

MA JOURNALISM AND MASS COMMUNICATION

Session: (2021-22)

(Two Year Degree)

SYLLABUS

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

MA JOURNALISM AND MASS COMMUNICATION

(Two Year Degree) (Semester System)

Session: (2021-22)

Scheme of Examination**SEMESTER I**

Sr. No.	Paper	Theory	Internal	Total
1.	Introduction to Communication	56	19	75
2.	History of Print Media in India	56	19	75
3.	Reporting and Editing	56	19	75
4.	Media Laws and Ethics	56	19	75
5.	Advertising	56	19	75
6.	Advertising Practical	19	06	25

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Scheme of Examination**SEMESTER II**

Sr. No.	Paper	Theory	Internal	Total
1.	Development Communication	56	19	75
2.	Media Management	56	19	75
3.	Current Affairs	56	19	75
4.	Communication Research I	56	19	75
5.	Radio and Television Programming	56	19	75
6.	Radio and Television Programming lab	19	06	25

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Scheme of Examination

SEMESTER III

Sr. No.	Paper	Theory	Internal	Total
1.	Mass Communication Research-II	56	19	75
2.	New Media Technology	56	19	75
3.	Public Relation and Corporate Communication	56	19	75
4.	Science Journalism	56	19	75
5.	Photography	56	19	75
6.	Photography Lab	19	06	25

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Session: (2021-22)**Scheme of Examination****SEMESTER IV**

Sr. No.	Paper	Theory	Internal	Total
1.	International Communication	56	19	75
2.	Human Rights	56	19	75
3.	Film Studies	56	19	75
4.	Intercultural Communication	56	19	75
5.	Dissertation	56	19	75
6.	Film Studies Lab	19	06	25

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SEMESTER- I

PAPER-I: INTRODUCTION TO COMMUNICATION

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

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.

SECTION B

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

SECTION C

Communication Theories: Hypodermic Needle or Bullet theory, Two-step, multi-step flow theory, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance, Spiral of silence, Attribution Theory.

SECTION D

Media system theories: Authoritarian, Libertarian, Social-responsibility, democratic participant. Glossary

Books Recommended:

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994,
2. VirBala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
3. Puneet Dhillon, Mass Communication Abridged, Unistar Pvt. Ltd, 2014
4. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers (2010)

5. C.S Rayudu 'Communication'. Himalaya Publishing House, 2016.

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SEMESTER- I

PAPER-II: HISTORY OF PRINT MEDIA IN INDIA

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

Section A

Early communication systems in India, Invention and development of Printing press and paper, Early efforts to publish newspapers in different parts of India. James Augustus Hickey, Joseph Pulitzer, Rudyard Kipling, Robert K. Night. Newspapers and magazines in the nineteenth century, Indian Independence and the issues of freedom both political freedom and press freedom.

Section B

Birth of Indian language press - Contribution of Raja Ram Mohan Roy; The Indian press and freedom movement - Mahatma Gandhi and his journalism, Madan Mohan Malviya, Bal Gangadhar Tilak, Social, Political and economic issues before independence and the Indian press; History of Indian News Agencies: Sanchar, PTI, Bhasha, UNI, Univarta, ANI, IANS.

Section C

historical development of important newspapers and magazines in English; Important personalities of journalism. (James Silk Buckingham, Kalinath Ray, Dyal S. Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Ramnath Goenka, R.K. Laxman)

Section D

Important Newspapers: Indian Express, Times of India, Amrit Bazar Patrika, Hindustan Times, The Hindu, The Tribune, Statesman, Bombay Samachar, Hindustan, Amar Ujala, Pioneer Publications in Punjabi: Akali Patrika, Desh Sewak, Ajit, Punjabi Tribune, Jag Bani, Nava Zamana.

Books Recommended

1. VirBala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
3. R. Parthasarthy Journalism in India, Sterling Publishers Pvt. Ltd. 1989
4. M. ChalapathiRau, The Press in India, Allied Publishers. , 1968
5. D.S. Mehta, Mass Communication & Journalism in India Allied Publishers, 1979
6. Sandhu & Johal, Punjabi Patarkari Nikas Vikas Te Samasiavan. Publication Bureau, Punjabi University, Patiala , 1999

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SEMESTER- I

PAPER-III: REPORTING AND EDITING

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

News: Definitions, Elements and Concept, Sources of News; News gathering techniques, News writing styles, Types of news: Soft news, Hard news, Headline types, Pullouts, Supplements, Backgrounder and rejoinders

Reporting: Science, Sports, Economic, Agriculture, Life style, Elections, Parliamentary proceedings, Defence, War, Conflict, Personality profile, Specialized reporting, Importance of source protection, Scoops and Exclusive.

SECTION B

Features and its types, Editorial and its types, Types of interview, columns, Intros their importance and types, Investigative, interpretative and in depth reporting

SECTION C

News agencies: National and International, Press Release, Press Conference, Press Note, Press Briefing, Freebies, Do's and Don'ts for a reporter, Importance of source Protection, Web Journalism: Online reporting, E-papers, Citizen Journalism

SECTION D

Makeup for newspaper and magazines, layout, graphics, Principles of Photo Editing., Editing: purpose and importance, symbols, Basics of Page Making

Glossary

Book Recommended:

1. Shrivastava, K.M. News reporting and editing.. Sterling Publishers Pvt. Ltd.(1987)
2. Mehta, D.S. Mass Communication and Journalism in India. Allied Publishers Ltd, New Delhi.
3. Gupta, V.S. Handbook of Reporting and Communication skills. Concept publishing Company.
4. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House,(1994)
5. VirBala Aggarwal), Handbook Of Journalism and Mass Communication, Concepts Publishing Company,(2001)

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SEMESTER- I

PAPER-IV: MEDIA LAWS AND ETHICS

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

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

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, 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.

SECTION C

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.

SECTION D

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 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. Paranjay Guha Thakurta,Media Ethics: Truth, Fairness and Objectivity, Oxford University Press, 2011
2. Durga Das Basu,Law of Press in India, Prentice Hall India Learning Private Limited, 1980
3. M. Neelamalar,Media Law and Ethics, Prentice Hall India Learning Private Limited,2009
4. Venkat Iyer,Mass Media Laws And Regulations In India, Bahri Sons,2000
5. S. Kundra,Media Laws and Indian Constitution, Anmol Publications, 2005

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SEMESTER- I

PAPER-V: ADVERTISING

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

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.

SECTION B

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

SECTION C

Defining consumer behavior and its various factors, Integrated marketing communication, Social marketing, advertising on Internet.

SECTION D

Apex bodies in advertising AAI, ASCI and its code of conduct, DAVP.

Books Recommended :

1. Kewal J. Kumar 'Mass Communication in India', Jaico Publishing House, 1994.
2. K.C. Sethia, S.A, Chunawalla 'Foundations of Advertising through Practice', Himalaya Publishing House, 1985.
3. John S. Wright, Willis L. Winter Jr. , Sherilyn K. Zeigler ' Advertising', TATA McGraw- Hill Publishing Company Limited, New Delhi, 1984.
4. James S. Norris , 'Advertising' Prentice Hall of India Private Limited, 1987.
5. B.N Ahuja, S.S Chabra, ' Advertising' Surjeet Publications, 1995

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SEMESTER- I

PAPER-VI ADVERTISING PRACTICAL

Practical:

MaxMarks: 25

Practical: 19

Internal: 6

- Advertisement designing using professional software- Photoshop, coral etc.
- Giving punch lines
- Photography for advertisement
- Collage making
- Visit to ad agency
- Each Student should make File/PPT/ Ad Campaign on the subject.

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SEMESTER- II

PAPER I: DEVELOPMENT COMMUNICATION

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

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. Economic and Social indicators of Development

SECTION B

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.

SECTION C

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system, approach in agricultural communication, diffusion of Innovation model (in context to Everett Rogers, Ryan and Gross) of agricultural extension, case studies of communication support to agriculture. Writing development messages for rural audience: Specific requirements of media writing with special reference to radio and television.

SECTION D

Development support communication: Population and family welfare, health, education and society, environment and development, problems faced in development support communication. The Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs)
Developmental and rural extension agencies; governmental, semi-government, non-governmental organizations problems faced in effective communication.

