

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

MA JOURNALISM & MASS COMMUNICATION

(Credit Based Evaluation and Grading System)

(SEMESTER: I-IV)

Examinations: 2019-20



GURU NANAK DEV UNIVERSITY AMRITSAR

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**(ii) Subject to change in the syllabi at any time.
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M.A. Journalism & Mass Communication
(Credit Based Evaluation and Grading System)

Semeter-I:

Course No.	Course Title	L	T	P	Total Credits	Mid-Semester Marks	End-Semester Marks	Total Marks
JML401	Introduction to communication	4	1	0	5	20	80	100
JML402	Development of Print media in India	4	1	0	5	20	80	100
JML403	Print Media	4	1	0	5	20	80	100
JML404	Electronic Media and Photography	4	1	0	5	20	80	100
JML405	Advertisisng, Public Relations and Corporate communication	4	1	0	5	20	80	100
JMP-406	Practicals	0	0	2	2	-	-	100
	Total	20	5	2	27	-	-	600

Semester-II:

Course No.	Course Title	L	T	P	Total Credits	Mid-Semester Marks	End-Semester Marks	Total Marks
JML-407	Development Communication	4	1	0	5	20	80	100
JML-408	Media Management	4	1	0	5	20	80	100
JML-409	New Media Technology	4	1	0	5	20	80	100
JML-410	Communication Research-I	4	1	0	5	20	80	100
JML-411	Radio & TV Production Techniques	4	1	0	5	20	80	100
JMP-412	Practicals	0	0	2	2	-	-	100
PSL-053	Interdisciplinary Course	4	0	0	4			
	Total	24	5	2	31	-	-	600

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Semeter-III:

Course No.	Course Title	L	T	P	Total Credits	Mid-Semester Marks	End-Semester Marks	Total Marks
JML501	Mass Communication Research II	4	1	0	5	20	80	100
JML502	Current Affairs	4	1	0	5	20	80	100
JML503	Film Studies	4	1	0	5	20	80	100
JML504	Intercultural Communication	4	1	0	5	20	80	100
JML505	International Communication	4	1	0	5	20	80	100
JMP-506	Practicals	0	0	2	2	-	-	100
	Interdisciplinary Course	4	0	0	4			
	Total	24	5	2	31	-	-	600

Semester-IV:

Course No.	Course Title	L	T	P	Total Credits	Mid-Semester Marks	End-Semester Marks	Total Marks
JML507	Event Management	4	1	0	5	20	80	100
JML508	Documentary Film Making	4	1	0	5	20	80	100
JML509	Cyber Journalism	4	1	0	5	20	80	100
JML510	Current Affairs-II	4	1	0	5	20	80	100
JML511	Dissertation	0	0	8	8	20	80	100
	Total	16	4	8	28	-	-	100
						-	-	600

M.A. Journalism & Mass Communication (Semester-I)
 (Credit Based Evaluation and Grading System)
JML-401: INTRODUCTION TO COMMUNICATION

Credits: L T P
4 1 0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Introduction to Communication: Concept, nature, process and development of human communication 7 C' of communication, functions of communication, Barriers to communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication, public speaking. Business Communication: Types: upward, downward, vertical and horizontal

Section-B

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

Section-C

Communication Theories: Hypodermic Needle or Bullet, Two-step, multi-step flow, Agenda Setting, Reinforcement Theory, Catharsis & Narcosis Effect, Uses and gratification, Cultivation, Dependency, Cognitive dissonance, Spiral of Silence, Third Person Effect, Social Learning Theory

Section-D

Media System Theories: Authoritarian, Libertarian, Social-responsibility, democratic participant system,

Medium is message, Ethical aspects of mass media,

Media and social responsibility, Media as a source of new Political Power, Globalization and Mass Media, Convergence of media, Traditional Media in India: Regional diversity, evaluation, future in India.

Practicals: Exercises in Public speaking, PowerPoint presentations on communication models and theories, Audience surveys, Exercises in Body Language, Traditional Media

Books Recommended:

1. Mass Communication in India, Kewal J. Kumar, 2011, Jaico Books, Mumbai.
2. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.

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3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication: De Fleur and B. Rokeach
5. Mass Communication Theory : Denis McQuail
6. Perspectives in Mass Communication: Agee, Ault, Emery
7. Mass Communication: Whitney, Wartella and Windohl Review Yearbook (Vol. 3)
8. Issues in Mass Communication: JS Yadav & Pradeep Mathur
9. Reading in Mass Communication: Emery Smithe
10. Communication Models: Denis McQuail
11. Mass Media Today: Subir Ghosh
12. Communication and the: IIMC
13. Traditional Media
14. Approaches to Human Communication: Budd and Rohen
15. Introduction to Mass Communication: William Francois
16. Studies in Communication: Asher Cashden & Martin Jordin
17. Communication Between Cultures: Larry A
18. Media and Society: R.K. Ravindran
19. Text book of Mass Communication: Uma Joshi
20. Modern Communication Technologies: Y.K. Dsouza
21. Foundations of Inter-cultural : Sitaram, Cogdell
22. Communication Theories in Indian Communication: Dua M.R., Vivek Gupta, Metropolitan Book Company
23. Body Language: Lewis Hedwig, Sage Publication, New Delhi.
24. More Effective Communication: William J.V. Sage Publication, New Delhi.
25. Business Communication Today: Bahl Sushil, Sage Publication, New Delhi.
26. The Art of effective Communication: Charles J Margersions, Excel Books.
27. Perspectives in Mass Communication: Pradeep Kumar, Kalyani Publishers, NewDelhi
28. Mass Communication Theory: Stanley J Baran: Dennis K. Devis
29. Effective Communication: Ravi Aggarwal: Sublime Publication, Jaipur (India)
30. Understanding Mass Communication: Dennis DeFleur, Houghton Mifflin Company, New York.
31. The Media of Mass Communication: John Vivian : Pearson Boston, New York
32. Mass Communication Theory & Practice: Dennis Stanley : J. Baran, Maffield PublishingCompany
33. The Dynamics of Mass Communication: Joseph R. Dominick : Mc graw Hill Boston, IA Madison, WC New York.

