

**SCHEME & SYLLABUS FOR  
M.Sc. JAMC**

**(JOURNALISM, ADVERTISING & MASS COMMUNICATION)**

**SEMESTER I-IV**

**Semester-I**

MJAMC101- Introduction to Communication	100 Marks
MJAMC102- Print Media in India: Growth & Development	100 Marks
MJAMC103- Print Media - Reporting & Desk	100 Marks
MJAMC104- Electronic Media & Photography	100 Marks
MJAMC105- Advertising	100 Marks
MJAMC106- Current Affairs	50 Marks
MJAMC107- Project work	25 Marks (Internal)

**Semester-II**

MJAMC201- Development Communication	100 Marks
MJAMC202- Media Management	100 Marks
MJAMC203- Media Law and Ethics	100 Marks
MJAMC204- Mass Communication Research-I	100 Marks
MJAMC205- Radio & TV Production Techniques	100 Marks
MJAMC206- Current Affairs	50 Marks
MJAMC207- Project work	25 Marks (Internal)

**Semester-III**

MJAMC301- Mass Communication Research-II	100 Marks
MJAMC302- New Media Technology	100 Marks
MJAMC303- Print Media-II - Reporting, Desk and Specialisation	100 Marks
MJAMC304- Intercultural and International Communication	100 Marks
MJAMC305- Public Relations and Corporate Communication	100 Marks
MJAMC306- Current Affairs	50 Marks
MJAMC307- Project work	25 Marks (Internal)

**Semester-IV**

MJAMC401- Media and Human Rights	100 Marks
MJAMC402- Film Studies	100 Marks
MJAMC403- Current Affairs	100 Marks
MJAMC404- Dissertation	100 Marks
MJAMC405- Internship	50 Marks

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### **Current Affairs**

In each of the first three semesters, Current Affairs paper will have short as well as descriptive questions related to the latest topics, topical news stories etc and shall be aimed at ensuring that the students keep themselves abreast of various news stories as they develop, form regular media tracking habits and engage with issues of the day. The Current Affairs paper shall carry 50 marks in Semester I, II and III, and 100 marks in Semester IV.

### **Project Work**

The Project Work in Semester I, II and III will have to be registered by each student in the beginning of the Semester and submitted before the commencement of the examinations for that Semester. It shall carry 25 marks and shall be assessed internally by faculty as per well defined norms.

### **Dissertation**

Since Masters in Journalism, Advertising and Mass Communication is an integrated course, the students are required to register themselves for a dissertation topic and start initial work on the dissertation latest by second semester. The topic must be finalized by the end of the first month of the second semester in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the second semester. By the end of the fourth and last semester, each student is expected to submit four copies of the dissertation.

Each student with his/her dissertation will be subjected to a viva voce by an external examiner approved by the Punjab Technical University upon completion.

  
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Semester-I

**MJAMC101-Introduction to Communication**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

**Introduction to Communication:**

Concept, nature, process and development of human communication

7 C's of effective 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, development of communication models from simple to complex

Aristotle, SMCR, Shannon-Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbener, Newcomb, Defleur, Gate-keeping, Convergence model.

**Communication Theories:** Theories of direct and indirect influences, 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 and participant Mass media, public opinion and democracy.

Ethical aspects of mass media, Media and social responsibility

Traditional Media in India: Regional diversity, evaluation, future.

**Books Recommended :**

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New

  
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Delhi.

4. Theories of Mass Communication by De Fleur and B. Rokeach

5. Perspectives in Mass Communication by Agee, Ault, Emery

6. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.