Books Recommended:

1. Bernard Berelson, National Programmes in Family Planning: Communication Development Administration, Basic Books, 1969.
2. Alam Chalkels, A Manual of Development Journalism, Vikas Publication, 1970.
3. Prof. R. Sinha & Gavdi, Communication & Rural Change, Asian Mass Communication & Information Center, 1976.
4. B. Kupu Swamy, Communication & Social Development in India, Sterling Publishers, 1976
5. Uma Narula, Development Communication, Har Anand Publications Pvt. Ltd. New Delhi, 1999

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SEMESTER- II

PAPER II: MEDIA MANAGEMENT

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Media Management: Principles, Functions and Significance; PODSCORB; Media as profession and industry; Personnel Management and Financial Management; Record Keeping; Budgeting; Production Scheduling; Media Scheduling

SECTION B

Ownership patterns: Private Ltd., Public Ltd., Individual ownership, Partner, Trust, Society, Vertical ownership meaning and implementation; Organizational Structure of media houses; DAVP, INS, RNI, ABC

SECTION C

Advertising, PR, Brand Promotion and Marketing Strategies; (Space / time, circulation) – Reach-promotion market survey techniques; Employee / Employer relationship (Customer Relation)

SECTION D

Human Resource Development; Management problems for media organizations; Editorial Management: Changing role of editorial staffs and other media persons, Editorial response system Global media players and their holdings; India's major media houses and their holdings

Books Recommended:

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

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SEMESTER- II

PAPER-III: CURRENT AFFAIRS

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay types questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 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
- Yojna
- Year Book of Preceding Year
- Daily newspapers and Magazines

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SEMESTER- II

PAPER-IV: COMMUNICATION RESEARCH-I

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Meaning of research, pure and applied research, scientific approach to social scienceresearch
 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

SECTION B

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

SECTION C

Methods of data collection: Historical, experimental, survey, case study, content analysis,interview and observation; Sampling.Measuring variables, levels of measurement,validity andreliability

SECTION D

Writing the research report, significance of bibliography,index Appendices, footnotes, Plagiarism.

Books Recommended:

1. C.R. Kothari, Research Methodology Methods and Techniques. New Age International Publishers, New Delhi, 2004
2. R.D. Wimmer, J.R. Dominick, Mass Media Research: An Introduction. London: Thomson/Wadsworth Publishers, 1987
3. K.N.S. Yadava, Surender Yadava, Statistical Analysis for Social Scientists, Manak Publishers, 1995
4. A.A. Berger, Media and Communication Research Methods, Sage Publications, 2000
5. J. Keyton, Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield, 2001

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SEMESTER- II

PAPER-V: RADIO AND TELEVISION PROGRAMMING

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

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

SECTION B

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

SECTION C

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

SECTION D

Kinds of cameras, camera mountings, angles, movements, shots, Picture composition, Logging, editing, dubbing graphics, special effects, Lighting, Art direction, Costumes, Make up

Books Recommended:

1. Herbert Zettle, 'Television Productions Handbook+ Workbook', Wadsworth Cenage Learning.2002
2. Dr. Nagendra, 'History of Radio and Programme Production, KanishaPublishers. 2016
3. Vartika Nanda 'Radio Journalism in India', Kanishka Publishers and Distributers. 2017
4. K.M Shrivastva , 'Radio and TV Journalism' Sterling Publishers Private Limited.1989
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers, 2010

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SEMESTER- II

PRACTICAL

PAPER-VI: RADIO AND TELEVISION PROGRAMMING LAB

Max. Marks: 25

Practical: 19

Internal: 06

- Operating Audio Console, Microphones, Sound, Audio Recorders, Types of Jacks.
- Pronunciation, Intonation, Voice Culture
- Principles of Radio Jockeying, Concept of good Presentation.
- Writing for Radio and TV, Storyboards, types of Scripts, Screenplay
- Each student should make programme on any format of both Radio and TV on the subject.

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SEMESTER- III

PAPER-I MASS COMMUNICATION RESEARCH-II

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay types questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Laboratory Studies comprising exploratory studies and focus groups, Semiotic research analysis; Discourse analysis, Longitudinal Studies comprising Cohort and panel Study methods

SECTION B

Payne Fund Studies, Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns, Multi-step flow theory, Theory of logical positivism

SECTION C

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 D

Contribution of MCR in developing of mass communication as distinct discipline, 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

Books Recommended :

1. Arthur Asa Berger, Media and Communication Research Methods, Sage, New Delhi Pub. India Pvt. Ltd. 2000
2. Gunter, Media Research Methods, Sage, New Delhi Pub. India Pvt. Ltd, 2000
3. Kothari, C.R. Research Methodology Methods and Techniques. New Age International Publishers, New Delhi, 2004
4. R.D. Wimmer, J.R. Dominick, Mass Media Research: An Introduction. London: Thomson/Wadsworth Publishers, 1987
5. K.N.S. Yadava, Surender Yadava, Statistical Analysis for Social Scientists, Manak Publishers, 1995
4. A.A. Berger, Media and Communication Research Methods, Sage Publications, 2000
5. J. Keyton, Communication Research: Asking Questions, Finding Answers. Mountain View, CA: Mayfield, 2001

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER–III)

Session: (2021-22)

SEMESTER- III

PAPER-II NEW MEDIA TECHNOLOGY

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Communication technology (CT); CT: Concept and Scope, CT and IT: Similarities and differences; World Wide Web, Web Browsers, URL, Home Page, Search Engine, New Media: History, Definition, Characteristics

SECTION B

New Media Interactivity, New Media as a tool of Mass Communication, Social Media, e-mail, Blogs, Micro Blogs, Social Networking, Mobile Communication, E-Governance, Artificial intelligence.

SECTION C

Social Media Definitions and Scope, Social Media Platforms, Impact of New Media Technology on Media Messages, New Media & Freedom of Speech & Expression, Online Journalism and Social Media, Online Media Regulation, Online Media & Political Communication, Uses/Abuses of Social Media.

SECTION D

Cyber Journalism: On-line editions of newspapers-management and economics, Cyber newspapers: creation, feed, marketing, revenue and expenditure, online editing and publishing, Basic knowledge of Multimedia, Cyber Laws, Media Convergence, Symbolic convergence Theory

Books Recommended:

1. Danis P. Curtin, Information Technology by, Tata McGraw-Hill Education,1999.
2. Preston Gralla, How the Internet Works, Que Publishers, 2007.
3. Everett. M. Rogers ,Communication Technology: The New Media Society Free Press, 1986
4. Lievrouw and Sonia Livingstone ,Handbook of New Media, Leah A. Sage Publications, 2005
5. Crumlish, The ABC's Of Internet, BPB Publications, New Delhi , 1998

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

MA JOURNALISM AND MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

Scheme of Examination

MA JOURNALISM AND MASS COMMUNICATION (SEMESTER–III)

Session: (2021-22)

SEMESTER- III

PAPER-III PUBLIC RELATION AND CORPORATE COMMUNICATION

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

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.)

SECTION B

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 and 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

SECTION C

Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers. Corporate culture, corporate philosophy, corporate citizenship, Skills and talents of a corporate communicator in crisis management 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 and Training

SECTION D

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 and structure- brand equity and corporate brands

Corporate Communication and Crisis:-Responding to pressure groups.“Corporate Communication and Media: Broadcast News Network, Public Broadcasting and Corporate Sponsorship

BooksRecommended:

1. C.S Rayudu, K.R Bala ‘Principles of Public Relations’ Himalaya Publishing House, 1987
2. Ved Prakash Gandhi ‘Handbook of Advertising and Public Relations’ Kanisha Publishers & distributors, 2018.
3. JaishriJethwaney, N.N Sarkar ‘Public Relations Management’ Sterling Publishers PrivateLimited , 2009.
4. H. Frazier Moore, Frank B. Kalupa, ‘ Public Relations Principles, Cases, and Problems, Surjeet Publications. 1987
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-III)

Session: (2021-22)

SEMESTER- III

PAPER IV SCIENCE JOURNALISM

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

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.

SECTION B

Careers in science journalism; Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, 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, Gyan Darshan, Gyan Vaani, science journals like- Nature, Lancet, Current Science

SECTION C

Domain of Science Journalism: Health and Medical Science; Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, Ebola, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NIPER NCCS, NIV etc.

