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Supporting Documents-
Department of Journalism and Mass
Communication

**Copy of Syllabus of All Programs Offered
Indicating Credits/Electives Approved by Board**



IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Study Scheme & Syllabus of

Bachelor of Arts
(Journalism & Mass Communication)

Batch - 2018 Onwards



By

Board of Studies (Journalism & Mass Communication)

Department of Academics

IK Gujral Punjab Technical University

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Vision & Mission of the Department

VISION

The Department of Journalism and Mass Communication of I.K. Gujral Punjab Technical University, aspires to be a nationally and internationally acclaimed leader in professional and higher education in all spheres, which transforms the life of students through integration of teaching, research and character building.

MISSION

A Department that can effectively harness its multidisciplinary strengths to create an academically stimulating atmosphere; evolving into a well-integrated system that synergizes the efforts of its competent faculty towards imparting intellectual confidence that aids comprehension and complements the spirit of enquiry. To orient the students to the university ethos that aspires to put budding journalists to the service of society.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Programme Educational Objectives (PEO)

BA program in Journalism and Mass Communication program will be

PEO1: Utilizing strong professional aptitude and domain knowledge to develop smart media communication for the upliftment of society.

PEO2: Applying research and entrepreneurial skills augmented with a rich set of Communication, teamwork and leadership skills to excel in their profession.

PEO3: Showing continuous improvement in their professional career through life-long learning, appreciating human values and ethics.

PROGRAM OBJECTIVES

The Bachelor program designed for student desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media industry. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching.

The objectives of the course are:

- 1) To hone the journalistic and research skills through practical work, assignments, project reports, seminars, and workshops and to acquaint student with advanced journalism and media practices.
- 2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.
- 3) To offer appropriate grounding in the issues, ideas and challenges of 21st century. Thereby, broadening the world view of the future media practitioners.
- 4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

PROGRAM OUTCOMES

- ✚ The students learn competencies and skills required by the media world.
- ✚ They will be well-integrated in the industry, being industry-ready at the outset.
- ✚ The students would have acquired great confidence by the end of the course, having had hands-on experience with media software, intensive training in media writing, and media exposure in journalistic writing, through informal internships.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Bachelors of Arts in Journalism and Mass Communication (BAJMC)

It is an Under Graduate (UG) Programme of 3 years duration (6 semesters)

Eligibility for Admission: 10+2 in any stream or equivalent from any recognized Board/Institution.

Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC101- 18	Core Theory	Introduction to Journalism	3	1	0	40	60	100	4
BAJMC102- 18	Core Theory	Introduction to Media and Communication	3	1	0	40	60	100	4
BAJMC103- 18	Core Theory	Indian Political & Social System	3	1	0	40	60	100	4
BAJMC104- 18	Practical/laboratory	Communication Lab	-	-	2	-	25	25	1
BTHU103-18	Ability Enhancement Compulsory Course (AECC)-I	English	1	0	0	40	60	100	1
BTHU104-18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, Deaddiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, Deaddiction and Traffic Rules (Lab/ Seminar)	0	0	1	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	1	25	--**	25	1
	TOTAL		13	3	6	280	345	625	20

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement **The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC201- 18	Core Theory	Reporting and Editing for Print	2	1	2	40	60	100	4
BAJMC202- 18	Core Theory	Media and Cultural Studies	3	1	0	40	60	100	4
BAJMC203- 18	Core Theory	Global Media and Politics	3	1	0	40	60	100	4
BAJMC204- 18	Core Theory	Media Ethics and Laws	3	1	0	40	60	100	4
BAJMC205- 18	Practical/Laboratory	Media Lab	-	-	2	-	25	25	1
EVS102-18	Ability Enhancement Compulsory Course (AECC) –III	Environmental Science	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	1	25	--	25	1
	TOTAL		13	04	5	225	325	550	20

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC301- 18	Core Theory	Introduction to Broadcast Media	3	1	0	40	60	100	4
BAJMC302- 18	Core Theory	History of Media	3	1	0	40	60	100	4
BAJMC303- 18	Core Theory	Advertising	3	1	0	40	60	100	4
BAJMC304- 18	Core Theory	Public Relations	3	1	0	40	60	100	4
BAJMC305-18	Skill Enhancement Course-I	Interpersonal Communication Skills	3	0	2	40	60	100	4
BMPD302-18		Mentoring and Professional Development	0	0	1	25	--	25	1
Total		15	05	3	225	300	525	21	
*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement									

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC401-18	Core Theory	Advanced New Media	2	1	2	40	60	100	4
BAJMC402-18	Core Theory	Development Communication	3	1	0	40	60	100	4
BAJMC403-18	Core Theory	Communication Research and Methods	3	1	0	40	60	100	4
BAJMC404-18	Core Theory	Advanced Broadcast Media	3	1	0	40	60	100	4
BAJMC405-18	Skill Enhancement Course-II	New Media Writing and Publishing	2	1	2	40	60	100	4
BMPD402-18		Mentoring and Professional Development	0	0	1	25	--	25	1
TOTAL			13	05	5	225	300	525	21

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC501- 18	Skill Enhancement Course-III	Computer Application in Mass Media	2	1	2	40	60	100	4
BAJMC502- 18	Open Elective-I	Global Media	3	1	0	40	60	100	4
BAJMC503- 18	Elective-I	Introduction to Community Media	3	1	0	40	60	100	4
BAJMC504-18	Elective-II	Newspaper Organization and Functioning	3	1	0	40	60	100	4
BAJMC505-18	Project/Seminar	Minor Project	0	0	2	Satisfactory / Un Satisfactory			2
BMPD502-18		Mentoring and Professional Development	0	0	1	25	--	25	1
TOTAL			12	04	05	185	240	425	19
<p>*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement</p>									

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BAJMC601-18	Skill Enhancement Course-IV	Marketing Communication	3	1	0	40	60	100	4
BAJMC602-18	Open Elective-II	Basic principles of Communication	3	1	0	40	60	100	4
BAJMC603-18	Elective-III	Visual Communication Basics	3	1	0	40	60	100	4
BAJMC604-18	Elective-IV	Photo Journalism	3	1	0	40	60	100	4
BAJMC605-18	Internship	Media Internship	-	-	-	Satisfactory / Un Satisfactory			1
BAJMC606-18	Project	Major Project	0	0	6	Satisfactory / Un Satisfactory			6
BMPD602-18		Mentoring and Professional Development	0	0	1	25	--	25	1
	TOTAL		12	04	07	185	240	425	24

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Total Marks of BA Program: 3075

Total Credit of BA Program: 125

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

BAJMC 101-18 Introduction to Journalism

Course Title	Introduction to Journalism							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course objective	1. This course builds the basic foundation of a budding journalist, helping her understand what News is. Through a journey into various facets of 2. And approaches to news, it prepares the learner to be a responsible journalist.							
Type of the courses	Core	DSE	Project	GE	AECC	CSE		
	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>UNDERSTANDING NEWS: Ingredients of news; News: meaning, definition, nature; The news process: from the event to the reader (how news is carried from event to reader); Hard news vs. Soft news; Basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.</p>	19	4	0
II	<p>DIFFERENT FORMS OF PRINT – A HISTORICAL PERSPECTIVE: Yellow journalism; Penny press; Tabloid press; Language of news: Robert Gunning – Principles of clear writing; Rudolf Flesch formula – skills to write news.</p>	19	4	0
III	<p>UNDERSTANDING THE STRUCTURE AND CONSTRUCTION OF NEWS: Organizing a news story, 5W"s and 1H, Inverted pyramid ; Criteria for news worthiness; Principles of news selection; Use of archives, sources of news, use of internet.</p>	18	3	0
IV	<p>DIFFERENT MEDIA – A COMPARISON: Language and principles of writing: Basic differences between the print, electronic and online journalism; Citizen journalism; Contemporary debates and issues relating to media; Ethics in journalism.</p>	19	4	0

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Outcomes:

- 1. It will provide a better understanding of the concept as well as formation of news.**
- 2. The students will get a thorough knowledge of print media from a historical point of view also.**
- 3. It will give an overview of various forms of journalism to the students.**
- 4. It will also provide an insight into the present issues related to media.**
- 5. The students will get knowledge about the different traditional and modern sources of news.**

Texts and References:

- Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
- George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.
- Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Introduction to Media and Communication-BAJMC-102-18

Course Code	BAJMC102- 18							
Course Title	Introduction to Media and Communication							
Course Credits	Lecture	Tutorial	Practice	Total				
	3	1	0	4				
Contact hours	75	15	0	90				
Course objective	<p>1. This course aims to steer a student towards understanding the role and Importance of communication in society. The course also builds a</p> <p>2. Theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.</p>							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>MEDIA AND EVERYDAY LIFE Mobile phones, television, ring tones, Twitter; The Internet: Media and everyday life;</p> <p>Mediated and non-mediated communication; Forms of Communication; Levels of Communication: Mass Communication and its process;</p>	19	4	0
II	<p>COMMUNICATION AND MASS COMMUNICATION Normative Theories of the Press; Media and the Public Sphere. Four models of communication: Transmission models; Ritual or Expressive models; Publicity Model; Reception Model.</p>	19	4	0
III	<p>MASS COMMUNICATION AND EFFECTS PARADIGM Direct Effects; Mass Society Theory; Propaganda; Limited Effects; Individual Difference Theory; Personal Influence Theory.</p>	18	3	0
IV	<p>CULTURAL EFFECTS AND THE EMERGENCE OF AN ALTERNATIVE PARADIGM CULTURAL EFFECTS</p> <p>Agenda Setting; Spiral of Silence; Cultivation Analysis; Critique of the effects paradigm and emergence of alternative paradigm.</p>	19	4	0

Outcomes:

- 1. It will provide an overview of the various types of media around us.**
- 2. The students will get an insight into the various models and theories applicable to press.**
- 3. It will also give knowledge about the various paradigms applicable to mass communication. 4. The effects of mass media on society can be well understood after the study of various theories.**
- 5. The concept of mass communication in context of society will be interpreted in a coherent way.**

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Texts and References:

- Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981, 21 34; 59 72
- John Fiske, Introduction to Communication Studies, (Routledge 1982), pp 1 38
- Dennis McQuail, Mass Communication Theory, (London, Sage, 2000), pp 1 11; 41 54; 121 13 (fourth Edition)
- Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning, 2006) pages 42 64; 71 84; 148 153; 298 236
- Kevin Williams, Understanding Media Theory, (2003), pp.168 188
- Robin Jeffrey, Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India. New Delhi: Hachette (2013)