M.A. Journalism & Mass Communication (Semester-I)
(Credit Based Evaluation and Grading System)

JML-402: DEVELOPMENT OF PRINT MEDIA IN INDIA

Credits: L T P
4 1 0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Invention of printing press, Early communication systems in India-development of printing, Evolution of newspapers in India: Contribution of Raja Ram Mohan Roy, Mahatma Gandhi and his journalism.

Section-B

Important personalities of journalism (James Silk Buckingham, Kalinath Ray, Dyal S.Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan, Kasturi Ranga Birth of the Indian news agencies, Growth and Evolution of Magazines in India: Illustrated weekly of India, India Today, Frontline, Dharam Yug

Section-C

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 Kesari, Preetlari, Naagmani, Present status of language press in Punjab, its future problems & prospects.

Section-D

History of Press Laws in India- Contempt of Court Act 1971- Civil and Criminal Law of Defamation, relevant provisions of Indian Penal Code with reference to sedition, crime against women and children and Laws dealing obscenity. Media Ethics: Ethical aspects of Media and broad guidelines given by Press Council of India for the working of Press in the country.

Practicals: Preparing profiles of newspapers, magazines and personalities (national and regional), Visit to various newspaper offices

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(Credit Based Evaluation and Grading System)

Books Recommended:

1. Journalism in India : Parthasarthy, R.
2. The Press : Rau, M. Chelapati
3. Mass Communication and Journalism in India : Mehta, D.S.
4. A History of the Tribune : Ananda, Parkash
5. History of the Press in India : Natrajan, J.
6. Mass Communication in India : Kumar, Kewal J.
7. The Story of Journalism : Elizabeth Grey
8. The Newspaper : An-International History : Anthony Smith
9. Punjabi Patarkari Da Vikas (Punjabi) : Kapoor, N.S.
10. Punjabi Patarkari Nikas, Vikas Te Samasiavan: Sandhu & Johal (ed.)
11. Indian Reporter's Guide : Critchfield, Richard
12. Professional Journalism : Sethi, Patanjali
13. Media Credibility : Aggarwal, S.K.
14. Mass Media : Laws and Regulations : Rayudu, C.S.
15. History of Press, Press Laws & Communication: Ahuja, B.N.
16. Laws of the Press : Durga Das Basu
17. Press and Pressure : Mankakar, D.R.
18. Freedom and Fraud of the Press : Ghosh, Kekar
19. Press and Press Laws in India : Ghosh, Hemendra Prasad
20. Bharti Press Kanoon (Punjabi) : Kuldip Singh, Giani
21. Modern History of Indian Press : Sumit Ghosh
22. Media Ethics and Laws : Jan R. Hakeculdar
23. Punjabi Sahatik Patarkari : Walia, Harjinder
24. The Media in your life : Jean Folkerts

M.A. Journalism & Mass Communication (Semester-I)
(Credit Based Evaluation and Grading System)

JML-403: PRINT MEDIA

Credits: L T P
4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

News: Types, elements, Sources of news; news gathering techniques, News writing styles
Feature & its types, Editorial and its types, Columns and columnists, Letter to the Editor.

Creative Writing: Essays, short stories, middles Headline, technique, style, purposes, kinds of headlines

Lead: functions and types.

Section-B

Reporting: Duties & responsibilities of a reporter, freelancer, Bureau Chief, 7-correspondent, scoops and exclusives, beats, specialized reporting, Investigative, interpretative and depth reporting.

