

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

**M.A. JOURNALISM & MASS COMMUNICATION
(Semester: I–IV)**

Session: 2013-14



GURU NANAK DEV UNIVERSITY AMRITSAR

**Note: (i) Copy rights are reserved.
Nobody is allowed to print it in any form.
Defaulters will be prosecuted.**

**(ii) Subject to change in the syllabi at any time.
Please visit the University website time to time.**

1
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER SYSTEM)

Eligibility:

Admission to the First Semester of Master in Journalism & Mass Communication course will be open to any person who has passed Bachelor / Master degree in any discipline from a recognised Indian University or an equivalent degree recognised by the Guru Nanak Dev University with not less than 50 percent marks

SCHEME OF COURSE (2013-14)

Semester-I

Introduction to Communication	80
History of Print Media in India	80
Print Media-I	80
Electronic Media & Photography	80
Advertising and Public Relations	80

Semester-II

Development Communication	80
Media Management	80
Media Law and Ethics	80
Communication Research-I	80
Radio & TV Production Techniques	80

2
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER SYSTEM)

SCHEME OF COURSE

Semester-III

Mass Communication Research-II	100
New Media Technology	100 + Project Work – 25 marks
Print Media-II	100
Intercultural Communication	100
Corporate Communication	100

Semester-IV

International Communication	100
Human Rights	100
Film Studies	100 + ProjectWork – 25 marks
Current Affairs	100
Dissertation	100

The students are required to submit their Project Work – 25 marks in the concerned paper after each semester. The projects will be evaluated by an external examiner at the end of each year.

3
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)

PAPER-I: INTRODUCTION TO COMMUNICATION

Time: 3 Hrs.

Max. Marks: 80

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Introduction to Communication:

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

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

Communication Theories: Hypodermic Needle or Bullet, Two-step, multi-step flow, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance.

Media System Theories: Authoritarian, Libertarian, Social-responsibility, democratic participant Mass media: public opinion and democracy.

Characteristics and typology of audiences.

Ethical aspects of mass media,

Media and social responsibility

Traditional Media in India: Regional diversity, evaluation, future.

Books Recommended :

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.

4
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)

PAPER-II: History of Print Media in India

Time: 3 Hrs.

Max. Marks: 80

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Print

Invention of printing press and paper -pioneer publications in Europe and USA.

Early communication systems in India-development of printing-early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century- First War of Indian Independence and the issues of freedom, both political freedom and press freedom.

Birth of Indian language press- contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.

The Indian press and freedom movement-Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; Important personalities of journalism.(James Silk Buckingham, Kalinath Ray, Dyal S.Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan)

Important Newspapers:

- Times of India
- Amrit Bazar Patrika
- Hindustan Times
- The Hindu
- The Tribune
- Statesman

5
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)

The press in India after independence; social, political and economics issues and the role of the press against reservation -nationalization - privatization- globalisation -WTO- land reforms.

- Press in Punjab: Origin & development of Punjabi Press.
- Different religions, social, cultural, economic and political movements and Punjabi press.
- Press in Punjab after Independence, brief History of Ajit, Punjab Kesri.
- Present status of language press in Punjab, its future problems & prospects.

Short history of leading national and regional magazines.

- India Today
- Preet Lari a Punjabi monthly.

Book Recommended:

1. Journalism in India, Rangaswamy Parthasarthy, 1991, Sterling Publishing Company, New Delhi.

6
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)

PAPER-III: PRINT MEDIA -I

Time: 3 Hrs.

Max. Marks: 80

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

- News: definitions, elements and concept
- Sources of news; news gathering techniques
- Press briefing
- Press conference, meet the press
- Type of interview, purpose, technique
- Handouts, news release, press note etc.
- News writing styles, types of news
- Soft news, hard news
- Investigative, interpretative and depth reporting
- Use of computers by reporters
- Headline, technique, style, purposes, kinds of headlines, Dummy page-make-up, layout of principles of photo editing.
- Intros their importance, functions and types, lead, body, paragraphing
- Scoops and exclusive and specialized reporting-science, sports, economic, development.
- Editing meaning, purpose, importance & symbols
- Layout, graphics, page make up for newspapers & magazines
- Reporting weather, city life, speech, accident, court, elections, riot, war, conflict, tensions.

Books Recommended :

1. Reporting, B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M.Srivastava, 1987, Sterling Pub. House, New Delhi.

7
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)

PAPER-IV: ELECTRONIC MEDIA & PHOTOGRAPHY

Time: 3 Hrs.

Max. Marks: 80

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Radio

Characteristics, development of radio as mass communication- technology innovation; history of radio in India -radio as an instrument of propaganda during the World war II.