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Code	BAJMC103-18							
Course Title	Indian Political and Social System							
Course Credits	Lecture	Tutorial		Practice		Total		
	3	1		0		4		
Contact hours	75	15		0		90		
Course objective	1. This course aims to steer a student towards understanding the role and Importance of political system in society. The course also builds a 2. Theoretical background for understanding how social system works. 3. This course lays the theoretical base for applied polity and socio system courses.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40%	40%	0	0		40%	100%	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	Concept, definitions and importance of Political Science State and its institutions : Legislature, Executive and Judiciary How Indian democracy functions: parliament to panchayats? Brief Introduction about Indian political parties	19	4	0
II	Concepts of Basic elements of Indian constitution Preamble, Fundamental rights, Duties, Directive principles Center- State relationship Emergency power, Amendment	19	4	0
	Concept, definitions of sociology Importance of Sociology Relation of Sociology with other social sciences			
III	Importance of studying Sociology for media students Understanding current Socio-Cultural issues Politics and Society, Economy and Society	8	3	0
IV	Social Movements and Indian Economy Inequality in Indian Society	19	4	0

Outcomes:

- 1. The course will help the students in understanding the working of Indian political system.**
- 2. It will provide knowledge about the different concepts related to constitution.**
- 3. A deep insight into the interrelationship of various social sciences can also be gained through this course.**
- 4. An overview of the Indian economy can also be understood through the study of this paper.**
- 5. The students will get all the basic skills required for covering different types of news.**

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Texts and References:

1. Vidya Bhushan & D. R. Sachdeva, (1997) *An Introduction to Sociology*, Newage, New Delhi.
2. Shasi Jain, (2014), *Introduction to Psychology*, Kalyani Publishers, 5th Edition.
3. Subash C. Kashyap, *Indian Constitution*, National Book Trust of India.
4. Mishra S.K. & Puri V.K., *Indian economy*, Himalayan Publishing House.
5. Shukla, V.N. *Constitution of India*, Eastern Book Company, Lucknow 2001
6. Bakshi, P.M. *The Constitution of India*, Universal Law Publishing Co. Pvt. Ltd. 2001
7. D. D. Basu *An introduction to the Constitution of India*
8. J.C. Johri: *Indian Political System*

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

BAJMC-104-18 Communication Lab

Objectives: The students will be in a better position to write different types of journalistic pieces and the basics of computer and its applicability and usage in media world will be understood in a better way

Unit-I:

Exercise in news writing & reporting- Crime, Politics, Life Styles, Sports, Environment etc.

Unit-II

Exercise in writing features and Photo Features.

Unit-III

Exercise in Article and Editorial Writing

Unit-IV

Introduction to Computer & MS Office, Surfing Internet & Editing

Outcomes:

- 1. The students will be in a better position to write different types of journalistic pieces.**
- 2. The writing skills of the students will be improved and polished through this course.**
- 3. It will provide a strong base to the future journalists of the country.**
- 4. They will learn to form their own view point on various current and significant issues.**
- 5. The basics of computer and its applicability and usage in media world will be understood in a better way.**

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

AECC (For UGC courses) BTHU103-18 English:

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books. **Detailed Contents:**

Unit - 1 (Introduction)

- Theory of Communication
- Types and modes of Communication

Unit- 2 (Language of Communication)

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

OR

Precis writing /Paraphrasing (for International Students)

- Literary/Knowledge Texts

Unit-4 (Writing Skills)

Documenting

- Report Writing
- Making notes
- Letter writing

Recommended Readings:

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

AECC BTHU104/18 English Practical/Laboratory
: 0L 0T 2P 1 Credit Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension
- Self-Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and Pushp Lata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules
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Total no. of Lectures: 28,[L-T-P: 3-0-0]

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

[6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self-Exploration—what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self-exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]

7. Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’
8. Understanding the needs of Self (‘I’) and ‘Body’ - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of ‘I’ and harmony in ‘I’
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship [6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfilment to ensure *Ubhay-tripti*;
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*) - from family to world family!
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all pervasive space
22. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) (b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
 - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
 - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers.
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome's report*, Universe Books.
9. EG Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, *<http://uhv.ac.in>*
2. Story of Stuff, *<http://www.storyofstuff.com>*
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)
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One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

BMPD102-18 (1st-SEMESTER)

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty in charges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Reporting and Editing for Print BAJMC201-18

Course Code	BAJMC201-18							
Course Title	Reporting and Editing for Print							
Course Credits	Lecture		Tutorial		Practice		Total	
	2		1		2		4	
Contact hours	60		0		60		120	
Course objective	1. The students will learn the basics arts of journalism: reporting and Editing. Basic skills and concepts of reporting and copy editing dealt with 2. In this course intend prepare a student for entry level positions in a newspaper organisation.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	-	-	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination[#]	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	-	60	100

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>COVERING NEWS Reporter: role, functions and qualities; General assignment reporting/ working on a beat; news agency reporting; Covering Speeches, meetings and press conferences; Covering of beats: crime, courts, city reporting, local reporting, local bodies, hospitals, health, education, sports.</p>	15	0	15
II	<p>INTERVIEWING/TYPES OF NEWS LEADS Interviewing: doing the research, setting up the interview, conducting the interview; Structure of the News Story: Inverted Pyramid style; Lead: importance, types of lead; Body of the story, intro; Attribution and verification; Features: Types of features and human interest stories, leads for features; Difference between articles and features.</p>	15	0	15
III	<p>THE NEWSPAPER NEWSROOM Newsroom, organizational setup of a newspaper; Editorial department; Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents; Introduction to editing: Principles of editing, Style sheet; Headlines: importance, functions of headlines, typography and style, language, types of headline; Pictures: Importance of pictures, selection of news pictures.</p>	15	0	15

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

IV	<p>TRENDS IN SECTIONAL NEWS Week-end pullouts, supplements, backgrounders; Columns/columnists; Editorial page: structure, purpose, edits, middles, letters to the editor, Special articles, light leader, opinion pieces; Op. Ed. page. Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers; Objectivity and politics of news; Neutrality and bias in news.</p>	15	0	15
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Outcomes:

- 1.
2. **The course will provide students with the concept of beat and basics of different types of reporting.**
3. **The students will be in a position to write stories in proper format as required in newspaper organizations.**
4. **It will also help students in editing the news according to different criteria.**
5. **The students will also become aware of the latest trends followed in news.**
6. **Photojournalism and its usage will also increase among the future journalists.**

Text and References:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications □ News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson,
- McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper's Handbook, Richard Keeble, Routledge Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Journalism and Mass Communication Theory, Denis McQuail, Sage Publications
- Reporting for the Print media,, (2nd ed.); Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Media and Cultural Studies BAJMC-202-18

Course Code	BAJMC202-18							
Course Title	Media and Cultural Studies							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course objective	1. The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. 2. This course is Designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ Assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classrooms Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>UNDERSTANDING CULTURE: Mass Culture; Popular Culture; Folk Culture; Sub Cultures; Media and Culture; Media and technologies:</p> <p>Folk Media as a form of mass culture; Live performance, Audience in live performance; Media technologies; Medium is the message; Technological Determinism; New Media and cultural forms.</p>	19	4	0
II	<p>CRITICAL THEORIES: Frankfurt School;</p> <p>Media as cultural industries; Political economy; Ideology and hegemony.</p>	19	4	0
III	<p>REPRESENTATION MEDIA AS TEXTS: Signs and Codes in Media;</p> <p>Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in media.</p>	18	3	0
IV	<p>AUDIENCES: Uses and Gratification Approach;</p> <p>Reception studies;</p> <p>Active Audiences; Women as audiences; Music and the popular; Fandom.</p>	19	4	0

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Outcomes:

- 1. The course will make the students aware of the concept of mass culture and its various forms.**
- 2. Various School of thoughts will also become popular amongst the students.**
- 3. It will equip students with the applicability of various theories of mass media.**
- 4. The students will know the representation of various issues in media.**
- 5. The importance of different types of audience will become more clear through this course.**

Texts and References:

- Media Studies: An Essential Introduction Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
- John Fiske, 1982, Introduction to Communication Studies, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
- Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory, London, Sage (Covers Unit IV, Media Technologies)
- Baran and Davis, Mass Communication Theory (covers Unit II, III and IV)
- John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009
- Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV)
- Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE Publication
- James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey Short Extracts from writings by Adorno and Horkheimer, Radway, Roland Barthes, McLuhan Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Global Media and Politics BAJMC-203-18

Course Code	BAJMC203-18							
Course Title	Global Media and Politics							
Course Credits	Lecture	Tutorial		Practical	Total			
	3	1		0	4			
Contact hours	75	15		0				
Course objective								
Type of the course	Core	DSE		Project	GE	AECC	SEC	
Marks distribution	CCA		Practical		ESE	Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ Assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	00	60	100

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>MEDIA AND INTERNATIONAL COMMUNICATION The advent of popular media – a brief overview; Propaganda in the inter-war years: Nazi Propaganda;</p> <p>Radio and international communication;</p> <p>Media conglomerates and monopolies: Ted Turner/Rupert Murdoch; Global and regional integrations: Zee TV as a Pan-Indian Channel; Bollywood;</p>	19	4	0
II	<p>MEDIA AND SUPER POWER RIVALRY Media during the Cold War, Vietnam War, Disintegration of USSR;</p> <p>Radio free Europe, Radio Liberty, Voice of America; Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich-Poor</p>	18	3	0
III	<p>GLOBAL CONFLICT AND GLOBAL MEDIA World Wars and media coverage post 1990: Rise of <i>Al Jazeera</i>;</p> <p>The Gulf Wars: CNN's satellite transmission, embedded journalism; 9/11 and implications for the media; Discourses of Globalisation: barrier-free economy, multinationals, technological developments, digital divide.</p>	19	4	0
IV	<p>MEDIA AND CULTURAL GLOBALIZATION Cultural politics: Cultural imperialism, media hegemony and global cultures, Homogenization, the English language, Local/Global, Local/Hybrid; Entertainment: Local adaptations of global programmes (KBC/Big Boss/Others).</p>	19	4	0

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Outcomes:

1. The course will provide an overview of media industry at international level.
2. The students will better understand the global issues after getting aware of its historical perspective
3. It will provide them knowledge about the global media channels
4. A better understanding of different concepts related to global media will be gained
5. Relationship between world war and media will become more clear to the students

Texts and References:

- Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University Press, 2003.
- Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow “Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.
- DayaKishanThussu. War and the media: Reporting conflict 24x7, Sage Publications, 2003.
- Stuart Allan and Barbie Zelizer. Reporting war : Journalism in war time, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.
- Yadava, J.S, Politics of news, Concept Publishing and Co. 1984.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Media Ethics and the Law BAJMC-204-18

Course Code	BAJMC204-18							
Course Title	Media Ethics and Law							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		1	
Contact hours	75		15		0		90	
Course Objective	This course aims to inspire ethical journalistic conduct in budding Journalists by making them conversant with the meaning of journalism, its power to make a difference in the world and the common pitfalls.							
Type of the course	Core	DSE	Project	GE	AECC	SEC		
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ Assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Classroom Activity*	Mid-Term Exam			
Marks	5	10	25	00	60	100

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>ETHICAL FRAMEWORK AND MEDIA PRACTICE: Freedom of expression (Article 19(1)(a) and Article 19(1)2); Freedom of expression and defamation: Libel and slander; Issues of privacy and surveillance in society; Right to Information; Idea of fair trial vs. trial by media; Intellectual Property Rights; Media ethics and cultural dependence.</p>	19	4	0
II	<p>MEDIA TECHNOLOGY AND ETHICAL PARAMETERS: Live reporting and ethics; Legality and ethicality of sting operations, phone tapping etc.; Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of the Supreme Court); Discussion of Important cases – e.g. Operation Westend; Relevant sections of Broadcast Bill; NBA guidelines.</p>	19	4	0
III	<p>REPRESENTATION AND ETHICS: Media reportage of marginalized sections: Children, dalits, tribals, gender; Related laws and case studies: Indecent representation of Women (Prohibition) Act, 1986 and rules 1987; Protection of Women against Sexual Harassment Bill, 2007; Sec 67 of IT Act 2000; and 292 IPC etc.</p>	18	3	0
IV	<p>MEDIA AND REGULATION: Advertisement and women; Pornography; Regulatory bodies, codes and ethical guidelines; Self Regulation; Media Content: Debates on morality and accountability – Taste, Culture and Taboo; Censorship and media debates.</p>	19	4	0

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Outcomes:

1. The course will provide a better understanding of the ethical issues related to media
 2. A broader view to ethical issues related to media technology will be gained.
-
3. The students will be in a better position to work with social media after knowing its ethical concerns.
 4. Information on Laws related to media will help them in avoiding case of defamation while working.
 5. Coverage on sensitive issues will be done in a more responsible manner.

