

MA JOURNALISM & MASS COMMUNICATION

Session 2019-2020

(Two Year Degree)

SYLLABUS

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

MA JOURNALISM & MASS COMMUNICATION

(Two Year Degree Course) (Semester System)

Scheme of Examination

MAJMC Sem 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 & Editing	56	19	75
4.	Media Laws & Ethics	56	19	75
5.	Advertising	56	19	75
6.	Advertising Practical	19	06	25

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Scheme of Examination

MAJMC Sem 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 & Television Programming	56	19	75
6.	Radio & Television Programming lab	19	06	25

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Scheme of Examination

MAJMC Sem 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 & 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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Scheme of Examination

MAJMC Sem 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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Scheme of Examination

SEMESTER- I (2019-20)

PAPER-I: INTRODUCTION TO COMMUNICATION

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

- Introduction to Communication: Concept, nature, process and development of human communication 7 C' of communication, functions of communication, Barriers to communication, verbal and nonverbal communication, intra- personal, inter - personal, small group, public and mass communication, public speaking.
- Communication Models: Scope, functions and limitations of communication models Aristotle, SMCR, Shannon and weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Newcomb, Defleur, Convergent and Gate- keeping.
- Communication Theories: Hypodermic Needle or Bullet, Two-step, multi-step flow, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance.
- Media system theories: Authoritarian, Libertarian, Social-responsibility, democratic participant
- Mass media: public opinion and democracy.
- Spiral of silence
- Attribution Theory
- Glossary

PAPER-II: HISTORY OF PRINT MEDIA IN INDIA

Time: 3 Hrs.

Max. Marks: 56
Internal: 19

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.

- 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, Benjamin, Rudyard Kipling, Robert K Night
- Newspapers and magazines in the nineteenth century- First War of Indian Independence and the issues of freedom, both political freedom and press freedom.
- Birth of Indian language press - Contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.
- The Indian press and freedom movement - Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; Important personalities of journalism.(James Silk Buckhimgham, Kalinath Ray, Dyal S.Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan
- Important Newspapers:-
 - Times of India
 - Amrit Bazar Patrika
 - Hindustan Times
 - The Hindu
 - The Tribune
 - Statesman

PAPER-III: REPORTING & EDITING**Time: 3 Hrs.****Max. Marks: 56**
Internal: 19

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.

News: definitions, elements and concept

-Sources of news; news gathering techniques

-Feature–Types

-Editorial & its types

-Type of interview, columns

-News writing styles, types of news

-Investigative, interpretative and in depth reporting

-Headline types

-makeup for newspaper & magazines, layout, graphics

-Layout of principles of photo editing.

-Intros their importance, and types

-Scoops and exclusive

-Reporting: science, sports, economic, agriculture, life style, elections, parliamentary proceedings, defence, war, conflict, personality profile.

-Editing: purpose & importance, symbols

Basics of Page Making

Glossary

PAPER-IV: MEDIA LAWS AND ETHICS**Time: 3 Hrs.****Max. Marks: 56****Internal: 19**

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 80 marks. Total weightage of this section is 16 marks.

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

Specialised press laws: History of press laws in India -Contempt of Courts Act 1971- civil and criminal law of defamation - relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act 1923, vis- avis right to information- Press and registration of Books Act 1867. Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955; - Cinematograph Act, 1953; Prasar Bharti Act; WTO agreement and intellectual property right legislations, WTO agreement Act - information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation

Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media- role of press and / or media councils and Press Council of India and its broad guidelines for the press - codes suggested for the press by Press council and other National and International organizations. Accountability and independence of Media

Glossary

PAPER-V: ADVERTISING**Time: 3 Hrs.****Max. Marks: 56****Internal: 19**

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.

