes, Script Writing for Radio Programmes

Unit-III

TV as a medium of communication, Satellite TV Channels, TV Commercials , Reporting for TV, News Reading, Piece to Camera & Voice Over, You Tube Channel.

Unit-IV

Genres of Television: Documentary, Talk Show & Panel Discussion, Planning and Production of Documentary, Script: Formats, Scene, Sequence, Screenplay and Story Board, Narration, Camera Angles & Camera Movements

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-III

CYBER JOURNALISM

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding to the Students of Cyber Journalism and recent trends in it, Web Newspapers, Whaty point use kept in mind while writing for Cyber Media.

Scheme of Examination: The question paper will be divided into Five Units. First unit/ question will consist of five compulsory questions based on all the four units.

5 questions of 2marks= 10 marks

Question no 2 to 9 will carry equal marks i.e. 15 marks each. There will be two questions set with internal choice on each of the four units of the syllabus.

4 questions of 15 marks= 60 marks

Unit-I

Cyber Journalism, Information Super Highway, Internet and Information Revolution, Comparison of Cyber media with other Media, Advantages and Disadvantages of Cyber Journalism.

Unit-II

Writing for Cyber Media, Features & Articles on the Web, E-Journalism and E-Culture, Impact of Cyber Journalism, Recent trends in Cyber Journalism, Mobile Journalism.

Unit-III

Presentations & layout of Cyber Newspapers and Magazines, Advertising on Web, Circulation of Web Newspaper, Qualities of Web Journalist, Future of Cyber Journalism

Unit-IV

Current Trends in Cyber Reporting & Editing, Impact of globalization on Cyber Journalism, Cyber Laws, Social Media and Social Networking Sites, Youth and Social Media

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-IV

Computer Applications in Media

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of Computer Application and Identify and Analyze Basic Types of Software and Hardware used in Media. To impart know to the students about Primary and Secondary data, E-Magazines and online Newspapers.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit I

Definition, Origin & History, Classification of Computers, Introduction to input & output Devices, Introduction to Memory – Primary & Secondary

Unit II

Introduction to Graphical-User Interface (GUI), File and Folders: Flash, Directory, Creating, Copying, Moving, Deleting and Renaming, Applications & Setting : Desk-top Management, tool box

Unit III

MS-Word and Application: basics, Typing and Editing, Formatting Text, Quark Express: basics, Power Point:Introduction, presentation, graphics, creating presentation, editing and slide shows

Unit IV

Introduction to Internet: Definition, Various Activities, Tools and Services on Internet, Internet Protocols FTP, HTTP, TCP, IP, Major News Sites, E Magazines, Online Newspapers

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective (I)

Science Journalism

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of Science Journalism and Identify and Analyze Basic Types of Scientific Writing. To impart the students basics of Scientific and technological revolution and how this revolution has made change in society.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Science Journalism: Importance and Scope, Scientific Temperament; Science Reporting: Need and Challenges; Prominent Science Magazines; Globalization and Changing Attitudes towards Science

Unit-II

Classification and Brief Description of Different Genres of Scientific Writings, Popular Science Fiction and Science Journalism, Relationship between Science, Society Scientific Temperament.

Unit-III

Science and Technology for Social Change, Writing Science News Stories, Important Media for Communicating Science, Science Features, Coverage of Science & Environment Issues for TV and Newspapers

Unit IV

Training for Science and Technology Communicators, Communicating Science to Rural Audiences; Science TV Channels: Discovery, National Geographic etc.

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective (I)

Defense Journalism

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Defense Journalism and Identify and Analyze Basics of Armed Forces. To provide them in-depth knowledge about the Defense Reporting, Activist Journalism and Advocacy Journalism.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Military; An Introduction to Nation and its Defense of Society, Defense Agencies: Internal & External: Armed Forces: Army, Navy, Air Force, Paramilitary Forces, Research & Development by Military, DRDO.

Unit-II

India's Current Defense Situation: Internal & External, Geostrategic Location of India, India's Relations with other countries, India's Defense Policy, Military-Media Relations, Defense Public-Relations Practices, Role of Media in Civil Defense.

Unit-III

War Reporting, Reporting Insurgencies, Reporting Terrorism, Reporting Military Policy Matters, Sting Operations, Military Profiles: Individual & Institutional, Writing Columns, Activist Journalism & Advocacy Journalism.

Unit-IV

Qualities of Good Reporters, Types of Reporters, Skills Required for a Defense Reporters, Source Credibility, Source Confidentiality, Defending Against Deception.

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective (II)

INTER-CULTURAL COMMUNICATION

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Inter-Cultural Communication, and Identify and Analyze Basic Types of Inter-Cultural Communication and its Barriers. To study the impact of Media On Society. Role of media in the field of Inter-Cultural Communication.