SECTION D

Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, ICAR, IITM, Observatory, Agricultural universities. Crop patterns- Kharif 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

Books Recommended:

1. Martin W. Angler, Science Journalism and introduction , Routledge Publications, 2017
2. Abhay SD Rajput, Handbook of Science Journalism, Vigyan Parsar, 2013
3. Arun Katayan, Fundamental of Agriculture, Kushal Publications, 2017
4. The Craft of Science Writing: Selections from The Open Notebook, Siri Carpenter, The open Notebook publications, 2019

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-III)

Session: (2021-22)

SEMESTER- III

PAPER V PHOTOGRAPHY

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

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

SECTION B

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.

SECTION C

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; 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. Principles of cropping and photo-editing, camera angles for various purposes. Photography in the age of I.T.

Books Recommended:

1. Kenneth Koper, Photojournalism, Focal Press, Boston, 1996
2. Barbara Upton Photography, Little Brown and Co., Boston, 1981
3. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai, 2004
4. Herbert Zettl, Television Production Handbook+ Workbook, Wadsworth Cengage Learning CA, 2012
5. Ashok Dilwali, All about Photography, National Book Trust India, 2002

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-III)**Session: (2021-22)****SEMESTER- III****PRACTICAL****PAPER VI PHOTOGRAPHY LAB****Total Marks: 25****Max Marks: 19****Internal: 06**

- Understanding basics of Camera
- Camera Handling
- Camera Accessories: Lens, Lights, Reflectors, Flash, Mount, Filters, Diffusers
- Camera Angles and Shots
- Students are required to make assignment/file on any topic or can make photofeature.
-

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(Two Year Degree Course) (Semester System)

Scheme of Examination

MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)

Session: (2021-22)

SEMESTER- IV

PAPER-I INTERNATIONAL COMMUNICATION

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Political, economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation -international news flow-imbalance -mediagrowth -international, regional and internal disparities.Communication as a human right - UNO's Universal Declaration of Human Rights and Communication

SECTION B

International news agencies and syndicates and their organizational structure and functions ,Big four AP, REUTERS, AFP, UPI,International journalist organization - IPI,IFJ, ICFJ, ICIJ, Global village

SECTION C

.New Communication technologiesImpact on media messagesComputerization and digitisation of global mediaEffects of globalization on media systems and their functions International Communication in Social Media Age,Impact of new communication technology on news flow - satellite communication- its historicalbackground-status-progress-effects-information super highways-international telecommunicationand regulatory organizations

SECTION D

UNESCO's efforts in removal imbalance in news flow-debate on new international Information and Economic Order-Macbride Commission's Report –non-aligned news agencies news pool -its working, success, failure. Issues in international communication, democratization of information flow and media systems- professional standards; communication research-telecommunication tariffs; violence against media persons; effects of globalisation on media systems and their functions; transnational media ownership, international media institutions and professional organizations.

Books Recommended:

1. William B. Gudykunst Bella Mody, Handbook of International Communication, Sage Pub. India Pvt. Ltd., New Delhi, 2002
2. Naval Prabhakar, Narendra Basu, International Communications, , Commonwealth Pub. (P) Ltd. 2019
3. Khemchand B. Keshwari, International Relationship in Modern world (1900-2000), Himalaya Publications, 2014
4. A.N. Sen, Human Rights, Sri Sai Law Publications, Faridabad , 2005

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)

Session: (2021-22)

SEMESTER- IV

PAPER-II HUMAN RIGHTS

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Concept of Human Rights, Human Rights and Journalism, Human Rights and Media, Human Rights and Democracy, Human Rights and Education

SECTION B

Human Rights and environmental issues, Human Rights and Communal Riots, Human Rights in the terrorized areas, Human Rights and Crimes against women

SECTION C

Human Rights of Accused persons, Human Rights and child labour, bonded labour, Human Rights and death, torture in police lockups

SECTION D

State Commission for Human Rights, National Commission on Human Rights, Human Rights and right to freedom of speech and expression, Conflicts and violation of human rights, war and human rights. Issues in human rights, child trafficking, women trafficking

Books Recommended:

1. Brian Tierney, The Idea of Natural Rights, WM. B. Eerdmans Publishing, 1997
2. The Universal Declaration of Human Rights Aegitas Publications, 2015
3. James Griffin, On Human Rights OUP UK, 2009,
4. John Rawls The Law of Peoples, Harvard University Press. 2001
5. A.N. Sen, Human Rights, Sri Sai Law Publications, Faridabad, 2005
6. Khwaja Abdul Muntaqim, Protection of Human Rights, Law Allahabad Publisher

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)**Session: (2021-22)****SEMESTER- IV****PAPER-III FILM STUDIES****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Introduction to Film Studies, Film as a medium, Film in relation to theatre, television: Adaptations, Five C's of cinematography, Thematic and Stylistic approaches to Film analysis, Auteur Theory, Film Review, Film Appreciation, Film Criticism

SECTION B

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; NeoRealism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War Period; Japanese Cinema-Akira Kurosawa; Ingmar Bergman; New Wave Films, Jean Luc Godard, Rowan Sebastian Atkinson, Contemporary Scene, The Position of Cinema in Developing Countries

SECTION C

A Brief History of Indian Cinema: The Pioneers- Phalke; The Talkies ; The Study 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 Barjatya, Vishal Bhardwaj, Parkash Jha, Madhur Bhandarkar, Ritu Parno Ghosh, Gurinder chadha, Manmohan Singh, Babu Singh Mann, Mira Nair. Sanjayleelabhansali, Megana Gulzar, Anurag Kashyap, Shyam Benaegal,

SECTION D

Academy (Oscar) Award winning films, The Development of Punjabi Cinema ,The Parallel Cinema, Genres in Indian Cinema- Romance, Action, Thriller, Horror, Mythology

Books Recommended:

1. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai, 2004
2. Nirmal kumar, How to write a screenplays, kanishka pub. New Delhi, 2003
3. Shanta GokhaleThe scenes we made, speaking tiger pub. New Delhi, 2016
4. Dr.vikrantkishore, Dr.Ambrishsaxena ,Indian cinema kanishka pub. New Delhi
5. JarekKupscThe history of cinema of beginners, Orient black swan pvt, New Delhi,2003
- 6.Anustupbasu,Bollywood in the age of new media,, Orient black swan pvt, New Delhi, 2012
7. Anwar huda,The art and science of cinema,Atlantic publishers,New Delhi,2004

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)**Session: (2021-22)****SEMESTER- IV****PAPER –IV INTERCULTURAL COMMUNICATION****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A**

Culture- definition-process-culture as a social institution - value systems-- primary secondary-eastern and westernperspective.Inter-Cultural communication- definition- process- philosophical and functionaldimensions,culturalsymbols 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,

SECTION C

Barriers in inter-culturalcommunication- religious, political and economic pressures: inter-cultural conflicts andcommunication; impact of new technology on culture; globalization effects on culture andcommunication; mass media as a culture manufacturing industry

SECTION D

Culture, communication and folk media- character, content and functions-- dance and music asinstruments of inter-cultural communication: UN efforts in the promotion of interculturalcommunication.

Books Recommended:

1. Fred. E. Jandt, An Introduction to Intercultural Communication: Identities in a Global Community, Sage Pub. India Pvt., New Delhi. 2004
2. William Gudykunst and Bella Mody, Handbook of International and Intercultural Communication, Sage Pu. India Pvt., New Delhi. 2002
3. Adrian Holliday, John Kullman and Martin Hyde, Intercultural Communication, Routledge Pub, 2004
4. William B. Gudykunst, Bella Mody, Handbook of International and Intercultural Communication, Sage Pub, 1989
5. Kathryn Sorrells, Intercultural Communication: Globalization and Social Justice, Sage Pub. 2012

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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-voice.