- Evolution and growth of advertising - definitions of advertising - relevance of advertising in the marketing mix - classification of advertising - various media for advertising - national and global advertising scene – socio - economic effects of advertising, types of advertisements.
- Ad agency management, various specialist departments in ad agency: (account planning, accounts, Servicing, creative, Contents of Advertisement, media planning, HRD, etc.) defining consumer behaviour and its various factors
- Integrated marketing communication
- Social marketing
- Apex bodies in advertising AAAI, ASCI etc. ASCI and its code of conduct, Advertising on Internet
- Govt Ad agencies-DAVP

ADVERTISING PRACTICAL**Practical:****Marks: 25**
Practical (19)
Internal (6)

- Advertisement designing using professional software- Photoshop, coral etc.
- Creating a copy of electronic ad from conceptualization, visualization, creation, production and post production.
- 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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MA JOURNALISM & MASS COMMUNICATION

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Scheme of Examination

SEMESTER- II (2019-20)

PAPER I: DEVELOPMENT COMMUNICATION

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

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

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

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system- approach in agricultural communication- diffusion of Innovation model (in context to Everett Rogers, Ryan and Gross) of agricultural extension-case studies of communication support to agriculture.

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

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

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

Books Recommended:

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

PAPER II: MEDIA MANAGEMENT

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

-Media Management: Principles, Functions & Significance. Media as profession and industry

- **Ownership patterns:** Private Ltd., Public Ltd., Individual ownership, Partner, Trust, Society, Vertical ownership meaning and implementation.

- Organisational Structure, Policy Formulation.

- Personnel Management & Financial Management. Production Cost, Capital Cost, Commercial Policy

- Budgeting, Production Scheduling, Media Scheduling, Record Keeping.

- Advertising, PR, Brand Promotion & Marketing Strategies

- Employee / Employer relationship (Customer Relation)

- Human Resource Development

- (Space / time, circulation) – reach-promotion market survey techniques

- Management problems for newspaper of media organization DAVP, INS, RNI, ABC

- Editorial Management: Changing role of editorial staffs and other media persons, Editorial response system.

Books :

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

PAPER-III: CURRENT AFFAIRS**Time: 3 Hrs.****Max. Marks: 56****Internal: 19**

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

PAPER-IV: COMMUNICATION RESEARCH-I

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

Communication and Research

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

Research Problem

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

Data Collection and Analysis

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

Research Report

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

Books:

1. Research Methodology, C.R.Kothari.

PAPER-V: RADIO & TELEVISION PROGRAMMING

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

Radio

- Characteristics, History in India, development, organization structure of Radio station.
- Making of a radio station
- Acoustics
- Microphones
- Use and mixing of sound, audio, effects, music
- Importance of Voice modulation in Radio
- Key elements of radio writing
- Announcement, talks, features-documentaries, plays, dialogue writing, newsreel, discussion, interviews, news-writing, commercial/jingles
- Importance of silence, FM, Music scheduling

Television

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

PRACTICAL

PAPER-VI: RADIO & TELEVISION PROGRAMMING LAB

Marks: 19

Internal: 6

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 & TV on the subject.

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Scheme of Examination

MA JOURNALISM & MASS COMMUNICATION (SEMESTER–III)
Session: 2019-2020

PAPER-I MASS COMMUNICATION RESEARCH-II

Time: 3 Hrs.

Max. Marks: 56
Internal: 19

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.

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

Books:

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

PAPER-II NEW MEDIA TECHNOLOGY

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

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

Books:

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

PAPER-III PUBLIC RELATION & CORPORATE COMMUNICATION

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

- PR concept and scope,
- Techniques of PRC, Critical theory of communication in organizations
- Ethics of PR (PRSI code of ethics)
- Interface of PR with various management disciplines (human resource development; finance, marketing, law, etc.)
- Publics in PR, PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and multifunctional) -PR in central and State Governments and the functioning of various media units of the state and Union Governments. Role of PR in crises communication, role of PR in public, private & government sector. Writing for PR: Internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.)
- Writing for media (press release/backgrounder, press brief, rejoinders, etc.)
- Ad appeals, Ad campaigns, SWOT Analysis of media, Media buying, Media scheduling
- Corporate communication: Advent, role, strategic importance, types downward, upward, horizontal, Barriers.
- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- Selection of media for corporate communication

Groupware

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

HRD Practices

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

Privatization of PR

- Advent of image advisories and lobbying companies and their functions: Client servicing: counseling, issue support, managing the politicians, making of brand. Critical theory of communication in organization.

(Elaborate likelihood model)

Direct Marketing

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

Brand Management:

- Definition, concepts and evolution

- Component of a brand

- Strategy & structure- brand equity and corporate brands

Corporate Communication and Media:

- Broadcast News network, Public broadcasting and corporate sponsorship and

Corporate Communication and Crisis:

- Responding to pressure groups.

