

**Scheme & Syllabus  
of  
Master of Arts**

**(M.A. Journalism & Mass Communication)**

**Batch-2018-19 Onwards**

**By**

**Board of Studies in Journalism & Mass communication**

**Department of Academics**

**IK Gujral Punjab Technical University**

***Vision & Mission of the Department***

**VISION**

The Department of Journalism and Mass Communication of IKG 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 inquiry. To orient the students to the university ethos that aspires to put budding communication professional to the service of society.

## **PROGRAM OBJECTIVES**

### **MA Journalism and Mass Communication (MAJMC)**

The Master's Course is designed for student desirous of taking up careers in the field of communication. A thorough grounding will be provided in communication and journalism theories and mass media research. 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 Communication 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 softwares, intensive training in media writing, and media exposure in journalistic writing, through informal internships.

### **Master of Arts in Journalism & Mass Communication (MAJMC)**

It is a Post Graduate (PG) Program of 2 years duration (4 Semesters)

**Eligibility for Admission:** Graduation with 50% Percent in any stream from UGC recognized Universities.

**Note:** Students enrolling for this course may write their assignments and final examination in English or Hindi or Punjabi only. The Question papers will be set in English language only  
**Courses & Examination Scheme:**

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**MA Journalism & Mass Communication**

**First Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MAJMC101-18	Core Theory	Introduction to Communication	3	1	0	40	60	100	4
MAJMC102-18	Core Theory	History of Media in India and new trends	3	1	0	40	60	100	4
MAJMC103-18	Core Theory	Print Journalism	3	1	0	40	60	100	4
MAJMC104-18	Core Theory	Advertising and Public Relations	3	1	0	40	60	100	4
MAJMC105-18	Core Theory	Media and Society	3	1	0	40	60	100	4
MAJMC106-18	Practical / Laboratory	Practical	0	0	4	60	40	100	2
	<b>TOTAL</b>		<b>15</b>	<b>5</b>	<b>4</b>	<b>260</b>	<b>340</b>	<b>600</b>	<b>22</b>

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

**Second Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MAJMC201-18	Core Theory	News Reporting & Editing	3	1	0	40	60	100	4
MAJMC202-18	Core Theory	New Media (1)	3	1	0	40	60	100	4
MAJMC203-18	Core Theory	Radio & TV Journalism (1)	3	1	0	40	60	100	4
MAJMC204-18	Core Theory	Communication : Theory and Practice	3	1	0	40	60	100	4
MAJMC205-18	Elective I	Environment Journalism	3	1	0	40	60	100	4
MAJMC206-18	Elective II	Business Journalism	3	1	0	40	60	100	4
MAJMC207-18	Practical / Laboratory	Practical	0	0	4	60	40	100	2
	<b>TOTAL</b>		<b>18</b>	<b>6</b>	<b>4</b>	<b>300</b>	<b>400</b>	<b>700</b>	<b>26</b>

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

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**Third Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MAJMC301-18	Core Theory	Radio & TV Journalism (2)	3	1	0	40	60	100	4
MAJMC302-18	Core Theory	Media Research Methods	3	1	0	40	60	100	4
MAJMC303-18	Core Theory	New Media (2)	3	1	0	40	60	100	4
MAJMC304-18	Elective-III	International and Intercultural Communication	3	1	0	40	60	100	4
MAJMC305-18	Elective -IV	Environment Journalism	3	1	0	40	60	100	4
MAJMC306-18	Inter-Dispensary-I	Introduction to Marketing	3	1	0	40	60	100	4
MAJMC307-18	Practical / Laboratory	Practical	0	0	4	60	40	100	2
<b>TOTAL</b>			<b>18</b>	<b>6</b>	<b>4</b>	<b>300</b>	<b>400</b>	<b>700</b>	<b>26</b>

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

**Fourth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MAJMC401-18	Core Theory	Media Management , Laws and Ethics	3	1	0	40	60	100	4
MAJMC402-18	Core Theory	Development Communication	3	1	0	40	60	100	4
MAJMC403-18	Elective-V	Film Appreciation	3	1	0	40	60	100	4
MAJMC405-18	Elective-VI	Sports Journalism	3	1	0	40	60	100	4
MAJMC406-18	Inter-Dispensary-II	Personality development and soft –skills	3	1	0	40	60	100	4
MAJMC407-18	Project / Dissertation	Research Dissertation	0	0	8	--	--	S / US	8
<b>TOTAL</b>			<b>15</b>	<b>5</b>	<b>8</b>	<b>200</b>	<b>300</b>	<b>500</b>	<b>28</b>

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

Total Marks of MA Program: 2500

Total Credit of MA Program: 102

## **Semester-1**

### **Course-I**

#### **Introduction to Communication**

**(MAJMC101-18)**

#### **Objective:**

Make students conversant with various models and theories of communication to help them improve the quality of their communication by making effective use of media and emphasizing the need to pay attention to all elements involved in the process for empathic conveyance of messages.

#### **Unit-I**

- Definition, concept, process and elements of communication
- Evolution of human beings and human communication
- Role, scope and need of communication in society
- CIs of communication
- Functions and objectives of communication □ Barriers in communication

#### **Unit-II**

- Principles of communication
- Socialization and communication
- Traditional communication forms
- Verbal communication
- Non-verbal communication

#### **Unit-III**

- Communication in ancient civilizations
- Intra-personal, interpersonal, Group, Public and mass communication. Machine to man, man to machine, machine to machine and mediated communication □ Spiritual communication, Press of de mass fictions

#### **Unit-IV**

- Aristotle
- Osgood
- Dance
- New comb
- Harold Lasswell
- George Gerbner
- Schramm
- Meaning theory
- Relational theory
- Transactional theory
- Two step flow theory
- Bullet theory
- Cultivation theory

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- Agenda setting
- Uses and gratification theory

**Outcome:**

1. Students will be conversant with the 7 Cs of effective communication
2. Students will be able to apply various theories and models of communication
3. Assess the impact of communication on individual groups and society.
4. Students will be able to make effective use of media for communication.
5. Students will have a critical understanding of the human communication
6. Students will be able to identify communication barriers

**Reference books:**

- Schramm, Wilbur, The process and effects of Mass Communication, 1971
- Yadava J.S., Communication in India: Some observations and Theoretical implication, II MC Mimeo
- Kincaid, Lawrence D, Communication theory: Eastern and Western Perspectives, Academic Press, 1988
- Fiske, John, Introduction to communication studies, Rutledge London, 1982
- Berger, A.A. Essentials of Mass Communication Theory, Sage Publication, New Delhi, 1995
- McQuail Denis, Mass Communication Theory, Sage Publication, New Delhi, 2000
- De Fleur, Melvin L and Everett, Understanding Mass Communication;
- Aggarwal Vir Bala and Gupta V.S. , Handbook of Journalism and Mass Communication; Sage Publications, New Delhi, 2001
- Patri V, Essentials of Effective Communication, Greenspan Publications, New Delhi
- DeFleur, Melvin L and Ball-Rokeah, Sandra, Longman, Theories of Mass Communication, New York 1975
- Klapper, Joseph T, The Effects of Mass Communication, The Free Press, New York 1960
- Gerbner, George et al (ed), The International Encyclopedia of Communication (4 Vol.). Oxford University Press, New York 1989
- Kewal J Kumar, introduction to Mass Communication in India Jaico, New Delhi

## **Course-II**

### **History of Media in India and new Trends (MAJMC102-18)**

#### **Objective:**

This course aims to inform the student about the rich and diverse history of India from pre Independence to modern era

#### **UNIT-I**

Evolution of newspapers and Magazines in India Contribution of Raja Ram Mohan Roy, Mahatma Gandhi and his journalism, Important personalities of Journalism.(James Silk Buckingham, Kalinath Ray, Dyal S. Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Surendranath Banerjee, Ghosh brothers (Amrut bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Rai, Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman),

#### **UNIT-II**

- Origin & development of Press in Punjab: Tribune, Ajit, Punjab Kesri, Jag bani, - Present status of language press in Punjab, its future problems & prospects.