Emergences of AIR-commercial broadcasting -FM radio -state and private initiatives.

Television

Characteristics, development of television as a medium of mass communication -historical perspective of television -satellite and cable television in India(detailed study of Zee TV, CNN, BBC, Sony, STAR)

Photography

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

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

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

8
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)

Photo Journalism

Definition and concept, Text Vs Photograph; Essentials of a press photograph, Qualities of a good photojournalist; Choosing the right spot, right angle and right moment for an appropriate composition. Principles of film composition -Focal points, Rule of thirds, Framing and fitting the frame; Straight and converging lines, Diagonal. and S-shaped compositions, Repetition and rhythm. Secondary subjects, Moving towards the center. Principles of cropping and photoediting. Relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes.

Books Recommended :

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

9
MA JOURNALISM & MASS COMMUNICATION
(SEMESTER-I)

PAPER-V: ADVERTISING AND PUBLIC RELATIONS

Time: 3 Hrs.

Max. Marks: 80

Instruction for the Paper Setters:

There shall be three parts i.e. A, B and C in each paper:-

Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks

**Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

Evolution and growth of advertising-definitions of advertising-relevance of advertising in the marketing mix-classification of advertising-various media for advertising-national and global advertising scene-socio-economic effects of advertising.

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

Apex bodies in advertising AAAI, ASCI etc. ASCI and its code of conduct, Advertising on Internet, Advertising as tool of Corporate Communication.

Evolution and history of public relations-definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.)

Ethics of PR (PRSI code of ethics)

Interface of PR with various management disciplines (human resource development; finance, marketing, law, etc.) -publics in PR, PR tools (interpersonal, mass media and selective media) -PR in industry (public sector, private sector and multifunctional) -PR in central and State

Governments and the functioning of various media units of the state and Union Governments.

Role of PR in crises communication

Writing for PR: Internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.)

Writing for media (press release/backgrounders, press brief, rejoinders, etc.)

Books Recommended:

1. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
2. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
3. Handbook of Public Relations in India, D.S Mehta, 1998, Allied Publishers, New Delhi.

PAPER-I: DEVELOPMENT COMMUNICATION**Time: 3 Hrs.****Max. Marks: 80****Instruction for the Paper Setters:****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks****Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

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

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

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system- approach in agricultural communication- diffusion of innovation- model of agricultural extension-case studies of communication support to agriculture.

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

Developmental and rural extension agencies; governmental, semi-government, non governmental organizations problems faced in effective communication, micro-macro-economic framework available for actual developmental activities -case studies on development communication programmes.

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

Books Recommended:

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

PAPER-II: MEDIA MANAGEMENT**Time: 3 Hrs.****Max. Marks: 80****Instruction for the Paper Setters:****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks****Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks**

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

Books :

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

PAPER-III: MEDIA LAW AND ETHICS**Time: 3 Hrs.****Max. Marks: 80****The paper will consist of three sections as follows:-****Instruction for the Paper Setters:****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks****Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks****Situation:** Constitution of India: fundamental rights-freedom of speech and expression and their limits- directive principles of state policy, provisions of declaring emergency and their effects on media- provisions for legislature reporting; parliamentary privileges and media**Specialised press laws:** History of press laws in India-Contempt of Courts Act 1971- civil and criminal law of defamation- relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act 1923, vis-a-vis right to information- Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955;- Cinematograph Act, 1953; Prasar Bharti Act; WTO agreement and intellectual property right legislations, WTO agreement Act-information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation**Ethics:** Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media-role of press and / or media councils and Press Council of India and its broad guidelines for the press- codes suggested for the press by Press council and other National and International organizations.

Accountability and independence of Media.

Books Recommended:

1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
2. Patarkarita aur Kanoon (Hindi), Om Gupta, 2002, Kaushika Publishers Distributors, New Delhi.

PAPER-IV: COMMUNICATION RESEARCH-I**Time: 3 Hrs.****Max. Marks: 80****Instruction for the Paper Setters:****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks****Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks****Communication and Research**

- Meaning of research, pure and applied research, scientific approach to social science research.
- Concept and scope of communication research, need and importance in the Indian context
- Areas of research in communication: source analysis, message analysis audience analysis, media analysis and effect analysis.