7. Mass Media Today by Subir Ghosh

8. Communication and the Traditional Media (IIMC)

9. Introduction to Mass Communication by William Francois

10. Media and Society by R.K. Ravindran

11. Modern Communication Technologies by Y.K. Dsouza

12. Theories in Indian Communication by Dua M.R., Vivek Gupta, Metropolitan Book Company



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**Semester I**

**MJAMC102-PRINT MEDIA IN INDIA: Growth and Development**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

**Print**

Invention of printing press and paper

Pioneer publications in Europe and USA

Beginning of printing in India; early origins of newspapers in India

Issues of political freedom and press freedom in India

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 in Indian journalism (James Silk Buckhimgham, Kalinath Ray, Dyal Singh Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan)

A brief overview of important newspapers and magazines:

- The Times of India
- Amrit Bazar Patrika
- Hindustan Times
- The Hindu
- The Indian Express
- The Tribune
- Statesman
- India Today, Outlook, Frontline, Tehelka
- Preet Larri

Press in India after independence

Social, political and economic issues and the role of the press regarding issues like reservation, nationalization, privatization-globalisation, land reforms.

- Press in Punjab: Origin & development of Punjabi Press.

- Press in Punjab after Independence, brief History of Ajit, Punjab Kesri group.

- Role of the press during Punjabi Suba movement, militancy era, and on various other issues

- Current state of language press in Punjab, arrival of new newspapers, future prospects.

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**Book Recommended :**

1. Journalism in India, Rangaswamy Parthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. A History of the Tribune by Ananda, Parkash
5. History of the Press in India by Natrajan, J.
6. Mass Communication in India by Kumar, Kewal J.
7. The Story of Journalism by Elizabeth Grey
8. The Newspaper: An-International History by Anthony Smith
9. Punjabi Patarkari Da Vikas (Punjabi) Kapoor, N.S.
10. Punjabi Patarkari Nikas, Vikas Te Samasiavan by Sandhu & Johal (ed.)
11. Indian Reporter's Guide by Critchfield, Richard
12. Professional Journalism by Sethi, Patanjali
13. Modern History of Indian Press by Sumit Ghosh

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**Semester-I**

**MJAMC103- PRINT MEDIA – Reporting & Desk**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

- **News:** definitions, elements and concepts
- **Sources of news;** news gathering techniques
- Press briefing
- Press conference, meet the press programmes
- Types of interview, purpose, technique
- Handouts, news release, press note etc.
- News writing **styles**, types of news
- Soft news, hard news
- Investigative, interpretative and indepth reporting
- **Headline**, technique, style, purposes, kinds of headlines
- Dummy page-makeup, layout
- Photo editing
- **Intros;** their importance, functions and types, lead, body, paragraphing
- Special sections, supplements
- Scoops and exclusives
- Specialized reporting-science, sports, economic, development.
- **Editing;** meaning, purpose, importance & symbols
- **Layout**, graphics, page make up for newspapers & magazines
- Reporting weather, city life, speech, accident, court, elections, riot, war, conflict, tensions.

**Books Recommended :**

1. Reporting, B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M.Srivastava, 1987, Sterling Pub. House, New Delhi.
4. The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.
5. The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi

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6. Good News Bad News by Tharyan
7. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
8. News Writing by Haugh George A.
9. The Journalism Handbook by M.V. Kamath
10. Handbook of Journalism by Aggarwal Vir Bala, Gupta V.S.

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**Semester I**

**MJAMC104- ELECTRONIC MEDIA & PHOTOGRAPHY**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

**Radio**

Radio as a medium of mass communication

History of radio in India

As an instrument of government propaganda

The sway of radio over Indian audiences

Major top radio programs in the world

AIR, BBC, Voice of America radio etc

Emergence of commercial broadcasting

FM radio

**Television**

Advent of television in the world, and in India

Early days of Doordarshan

Advent of colour television in 1982 in India

Entry of satellite TV

TV as a major means of Entertainment

Ever increasing channels, need for extensive programming

Evolution of News Television in India, major channels and media houses

**Photography**

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

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

Depth of field and depth of focus, Circles of confusion and their role in photography,



Multiple exposure photography, Role of Bulb "B" setting in professional photography;

Sources of light-Natural and artificial; Flash photography and its use in professional photography.

**Photo journalism**

Definition and concept

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## 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 cropping and photoediting.

Relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various purposes.