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

Books:

1. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.

2. Corporate Communication, Venkataraman, 1998, Sterling Pub. India Pvt. Ltd., New Delhi.

PAPER IV SCIENCE JOURNALISM

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

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

Careers in science journalism; Sources of information: scientists, institutes and periodicals, understanding scientific research and its significance; press releases and announcements like Nobel prizes, etc. Science and language, scientific writing skills, understanding basic concepts.

How to write a basic science story?, Writing a feature story on science and technology.

Interviewing scientists, science communicators science journals like- Nature, Lancet, Current Science, etc.

Domain of Science Journalism: Health & Medical Science; Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Agriculture Communication: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.. crop patterns- Kharip and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed Banks, irrigation and land use., Global warming and climate change

PAPER V PHOTOGRAPHY

Time: 3 Hrs.

Max. Marks: 56

Internal: 19

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.

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

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

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

Photo journalism

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

Various National & International organizations

Photography in the age of I.T

Books Recommended :

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

PAPER VI PHOTOGRAPHY LAB

Practical: Marks: 19

Internal: 06 Marks

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 photoessay, photofeature.

MA JOURNALISM & MASS COMMUNICATION

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Scheme of Examination

MA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)**Session: 2019-2020****PAPER-I INTERNATIONAL COMMUNICATION****Time: 3 Hrs.****Max. Marks: 56****Internal: 19****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.

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

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

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

Book:

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

PAPER-II HUMAN RIGHTS

Time: 3 Hrs.

Max. Marks: 56
Internal: 19

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.

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

Books:

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

PAPER-III FILM STUDIES

Time: 3 Hrs.

Max. Marks: 56

Internal: 06

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.

Film as a medium

Film in relation to theatre, television: Adaptations

Five C's of cinematography

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

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

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

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

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

The Position of Cinema in Developing Countries

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

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

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

Profiles of Saytajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, Imtiaz Ali, Farhan

Akhtar, Suraj Barjatiya, Vishal Bhardwaj, Parkash Jha, Madhur Bhandarkar, Ritu Parno Ghosh,

Gurider chadha, Manmohan Singh, Babu Singh Mann, Mira Nair.

The Development of Punjabi Cinema

The Parallel Cinema

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

PAPER –IV INTERCULTURAL COMMUNICATION

Time: 3 Hrs.

Max. Marks: 56
Internal: 19

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.

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

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

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

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

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

Books:

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

PAPER-V DISSERTATION**Max. Marks: 56****Internal: 19**

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

FILM STUDIES LAB

Practical: Marks: 19

Internal: 06 Marks

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

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree)

SYLLABUS

Session 2019-2020

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Session: 2019-2020

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 & Editing- I	56	19	75
104	Media & 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	6	25
107	Computer Lab	19	6	25

TOTAL= 450

KHALSA COLLEGE AMRITSAR

(An Autonomous College)

BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

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 & Media Ethics	56	19	75
203	History of Print Media	56	19	75
204	Mass Communication: Concepts & Processes	56	19	75
205	Design & Graphics	56	19	75
	Drug Abuse	37	13	50

PRACTICAL

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

TOTAL=450

KHALSA COLLEGE AMRITSAR

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BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Scheme of Examination

SEMESTER 3

Course Code	Paper	Theory	Internal	Total
301	Photo Journalism	56	19	75
302	Reporting & Editing-II	56	19	75
303	Broadcasting in India: Policies & 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 & Editing Lab	19	06	25
307	Photography lab	19	06	25
308	Feature Writing Lab	19	06	25

TOTAL=450

KHALSA COLLEGE AMRITSAR

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BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Scheme of Examination

SEMESTER 4

Course Code	Paper	Theory	Internal	Total
401	Media: Business Communication	56	15	75
402	Programme Formats: Radio & TV	56	15	75
403	Video Production: Idea to Screen	56	15	75
404	Folk Media	56	15	75
405	Advertising: Concepts & Principles	56	15	75
ESL-221	Environmental Studies	37	13	50

PRACTICAL

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

TOTAL-450

KHALSA COLLEGE AMRITSAR

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BA JOURNALISM & MASS COMMUNICATION