#### **UNIT-III**

Radio: Characteristics, development of radio as mass communication- technology innovation; history of radio in India - radio as an instrument of propaganda during the World War II, Emergence of AIR-commercial broadcasting - FM radio - state and private initiatives/ Community Radio, Television: Characteristics, development of television as a medium of mass communication - historical perspective of television - satellite and cable television in India

#### **Unit-IV-**

**Emergence of the fourth estate:** Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India. Changing Indian Media scenario: Advent of electronic and online media, challenges before print media and its response; New technology in Indian media, changing media management, globalization and foreign investment; Complex social life and media.

**Internal Assessment (40 marks):** Individual projects on different newspapers; objective type tests, analytical essays etc.

#### **Outcomes:**

1. Students will be able to share the pride in history of journalism and be inspired to adopt a role that aids democracy, national integrity and international peace.
2. They will understand the significant role of press in national development and as leaders of public opinion in political affairs.
3. Students will have knowledge of leaders of public opinion and the role of language press

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4. Students will have an insight of challenges of Indian press
5. A learn will be able to place the current print media environment in a historical perspective the students where he/she will engage professionally in futures will develop a holistic understanding of media industry

**Suggested reading:**

- Parthasarthy.R,Journalism in India , Sterling Publishers Pvt. Ltd.,New Delhi
- Rau, M. Chelapati, the Press
- Mehta ,D.S, Mass Communication and Journalism in India , Allied Publishers Pvt. Ltd., New Delhi
- Natrajan, J.,History of the Press in India, Asia Publishing House, Delhi
- Kumar, Kewal J.,Mass Communication In India,
- Kapoor, N.S.,Punjabi Patarkari Da Vikas (Punjabi)
- Sandhu & Johal (ed.), Punjabi Patarkari Nikas, VikasTe Samasiavan
- Kumar, J, Keval, Mass Communication in India, Jaico Books, Mumbai, 2004
- Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*,South Asia Books, New Delhi.
- Rau, Chalapthi. *The Press*. National Book Trust, New Delhi.
- Madhavrao L .R. *assessing the Trends in Journalism*. Sumit Enterprises, 2004, New Delhi

## **Course-III**

### **Print Journalism**

**(MAJMC103-18)**

#### **Objective:**

To make students conversant with pattern, structure and elements of news writing and editing.  
To promote creative writing among students

#### **Unit-I**

News: function, definition, elements, sources. News values; Essentials of news Writing, news story structure, chronicles style, circle style and block style inverted pyramid pattern lead/intro writing and types of lead 5 W and 1H, Reporting Beats: Political crime, city, community, accident, disaster, court, election, war /conflict/tensions; follow-up sports, science & technology. **Unit-II**

Features, definitions, techniques and type of features;  
Feature writing exercises;  
Interviews: Purpose, techniques and types,  
Press conferences; Press notes; Speeches

#### **Unit-III**

Editorial and middles; Special articles, Magazine sections pull-outs;  
Supplements; Backgrounders  
Column writing and letters to the Editor, Obituaries,  
Reviews (Books, films, exhibitions etc)

#### **Unit-IV**

News room organization; news flow and copy management; Edition planning Purpose of copy editing; Principles of editing;  
Headlines: types, functions and patterns of headline writing  
Text breakers: Sub-headings; initial caps, drop letters, carry once  
Paragraph, bold italics, rules and borders, blurbs; other forms of special typographical display including white space  
Pictures: Sources of pictures; Selection and treatment of pictures; Caption writing

#### **Internal Assessment (40)**

#### **Outcomes**

1. Student will learn patterns and structure of news writing.
2. Know the 5 Ws and 1H of effective information gathering and writing
3. Understand the concept of news value to identify newsworthy stories
4. Understand elements of feature writing and learn the formal of art news articles and photographs editing
5. Understand the roles and levels of editorial staff in a news organization.

#### **Suggested readings:**

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- Parthasarthy.R, Journalism in India , Sterling Publishers Pvt. Ltd., New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut; 1970 □  
Bruce D Itule and Douglas A Anderson, News writing and reporting for Today's Media;, McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985
- Evans, Harold, William, Heinemann, Editing and Design (5 Vols.);, London □ (Book I: Newman's English, Book 2 : Handling Newspaper Text, Book 3: News Headlines, Book 4 Picture Editing; Book5, Newspaper Design)
- The Gentle Art of Columning; Edson, GL; Brentanos, New York, 1920
- Feature writing for Newspapers and Magazines: Friedlander, Edward J. Addison Westley Publishing Co. 1988
- Nelson, Roy Paul, Articles and Features, Houghton Mifflin Co., Boston 1978
- Drewry, John E, Book Reviewing; The Writer Inc. , Boston
- Metzler, Ken, Allyn and Bacon Inc ,Creative interviewing : The writers Guide to Gathering information by Asking Questions.; 1996
- Hinkie, L Olin and Henry, John, How to write columns, The Iowa State College Press, Iowa
- Macdougall, Curtis D, Macmillian, Principles of Editorial Writing, New York 1949
- Herbert, John, Journalism in the Digital Age, Focal Press
- Rajindra, Sanvad Aur Sanvaddata : Hindi Granth Academy, Haryana
- Narayanan, KP, Sampadan Kala;, MP Hindi Granth Academy Madhya Pradesh

**Course-IV Advertising and Public Relations (MAJMC104-18)**

**Objective:**

To give an introduction to Advertising; compare the use of print, Electronic and New Media for advertising; enumerate the function of advertising; discuss advertising as a business; discuss theories of advertising; familiarize the students with the tool of PR; discuss role of PR in crisis management.

**Unit-I**

Concept and definition; How advertising works; Place of Advertising in the Marketing Mix; Advertising viz-a-viz Mass Communication, Public Relation, Publicity and Sales Promotion; Product life cycle and classification of advertising; relevance of Advertising; Advertising for the rural marketing; Social Marketing and Advertising **Unit-II**

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Introduction to account management (AM; Scope, definition and implementation paths; Agency operations; Client related issues and the process; Agency client interface creating in advertising structure and functions agencies: Creative and media briefing process; Agency media interface; AORs and independent media buying outfits; Agency audits **Unit-III** PR Concepts, definitions and principles; PR and allied disciplines; Various theories in PR; the process of public relations; PR for internal and external public (writing and editing house journals, writing for bulletin boards); Speech writing; Ghost Writing; Writing for the media; Reporting and editing skills; Writing press release, backgrounders, rejoinders, features, Advertising comparing

### **Unit-IV**

The need for government publicity; Basic principles of government publicity; Handling Information sources; Maintaining press relations press conference, press releases, press tours, Press briefing, interviews, talks etc.