Texts and References:

- Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009.
- Barrie Mc Donald and Michel Petheran, Media Ethics, Mansell, 1998.
- Austin Sarat, Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011.
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007.
- Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.
- Raminder Kaur and William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction.
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible".

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

BAJMC 205-18: Media Lab

Objectives: The aim of this paper isto provide a better position to write creative piece of writing.

Unit-I

PR Report Writing
Public Speaking/ Develop spoken language skills

Unit-II

Making of Print & Electronic Advertisements

Unit-III

Conducting Surveys and other media research assignments

Unit-IV

News Writing, Feature Writing and Creative writing Exercises.
Reporting Skills and Assignments

Outcomes:

- 1. It will become easy to work as PRO with any organization.**
 - 2. The basics of ad making will become more clear after practically making them in lab.**
 - 3. The students will have an option to work as researcher with any media organization.**
 - 4. The art of reporting will prepare them for actual field work assignments.**
 - 5. They will be in a better position to write creative piece of writings.**
-

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Ability Enhancement Compulsory Course

EVS102-18 Environmental Studies

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
						Internal	External		
EVS 102-18	Ability Enhancement Compulsory Course (AECC)-III	Environmental Studies	2	0	0	40	60	100	2

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)
 Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids
 Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies) Public

hearing on environmental issues in a village **Suggested Readings:**

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001,

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

7. Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
8. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
9. Down to Earth, Centre for Science and Environment (R)
10. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
11. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
12. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
13. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
14. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
15. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
16. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
17. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
18. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
19. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
20. Survey of the Environment, The Hindu (M)
21. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
22. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
23. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

BMPD202-18 (2nd -SEMESTER)
Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B
(Outdoor Activities)

3. Sports/NSS/NCC
4. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Introduction to Broadcast Media

Course Code	BAJMC-301							
Course Title	Introduction to Broadcast Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	<ol style="list-style-type: none"> 1. To introduce the students with the concept of sound. 2. Students will understand the power of audio-visual media in communication. 3. They will understand how radio and television use sound and images for programming and communication. 4. To enhance basic skills of writing and editing 5. Describe the process of radio and television Programming. 							
Type of the Course	Core		DSE		Project		GE	
	☐							
	CC A		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
Marks distribution	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	ContactHours		
		L	T	P
I	<p>BASICS OF SOUND: Concepts of sound: scope, sound culture; Types of sound: Sync, non-sync, natural sound, ambience sound; introductions to microphones; Characteristics of radio as a medium.</p>	19	4	0
II	<p>BASICS OF VISUAL: What is an image, electronic image, television image, Digital image, What is a visual? (still to moving); Visual Culture; Characteristics of television as a medium.</p>	19	4	0
III	<p>WRITING AND EDITING RADIO NEWS: Elements of a radio news story: Gathering, writing/reporting; Elements of a radio news bulletins; Working in a radio news room;</p>	18	3	0

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

IV	WRITING AND EDITING TELEVISION NEWS: Basics of a camera (Lens & accessories); Electronic News Gathering (ENG) & Electronic Field Production (EFP) (Concept); Visual Grammar: Camera movement, types of shots, visual Elements of a television news story: Gathering, writing/ reporting; Elements of a Television News Bulletins;	19	4	0
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Outcomes:

- 1. The students will provide students with the concept of sound and types of sound.**
- 2. The students will get the basic skills of writing radio news.**
- 3. The students will be in position to write stories and news for television.**
- 4. It will equip the students with the basics of camera and its Various parts of television.**

Texts and References:

- Zettl Herbert. Television Production Handbook.
- Robert c Allen and Annette Hill (Eds.) (2004). The Television Reader, Routledge.
- P.C. Chatterjee (1987). Broadcasting in India, New Delhi: Sage 1987.
- Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

History of the Media-302

Course Code	BAJMC-302							
Course Title	History of the Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	<ol style="list-style-type: none"> 1. This Course help students understand the traditional media of mass communication. 2. Discuss the early history of print media. 3. Differentiate between print and electronic journalism. 4. Discuss the history of All India Radio and Private Channels. 5. To understand how print, audio and visuals communications come together to form the mass media today. 							
Type of Course	Core		DS E		Project	GE	AEC C	SEC
	□							
	CCA		Practical		ES E		Total	
PASS MARKS	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	HISTORY OF PRINT MEDIA: History of printing press Yellow Journalism.	19	4	0
II	HISTORY OF THE PRESS IN INDIA: Press during Colonial period, national freedom movement; Gandhi and Ambedkar as journalists and communicators; Media in the post-independence era: Emergency and Postemergency Era; Changing readership, print cultures, language press.	18	4	0
III	SOUND MEDIA: Emergence of radiotechnology, the coming of gramophone, early history of radio in India; History of AIR: Evolution of AIR programming; Penetration of radio in rural India: Case studies; Patterns of State control; the demand for autonomy; FM: Radio Privatization Music: Cassettes to the Internet.	19	4	0
VI	VISUAL MEDIA : The early years of photography, lithography and cinema; From silent era to the talkies; Cinema in later decades Indian television the coming of television Commercialization of Programming (1980s); The coming of transnational Television (1990s); Formation of Prasar Bharti.	19	4	0

IK Gujral Punjab Technical University
BA (Journalism & Mass Communication)

Outcomes:

- 1. The course will help the students in understanding the traditional media of mass communication.**
 - 2. It will provide the knowledge about the history of print media.**
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- 3. An overview of sound media can also be understood through this study of this paper.**
 - 4. The students will understand the importance of sound and images for programming and communication.**
 - 5. The students will also become aware how television sets their agenda.**

Texts and References:

- Briggs, and Burke, P, Social History of Media: From Gutenberg to the Internet, (Polity Press, 2010).
- Parthasarthy Rangswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).
- Jeffrey, Robin, India's News Paper Revolution: Capitalism, Politics and the Indian Language Press, (New Delhi, Oxford 2003)
- Manuel, Peter Cassette Culture page, (Chicago, University of Chicago Press, 1993).
- Chatterjee, P.C, Broadcasting in India page (New Delhi, Sage, 1991).
- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3
- David Page and William Crawley, Satellites over South Asia, (Sage, 2001).
- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
- Communication Processes Vol 1: Media and Mediation, B. Bel, B. Das, J. Brower,
- G.N.S Raghavan, Early years of PTI, PTI story: Origin and Growth of Indian Press, (Bombay, Press Trust of India, (1987).
- Melissa Butcher Transnational Television, Cultural Identity and Change, (New Delhi, Sage, 2003)

Advertising-303

Course Code	BAJMC-303							
Course Title	Advertising							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	<ol style="list-style-type: none"> 1. This course will help students build a basic understanding about advertising. 2. Exposure to the evolution of advertising along with application in the current times. 3. To introduce with ethics and laws related to advertising. 4. The course will introduce to various advertising models and theories. 5. How to make effective advertising plan for clients. 							
Type of the Course	Core		DSE		Project		GE	
	□							
	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

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Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	INTRODUCTION TO ADVERTISING: Meaning and history of advertising, importance and functions; Advertising as a tool of communication; Advertising theories and models: AIDA model, DAGMAR Model, Maslow's Hierarchy Model; Types of advertising and new trends.	15	0	15
II	ADVERTISING MEDIA: Advertising through print, electronic and online media; Types of media for advertising; Advertising objectives, segmentation, positioning and targeting media selection, planning, scheduling; Advertising department vs. agency-structure, and functions; Advertising budget; Campaign planning, creation and production.	15	0	15
III	Marketing Mix; Marketing Mix; Meaning and components, Factors Determining Marketing Mix, Advertising as Tool of Marketing; Social Marketing and Advertising Difference between Advertising, Publicity and Propaganda	15	0	15

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IV	Ethics Economic, cultural, psychological and social aspects of advertising; Ethical and regulatory aspects of advertising: Apex bodies in Advertising- AAI, ASCI and their codes	15	0	15
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Outcome

1. How to Design an ad copy for a product
2. Students will learn Script writing for electronic media (Radio jingle, TV Commercial)
3. Planning and designing advertising campaigns
4. Critical evaluation of advertisements
5. The students will also become aware about the ethics while preparing the Advertisement

Texts and References:

- David Ogilvy, Ogilvy on Advertising, Pan/Prion Books Frank Jefkins, Advertising Made Simple, Rupa & Co.
- Chunawalla, Advertising Theory And Practice, Himalaya Publishing House
- Jethwaney Jaishri, Advertising, Phoenix Publishing House
- CL Tyagi and Arun Kumar (2004). Advertising Management, New Delhi: Atlantic Publishers.
- Mukesh Trehan and Ranju Trehan (2007). Advertising and Sales Management, New Delhi: VK India.
- SA Chunawalla and KC Sethia (2002). Foundation of Advertising, New Delhi: Himalaya Publishing House.
- Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcoxe and Glen T, Public Relations, Pearson
- Cutlip S. M and Center A. H., Effective Public Relations, Prentice Hall Kaul J. M. and Noya Prakash, Public Relation in India, Calcutta.

