

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

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

Examinations: 2016-17



GURU NANAK DEV UNIVERSITY AMRITSAR

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MA JOURNALISM & MASS COMMUNICATION (SEMESTER SYSTEM)

SCHEME OF COURSE

Semester-I

Sr. No.	Paper	Marks
1.	Introduction to Communication	75
2.	History of Print Media in India	75
3.	Reporting & editing	75
4.	Media Law & Ethics	75
5.	Advertising	75 + (25 Marks–Practical)

Semester-II

Sr. No.	Paper	Marks
1.	Development Communication	75
2.	Media Management	75
3.	Current Affairs	75
4.	Communication Research-I	75
5.	Radio & TV Programming	75 + (25 Marks–Practical)

MA JOURNALISM & MASS COMMUNICATION (SEMESTER SYSTEM)

Semester-III

Sr. No. Paper	Marks
I. Mass Communication Research-II	75
II. New Media Technology	75
III. Public Relation & Corporate Communication	75
IV. Science Journalism	75
V. Photography	75 + (25 Marks–Practical)

Semester-IV

Sr. No. Paper	Marks
I. International Communication	75
II. Human Rights	75
III. Film Studies	75 + (25 Marks–Practical)
IV. Intercultural Communication	75
V. Dissertation	75

NOTE:

It will be necessary for the students to clear their theory examinations to along with practicals. Not just the marks in practicals will be sufficient to pass the exams. The students are required to submit their practical work after each semester. The practical will be evaluated by an external examiner at the end of each year.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)

PAPER-I: INTRODUCTION TO COMMUNICATION**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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.

Spiral of silence

Adaptive structurization Theory

Attribution Theory

Communication Accomodation Theory.

Action Assembly Theory.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)

PAPER-II: HISTORY OF PRINT MEDIA IN INDIA**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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 -pioneers in Europe and USA , Joseph Pulitzer, Benjamin H. Hickey, Rudyard Kipling, Robert K Night, James Augustus Hickey.

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 Buckhimgham, Kalinath Ray, Dyal S.Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan

Important Newspapers:

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)

- 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.

Book Recommended:

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)

PAPER-III: REPORTING & EDITING**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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
- Feature – Types
- Editorial & its types
- Type of interview, columns
- News writing styles, types of news
- Investigative, interpretative and depth reporting
- Headline types
- , Dummy page-makeup for newspaper & magazines , layout ,graphics
- Layout of principles of photo editing.
- Intros their importance, and types
- Scoops and exclusive
- Reporting: science,sports,economic,agriculture,life style,elections,parliamentary proceedings,defence,war,conflict,personality profile.
- Editing : purpose & importance , symbols

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.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)

PAPER-IV: MEDIA LAWS AND ETHICS**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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-avis right to information- Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955;- Cinematograph Act, 1953; Prasar Bharti Act; WTO agreement and intellectual property right legislations, WTO agreement Act-information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation**Ethics:** Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media-role of press and / or media councils and Press Council of India and its broad guidelines for the press- codes suggested for the press by Press council and other National and International organizations. Accountability and independence of Media.**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.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)

PAPER-V: ADVERTISING**Time: 3 Hrs.****Max. Marks: 100**
Theory Marks: 75**The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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, types of advertisements.

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

Integrated marketing communication

Social marketing

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

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.

Practical:**Marks: 25**

Each Student should make File/PPT/ Ad Campaign on the subject.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)

PAPER I: DEVELOPMENT COMMUNICATION**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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 innovationmodel 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.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER–II)

PAPER-II: MEDIA MANAGEMENT**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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 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 Polity

- 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.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)

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.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)

PAPER-III: CURRENT AFFAIRS**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. $3 \times 5 = 15$ Marks****Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. $8 \times 5 = 40$ Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. $10 \times 2 = 20$ Marks**

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

- Latest six months issues
- Suggested Readings
- CSR
- India Today
- Chronicle
- Pratiyogita darpan

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)

PAPER-IV: COMMUNICATION RESEARCH-I**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)

PAPER-V: RADIO & TELEVISION PROGRAMMING**Time: 3 Hrs.****Max. Marks: 100**
Theory Marks: 75**The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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, History in India , development, organization structure of Radio station.
- Making of a radio station
- Acoustics
- Microphones
- Use and mixing of sound, audio, effects, music
- Importance of Voice modulation in Radio
- Key elements of radio writing
- Announcement, talks, features-documentaries, plays, dialogue writing, newsreel, discussion, interviews, news-writing, commercial/jingles
- Importance of silence, FM , Music scheduling

Television

- Characteristics, History, development, organization structure of TV station
- Making of a television studio, crew
- Key elements of television writing
- Television news, documentary/feature, discussions, interview, drama
- Commercials Programme presentation
- Kinds of cameras, camera mountings, angles, movements, shots

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)

- Picture composition
- Logging, editing, dubbing graphics, special effects
- Lighting
- Art direction
- Costumes, Make up

Practical:

Marks: 25

Each student should make programme on any format of both Radio & TV on the subject.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER—III)

PAPER-I MASS COMMUNICATION RESEARCH-II**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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**

- 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
- Discourse analysis.