Supporting services like backgrounders, research, reference and photo coverage, PR set up of center and state governmental

### **Internal Assessment (40)**

#### **Outcomes:**

- 1. Students will know the survival skills needed for the world of advertising and PR.**
- 2. They will have the basic knowledge on advertising start-ups**
- 3. Understand brand image and position**
- 4. Able to plan an ad-campaign**
- 5. Employ PR effectively to create goodwill and convey a positive brand image**
- 6. Employ PR for event management**

### **References Books/Suggested Readings**

- Schudson, Michael; Routledge Advertising: the Uneasy Persuasion, , London,1993
- Jaishri,Advertising Jethwaney, Phoenix, New Delhi 1999
- Batra, Rajeevet. , Advertising Management; Al Prentice Hall, New Jersey; 1996
- Wright and Warnee. Advertising A McGraw Hill, New York
- Baldev sahai, Public Relations-A Scientific Approach; standing Conference of Public Enterprise; New Delhi
- Gregory, Ann, Kogan page, Planning and Managing a Public Relation Campaign, London, 1996
- Hart Norman, Strategic Public Relation, Macmillian Press, London, 1950
- Jefkins, Frank Public Relation for Your Business, Excell Books New Delhi, 1995
- Jethwaney, N Jaishree Verma, AK & Sarkar, NN Public Relation: concepts Strategies and Tools;, Sterling Publications, New Delhi 1994
- Simon, Raymond et. Al, Public Relation Worldbook: Writing & Techniques; NTC Business Books 1996

## **Course-V Media and society**

**(MAJMC105-18)**

### **Objective:**

To discuss the concepts related to nationality, civil society, colonial rule and different models of developments. Make students conversant with social events, various systems and organizations

### **Unit-I**

- Indian social system
- Indian political system
- Indian economic system
- Indian election system

### **Unit-II**

- Indian educational system
- Indian judicial system
- Indian culture-diversity & unity
- Landmarks of ancient, medieval and modern history of India

### **Unit-III**

- Landmarks of social economic development in India
- Freedom of press & media
- Press commission of India
- Press council of India

### **Unit-IV**

- Regulation of media content
- Accountability responsibility and credibility of media
- Present Status of media in India
- Social tensions violence terrorism in media

### **Internal Assessment (40)**

### **Outcome:**

1. Student will be learn the key concepts regarding the state and nationality
2. Student understand the nature of Indian social and political systems
3. Know about colonial rule and the models of development
4. Students will learn about regulations of media.
5. Students will hone their knowledge of status of media

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**Suggested Books:**

1. Vidya Bhushan & D. R. Sachdeva, (1997) *An Introduction to Sociology*, Newage, New Delhi.
2. Shasi Jain, (2014), *Introduction to Psychology*, Kalyani Publishers, 5<sup>th</sup> 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*

## **Course-VI Practical/Assignments**

**(MAJMC106-18)**

### **Objective:**

Write different kinds of stories and give headlines. To introduce Students to basics of news writing

- (1) Reporting for news course-5
- (2) Reporting for web-5
- (3) Press release-5
- (4) Print media ads.-5
- (5) Articles/features-5
- (6) Middles/Editorials-5

### **Note:**

1. Each assignment carries 2 marks
2. Each Assignment has to be an innovative work of the student and not copied from Any where
3. All assignments have to be submitted in the form of a portfolio in A4 size without Spiral binding before the beginning of the theory examination of the 1<sup>st</sup> semester
4. Assignments will be evaluated out of 60 marks by faculty of the department.

### **Outcomes:**

1. Understand the concepts of S W and 1 H of news writing
2. Each student will have to write news for newscouses and news magazines
3. Learn newspaper writing skills
4. Learn reporting for different media
5. It will enhance practical knowledge of students

### **Internal Assessment (40)**

## **Semester-II**

### **Course-I News Reporting & Editing**

**(MAJMC201-18)**

#### **Objective:**

To inform about sources of news copy: improve editing skills; learning nuances and symbols of copy marking; importance of different types of reporting. To inform about sources of news copy: improve editing skills; learning nuances and symbols of copy marking simultaneously, to teach about graphic designing and Learn the vocabulary of design; application of design and principles in print layout.

**Unit 1- Categorization of news coverage:** On the spot coverage, advance write ups, follow up stories, rewrites, post event descriptive coverage, analytical coverage etc.; Types of stories: press conferences, personal briefs, speeches, community activities, grievances; events and functions, agriculture, sports, seasons and weather, disaster, natural calamities, human interest stories; Changing styles of News Reporting

**Unit 2- News Beats:** Traditional beats: Civic bodies (Corporation & Zila Parishad), Infrastructure & transport, Education: Court & crime, Literature, culture & communities, Science & technology, Entertainment, etc; New Beats: Health, Weather, Environment, Consumers, Space etc.; Coordination among beat reporters; briefing & debriefing; planning & teamwork; Changing News Values: How and Why?

**Unit 3- Convergent Newsroom:** Advent of new media and convergence, global and Indian scenario, impact on newsroom, need of multi-media journalists, changes in media management; New role of editor, Use of other media platforms, (SMS, updates, online forums and links, e-mail, blogs, readers' participation); Study of convergent newsrooms. Creative editing, not just news- relevant information, value addition, use of additional sources (professionals, websites, news channels, etc),

**Unit 4- Newspaper design:** Write-Edit-Design: writing and editing copy with a view to its final display and layout, news list and dummy, placing ads, editorial sequence, text flow; Information graphics: concept and process, Use of numbers, graphs, photos and maps, teamwork of sub-editor and artist; Ethics of photojournalism: Issues of invasion of privacy, copyright, authenticity of digital photos available on web; portrayal of nudity, violence, accidents and gruesome events, responsibilities of photo editor.

**Internal assessment (40 marks):** Writing stories covering various beats, writing follow-up stories, writing interview-based news stories, studying and analyzing investigative stories etc.

#### **Outcome:**

1. Learn handling of newspaper text.
2. Learn different beats
3. Knowledge of info graphics
4. Learn editing and designing of newspapers
5. Students will learn about ethics of journalism

### **Suggested Readings**

- Rau, M. Chelapati, The Press
- Mehta, D.S, Mass Communication and Journalism in India, Allied Publishers Pvt. Ltd., New Delhi
- Natrajan, J., History of the Press in India, Asia Publishing House, Delhi
- Kumar, Kewal J., Mass Communication in India,
- Kapoor, N.S., Punjabi Patarkari Da Vikas (Punjabi)
- Sandhu & Johal (ed.), Punjabi Patarkari Nikas, VikasTe Samasiavan
- Kumar, J, Keval, Mass Communication in India, Jaico Books, Mumbai, 2004
- Parthasarthy.R, Journalism in India , Sterling Publishers Pvt. Ltd., New Delhi
- Jones, John Paul Modern Reporter's Handbook;, Greenwood Press Connecticut; 1970 □  
Bruce D Itule and Douglas A Anderson, News writing and reporting for Today's Media,; McGraw-Hill; 1994
- Alfred Lorenz and Allyn and Bacon, News Reporting and Writing, 1996
- Taylor, Ron and Teel, Into the Newsroom, Leonard Ray Prentice Hall, New Jersey; 1985
- Evans, Harold, William, Heinemann, Editing and Design (5 Vols.);, London
- The Gentle Art of Columning; Edson, GL; Brentanos, New York, 1920
- Feature writing for Newspapers and Magazines: Friedlander, Edward J. AddisonWestley Publishing Co. 1988
- Nelson, Roy Paul, Articles and Features, Houghton Mifflin Co., Boston 1978
- Drewry, John E, Book Reviewing; The Writer Inc. Boston
- Metzler, Ken, Allyn and Bacon Inc, Creative interviewing : The writers Guide to Gathering information by Asking Questions.; 1996
- Hinkie, L Olin and Henry, John, How to write columns, The Iowa State College Press, Iowa
- Macdougall, Curtis D, Macmillian, Principles of Editorial Writing, New York 1949
- Herbert, John, Journalism in the Digital Age, Focal Press

## **Course-II New Media (1)**

**(MAJMC202-18)**

### **Objective:**

Students will learn about the functioning of cyber Journalism and use of internet as a research tool; ICT; emphasis will be on skills in exploring cyberspace.