Types of interview, purpose, technique

Section-C

Editing meaning, purpose, importance & symbols, Art of Translation, Book Reviews
Introduction to Electronic Newsroom, Media criticism and reviews, obituaries, personality profile, new trends in Print Media: Commercialization, Bias in news, manipulation, advertorial, sensationalism, coloured reports

Newspaper Design: Functions of Design, Principles of news design, Writing –editing of a news copy, Page layout, news list and dummy, placing ads, editorial sequence, final draft and newspaper copy

Section-D

Press Laws and Amendments: Official secrets act 1923, Right to Information Act 2005, Press and registration of Books Act 1867, Working Journalist and other newspapers employee act 1955, The Drugs and Magic Remedies(Objectionable Advertisements) Act 1954, The Parliamentary Proceedings Act 1977,
Glossary of Print media terms

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Practicals: Exercises in feature writing, editorial, news writing and analysis, Creative writing, writing obituaries, personality profiles, conducting interviews, reporting for various beats, exercises in editing, media criticism and reviews

Books Recommended:

1. The Complete Reporter : Jullian Harris and others Macmillan Publishing Co., New York.
2. News Reporting and Editing : K.M. Srivastava Sterling Publishers, New Delhi.
3. Modern News Reporting : Care H. Warren, Harper, New York.
4. Mass Communication and : D.S. Mehta, Allied Publishers Ltd., New Delhi. Journalism in India
5. Sanchar : Ed. Harjinder Walia, Bhupinder Batra, Sanchar Publishers, Patiala.
6. The Professional Journalist : John Hobenberg Oxford IEH Publishing Company, New Delhi.
7. Professional Journalism : Vikas Publising House, Sahibabad, Ghaziabad.
8. Functions and Areas of : Y.K.D. Souza Journalism
9. Good News Bad News : Tharyan
10. Issues in Mass Communication : J. S. Yadava and Pardeep Mathur
11. News Writing : Haugh George A.
12. Pattarkari : Hunnar Te Kala : Dalbir Singh, Publication Bureau, Punjabi University, Patiala. (Punjabi)
13. Samachar Parnali Te : Asha Sharma, Publication Bureau, Punjabi University, Sampadana (Punjabi) Patiala.
14. The Journalism Handbook : M.V. Kamath
15. Handbook of Journalism : Aggarwal Vir Bala, Gupta V.S.

M.A. Journalism & Mass Communication (Semester-I)
 (Credit Based Evaluation and Grading System)
JML-404: ELECTRONIC MEDIA & PHOTOGRAPHY

Credits: L T P
4 1 0

Time : 3 Hrs.
TotalMarks 100

Mid Semester Examination: 20% weightage Marka 20
End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

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
 Emergence of AIR-commercial broadcasting -FM radio-state and private initiatives

Section-B

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), Cable Television Networks Regulation Act-1995

Section-C

Photography: Basic process of professional still photography; Types of cameras- Disposable, Point and-shoot, Compact or Autofocus, APS, Polaroid, SLR and Digital cameras; Digital Photography

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.

Section-D

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 photo editing including Photoshop and other softwares, Photo features & Essays, Visual Art & Analysis

M.A. Journalism & Mass Communication (Semester-I)
(Credit Based Evaluation and Grading System)

Practicals: Exercises in Photography, photo features, preparing profiles and analysis of Radio & T.V channels, Power point on various topics.

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.

M.A. Journalism & Mass Communication (Semester-I)
(Credit Based Evaluation and Grading System)

JML-405: ADVERTISING, PUBLIC RELATIONS & CORPORATE COMMUNICATION

Credits: L T P
4 1 0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Advertising: Evolution and growth of advertising-definitions of advertising-relevance of advertising in the marketing mix-classification & types 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.

Section-B

Apex bodies in advertising AAAI, ASCI etc. ASCI and its code of conduct, Advertising on Internet, Advertising as tool of Corporate Communication, Rural & Regional Advertising, Advertising Creativity: Creative brief, Elements of good advertising, importance of visual thinking, Appeals and promises, Importance of design & layout, use of typography, graphics
Public Relations: 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

Section-C

PR tools (interpersonal, mass media and selective media), Models of PR- Press Agency/Publicity Model, Press Information model, Two-way Symmetrical model, Two-Way Asymmetrical model, Global PR
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/backgrounder, press brief, rejoinders, etc.), Growing trend of Citizen Journalism

M.A. Journalism & Mass Communication (Semester-I)
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Section-D

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

Practicals: Making print and electronic ads, preparing PR reports, press notes etc., conducting mock press conferences, making presentations

Books Recommended:

1. Advertising, Dr. C.N. Sontakki, 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, 7.
4. *Jan Sampark* (Punjabi): Dilgir, H.S.
5. *Future of Journalism, Mass Communication and Public Relations*: Jan R. Hakemuldar.
6. *Public Relations Concept*: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd., New Delhi.
7. *Handbook of Public Relation and Commuincation* : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd., New Delhi.

M.A. Journalism & Mass Communication (Semester-I)
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JMP 406: PRACTICALS

Credits: L T P
0 0 2

M.A. Journalism & Mass Communication (Semester-II)
(Credit Based Evaluation and Grading System)

JML-407: DEVELOPMENT COMMUNICATION

Credits: L T P
4 1 0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Development: Meaning, concept, process and models of development -theories of development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies, Sustainable development: meaning, concept, dimensions and challenges, gender and development, Planning development programmes, role of media organizations in development.

Section-B

Development Communication: Meaning-concept-definition-philosophy -role of media in development communication-strategies in development communication-social, cultural and economic barriers- democratic decentralization, Panchayati Raj-planning at national, state, regional, district, block and village levels

Section-C

Agricultural Communication and Rural Development: The genesis of agricultural extension, approach in agriculture communication, diffusion of innovation model of agricultural extension, Problems of rural Journalism, Farm Journals, Rural Press, Improving Media Programme for Agricultural Development.