Research Problem

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

Data Collection and Analysis

- Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation
- Sampling
- (Measuring variables, levels of measurement, measure of central tendency, validity and reliability, measures of dispersion, correlation and co-efficient of correlation)

Research Report

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

Books:

1. Research Methodology, C.R.Kothari.
2. Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.

PAPER-V: RADIO & TELEVISION PRODUCTION TECHNIQUES**Time: 3 Hrs.****Max. Marks: 80****Instruction for the Paper Setters:****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks****Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. 8x5=40 Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. 10x2=20 Marks****Radio**

- Making of a radio station
- Acoustics
- Microphones
- Use and mixing of sound, audio, effects, music
- Voice modulation
- Key elements of radio writing
- Announcement, talks, features-documentaries, plays, dialogue writing, newsreel, discussion, interviews, news-writing, commercial/jingles

Television

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

Books:

1. Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.
2. Television Production, Ralph Donald & Thomas Spann, 2004, Surjeet Publications, New Delhi.

PAPER-I**Mass Communication Research-II****Time: 3 Hrs.****Max. Marks: 100****The paper will consist of three sections as follows:-**

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

- Laboratory Studies comprising Exploratory studies and focus groups.
- Semiotic research analysis
- Longitudinal Studies comprising Cohort and panel Study methods
- Payne Fund Studies, Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns
- Multi-step flow theory;
- Theory of logical positivism
- Contribution of MCR in developing of mass communication as distinct discipline.
- Introduction to the evolution of theoretical perspective of MCR such as positivistic, interpretative, Social Science, Critical Social Science and Post-modernistic
- Basic understanding of Covergence of theoretical perspectives in evolving research para digms in media, such as, Frankfurt School and American Empirical school
- New trends in Mass Communication Research
- Changing media-audience perspective in the light of concept of Heightened Selectivity
- Basic understanding of Internet and its use in MCR
- Linear and wide-angle perspective of media effects.

Books:

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

PAPER-II : NEW MEDIA TECHNOLOGY**Time: 3 Hrs.****Max. Marks: 100****Instruction for the Paper Setters:****The paper will consist of three sections as follows:-**

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

- Communication technology (CT); concept and scope
- CT and IT; similarities and differences
- Internet – Types of networks, network topology, internet services – e-mail, FTP, News group, gopher, World Wide Web, Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols.
- Basic knowledge of Multimedia.
- ISPs, WAP, types of Internet connections
- Protocols of Internet
- WEB PAGE, websites, homepages
- Introduction to HTTP, HTML, search resources;
- Web page development, inserting, linking; editing and publishing
- Cyber Journalism: On-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing and publishing.
- Cyber Laws, Online Journalism.

Books:

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

PAPER-III: PRINT MEDIA – II**Time: 3 Hrs.****Max. Marks: 100**

This segment will consist of practicals/assignments in various areas of reporting and writing. However, evaluation will be done on the basis of written paper of 100 marks which will include exercise.

The paper will consist of three sections as follows:-

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

- Feature writing, types, columns, news writing and analysis
- Media criticism and Reviews
- Freelancing
- Editorial Writing, Types of Editorials.
- Creative writing---Essays, Short Stories, Middles
- Obituaries
- Financial Stories, Cultural Stories, International Affairs
- Photo Features
- Investigative, Crime Reporting
- Personality Profiles
- Interviews
- Design and Layout
- Manipulation and Bias in News
- Commercialization of News

Books:

1. New Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi.
2. Basic Journalism, Parathasathy, 1997, MacMillan India Pvt. Ltd., New Delhi.

PAPER-IV: INTERCULTURAL COMMUNICATION**Time: 3 Hrs.****Max. Marks:100****The paper will consist of three sections as follows:-**

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

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

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

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

Modern mass media as vehicles of inter-cultural communication- barriers in inter-cultural communication- religious, political and economic pressures: inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry-- mass media as a cultural institution; mass culture typologies-- criticism and justification.

Culture, communication and folk media- character, content and functions-- dance and music as instruments of inter-cultural communication: UN efforts in the promotion of intercultural communication- other organizations- code of ethics.

Books:

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

PAPER-V: CORPORATE COMMUNICATION**Time: 3 Hrs.****Max. Marks: 100****The paper will consist of three sections as follows:-**

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

- Corporate communication : Advent, role, strategic importance
- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- Making presentations, preparing for meetings, writing speeches
- Selection of media for corporate communication

Groupware

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

HRD Practices

- (Recruiting and training, service with a smile) Recruitment, Selection & Training.

Privatization of PR

- Advent of image advisories and lobbying companies and their functions: Client servicing: counseling, conference management, crisis management, public affairs, issue support, managing the politicians, Customer satisfaction.

Direct Marketing

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

Business Communication

- Importance, Objective, Correspondence-formal and informal letters, notices office correspondence, PR letters, Reports, Business magazines
- Type of Communication- Downward, Upward, Horizontal and Common Barriers.

Brand Management:

- Definition, concepts and evolution
- Component of a brand
- Strategy & structure- brand equity and corporate brands

Corporate Communication and Media:

- Broadcast News network, Public broadcasting and corporate sponsorship and

Corporate Communication and Crisis:

- Responding to pressure groups.