**Unit 1- Spread of Internet:** What is internet? Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society;  
Convergence and Multi-media: Print, radio, TV, internet and mobile

**Unit 2- Online journalism:** Earlier websites of newspapers, E-books and E-publishing  
Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity, Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online Journalism today

**Unit 3- Digital storytelling:** Tools of multimedia journalists;  
Learn to report, write and produce in a manner that is appropriate for online media  
Feature writing for online media: Story idea, development and news updates  
Podcast and Webcast

### **Unit 4- Open source journalism:**

Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development,  
Protecting copyright  
Exploring Cyberspace

**Internal Assessment (40 marks):** Individual Blog: News stories, features, opinion pieces, pictures and video; Group weblog: Working on different themes and issues and posting it on a team's blog; Contribution to a Group or Community on any of the Social Network Sites; bring out a web edition of the experimental journal

### **Outcomes:**

1. Students will learn to use the cyberspace for journalism.
2. Use the internet to their advantage and avoid pitfalls of information gathered from unreliable internet sources.
3. Tap on opportunities offered by the boom in information communication Technologies (ICT).
4. Learn to write opinion pieces
5. Learn to operate blogs

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**Suggested reading:**

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.
6. Newspaper and magazine articles about New Media.

**References:**

1. Understanding Mass Communication: Defleur / Dennis, Goyalsaab Publishers, D=New Delhi Broadcasting in India: P.C. Chatterjee, sage Publication, new Delhi
2. Broadcast Journalism: Boyd Andrew, Focal press London.
3. News writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi
4. This is all India Radio: P.C. Chatterjee, Publication Division, and New Delhi.
5. News writing: George A. Hough, Kanishka Publication, New Delhi
6. Baczkowski Pablo J (2004), Digitising the news: Innovation in online Newspapers, MIT press
7. A Journalist's Guide to the internet: The Net as a reporting tool: Callahan Christopher.
8. Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web: Andrew Bonim.
9. ABC of the internet: Crumilish
10. Information Technology: Danis P. Curtin
11. Lllustrated World of Internet: Anil Madan
12. Ran Micheal, James W Tankard, (2004), writing for print and digital media withonline learning center and power web, McGraw Hill.
13. Allen Sturat, (2006), online news, McGraw Hill.
14. Cahhahan Christopher, Leslie Jean Thorton, (2009), a journalist's guide to internet, longman.
15. Wilkinson Jeffrey S, August E Grant, Douglas Fisher (2008), Principles of Convergent Journalism, Oxford

## **Course-III Radio & TV Journalism (1)**

**(MAJMC203-18)**

### **Objective:**

To discuss news reporting for radio principles of radio genres of radio, analyses and discussion of radio news bulletins. To make the students familiar with working of a TV Studio Help students learn the handling of a video camera. Understand all aspects like scripting based on the demands of the demands of the genre, lighting during camera operations and ultimately, budgeting. Introduce the debate between realism and reality in representations.

**Unit 1- Understanding Radio:** Invention and development; strengths and weaknesses of the medium; skills of a radio news reporter: developing sources, gathering News, giving voice-cast, phonos, Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; etc. characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc. Writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, function of headlines in a news bulletin.

**Unit 2- Compiling a Radio bulletin:** types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc. News updates, news reports, newsreel etc. Radio interview: types: interview for news gathering, vox-pop; structured interview programs: personality, informative, issue based;

Skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.

**Unit 3-Understanding the Television:** invention and development; strengths and weaknesses of the medium; Production and transmission technology, Working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations

**Unit 4-TV reporting:** various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, And video editors; Backroom researchers, reference library or archives people, graphic artists, anchor's responsibilities; Skills required of a news anchor: screen presence, presence of mind, interview skills etc. TV reporting skills: understanding deadline, gathering information, cultivating sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc, compilation of a bulletin, live feed,

**Internal assessment (40 marks):** Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

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**Outcome:**

1. Students will learn to write news bulletins for radio and TV
2. Students will have knowledge of different formats of radio and TV 3.  
Students will be able to handle TV/Video production.
4. Students will be able to optimally understand the skills of audio visual production and journalism
5. Students will learn news reading and news presentation

**Suggested reading:**

- De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books. □ Ciignel, Hugh. *Key Concepts in Radio studies*. Sage Publications, New Delhi.
- Hyde, Stuart. *Television and Radio Announcing*. Kanishka Publications, New Delhi
- Masani, Mehra. *Broadcasting and the People*. National Book Trust, Mumbai
- Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.
- Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
- Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers, New Delhi.
- Frank, Lezzi. *Understanding Television Production*. Prentice-Hall, New Delhi.
- Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House, Mumbai.
- Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
- Boretzky, R. A. and Yorovsky A. *Television Journalism*. International Organisation of Journalists.
- Lewis, Bruce. *Technique of Television Announcing*. Focal Press.
- Watching TV news channels (regional, national and international) □ Reading newspaper and magazine articles on current trends in TV.

## **Course-IV Communication Theory and Practice (MAJMC-204-2018)**

### **Objective**

Make students conversant with concepts of Mass Communication by making effective use of theories of press and reprinting on structure of media organization.

**Unit 1- The Rise of Mass Communication:** Media as an important social institution, Concept of 'Mediation Development of media technologies, The concepts of 'Mass' and 'Mass Society', the process and characteristics of 'Mass Communication', Development of communication models and thoughts, Modernity and mass communication. Political communication in India: Post independence movements. International and Political

Communication: Issues of NWICO, Multinational ownership of media, media imperialism

**Unit 2- Media: Role and Functions:** The functionalist and normative issues, Theories of the Press, Media Norms: Range and levels of expressions of norms, The political-economic perspectives, Marxist view and the concept of cultural hegemony, persuasion and propaganda, Media as a democratic institution.

**Unit 3- Media Structure and Organizations:** Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Protection, Diversity, Public interest, economic pressures and cultural issues, Media Organization: Forms and goals, Pressure groups and dynamic interests, Relations with society, clients and audiences.

**Unit 4- Media Content:** Freedom and gate-keeping, Content production- cultural production, Standardization and Genres, Issues: Bias, Representation, and commercialization, Audiences and Media Effects: Centrality of audiences in communication discourse, Audience behavior, Uses and gratification, three traditions of audience studies, Media Effects, Agenda setting, Framing, Cultivation Diffusion, Spiral of silence. Media Convergence: Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions,.

**Internal Assessment (40):** Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

### **Outcome:**

1. Students will identify various theories of communications
2. Students will have knowledge of different media organizations.
3. Assess the media effect and convergence
4. Students will be able to make effective use of media for communication. 5. Students will have a critical understanding of the mass communication

### **Suggested reading:**

McQuail, Denis: *Mass Communication Theory* (2000). London: Sage.

**Course-V Environment Journalism**

**(MAJMC-205-2018)**

**Objective:**

To conveyer understand of evolution of development journalism, communication social change and analyses of development news in the media.

**Unit 1- Environment and development:** What is environment? Basic concepts and perspectives, global local issues. Environment and society, relation with development, economy and health, sustainable develop Need of environment journalism, future prospective, National Geographic to New media.

**Unit 2- National perspective:** India's national environment policy, background, principles, instrument institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, sit in Maharashtra. Role of NGOs, advocacy for environment protection, people's rights and environment, traditional practices and modern ways to protect environment, public awareness

**Unit 3- Climate change:** Why and how of global warming, basic terminology. Impact of climate and response of the communities and governments, need for international cooperation, the IPCC, Kyoto and protocols, politics of development, developed vs. developing nations. Reporting climate change, developing sources and insight, assessing impact global warming on local level.