Public Relations-304

Course Code	BAJMC-304							
Course Title	Public Relations							
Course Credits	Lecture		Tutorial		Practice	Total		
	3		1		0	4		
Contact hours	75		15		0	90		
Course Objective	<ol style="list-style-type: none"> 1. This course will help students build a basic understanding about PR and its various publics. 2. The student will learn their importance and role in various sectors, along with the ethical practices in the field. 3. To students will learn the difference between advertising and public relations. 4. To enhance their PR skills especially at the time of crisis. 5. To students will introduce about the role of PR in various sectors. 							
Type of the Course	Core	DSE		Project	GE	AECC	SEC	
	□							
	CC A	Practical		ESE		Total		
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	PR-BASICS CONCEPTS- PublicRelation:meaning,definitionandobjectives Importance andfunctionsofPublicRelations,Processof Public Relations, Principles of Public Relations:	19	4	0
II	Types of PR: Internal/externals, Publics of PR QualitiesandskillsrequiredforPR, Responsibilities of PR Professionals	18	4	0
III	ROLE OF PR IN DIFFERENT SECTORS: Government, educational institutions, hospital, defense, corporate, political parties, individuals etc. Role of PR in crisis management Media Relation as PR Function	19	4	0
VI	ESSENTIALS OF PR: Organizingpressconference,PressTours Writing Pressrelease ,rejoinders ,backgrounders, features Ethicalissues inPR: Apex bodies inPR-IPRA, PRSI andtheir codes	18	3	0

Outcomes-

1. Employ PR for event management.

2. Students will learn how to write Press release

3. Develop the skills of handling situation in crisis.

4. It will also help students how to organize press conference.

5. Employ PR effectively to create goodwill and convey a positive brand image.

Texts and References:

- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). Public Relations, New Delhi: Sterling Publishers Private Limited. □
- Robert L. Heath (2005). Encyclopaedia of Public Relations, London, Thousand Oaks, New Delhi: Sage Publications.
- Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
- Heat Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcoise and glen T, Publications Relations, Person
- Utlip S.M and Center A.H, Effective Publications, Prentice Hall
- Kaul J.M. and Nova Prakash, Public Relation in India, Calcutta
- Alison Theaker (2001). The Public Relations handbook, London and New York: Routledge.
- Deepak Gupta (2005). Handbook of Advertising media and public Relations, New Delhi: Mittal Publications,
- Virbala Aggarwal and VS Gupta (2002). Handbook of Journalism & Mass Communication, New Delhi: Concept Publication Company

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Interpersonal Communication Skills-305

Course Code	BAJMC-305							
Course Title	Inter Personal Communication Skills							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	<ol style="list-style-type: none"> 1. This course aims to build leadership and interpersonal skills of students 2. The skills learnt in this course will help a student in professional and Personal life besides adding to their skills as a mass communication practitioner. 3. Improve presentation and communication skills 4. Focus on persona management, grooming and soft skills. 5. To sharpen listening and writing skills. 							
Type of the Course	Core		DSE		Project		GE	
	□							
	CC A		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

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Unit	Topic	Contact Hours		
		L	T	P
I				
	<p>SELF ESTIMATE:</p> <p>Subunit I(a): Spiral model of personal development; Steps to developing self-esteem: The five freedoms, you are unique, set a new goal, know yourself, personal strengths, relaxation, self-talk, identify problem areas, take off your dark glasses, spot the danger signals, be realistic, ask for help, improve your communication skills, you are taller than you think.</p> <p>Subunit I(b): Practice exercises from the chapters 'Self-esteem' and 'Self-awareness and self-knowledge,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i>,</p>	19	0	4
II	<p>LISTENING:</p> <p>Subunit II(a): Importance of listening; Difference between active and reflective listening; Reflective Listening: Meaning; Five Response Styles: Judgemental, explanatory, reassuring, exploratory, empathic; Listening skills: Attending, following, reflecting;</p> <p>Subunit II(b): Practice exercises from the chapter 'Effective listening,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A step-by-step guide to communication skills training</i></p>	19	0	4
III	<p>SELF-ASSERTION:</p> <p>Subunit III(a): Self-assertion: concept and need; Assertive Behaviour and Self-Esteem; 'Rights' in interpersonal communication; Assertion skills: Psychological skills – managing anxiety and stress, non-verbal skills – facial expression, gestures, voice (timing, tone, volume, Subunit III(b): Practice exercises from the chapter 'Self-assertion,' in Mandy Kotzman and Anne Kotzman (2008), <i>Listen to me listen to you: A</i></p>	19	0	4
	<i>step-by-step guide to communication skills training</i>			

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<p align="center">IV</p>	<p>OFFICIAL COMMUNICATIONS:</p> <p>Subunit IV(a): Writing process: designing the document, writing a first draft, editing the draft.</p> <p>Designing the document: Goal orientation, readership analysis, creating a message, organising information, constructing an outline;</p> <p>Readership analysis – Managing readership expectations; Identifying the key persuasive factors;</p> <p>Creating a message – A sentence, single idea, word limit, self-explanatory, action-centered;</p> <p>Organising information – Vertical and horizontal organisation, summarising and grouping, managing detail;</p> <p>Writing first draft – summaries, introductions, headings, bullet points; Effective editing – paragraphs, sentences, words.</p> <p>Subunit IV(b): Practice exercises on writing emails, letters, memos, resume assigned by the course teacher</p>	<p align="center">19</p>	<p align="center">0</p>	<p align="center">4</p>
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Outcomes

1. **Self-Awareness**
2. **Personality development**
3. **How to handle stress and anxiety**
4. **The students will learn the importance of listening**
5. **Learn how to write email's letters, memos and resume**

Texts and References:

- Mandy Kotzman and Anne Kotzman (2008), *Listen to me, listen to you: A step-by-step guide to communication skills training*, Victoria: Acer.
- Anne Kotzman (1989), *Listen to me, listen to you*, Penguin. □
- Alan Barker (2010). *Improve your communication skills* (2nd edn), London, Philadelphia, New Delhi: Kogan Page Limited. □
- Richard Ellis (2002). *Communication Skills: Stepladders to success for the professional*, Bristol, □ Portland: Intellect.

Randy Fujishin (2009). *Creating communication: Exploring and expanding your fundamental*

- *communication skills* (2nd edn), Rowman & Littlefield Publishers, Inc. □ John O. Greene and Brant R. Burleson (2003). *Handbook of Communication and Social Interaction Skills*, Mahwah, New Jersey and London: Lawrence Erlbaum Associates, Publishers □

□

□

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BMPD302-18 (4th-SEMESTER)

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercise

Part – B (Outdoor Activities)

5. Sports/NSS/NCC
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

Advanced New Media-401

Course Code	BAJMC-401							
Course Title	Advanced New Media							
Course Credits	Lecture		Tutorial		Practice	Total		
	2		1		2	4		
Contact hours	60		0		60	120		
Course Objective	<ol style="list-style-type: none"> 1. This course introduces a student to the basic concepts involved in the use of new media technologies. 2. An overview of internet-based content production and publishing. 3. To enhance their blogging skills. 4. To introduce them about new media and ethics. 5. To help to develop the students their creative kills required in new media. 							
Type of the Course	Core	DSE		Project	GE	AECC	SEC	
	✓							
	CCA	Practical		ESE		Total		
Examination Scheme:	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

IK Gujral Punjab Technical University

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	KEY CONCEPTS AND THEORY: Defining new media, terminologies and their meanings – Digital media, New media, online media et. al.; Information society and new media; Information society and new media; Computer-mediated-communication (CMC), Networked Society.	19	4	0
II	UNDERSTANDING VIRTUAL CULTURES AND DIGITAL JOURNALISM: Internet and its beginnings; Online communities; User generated content and Web 2.0; Networked Journalism; Alternative Journalism.	18	4	0
III	DIGITIZATION OF JOURNALISM: Digital archives; New media and ethics; Activism and New Media; Social media in the above context.	19	4	0
VI	OVERVIEW OF WEB WRITING AND DESIGN: Linear and Non-linear writing; Writing Techniques: Linking, using multimedia, storytelling structures. Content strategy and audience analysis; Brief history of Blogging; Creating and promoting a blog.	18	3	0

Outcomes-

1. The course will provide a better understanding of new media technologies.

2. A broader view to ethical issues related to new media technology will be gained.

3. The students will be in a better position to work with new media after knowing its ethical concerns.

4. The students will learn how to create a blog and importance of blogging.

5. The students will learn the concept of web writing.

Texts and References:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). what is web 2.0: Design patterns and business models for the next generation's software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis-web-20.html>
- Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006.
- Amateur Hour: Journalism without Journalists. The New Yorker, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.

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Development Communication-402

Course Code	BAJMC-402							
Course Title	Development Communication							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	<ol style="list-style-type: none"> 1. This course familiarizes a student with role of communication in Development. 2. Introduce major development thoughts and programs, the course builds an 3. Understanding of the evaluation of approaches to development communication. 4. Illustrates the use of development communication through examples. 5. To introduce them with the various government schemes of development communication. 							
Type of the Course	Core		DSE		Project		GE	
	☐							
	CC A		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers/quiz/snap test/group discussion/etc in the class

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Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p>DEVELOPMENT: Concept, concerns, paradigms of development; Concepts in development: versus growth, Human development, Development as freedom; Models of development: Basic needs model, Nehruvian model, Gandhian model, Panchayati Raj; Developing countries versus developed countries;</p>	19	4	0
II	<p>DEVELOPMENT COMMUNICATION: Concept and approaches; Alternative Development Communication approaches: Sustainable development, Participatory Development, Inclusive development, gender and development;</p>	19	4	0
III	<p>ROLE OF MEDIA IN DEVELOPMENT: Mass media as a tool for development; Development support communication in India in the areas of agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI);</p>	19	4	0
IV	<p>DEVELOPMENT COMMUNICATION AND MEDIA: Strategies for designing messages for print; Role, performance record of each medium – print, radio, TV, video, Traditional media. Community radio communication and development; Television programmes for rural india (<i>Krishi Darshan</i>); Using new media technologies for development; Critical appraisal of development communication programmes and govt. Schemes: SITE, Krishi Darshan, Kheda, MNREGA.</p>	19	4	0

Outcomes:

- 1. The course will make the students aware of the concept of various model of mass communication**
- 2. It will also help the students to know the role of media in development. 3 The students will know the role of new media in development.**
- 4. The students will also become aware about all the communication programmes run by the government.**
- 5. It will provide them knowledge about the RTI**

Texts and References:

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi,
- Srinivas R. Melkote and H. Leslie Steeves: Communication for Development In The Third World, Sage Publications. □
- Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001. □
- Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007.
- UNDP: Human Development Report (published every year), Oxford University Press, New Delhi. □
- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm: Mass Media and National Development- the role of information in □
developing countries, UNESCO/ Stanford University Press, 1964. □
- Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999. □
- Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006. □
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007. □
- Ghosh and Pramanik: Panchayat System in India, Kanishka Publication, New Delhi, 2007. □
- Shivani Dharmarajan: NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007. □
- Modern Media in Social Development: Harish Khanna. □

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Communication Research and Methods-403