Section-D

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

Developmental and rural extension agencies; governmental, semi-government, non governmental organizations problems faced in effective communication, case studies on development communication programmes, Community based organizations, urban & rural institutes in development, community mobilization for development

Practicals: Exercises in social marketing, visit to a village for surveys and studies

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Books Recommended:

1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt. Ltd., New Delhi.
2. Development Communication in India, Raghvan.
3. *National Programmes in Family Planning: Communication in Development Administration*: Bernard Berelson.
4. *A Manual of Development Journalism* (Press Institute of India): Alam Chalkels.
5. *Rural Communication (A.M.C.)*: Prof. R. Sinha & Gavdi.
6. *Communication & Social Development in India* (sterling) : B. Kupu Swamy.
7. *The Community Newspaper*: Karris & Hocks.
8. *Reporting Agriculture* : William Ward B.
9. *Agricultural Journalism* : Rodnary Fox.
10. *India's Changing Villages : Human Factor* : Dubae S.C.
11. *Mass Media & National Development* : Wilbur Schramm.
12. *Sanchar* (Sanchar Publications, Patiala : Walia Harjinder & Batra.
13. *Perspectives on Development Communication*: K. Sadanandan, Sage Publication, New Delhi.
14. *Communication and Development: The Challenge of the twenty first century*, ConceptPublishing Company, New Delhi.

M.A. Journalism & Mass Communication (Semester-II)
(Credit Based Evaluation and Grading System)

JML-408: MEDIA MANAGEMENT

Credits: L T P
4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Media unit as a corporate entity, - Media as a profession and industry, Principles of Media Management, Functions & Significance, Organisational structure of print, broadcast and social media, Different management functions- Editorial management, Business management, Human Resource Management and Technical Management.

Section-B

Ownership of media houses: Types of ownership: proprietary, family-owned, run by trust, cross-media ownership, Vertical ownership meaning and implementation, media chains, Role of Managing Director, Editorial Board and Editorial Policy, Organisation / Theories, Organisational Structure, Policy Formulation

Section-C

Personal Management & Financial Management Production Cost, Capital Cost, Commercial Polity,

- Budgeting, Production Scheduling, Media Scheduling, Record Keeping
- Management problems for newspaper of media organization DAVP, INS, RNI, ABC
- The Manager as Communicator; Communication Strategies; Internal Communication Management : Employee-Employer Relations, Community Relations; External Communications Management : Issues Management, Government relations, Consumer relations

Section-D

Management, business, legal and financial aspects of media management, Transnational Media ownership and issues of sovereignty and security; Revenue generation strategy: production costs, advertising and sales strategy, competition and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, and PR for building and sustaining business and audience.

Practicals: Power points and files on various topics. Conducting market survey, visits to corporate houses.

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Books Recommended:

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.
5. Media for Managers: Frank M. Corrado
6. Principles of Management: Henry H. Albers
7. Media Management in India: Dibakar Panigrahy
8. Newspaper Management in India : Gulab Kothari
9. Media Management in the Age of Giants : Dennis F. Henrick
10. Newspaper Organisation and Management: Herbert Lee Williams

M.A. Journalism & Mass Communication (Semester-II)
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JML-409: NEW MEDIA TECHNOLOGY

Credits: L T P
4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

- Evolution of computer and its various generations
- Communication Technology (CT); concept and scope
- CT and IT; similarities and differences
- Basic knowledge of Multimedia.

ISPs, WAP, types of Internet connections, Internet Hardware, Internet Protocols

- Process of creating pages by using page layout applications, Pagemaker/Quark Express; Editing a digital image with Photoshop, Creating a webpage with Dream weaver, Creating, manipulating and incorporating 3-D Graphics; Incorporating Audio/Video into Multimedia presentations.

Section-B

- 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, WEB PAGE, websites, homepages
 - Introduction to HTTP, HTML, search resources;
 - Web page development, inserting, linking; editing and publishing
- Softwares: Applied softwares & system softwares

Section-C

- Open source journalism:** Responding to the audience, Annotative reporting
Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright
- Cyber Journalism: On-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing and publishing. Social Networking sites, Cyber Laws, Online Journalism.

Section-D

Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.

Digital storytelling: Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media
Feature writing for online media: Story idea, development and news updates Podcast and Webcast

M.A. Journalism & Mass Communication (Semester-II)
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Practicals: Introductions to various applications of internet, MS-Office-word, excel, Power point, Photoshop, Page maker, Quark, exercises in designing websites, e-news papers. Creating blogs, facebook accounts etc.

Books Recommended:

1. Handbook of New Media, Liverow.
2. The ABC's of Internet, Crumlish, 1998, BPB Publications, New Delhi.
3. *A Journalist's Guide to the Internet* : The Net as A Reporting Tool: Callahan Christopher.
4. *Writing for New Media* : The Essential Guide to Writing for Interactive Media, CDROM, and the Web : Andrew Bonim.
5. *ABC of the Internet* : Crumlish.
6. *Information Technology* : Danis P. Curtin.
7. *Illustrated World of Internet* : Anil Madan.
8. *How the Internet Works* : Preston Gralla.
9. Old Media New Media : Wilson Dizard, Jr.