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MA JOURNALISM AND MASS COMMUNICATION (SEMESTER-IV)

Session: (2021-22)

SEMESTER- IV

PRACTICAL:

PAPER-VIFILM STUDIES LAB

Total Marks: 25

Max Marks: 19

Internal: 06

- Making Short Films, Documentaries, Script Writing, Voiceovers, editing, screen Grammar
- Make assignment/ file on various aspects of cinema.
- Film Reviews

BA JOURNALISM AND MASS COMMUNICATION

Session: (2021-22)
(Three Year Degree)

SYLLABUS

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM AND MASS COMMUNICATION

(Three Year Degree) (Semester System)

Session: (2021-22)

Scheme of Examination

SEMESTER 1

Course Code	Paper	Theory	Internal	Total
101	Communication Skills in English-I	37	13	50
110	Punjabi (Compulsory) OR Basic Punjabi	37	13	50
102	Principles of Communication	56	19	75
103	Reporting and Editing-I	56	19	75
104	Media and Politics	56	19	75
105	Computer Applications for Journalism	56	19	75
	Drug abuse	37	13	50

PRACTICAL

Code	Paper	Practical	Internal	Total
106	Print Media Lab	19	06	25
107	Computer Lab	19	06	25

TOTAL-450

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BA JOURNALISM AND MASS COMMUNICATION

(Three Year Degree) (Semester System)

Session: (2021-22)

Scheme of Examination

SEMESTER 2

Course Code	Paper	Theory	Internal	Total
201	Communication Skills in English-II	37	13	50
210	Punjabi (Compulsory) OR Basic Punjabi	37	13	50
202	Press Laws and Media Ethics	56	19	75
203	History of Print Media	56	19	75
204	Mass Communication: Concepts and Processes	56	19	75
205	Design and Graphics	56	19	75
	Drug abuse	37	13	50

PRACTICAL

Code	Paper	Practical	Internal	Total
206	Communication Lab	19	06	25
207	Design and Graphics Lab	19	06	25

TOTAL-450

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Scheme of Examination

SEMESTER 3

Course Code	Paper	Theory	Internal	Total
301	Photo Journalism	56	19	75
302	Reporting and Editing-II	56	19	75
303	Broadcasting in India: Policies and Principles	56	19	75
304	News Feature Writing	56	19	75
305	Development Communication	56	19	75
ESL-221	Environmental Studies	37	13	50

PRACTICAL

Code	Paper	Practical	Internal	Total
306	Reporting and Editing Lab	19	06	25
307	Photography lab	19	06	25
308	Feature Writing Lab	19	06	25

TOTAL-450

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Scheme of Examination

SEMESTER 4

Course Code	Paper	Theory	Internal	Total
401	Media: Business Communication	56	19	75
402	Programme Formats: Radio and TV	56	19	75
403	Video Production: Idea to Screen	56	19	75
404	Folk Media	56	19	75
405	Advertising: Concepts and Principles	56	19	75
ESL-221	Environmental Studies	37	13	50

PRACTICAL

Code	Paper	Practical	Internal	Total
406	Radio and TV Production Lab	19	6	25
407	Operation and Handling of Video Equipments	19	6	25
408	Advertising Lab	19	6	25

TOTAL-450

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Scheme of Examination

SEMESTER 5

Course Code	Paper	Theory	Internal	Total
501	Event Management: Principles and Method	56	19	75
502	Current Affairs: Contemporary issues In Media-I	56	19	75
503	Research Methodology for Media	56	19	75
504	Cyber Journalism	56	19	75
505	Public Relations	56	19	75

PRACTICALS

Code	Paper	Practical	Internal	Total
506	Event Management	19	6	25
507	Cyber Lab	19	6	25
508	Pilot Study	19	6	25

TOTAL-450

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Scheme of Examination**SEMESTER 6**

Course Code	Paper	Theory	Internal	Total
601	Training 3 Months	200	--	200
602	Current Affairs	75	25	100
603	Film Project	75	--	75
604	Research Project	75	--	75

TOTAL-450

KHALSA COLLEGE AMRITSAR

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BA JOURNALISM AND MASS COMMUNICATION

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Session: (2021-22)**SEMESTER- 1****BA JOURNALISM AND MASS COMMUNICATION****102: PRINCIPLES OF COMMUNICATION****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.**SECTION A****FUNDAMENTALS OF COMMUNICATION:** Meaning and Elements/components of human communication, Concept of Communication, Communication as a Social, Human and Universal process. Seven C's of Communication, Communication- Objectives, Scope and Functions, Effective communication and Barriers**SECTION B****PROCESS OF COMMUNICATION:** Transmission of ideas, Facts and Feelings from one person to another- elements of communication process (Sender, message, channel, receiver, encoding, decoding, acting and feedback).**SECTION C****FORMS OF COMMUNICATION:** Intra personal Communication, interpersonal communication, group communication, public communication, mass communication, verbal and non verbal communication. Body language, Proxemics, kinesics.

SECTION D

THEORIES OF COMMUNICATION: Hypodermic needle theory, two step flow theory, multi step flow theory, Uses and Gratification theory.

MODELS OF COMMUNICATION: SMR Model, SMCR, Shanon and Weaver Model, Lasswell Model, Dance Model, Gate keeping model. Aristotle Model

Glossary**Books Recommended:**

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
2. VirBala Aggarwal, Handbook of Journalism and Mass Communication, Concepts Publishing Company, 2001
3. Puneet Dhillon Mass Communication Abridged, Unistar Pvt. Ltd, 2014
4. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers, (2010)

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SEMESTER- 1

BA JOURNALISM AND MASS COMMUNICATION

103: REPORTING AND EDITING I

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

Section A

News: Definition, Elements, Principles, Sources, News Writing styles, Types of news, Principles of reporting, Functions and qualities of a good reporter

Section B

Headlines: Principles, types and techniques, Lead and its types

Beats: Crime, courts, health, civil administration, civic society, culture, politics, education.

Section C

Editing: Nature and need for editing. Principles of editing, Functions of the editor and sub editor, editorial desk, functions of editorial desk, copy editing, preparation of copy for press, style sheets, editing symbols, proof reading and their significance.

Section D

Byline, dateline, cutline, Print line, Press note, Feature, column, middle, ear panels, Press Conferences

Glossary

Books Recommended:

1. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers, 1979
2. Dalbir Singh, Pattarkari :HunnarTe Kala (Punjabi)
3. Asha Sharma, Samachar ParnaliTeSampadana (Punjabi).
4. V.S.Gupta, Handbook of Reporting and Communication Skills, Concept Publishing, 2003.
5. Parthasarthy Ranga Swamy, Basic Journalism, Macmillan India, 2016
6. Norm Goldstein, The Associated Press Style Book, 2005

KHALSA COLLEGE AMRITSAR

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BA JOURNALISM AND MASS COMMUNICATION

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: (2021-22)

SEMESTER- 1

BA JOURNALISM AND MASS COMMUNICATION**104: MEDIA AND POLITICS**

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Preamble to the Constitution of India, Making of modern India: India's freedom struggle and its impact, 42nd Amendment, Role of media in Indian politics

SECTION B

Indian Politics: Major national and regional parties in India and their changing trend, Impact of media on political system of India: Parliamentary and Legislative reporting, Rajya Sabha and Lok Sabha Television. Tools of communication for political parties, strength and weakness, propaganda and lobbying, paid news, communication of political parties and media.

SECTION C

Constitution and Governance: Union Territories, Citizenship, Fundamental rights, duties, directive principles of state policy. Union executive President, Vice President, Prime Minister, Council of Ministers, Cabinet., Legislature, Rajya Sabha, Lok Sabha, functions of parliament. Judiciary- Supreme Court, High Courts and District Courts.

SECTION D

Administrative Set up: Ministries of the government, union territories, local government, municipalities, Panchayats. Election Commission, Election manifestos Electoral reforms, reservation of seats. General elections. UPSC, CIC.

Glossary

Books Recommended:

1. S.P. Verma, Indian Judicial System, Kanishka Publishers, 2004
2. Brij kishore, Introduction to the Constitution of India, Phi Learning Pvt. Ltd, 2019
3. MP singh and Himanshu Roy, Indian Political System, Pearson pub.2018
4. T. B. Sathyamurthy, State and Nation in Context of Social Change, Oxford University Press 1997
5. M. Laxmikanth ,Indian Polity, McGraw Hill Education, 2016

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Session: (2021-22)

SEMESTER- 1

106: PRINT MEDIA LAB

Total Marks: 25

Practical Marks: 19

Internal: 06

- Discussions and analysis of newspapers and magazines.
- Preparing display boards on important news/events/topical issues.
- Camera lens and other accessories.
- Camera shots, angles and movements.
- Photo editing
- Photography for advertising
- Photo-feature
- Field assignment and evaluation
- Newspaper making with Pagemaker, Quark, Coral.