(Three Year Degree) (Semester System)

Scheme of Examination

SEMESTER 5

Course Code	Paper	Theory	Internal	Total
501	Event Management: Principles & Method	60	15	75
502	Current Affairs: Contemporary Issues In Media-I	60	15	75
503	Media Research Methodologies	60	15	75
504	Cyber Journalism	60	15	75
505	Public Relations	60	15	75

PRACTICALS

Code	Paper	Practical	Internal	Total
506	Event Management	20	5	25
507	Cyber Lab	20	5	25
508	Pilot Study	20	5	25

TOTAL-450

KHALSA COLLEGE AMRITSAR*(An Autonomous College)***BA JOURNALISM & MASS COMMUNICATION***(Three Year Degree) (Semester System)***Scheme of Examination****SEMESTER 6**

Course Code	Paper	Theory	Internal	Total
601	Training 3 Month	200	--	200
602	Current Affairs	80	20	100
603	Film Project	75	--	75
604	Research Project	75	--	75

Total= 450

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

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2017-2018**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-I)****102: PRINCIPLES OF COMMUNICATION****Time: 3 Hrs.****Max.Marks:56****Internal: 19****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 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.

1. **FUNDAMENTALS OF COMMUNICATION:** Meaning & Elements/components of human communication, Concept of Communication, Communication as a social, Human & universal process. Seven C's of Communication, Communication- Objectives, Scope& Functions, factors responsible for growing importance of Communication, Effective communication and Barriers.
2. **PROCESS OF COMMUNICATION:** Transmission of ideas, Facts & Feelings from one person to another- elements of communication process (Sender, message, channel, receiver, encoding, decoding, acting & feedback).
3. **FORMS OF COMMUNICATION:** Intra personal Communication, interpersonal communication, group communication, public communication, mass communication, verbal and non verbal communication. Body language, Proxemics, kinesics.
4. **THEORIES OF COMMUNICATION:** Hypodermic needle theory, two step flow theory, multi step flow theory, uses& Gratification theory.
5. **MODELS OF COMMUNICATION:** SMR Model, SMCR, Shanon Weaver Model, Laswell Model, Dance Model, Gate keeping model.
6. **Glossary**

103: REPORTING & EDITING I

Time: 3 Hrs.

Max.Marks: 56

Internal: 19

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 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.

- **Reporting:** Principles of reporting, functions & responsibilities of a reporter, writing news, lead, types of leads, and technique of rewriting, news agency copy.
- **Reporting Techniques:** Qualities of a good reporter, news elements, sources, types, pitfalls in reporting.
- **Headlines:** Principles, types & Techniques.
- **Beats:** Crime, courts, health, civil administration, civic society, culture, politics, education.
- **Editing:** Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy editing, preparation of copy for press, style sheets, editing symbols, proof reading and their significance.
- Functions of editor, subeditor.
- Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.
- Glossary

104: MEDIA & POLITICS

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- Preamble to the Constitution of India
- Indian Politics: Major national and regional parties in India & their changing trend.
- Impact of media on political system of India: Parliamentary and Legislative reporting.
- Rajya Sabha & Lok Sabha Television
- Tools of communication for political parties, strength and weakness, propaganda and lobbying, paid news, communication of political parties and media.
- Making of modern India: India's freedom struggle and its impact.
- Constitution & 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.
- Administrative Set up: Ministries of the government, union territories, local government, municipalities, Panchayats. Election Commission, Electoral reforms, reservation of seats. General elections. UPSC.
- Glossary.

106: PRINT MEDIA LAB**MAX. MARKS 25****Practical: 19****Internal: 6**

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

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

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2017-18**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-II)****202: PRESS LAWS & MEDIA ETHICS****Time: 3 Hrs.****Max.Marks:56****Internal: 19****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 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.

