

M.A. (JOURNALISM AND MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

Duration: Two Years
Eligibility: Graduation

2020 Onwards



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY
SIRSA

Semester 1st				
Core	Paper	Credits	Theory	Internal Assessment
Core Compulsory	Introduction to Communication	4	70	30
Core Compulsory	Current Affairs and General Studies	4	70	30
Core Compulsory	Communications Skills	4	70	30
Core Compulsory	Print Media: Reporting & Editing	4	70	30
Core Elective				
Core Elective	Science & Environment Journalism	4	70	30
	OR Mobile and visual communication	4	70	30
Core Elective	Agriculture Communication	4	70	30
	OR Health Communication	4	70	30
Open Elective	Communications Skills	4	70	30

Semester 2nd				
Paper	Credits	Credits	Theory	Internal Assessment
Core Compulsory	Print Journalism: Editorial & Features	4	70	30
Core Compulsory	Radio Journalism	4	70	30
Core Compulsory	Television Journalism	4	70	30
Core Compulsory	Computer Applications in Media	4	70	30
Core Elective				
Core Elective	Cyber 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

3rd Semester				
Paper	Credits	Credits	Theory	Internal Assessment
Core Compulsory	Public Relations & Corporate Communication	4	70	30
Core Compulsory	Photo Journalism	4	70	30
Core Compulsory	Advertising & Marketing	4	70	30
Core Compulsory	Films Studies	4	70	30
Core Elective				
Core Elective	Business Journalism	4	70	30
	OR Sports Journalism	4	70	30
Core Elective	Economic Journalism	4	70	30
	OR Political Communication	4	70	30
Open Elective	Film Studies	4	70	30

4th Semester				
Core Compulsory	Media Research	4	70	30
Core Compulsory	Media Structure & Management	4	70	30
Core Compulsory	Media Laws & Ethics	4	70	30
Core Compulsory	Media Practical & Comprehensive Viva	4	—	100
Core Elective				
Core Elective Course	International Communication	4	70	30
	OR Traditional Media	4	70	30
Core Elective Course	Community Radio	4	70	30
	OR Social Media	4	70	30
Open Elective Course	Social Media	4	70	30

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.

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

Mid Term Examination: From first II units; October1-10 for odd Semesters and March 1-10 for even semester

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

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,s 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

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-Variou s 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

M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-III

COMMUNICATION SKILLS

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

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Para Linguistic Features, Group Discussion.

Unit-II

Reading Skills & Public Speaking Sills; Written Communication; Interviews-kinds, techniques & importance, Dress code, Soft Skills Presentation skills Importance of language in communication skills.

Unit-III

Presentation: Aids; Audio, Visual & Audio-Visual Aids, Basics of Audio Recording, Sound & Slide Productions, Meeting; Concept, Purpose & importance.

Unit-IV

Creative Writing: Fundamentals & Structure, Contents of Writing, News Analysis, Book, Film & TV Reviews, News Reading Skills and Anchoring Skills, Official Correspondence & Report Writing.

M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-IV

PRINT MEDIA: REPORTING & EDITING

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

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-IV

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

M.A. Journalism & Mass Communication

SEMESTER I

Core Elective (I)

SCIENCE & ENVIRONMENT 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 & Environment Journalism: Importance and Scope, Scientific Temperament, Science Reporting: Need and Challenges, Prominent Science & Environment Journalism Magazines, Genres of Scientific Writing

Unit-II

Science and Technology for Social Change, Relationship between Science & Society, Scientific Temperament, Writing Science News Stories, Important Media for Communicating Science, Coverage of Science & Environment Issues for Media.

Unit-III

Definition of Environmental Pollution: Causes, effects and control measures of:

(a) Air pollution (b) Water pollution (c) Soil pollution (d) Noise pollution

Ecosystem, Bio-diversity at Global, National and Local levels

Unit-IV

Natural resources and associated problems: i) Forest Resources ii) Water Resources

Role of an individual and media in conservation of natural resources.