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Session: (2021-22)

(SEMESTER-II)

202: PRESS LAWS AND MEDIA ETHICS

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Brief History of Press laws in India, Article-19 (1) (a) and freedom of press. Press, Law, Society and Democracy. Constitutional safeguards to freedom of press.

SECTION B

Press commissions and their recommendations. PCI, Law of defamation, Contempt of court, Press council act

SECTION C

Official secrets act, Right to information, Copyright act, Working journalist act

SECTION D

Social responsibility of press, Ethics, self regulation and freedom of expression, Prasar Bharti Code of conduct, Cyber laws: cyber security

Books Recommended:

1. Dr. (Justice) Durga Das Basu, Law of the Press, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
3. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
4. Seema Hasan Mass Communication Principles and Concepts, , CBS Publishers and Distributers, 2010

5. Dr. Vartika Nanda, , Media Laws and Ethics, Kanishka Pub, New Delhi, 2018

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Session: (2021-22)

(SEMESTER-II)

203: HISTORY OF PRINT MEDIA

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Invention and Development of Paper and Printing,
History of Indian Journalism: Origin of Print Media in India,
Role of James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy and Mahatama Gandhi, Role of print media in Indian independence

SECTION B

Vernacular Press Act, History of Language Newspapers, Amrit Bazar Patrika, Bombay Samachar, Jansatta, Amar Ujala, Punjabi Kesari, Navbharat Times, Dainik Jagran, Dainik Bhaskar

SECTION C

History of Punjabi Journalism: Gadar, 'Shaheed' Ajit, Nawazamana, Jagbani, Punjabi Tribune.
Role and Contribution: Dyal Singh Majithia, Gurbaksh Singh Preetlari, Sadhu Singh Hamdard, Jagjit Singh Anand.

SECTION D

The Times of India, The Hindu, The Tribune, Indian Express, News agencies: PTI, UNI, AFP, Bhasha, Reuters, UNIVARTA.

Books Recommended:

1. R. Parthasarthy, Journalism in India, Sterling Publishers Pvt. Ltd, 1989
2. M. Chalapathi Rau, The Press in India by, Allied Publishers, 1968
3. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers, 1979
4. Punjabi Patarkari Nikas Vikas Te Samasiavan, Sandhu & Johal (ed.), Publication Bureau, Punjabi University, Patiala, 1999
5. Dr. Narinder Singh Kapoor, Punjabi Patkarita Da Vikas, Lokgeet Prakashan, 2012
6. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994

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(SEMESTER-II)

204: MASS COMMUNICATION CONCEPTS AND PROCESSES

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Mass Communication: Meaning and Definitions, Characteristics and Features, Scope and concept of mass communication; Mass culture, Mass communication and other forms of communication: interface between intra personal and Mass communication, new media as a tool of mass communication

SECTION B

Functions of mass communication: persuade, inform, educate, and entertain other functions and impact. Theories of mass communication: Authoritarian theory, libertarian theory, social responsibility theory, soviet communist workers theory.

SECTION C

Tools of mass communication: newspapers, magazines, radio, TV and Films, Social Media Advertising, Public Relations. Traditional and folk media

SECTION D

Internet: e-paper, online paper, blogs, micro blogs and other social networking sites.
Importance of body language, gestures, facial expressions, Kinesics

Books Recommended:

1. Dr. Baldev Raj Gupta, Mass Communication & Development
2. I.P. Tiwari, Communication Technology & Development
3. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
5. Jacques Hermabon & Kumar Shahani Cinema & Television
6. D S Mehta Mass Communication Journalism in India
7. Subir Ghosh, Mass Media Today
8. Narayana Menon, The Communication Revolution
9. Vir Bala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company., 2001

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Session: (2021-22)

(SEMESTER-II)

205: DESIGN AND GRAPHICS

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Elements of Design and Graphics, Visualization, Convergence.Divergence- Conceptualizations , Functions and significance.

SECTION B

Basic elements and principles of Graphics, Design Lay-Out and Production; Type Face families-kinds-Principles of Good Typography; Spacing- measurement-Point System,Type Composition-Manual-Mechanical-Lino-Mono-Ludlow-Photo

SECTION C

DTP, use of computer software, Use of multimedia, Printing methods-letterpress, cylinder, rotary, Gravure-Screen, Offset, Plate making, Types of papers

SECTION D

Basics of Adobe Premier Video Editing Principles, Applications related to Editing ; Android enable Apps ,Color Theory

Books Recommended:

1. Ved Parkash Gandhi, Mass Communication, Animation and multimedia, Kaniska Publishers, 2015
2. Shaughnessy Adrian, How to be a Graphic Designer, Laurence King Publishing, 2010
3. Ellen Lupton, Thinking with Type, Princeton Architectural Press, 2010
4. Robert Bringhurst, The Elements of Typographic Style, Hartley & Marks Publishers, 1992
5. Shaughnessy Adrian, Graphic Design: A User's Manual, Laurence King Publishing, 2009

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(SEMESTER-II)

206: COMMUNICATION LAB

Max. Marks: 25

Practical: 19

Internal: 6

1. Micro Communication Lab on Communication Dynamics
Simplicity and Complexity
 - Has the message been received
 - Use of emphasis
 - Formality
 - Humour
 - Emotion
 - Staying in control
2. Communication skills/Perception
 - Speaking
 - Listening
 - Writing
 - Reading
3. Verbal communication
 - Verbal language
 - Public speaking
4. Non-Verbal Communication
 - Body movement
 - Eye movement
 - Silence
 - Sign language
5. Each student will prepare and present six minutes presentation on the given topic.
 - Face the camera
 - Record and pre-listen/ pre-view
 - Pre-review
 - This exercise will be repeated three times

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(SEMESTER-II)

207: DESIGN AND GRAPHICS LAB

Max. Marks: 25

Practical: 19

Internal: 6

- Visualization
- Designing, layout and illustrations
- Graphic designing exercises.
- Composition.
- Designing of layout for various magazines/newspapers.
- Designing of cover pages
- Designing pamphlets, folders, flash cards, flip charts.
- Such other exercises as the faculty incharge may deem fit
- Evaluation of all such assignments
- Visit to printing press of various kinds.
- Video editing

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Session: 2021-2022
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301: PHOTO JOURNALISM

Time: 3 Hrs.

Total Marks: 75
Max. Marks: 56
Internal: 19
Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Types of Shots, Angles, Movements, Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field, Depth of Focus.

SECTION B

Types of Cameras – Pinhole, SLR, TLR, DSLR, Large Format, Polaroid. Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye.

SECTION C

Camera Components – Shutter Speed, Aperture, Focal Length, Photo Editing Techniques of Cropping, Editing, Composition

SECTION D

Ethical Aspects of Photo Journalism, Qualities of a Good Photo Journalist, Essentials of a press photography, Tips and tricks of Adobe Photoshop
Glossary

Books Recommended :

1. Herbert Zettl, Television Production Handbook, Michael Rosenberg Pub, Canada. 2012
2. Kenneth Koper, Photojournalism, Focal Press, Boston. 1996,
3. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributors, 2010
4. Martin Keene, Practical Photojournalism: A Professional Guide, Focal Press, Boston. 1993
5. Chris Gatcum dk, The beginner's Photography Guide, DK; Revised. 2016

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Scheme of Examination

Session: (2021-22)

(SEMESTER-III)

302: REPORTING AND EDITING II

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

News Bureau: Functions of news bureau, Reporting: Interpretative, investigative, Advocacy Journalism, Yellow Journalism, Herd Journalism and other types of journalism

SECTION B

Covering sports, science and technology, fashion/lifestyles, page 3 journalism, economics and commerce, book reviews, films reviews

SECTION C

TV programme reviews, theatre and cultural programmes reviews. and Op-ed Page: structure and purpose, Editorial and middle, special articles, Specialized Writing/Editing: Supplements, pullouts, features, interviews, news analysis

SECTION D

Columns and letters to editor. Understanding Style book, Columnist, Syndicate Writers Backgrounders, Rejoinders, Prestigious Awards in field of Journalism (National and international) Glossary.