Course Code	BAJMC-403							
Course Title	Communication Research and Methods							
Course Credits	Lecture		Tutorial		Practice	Total		
	3		1		0	4		
Contact hours	75		15		0	90		
Course Objective	<ol style="list-style-type: none"> 1. This course serves the training young minds for scientific inquiry, and exploring the realms of enquiry in communications. 2. The students will learn to identify problems and learn methods to finding answers to those problems. To introduce the students with the various types of research. 3. To make them aware how to write a research report. 4. To make them equip with the importance of data in the research. 							
Type of the Course	Core	DS E		Project	GE	AECC	SEC	
	□							
	CC A	Practical		ESE		Total		
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	INTRODUCTION TO RESEARCH Definition, importance and function; Basic and applied research; Role of theory in research; Steps of conducting research.	19	4	0
II	METHODS OF MEDIA RESEARCH Qualitative and Quantitative Techniques; Content analysis; Survey method; Observation methods; Experimental studies, Case studies, Historical research; Readership and audience surveys; Textual analysis; Discourse analysis; Ethical perspectives of mass media research	19	4	0
III	SAMPLING AND DATA COLLECTION Sampling: Need for sampling, sampling methods, Tools of data collection: Primary and Secondary data Questionnaire, Focus Groups, Surveys, Online Polls.	19	4	0
VI	METHODS OF ANALYSIS AND REPORT WRITING Data analysis techniques, coding and tabulation, Non-Statistical methods: Descriptive and historical, Working with Archives; Library Research; Working with Internet as a source; Writing citations, bibliography; Writing the research report.	19	4	0

Outcomes-

- 1. This course will provide the students with the concept of research and various types of research.**
- 2. The students will also learn various types of research.**
- 3. The importance of library and internet in the research will become clear through this course**
- 4. The students will get an insight into the various tools of data collection. 5. It will provide knowledge how to write a research report**

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Texts and References:

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006,
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004,
- Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

Advance Broadcast Media-404

Course Code	BAJMC-404							
Course Title	Advance Broadcast Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course Objective	<p>1 To make them understand how and why commercial broadcasting is different from public service broadcasting,</p> <p>2. To introduce the students about various formats of radio and TV programming and their production.</p> <p>3. Scope and Challenges of campus radio.</p> <p>4. Introduce the students with various laws of broadcasting.</p> <p>5. How to write script for radio.</p>							
Type of the Course	Core		DSE		Project		GE	
	☐							
	CCA		Practical		ESE		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class.

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	PUBLIC SERVICE BROADCASTING Public Service Model in India (Policy and laws); Global Overview of Public Service Broadcasting; Community Radio; Community Video;	19	4	0
	Participatory Communication; Campus Radio.			
II	PRIVATE BROADCASTING Private broadcasting model in India; Private broadcasting policy and laws; Structure, Functions and Working of a Broadcast Channel; Public and Private partnership in television and radio programming.	18	4	0
III	BROADCAST GENRES Debates, Issues and Concerns of Television Genre; Various evolving contemporary television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time And day time.	19	4	0
VI	ADVANCED BROADCAST PRODUCTION I Writing and Producing for Radio; Public Service Advertisements; Jingles; Radio Magazine shows Mixing Genres in Television Production; Music Video for social comment/as documentary;	18	3	0

Outcomes-

- 1. It will provide an overview of the community radio.**
- 2. The students will get an insight into the various laws and policy of private broadcasting.**
- 3. The will learn the various broadcast genres.**
- 4. The students will be in a better position to write for radio.**
- 5. The students will learn the basic of documentary**

Texts and References:

- Glen Creeber, Toby Miller and John Tulloch, *The Television Genre Book* (London: British Film Institute, 2009)
- Robert B Musburger and Gorham Kindem, *Introduction to media Production*, (Elsevier: Focal Press Focal Press)
- Ambrish Saxena, *Radio in New Avatar- AM to FM*, (Delhi: Kanishka)
- Ted White and Frank Barnas, *Broadcast News, Writing Reporting & Producing*, (Elsevier, Focal Press, 2012)
- Herbert Zettl, *Television Production Handbook*, (Delhi : Akash Press, 2007)
- Vinod Pavarala, Kanchan K Malik, *Facilitating Community Radio in India: Profiles of NGOs and their Community Radio Initiatives Other Voices* (New Delhi: Sage, 2007)
- G. Mc Leash, Robert, *Radio Production* (US: Taylor & Francis)

New Media Writing and Publishing 405

Course Code	BAJMC-405							
Course Title	New Media Writing and Publishing							
Course Credits	Lecture		Tutorial		Practice		Total	
	2		1		2		4	
Contact hours	60		0		60		120	
Course objective	<p>1 This course will prepare a student to write and publish in the new media Environment.</p> <p>2 The course components will progressively prepare a student to adapt content writing for the internet environment while also making them familiar with the potential and application of various web 2.0 tools.</p> <p>3 It prepares a learns to be a responsible journalist.</p> <p>4 This course is design to make a student's aware about the importance blog. 5 To enhance a basic skills of online writings</p>							
Type of the Course	Core		DSE		Project	GE	AEC C	SEC
	□							
	CCA		Practical		ES E		Total	
Marks distribution	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/assignments/term papers /quiz/snap test/group discussion/etc in the class. **Examination Scheme:**

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester Examination	Total
	Attendance	Class Room Activity*	Mid-Term			
Marks	5	10	25	00	60	100

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	Internet What is Internet? Silent features and advantages over traditional media. History and Spread of Internet in India, reach and problem of access: Internet and knowledge society	18	4	0
II	ONLINE NEWS GATHERING: What is online journalism? News gathering: Shared database, crowd-sourcing, distributed, collaborative or open-source reporting, online research; Status of online Journalism today	19	4	0
III	ONLINE NEWS WRITING: Storytelling: Non-linear storytelling, using chunks in a story, using Multiple media tools. Story idea, development and news updates Podcast and Webcast	19	4	0
IV	BLOGS: Meaning and origin; Individual and professional blogs; Basic terminology: Post, permalink, trackback, blogroll, link-blog, vlog, moblog; Maintaining a blog: Citizen Journalists	19	4	0

OUTCOMES;

- 1 Students will learn to use the cyberspace for journalism.**
- 2 Use the internet to their advantage and avoid pitfall of information gathered from the unreliable source.**
- 3. Learn to write for online media.**
- 4.Learn to operate blog.**
- 5 .Students will have the knowledge of all the new media tools.**

Texts and References:

- Stephen Quinn and Vincent F. Filak (2005). *Convergent journalism: An introduction*, Focal Press. □
- Mike Ward (2002). *Journalism Online*, Focal Press. □
- John V. Pavlik (2001). *Journalism and New Media*, New York: Columbia University Press. □
- Mark Briggs (2007). *Journalism 2.0: How to survive and thrive*, J-Lab (Available online: http://www.kcnn.org/images/uploads/Journalism_20.pdf). □

BMPD402-18 (4th-SEMESTER)
Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercise

Part – B (Outdoor Activities)

7. Sports/NSS/NCC
8. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

Course Code	BAJMC-501-18							
Course Title	COMPUTER APPLICATION AND MASS MEDIA							
Course Credits	Lecture	Tutorial			Practical		Total	
	2	1			2		4	
Contact hours	75	15			0		90	
Course objective	The students will learn the basics of computer and its applications of various parts. Basic skills and concepts of computer software dealt with in this course intend prepare a student for entry level positions in a Media organization.							
Type of the course	Core	DSE	Project			GE	AECC	SEC
			√					
Marks distribution	CCA		Practical			ESE		Total
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	-	60	100

*Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	INTRODUCTION TO COMPUTERS Information and Communication Technology. Importance and concept, Introduction to Computers: History & Classification of Computer Computer: Characteristics and applications.	15	0	15
IIC	COMPUTERS AND ITS VARIOUS APPLICATION Reporting, Editing INTERNET-Type of networks, World Wide Web Cyber Journalism Blogs, Social Networking Sites	15	0	15
III	MS Office, Use of Printer and Scanner Microsoft office: Word, Power Point, Excel Using Printers and Scanner Word Processing – Punjabi, Hindi and English	15	0	15
IVD	TP SOFTWARE Feature and their basic application Corel Draw Page Maker Photoshop	15	0	15

Texts & Reference books

Author Adobe, Adobe Photoshop – Publisher Techmedia
 Coburn, Foster D. Corel Draw, Tata Mcgraw Hill Publishing Co Ltd, 2007
 A. Jaiswal Fundamentals of computer Information technology Today, Wiley Dreamtech
 V. Rajaraman, Fundamentals of computer, Prentice Hall of India
 G K Parthasarathy, Computer Aided Communication, Authors Press, 2006
 R. Singhal, Computer Application for Journalism, Ess Publishers
 Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi

OUTCOMES:

- 1. The student will get the basic knowledge of various components of computer.**
- 2. The students will be in a better position to use the computer properly.**
- 3. The basics of computer and its applicability and usage in media world will be understood in a better way.**
- 4. They will learn how to create blogs and use of social network sites.**
- 5. The typing skill of the students will be improved through this course.**

Course Code	BAJMC-502-18									
Course Title	Global Media									
Course Credits	Lecture	Tutorial				Practical		Total		
	3	1				0		4		
Contact hours	75	15				0		90		
Course objective	This Course aims to steer a student towards understanding the role and importance theoretical background for understanding how global media operators. This Course lays the theoretical base for applied polity and Socio system Courses									
Type of the course	Core	DDE	Project				GE	AECC	CSE	
Marks distribution	CCA		Practical				ESE		Total	
	Max	Pass	Max	Pass		Max	Pass	Max	Pass	
	40	40%	0	0		60	40%	100	40%	

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	00	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

(Journalism & Mass Communication)

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	INTRODUCTION TO INTERNATIONAL NEWSPAPERS Wall Street Journal ,The New York Times & The Sun Major International Channels: BBC, CNN- IBN Major International Radio channels: BBC, Voice of America	19	04	0
II	MEDIA SCENARIO Introduction to major Global Media Companies (Reuters, AP & AFP) Concept of Media Imperialism	19	04	0
III	MEDIA AND MARKET FORCES Mis-information and information war, Role of Media in promoting humanity and peace, Market forces and Media	19	04	0
IV	GLOBAL TECHNOLOGY Global satellite system, Global internet service & IPTV	19	04	0

Outcomes:

- 1. It will provide an overview of International media**
- 2. The students will get an insight how global media work**
- 3. The course will help the students in understanding the role of market in media**
- 4. The students will be in better position to understand the role of media in promotion harmony and peace**
- 5. They will get the knowledge about various global technologies.**

Texts & References

- New Media Nation – Indigenous People & Global Communication by Valerie Alia□
-
- Handbook of Global Media & Communication Policy by Robin Mansell & Marc Raboy.□
-
- The No-Nonsense Guide to Global Media by Peter Steven□
-
- Escaping the Global Village: Media, Language & Protest by NiamhHourie□