**Unit 4- Biodiversity:** What is biodiversity? Importance and impact. Wild life, endangered species, nee conservation, natural habitats and communities Reporting nature and bio-diversity, diversity of issues, Water Pollution and Waste management: Water as a vital resource, pollution of water, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and Dreams, health and safety problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

**Internal Assessment:** (40) Analysis of environment news in the media, quizzes on environment-related issues.

**Outcome:**

1. Students will be familiar with development coverage of news in media
2. Student will learn the analysis of development news in media
3. Understand the dimensions of communication
4. Asses the Indian development model
5. Students will have knowledge of development journalism in pre-Independence India

**Suggested reading:**

- Specialized publications about environment like Down To Earth Watching program
- Discovery, National Geographic Watching documentaries about environment etc

## **Course-VI Business Journalism**

**(MAJMC-206-2018)**

### **Objectives:**

Make students conversant with an understanding of fundamentals of India economy to help them improve their knowledge of world economy, contemporary issues related to business and commerce.

**Unit 1- Understanding Economy:** Basic principles of economy, important economic terms. Growth and development, environment concerns, employment generation, Price rise and inflation. Economics of agriculture and rural economy, urban economy, manufacturing and service sector, small scale industry and micro-enterprises

**Unit 2- Fundamentals of Indian Economy:** Growth and progress of Indian economy. Finance system in India, role of finance and planning commissions, role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and Privatization. Information Technology, Ecommerce, Issues related to SEZ, Central and state budgets, How budgets are prepared, understanding budget. Problem of black money and corruption, anti- corruption mechanism. Contemporary issues related to Indian economy

**Unit 3- World Economy:** Capitalism, communism, socialism and other perspectives. Process of globalization and liberalization. New International Economic order (NIEO). World economic bodies and forums, regional economic forums, economy and international politics. India's place in world economy, contemporary issues related to world economy. Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

**Unit 4- Corporate World and Cooperative Movement:** Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance. Interaction with corporate sources, Tracking CSR. Public-private partnership (PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce. Business Journalism: Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, developing business story ideas; writing stories from press releases. Investigative reporting in business sector

**Internal assessment (40 marks):** Visit to a news organization's business section, Stock exchange, Attending AGMs covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

## **COUSE-VII Practical Work**

**(MAJMC-207-2018)**

### **Objective**

To teach the writing of a press release, to impart practical skills to the students for preparing print journal

	<b>Internal assessment</b>	<b>100 marks</b>
<b>1</b>	<b>Experimental Journal</b> Students have to work in the production of at least one print journal or one news board audio/video production	<b>60 marks</b>

<b>1</b>	<b>External Assessment either</b>	
	<b>Semester-end evaluation (Viva-voce)</b>	<b>40marks</b>
	<b>Internal faculty will assess each student as Per the details given below.</b> Internship and other activities: This internship has to be done before the end of Sem. II. It is mandatory to do it in a newspaper office. The minimum requirement is 60 hours of work for 15 days @ four hours a day. A file containing a detailed report about the internship (containing details of schedule and nature of work, copies of published and unpublished material, and assessments by concerned authority); and all the written assignment for other subjects has to be submitted to the external examiner. Using the file as reference, the External Examiner will interview the student about internship as well as other activities during the semester	

### **Outcome:**

1. Come out with a print journal
2. Come out with a news based production from either radio or TV or Internet.
3. Learn about basic skills of news writing
4. Exposure to media houses will hone practical knowledge of the field of journalism
5. Learn the design and layout of a newspaper.

## **Semester-III**

### **Course-I**

### **Radio & TV Journalism (2) (MAJMC301-19)**

#### **Objectives:**

- To train the students in recognizing various audio aesthetics.
- To understand basic audio recording techniques.
- To familiarize the fundamentals of audio and post-production techniques with more emphasis on advanced optional techniques.
- The course aims to equip the students with the relevant practical knowledge required in the field of radio and TV.
- In-depth experience how to communicate with the masses through radio and TV.

#### **Unit-I**

##### **Radio**

- Characteristics, history, development, organization structure of Radio station.
- Making of a radio station
- Acoustics
- Microphones
- Use and mixing of sound, audio, effects, music
- Importance of Voice modulation in Radio

##### **Unit-II**

- Key elements of radio writing
- Announcement, talks, features-documentaries, plays, dialogue
- Writing, newsreel, discussion, interviews, news writing,
- Commercial/jingles
- Importance of silence, AM, FM, music scheduling

##### **Unit-III**

##### **Television**

- Characteristics, history, development, organization structure of TV station
- Making of a television studio, crew
- Key elements of television writing
- Television news, documentary/features, discussions, interviews, dramas
- Commercial Programme

##### **Unit-IV**

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

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**Internal Assessment (40):** Basic functions of camera, documentary and interview exercises, analysis and discussion of news bulletins etc.

**Outcome:**

1. Students will become aware about the structures of radio and TV.
2. Students will be exposed to different equipment's of radio and TV.
3. To familiarize the students with different radio programming formats.
4. To make students understand the principles of production management.
5. To get students introduced to the innovative developments in radio communication.

**References Books/Suggested Readings**

1. Robert Mcleish.1999. Radio Production, Focal Press, Oxford.
2. Ralph Donald & Thomas Spann. 2004. Television Production, Surjeet Publications, New Delhi.
3. Thomas A. 1998. Editing Film and Video on the Desktop. Focal Press Publications.
4. Gerald Millerson. 1999. TV Production. Focal Press Publications.
5. Steven Bernstein. 1994. Film Production Focal Press Publications.
6. Barnard Wilkie. 1996. Creating Special Effects for TV and Video. Focal Press Publications.
7. R.B. Musburger.1977. Single Camera Video Production. Focal Press Publications.
8. P. Kriwaczek.1997. Documentary for the small screen Oxford; Boston: Focal Press.
9. William Moylan. 2006. The Art of Recording. Focal Press Publications.
10. Declan McGrath.2001. Editing and Postproduction. Focal Press Publications.
11. Davis & Weller. 1990. The Grammer of Television Production
12. Gerald Millerson. 1973. TV Camera Operation. Hastings House Publications.

## **Course-II**

### **Media Research Methods**

**(MAJMC302-19)**

#### **OBJECTIVES:**

- To provide insights about communication research.
- To try out quantitative and qualitative research approaches.
- To provide students with tools to conduct situation assessments that are informed by Participatory, human-rights principles.
- To make the students able to analyze data to guide strategic decisions.
- To understand how to monitor and evaluate communication for development programmes.

#### **Unit-I**

- Research: Concept, Definition, Nature and scope
- Type of Research and importance of research
- Elements of research
- Areas of media research
- Development and growth of communication research

#### **Unit-II**

- Research Designs: Experimental design and semi experimental design, exploratory, descriptive design
- Longitudinal research: Trend analysis, cohort analysis, panel studies
- Research Methods: Qualitative and quantitative
- Observation, case study, interview
- Content Analysis, Survey method

#### **Unit-III**

- Feed forward and feedback, NRS, TRP, opinion polls
- Sampling methods: probability and non-probability
- Hypotheses: Meaning, Characteristics
- Data Collection tools
- Sources of data: Data coding, tabulation

#### **Unit-IV**

- Introduction to Statistics
- Introduction to Statistical software
- Research Ethics
- Research synopsis
- Research report writing

### **Internal Assessment (40)**

#### **Outcome:**

- The students will familiarize themselves with the basics of research.
- The students will develop practical knowledge on quantitative and qualitative methods of research.
- Become aware of the ethical issues in Communication research.