Laws for Environment Protection

(i) Environment Protection Act. (ii) Air (Prevention and Control of Pollution) Act. (iii) Water (Prevention and Control of Pollution) Act. (iv) Wildlife Protection Act. (v) Forest Conservation Act.

M.A. Journalism & Mass Communication

SEMESTER I

Core Elective (I)

Mobile and Visual communication

Time allowed : 3 Hours

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

Objectives: To apprise the students of the importance of the mobile phones as tools of convergence, To make the students understand the use of mobile for social purpose, To motivate them to understand and use mobile news purpose and in 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-I

History of telephone in India, Different Phases of mobile phones, Smart phone , Mobile technology as new media in communication, Advertising concepts using mobile, Journalism through mobile phones, SMS and MMS, Mobile ethics and its intrusion in society.

Unit-II

Mobile as a powerful tool for political, business and social campaigns, Mobile for promotional media, Mobile PR- its reach and impact, E-privacy, rules and regulations, E-Governance. Mobile phone a tool for Social Media, Apps culture, E-Banking through Mobile Phones.

Unit-III

Financial and social advantages for all types of campaigns, Technology of the future, Integration and user generated content, Use of mobile in crime investigation, Laws related to mobile telephony, Mobile phone as vehicle of social change Mobile Phones & Youth.

Unit-IV

Visual Communication: Concept; Need and importance of Human and Visual Communication, Communication a expression, skill and process, Principles of visual and other sensory perceptions, Colour psychology, Illustrations: Concept; Need, types & importance.

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

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

M.A. Journalism and Mass Communication

SEMESTER I

Open Elective

COMMUNICATION SKILLS

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

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Para Linguistic Features, Group Discussion.

Unit-II

Reading Skills & Public Speaking Sills; Written Communication; Interviews-kinds, techniques & importance, Dress code, Soft Skills Presentation skills Importance of language in communication skills.

Unit-III

Presentation: Aids; Audio, Visual & Audio-Visual Aids, Basics of Audio Recording, Sound & Slide Productions, Meeting; Concept, Purpose & importance.

Unit-IV

Creative Writing: Fundamentals & Structure, Contents of Writing, News Analysis, Book, Film & TV Reviews, News Reading Skills and Anchoring Skills, Official Correspondence & Report Writing.

M.A. (MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

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CH. DEVI LAL UNIVERSITY
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M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-I

Print Journalism: Editorial & Features

Time allowed : 3 Hours

Total Marks: 100

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 (10 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 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 News Agencies in India, Management and Ownership Patterns of Indian Press

Unit II

Editorial : Meaning & Concept, Editorial Page : Role and Relevance, Types of Editorials, Editorial Department: Role and Functions, 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, Syndicate features

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-II

Radio Journalism

Time allowed : 3 Hours

Total Marks: 100

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 (10 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 Marks

Unit-I

History of Radio in India, Public & Private Radio Systems: AM, FM, Community Radio, Prasar Bharti, Fundamentals of Radio Journalism, Radio News Reporting, Sound Bytes, News Writing & Editing , Radio Bridge

Unit-II

Basics of Audio Production, Radio Genres: Formats, Peculiarities & Purpose, Concept of Phone-in Programmes, Special Audience Programmes, Script Writing for Radio Programmes, Essentials of News Writing for Radio, News Bulletin

Unit-III

Paralinguistic's in Radio, Audio Recording & Editing: Software & Techniques, Microphones: Types & Usage, Live and Recorded Programmes, Audio Console: Functions & Handling, Voice & Sound Recording, Microsoft Adobe Audition

Unit-IV

Community Radio Station, FM Radio Broadcast: Purpose, Contents & New Trends, Radio Jockey, Typology of Audience, Audience Research, Community Radio and Social Change, Role of Radio in Agriculture

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-III

Television Journalism

Time allowed : 3 Hours

Total Marks: 100

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 (10 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 Marks

Unit-I

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

Unit-II

T.V. as a Medium of Communication, Concept of T.V Journalism, Formats and Types for TV Programmes, TV News Script Format, Prominent Reality Shows on Indian T.V., Transmissio, DTH, Cable Television, Satellite TV Channels, ,

Unit-III

Fundamentals of TV Reporting – Reporting Skills, ENG and EFP, Ethics for TV reporting, Writing and Reporting for TV, TV Anchoring, News Reading, Piece to camera, Voice over, You tube channel.