### Books Recommended :

1. A Dictionary of Communication and Media Studies by Watson & Hill
2. Evolution of American Television by George Comstock
3. New Media Politics by McQuail & Siune (Ed.)
4. Mass Media and Society by Curran & Gurevitch (Ed.)
7. The Television Writers Handbook by Nash & Oakey
8. Modern Media and Communication by Joseph
9. Radio and TV Journalism by K.M. Shrivastava
10. The Grammar of Television Production by Davis & Weller
11. TV Camera Operation by Millerson
12. Indian Broadcasting by Luthra
13. Broadcasting in India by Chatterji
14. Broadcasting Writing by Walters
15. Script to Screen by Sharda Kaushik
16. Before the Headline by Chandrakant Pandit
17. Understanding Audience by Andy Ruddock
20. Broadcast Journalism: Basic Principles by S.C. Bhatt, Anand Publications
21. Radio, TV & Modern Life by Paddy Scannell; Blackwell Publishers
22. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
23. Photography, Barbara Upton, 1981, Little Brown & Co., Boston.
24. Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai.

  
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I.K. Gujral Punjab Technical University  
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**Semester I**  
**MJAMC105- ADVERTISING**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 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

Ad agency management (account planning, account management, servicing, creative, contents, advertising appeals, media planning, campaign planning, HRD, etc.)

Defining consumer behaviour

Basic knowledge of apex bodies in advertising AAAI, ASCI etc., their code of conduct.

Internet advertising

Advertising as tool of Corporate Communication.

**Books Recommended :**

1. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
2. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
3. Handbook of Public Relations in India, D.S.Mehta, 1998, Allied Publishers, New Delhi.
4. Advertising by Wright, Winter, Zeigler
5. Creative Advertising by Moriarty, Sandra E.
6. Advertising Principles & Practice by Chunawala and Sethia, K.C.
7. Advertising Writing by Kaith, Hafer W., White Fordo E.
8. Principles of Advertising by Monle Lee, Johnson, Viva Books Pvt. Ltd.
9. Advertising Management by David A. Parker, Rajiv Batra, Practice Hall M 97, Connaught Circus, New Delhi.
10. Reading in Advertising Management by Bellur V.V. Himalaya Publishing House, Bombay.

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## Semester I

### MJAMC106- Current Affairs

(Note for faculty: Current Affairs paper will have short as well as descriptive questions related to the latest topics, topical news stories etc and shall be aimed at ensuring that the students keep themselves abreast of various news stories as they develop, form regular media tracking habits and engage with issues of the day.)

Marks 50


Time 90 minutes

#### Section A

This section will have 10 questions, with each question carrying two marks. The answer to each must not exceed 50 words.

#### Section B

This section will have four questions and students will have to attempt any two questions. Each question shall carry 15 marks. The answer must not exceed 800 words.

  
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## **Semester-I**

### **MJAMC107-Project Work**

The Project Work in Semester I will have to be registered by each student in the beginning of the Semester and submitted before the commencement of the examinations for that Semester. It shall carry 25 marks and shall be assessed internally by faculty as per well defined norms.

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## **SEMESTER II**

### **MJAMC201- DEVELOPMENT COMMUNICATION**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

#### **Development:**

Meaning, concept, process and models of development

Approaches to development

Problems and issues in development

Characteristics of developing societies

Development dichotomies – socio-economic gaps and its implications

Gap between developed and developing societies.

Social change, modernization and development

#### **Development communication:**

Meaning-concept-definition-philosophy-process- theories

Role of media in development communication

Strategies in development communication

Social, cultural and economic barriers

Communication goals for development

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

**Development support communication:** Population and family welfare- health- education and society- environment and development

Developmental and rural extension agencies; governmental, semi-government, non-governmental organizations problems faced in effective communication

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

#### **Books Recommended :**

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1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt. Ltd., New Delhi.
2. Development Communication in India, Raghvan.
3. A Manual of Development Journalism (Press Institute of India): Alam Chalkels.
4. Rural Communication (A.M.C.) : Prof . R. Sinha & Gavdi.
5. Communication & Social Development in India (Sterling) : B. Kupu Swamy.
6. The Community Newspaper : Karris & Hocks.
7. Reporting Agriculture : William Ward B.
8. Agricultural Journalism : Rodnary Fox.
9. India's Changing Villages : Human Factor : Dubae S.C.
10. Mass Media & National Development : Wilbur Schramm.
11. Perspectives on Development Communication: K. Sadanandan, Sage Publication, New Delhi.
12. Everybody Loves A Good Drought by P Sainath