M.A. Journalism & Mass Communication (Semester-II)
(Credit Based Evaluation and Grading System)

JML-410: COMMUNICATION RESEARCH-I

Credits: L T P
4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Communication and Research

Meaning of Research, Types of research, Significance of pure and applied research, scientific approach to social Science Research.

Hypothesis and its types, Study of Review of Literature, Classification of Variable, Theory of Deontology and Teleological Study, Scales of measurement in Research :ordinal scale, interval scale, likert scale,

Section-B

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, Characteristics of scientific research, history, relevance and nature of media research. Research procedures: determining topic, stating hypothesis, elements of research, variables, ethics in MCR, Plagiarism

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

Section-C

Data Collection and Analysis

Qualitative research methods: nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process

Quantitative research methods: nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys: advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments.

Sampling & its types

(Measuring variables, levels of measurement, measure of central tendency, validity and reliability, measures of dispersion, correlation and co-efficient of correlation), Introduction to Statistical software.

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(Credit Based Evaluation and Grading System)

Section-D

Research Report

Writing the research report, significance of bibliography, index Appendices, Footnotes, in-text citations and References, Introducing APA style

Practicals: Exercises in source analysis, message analysis, media analysis, effect analysis.

Preparing synopsis for Dissertation

Books Recommended:

1. Research Methodology, C.R.Kothari.
2. Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.
3. *Introduction to Mass Communication*: Gamble and Gamble.
4. *Communication Theories*: Severin, Warner J. and Tankard, James.
5. *Communication and Culture*: Holt, Rinchart and Winston.
6. *Fundamentals of Communication*: Jensen.
7. *Men, Women, Messages and Media*: Schramm, Wilbur, Porter William E.
8. *Dictionary of Journalism & Mass Commnication*: Mann, Gurmeet.
9. *The Story of Mass Communication*: Mann, Gurmeet Singh.
10. *Content Analysis*: Krippendroff.
11. *Scientific Social Surveys and Research*: Young, P.V.
12. *Methodology and Techniques of Research*: Wilkinson and Bhandarkar.
13. *Research Methodology*: Kothari, C.R.
14. *Media Analysis Techniques*: Berger, Arther Asa.
15. *Mass Communication*: McGarthy, K. J.
16. *Research Methodology*: R. Cauvery, M. Girja Sudhanayak, Pub. S. Chander & Company.
17. *Media Research Methods*: Barrie Gunter.

M.A. Journalism & Mass Communication (Semester-II)
(Credit Based Evaluation and Grading System)

JML-411: RADIO & TELEVISION PRODUCTION TECHNIQUES

Credits: L T P

4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Radio:

- Making of a radio station
- Acoustics
- Microphones
- Use and mixing of sound, audio, effects, music
- Voice modulation
- Key elements of radio writing

Section-B

Television:

- Making of a television studio, crew
- Key elements of television writing
- Kinds of cameras, camera mountings, angles, movements, shots

Section-C

Radio Programme formats-Announcement, talks, features-documentaries, plays, dialogue writing, newsreel,discussion, interviews, news-writing, commercial/jingles

Television Programme formats-Television news, documentary/feature, discussions, interview, and drama Commercials, Programme presentation, Anchoring Skills, News Reading Skills

Section-D

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

Practicals: Exercises in voice modulation, recording of different radio formats; making TV documentary / new bulletin / short film / music video / interview / discussions / commercials.

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(Credit Based Evaluation and Grading System)

Books Recommended:

1. Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.
2. Television Production, Ralph Donald & Thomas Spann, 2004, Surjeet Publications, New Delhi.
3. *Editing Film and Video on the Desktop*: Thomas A.
4. *TV Production*: Gerald Millerson.
5. *Film Production*: Steven Bernstein.
6. *Creating Special Effects for TV and Video*: Barnard Wilkie.
7. *Single Camera Video Production*: R.B. Musburger.
8. *Documentary for the small screen*: P. Kriwaczek.
9. *The Art of Recording*: William Moylan.s
10. Editing and Postproduction: Declan McGrath.

M.A. Journalism & Mass Communication (Semester-II)
(Credit Based Evaluation and Grading System)

JMP 412: PRACTICALS

Credits: L T P
0 0 2

M.A. Journalism & Mass Communication (Semester-III)
(Credit Based Evaluation and Grading System)

JML 501: MASS COMMUNICATION RESEARCH-II

Credits: L T P

4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

- Semiotic research analysis.
- Payne Fund Studies, Psychology of panic
- Process of adoption, Curves of diffusion and diminishing returns.
- Theory of logical positivism.

Section-B

- Reception Analysis/Interpretive approaches to media audience
- Introduction to the evolution of theoretical perspective of MCR such as positivistic, interpretative, Social Science, Critical Social Science and Post-modernistic.
- Basic understanding of Convergence of theoretical perspectives in evolving research paradigms in media, such as, Frankfurt School and American Empirical School.