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- Learn to design and execute independent research projects using the methods learnt in the class.
- Understanding the various research methods and tool, including their benefits and shortcomings

**References Books/Suggested Readings**

1. John W Best.2006. *Research in Education*. Peasson Education Publications.
2. Anderson et-al.1970. *Thesis and Assignment Writing*. New delhi: Wiley eastern limited.
3. Goode and Hatt, 1952. *Methods of Social Research*. McGraw-Hill Education
4. Wilkinson and Bhandarkar. 2010. *Methods and Techniques of Social Research*. Himalaya Publishing House New Delhi.
5. ICSSR, *Training in Research Methodology in Social Sciences in India*.
6. Robert, B. Burns.2000. *Introduction to Research Methods*. SAGE Publications
7. Kothari, C. R. 1990. *Research Methodology: Methods and Techniques*, New Age International Publishers, New Delhi.
8. Dominick and Wimmer. 2006. *Mass media research*. Wadsworth cengage learning.

### **Course-III**

#### **NEW MEDIA (2)**

**(MAJMC 303-19)**

#### **Objective:**

- To impact digital media literacy among the students.
- Basic concept of new media as well as role of digital media in the society.
- Become a critical consumer of information.
- Become a better writer and more analytical thinker.
- Acquire an understanding of the historical context, current trends and future projections of digital Communication method.

#### **Unit-I**

- Introduction to new media technology
- Internet, its historical perspective
- Information and communication technology
- Basic understanding of Internet from the viewpoint of Mass Communication

#### **Unit-II**

- Understanding of basic terminology like news group, Web servers, Web Browsers, URL, Home Page, Search engine, Internet Protocols. - Basic knowledge of Multimedia. - Internet Protocols
- Web page, social media
- Search resources

#### **Unit-III**

- Web page development, inserting, linking; editing and publishing
- Cyber Journalism: on-line editions of newspapers- management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, online editing and publishing. -Merits and demerits of cyber journalism over traditional newspapers, socio-economic aspects of cyber journalism

#### **Unit- IV**

- Use of social media in politics
- Revenue model of social media
- Cyber security
- New media ethics

#### **Internal Assessment (40)**

#### **Outcomes:**

1. Students will learn to use the new media technology.
2. Use the Search engine.
3. Learn to create a blog and how to use blogging to show personal thought.
4. Learn web page development

5. Learn online editing and publishing

### **References Books/Suggested Readings**

1. Handbook of New Media, Liverow.
2. The ABC's Of Internet, Crumlish, 1998. BPB Publications, NewDelhi.
3. Callahan Christopher.1999. A Journalist's Guide to the Internet: The Net as a reporting tool.
4. Christian Crumlish.1997. ABC of the Internet. Sybex Inc; Subsequent edition

### **Course-IV**

#### **INTERNATIONAL&INTERCULTURAL COMMUNICATION (MAJMC 304-19)**

##### **Objective:**

- Introduce to the students the concept of International Communication.
- Make them familiar with various media giants of International Media.
- Introduce students with the concept of globalization and its impact on media.
- Make them familiar with flow of media, imbalance in digital age.

##### **Unit-I**

- Definition, concept and scope
- Relationship between culture and communication
- Basic understanding of culture as a social institution - value systems
- Inter-Cultural communication
- Modern mass media as vehicles of inter- cultural communication

##### **Unit-II**

- Barriers in inter-cultural communication  
(Reference to religious, political and economic pressures, inter-cultural conflicts and Communication)
- Impact of new technology on culture
- Globalization effects on culture and communication
- Mass media as a culture manufacturing industry
- Culture, communication and folk media

##### **Unit-III**

- Definitions and issues in International Communication
- Political, economic and cultural dimensions of international communication
- Communication and information as a tool of equality and exploitation
- International news flow-imbalance
- International, regional and internal disparities in media growth
- Communication as a human right

##### **Unit-IV**

- International news agencies and syndicates, their organizational structure and functions
- Critique of western news values, Information- prompted

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**Cultural imperialism**

- Impact of new communication technology on news flow - satellite communication- its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations
- Effects of globalization on media systems and their functions
- NWICO, major players in international communication

**Internal Assessment (40)**

**Outcomes:**

- The course will provide the better understanding of intercultural Communication
- Have knowledge about various media giants of International media
- Become increasingly more culturally aware, sensitive and intelligent
- Explore issues related to intercultural communication.
- Students will be introduced to historical and contemporary concepts, ideas and framework.

**References Books/Suggested Readings**

1. Fred. E. Jandt.2004. An Introduction to intercultural Communication, Sage Pub. India Pvt., New Delhi.
2. William B. Gudykunst, 2002. Handbook of International & intercultural Communication Sage Pub. India Pvt., New Delhi.
3. Galtung, J. & R.G. Vincent (1992). Global Glasnost; Toward a New World Information and Communication Order by Cresskill, NJ; Hampton Press.
4. Harasim, Linda M. (2003). Global Networks; Computers and International Communication, New York, Longman.
6. Herman, Edward S and Robert W. McChesney, (1997), Global Media: The new Missionaries of corporate capital. London and Washington; Cassell. Kamalipour, Yahya, (2003), (ed.), Global Communication. Boulder, CO; Wdsworth.
7. Lewis, Patrica, (1993), (ed.). Alternative Media; Linking Global to the Local. Paris, UNESCO Publications.
8. Lloyd Barrett, Oliver, (1999). The Globalization of News, London; Sage.
9. Ali Mohammadi, 1997. International Communication and Globalization: A Critical Introduction, SAGE Publication,
10. Daya Thussu.2006. International Communication: Continuity and Change, Bloomsbury Academic.
11. DayaKishanThussu.2009.International Communication: A Reader, Taylor & Francis Group.
12. Bella Mody.2003. International and Development Communication: A 21st Century Perspective, SAGE Publication.

**Course-V**

**Environment Journalism**

**(MAJMC-305-19)**

**OBJECTIVES:**

- To know the implications of the Environmental (Protection) Act, 1986.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of environment versus development in the media.
- To sensitize students about the intricacies concerning environmental coverage in the media.
- To discuss the challenges connected with environment.

**UNIT I**

**NATURE OF ENVIRONMENTAL STUDIES:**

Definition – Ecology, environment – Scope and importance – Different eco-systems – Interdisciplinary nature of environmental studies – Need for public awareness – The Environmental (Protection) Act, 1986 – Coastal Regulation Zone, 2011.

**UNIT II**

**ENVIRONMENTAL POLLUTION**

Definition – Causes, effects and control measures of air pollution, water pollution, soil pollution, Marine pollution, noise pollution, thermal pollution, nuclear hazards – solid waste management: causes, effects and control measures of urban and industrial wastes – Zero waste technologies – Role of an individual in prevention of pollution – Pollution case studies.

**UNIT III**

**SOCIAL ISSUES AND ENVIRONMENT**

From unsustainable to sustainable development – urban problems related to energy – water

conservation, rainwater harvesting, watershed management – Resettlement and rehabilitation of

People – Environmental ethics – climate change, global warming, acid rain, ozone layer depletion,

Sea level rise – Nuclear accidents and holocaust – Wasteland reclamation.

## **UNIT IV**

### **ROLE OF MEDIA**

Science, technology and environment

Designing environmental media programmes

– Use of media for environmental, messages – Moving from peripheral environmental coverage to

Holistic coverage –Media in environmental management.

### **Internal Assessment (40)**

### **OUTCOMES:**

- The students will get familiarized with the interdisciplinary nature of environmental studies.
- The students will gain knowledge on various social issues and environment.
- To make students understand the role of media in communicating environmental messages.
- Learn how to write environmental at features.
- Will become more aware that how the environment can be saved.