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## **SEMESTER II**

### **MJAMC202-MEDIA MANAGEMENT**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

- Media Management – Principles, Functions & Significance
- Media - a profession and industry
- Ownership pattern : Private Ltd., Public Ltd.; Individual ownership, Partner, Trust, Society Transnational ownership
- Policy Formulation
- Business and legal aspects of **media management**
- Advertising, PR, Brand Promotion & Marketing Strategies
- Problems specific to media management
- Editorial Management: Changing role of editorial staffs and other media persons
- Editorial response system.
- Organisational structure in newspapers, television etc.

#### **Books Recommended :**

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi.
4. Media for Managers by Frank M. Corrado
5. Principles of Management by Henry H. Albers
6. Media Management in India by Dibakar Panigrahy
7. Newspaper Management in India by Gulab Kothari
8. Media Management in the Age of Giants by Dennis F. Henrick

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9. Newspaper Organisation and Management by Herbert Lee Williams

## **SEMESTER II**

### **MJAMC203- MEDIA LAWS AND ETHICS**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

Constitution of India: fundamental rights-freedom of speech and expression and their limits

Freedom of speech and expression in context of different countries

Directive principles of state policy

Provisions of declaring emergency, their effects on media

Reporting legislature

Parliamentary privileges and media

#### **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-a-vis 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, Guidelines for news TV in the wake of 26/11 attacks, media and public interest litigation

#### **Media Ethics:**

Media's ethical problems including privacy, right to reply, sting operations

Guarding against communal writing and sensational and yellow journalism

Freebies, bias, coloured reports

Ethical issues related with ownership of media and national, transnational monopoly

Private treaties between media and corporate houses

Role of Press Council of India and its broad guidelines for the press

Scourge of paid news

Codes suggested for the press by Press council and other National and International organizations.

Accountability and independence of Media.

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**Books Recommended :**

1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
2. Media Credibility by Aggarwal, S.K.
3. Mass Media: Laws and Regulations by Rayudu, C.S.
4. History of Press, Press Laws and Communication by Ahuja, B.N.
5. Press and Pressure by Mankakar, D.R.
6. Freedom and Fraud of the Press by Ghosh, Kekar
7. Press and Press Laws in India by Ghosh, Hemendra Prasad
8. Media Ethics and Laws by Jan R. Hakecudlar
9. The Media in your life by Jean Folkerts. **SEMESTER II**

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**MJAMC204-MASS COMMUNICATION RESEARCH-I**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

**Communication and Research**

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

**Research Problem**

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

**Data Collection and Analysis**

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

**Research Report**

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

**Books :**

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

  
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## **SEMESTER II**

### **MJAMC205- RADIO & TELEVISION PRODUCTION TECHNIQUES**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

- Basic principles of audio production
- Formats of radio programmes
- Making of a radio station
- Acoustics
- Microphones
- Field and studio recording
- Use and mixing of sound, audio, effects, music
- Voice modulation
- Key elements of radio writing, anchoring, Radio Jockey
- Production of radio news
- Announcement, talks, features-documentaries, plays, dialogue, writing, newsreel, discussion, interviews, news-writing, commercial/jingles, music

#### **Television**

- 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
- Idea-ting a script, visualizing and then shooting that script
- Picture composition
- Logging, editing, dubbing graphics, special effects
- Lighting
- Art direction
- Costumes, Make up

#### **Books Recommended:**

1. Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.
2. Television Production, Ralph Donald & Thomas Spann, 2004, Surjeet Publications,

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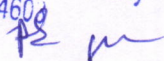
  
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New Delhi.