Course Code	BAJMC-503 -18							
Course Title	Introduction to Community Media							
Course Credits	Lecture		Tutorial		Practical		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course objective	The course aims to steer a student's towards understanding the role and importance of community media in the society. The course also builds a theoretical background for understanding the difference between alternative and community media.							
Type of the course	Core	DS		Project		GE	AECC	CSE
	√							
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40%	60%	-	-	40%	60%	40%	60%

Examination Scheme:

Components	Continuous Comprehensive Assessment			
		Practical		Total

	Attendance	Classroom *Activity	Mid-Term Exam	Examination	End Semester examination	
Marks	5	10	25	00	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	BASIC CONCEPTS Community: its concept and importance, Community as place; Community as Identity/Belonging; Community as Ideology: Locality, Place and neighbourhood	19	4	0
II	COMMUNITY MEDIA AS ALTERNATIVE MEDIA Concept, origin and need, Types of Alternative Media, Alternative Print Media: Strengths & Weakness with examples Alternative Television :strengths & Weakness with examples Alternative Radio with special focus on community radio, Internet Virtual communities with special focus on blogging	19	4	0
III	TRADITIONAL MEDIA Meaning: Importance of traditional media in Communication, Different forms of Traditional Media.	19	4	0

IV	UNITS OF MINISTRY OF I & B: DAVP, RNI, PIB, FTII, NFAI	19	4	0
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Outcomes:

- 1. The course will help the students in understanding Community media as an alternative voice.**
- 2. It will provide the knowledge of Alternative media.**
- 3. A deep insight into folk media can also be gained through this course.**
- 4. An overview of folk media of Punjab can also be understood through the study of Paper.**
- 5. The students will get the potential of using community based traditional, new and folk media.**

TEXTS & REFERNCES

- Tony Blackshaw (2010). Key Concepts in Community Studies, New Delhi: Sage.□
-
- Olga Bailey, Bart Cammaerts and Nico Carpentier (2008). Understanding Alternative Media, New York: Open University Press.□
-
- Kate Coyer, Tony Downmunt and Alan Fountain (2007). The Alternative Media Handbook, New York and London: Routledge.□
-
- Kevin Howley (2012). Understanding Community Media, Sage Publications.□
-
- Indian Institute of Mass Communication (1981). Communication and the Traditional Media: Papers and Proceedings of Seminar.□
-
- Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House□

Course Code	BAJMC-504-18						
Course Title	NEWSPAPER ORGANIZATION AND FUNCTIONING						
Course Credits	Lecture	Tutorial		Practical		Total	
	3	1		0		4	
Contact hours	75	15		0		90	
Course objective	This course aims to steer a student towards understanding the role and importance of Various departments of Newspaper organization. The Course also builds a theoretical background for understanding various department work.						
Type of the course	Core	DS		Project		GE	AECC
	E						E
Marks distribution	CCA		Practical		ESE		Total
	Max	Pass	Max	Pass	Max	Pass	Max
	40	40%	0	0	60	40%	100
							Pa ss
							40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	00	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	<p>EDITORIAL DEPARTMENT: Chief functionaries: Editor-Role and Function</p> <p>Editors. Editorial Desk: Chief Sub Editors, Sub Editors; Function of News Room Reporting: Roles and responsibilities of News Editor</p> <p>Features section: Features editor, feature writers, columnists, Freelancers.</p>	19	4	0
II	<p>ADVERTISING DEPARTMENT: Source of Revenue of a Newspaper: Circulation and Advertising; Types of advertisements: Display and classified advertising, advertorials; local, regional and national advertisements;</p>	18	4	0
III	<p>CIRCULATION DEPARTMENT: Function of Circulation Department: Packing and dispatch, transportation, distribution, Relationship with agents; subscription; collection of sales</p> <p>Duties of Circulation Manager.</p>	18	3	0
IV	<p>PRODUCTION DEPARTMENT: Duties and functioning; Methods of Composition: Traditional (Hand Composing, Linotype</p> <p>Printing Processes: Letterpress; Offset; Gravure and Digital Printing.</p>	19	4	0

Outcomes:

- 1. It will provide an overview of all the departments of newspaper organization.**
- 2. It will also give the knowledge of roles and responsibilities of key personnel working in a various department of newspaper organization**
- 3. The course will provide the knowledge of working of advertisement department.**
- 4. The students will be in position to understand the relation of all the departments.**
- 5. The students will understand the concept of printing process.**

Texts &References:

- VirBala Aggarwal (2006). Essentials of practical journalism, New Delhi: Concept Publishing□
- Dalpat S. Mehta (2009 [1992]). Mass communication and journalism in India (Reprinted in 2009, last revised edition in 1992), New Delhi: Allied Publishers.□
- Susan Pape and Sue Featherstone (2005). Newspaper journalism: A practical□ introduction,London Thousand Oaks New Delhi: Sage Publications.□
- S. Kundra (2005). Media management, New Delhi: Anmol Publications Pvt. Limited.□

Course Code	BAJMC-601-18							
Course Title	MARKETING COMMUNICATION							
Course Credits	Lecture		Tutorial		Practical		Total	
	3		1		0		4	
Contact hours	60		0		60		120	
Course objective	The students will learn the basics of advertising and Public Relations. They will learn the importance and role in market, along with the ethical practices in the field.							
Type of the course	Core	DSE	Project		GE	AECC	CSE	
	√							
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	-	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	MARKETING MIX Marketing mix : Meaning & Components, Advertising as a tool of Marketing, PR as a tool of Marketing, Evolution of Advertising, Evolution of Public Relations	9 1	4	0
II	ADVERTISING BASIC ONCEPTS Introduction to Advertising-Meaning &Basic Concept, Purpose of Advertising, Types of Advertising, Advertising as a communication tool, Role& Effects of Advertising	9 1	4	0
III	PR BASIC CONCEPT Public Relations –Meaning, Definition & Objectives, Importance and functions of Public Relations, Types of Publics, Principles& Tools of Public Relations	9 1	4	0
IV	Essentials of AD and PR ASCI's Codes of Advertising, Ethical issues in Public Relations, PRSCI Codes of Ethics for PR	9 1	4	0

OUTCOMES:

1. The student will get the basic knowledge of marketing components.
2. The students will learn the role of advertising and its effect.
3. The basics of Public Relations Concept.
4. They will learn various tools of Public Relation officer.
5. The students will learn various ethical practices in the field.

Texts & Reference books

- C L Tyagi and Arun Kumar (2004). Advertising Management, New Delhi: Atlantic Publishers.
- Mukesh Trehan and Ranju Trehan (2007). Advertising and Sales Management, New Delhi: VK India.
- SA Chunawalla and KC Sethia (2002). Foundation of Advertising, New Delhi: Himalaya Publishing House.
- Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
- Jaishri N. Jethwaney and Narendra Nath Sarkar (2002). Public Relations, New Delhi: Sterling Publishers Private Limited.
- Robert L. Heath (2005). Encyclopaedia of Public Relations, London, Thousand Oaks, New Delhi: Sage Publications.
- Alison Theaker (2001). The Public Relations handbook, London and New York: Routledge.
- Deepak Gupta (2005). Handbook of advertising media and public relations, New Delhi: Mittal Publications.
- Vir Bala Aggarwal and V S Gupta (2002). Handbook of Journalism & Mass Communication, New Delhi: Concept Publication Company.

Course Code	BAJMC-602							
Course Title	PRINCIPLES OF COMMUNICATION							
Course Credits	Lecture	Tutorial		Practical		Total		
	3	1		0		4		
Contact hours	60	0		60		120		
Course objective	This Course aims to steer a student towards understanding the role and importance of Communication in the society. The course also builds a theoretical background for understanding how the communication works.							
Type of the course	Core	D	SE	Project	GE	AECC	CSE	
	√							
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	-	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	Communication Basic: Concept and definitions of Communication, Functions of communication, Elements and process of communication, Barriers, Types and forms of communication. 7C's of communication	19	4	0
II	INTRODUCTION TO COMMUNICATION THEORY Communication theory need and importance, Two step & Multi-step flow theory Bullet theory , Agenda setting theory, Cultivation theory, Individual difference theory	19	4	0
III	COMMUNICATION MODELS: Definition, concept and origin of communication models, SMR, SMCR, Aristotle model, Laswell's model, Berlo model, Shannon and Waver's model, Osgood model	19	4	0
IV	NORMATIVE THEORY AND SEIBERTS THEORY OF COMMUNICATION: Authoritarian Theory, Libertarian Theory, Social Responsibility Theory , Developmental Theory , Democratic Participant Theory	19	4	0

OUTCOMES:

- • The students will learn the concept of communication.□
- • The course will help the students in learning the various function of communication.□
- • They will learn the process and barriers to communication.□
- • It will provide the knowledge of various communication theories.□
- • A deep insight into various communication models will be understood.□

Texts & Reference books

- Erik Karl Rosengren (2000). *Communication: An Introduction*, London: Sage Publications.
- Keval J Kumar (2007). *Mass Communication in India* (4th edn), Mumbai: Jaico Publishing House.
- Stanley J Baran & Dennis K Davis (2002). *Mass Communication Theory: Foundations* (2nd edn), Ferment, and Future, Singapore: Thomason Asia Pvt. Ltd.
- N. Andal (2005). *Communication Theories and Models*, Bangalore: Himalaya Publishing House.
- Denis Mc Quail (2005). *Mc Quail's Mass Communication Theory*, New Delhi: Vistaar Publications.
- Vir Bala Aggarwal and VS Gupta (2002). *Handbook of Journalism & Mass Communication*, New Delhi: Concept Publication Company.□
- John Fiske (2011). *Introduction to Communication Studies: Studies in culture and□ communication* (3rd edn), Oxon: Routledge.
- Uma Narula (2006). *Handbook of Communication: Models, Perspectives and Strategies*, Atlantic Publications.s & References.