Scheme of Examination: The question paper will be divided into Five Units. First unit/question will consist of five compulsory questions based on all the four units.

5 questions of 2 marks= 10 marks

Question no 2 to 9 will carry equal marks i.e. 15 marks each. There will be two questions set with internal choice on each of the four units of the syllabus.

4 questions of 15 marks= 60 marks

Unit-I

Culture: Definition & Process, Culture as a social institution, Value systems: Eastern and Western perspectives, Inter-cultural Communication , Philosophical and Functional dimensions

Unit-II

Communication as a Concept in Western and Eastern cultures, Sufism, Sadharvikaran , Language as a medium of Cultural Communication, Linguistic Aspects of Inter-cultural communication.

Unit-III

Mass Media as Vehicles of Inter-cultural communication, Barriers in Inter-cultural Communication, Inter-cultural conflicts and Communication, Impact of New technology on Culture, Effects of Globalization on Culture and Communication

Unit-IV

Culture, Communication and Folk Media, Dance and Music as instruments of Inter-cultural Communication, Code of Ethics & Cultural Transformation, Deras and Inter-Cultural Connotations, Religious Places as Cultural Carriers

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective (II)

Animation & Graphics

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of Animation & Graphics importance of layout Design. To strengthen the knowledge of Students. To Impart the knowledge to the students about importance of Animations in Media Industry.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Concept and Theory of Animation and Graphics, Basic Elements and Principles of Graphics, Design and Layout, Principles of Designing, Designing Need and Signification in Media.

Unit-II

Printing methods - Letter Press, Cylinder, Rotary Gravure Screen, Offset, Plate making, Printing paper - Kinds, varieties, sizes, calculation, making choices, Printing Process - Prepress, in press , Post press

Unit-III

Visuals : Physical Forms, Function, Editing, Colour : Physical Forms, Psychology, Colour Scheme and Production, Magazine Layout, Pagination, Designing Various Parts, Layout of Broadsheet and Tabloid

Unit-IV

Computer Mediated Design : An Overview; Multi media : Characteristics and function, Designing concepts in TV [News channel's screen] and Websites [front page], Web Designing,, Designing a Website, Newspaper and Magazine Designing, Role of Animation in Advertising, Film Industry, Online Journalism.

M.A. Journalism & Mass Communication

SEMESTER II

Open Elective

Current Affairs

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of about Major Politicals Social issues Status of Elementary higher Education. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Major Political Affairs: Issues at National level, Election Commission of India, India's Relations with its Neighboring Countries.

Unit-II

Economic Affairs: Economic issues and Problems, Niti Aayog, Green, White and Blue Revolution, Features of Indian Economy, Role of Media in a Economic Development.

Unit-III

Social and Cultural Affairs: Illiteracy, Communalism, Unemployment, Health & Family Welfare, Girl Child & Women Development, Social Development of Marginalized groups

Unit-IV

Current Affairs of Haryana: Current Political, Social, Economic and Sports Affairs of Haryana during the Semester.

M.A. (MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

Duration: Two Years

Eligibility: Graduation

2017 onwards

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY
SIRSA

Approved by PGBOS&R on dated 05.02.2018

Approved by Faculty on dated 07.12.2018

Dr. Shantanu
7/12/18

Dr. Shantanu
7/12/18
Approved 07-12-2018

1st Semester

S. No.	Core	Paper	Credits	Theory	Internal Assessment
1	Core Compulsory	Introduction to Communication	4	70	30
2	Core Compulsory	Current Affairs and General Studies	4	70	30
3	Core Compulsory	Introduction to Media	4	70	30
4	Core Compulsory	Print Media: Reporting & Editing	4	70	30
Core Elective					
5	Core Elective	Economic Journalism	4	70	30
		OR Science & Environment Journalism	4	70	30
6	Core Elective	Agriculture Communication	4	70	30
		OR Health Communication	4	70	30

2nd Semester

Paper	Credits	Credits	Theory	Internal Assessment
Core Compulsory	Print Journalism: Editorial & Features	4	70	30
Core Compulsory	Radio & T.V. Journalism	4	70	30
Core Compulsory	Cyber Journalism	4	70	30
Core Compulsory	Computer Applications in Media	4	70	30
Core Elective				
Core Elective	Science Journalism	4	70	30
	OR Defense Journalism	4	70	30
Core Elective	Intercultural Communication	4	70	30
	OR Animation & Graphics	4	70	30
Open Elective	Current Affairs	4	70	30