3. Editing Film and Video on the Desktop by Thomas A.
4. TV Production by Gerald Millerson.
5. Film Production by Steven Bernstein.
6. Creating Special Effects for TV and Video: Barnard Wilkie.
7. Single Camera Video Production by R.B. Musburger.
8. Documentary for the small screen by P. Kriwaczek.
9. The Art of Recording by William Moylan.
10. Editing and Postproduction by Declan McGrath.
11. The Grammar of Television Production by Davis & Weller
12. TV Camera Operation by Millerson
13. Script to Screen by Sharda Kaushik

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## **Semester II**

### **MJAMC206- Current Affairs**

Current Affairs paper will have short as well as descriptive questions related to the latest topics, topical news stories etc and shall be aimed at ensuring that the students keep themselves abreast of various news stories as they develop, form regular media tracking habits and engage with issues of the day.)

Marks 50

Time 90 minutes

#### **Section A**

This section will have 10 questions, with each question carrying two marks. The answer to each must not exceed 50 words.

#### **Section B**

This section will have four questions and students will have to attempt any two questions. Each question shall carry 15 marks. The answer must not exceed 800 words.

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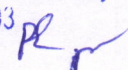
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**Semester- II**  
**MJAMC207 Project Work**

The Project Work in Semester II will have to be registered by each student in the beginning of the Semester and submitted before the commencement of the examinations for that Semester. It shall carry 25 marks and shall be assessed internally by faculty as per well defined norms.

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### **SEMESTER III**

#### **MJAMC301- MASS COMMUNICATION RESEARCH-II**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

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

#### **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.

  
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### **SEMESTER III**

#### **MJAMC302- NEW MEDIA TECHNOLOGY**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

- Introduction to new media technology
- Internet, its historical perspective
- Communication and information technology; similarities and differences
- Basic understanding of Internet from the viewpoint of Mass Communication
- Understanding of basic terminology like news group, Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols.
- Basic knowledge of Multimedia.
- Internet Protocols
- WEB PAGE, websites, homepages, blogs, Facebook, Twitter, emailing, other social networks
- 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.
- Merits and demerits of cyber journalism over traditional newspapers, socio-economic aspects of cyber journalism
- Cyber Laws, Online Journalism.

#### **Books Recommended:**

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

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### **Semester-III**

#### **MJAMC303- PRINT MEDIA II –Reporting, Desk and Specialisation**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

- Various types of writings in a newspaper, including, but not limited to: Feature writing, columns, news writing and analysis, Media criticism and Reviews etc.
- Freelancing
- Editorial Writing, Types of Editorials.
- Creative writing - Essays, Short Stories, Middles
- Obituaries
- Financial Stories, Cultural Stories, International Affairs
- Photo Features
- Investigative, Crime Reporting
- Personality Profiles
- Interviews
- Design and Layout
- Guarding against manipulation and bias in news/features
- Commercialization of News

#### **Books Recommended:**

1. The Complete Reporter : Jullian Harris and others Macmillan Publishing Co., New York.
2. New Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi.
3. Basic Journalism, Parthasarthy, 1997, MacMillan India Pvt. Ltd., New Delhi.
4. Journalism in India by Parthasarthy, R.
5. The Press by Rau, M. Chelapati
6. Mass Communication and Journalism in India by Mehta, D.S.
7. Professional Journalism by Sethi, Patanjali
8. The Professional Journalist : John Hobenberg Oxford IEH Publishing Company, New Delhi.
9. Modern News Reporting by Care H. Warren, Harper, New York.
10. Mass Communication and Journalism in India by D.S. Mehta, Allied Publishers Ltd., New Delhi.
11. Functions and areas of Journalism by Y.K.D. Souza

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12. Good News Bad News by Tharyan
13. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
14. News Writing by Haugh George A.
15. The Journalism Handbook by M.V. Kamath
16. Handbook of Journalism by Aggarwal Vir Bala, Gupta V.S.