Course Code	BAJMC-603-18							
Course Title	Visual Communication Basics							
Course Credits	Lecture		Tutorial		Practical		Total	
	3		1		0		4	
Contact hours	75		15		0		90	
Course objective	The course intends to familiarize This course intends to familiarise the students with the organisational structure of a newspaper along with the roles and responsibilities of key personnel working in various departments of a newspaper organisation. This course will also give a macro view of the working of a newspaper organisation thus preparing a budding journalist to identify her surroundings and adjust to the working environment.							
Type of the course	Core		DDE		Project		GE	
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40%	60%	-	-	40%	60%	40%	60%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	00	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	BASIC CONCEPTS The power of Visual communication, Perception: Meaning and Function in communication, visual perception.	19	4	0
II	PHYSIOLOGICAL PROCESSING perception of relationship ,building of structures, predictive order, coalescing the real and the perceived, framing and contextualizing, perceiving time, space and movements, Gestalt Psychology	19	4	0
III	CULTURAL CODES: Foundation for theory of signs, Relation between signs and what they signify, Relation between and signs their users,	19	4	0
IV	VISUAL CULTURE Three types of responses to media images; dominant or preferred readings, Concept of gaze	19	4	0

Outcomes:

- 1. The course will help the students in understanding basic concept of visual communication.**
- 2. It will provide the knowledge of Psychological processing**
- 3. A deep insight cultural codes can also be gained through this course**
- 4. An overview of visual culture can also be understood through the study of paper**
- 5. The students will get to know the relations between various signs and their users.**

TEXTS & REFERNCES

- Matteo Stocchetti and Karin Kukkonen (2011). Images in Use: Towards the critical analysis of visual communication, Amsterdam, Philadelphia: John Benjamins Publishing Company
- Ken Smith, Sandra Moriarty, Gretchen Barbatsis and Keith Kenney (2005).
Handbook of visual communication: Theory, methods, and media, Mahwah, New Jersey
London: Lawrence Erlbaum Associates, Publishers
- Kevin Mullet and Darrell Sano (1995). Designing visual interfaces:
Communication oriented techniques, California: SunSoft Press, Prentice Hall
- Stephen W. Littlejohn and Karen A. Foss (2009). Encyclopedia of communication, Thousand
Oaks, London, New Delhi, Singapore: Sage Publications

Course Code	BAJMC-604							
Course Title	PHOTO JOURNALISM							
Course Credits	Lecture	Tutorial	Practical		Total			
	2	1	2		4			
Contact hours	60	0	60		120			
Course objective	This course aims to steer a student towards understanding the role and importance of Photojournalist. To develop the ability to conceptualize, capture and use photographs meaningfully							
Type of the course	Core	DDE	Project	GE	AECC	CSE		
	√							
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%			60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom	Mid-Term			
		*Activity	Exam			
Marks	5	10	25	-	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	ESSENTIALS: Introduction to photography: meaning ,definition and scope, Difference of news photography from other photography, Importance of photography in news, news values for photographs, role& responsibilities of photojournalist	19	4	0
II	TECHNOLOGY AND CREATIVE RULES Concept of lighting, design or composition in photography, Basics of composition, how to get camera angles, Language of photography, contrast, motion, depth and space, importance of colour lighting in photography.	19	4	0
III	TYPES OF CMERAS AND CAMERA COMPONENTS SLR & DSLR Shutter Speed, Aperture, Focal Length. Types and functions of lens Rule of third Photo editing& Cropping	18	3	0
IV	Ethical Aspects of Photojournalism: Importance and role of ethics in photography, Press Photography in crisis Sensitivity, empathy &compassion in photojournalist Photo features and caption writing, Scope of mobile photography	19	4	0

OUTCOMES:

- 1. It will provide an overview of all the types and parts of camera.**
- 2. It will also give the knowledge of roles and responsibilities of photojournalist.**
- 3. The course will provide the knowledge of technology and creative rules used in photography.**
- 4. The students will be in position to understand the difference between photojournalist and photographer.**
- 5. The skills of photography will be enhanced.**

Text Reference:

Kenneth Kobre and Betsy Brill (2000). Photojournalism: The professionals' approach (4th edn), New Delhi: Focal Press
Stacy Pearsall (2013). A photojournalist's field guide, Peachpit Press.

- Brian Horton (2001). Associated Press guide to photojournalism, Mc-Graw Hill
- Terry Hope (2001). *Photo journalism: Developing style in creative photography*, New York: RotoVision SA.
- Angela Faris Belt (2008). *The elements of photography: Understanding and creating sophisticated images*, Focal Press.
- Barbara London and Jim Stone (2011). *A Short Course in Digital Photography*, Prentice Hall.
- Barbara Brundage and Chris Grover (2006). *Digital photography: The missing manual*, CA; Publisher: O'Reilly.
- David D. Busch (2006). *Mastering digital photography* (2nd edn), Thompson Course Technology

Course Code	BAJMC-605							
Course Title	MEDIA INTERNSHIP							
Course Credits	Lecture	Tutorial		Practical		Total		
	-	-		-		1		
Contact hours						90		
Course objective	For this course a student will intern with a reputed mass media/communication organization. The course intends to prepare a student for a real world working environment through practical exposure.							
Type of the course	Core	DSE	Project		GE	AECC	CSE	
	√							
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%	0	0	60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	-	-	-		-	=

Course Components:

For internship a student will join an organization of repute working either in the area of mass communication or the communication department of an organization of repute, provided that the work undertaken during the internship is in the following areas: journalism, public relations, advertising, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.

A student who joins internship may complete one month with the organization where (s)he is placed offering internship.

Evaluation of the practical work undertaken during the internship will be conducted by an external expert with assistance from the internship supervisor. For this purpose the candidate shall maintain a detailed record of the work carried out during the internship endorsed by the industry supervisor.

Attendance will be awarded on the basis of a certificate of attendance from the industry supervisor to be submitted by the candidate at the end of the internship.

Notes:

Finding the internship placement will be the sole responsibility of the student.

Course Code	BAJMC-606							
Course Title	MAJOR PROJECT							
Course Credits	Lecture	Tutorial		Practical		Total		
	0	0		6		6		
Contact hours	0	0		120		120		
Course objective	In this course the students will learn to create and publish media content this will give them prepare them a compressive practical experience and will prepare an extensive portfolio							
Type of the course	Core	DDE	Project		GE	AECC	CSE	
	√							
Marks distribution	CCA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	40	40%			60	40%	100	40%

Examination Scheme:

Components	Continuous Comprehensive Assessment			Practical Examination	End Semester examination	Total
	Attendance	Classroom *Activity	Mid-Term Exam			
Marks	5	10	25	-	60	100

* Classroom Activity marks will be awarded by the course teacher on the basis of seminars/ presentations/ assignment/ term paper/ quiz/ snap test/ group discussion/ etc.

UNIT	TOPICS	CONTACT HOURS		
		L	T	P
I	<p>Video-One video of two minute duration. The video should be shot in a documentary format and can be on a thematic area decided by the Course teacher. Any video recording tool with at least 5MP (including mobile phone cameras) resolution may be used for shooting. Editing may be done using any suitable open source video editing software downloaded from the internet.</p>	0	0	18
II	<p>AUDIO MESSAGE: Create three two-minute audio messages (advertisement or a social service message or an RJ link) on a thematic area decided by the course teacher using two or more of the following components: voice piece, interview, vox-pop, commentary, music and ambient sound. Audio recording can be done using computer headsets, mobile phone voice-recorders, or other available voice recorder.</p>	0	0	18
III	<p>NEWS REPORTING: At least one news report every week throughout the year with pictures on major happenings in the community.</p>	0	0	18
IV	<p>PHOTO FEATURES: At least two photo-features in the year on a thematic area decided by the course teacher. The photographs may be clicked using consumer or professional digital cameras or mobile phones with at Least 5 MP resolution.</p>	0	0	18

SYLLABUS

FOR

**M. Phil. JOURNALISM AND MASS
COMMUNICATION**

(CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

(Semester I-VI)

Session: 2015-16



**PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA**

M.Phil. Journalism and Mass Communication (Semester System)
(Semester System)

M. Phil (Journalism & Mass Communication)

One Year Regular Course (Two Semesters) 2012-13

(Semester-I)

Paper No.	Nomenclature	Internal Assessment	Theory Marks	Time	Credits
MPHJMC-101	Communication Research	50	100	3 Hrs.	6
MPHJMC-102	Perspectives in Journalism	50	100	3 Hrs.	6
MPHJMC-103	Communication Theories	50	100	3Hrs.	6
MPHJMC-104	Seminar	50			2
					20

(Semester-II)

Paper No.	Nomenclature	Internal Assessment	Theory Marks	Time	Credits
MPHJMC-201	Development Journalism	50	100	3 Hrs.	6
MPHJMC-202	Integrated Marketing Communication	50	100	3 Hrs.	6
MPHJMC-203	Seminar	20	30 (external)		2
MPHJMC-204	Dissertation*	Total 250 Marks (200 for Dissertation evaluation + 50 for Viva Voce.)			10
					24

MPHJMC-101 Communication Research

Unit I

Research: Meaning, definition, scope
Criteria for Research: Reliability and validity,
Different variables, Research process, problem identification, research designs,
Types and methods of research.

Unit II

Various steps in Research: defining the research problem, review of literature, hypothesis, panel study, data collection, presentation, analysis and interpretation of data and presentation of result, sample and sampling techniques.
Sampling procedure, probability and non-probability in sampling, Random sampling, complex random sampling, measurement and scaling techniques.

Unit III

Statistics in research: Central tendency, dispersion, asymmetry, correlation, regression analysis, multiple correlation and regression, partial correlation, association, index numbers, time series.

Unit IV

Research approaches, qualitative, focus groups, case studies, field observation,
Quantitative Survey, advantages and disadvantages of survey. content analysis, experimental research, panel study.
New trends in Mass communication research.

Unit V

Different approaches to the Mass Communication research; Mass society. Media effects; political economy, public sphere, cultural hegemony, gender, moving images, New Advanced Research. Readership surveys, audience research, Media reach and access.

Practical exercises:

Conducting surveys, interviews, brief introduction to statistical softwares,

Suggested Reading:

1. Robert, B. Burns, Introduction to Research Methods.
2. Kothari, C. R. Research Methodology: Methods and Techniques, New Age International Publishers, New Delhi.
3. Mass media research by Dominick and Wimmer

4. Research methods in social relations by Clarie Selitz et al
5. Mass media and the national experience: essays in communication history by Farrpr and Stevens
6. Trends in content analysis by Pool
7. Media analysis techniques by Klaus krippendrof
8. Research methods in mass communication by Westley and Stemple
9. Content analysis: Handbook of social psychology by Bernard Berelson
10. Content Analysis by Stone
11. The modern research by J.Greff and Henry
12. Research in social science by T David Nachmias et al
13. Communication yearbook series
14. Communication research in Asia by Goonasekara et al
15. Methods in social research by Kothari

MPHJMC - 102 Perspectives in Journalism

UNIT I

Imperialism and globalization; Media and cultural studies; Media ethics; Globalization theories and media internationalization: a critical appraisal ; Globalizing media law and policy

UNIT II

Origin and development of press in India – Media censorship – Indian media in the age of globalization – characteristics of yellow journalism

UNIT III

Historical perspective of mass media laws– Press Commissions – objects and functions of Press Council: general powers, guidelines and policy formulations – impropriety and press freedom – code of conduct for newspapers – Small and Medium Newspaper Development Corporation – protection of confidential sources of information – controversies over confidentiality

UNIT IV

Ethical Issues and Challenges of Electronic News Gathering (ENG) – news in the global public space - peak and valley theory of producing - opening and closing the package: merits and demerits – off-the-record comments – Freedom of Information Act - Government control of media – developing sources

UNIT V

Formation of public opinion – emerging chaos of global news culture – the local press and the McDonaldization thesis - centrality of banal journalism in news discourse – gendered news practices in different national contexts – Concepts and case studies: Annotative reporting – Interpretative and Investigative journalism - Chequebook journalism, paid news syndrome, private treaties, web journalism.