Books recommended:

1. K.M.Shrivastava, News reporting and editing.. Sterling Publishers Pvt. Ltd.1987
2. D.S.Mehta, Mass Communication and Journalism in India. Allied Publishers Ltd., New Delhi.1996
3. V.S. Gupta,Handbook of Reporting and Communication skills. Concept publishing Company. 1989
4. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House,1994
5. VirBala Aggarwal),Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001

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Scheme of Examination

Session: (2021-22)

(SEMESTER-III)

303: BROADCASTING IN INDIA: POLICIES AND PRINCIPLES

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Radio as a Mass Medium: Strength and weaknesses, Characteristics and edge over other media, History of Broadcasting, Radio Broadcasting Systems- MW, SW, FM, AM Internet Radio, Satellite Radio, Community Radio

SECTION B

Importance of pronunciation and vocabulary, Studio, Microphones, Recording, Transmitter, Education turned Entertainment, Editing radio programme: Basics of Adobe Audition, Sound Forge

SECTION C

Radio's role in Nation building, Public broadcast and Commercialization, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast

SECTION D

Privatization and Autonomy, Prasar Bharti, Relevance of Radio and Media Policy.

Books recommended:

1. Kaushalendra Saran Singh, History of Broadcasting in India Policies and Principles, Kaniska Publication, New Delhi.
2. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
3. VirBala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, 2001
4. Puneet Dhillon, Mass Communication Abridged, Unistar Pvt. Ltd, 2014
5. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributors 2010

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Session: (2021-22)

(SEMESTER-III)

304: NEWS FEATURE WRITING

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Defining a feature: What is feature? Difference between Feature and News Report (Compare with examples). Writing the features: Gathering and organizing information; Structure: Title, body, Writing a feature from facts to narratives; Originality and Literary Quality, Developing focus Elements of Feature, Tools and Techniques of Writing.

SECTION B

Discuss Research: Looking for Ideas, Primary and Secondary Sources of Information, Use of Library, Newspapers, Magazines and Other Reference Material as resources, News Feature Syndicates.

SECTION C

Kinds of features: Middle, Interview, Utility, Human Interest Story, News Feature, Colour Stories, Reviews, Analysis. Sidebars: Fact box, Chronology, Backgrounder.

SECTION D

Kinds of Features: Personality Profiles, Professional Profiles, Seasonal Stories, Enterprise Stories, Saturation Feature Stories. Fly on the wall/Behind the Scenes, Testimony, Vox Pop/ Expert Views/ Opinion Poll, Brights.

Books recommended:

1. Craig M. Allen, 'News is People', Surjeet Publications.2005
2. K.M Shrivastava, 'News Reporting and Editing, Sterling Publishers Private Limited. 1987
3. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
4. VirBala Aggarwal, Handbook of Journalism and Mass Communication, Concepts Publishing Company, 2001

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Session: (2021-22)
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305: DEVELOPMENT COMMUNICATION

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Development- Concept and Process, Definition and Meaning, Concept of development: Historical background in India, Concept in Third World Context, Models of development: Eastern, Western and Gandhian Model, Priority areas in development in India, Process of development

SECTION B

Development and Communication-Concepts and Theories, Development: a bottom-up approach
Communication: a trickle-down approach DevelopmentCommunication, Four Approaches, Effects of Communication on development and Viceversa DevelopmentCommunication, Concept, significance of development communication, Roadblocks, future of development communication

SECTION C

Media and Development, Mass Media as tool for development; Media as partner in development and Problems with use of media for development, Creativity in media presentation of development issues, Role and performance record of each medium-Print, Radio and TV in Indian context.

SECTION D

Development Issues and Concepts –Sustainability, Poverty Reduction, Participation, Human Development, Social Relation (Inequality), Environmental Protection, Structural Adjustment, Institutional Development

Books recommended:

1. Bernard Berelson, National Programmes in Family Planning: Communication Development Administration, Basic Books, 1969.
2. Alam Chakels, A Manual of Development Journalism, Vikas Publication, 1970.
3. Prof. R. Sinha & Gavdi, Communication & Rural Change, Asian Mass Communication & Information Center, 1976
4. B. Kupu Swamy Communication & Social Development in India, Sterling Publishers 1976
5. Uma Narula, Development Communication, Har Anand Publications Pvt. Ltd, 1999
6. DR. Mita Rajpura, Development communication, Cyber Tech Publications, 2017

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Session: (2021-22)**(SEMESTER-III)****306: REPORTING AND EDITING LAB****Total Marks: 25****Max.Marks: 19****Internal: 6**

- Exercises in bureau beats-political, diplomatic
- Visit to Parliament, State Legislature and coverage of their proceedings
- Assignments of covering sports events, business reporting
- Writing book reviews, film reviews, TV programmes, theatre performances
- Re-writing the copies of stringers, editing political and foreign copy.
- Basics of Page maker
- Writing/editing features, interviews, news analysis, backgrounders, articles, editorials and columns.
- Reporting for different beats
- Voxpop,
- Reporting for different media

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Session: (2021-22)**(SEMESTER–III)****307: PHOTOGRAPHY LAB****Max. Marks: 25****Practical:: 19****Internal: 6**

- Types of Shots
- Use of Lights, Role of Thirds, Depth of Field.
- Use of Lens : Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Camera Components – Shutter Speed, Aperture, Focal Length.
- Tips and tricks of Adobe Photoshop
- Visit for outdoor photography assignments
- Composition for photography
- Different genres of Photography

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Session: (2021-22)

(SEMESTER–III)

308: FEATURE WRITING LAB

Max. Marks: 25

Practical: 19

Internal: 6

- Types of Features (Overview): Discuss various feature stories published in Newspapers.
- Writing Features/Articles: Developing Features in the Classroom. Converting an Idea into a topic and writing a complete feature based on the topic.
- Exploring Primary and Secondary Sources of Information, use of library and other reference materials
- Collecting Feature Clippings, Magazines, Gathering and Organizing
- Developing focus themes and news pegs.

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Session: (2021-22)

(SEMESTER-IV)

401: MEDIA: BUSINESS COMMUNICATION

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Barriers to effective communication Communication Models

SECTION B

Classification of Communication- Formal and Informal, Personal, Inter-personal, Group and Mass Vertical and Horizontal, Upward and Downward, One-way and Two-way, Verbal and Non-verbal

SECTION C

Business Correspondence in Media Organization, Principles of Letter Writing, Types of Business Letters – Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry appeals, Resume Writing, Report Writing

SECTION D

Understanding - Proxemics, Kinesics, Cross Cultural Communication, Importance of Dressing, Manners and Etiquettes in Business Communication. Importance of Communication in: Negotiation, Conflict Management

Books recommended:

1. Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
2. VirBala Aggarwal, Handbook Of Journalism and Mass Communication, Concepts Publishing Company, (2001)
3. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010
4. Denis McQuail's ' Mass Communication Theory', Sage Publication, 2010.
5. C.S Rayudu 'Communication', Himalaya Publishing House, 2016.

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Session: (2021-22)

(SEMESTER-IV)

402: PROGRAMME FORMATS: RADIO AND TV

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Writing for Radio: Writing for the ear, Spoken word, Radio Talk, News, Slogans, Interview and Discussion, Feature and Documentary, Drama and Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show

SECTION B

Concept of Good Presentation: Link Announcement Radio Commercial- Types, Copy Writing. and Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture,

SECTION C

Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station. Programme objectivity, Information,

SECTION D

Entertainment and Television: Understanding the medium and scope, writing for visuals, Piece to Camera, point, Intimacy with listener, knowing the target, Channel Identity, Special audience. Presentation, Reporting, Interview, Reportage, Live Shows, Anchoring a Show, Programme Production, Packaging for a channel, Packaging Stories

Books recommended:

1. Herbert Zettle, 'Television Productions Handbook+ Workbook', Wadsworth Cenage Learning. 2002
2. Dr. Nagendra, 'History of Radio and Programme Production, KanishaPunlishers, 2016
3. Vartika Nanda ' Radio Journalism in India', Kanishka Publishers and Distributers. 2017
4. K.M Shrivastva , 'Radio and TV Journalism' Sterling Publishers Private Limited. 19893.
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , (2010)
6. Sue Teddern, Writing for TV and Radio: A Writers' and Artists' Companion (Writers' and Artists' Companions), Bloomsbury Academic (November 19, 2015)

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM AND MASS COMMUNICATION

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: (2021-22)

(SEMESTER-IV)

403: VIDEO PRODUCTION: IDEA TO SCREEN

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Camera:

- (a) Video camera, Types of video camera
- (b) Different types of shots, camera movements, Tilt, Track, Crane movements etc
- (c) Lenses: Different types of lenses and their application

SECTION B

Lighting: Lights and lighting, Basics of lighting, Techniques of lighting, Different types of lights used in videography, Types of filters and reflectors and their uses

SECTION C

Production steps ; Pre-production, Production, Post-production, Idea, Script, Location scouting, Story boards, Shooting script, Budget, Production management, Shooting, Selection of the Programme Topic: Developing programme briefs (Objectives, Contents Duration etc), Researching the topic, Programme Resources, Style and format, structuring

SECTION D

Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Types of editing, Cut to cut, A/B roll, Assembly and insert editing. Editing, VFX, Dubbing and Sound Effects Preview and Analysis of programme.