Unit-IV

Phone in Programmes, Voice, SITE & Kheda experiment, Role of Television in nation building, economic development, Elimination of Social evils. Television as carrier of Social Change, Generes of Television, Camera Angels and Camera movements.

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-IV

Computer Applications in Media

Time allowed : 3 Hours

Total Marks: 100

Max. Marks: 50

Internal Assessment: 30

Practical: 20

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 (10 Marks each). There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 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

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, What 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 2 marks= 10 marks

Question no 2 to 9 will carry equal marks (10 marks each). There will be two questions set with internal choice on each of the four units of the syllabus.

4 questions of 10 marks= 40 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 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. Journalism & Mass Communication
SEMESTER III

Core Compulsory-I

Public Relations & Corporate Communication

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 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-2

PR Campaign, PR in Crisis Management, Developing Corporate Identity, Functions and Responsibilities of PR Practitioners, Media Relations Event Management, Concept of Neutral Territory, Writing for Public Relations, Publicity Inputs, Organizing Press Event, Preparation of Press release.

Unit-3

Corporate Communication: concept and definition, Evolution and History of Corporate Communication, Principles of Corporate Communication, Corporate Communication and growth of the organization, Corporate Communication and Media Houses, Corporate Communication Advertisement agencies, Corporate Communication in Shopping Malls,.

Unit-4

Role of Corporate Communication in damage control & crisis management, Corporate communication: Planning, management and execution, Feature of Corporate Communication in India. Importance of Research in the field of Corporate Communication, Corporate Communication in Multi National Companies, Feedback, Group Communication, Corporate Culture

M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-II

Photo Journalism

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-I

Introduction of Photo Journalism, Brief History of Photography, Photography as Medium of Communication, Photography: Types, Digital Photography, Photography Studio & Field Photography

Unit-II

Photography Techniques, Photography for Advertising, Portfolio Photography, News Photography News Values for Pictures, Photo Features, Caption Writing, Photo Cropping, Qualities essential for Photo Journalist, Impact of Technology on Photography

Unit-III

Camera: Principles of Camera, Elements, Camera Formats & Accessories, Camera Parts and its Types, TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA, Tripod, Monopod, Filters, Lens Hood

Unit-IV

Lighting and Visual Communication, Lighting Sources : Natural & Artificial, Lighting Contrast Types of Lighting Different aspects Related to Photography

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

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

Cinema: Development of Cinema in India, The Pioneers, Coming of Superstars , Rise of Multiplex, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Genres of Indian Cinema.

Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Process of Film making , Cinema as a powerful medium of Mass Communication, CBFC: Organization & Functions.

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, Shayam 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, Film magazines and film supplements of Newspapers.

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 (I)

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 Mania , Sports Personality, Prominent Sports Journalists.

Unit-4

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

M.A. Journalism and Mass Communication

SEMESTER III

Core Elective (II)

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

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 & Terrorism, Media and Political Campaigns, Malpractices in Politics, Political Vendetta

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

Cinema: Development of Cinema in India, The Pioneers, Coming of Superstars , Rise of Multiplex, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Genres of Indian Cinema.

Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Process of Film making , Cinema as a powerful medium of Mass Communication, CBFC: Organization & Functions.

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, Shayam 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, Film magazines and film supplements of Newspapers.

M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-I

MEDIA RESEARCH

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Media Research, and Identify and Analyze Basic Types Applied Research and Research Design. Various Data Analysis Techniques in Order to Understand Various Dimensions of Media Research.

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

Communication Research: Concept, Need and Importance, Pure & Applied Research, Feedback and Feed forward Studies, Qualitative and Quantitative Research, Hypothesis: Types and Importance

Unit-2

Research Design: Meaning, Need & Importance, Experimental, Longitudinal Studies, Panel Studies, Research Methods & Techniques: Sampling, Survey, Case Study, Content Analysis

Unit-3

Questionnaire: Purpose, Preparation & Administration, Types of Questions, Sources of Data: Primary, & Secondary , Coding, Classification, Tabulation of Data, Data Analysis and Interpretation.