  
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### SEMESTER III

#### MJAMC304- INTERCULTURAL & INTERNATIONAL COMMUNICATION

Time: 3 Hrs. Max. Marks: 100

The paper will consist of three sections as follows:-

**Section A; 20 marks:** All ten questions, each of two marks, to be answered in not more than 50 words.

**Section B; 50 marks:** Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.

**Section C; 30 marks:** Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.

INTERCULTURAL COMMUNICATION	INTERNATIONAL COMMUNICATION
<ul style="list-style-type: none"><li>- Definition, concept and scope</li><li>- Relationship between culture and communication</li><li>- Basic understanding of culture as a social institution - value systems</li><li>- Inter-Cultural communication</li><li>- Modern mass media as vehicles of inter-cultural communication</li><li>- Barriers in inter-cultural communication (Reference to Religious, political and economic pressures, inter-cultural conflicts and communication)</li><li>- Impact of new technology on culture</li><li>- Globalization effects on culture and communication</li><li>- Mass media as a culture manufacturing industry</li><li>- Culture, communication and folk media</li></ul>	<ul style="list-style-type: none"><li>- Definitions and issues in International Communication</li><li>- Political, economic and cultural dimensions of international communication</li><li>- Communication and information as a tool of equality and exploitation</li><li>- International news flow-imbalance</li><li>- International, regional and internal disparities in media growth</li><li>- Communication as a human right</li><li>- International news agencies and syndicates, their organizational structure and functions</li><li>- Critique of western news values, Information- prompted cultural imperialism</li><li>- Impact of new communication technology on news flow - satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations</li><li>- Effects of globalisation on media systems and their functions</li></ul>

#### Books Recommended:

1. An Introduction to Intellectual Fred. E. Jandt. Communication, 2004, Sage Pub. India Pvt., New Delhi.
2. Handbook of International & Interlaectural Communication, Willam . Gudykunst ella Mody, 2002, Sage Pu. India Pvt., New Delhi.
3. Galtung, J. & R.G. Vincent (1992). Global Glasnost; Toward a New World Information and Communication Order by Cresskill, NJ; Hampton Press.
4. Harasim, Linda M. (2003). Global Networks; Computers and International Communication, New York, Longman.
5. Herman, Edward S and Robert W. McChesney, (1997), Global Media: The new missionaries of corporate capital. London and Washington; Cassell.

  
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6. Kamalipour, Yahya, (2003), (ed.), Global Communication. Boulder, CO; Wdsworth.
7. Lewis, Patrica, (1993), (ed.). Alternative Media; Linking Global to the Local. Paris, UNESCO Publications.
8. Lloyd Barrett, Oliver, (1999). The Globalization of News, London; Sage.
9. McPhail, Thomas, (2002), Global Communication; Theories, stakeholders and trends, California and New Delhi, Sage.
10. McChesney, Robert, (2001), Global Media, Neoliberalism and Imrerialis. Madison, WI; University of Wisconsin Press.
11. Meyer; William H. (1998). Transnational Media and Third World Development; The Structure and Imapct of Imperialism, New York; Greenwood Press.
12. Mohammad, Ali (1998), International Communication and Globalization. California; Sage.
13. Perry, David K. (1987) "The Image Gap; How International News Affects Perceptions of Nations," Journalism Quarterly, Vol. 64; 3; 416-421.
14. Rantanen, Terhi (2004). The Media and Globalization. London; Sage.
15. Thussu, Daya Kishan, (2000). International Communication : An introduction. New York; Oxford University Press.

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### **Semester III**

#### **MJAMC305- PUBLIC RELATIONS & CORPORATE COMMUNICATION**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

Public relations - Definitions of public relations, publicity, propaganda, public affairs, lobbying, etc.)

Ethics of PR (PRSI code of ethics)

Interface of PR with various management disciplines (HRD, finance, marketing, law, etc.)

Tools for PR (interpersonal, mass media and targeted media)

PR in industry, in central and state governments)

Role of PR in crisis communication

PR writings: House journals, bulletin boards, suggestion boxes, In house documentaries, presentations etc)

PR writing for media (press release/backgrounder, press brief, rejoinders, etc.)