Section-C

- Functionalism: Media Effects, propaganda, the magic bullet theory
- Structuralism: ownership, power and hegemony
- Psychoanalysis-Social learning theory, effects theory
- Post modernism, Post Structuralism, Feminist approach
- Changing media-audience perspective in the light of concept of Heightened Selectivity.

Section-D

- New trends in Mass Communication Research.
- Contribution of MCR in developing of mass communication as distinct discipline.
- Basic understanding of Internet and its use in MCR
- Concept of Research Journals, Research articles and Research Papers
- Social media research and tools, SPSS

M.A. Journalism & Mass Communication (Semester-III)
(Credit Based Evaluation and Grading System)

PRACTICALS: Conducting field studies, Seminars on Dissertations.

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.

M.A. Journalism & Mass Communication (Semester-III)
(Credit Based Evaluation and Grading System)

JML 502: CURRENT AFFAIRS

Credits: L T P

4 1 0

Time : 3 Hrs.
Total Marks 100

Mid Semester Examination: 20% weightage Marks 20
End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Constitution of India: fundamental rights-freedom of speech and expression and their limits directive principles of state policy, provisions of declaring emergency and their effects on media-provisions for legislature reporting; parliamentary privileges and media

Section-B

Events of International importance during the preceding year effecting Indian, social, political economic and security concerns

Section-C

Events of National importance during the preceding year effecting Indian, social, political economic and security concerns

Section-D

Events of Regional importance during the preceding year effecting Indian, social, political economic and security concerns

PRACTICALS: Quiz, Group Discussions, Debates, Extempore, Declamation, News Analysis.

M.A. Journalism & Mass Communication (Semester-III)
 (Credit Based Evaluation and Grading System)
JML 503: FILM STUDIES

Credits: L T P

4 1 0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Film as a medium

Film in relation to theatre, television: other arts; Films and art movements – expressionism, surrealism cubism; Adaptation, 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

Section-B

Types of Films: Documentary, Short Film, animation

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

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 V. Shantaram, Saytaji Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, Adoor Gopalakrishnan

Section-C

The Development of Punjabi Cinema

The Parallel Cinema

HOW TO MAKE A FILM

Budgeting, Scripting and Screenplay

Raw Stock, Film Formats; Element of sound

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

Director Casting, Location-hunting

Recent Technological Innovations in Cinema

Post Production

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(Credit Based Evaluation and Grading System)

Section-D

Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology
The Position of Cinema in Developing Countries

Distribution and Exhibition of Films in India
Film Appreciation, Film Criticism, Film Reviews
CBFC, FTII, Film Festivals

Film Audience, Audience Positioning, Establishing Political Autonomy, Audience as Textual determinant

PRACTICALS: Writing films reviews, Films projects.

Books:

1. Encyclopedia 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. *How to Read a Film* : James Monaco
5. *A History of the Movies* : Gerald Mast
6. *Movies and Methods* : Bin Nichols
7. *History of Documentary Films* : Eric Barnow
8. *Advanced Photography* : Langford
9. *The Techniques of Film Editing* : Karel Reisy
10. *Cinema as a Graphic Art* : Arnheim
11. *Our Films, Their Films* : Satyajit Ray
12. *Script to Screen* : Sharma Koshik Maculliam, New Delhi.

M.A. Journalism & Mass Communication (Semester-III)
(Credit Based Evaluation and Grading System)

JML 504: INTERCULTURAL COMMUNICATION

Credits: L T P

4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marka 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Culture- definition-process-culture as a social institution - value systems-- primary secondary-- eastern and western perspective. Inter-Cultural communication- definition- process, philosophical and functional dimensions, cultural symbols in verbal and non-verbal communication

Section-B

Communication as a concept in western and eastern cultures- Dwaitha, Adwaitha- Vishishtadwaitha- Chinese- Dao Tsu and Confucius- Shinto Buddhism and Sufism Modern mass media as vehicles of inter-cultural communication- barriers in inter-cultural communication- religious, political and economic pressures

Section-C

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. Hinduism and its Dimensions, Evolution of Sikhism , New trends in Culture

Section-D

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

M.A. Journalism & Mass Communication (Semester-III)
(Credit Based Evaluation and Grading System)

PRACTICALS: Visits to cultural/ religious places, Power Points Presentations & Seminars.

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.
3. Chang, Tsan Kuo.(1998)" All Countries Not Created Equal to Be News; World System and International Communication," *Communication Research*, Vol. 25 (5); 528-563.
4. Galtung, J. & R.G. Vincent (1992). *Global Glasnost; Toward a New World Informationand Communication Order?* Cresskill, NJ; Hampton Press.
5. Harasim, Linda M. (2003). *Global Networks; Computers and InternationCommunication*, New York, Longman.
6. McNelly, John T. and Faustolzcaray,(1986)."International News Exposure and Images of Nations", *Journalism Quartely*, Vol. 63 (3); 546-553.
7. Meyer; William H. (1998).*Transnational Media and Third World Development; TheStructure and Imapct of Imperialism*, New York; Greenwood Press.
8. -----, (1989), "Global News Flow; Dependency and Neo-imperialism," *ComparativePolitical Studies*, Vol. 22(3); 243-264.
9. Mohammad, Ali (1998), *International Communication and Globalization*. California; Sage.
10. Nordenstreng, Kaarle & Herbert I. Schiller (1993), (eds.). *Beyond National Sovereignty; International Communicanonin the 1990s*. Norwood, NJ; Ablex Publishing Co.
11. Perry, David K. (1987) "The Image Gap; How International News Affects Perceptions of Nations," *Journalism Quartely*, Vol. 64; 3; 416-421.
12. Rantanen, Terhi (2004). *The Media and Globalization*. London; Sage.
13. Thussu, Daya Kishan, (2000). *International Communication : An introduction*. New York; Oxford University Press.