Unit-4

New trends in Mass Communication Research, Research Report: Purpose and Characteristics, Parts of Research Report , References: Foot-notes, End-notes & Bibliography

M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-II

MEDIA STRUCTURE & MANAGEMENT

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students basic understanding of Media Houses and Media Organizations. Problem of Small Scale Newspapers and various types of Advertising Campaigns.

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

Organization Structure of Prasar Bharti , Organization Structure of Private Channels, Types Ownership in Electronic Media, FTII, Film Censorship Board

Unit-2

Organizational Structure of Newspapers and Magazines, Ownership and Control of Newspapers & Magazines, Managing Internet Edition of a Newspaper, Problems of Small scale Newspapers

Unit-3

Organizational Structure of Advertising Agencies, Advertising Campaigns, Internet Advertisements, Ad. Agency Commission System , Empanelling of Ad. Agency, AAAI, ABC, ASCI.

Unit-4

Organizational Structure of Government PR Departments, Functioning of PR Departments in Corporate Sector, PR Campaign, Empanelling of PR Consultancies, PRSI, IPRA, PIB.

M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-III

MEDIA LAWS & ETHICS

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Media Laws and their usage in Media Industry. To impart the knowledge about Press Council of India and various Press Commissions.

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

Media Laws: Meaning and Concept of Media Ethics, Fundamental of Indian Constitution, Salient Features of Constitution, Fundamental Rights and Fundamental Duties, Directive Principles of State Policy

Unit-2

Freedom of Speech and Expression with special reference to Freedom of Press in India, Parliamentary Privileges, Law of Defamation, Contempt of Court, Film Censorship

Unit-3

Press and Registration of Books Act, 1867, Official Secrets Act, Working Journalist Act , Copyright Act, Indecent Representation of Women Act, Prasar Bharti Act, Cable Television Network Regulation Act

Unit-4

Press Council of India, Press Commission, Right to Privacy, Right to Information, Consumer Protection Act, Code of Ethics for Media Professionals

M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-III

Media Practical & Comprehensive Viva

Time Allowed: 3 Hours

Total Marks: 100

Practical Portfolio :40

Comprehensive Viva: 60

Pass Marks: 40

Students prepare the following assignments during the semester and there will be required to submit in the Department before 15th April. An External and an internal examiner will evaluate their work during comprehensive Viva.

Sr. No.	Item	Number
1.	News Reports	Six (3 Hindi, 3 English)
2.	Articles	Two
3.	Features	Three
4.	Film Review	Two
5.	Book Review	One
6.	Travelogue	One
7.	Photo Features	One
8.	Caption Writing	10 (5 Hindi, 5 English)
9.	Radio News Bulletin (Script)	One
10.	TV News Bulletin (Script)	One
11.	Editing Press Notes	Ten
12.	Print Adv. Classified	Five
	Display	Two
	Classified Display	Three
13.	Pamphlet, Poster, Folder	Three Each
14.	Letter to Editor	Five
15.	Power Point Presentation	One (At Least 10 Slides)
16.	Radio Jingles	Four
17.	Radio Adv. (Script Writing)	4

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-I

INTERNATIONAL COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of International Communication, and Identify and Analyze role of International Communication in Nation Building. To impart the knowledge about International Media Networks and broadcasting programs.

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

International Communication: Concept, Need, Nature, Scope and functions, Qualities and Responsibilities of International Communicators

Unit-2

International Commissions in the field of International Communication: Hutchins's and Mac Bride Commission, Free flow of information: balances and imbalances, Non-Aligned News Pool

Unit-3

New World Information and Communication Order: Concept, Nature, Scope and Significance, Impact of Globalization on Media, International News and Information Networks, International Trade in Broadcasting Programmes, International Media Networks

Unit-4

Monopoly of Media, International Film Network, International Broadcasting Network, International New Media Network, International Advertising

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-II

TRADITIONAL MEDIA

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding Traditional Folk Media, and Identify and Analyze Basic Characteristics & advantages of Folk Media. Relevance of folk media in Modern 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-1

Evolution of Human Society, Methods of Communication in Primitive Societies, Traditional Modes of Advertising, Traditional Personality, Ethics of Traditional Media in present Media Environment.

