

FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS FOR THE BATCH FROM THE YEAR 2024 TO YEAR 2028

Programme Code: MAJMC

**Programme Name: Masters in Journalism & Mass Communication
(Semester I-IV)**

Examinations: 2024-2026



Department of Journalism & Mass Communication

Khalsa College, Amritsar

(An autonomous college)

COURSE SCHEME**SEMESTER – I**

Course Code	Course Name	Credits			Total Credits	Max Marks				Page No.
		L	T	P		Th	P	IA	Total	
Major Courses										
MAJMC 1101	Introduction to Communication	4	0	0	4	75	0	25	100	4-5
MAJMC 1102	History of Print Media in India	4	0	0	4	75	0	25	100	6-7
MAJMC 1103	Reporting and Editing	4	0	0	4	75	0	25	100	8-9
MAJMC 1104	Media Laws and Ethics	4	0	0	4	75	0	25	100	10-11
MAJMC 1105	Advertising	4	0	0	4	75	0	25	100	12
MAJMC 1106	Advertising Practical	0	0	4	2	0	19	6	25	13

SEMESTER – II

Course Code	Course Name	Credits			Total Credits	Max Marks				Page No.
		L	T	P		Th	P	IA	Total	
Major Courses										
MAJMC1207	Development Communication	4	0	0	4	75	0	25	100	14-15
MAJMC1208	Media Management	4	0	0	4	75	0	25	100	16-17
MAJMC1209	Current Affairs	4	0	0	4	75	0	25	100	18
MAJMC1210	Communication Research I	4	0	0	4	75	0	25	100	19-20
MAJMC1211	Radio and Television Programming	4	0	0	4	75	0	25	100	21-22
MAJMC1212	Radio and Television Programming lab	0	0	4	2	0	19	6	25	23

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- I
COURSE CODE: MAJMC1101 INTRODUCTION TO
COMMUNICATION**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Understanding the process of communication, including different forms, levels and barriers.
2. Understanding Media Systems and Communication Theories.
3. Models of Mass Communication.
4. Mass Communication-Nature, process, concept, origin characteristics.
5. Understanding the 7 C' of communication.

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 Distributors

(2010)

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

Outcomes

1. Students will understand various media system theories
2. It will help students to understand concepts of communication in detail
3. It will make students to understand communication models in depth
4. Students will understand barriers in communication.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- I
COURSE CODE: MAJMC1102
HISTORY OF PRINT MEDIA IN INDIA**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Describing invention and development of paper and printing, history of Indian journalism.
2. Understanding of history of language newspapers
3. Role of print media in Indian independence.
4. Understanding of History of Punjabi journalism
5. Basic understanding of Times of India, the Hindu, the Tribune and Indian express.

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. 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 , Joseph Pulitzer, Rudyard Kipling, Robert K.Night, Kalinath Ray, DyalS. Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, RamnathGoenka, R.KLaxman

SECTION D

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

Books Recommended

1. VirBalaAggarwal, 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 PatarkariNikasVikasTeSamasiavan. Publication Bureau, Punjabi University, Patiala,1999

Outcomes

1. Students will understand history of print media
2. Students will understand birth of Indian language press.
3. Students will understand historical development of important newspaper and magazines
4. Students will understand importance of various newspapers in detail.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- I
COURSE CODE: MAJMC1103
REPORTING AND EDITING**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Defining Column, its importance and different types, columnists and their qualities
2. Analyzing the importance of letters to the editor, proof reading, symbols of proof reading and duties and responsibilities of proof readers
3. Understanding the services of the news agencies and their importance, styles of agency reporting and how it differs from reporting in other media, the role of different international news agencies.
4. Understanding photo journalism and its importance, the role of a news photographer, news photo editing, caption writing, photo printing process and dark room processing

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. VirBalaAggarwal), Handbook Of Journalism and Mass Communication, Concepts Publishing Company,(2001)

Outcomes

1. Students will understand concepts of news in detail
2. Students will understand features and types of feature in detail
3. Students will understand layout and makeup for newspaper in detail

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- I
COURSE CODE: MAJMC1104
MEDIA LAWS AND ETHICS**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. To make students familiar with the history of Indian press laws
2. To make them understand the law of defamation and Cyber Laws
3. To make them understand the difference between right to information and official secrets act
4. Students will be able to know about social responsibility and ethics of press And WTO agreement Act.
5. To make them understand about copyright Act and Official Secret Act.

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, colored 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. Paranjoy GuhaThakurta,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. VenkatIyer,Mass Media Laws And Regulations In India,Bahri Sons,2000
5. S. Kundra,Media Laws and Indian Constitution,Anmol Publications, 2005

Outcomes

1. Students will understand various press laws in India.
2. Students will understand ethics of media and various problems associated with it.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- I
COURSE CODE: MAJMC1105
ADVERTISING**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 objective type 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.

Objectives

1. Student will be able to identify and define the advertising concepts and will review the advertising media.
2. Student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.
3. Student will be able to categorize different types of advertisements.
4. Students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.
5. Students will be able to know about negative and positive effects of advertising.

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 AAAI, 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

Outcomes

1. Understanding consumer behavior and it's various factors .
2. Students will understand apex bodies in advertising.
3. Students will understand advertising and its concepts.
4. Students will understand ad agency management in detail.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- I
COURSE CODE: MAJMC1106
ADVERTISING PRACTICAL**

Credits: 2

**L-T-P
0-0-4**

Max. Marks: 25

Practical: 19

Internal: 6

Objectives

1. To make students prepare to write good content for TV advertisement.
2. To make them able to write spectacular content for radio advertisement.
3. Students will be able to write tag lines for both television and radio advertisement.
4. Students will be able to do advertising campaign, themes and promotion.
5. Students will be able to write good content for newspaper advertisement.