1. Brief History of Press laws in India
2. Article- 19 (1) (a) and freedom of press.
3. Press, Law, Society & Democracy.
4. Constitutional safeguards to freedom of press.
5. Press commissions and their recommendations. PCI
6. Law of defamation
7. Contempt of court
8. Press council act
9. Official secrets act.
10. Right to information
11. Copyright act
12. Working journalist act
13. Social responsibility of press
14. Ethics, self regulation & freedom of expression.
15. Prasar Bharti Code of conduct

203: HISTORY OF PRINT MEDIA

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- History of Indian Journalism
- Origin of print media in India, James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy.
- Vernacular press act; Amrit Bazar Patrika
- The Times of India. Journalistic contributions of Mahatma Gandhi.
- History of Punjabi journalism: Ajit, Nawazaman, Jagbani, Tribune.
- Role and contribution: Mahatma Gandhi, Raja Ram Mohan Roy, Dyal Singh Majithia, Gurbax Singh
- News agencies: PTI UNI AFP, Bhasha, Reuters UNIVARTA.

204: MASS COMMUNICATION CONCEPTS & PROCESSES

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- Mass Communication: Meaning & Definitions, Characteristics & Features, Scope and concept of mass & Mass culture of mass communication
- Mass communication & other forms of communication: interface between intra personal & Mass communication, new media as a tool of mass communication
- 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.
- Tools of mass communication: newspapers, magazines, radio, TV and Films.
Advertising, Public Relations.
Traditional and folk media
Internet: epaper, online paper, blogs, microblogs and other social networking sites.
- Importance of body language, gestures, facial expressions etc. Kinesics.

205: DESIGN & GRAPHICS

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

1. **Elements of Design and Graphics, Visualization, Convergence.**
2. **Divergence- Conceptualizations Functions and significance.**
3. **Basic elements and principles of Graphics, Design Lay-Out and Production; Type Face families-kinds-Principles of Good Typography; Spacing- measurement-Point System**
4. **Type Composition- Manual-Mechanical-Lino-Mono-Ludlow-Photo**
5. **DTP, use of computer software**
6. **Use of multimedia**
7. **Printing methods-letterpress, cylinder, rotary, Gravure-Screen, Offset, Plate making.**
8. **Types of papers**
9. **Basics of Adobe Premier Video Editing Principles.**
10. **Color Theory**

206: COMMUNICATION LAB**Practical: 19****MAX. MARKS 25****Internal: 6**

1. Micro Communication Lab on Communication Dynamics
 - Simplicity & 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 & present six minutes presentation on the given topic.
 - Face the camera
 - Record & pre-listen/ pre-view
 - Pre-review
 - This exercise will be repeated three times

207: DESIGN & GRAPHICS LAB**MAX. MARKS 25****Practical: 19****Internal: 6**

1. Visualization
2. Designing, layout and illustrations
3. Graphic designing exercises.
4. Composition.
5. Designing of layout for various magazines/newspapers.
6. Designing of cover pages
7. Designing pamphlets, folders, flash cards, flip charts.
8. Such other exercises as the faculty incharge may deem fit
9. Evaluation of all such assignments
10. Visit to printing press of various kinds.
11. Video editing

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 (Three Year Degree Course) (Semester System)
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BA JOURNALISM & MASS COMMUNICATION (SEMESTER–III)

301: PHOTO JOURNALISM

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- Types of Shots, Angles, Movements
- Essentials of Good Photography – Framing, Light Control, Rule of Thirds, Depth of Field, Depth of Focus.
- Types of Lenses – Normal, Zoom, Telephoto, Wide Angle, Fish Eye
- Types of Cameras – SLR, TLR, DSLR, Large Format, Polaroid.
- Camera Components – Shutter Speed, Aperture, Focal Length & Photo Editing Techniques of Cropping, Editing
- Composition
- Ethical Aspects of Photo Journalism.
- Qualities of a Good Photo Journalist.
- Adobe Lightroom, Tips and tricks of Adobe Photoshop
- Glossary

302: REPORTING & EDITING II

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- News Bureau: Functions of news bureau
- Reporting: Interpretative, investigative
- Advocacy, Yellow Journalism, Herd Journalism and other types of journalism
- Covering sports, science and technology, fashion/lifestyles, page 3 journalism, economics and commerce, book reviews, films reviews
- TV programme reviews, theatre and cultural programmes reviews. & Op.Ed Page: structure and purpose, Editorial and middle, special articles, Specialized Writing/Editing: Supplements, pullouts, features, interviews, news analysis
- Columns and letters to editor. Understanding Style book.
- Columnist, Syndicate Writers
- Backgrounders, Rejoinders
- Glossary.