Unit-2

Characteristics & advantages of Folk Media, Traditional folk variety in India, Traditional Games and Sports, Folk Tales, Folk Songs & Folk Dances of Punjab and Haryana, Tourism as promotion of Folk Culture ,Relevance of folk media in Modern Society

Unit-3

Folk Theatre: Characteristics and Advantages, Prominent Folk theatrical Forms of India, Street Theatre -Role and Significance, Popular Folk Media of North India ,Regional Films as Carriers of Folk Media

Unit-4

Prominent Balads of India ,Traditional Media and Social Cultural change, Limitations of Folk Media ,Integrated use of Folk Media and Mass Media ,Impact of Electronic Media on Folk Media, Relevance of Folk Media in contemporary society, Traditional Media and New Media.

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-III

COMMUNITY RADIO

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Community Radio and Procedure of setting up a Community Radio Station. Role of community Radio in Social Development

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

Community Radio – Concept & Objectives, Brief history of Community Radio in India, Differences between Community Radio & Commercial Radio and AIR, Commercial Radio in Indian context, Present scenario of Community Radio in India

Unit-2

Procedure of setting up a Community Radio Station, Contents of Programmes of Community Radio, Target Audience for CRS, Rules and Regulations for CRS Broadcasting, Advertising on Community Radio

Unit-3

Role of community Radio in Social Development, Community Radio as Voice of the Voiceless, Limitations and Future of Community Radio, Community Radio and Formal & Informal Education, Role of Community Radio in Natural calamities

Unit-4

Community Radio & Education, Community Radio & Moral - Ethical Values, Community Radio as a tool of Education, Community Radio & Social Evils, Community Radio & Socio-Cultural Development

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-IV

SOCIAL MEDIA

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Social Media and Identify and Analyze Basic Types of citizen Journalism and its role in Nation Building.

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

Social media definition and importance ,Relationship and use of social Media in Society, Impact of Media on society- recent trends, Tools of social media ,Citizen journalism, social Media Development, Media as Mirror of Society, Media & Social Problems

Unit-2

Use of blogs, Twitter, Facebook, Instagram, Snapchat, You Tube etc. for story generation and development ,Protecting copyright, Dynamic of social media networks, novelty, strengths and weakness, growing personal sphere and online communities , Impact of social Media on children and youth

Unit-3

Multimedia storytelling on individual and group blogs, Social sharing to social activism, Media as Social Reformer- Social Media and Violence, Media and Rising Crime, Media and development of scientific temperament

Unit-4

Social Media accountability, Security and privacy concerns, nature of cyber crime and cyber laws ,Net war and terrorism ,need for a national ICT Policy, Social Media and Nation building, Social Responsibility of Media

M.A. Journalism & Mass Communication

SEMESTER IV

**Open Elective
SOCIAL MEDIA**

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Social Media and Identify and Analyze Basic Types of citizen Journalism and its role in Nation Building.

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

Social media definition and importance ,Relationship and use of social Media in Society, Impact of Media on society- recent trends, Tools of social media ,Citizen journalism, social Media Development, Media as Mirror of Society, Media & Social Problems

Unit-2

Use of blogs, Twitter, Facebook, Instagram, Snapchat, You Tube etc. for story generation and development ,Protecting copyright, Dynamic of social media networks, novelty, strengths and weakness, growing personal sphere and online communities , Impact of social Media on children and youth

Unit-3

Multimedia storytelling on individual and group blogs, Social sharing to social activism, Media as Social Reformer- Social Media and Violence, Media and Rising Crime, Media and development of scientific temperament

Unit-4

Social Media accountability, Security and privacy concerns, nature of cyber crime and cyber laws ,Net war and terrorism ,need for a national ICT Policy, Social Media and Nation building, Social Responsibility of Media