Suggested Reading

Boyd- Barrett, O. & Rantanen, T (eds) (1999) *The Globalization of News*. London: Corwin Press
Clausen, L (2003) *Global News Production*. Copenhagen: Copenhagen Business School Press
Elliott, W.A. (1986) *Us and Them: A Study of Group Consciousness*. Aberdeen: Aberdeen University Press.
Franklin, Bob et al (2005) *Key Concepts in Journalism Studies*. New Delhi: Vistaar Publications
Keeble, Richard (2009) *The newspapers handbook*. NY:Routledge
Singh, Manorama (2007) *History of Journalism*. New Delhi: Discovery Publishing House
White, Ted (2005) *Broadcast news: Writing, Reporting and Producing*. USA: Elsevier

MPHJMC - 103: Communication Theories

UNIT – I

Nature of Theory – Relationship between Theory and Research – Theorizing Communication – Western and Eastern perspectives.

UNIT –II

Communication Theories: Cultural; Psychological, Sociological theories.

UNIT – III

Effects of Mass Communication – Limited, Moderate, Powerful Effects Model, Information Seeking Paradigm, Issues in Communication: Media Effects – Learning – Change – Socializing – Cultural Violence and Cultivation aspects – Catharsis – Gender and weaker section perspectives.

UNIT – IV

Critical attitudes to the Four theories of the Press; Diffusion Theories – Elements, consequences and critique of diffusion of innovation model; Communication Models – evolution of communication models in developing countries; New approaches to communication theory – Dominant Paradigm, The paradigm shift.

UNIT – V

New Media Theory – perspectives, Technological Determinism, constructivism, Functionalism, Postmodernism; Characteristics of New Media – Uses, Adoption ICT and Social Transformation

– socio-technical paradigm, Information co modification: new consumption norms – knowledge gap.

Application of above listed media theories.

Suggested Readings:

The dynamics of Mass Communication – By Dr. Joseph Dominick. McGraw Hill, 1993

Communication Theories – By J. Severin and Tankard, Hasting House, NY, 1979

Using Communication Theories – By Swen Windal et al., Sage, 1992.

Handbook of Radio and Television Broadcasting – By James Fletcher (1982)

Many Voices One World – UNESCO (1982)

Communication for Tomorrow; Policy Perspectives – Ed. By Glen O Robinson

Television as a social force – by Richard Adler et al. Preagar Publishers

The Story of Mass Communication : An Indian Perspective – By Gurmeet Singh Mann (1987)

INSAT Effects study – By Arbind Sinha and K.M. Parmer (ISRO 1995)

Handbook of New Media: Social Shaping and Consequences of ICT – by University of California Los Angeles, London School of Economics and Political Science, Sage Publications Inc

Media Technology and Society, A History: From the Telegraph to the Internet – by Brian Winston, Routledge Publications, 1998

Mass Communication: An Introduction – by John R. Bittner, Prentice Hall Inc. NJ 1980

Mass Communication: Theory and Practice – by Uma Barykam Gar – Anand publications Pvt. Ltd., New Delhi, 1994

Mass Communication Theory – by Dennis McQuail, Sage Publications, 2005.

MPHJMC 104 Seminar

The students will be required to present weekly seminar on one of the following books:

Milestones in Mass Communication Research- Melvin DeFleur.

Media in 21st Century – K.M. Srivastava

Mass Communication Theory – Dennis McQuail

These seminars will be evaluated by the faculty.

MPHJMC- 201 DEVELOPMENT COMMUNICATION

UNIT I

Evolution of the theory and practice of development communication - Critical perspectives - characteristics of developing societies, development dichotomies, gap between developed and developing societies - Dominant discourse of development - Communication strategies for empowerment- Development of behaviour, perception, learning, motivation and attitude. Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behaviour, Regional culture and ethnic identity.

UNIT II

Right to Information, Human Rights - Social stratification: development implications in rural-urban context - Pluralism and its implications - Conflict and Consensus in Indian Society.

UNIT III

Changing structure of Indian economy: Role and performance of agriculture - Organized and unorganized sectors - Poverty and Unemployment problems - Liberalization and Globalization - Consumer movements and Environmental movements - Role of government - Foreign investments and Role of multinational corporations - International organizations for development such as World Bank, UNDP, IMF.

UNIT IV

Issues in development and development support communication: Population, Health, Agriculture, Education, Communication/media, Industrial, Economic, Science and technology, Environment, National integration, Communalism, Religion and politics, Class and Caste conflict, Gender equality, Minimum needs, Child labour.

UNIT V

Gandhian Approach to development. Impact of new communication technology: Quality of life, Access to information, Privacy, Interactive communication, Rich-poor divide, Digital divide, New World Information and Communication order – Government initiatives, policies and schemes. (Dairy development, rural toilet scheme, cleaning of rivers and pollution, MNREGA, etc.)

Suggested readings:

Agunga, R.A. (1997) *Developing the Third world. A communication approach*. Commack, NY: Nova Science.

Altafin, I. (1991) Participatory Communication in Social Development Evaluation. *Community Development Journal*, 26 (4), 312-314.

- Atkin C. & Wallack L. (Eds.) (1990) *Mass Communication and Public Health: Complexities and Conflicts*. Newbury Park: Sage Publications.
- Bandura, A. (1977) *Social learning theory*. Englewood Cliffs, NJ: Prentice Hall.
- Beltrán, L.R. (1976) Alien premises, objects, and methods in Latin American communication research. In E. M. Rogers (Ed.) *Communication and development: Critical perspectives* (pp. 15-42). Beverly Hills: Sage.
- Carey, J.W. (1989) *Communication as culture : essays on media and society*. Boston: Unwin Hyman.
- Diaz-Bordenave, J. (1977) *Communication and rural development*. Paris: Unesco.
- Glanz K. & Rimer B.K. (1995) *Theory at a glance*. Washington: National Institute of Health.
- Hagen, E. (1962) *On the theory of social change*. Urbana, IL: University of Illinois Press.
- Hamelink, C. (1990) Integrated approaches to development communication: A study and training kit, *Journal of development communication*.
- Holder, H.D. & Treno, A.J. (1997) Media advocacy in community prevention: News as a means to advance policy change,
- Mita, R. & Simmons, R. (1995) Diffusion of the culture of contraception: Program effects on young women in rural Bangladesh, *Studies in family planning*, 26 (1), 1-13.
- Mlama, P.M. (1991) Women's participation in "communication for development": The popular theater alternative in Africa, *Research in African Literatures*, 22 (3), 41-53.
- Mody, B (1991) *Designing messages for development communication: An audience participation-based approach*. Newbury Park, CA: Sage.
- Ogundimu, F. (1994) Communicating knowledge of immunization for development: A case study from Nigeria, in Moemeka, A.A. (Ed.) *Communicating for development*
- Zinanga, A. & Ikim, Y.M. (1992) Changing men's attitudes and behavior: The Zimbabwe male motivation project, *Studies in Family Planning* 23 (6), 365-375.
- Quarmyne, W. (1991) Towards a more participatory environment: Cross-linking establishment and alternative media, In K. Bofo (Ed.), *Communication processes: Alternative channels and strategies for development support*. Ottawa: IDRC.
- Rockefeller Foundation (1999) *Communication for social change: A position paper and conference report*. New York: Rockefeller Foundation.
- Rogers, E.M. (1976) Communication and development: The passing of the dominant paradigm, *Communication research* 3 (2), 213-240.
- Rogers, E.M. (1983) *Diffusion of innovations*, 3rd edition. New York: Free Press.
- Rogers, E.M. & Kincaid, D.L. (1981) *Communication networks: A paradigm for new research*. New York: Free Press.

MPHJMC 202: Integrated Marketing Communication

UNIT I

Understanding Marketing Communication: The marketing communication mix, , Integrated marketing communication : The IMC Planning process, The marketing strategy, Understanding Consumer behavior, Understanding the Communication process, Structure of the Advertising and Promotion World, Promotion Tools: Sales Promotion, Direct Marketing, Public Relations,

Publicity and Corporate advertising, Unconventional promotional media. The media planning and strategy: Print Media, Broadcast media, Out of home media, etc. Digital media.

UNIT II

Event Management: Idea and concept, Event planning, Budgeting, Implementation and Evaluation, Study of audience profile, perception and reception of communication. Latest trends and role of new media technology.

UNIT III

Advertising: Target market, positioning, Measuring brand strength, message research, Communication effectiveness. Campaign designing and testing. The DAGMAR approach to setting objectives and measuring advertising effectiveness.

UNIT IV

PR & Corporate Communication: communication plan, Industrial relation and public relations, Customer relations and media relations, Making print and electronic ads, preparing PR reports, press notes etc., conducting mock press conferences, making presentations with special reference to electronic media, Managing corporate crisis

UNIT V

Media Marketing: Marketing and communication strategies for media (print, electronic and digital), Strategies for increasing circulation, TRPs and maintaining brand loyalty.

Suggested Readings:

Barker, C. (1999) Television, Globalization and Cultural identities, Milton Keynes: Open University Press.

Chambers, I. (1986) Popular Culture: The metropolitan experience. London: Methuen

Chris Barker (2008), Cultural studies (theory & practice), Sage Publications, Los Angeles

Daniels, T. and Gerson, J. (eds) 1989 The Colour Black. London:

Kruti Shah (2008), Advertising and Promotions an IMC perspective, Tata McGraw-Hill Publishing Company Limited New Delhi

Fiske, J. (1989) Reading popular culture

Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996

Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000

Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000

Global Information and World Communication (2nd edition)– by Hamid Mowlana
Sage Publications, New Delhi, 1997

Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001

Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997

The media and cultural production – By P. Eric Louw, Sage publications, NewDelhi, 2001

Media morphosis – By Roger Fidler, Sage publications, 1998

New media – By Ronald Rice, Sage Publications, 1984

Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998

Media performance – By Denis McQuail, Sage Publications London, 1992

New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986

Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995

New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications

Advertising, Dr. C.N. Sontakki, 1994, Kalyani Publishers, New Delhi.

Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.

Handbook of Public Relations in India, D.S. Mehta, 1998, Allied Publishers, 7.

Jan Sampark (Punjabi): Dilgir, H.S.

Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.

Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.

Handbook of Public Relation and Commuincation : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd. New Delhi. - Market Management by Philip Kotler

MPHJMC 203: Seminar

The students will be required to present seminars based on reading the following books:

Rogers, E.M. (1983) *Diffusion of innovations*, 3rd edition. New York: Free Press.

Mody, B (1991) *Designing messages for development communication: An audience participation-based approach*. Newbury Park, CA: Sage.

Kotler, Philips, Marketing Management: Prentice Hall of India

The students will be required to present seminars on all the books listed above

MPHJMC 204: Dissertation

250 Marks (200 + 50 Viva- voce)

Note:

Students are required to submit a dissertation on a specific topic given by the department research committee. His/Her work will be evaluated by an outside expert and the viva-voce will be conducted by the outside expert along with the supervisor.