Books recommended:

1. Herbert Zettl, Television Production Handbook and Workbook, Michael Rosenberg Pub.Canada, 2012
2. Dr. Dilip Kumar, Shalini Guliani, Basics of Television Production, Kanishka Publishers, 2018
3. Mridula Menon, Indian Television and Video Programmes, Kanishka Publishers, 2008,
4. Fred Shook, John Larson and John Detarsio, Television Field Production and Reporting, Routledge publishers, 2018
5. Nirmal Kumar Chawdhary, How to Write Film Screenplays, Kanishka Publishers, 2009,
6. Vasuki Balavadi, Video Production, Oxford Higher Education, 2013
7. Ralph Donald and Thomas Span, Fundamental of Television Production, surjeet Publications, 2004

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Scheme of Examination

Session: (2021-22)

(SEMESTER-IV)

404: FOLK MEDIA

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Introduction to folk channels of communication (Historic Perspective in India), Categorization of folk forms in India, Advantages of folk media, Advantages of Folk over other media, Relevance of folk and traditional media in the contemporary world

SECTION B

Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, Flexibility of folk media,

SECTION C

Folk media vis a vis the mainstream cinema (areas of conflict and Telling Forms compromise), Integrated use of Folk and Mass Media, Folk media in the context of urbanization

SECTION D

Punjabi Folk: Bhangra, Gidha and Vaar, Units of Ministry of I and B : Song and Drama Division, DAVP, DFP, PIB, FTII, NFAI

Books Recommended:

1. Dr. Raghavendra Mishra,,Traditional Folk Media In India Practice & Relevance, Bharati Prakashan, Varanasi. 2016
2. Shyam Parmar, Traditional Folk Media in India, Routledge Pub. , 1994
- 3.Kewal J. Kumar, Mass Communication in India, Jaico Publishing House, 1994
4. Nitin Singhania, Indian Art and Culture, McGraw Hill Education, 2017
- 5.Facets of Indian Culture, Spectrum Books Pvt. Ltd. 2016

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Session: (2021-22)

(SEMESTER-IV)

405: ADVERTISING: CONCEPTS AND PRINCIPLES

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 08 marks. Total weightage of this Section is 16 marks.

SECTION A

Introduction to Advertising: Definition, Origin and development, Growth of advertising in India, Scope (Effects on Economy/Industry), Facets of advertising (As an act of commerce, as hidden persuader)

SECTION B

Purpose of Advertising, Need for advertising, Functions of advertising, Benefits of advertising: To Seller, Buyer and Media

SECTION C

Types of Advertising- Commercial and Non-commercial, Product and Consumer, Classified and Display, Retail and Wholesale, Regional, National and Co-operative, G Advertising, Comparative advertising. Advertising Agency DAVP, ASCI

SECTION D

Advertising as a Communication Tool- Communication Process and Advertising, Communication Principles, Theories applied to advertising. Role and Effects of Advertising- Negative and Positive

Effects, Advertising and Society, Advertising and Development, Role of Advertising in National Economy , Social/Public Advertising

Books Recommended:

1. Kewal J. Kumar ‘ Mass Communication in India’, Jaico Publishing House, 1994.
2. K.C. Sethia, S.A, Chunawalla ‘Foundations of Advertising through Practice’, Himalaya Publishing House, 1985.
3. John S. Wright, Willis L. Winter Jr. , Sherilyn K. Zeigler ‘ Advertising’, TATA McGraw- Hill Publishing Company Limited, New Delhi, 1984.
4. James S. Norris , ‘ Advertising’ Prentice Hall of India Private Limited, 1987.
5. B.N Ahuja, S.S Chabra, ‘ Advertising’ Surjeet Publications, 1995.

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Session: (2021-22)
(SEMESTER-IV)

406: RADIO AND TV PRODUCTION LAB

Max. Marks: 25
Practical: 19
Internal: 6

Practical exercises involving:

Radio:

- Writing for different formats of Radio
- Radio recording of different formats: RJ, Interview, Radio Talk, Drama
- Practical exercises involving: Television:
- Story treatment
- Scripts
- Storyboards
- Budgets
- Floor plan, sets, make-up, costume, jewellery, lights, audio, graphic rehearsals
- Shooting schedules
- Post-Production editing

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(SEMESTER-IV)

407: OPERATION AND HANDLING OF VIDEO EQUIPMENTS LAB

Max. Marks: 25

Practical: 19

Internal: 6

Practical exercises involving:

Camera:

- Focuses on Cameras and Recorders controls
- Shooting techniques
- Basic theory of Video recording

Lights:

- Providing theory, rules and principles of quality lighting
- Shows the creative use of back-lighting
- Proper placement of lights and lighting equipment for principle subjects and sets; both on location and in the studio.

Sound:

- Demonstration of various pieces of audio recording equipment
- Creative use of sound effects and music tracks

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Session: (2021-22)
(SEMESTER-IV)

408: ADVERTISING LAB

Max. Marks: 25
Practical: 19
Internal: 6

Practical exercises involving:

- Advertising Campaigns, Themes and Promotions
- Newspaper Ad: Content / Copy, Picture and design
- Television Ad: Writing Script, Shooting and Editing
- YouTube Advertisement transcript and review
- Advertisement Review (Economic Times)
- Controversial Ads no more broadcasted
- Tag Lines
- Case Studies of Ad Agencies.
- Covert Advertisement and their examples
- Seminar and Workshops on Advertising Agencies and their respective personalities.
- Understanding different types of Advertising:
 - (a) Commercial and Non-commercial
 - (b) Product and Consumer
 - (c) Classified and Display
 - (d) Retail and Wholesale
 - (e) Regional, National and Co-operative
 - (f) Govt. Advertising
 - (g) Comparative advertising

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BA JOURNALISM AND MASS COMMUNICATION
(Three Year Degree Course) (Semester System)
Scheme of Examination
Session: (2021-22)
(SEMESTER-V)

501: EVENT MANAGEMENT: PRINCIPLES AND METHODS

Time: 3 Hrs.

Total Marks: 75
Max. Marks: 56
Internal: 19
Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

SECTION A

Definition and scope of event management, Understanding various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc. Importance of budget and buffer, Concept of clean zone

SECTION B

Role and importance of exhibitions, Objectives of the exhibition, Advantage of exhibition over other devices, Importance of direct contact

SECTION C

Choosing the right exhibition-Where to participate, why exhibitions sell? Concept of neutral territory, PR for an exhibition, Role of the Press in promotion of an event

SECTION D

Publicity inputs or visible aids for promoting an event Print and Display material, Stand Design, Trade Fair: benefits and risks.

Books Recommended:

1. Stephen P. Robbins and Mary Coulter, Management, Prentice Hall of India, 2007
2. ArunBhattacharyajee, The Indian Press – Profession to Industry, Vikas Pub 1972.
3. Wagen, Event Management, Pearson Education2005.
4. JaishriJethwaney, N.N. Sarkar, Public Relations Management, Sterling Pub 2015.
5. Iqbal Sachdeva, Public Relations: Principles and Practices, Oxford University Press 2019.