- Corporate communication : Advent, role, strategic importance
- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- Building a distinct corporate identity
- Making presentations, preparing for meetings, writing speeches
- Selection of media for corporate communication
- Proactive and reactive media relations
- Ethical aspects in media relations

#### **Books Recommended:**

1. Reader in Public Opinion & Mass Communication : Morris, Janowitz and Paul Hirsch (ed.).
2. Public Relations— A Scientific Approach : Sahai, Baldeo.
3. Handbook of Public Relations in India : Mehta, D.S.
4. Corporate Public Relations : Balan K.R.
5. Public Relations Handbook : Dilenschneider, Robert L. and Forrestal, Dan J.
6. Public Relations Principles Cases and Problems : Moore, Frazier H., Kalupa, frank B.
7. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.
8. Public Relations Concept : J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.
9. Handbook of Public Relation and Communication : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd.

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

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### **Semester III**

#### **MJAMC306- Current Affairs**

Current Affairs paper will have short as well as descriptive questions related to the latest topics, topical news stories etc and shall be aimed at ensuring that the students keep themselves abreast of various news stories as they develop, form regular media tracking habits and engage with issues of the day.)

Marks 50


Time 90 minutes

#### **Section A**

This section will have 10 questions, with each question carrying two marks. The answer to each must not exceed 50 words.

#### **Section B**

This section will have four questions and students will have to attempt any two questions. Each question shall carry 15 marks. The answer must not exceed 800 words.

  
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### **Semester -III**

#### **MJAMC307 Project Work**

The Project Work in Semester III will have to be registered by each student in the beginning of the Semester and submitted before the commencement of the examinations for that Semester. It shall carry 25 marks and shall be assessed internally by faculty as per well defined norms.

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## **SEMESTER IV**

### **MJAMC401- HUMAN RIGHTS & MEDIA**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

- Concept of Human Rights
- Law terms and phrases and their uses in Human Rights
- Human Rights and Media
- Human Rights and Democracy, Human Rights & Education
- Human Rights and environmental air and water pollution
- 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

#### **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.

  
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## **SEMESTER IV**

### **MJAMC402- FILM STUDIES**

**Time: 3 Hrs. Max. Marks: 100**

**The paper will consist of three sections as follows:-**

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

Film as a medium

Film in relation to theatre, television

Five C's of cinematography

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

Hollywood Silent Era- Charles Chaplin, Cecil B. DeMille

The Position of Cinema in Developing Countries

Evolution of Indian cinema, referring to pioneers like Phalke, coming up of talkies, the era of superstars, multistarrers, Angry Young Man, rise of Multiplex etc

### **HOW TO MAKE A FILM :**

Budgeting

Scripting and Screenplay

Raw Stock, Film Formats

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

Casting, Location-hunting

Recent Technological Innovations in Cinema.

Post Production

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## **Semester IV**

### **MJAMC403- Current Affairs**

Current Affairs paper will have short as well as descriptive questions related to the latest topics, topical news stories etc and shall be aimed at ensuring that the students keep themselves abreast of various news stories as they develop, form regular media tracking habits and engage with issues of the day.)


Marks 100

Time 3 Hours

**Section A; 20 marks: All ten questions, each of two marks, to be answered in not more than 50 words.**

**Section B; 50 marks: Students to answer 10 out of 12 questions, each answer not exceeding 250 words. Each question carries 5 marks.**

**Section C; 30 marks: Students to answer 2 out of 4 questions asked, each in not more than 800 words. Each question carries 15 marks.**

  
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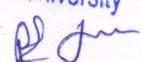
#### **Semester- IV**

#### **MJAMC404-Dissertation: 100 marks**

Since Masters in Journalism, Advertising and Mass Communication is an integrated course, the students are required to register themselves for a dissertation topic and start initial work on the dissertation latest by second semester. The topic must be finalized by the end of the first month of the second semester in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the second semester. By the end of the fourth and last semester, each student is expected to submit four copies of the dissertation.

Each student with his/her dissertation will be subjected to a viva voce by an external examiner approved by the Punjab Technical University upon completion.

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#### **Semester-IV**

#### **MJAMC405- Internship: 50 Marks.**

A four weeks internship will be conducted in any reputed media organization. And will be evaluated by an external examiner appointed by the university

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