### **Reference books:**

1. Jay Withgott and Scott Brennan 2003. Environment: The Science Behind the Stories, Prentice-Hall, Upper Saddle River,
2. Chris Park. 2001. The Environment: Principles and Applications, Routledge, U.K.
3. Norman Lee (Ed.).2000. Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. John Wiley and Sons, U.K.
4. N. Luhmann.1989. Ecological Communication. Chicago University Press, Chicago.
5. F.I. Woodward (Ed.).1992 Ecological Consequences of Global Climate Change, Vol.22, Academic Press, London,

**Course-VI**

**INTRODUCTION TO MARKETING**

**(MAJMC 306-19)**

**OBJECTIVES:**

- This course is designed to provide students with an understanding of the Principles of marketing.
- Focus on the management of the marketing activities and how it relates to overall organizational function.
- To know about marketing environment and product life cycle.
- To find ways to tackle Marketing Research & Marketing Information System versus development in the media.
- How to identify and analyze concise marketing opportunities and develop strategic marketing plans

**UNIT I**

Marketing: Meaning – Scope – Importance – Approaches to the study of Marketing – Marketing Concept – Market Segmentation: Meaning – Bases for segmentation – Uses. Marketing Mix: Four P's in marketing – Marketing Planning – Importance – Types of planning.

**UNIT II**

Marketing Environment – External factors – Internal factors – Consumer Behaviour – Meaning and importance – Consumer buying process – Determinants of consumer behaviour — Product Mix Management: Product planning and development – New Product development – Product Life Cycle – Meaning – Stages – Managing PLC – Product positioning – Branding – Packaging

**UNIT III**

Price Mix Management: Factors affecting pricing – Pricing and pricing policies – Objectives – Procedures – Methods of price fixation – Administered and regulated prices. Promotional Mix: Personal selling Vs Impersonal selling – Personal selling process – Steps in selling – Compensation plans – Evaluation of salesmen performance

**UNIT IV**

Advertising: Importance – Objectives – Media planning campaign and selection – Factors influencing selection – Advertising copy – Layout – Evaluation of advertising – Advertising budget – Sales Promotion methods – Publicity – Sales promotion tools.

**Internal Assessment (40)**

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**OUTCOMES:**

- Have a working knowledge of the four stages of marketing planning cycles.
- Know how to plan and implement a media campaign.
- Understanding the importance of advertising techniques  
Learn the importance of media situation.
- To have knowledge of preparing advertising copy.

**References Books/Suggested Readings**

1. William Stanton: *Fundamentals of Marketing*, McGraw Hill.
2. Mamoria & Joshie: *Fundamentals of Marketing*.
3. Armstrong and Kotler: *Principles of Marketing*.
4. Kurtz & Boone, *Principles of Marketing*, Cengage Learning
5. Kotler & Armstrong, *Principles of Marketing*, Prentice Hall
6. Biplab S. Bose, *Marketing Management*, Himalaya Publications

**Course-VII**

**PRACTICAL**

**(MAJMC 306-19)**

Each student should make programme on any format of both Radio & TV on the subject

## **Semester-IV**

### **Course-I**

### **MEDIA MANAGEMENT, LAWS AND ETHICS (MAJMC401-19)**

#### **Objectives**

- To make students aware about the responsibilities, structure and functioning and Responsibilities of an organization
- Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy. .
- Students will have developed hands-on experience as content marketers using Journalistic and digital techniques.
- Students will gain a perspective on the evolution of media on key current trends.

**Unit 1- Contemporary media scenario:** Proliferation of Media in India, digital technology,

New technology, convergence and its effect on consumer behavior and potential of content. Striking a balance between business and ‘mission’.

#### **Unit 2- Media management:**

Principles of management organization structure of Radio, TV and print

Function of various department Editorial, business human recourse

Development department ownerships Patterns individual partnership, Group chain, employees, trust corporation Family owned, cross – media ownership

Right to Information Act , Prasar Bharati

Press ethics and yellow journalism

**Unit 3- Economics of Print and electronic media:** Management, business, legal and financial

aspects of media management. Revenue generation strategy. Budgeting and finance, capital costs,

production costs, commercial policy, advertising and sales strategy, competition and survival,

evolving a strategy; and plan of action, operations, production schedule and process, evaluation,

and PR for building and sustaining business and audience.

**Unit 4- Media Laws & Ethics:** History of press laws in India- Contempt of Courts Act 1971- civil and criminal law of defamation. Relevant provisions of Indian Penal Code with reference to sedition, Press Council act 1978 , Defamation , Contempt of court , Copyright act , Press and Registration of book act 1867, crime against women and children; laws dealing with obscenity; Official Secrets Act,1923, vis-à-vis Right to Information Act. Press and Registration of Books Act, 1867. Working

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Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions)

Press council act 1978 and press commissions

, Defamation, Contempt of court

Official secret Act 1923

Crime against women and children: law dealing with obscenity;

Vis-à-vis right to information act, Press and Registration of Books Act,

Working Journalists and other Newspaper Employees

**Internal Assessment (40)**

**Outcomes-**

- 1. Students will learn to apply media law when covering the news.**
- 2. Students will have knowledge about all the current trends in media.**
- 3. The students will get an insight into various ownership of media houses.**
- 4. It will provide the knowledge about the constitution of India.**

**References Books/Suggested Readings**

1. Gulab Kothari, 1995. Newspaper Management, , Intercultural Open Uni. Netherland.
2. Virbala Aggarwal, 2002. Handbook of Journalism & Mass Comm. Concept Pub. Co., New Delhi.
3. Herbert Lee Williams, 1978. Newspaper Organization & Management, Surjeet Pub., New Delhi.
4. Frank M. Corrado. 1984. Media for Managers Published by Prentice Hall.
5. Henry H. Albers. 1969. Principles of Management: A Modern Approach. Publisher Wiley.
6. Dibakar Panigrahy. 1993. Media Management in India. Kanishka Pub. House, New Delhi.
7. Gulab Kothari. 1995. Newspaper Management in India. Published by Rajasthan Patrika Pvt Ltd.
8. Dennis F. Henrick. 2015. Media Management in the Age of Giants.
9. Herbert Lee Williams. 1955. Newspaper Organization and Management. Iowa State Pr; 5<sup>th</sup> edition.

## **Course-II**

### **DEVELOPMENT COMMUNICATION**

**(MAJMC-402-19)**

#### **OBJECTIVES:**

- To understand the role of traditional and modern media in development.
- To discuss various paradigms of social and behavior change communication (SBCC).
  
- To learn the Indian experiences in Communication for Development
- To develop an understanding of the concept of development
- To understand the concept of Development communication.

#### **UNIT I**

Development: Concept – Dynamics of Development – Development issues – Development indicators – Dysfunctions of development – Communication perspective on development – Role of Communication in Development Approaches to Development Communication.

#### **UNIT II**

Dominant paradigm of Development: Evolutionary model – Psychological variable model – Cultural factors model – Economic growth model

#### **UNIT III**

Communication approaches of Dominant paradigm: Powerful effects model of mass media – Diffusion of innovations – Mass media in modernization – The critique of above models.

#### **UNIT IV**

Alternative paradigms of Development and Development Communication: Basic needs programme – Integrated Development – Intermediate technology – Self Development – Self-reliance – Popular participation – New Communication technologies – Traditional media use – Development support communication.

#### **.Internal Assessment (40)**

#### **OUTCOMES:**

- To familiarize the students with the communication approaches to development.
- To make students understand how to communicate science and development.
- Students will be introduced to South Asian experiences and experiments on communication for development.
- Students will learn the importance of Developments
- Students will become efficient in using media for Development Communication.