M.A. Journalism & Mass Communication (Semester-III)
(Credit Based Evaluation and Grading System)

JML 505: INTERNATIONAL COMMUNICATION

Credits: L T P

4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Political, economic and cultural dimensions of international communication, communication and information as a tool of equality and exploitation –international news flow-imbalance - media growth -international, regional and internal disparities, Ideological Divides, World War I-II, Cold War

Section-B

Concept of Human Rights in Indian Context, Human Rights; Media, Women, Communal Riots, Terrorized area & children. Communication as a human right -UNO's Universal Declaration of Human Rights and Communication- international news agencies and syndicates, a critique of western news values

Section-C

Impact of new communication technology on news flow -satellite communication- its historical background-status-progress-effects, information super highways, international telecommunication and regulatory organizations, MacBride Commission's Report , non- aligned news agencies news pool -its working, success, failure

Section-D

Information- prompted cultural imperialism-criticisms; violence against media persons; effects of globalization on media systems and their functions
WTO agreement & intellectual property right legislations, IMF, World Bank, GATT, SAARC, BRICS, ASEAN, G-8, G-20, Commonwealth Countries
India and World Relations: Indo-China, Indo-Pak, Indo-USA, India-Russia, India & European Countries.

PRACTICALS: Power Points Presentations & Seminars.

Books:

1. Handbook of International Communication, William B. Gudykunst Bella Mody, 2002, Sage Pub. India Pvt. Ltd., New Delhi.
2. Herman, Edward S and Robert W. McChesney, (1997), *Global Media: The new missionaries of corporate capital*. London and Washington; Cassell.
3. Kamalipour, Yahya, (2003), (ed.), *Global Communication*. Boulder, CO; Wdsworth.
4. Lewis, Patrica, (1993), (ed.). *Alternative Media; Linking Global to the Local*. Paris, UNESCO Publications.
5. Lloyd Barrett, Oliver, (1999). *The Globalization of News*, London; Sage.
6. McPhail, Thomas, (2002), *Global Communication; Theories, stakeholders and trends*, California and New Delhi, Sage.
7. McChesney, Robert, (2001), *Global Media, Neoliberalism and Imperialism*. Madison, WI; University of Wisconsin Press.

M.A. Journalism & Mass Communication (Semester-III)
(Credit Based Evaluation and Grading System)

JMP 506: PRACTICALS

Credits: L T P

0 0 2

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

JML-507: EVENT MANAGEMENT

Credits L T P

4 1 0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Events and events management- Definition, needs of management, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars, conventions worldwide.

Section-B

Organization—setting up an event organization structure, the committee system, meeting management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

Section-C

Human Resource Management –Need, assessment, policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance, .Market Research-consumer behaviour survey, Market area survey, visitors survey etc.

Section-D

Market Research-Why People Attend Events, Consumer Research on Events, Visitor Surveys, the Sampling Method, Attendance Counts and Estimates, Market Area Surveys

Communications-Reaching the Customer, Communication Mix, Developing and Communicating a Positive Image. Evaluation and Impact Assessment

Evaluation: Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

Practicals

Design a project plan for organizing an event, Design publicity material [poster, brochure, invitation and print advertising], Filing a final report about the success of event, Write a proposal for potential sponsor for the event, Develop activity chart, Develop minute-to-minute programme, Develop crisis management plan, Undertake a survey of target audience for pre event planning process

Books Recommended:

1. Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002
2. Anton Shene, Bryn Parry Successful Event Management, Thomson Learning 2004
3. Judy Alley Event Planning, John Wiley and Sons, ISBN 0471644129, 2000
4. Maarten Jan Vedastus Vanneste, Meeting Architecture, a Manifesto (Volume 1) CMM

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

5. George G. Fenich , Planning and Management of Meetings, Expositions, Events and Conventions
6. Meegan Jones, Sustainable Event Management: A Practical Guide
7. Mike van der Vijver and Eric de Groot, Into the Heart of Meetings: Basic Principles of Meeting Design
8. John Beech, Sebastian Kaiser and Robert Kaspar, The Business of Events Management

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

JML-508: DOCUMENTARY FILM MAKING

Credits L T P

4 1 0

Time : 3 Hrs.

Total Marks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Documentary: Meaning and concept; difference between fiction, features and docudramas; history of documentary -- World, India and Punjab; important documentary film makers

Section-B

Types of documentaries: Political documentaries, news documentaries, science documentaries, documentaries for social change, documentaries for protest and resistance, government (publicity) documentaries, autobiographical documentaries; use of documentaries as tool of propaganda.