303: BROADCASTING IN INDIA: POLICIES & PRINCIPLES

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- Radio as a Mass Medium: Strength & weaknesses, Characteristics & edge over other media, History of Broadcasting
- Radio Broadcasting Systems- MW, SW, FM; Internet Radio, Satellite Radio, Community Radio
- Importance of pronunciation and vocabulary
- Studio, Microphones, Recording, Transmitter, Education turned Entertainment, Commercial Policies
- Editing radio programme: Basics of Adobe Audition, Sound Forge
- Radio's role in Nation building, Public broadcast & Commercialization, AIR Code, Commercial Code, News objective, Guidelines for Election Broadcast, Privatization & Autonomy, Prasar Bharti, Convergence, Relevance of Radio & Media Policy.

304: NEWS FEATURE WRITING

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- Defining a feature: Difference between feature and news report (Compare with examples); From facts to narratives; Originality and literary quality; discuss Research: Looking for ideas, primary and secondary sources of information, use of library
- Various feature stories published in newspapers and magazines and other reference material, newspapers and magazines as resources; Developing focus Elements of feature: Kinds of features: Interview, utility, personal
- Human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Writing the features: Gathering and organizing information; Structure: Title, body
- Reviews, Analysis, Feature Syndicates. Tools and techniques of writing

305: DEVELOPMENT COMMUNICATION

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

1. Development- Concept & Process (a) Definition & Meaning (b) Concept of development: Historical background in India (c) Concept in Third World Context (d) Models of development: Eastern, Western and Gandhian Model (e) Priority areas in development (f) Process of development
2. Development & Communication-Concepts & Theories (a) Development: a bottom-up approach (b) Communication: a trickle-down approach Development Communication (c) Four Approaches- Development support for communication, Communication support for development , Communication for development
3. Development Communication (a) Concept, significance of development communication (b) Roadblocks, future of development communication
4. Media & Development (a) Mass Media as tool for development; Media as partner in development (b) Problems with use of media for development (c) Creativity in media presentation of development issues (d) Role & performance record of each medium-Print, Radio & TV in Indian context.
5. Development Issues & Concepts
 - Concepts
 - (a) Sustainability
 - (b) Poverty Reduction
 - (c) Participation
 - (d) Human Development
 - (e) Social Relation (Inequality)
 - (f) Environmental Protection
 - (g) Structural Adjustment
 - (h) Institutional Development

306: REPORTING & EDITING LAB**Practical: 20****MAX. MARKS 19****Internal: 6**

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

307: PHOTOGRAPHY LAB**Practical: 19****MAX. MARKS 25****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.
- Basics of Adobe Lightroom, Tips & tricks of Adobe Photoshop
- Visit for outdoor photography assignments

308: FEATURE WRITING LAB**Practical: 19****MAX. MARKS 25****Internal: 6**

- Types of features (Overview); discuss various feature stories published in newspapers and
- Writing features / Articles Primary and secondary sources of information, use of library and other reference material
- magazines Gathering and organizing information; Structure: Title, body
- Developing focus themes and news pegs.
- newspapers and magazines as resources

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

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2018-19**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-IV)****401: MEDIA: BUSINESS COMMUNICATION****Time: 3 Hrs.****Max. Marks: 56****Internal: 19****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 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.

- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations
- Process of Business Communication
- Barriers to effective communication
- Communication Models
- Classification of Communication-
 - Formal & Informal
 - Personal, Inter-personal, Group and Mass
 - Vertical & Horizontal
 - Upward & Downward
 - One-way & Two-way
 - Verbal & Non – verbal
- 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
- Understanding - Proxemics, Kinesics
- Cross Cultural Communication
- Importance of Dressing, Manners & Etiquettes in Business Communication.
- Importance of Communication in:
 - Negotiation
 - Conflict Management

402: PROGRAMME FORMATS: RADIO & TV

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- Writing for Radio: Writing for the ear, Spoken word, Radio Talk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show
- Concept of Good Presentation: Link Announcement Radio Commercial- Types, Copy Writing. & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station. Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible
- 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

403: VIDEO PRODUCTION: IDEA TO SCREEN

Time: 3 Hrs.

Max.Marks:56

Internal: 19

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 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.