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3rd Semester

Paper	Credits	Credits	Theory	Internal Assessment
Core Compulsory	Public Relations	4	70	30
Core Compulsory	Media & Gender Studies	4	70	30
Core Compulsory	Advertising & Marketing	4	70	30
Core Compulsory	Film Studies	4	70	30

Core Elective

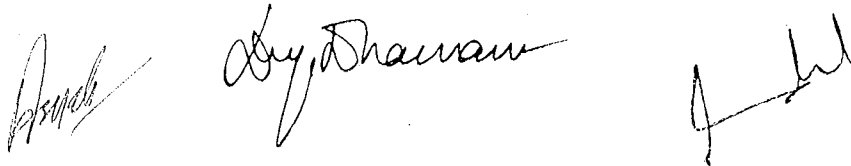
Core Elective	Business Journalism	4	70	30
	OR	4	70	30
	Sports Journalism			
Core Elective	Corporate Communication OR	4	70	30
	Political Communication	4	70	30
Open Elective	Film Studies	4	70	30


4th Semester

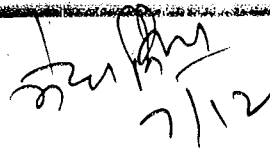
Core Compulsory	Media Research	4	70	30
Core Compulsory	Media & Management	4	70	30
Core Compulsory	Media Laws & Ethics	4	70	30

Core Elective

Core Elective Course	International Communication	4	70	30
	OR	4	70	30
Core Elective Course	Traditional Media			
	Community Radio	4	70	30
	OR	4	70	30
Open Elective Course	Social Media			
	Social Media	4	70	30







M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-I

PUBLIC RELATIONS

Time allowed: 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Public Relations and identify and analyze various Techniques of Public Relations and Publicity. To provide the students in-depth knowledge about the functioning of Public Relations in Government and Private Sector.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Nature and Scope of Public Relations, Present status and future of PR in India, Principles of PR, Publicity, Propaganda, Lobbying & Public Opinion, Publics in PR, Image building in Public & Private Sector

Unit-2

PR Campaign, PR in Crisis Management, Developing Corporate Identity, Functions and Responsibilities of PR Practitioners, Media Relations

Unit-3

Tools and Techniques of PR, Code of Conduct in PR, Sensitivity to Cultural Issues, Role of Photography in PR, Marketing Research for the PR Practitioner

Unit-4

Event Management, Concept of Neutral Territory, Writing for Public Relations, Publicity Inputs, Organizing Press Event, Preparation of Press release.

Devi Sharmar

J. H.

M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-II

MEDIA AND GENDER STUDIES

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Media and General Studies and to analyze basic understanding of Gender Studies. To provide them in-depth knowledge about the Role of Media in the upliftment of the weaker sections of Society.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Definition of Gender, Difference between sex and gender, Relationship between Media and Gender, Feminist terminology, stereotyping, patriarchy, silencing, marginalization

Unit-2

Male Gaze, Feminist film criticism, thematic and semiotic analysis, feminism, Image of Women in Advertisements, Gender identity built through Media, Body Image

Unit-3

Media & Gender consciousness, Gender Sensitization, Media projection on Domestic Violence & Sexual Harassment, Portrayals of Women and Men in the Media, Media role in promotion of Gender equality, Gender Coverage and Media.

Unit-4

Influence of Media in society, patriarchy in operation, use of feminist methods for critiquing media representation, Representation of Genders in 21st Century in Various Media.

Sy. Praman

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M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-III

ADVERTISING & MARKETING

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the field of Advertising & Marketing. To identify and analyze basic types of advertisements and Media of Advertisement. To provide them in-depth knowledge about the structure and functions of Advertising Agencies.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Advertising: Definition, Nature & Scope, Evolution and Growth of Advertising, Classification of Advertising, Appeals in Advertising, Copy Writing for Print & Electronic Media Advertising, Socio-economic effects of Advertising, New trends in Advertising.

Unit-2

Advertising Budget-an overview, Advertising Appropriation, Political & Social Campaigns, Campaign Planning, Advertisement and Consumerism, Parts of Advertising

Unit-3

Nature and Scope of Marketing, Evolution and Growth of Marketing , Approaches to Marketing, Functions & Principles of Marketing, E-Commerce and Internet Marketing, International Marketing

Unit-4

Customer Relationship Management, Marketing Communication, Entrepreneurship, Internet Advertising, Marketing Mix, 5 P's of marketing, Marketing and New Media

Suyash Kumar

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M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-IV

FILM STUDIES

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the process of Film Making. To impart knowledge about the World of Cinema and provide them in-depth knowledge about the process of Film Making and Film appreciation.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

A Brief History of Indian Cinema, The Pioneers, The Talkies & Studio Culture, Coming of the Superstars, Rise of Multiplex, Genres in Indian Cinema

Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Film Genres, Brief History of World Cinema.