Radio and television documentaries and still-picture documentaries

Section-C

Production techniques: Direct cinema and cinema verite'

Making a documentary: Selecting a subject, research, target audience, recce, budget consideration, script writing, production, editing, voiceover and narration

Section-D

Ethical issues, documentary audience, screening platforms (film societies and festivals, small-group screenings, internet); impact of new media on documentaries, documentary film as historical record.

Practicals

Students in groups of 1-5 will make documentary films of about 30 minutes each on relevant issues.

Books Recommended:

1. Documentary: A History of the Non-Fiction by Eric Barnouw
2. Introduction to Documentary (Third Edition) by Bill Nicholas
3. A Fly in the Curry: Independent Documentary Film in India by KP Jayashankar and Anjali Monteiro
4. Filming Reality: The Independent Documentary Movement in India by Shoma Chatterji

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

5. Making Documentary Films and Videos: A practical guide to planning, filming and editing documentaries by Barry Hampe
6. The Documentary Tradition by Lewis Jacobs
7. Documentary Film: A very short introduction by Patricia Aufderheide
8. Directing the Documentary by Michael Rabiger
9. Documentary Film Classics by William Rothman
10. India: Auteur films, Independent Documentaries and Video Art (1890-2008) by John Akomfranch and Amir Ganger
11. Documentary Films in India: Critical Aesthetics at Work by Aparna Sharma
12. The Documentary Film Maker's Handbook: The Ultimate Guide to Documentary Filmmaking by Andrew Zinnes and Genevieve Jolliffe

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

JML-509: CYBER JOURNALISM

Credits L T P

4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

Nature of the web- Vast amount of information generated each day, Revolutionary change in communication, The unparalleled benefits of the net and social media, Freedom of expression V/s Privacy, The “Dark Net”, Largest ungoverned space on earth

Section B

Convergence and Journalism, News on the web: Newspapers, magazines, radio and TV newscast on the web, Changing paradigms of news; emerging news delivery vehicles; integrated Newsroom;

Data Journalism: Computer Assisted Reporting (CAR), Visualization of data, Open source data collection and analysis, News on the web: Newspapers, magazines, radio and TV newscast on the web Emergence and current trends; independent news portals, Internet Advertising, Internet terminology

Section C

Social Media and Citizen Journalism

Social networking; Introduction to social profile management products Facebook,

LinkedIn, Social Collaboration: virtual community- wikis, blogs, instant messaging

Social publishing: Flickr, Instagram, YouTube, Sound cloud, Citizen Journalism: Concept, Case studies.

Bloggging; a brief history of blogs, blogs as narratives, Bloggers as journalists and ‘opinionates’

Section D

Writing for New Media

Writing for a Whole range of Media, (Hyper) Text, Audio-Video, Still images, Animation

Flash interactivity, Blogs, Micro blogging & Social networking/Facebook/Twitter/RSS feeds.

Digital Story telling formats, Content writing, editing, reporting and its management

Structure of a web report, Planning and designing of Webpages, Blogs, web channels, e-Newspaper, E-Magazine

Practicals:

Writing Blogs, Designing Webpage (Group Exercise), Creation and maintaining a YouTube channel
Creation and maintenance of Facebook page, Twitter handle, Comparative study of different news websites.

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

Books Recommended:

1. The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
2. A Journalist Guide to the Internet: The Net as a Reporting Tool, Christopher Callhan, Pearson/Allyn and Bacon, 2007
3. Cyber Media Journalism: Emerging Technologies, Jagdish Chakraborty, Authors Press, New Delhi, 2005
4. Online Journalism: A Critical Primer, Jim Hall, Pluto press, London, 2001
Mass Media, Politics and Democracy, John Street, Palgrave Mcmillan, Hampshire, 2011
Producing Online News: Stronger Skills, Stronger Stories, Ryan M. Thornburg, CQ Press, Washington, 2011

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

JML-510: CURRENT AFFAIRS-II

Credits L T P

4 1 0

Time : 3 Hrs.

TotalMarks 100

Mid Semester Examination: 20% weightage Marks 20

End Semester Examination: 80% weightage Marks 80

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

Constitution of India: fundamental rights-freedom of speech and expression and their Limits directive principles of state policy, provisions of declaring emergency and their effects on media provisions for legislature reporting; parliamentary privileges and media

Section-B

Events of international importance during the preceding year effecting Indian, social, political economic and security concerns

Section-C

Events of national importance during the preceding year effecting, Indian, social, political economic and security concerns

Section-D

Events of regional importance during the preceding year effecting, Indian, social, political economic and security concerns

Practicals:

Quiz, Group Discussions, Debates, Extempore, Declamation, News

Analysis, Preparing files on various regional, national and international issues

M.A. Journalism & Mass Communication (Semester-IV)
(Credit Based Evaluation and Grading System)

JML-511: DISSERTATION

Credits: L T P

0 0 8

Since M.A. (J.M.C) 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. The students will submit their progress report every fortnight on a printed form to their supervisors. Each student will have to submit three copies of the dissertation by the end of the fourth semester. The students will be assigned some essays/chapters from media related books during their third semester. The students will have to prepare a report to be submitted by the end of February.