- 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
- Lighting: Lights and lighting, Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors
- Selection of the Programme Topic: Developing programme briefs (Objectives, Contents Duration etc), Researching the topic, Programme Resources, Style and format, structuring
- Video Recording and Editing: What is editing? Rules of editing, Editing sound: U matic, the programme, Storyboard and Script Designing, Script Layout. Beta & VHS
- Designing Evaluation Tools and Techniques, Evaluation and field testing of programme, Types of editing, Cut to cut, A/B roll, Assembly and insert editing. Preview and Analysis of programme.

404: FOLK MEDIA

Time: 3 Hrs.

Max.Marks: 56

Internal: 19

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 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.

- 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.
- Introduction to Puppetry, Street Theatre, Ballad, Nautanki, Ramlila, Raslila, and Story Electronic media
- Flexibility of folk media, Folk media vis a vis the modern message (areas of conflict and Telling Forms compromise), Integrated use of Folk and Mass Media, Folk media in the context of urbanization
- Punjabi Folk: Bhangra, Gidha and Vaar
- Units of Ministry of I & B : Song and Drama Division, DAVP, DFP, PIB, FTII, NFAI

405: ADVERTISING: CONCEPTS & PRINCIPLES

Time: 3 Hrs.

Max.Marks: 56

Internal: 19

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 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.

1. Introduction to Advertising
 - (a) Definition
 - (b) Origin & development
 - (c) Growth of advertising in India
 - (d) Scope (Effects on Economy/Industry)
 - (e) Facets of advertising (As an act of commerce, as hidden persuader)
2. Purpose of Advertising
 - (a) Need for advertising
 - (b) Functions of advertising
 - (c) Benefits of advertising: To Seller, Buyer & Media
3. Types of Advertising
 - (a) Commercial & Non-commercial
 - (b) Product & Consumer
 - (c) Classified & Display
 - (d) Retail & Wholesale
 - (e) Regional, National & Co-operative
 - (f) Govt. Advertising
 - (g) Comparative advertising
4. Advertising as a Communication Tool
 - (a) Communication Process & Advertising
 - (b) Communication Principles, Theories applied to advertising
5. Role & Effects of Advertising
 - (a) Negative & Positive Effects

- (b) Advertising & Society
- (c) Advertising & Development
- (d) Role of Advertising in National Economy
- (e) Social/Public Advertising

406: RADIO & TV PRODUCTION LAB**Practical: 19****MAX. MARKS 25****Internal: 6**

- 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, jewelry, lights, audio, graphic rehearsals
 - Shooting schedules
 - Post-Production editing

407: OPERATION & HANDLING OF VIDEO EQUIPMENTS LAB**Practical: 19****MAX. MARKS 25****Internal: 6**

Practical exercises involving:

Camera:

- (a) Focuses on Cameras & Recorders controls
- (b) Shooting techniques
- (c) Basic theory of Video recording

Lights:

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

Sound:

- (a) Demonstration of various pieces of audio recording equipment
- (b) Creative use of sound effects & music tracks

408: ADVERTISING LAB**Practical: 19****MAX. MARKS 25****Internal: 6**

Practical exercises involving:

- Advertising Campaigns, Themes and Promotions
- Newspaper Ad: Content / Copy, Picture and design
- Television Ad: Writing Script, Shooting and Editing
- Understanding different types of Advertising:
 - (a) Commercial & Non-commercial
 - (b) Product & Consumer
 - (c) Classified & Display
 - (d) Retail & Wholesale
 - (e) Regional, National & Co-operative
 - (f) Govt. Advertising
 - (g) Comparative advertising

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

(Three Year Degree Course) (Semester System)

Scheme of Examination

Session: 2019-2020**BA JOURNALISM & MASS COMMUNICATION (SEMESTER-V)****501: EVENT MANAGEMENT: PRINCIPLES & METHODS****Time: 3 Hrs.****Max.Marks:60****Internal: 15****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 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.