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(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: (2021-22)

(SEMESTER-V)

502: CURRENT AFFAIRS: CONTEMPORARY ISSUES IN MEDIA-I

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

SECTION A

Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

SECTION B

Business sports and security: Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security

SECTION C

Current issues in health, Women and Child Rights, Human Rights and Education System

SECTION D

International organization: SAARC, ASEAN, G-7, G-20, WTO, WHO, UNESCO, NWICO, UNO, ITU, UNICEF, EU

National organizations: CIC, NSG, FICCI, CII, RBI, CVC, NITI Aayog

NOTE: Issues pertaining to last six months only

Books / Magazine Recommended:

1. Competitor Success Review
2. Manorama Year Book
3. Frontline
4. India Today
5. The Week

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM AND MASS COMMUNICATION**

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Session: (2021-22)**(SEMESTER-V)****503: RESEARCH METHODOLOGY FOR MEDIA****Time: 3 Hrs.****Total Marks: 75****Max. Marks: 56****Internal: 19****Mediums: Punjabi/Hindi/English****Instructions for the paper Setters****Note:** The paper will consist of three Sections as follows.**Section A:** This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.**Section B:** This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.**Section C:** This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.**SECTION A**

Research: Definitions, Methods, Selection and Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing and Analysis of data, Statistical Analysis, Findings, Report Writing. Types of variables, Elements of research

SECTION B

Survey: Meaning, Concept, Utility, Planning, Organizing and Conducting survey, Public, Opinion Survey, Readership Survey. Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

SECTION C

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

SECTION D

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

Books Recommended:

1. Seema Hasan, Mass Communication Principles and Concepts, CBS Publishers and Distributers , 2010
2. Kewal J. Kumar 'Mass Communication in India', Jaico Publishing House, 1994.
3. Research Methodology–Methods and Techniques: C.R. Kothari. 1985
4. Wimmer & Dominick, 1987 Mass Media Research: An Introduction. London: Thomson/Wadsworth Publishers.
5. Dr. Priti R. Majhi, Dr. Prafull K. Khatua 'Research Methodology' , Himalaya Publishing House, 2016.

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BA JOURNALISM AND MASS COMMUNICATION

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: (2021-22)

(SEMESTER-V)

504: CYBER JOURNALISM

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

SECTION A

Cyber Journalism: What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages and Disadvantages of Cyber Journalism.

SECTION B

Writing for Web Media: Basic rules, Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

SECTION D

Presentation and Layout of Web Newspapers and Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism

SECTION D

Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting and Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance, E-Paper, Online Newspaper, M-paper, Blogs, Vlog, Podcast, WebTV, Citizen Journalism, Cyber Crime

Books Recommended:

1. Tapas Ray, Online Journalism: A Basic Text, Cambridge University Press India Private Limited,2006
2. Dan Gillmor ,We the Media: Grassroots Journalism By the People, For the People, O'Reilly Media, 2008
3. Online Journalism: Reporting, Writing, and Editing for New Media, Richard Craig, Thomson/Wadsworth, 2005
4. Journalism Next: A Practical Guide to Digital Reporting and Publishing Paperback ,CQ Press,2012
5. Deepak Bharihoke, Fundamentals of Information Technology, Excel Book,2002

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Scheme of Examination

Session: (2021-22)

(SEMESTER-V)

505: PUBLIC RELATIONS

Time: 3 Hrs.

Total Marks: 75

Max. Marks: 56

Internal: 19

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 10 marks.

Section B: This Section will have 8 short answer type questions out of which 6 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 30 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

SECTION A

Role of Public Relations in Corporate Image Building, Functions of Public Relations, PR as distinguished from Marketing, Sales Promotion and Advertising, PR Techniques, Functions of PR Department and Manager-Advantages and Disadvantages

SECTION B

Relationship and Duties of the PR Practitioner-Value of IPR Code and the International Codes of Conduct, PR consultancy-Its advantages and disadvantages, PR programme planning, Evaluating results of PR work, Press Relation and its principles, The News Release-Seven point formula and its importance, Writing techniques, Press Event and Organising them

SECTION C

Internal PR-Media and Techniques, External PR-Media and Techniques, Employee Relations Exhibition PR and its Planning, Uses and kinds of Exhibition

SECTION D

PR in Priviting and Public sector, PR Models , CrisesManagement, Role of Photography In PR, Importance of Marketing Research for the PR Practitioner

Books Recommended:

1. C.S Rayudu, K.R Bala 'Principles of Public Relations' Himalaya Publishing House, 1987
2. Ved Prakash Gandhi ' Handbook of Advertising and Public Relations' Kanisha Publishers & distributors, 2018.
3. JaishriJethwaney, N.N Sarkar 'Public Relations Management' Sterling Publishers Privat Limited , 2009.
4. H. Frazier Moore, Ph.D, Frank B. Kalupa, Ph.D ' Public Relations Principles, Cases, and Problems, Surjeet Publications. 1987
5. Seema Hasan, Mass Communication Principles and Concepts, , CBS Publishers and Distributers , 2010

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506: EVENT MANAGEMENT LAB

Max. Marks: 25

Practical: 19

Internal: 06

- Designing and Development of print and display material for an exhibition along with publicity and promotional material for the event.
- Organizing different events at department level along with publicity and promotion.

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Scheme of Examination

Session: (2021-22)**(SEMESTER-V)****507: CYBER LAB****Max. Marks: 25****Practical: 19****Internal: 06**

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs, Vlog, Podcast, WebTV and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

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Session: (2021-22)**(SEMESTER-V)****508: PILOT STUDY****Max. Marks: 25****Practical: 19****Internal: 06**

Each Student must conduct a pilot study on any aspect of media and submit the research report at the end of the semester.

The study can be conducted in any of the following areas for example:

- Media: Advantages and Disadvantages
- Popular newspaper
- Popular TV channel
- Favourite Radio Programme
- Favourite Ad
- Social Media: Advantages and Disadvantages

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM AND MASS COMMUNICATION***(Three Year Degree Course) (Semester System)*

Scheme of Examination

Session: (2021-22)**(SEMESTER-VI)****601: TRAINING 3 MONTHS****Max.Marks:200**

The students have to work as a trainee in a reputed media house for a period of three months. They must submit a full report of training with supporting documents in the form of bylines, photographs or credits. Student must follow the format given by the Department including the following:

- Training certificate issued on company letterhead with authorized signatures and stamp.
- Profile of media house or company
- Activities performed during the period of training with supporting documents or proofs.

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Session: (2021-22)

(SEMESTER-VI)

602: CURRENT AFFAIRS

Time: 3 Hrs.

Total Marks: 100

Max. Marks: 75

Internal: 25

Mediums: Punjabi/Hindi/English

Instructions for the paper Setters

Note: The paper will consist of three Sections as follows.

Section A: This Section will have 10 questions. All are compulsory and carry 2marks each. Total weightage of this Section is 20 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to be attempted in not more than 250 words. Each question carries 5 marks. Total weightage of this Section is 40 marks.

Section C: This Section comprises of 4 long essay type questions out of which 2 are to be attempted in not more than 800 words. Each question carries 10 marks. Total weightage of this Section is 20 marks.

Events and happening of last six months with special reference to:

Political and Social Issue: Major current issues of parliament (Budget), Major issues of different political parties (Agenda), Major current issues in media, Study of current debates on social issues

Health and Education: Current issues in health, Current issues of women and child right, Issue related to human rights, Current issues in education system.

Business sports and security: Current issues of business, Current issues of entertainment and sports, Current issues of internal and external security

Critical studies: Media as an educator, Media and violence, Feminist media perspective, Media and marginalized group

Suggested Books / Magazine

1. Competitor Success Review
2. Manorama Year Book
3. Frontline
4. India Today

5. The Week

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(SEMESTER-VI)

603: FILM PROJECT

Max.Marks:75

Each student will prepare a 5-6 minutes film on contemporary issues including political, social and cultural. The student must submit the copy of script and the budget along with the movie.

The student will appear for Viva and will be evaluated on the basis of:

- Theme and treatment
- Cinematography
- Editing and use of special effects

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(SEMESTER–VI)

604: RESEARCH PROJECT

Max.Marks:75

Each student will submit full report of the data collected in Pilot Study lab in Semester V in the form of a short dissertation. The report will include following:

- Title
- Intro
- Objectives
- Hypothesis
- Review of Literature
- Research Methodology
- Sampling
- Data Collection
- Data Analysis and Interpretation
- Findings
- Discussion
- References