Books:

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER–III)

PAPER-II NEW MEDIA TECHNOLOGY**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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 technology(CT); concept and scope
- CT and IT; similarities and differences
- Internet – Types of networks, network topology, internet services – e-mail, FTP, News group, gopher, World Wide Web, Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols.
- Basic knowledge of Multimedia.
- ISPs, WAP, types of Internet connections
- Protocols of Internet
- WEB PAGE, websites, homepages
- Introduction to HTTP, HTML, search resources;
- Web page development, inserting, linking; editing and publishing
- Cyber Journalism: On-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing and publishing.
- Cyber Laws, Online Journalism.
- Symbolic convergence Theory

Books:

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER–III)

PAPER-III PUBLIC RELATION & CORPORATE COMMUNICATION**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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**

PR concept and scope,
 Techniques of PRC, Critical theory of communication in organizations
 Ethics of PR (PRSI code of ethics)
 Interface of PR with various management disciplines (human resource development; finance, marketing, law, etc.) -publics in PR, PR tools (interpersonal, mass media and selective media) - PR
 in industry (public sector, private sector and multifunctional) -PR in central and State Governments and the functioning of various media units of the state and Union Governments.
 Role of PR in crises communication, role of PR in public, private & government sector.
 Writing for PR: Internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.)
 Writing for media (press release/backgrounder, press brief, rejoinders, etc.)
 Ad appeals, Ad campaigns, SWOT Analysis of media, Media buying, Media scheduling
 - Corporate communication : Advent, role, strategic importance, types downward, upward, horizontal, Barriers.
 - Corporate culture, corporate philosophy, corporate citizenship
 - Skills and talents of a corporate communicator
 - Selection of media for corporate communication
Groupware
 - Introduction, tools, requirement and uses, producing a newspaper and managing meetings using group ware using computer networks
 - High speed management – concept and relevance
HRD Practices
 - (Recruiting and training, service with a smile) Recruitment, Selection & Training
Privatization of PR
 - Advent of image advisories and lobbying companies and their functions: Client servicing: counseling, , issue support, managing the politicians, making of brand.
 Critical theory of communication in organization.

Elaborate likelihood model)

Direct Marketing

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

Brand Management:

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

Corporate Communication and Media:

- Broadcast News network, Public broadcasting and corporate sponsorship and

Corporate Communication and Crisis:

- Responding to pressure groups.

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

Books:

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER–III)

PAPER IV SCIENCE JOURNALISM**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. $3 \times 5 = 15$ Marks****Part-B: Consists of twelve questions. Candidates have to do eight questions.
Each question will carry 5 marks. $8 \times 5 = 40$ Marks****Part C: Consists of four questions and candidates have to do any two questions
which will carry 10 marks for each question. $10 \times 2 = 20$ Marks**

Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact on technology. Role of science and technology in human development. Framing policies at national and international levels. Science communication for popularization of science.

Careers in science journalism; Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. Science and language, scientific writing skills, understanding basic concepts. How to write a basic science story?, Writing a feature story on science and technology. Interviewing scientists, science communicators science journals like- Nature, Lancet, Current Science, etc.

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

Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed Banks, irrigation and land use., Global warming and climate change

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-III)

PAPER V**PHOTOGRAPHY****Time: 3 Hrs.****Max. Marks: 100**
Theory Marks: 75**The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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****History of black& white 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.

Portrait Photography.

Photo journalism

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

Various National & International organizations

Photography in the age of I.T

Books Recommended :

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

Practical:-**Max.Marks-25**

Students is required to make assignment/file on any topic or can make photoessay, photofeature

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)

PAPER-I INTERNATIONAL COMMUNICATION**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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**

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

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

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

Book:

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)

PAPER-II**HUMAN RIGHTS****Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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**

- Concept of Human Rights
- Human Rights and Journalism
- Human Rights and Media
- Human Rights and Democracy, Human Rights & Education
- Human Rights and environmental issues
- Human Rights and Communal Riots
- Human Rights in the terrorized areas
- Human Rights and Crimes against women
- Human Rights of Accused persons
- Human Rights and child labour, bonded labour
- Human Rights and death, torture in police lockups
- State Commission for Human Rights
- National Commission on Human Rights
- Human Rights and right to freedom of speech and expression
- Conflicts & violation of human rights, war & human rights.
- issues in human rights, child trafficking, women trafficking

Books:

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

Suggestions :

Crime patrol

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)

PAPER-III**FILM STUDIES****Time: 3 Hrs.****Max. Marks: 100**
Theory Marks: 75**The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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

Film as a medium

Film in relation to theatre, television : Adaptations

Five c's of cinematography

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

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

Expressionism, Fritz Lang, Sergei Eisenstein : American Talkies and Production Houses ; Neo
Realism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War Period ; Japanese Cinema-

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

The Position of Cinema in Developing Countries

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

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

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

Profiles of Saytajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, Imtiaz Ali, Farhan
Akhtar, Suraj Barjatiya, Vishal Bhardwaj, Parkash Jha, Madhur Bhandarkar, Ritu Parno Ghosh,
Gurider chadha, Manmohan Singh, Babu Singh Mann, Mira Nair.

The Development of Punjabi Cinema

The Parallel Cinema

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

Practical:-**Max.Marks-25**

Make assignment/ file on various aspects of cinema.

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)

PAPER -IV INTERCULTURAL COMMUNICATION**Time: 3 Hrs.****Max. Marks: 75****The paper will consist of three sections as follows:-****There shall be three parts i.e. A, B and C in each paper:-****Part-A: Consists of 5 questions carrying 3 marks for each question. 3x5=15 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**

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

Inter-Cultural communication- definition- process- philosophical and functional dimensionscultural

symbols in verbal and non-verbal communication.

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

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

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

Books:

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

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)

PAPER-V**DISSERTATION****Max. Marks: 75**

Since M.A. (Mass Communication) is an integrated four semester (two year course), each student is required to start initial work on his/her dissertation in the second semester. The student will finalize the title of their dissertation within a month of the start of the second semester. The college will submit the synopsis by the 31 march of the fourth semester to the university. Each student will have to submit three copies of the dissertation by the 31 march of the fourth semester in the department of the concerned college. The dissertation will be evaluated by the external examiners during the viva-voce.