- 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
- Role & importance of exhibitions
- Objectives of the exhibition
- Advantage of exhibition over other devices
- Importance of direct contact
- 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
- Publicity inputs or visible aids for promoting an event
- Print & Display material
- Stand Design

- Trade Fair: Uses & Abuses
- Gauging Cost Effectiveness

Suggested Readings:

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. P.R. Tools, Concepts Tools and Strategies- NN Sarkar
4. Handbook on Public Relations- D.S. Mehta

502: CURRENT AFFAIRS: CONTEMPORARY ISSUES IN MEDIA-I**Time: 3 Hrs.****Max.Marks:60****Internal: 15****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 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.

• **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

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

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

• **International organization:** SAARC, ASEAN, G-8, G-20, WTO, WHO, UNESCO, NWICO, UNO, ITU, UNICEF, EU

• **National organizations:** CIC, NSG, FICCI, CII, RBI, CVC

NOTE: Issues pertaining to last six months only

Suggested Books / Magazine

1. Competitor Success Review
2. Manorama Year Book
3. Focal Study

503: MEDIA RESEARCH METHODOLOGIES

Time: 3 Hrs.

Max.Marks:60

Internal: 15

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 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.

- **Research:** Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

- **Survey:** Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

- **Data:** Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

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

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

Suggested Readings:

1. Social Research : S.R. Vajpayee
2. Doing Your Research Project : Judith Bell
3. Research Methodology–Methods & Techniques : C.R. Kothari
4. Research Methodology in Social Sciences : Sandhu & Singh
5. Communication & Research for Management : V.P. Michael
6. Research in Mass Media : S.R. Sharma & Anil Chaturvedi
7. Research-How to Plan, Speak & Write About It : Clifford Hawkins & Marco Sorgi

504: CYBER JOURNALISM

Time: 3 Hrs.

Max.Marks:60

Internal: 15

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 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.

- **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 & Disadvantages of Cyber Journalism.

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

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

- Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance.

- e-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism

Suggested Readings:

1. Cyberspace Aur Media : Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia Systems : Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millenium : V.D. Dudeja
5. IT : S L Sah
6. Electronic Media & the Internet : Y K D'souza

505: PUBLIC RELATIONS

Time: 3 Hrs.

Max.Marks:60

Internal: 15

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 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.

- Role of Public Relations in Corporate Image Building
- Functions of Public Relations
- PR as distinguished from Marketing, Sales Promotion & Advertising
- PR Techniques
- Relationship & Duties of the PR Practitioner-Value of IPR Code & the International Codes of Conduct
- Functions of PR Department & Manager-Advantages & Disadvantages
- PR consultancy-Its advantages & disadvantages
- PR programme planning
- Evaluating results of PR work
- Press Relation & its principles
- The News Release-Seven point formula & its importance
- Writing techniques, Press Event & Organising them
- Internal PR-Media & Techniques
- Employee Relations
- Exhibition PR & its Planning
- Uses & kinds of Exhibition PR
- Role of Photography In PR
- Importance of Marketing Research for the PR Practitioner

Suggested Readings:

1. PR concept, Tools, Stragies – NN Sarkar
2. Handbook on Public Relations – D.S Mehta
3. Public Relations Management – C.S. Raydu
4. Business Public Relations – S.R. Sardana
5. Public Relations – Jaishree Jethwaney

PRACTICAL

506: EVENT MANAGEMENT LAB

MAX. MARKS 25

Practical: 20

Internal: 5

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

PRACTICAL**507: CYBER LAB****MAX. MARKS 25****Practical: 20****Internal: 5**

- 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 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

PRACTICAL**508: PILOT STUDY****MAX. MARKS 25****Practical: 20****Internal: 5**

• 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:

1. Media: Advantages and Disadvantages
2. Popular newspaper
3. Popular TV channel
4. Favourite Radio Programme
5. Favourite Ad
6. Social Media: Advantages and Disadvantages

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Scheme of Examination

2018-2019**BA JOURNALISM & MASS COMMUNICATION (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.

602: CURRENT AFFAIRS

Time: 3 Hrs.

Max. Marks: 80

Internal: 20

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 2 mark 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 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 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.

• **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

- Competition Success Review
- Manorama Year Book
- Yojna
- Pratiyogita Darpan
- Focal Study

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

604: RESEARCH PROJECT

Max. Marks: 75

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

- Title
- Intro36
- Objectives
- Hypothesis
- Review of Literature
- Research Methodology
- Sampling
- Data Collection
- Data Analysis and Interpretation
- Findings
- Discussion
- References