Unit-3

Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and future of Punjabi & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shyam Benegal and Mani Ratnam

Unit-4

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films in India, Film Publicity Techniques, Film Review and Film appreciation, CBFC: Organization & functions.

Sujay Shamran

F.H.

M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (I)

BUSINESS JOURNALISM

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the Business World of and the features of Business Journalism. To provide them in-depth knowledge about the Business Reporting, Business Journalism and Modes of Business Journalism.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Introduction- Definition and Scope of business Journalism, Define the importance of business communication and channels of communication, Brief history of business journalism in India
Elements of Business News Stories, Sources of Business News

Unit-2

Business correspondence – business letters /reports (annual committee etc) précis /summarizing etc.
Sign language :perception /attitude /beliefs/values/norms, Interpersonal /intrapersonal business communication, Major Business Journals and their Unique Feature

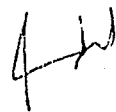
Unit-3

Changing Scenario of Business Journalism, Ethics and Social Responsibilities of Business Journalism, Professional Requirements of Business Journalist, Tools and challenges of business journalist Business Feature

Unit-4

Characteristics of Business Journal, Qualities of Effective Business Articles, Business Letters, Panel Discussion, Latest trends and issues of business journalism in India, Prominent economic/business journalist in India





M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (II)

SPORTS JOURNALISM

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting the Students a Basic Understanding of the World of Sports and Identify and understand various types of Sports Communication. To inculcate the understanding about the sources of Sports News and Sports News Editing.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Sports Journalism, Sports News: Concept, Contents & Definition, Sports News Values, Sources of News, News Style, Accuracy, Objectivity & Fairness in Sports Writing

Unit-2

Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism, Sports Pages of English & Language News Papers, Syndicated Sports Journalism, Politics and Sports, Sports as Entertainment

Unit-3

Sports Photography, Sports Magazines, Sports TV Channels, Sports Commentary, Sports Culture, Sports Media, Sports Personality, Prominent Sports Journalists.

Unit-4

International Games and Sports, Place of India in International Sports, Television & Traditional Sports, Sports News Paper: Need & Probabilities, Major Sports Issues

Dr. Sharma

4/11

M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (III)

CORPORATE COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Corporate Communication, and role of Communication in growth of organization . Role of Research in the field of Corporate communication.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Corporate Communication: concept and definition, Evolution and History of Corporate Communication, Principles of Corporate Communication, Corporate Communication and growth of the organization.

Unit-2

Role of Corporate Communication in damage control & crisis management, Corporate Communication: Planning, management and execution, Feature of Corporate Communication in

Unit-3

Corporate Communication and Media Houses, Corporate Communication Advertisement agencies, Corporate Communication in Shopping Malls,.

Unit-4

Importance of Research in the field of Corporate Communication, Corporate Communication in Multinational Companies, Feedback, Group Communication, Corporate Culture

Sy Pravan

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M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (IV)

POLITICAL COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Political Communication, and Identify and Analyze Basic Types of Political Communication and its Barriers. Models of Political Communication in Order to Understand Various Political Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.
5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.
4 Questions of 15 Marks= 60 Marks

Unit-1

Meaning, Nature and Scope of Political Communication, Democracy & Media, Media Effects of Political Communication, Political Marketing, Political PR, Media Power in Politics, Role of Advertising in Political Communication

Unit-2

Role of Media in Political Communication, , Media and policy making, Gatekeeping vs Propaganda models, New Media and Political Awakening.

Unit-3

Public Opinion Polls: Reliability and validity, Conducting Opinion Polls: Preparation and Execution, Authenticity of Pre-poll and Post-polls, Public Opinion and Audience, Guiding Public Policies, Public opinion & New Media

Unit-4

Political Ideology: Political Socialization, Media during Elections, Opinion Making Media, Journalism, Media and Political Campaigns, Malpractices in Politics, Political Vendetta

Sy. Praman

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M.A. Journalism & Mass Communication

SEMESTER III

Open Elective

FILM STUDIES*

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the process of Film Making. To impart knowledge about the World of Cinema and provide them in-depth knowledge about the process of Film Making and Film appreciation.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

A Brief History of Indian Cinema, The Pioneers, The Talkies & Studio Culture, Coming of the Superstars, Rise of Multiplex, Genres in Indian Cinema

Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Film Genres, Brief History of World Cinema.

Unit-3

Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and future of Bengali & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shyam Benegal and Mani Ratnam

Unit-4

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films, Film Publicity Techniques, Film Review and Film appreciation, CBFC: Organization &

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