- 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.

Outcomes

1. Understanding consumer behavior and it's various factors.
2. Students will understand apex bodies in advertising.
3. Students will understand advertising and its concepts.
4. Students will understand ad agency management in detail.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- II
COURSE CODE: MAJMC1207
DEVELOPMENT COMMUNICATION**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Understanding different approaches to development, its problems and issues
2. Knowledge about characteristics of developing societies and finding gaps between developed and developing societies
3. Understanding the role of developmental and rural extension agencies in development
4. Understanding of agricultural communication and rural development.
5. Knowledge about development support communication and various developmental goals.

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. AlamChalkels, A Manual of Development Journalism, Vikas Publication, 1970.
3. Prof. R. Sinha & Gavdi, Communication & Rural Change, Asian Mass Communication & Information Center, 1976.
4. B. KupuSwamy, Communication & Social Development in India, Sterling Publishers, 1976
5. Uma Narula, Development Communication, HarAnand Publications Pvt. Ltd. New Delhi, 1999.

Outcome

1. Students will know about the different communication approaches which leads to communication development at various levels in the society.
2. Students will be able to understand gap between the developed and developing societies by understanding their social economic and political developments.
3. Students will learn about the different types of development communication which will be leading to the development of rural area people in terms of Communication and their development In the society.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- II
COURSE CODE: MAJMC1208
MEDIA MANAGEMENT**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Understanding the concepts of media management and its principles.
2. Various ownership patterns, organizational structure of media houses
3. Conceptual knowledge about advertising and public relations
4. Identify various marketing strategies and understanding of employee-employer relationship.
5. Human resource development, various problems of media organizations.

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 pattern 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, SamacharPatarParbandh (Punjabi), Punjabi Uni. Patiala, 1991
4. Herbert Lee Williams, Newspaper Organisation and Management, SurjeetPub., New Delhi, 1978

Outcomes

1. Students will know about the various media activities which are used in managing media with its principles.
2. Through this students will know about different patterns and structures of media agencies. This subject also deals with the problems faced by the media organizations.
3. Students will know about the actual meaning of advertising and public relations and what are the marketing strategies used to achieve the results.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- II
COURSE CODE: MAJMC1209
CURRENT AFFAIRS**

Credits: 4

Time: 3 Hrs.

L-T-P

04-0-0

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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 marks.

Section B: This Section will have 10 short answer type questions out of which 8 are to attempted in notmore 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 types 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.

Objectives

1. Students will be able to know about the happenings of world.
2. Students will be able to uplift their general knowledge.
3. It will improve the reading habit of students.
4. Students will be able to understand contemporary political issues.
5. Students will be able to become knowledgeable journalist in future

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

Outcome

1. This course will help students to stay in touch with what's happening in the world .
2. Students will develop newspaper reading habits .
3. It will generate awareness among them .
4. This course will help to stay connected to the happenings of the world

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- II
COURSE CODE: MAJMC1210
COMMUNICATION RESEARCH-I**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
2. Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication. I.e., students will be able to explain major theoretical frameworks, constructs, and concepts for the study of communication and language, summarize the work of central thinkers associated with particular approaches, and begin to evaluate the strengths and weaknesses of their approaches.
3. Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
4. Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.

SECTION A

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

Concept and scope of communication research, need and importance in the Indian context

Areas of research in communication: source analysis, message analysis audience analysis, media analysis and effect analysis

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 and reliability.

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, SurenderYadava, 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

Outcome

1. Through this students will able to understand the different types of human communication from one person communication to a wide group of communication.
2. Students will understand various research methods which are related to the human communication which explains us about the evaluation of human communication.
3. Various approaches were also discussed in this subject related to the study of communication and students will able to find , use and evaluate writing methods related to communication.

No Change

**MA JOURNALISM AND MASS COMMUNICATION
SEMESTER- II
COURSE CODE: MAJMC1211
RADIO AND TELEVISION PROGRAMMING**

**Credits: 4
Time: 3 Hrs.**

**L-T-P
04-0-0**

**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 15 objective type questions. All are compulsory and carry 1 mark each. Total weightage of this Section is 15 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.

Objectives

1. History of Radio and Television.
2. Understanding use and mixing of sound, audio, effects, music.
3. Understanding Kinds of cameras, camera mountings, angles, movements.
4. Learning the importance of Lighting, Art direction, Costumes, Make up.
5. Understanding elements of radio writing, interviews, news-writing, commercial/jingles.

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, Musicscheduling

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 Program 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, 200
2. Dr. Nagendra, 'History of Radio and Programme Production, Kanisha Publishers. 201
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

Outcome

1. Students will know about the invention of radio and television with their proper history detail .
2. The different types of cameras , movements , angels were also explained in this subject which will help the students in understanding the use of camera , camera movements with proper angels which will result in good video and photo production. This also includes the knowledge about the need of lighting and various other elements of television programming.
3. Students will learn about the radio elements which involve radio interviews, radio writings, etc.

No Change

**MA JOURNALISM AND MASS
COMMUNICATION SEMESTER- II
COURSE CODE: MAJMC1212
RADIO AND TELEVISION PROGRAMMING LAB**

Credits: 02

L-T-P

0-0-4

Max. Marks: 25

Practical: 19

Internal: 6

Objectives

1. Students will be able to illustrate the basics of TV genres and essentials of TV journalism.
2. Students will submit the radio and television project at the time of end term examination which will be beneficial for their career growth.

- 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.

Outcomes

1. Students will learn about Types of Jack, Microphones, Sound and Audio Recorders.
2. This course will provide knowledge to students regarding good Presentation.
3. They learn that how to write for Radio and TV, Storyboards, types of Scripts, Screenplay.