“Corporate Communication and Media: Broadcast News Network, Public Broadcasting and Corporate Sponsorship” and “Corporate Communication and Crisis: Responding to Pressure Groups”

Books:

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

PAPER-I: INTERNATIONAL COMMUNICATION

Time: 3 Hrs.

Max. Marks: 100

The paper will consist of three sections as follows:-

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

Political, economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation -international news flow-imbalance -media growth -international, regional and internal disparities.

Communication as a human right -UNO's Universal Declaration of Human Rights and Communication- international news agencies and syndicates, their organizational structure and functions -a critique of western news values.

Impact of new communication technology on news flow -satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations-UNESCO's efforts in removal imbalance in news flow-debate on new international Information and Economic Order-Macbride Commission's Report -non-aligned news agencies news pool -its working, success, failure. Issues in international communication~ democratization of information flow and media systems- professional standards; communication research-telecommunication tariffs; information- prompted cultural imperialism-criticisms; violence against media persons; effects of globalisation on media systems and their functions; transnational media ownership and issues of sovereignty and security; international media institutions and professional organizations.

Book:

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

PAPER-II: HUMAN RIGHTS

Time: 3 Hrs.

Max. Marks: 100

Instruction for the Paper Setters:

The paper will consist of three sections as follows:-

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

- Concept of Human Rights
- Law terms and phrases and their uses in Human Rights
- Human Rights and Journalism
- Human Rights and Media
- Human Rights and Democracy, Human Rights & Education
- Human Rights and environmental air and water pollution
- Human Rights and Communal Riots
- Human Rights in the terrorized areas
- Human Rights and Crimes against women
- Human Rights of Accused persons
- Human Rights and child labour, bonded labour
- Human Rights and death, torture in police lockups
- State Commission for Human Rights
- National Commission on Human Rights
- Human Rights and right to freedom of speech and expression

Books:

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

PAPER-III: FILM STUDIES

Time: 3 Hrs.

Max. Marks: 100

The paper will consist of three sections as follows:-

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

Film as a medium

Film in relation to theatre, television : Adaptations

Five c's of cinematography

Brief History of World Cinema : The Pioneers- Lumiere Brothers, Melies, Griffith

Hollywood Silent Era- Charles Chaplin, Cecil B. DeMille : the European Scene-

Expressionism, Fritz Lang, Sergei Eisenstein : American Talkies and Production Houses ; Neo

Realism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War Period ; Japanese Cinema-

Akira Kurosawa ; Ingmar Bergman ; New Wave Films, Jean Luc Godard, Contemporary Scene

The Position of Cinema in Developing Countries

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

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

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

Profiles of Sayajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra

The Development of Punjabi Cinema

The Parallel Cinema

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

HOW TO MAKE A FILM:

Budgeting

Scripting and Screenplay

Raw Stock, Film Formats

Functions of Producer, Director, Choreographer, Lyricist, Music Director, Art Director Casting,

Location-hunting

Recent Technological Innovations in Cinema.

Post Production

Distribution and Exhibition of Films in India.

Film Appreciation, Film Criticism, Film Reviews.

Books:-

1. Encyclopaedia of Indian Cinema, Paul Willemen, 1995, British Film Institute, New Delhi.
2. So Many Cinemas, B.D. Garga, 1996, Eminence Publishers, Mumbai.
3. Indian Popular Cinema, K. Cotculsin, 1998, Orient Longman, New Delhi.
4. Mass Communication in India, Keva J.Kumar, 2004, Jaico Books, Mumbai.

PAPER-IV: CURRENT AFFAIRS

Time: 3 Hrs.

Max. Marks: 100

The paper will consist of three sections as follows:-

Section A: This section will have ten compulsory questions of two marks each and to be answered in not more than 50 words. Total weightage of this section being 20 marks.

Section B: This section will have 12 short answer type questions, out of which eight questions are to be attempted. Each question carries six marks. The answer must not exceed 250 words. Total weightage of this section being 48 marks.

Section C: This section comprises 4 long, essay type questions, out of which two are to be attempted in not more than 800 words. Each question carries 16 marks. Total weightage of this section being 32 marks.

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

PAPER-V : DISSERTATION

Max. Marks: 100

Since M.A.(Mass Communication) is an integrated four semester (two year course), each student is required to start initial work on his/her dissertation in the second semester. The student will finalize the title of their dissertation within a month of the start of the second semester. The student will be submitting the synopsis by the end of the second semester. Each student will have to submit four copies of the dissertation by the end of the fourth semester.