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**References Books/Suggested Readings**

1. Wilbur Schram. 1964. "Mass Media and National Development". Stanford University Press.
2. S.C. Dube. 1958. India's Changing Vilalges: Human Factors in Community Development". Routledge.
3. Y.V. Lakshman Rao. 1966. Communication and Development. U of Minnesota Press.
4. Uma Narula, "Development communication: Theory and Practice.
5. Everett Rogers. 2010. "Diffusion of Innovations". Simon and Schuster
6. S.R. Mehta. 1992. Communication and Development, Rawat Publications.
7. J.V. Vilanilam.2009. Development Communication in Practice: Indian and the Millennium Development Goals (MDGs), Sage.
8. LinjeManyozo.2012. Media, Communication and Development: Three Approaches, Sage, New Delhi.
9. Gopal Bhargava. 2011. Mass Media and Public Issues, Isha.
10. K.P. Yadav. 2007. Encyclopedia of Mass Media and Development, Sarup& Sons.

**Course-III**

**FILM APPRECIATION**

**(MAJMC 403-19)**

**OBJECTIVES:**

- To understand the functions of films as an institution for production and distribution of social knowledge and entertainment.
- To expose students to a variety of film styles, genres and analyze the dominant forms of Popular cinema.
- To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative.
- Develop visual literacy and analysis skills to study any film.
- Knowledge of the diverse artistic and practical elements that are useful in making of films.

**Unit 1- What is cinema?** Definition of cinema. The concept of persistence of vision. Films relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting.

**Unit 2- Film styles and Genres:** Image and editing. To what extent does film manipulate reality? Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & non-fiction, promotional, propaganda, corporate, educational, advertising films.

**Unit 3- Film history:** Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films. World cinema: D. W. Griffith, Sergio Enstine, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles Chaplin, Franscois Trufautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, YashizoroOzu, Steven

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Speilberg, Majid Majidi, etc.

Indian cinema: V. Shantaram, Satyajit Ray, ShyamBenegal, RitwikGhatak, GirishKarnad,

Raj Kapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Maniratnam, and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.

**Unit 4- Film Studies:** Film appreciation, analysis, criticism etc. Reviewing films for various media.

Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts. relevance, Censor Board. Influence of cinema on society, culture, arts.

Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film

Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media.

**Internal Assessment (40)**

**OUTCOMES:**

- At the end of the course, students will be able to critically appreciate films from an historical perspective.
- Students will be able to identify various genres in films.
- Students will learn how to write a movie review
- Use understanding of film technique and film as an art medium as tools to analyze film.

**References Books/Suggested Readings**

1. Susan Hayward. 2004. Key Concepts in Cinema Studies, Routledge, London.
2. GeofferyNowell-Smith (Ed.). 2009. The Oxford History of World Cinema, Oxford University Press, 2005
3. Mihir Bose, Bollywood A History, 1st Edition, Roli Books Pvt. Ltd., New Delhi, 2006
4. Ashish Rajadhyaksha, Encyclopaedia of Indian Cinema, 2nd Ed., British Film Institute, 1999.
5. James Monaco, How to Read Films, 30thEd.,Oxford University Press.
6. Bordwell, David & Thompson, Kristin (2004) (7th end) Film Art: An Introduction, Mc Graw Hill: Boston
7. Monaco, James (2000) (3rdedn) How to Read a Film: Movies, Media, and Mutimedia, Oxford University Press: Oxford
8. Corrigan, Timothy and White, Patricia (2004) The Film Experience: An Introduction, Bedford/St Martin's: Boston
9. Nelmes, Jil (2ndedn) (1999) Introduction to Film Studies, Routledge: New York
10. Phillips, William (1999) Film: An Introduction, H. Bedford/St Martin's: Boston
11. Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
12. Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.

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13. Chopra, A. (2011) First Day First Show: Writings from the Bollywood Trenches, New Delhi, Penguin Books

14. सत्यजीतरेपाथेरपांचालीऔरक्रफल्मजगत, महेत्रसमश्रा, राजकमलप्रकान, 2007

**Web Resources:**

1. Film|Cinema|Movies–Telegraph; <http://www.telegraph.co.uk/culture/film/>.
2. Film - The Guardian; <http://www.theguardian.com/film>.
3. Film and Television Institute of India; [www.ftiindia.com/](http://www.ftiindia.com/).
4. British Film Institute; [www.bfi.org.uk/](http://www.bfi.org.uk/).
5. <http://www.arthousecinema.in/2013/04/uski-roti-1970/>

**Course-IV**

**SPORTS JOURNALISM**

**(MAJMC 405-19)**

**Objective**

- (1) Develop to distinguish among the various sports Communications professions
- (2) Provide basic knowledge of the responsibilities and skills necessary for sports Journalists and sports communications professionals
- (3) Understand basic issues related to ethical practices in sports media professions
- (4) Establish introductory knowledge of the business of sports and media
- 5 To shape future sports Journalists for Print, Electronic and Web Media.

**Unit 1- History and Traditions:** Beginning and development of various sports. Brief history of

International Games: Olympic, Commonwealth, Asian. History of National Games and other major

Tournaments related to various sports. National and state sports awards like Arjun, Dronacharya, and Shiv

Chatrapati Purskar, etc. Sports and Society

**Unit 2- Sports Journalism:** Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators

Commercial relationship between media coverage and sports events, marketing,

Future of sports journalism, career opportunities. Radio commentaries;

**Unit 3- Sports Reporting and Writing:** Differences and similarities with other reporting; Explain,

Interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late

night events.; Developing sources- advances, match reports, reviews and follow up; Sports features;

Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media;

Radio commentaries; live telecast, Sportscast, Web commentaries,

**Unit 4- Sports Editing:** Editing sports stories, Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of photo: action photos, cutouts profile photos, photo editing and writing captions Ghost writing for sports columns. Designing sports pages; planning and coverage of major games, tournaments.

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**Internal assessment (40 marks):** Covering live sports events in the city. Match reports of local sports tournaments, writing sports features, interview of sports persons and sports officials, Analysis of sports sections/pages of newspapers, Analysis of sports bulletins/commentaries, etc.

**Outcomes:**

- 1. The students will learn how to write sports stories in short form and long form.**
- 2. The course will equip them with the essential values required for sports journalism.**
- 3. It will provide the knowledge about all the rules and regulation of the sports.**
- 4. The Students will also become aware how sports is used for maintain International Relations.**
- 5. It will provide the knowledge about the History and Tradition of Sports.**

**References Books/Suggested Readings**

1. Abraham Aamidor. 2003. Real Sports Reporting. Diana University Press - Indiana University Press
2. Tania G. Cassidy. 2003. Sports Coaching; Routledge.
3. K. C. Thakur. 2010. Sports Journalism. Cyber Tech Pub, New Delhi
4. Kathryn T Stofe. 2009. Sports Journalism: An Introduction to Reporting and Writing. Rowman & Littlefield Publishers
5. L Jones Robyn, Robyn L Jones. 2007. Mike Hughes: An Introduction to Sports. Routledge.
6. Phil Andrews. 2013. Sports Journalism: A Practical Introduction; Sage Publications. Sheffield Hallam University, UK.
7. Prasad Kumar Mishra: Sports Journalism. Amazon Asia-Pacific Holdings Private Limited.

**Course-V**

**PERSONALITY DEVELOPMENT & SOFT- SKILLS (MAJMC 406-19)**

**Objective**

- Improve Presentation and Communication Skills
- Focused on Persona management, grooming and soft skills.
- To impart knowledge, sharpen skills so that they are capable of performing better in their roles.
- To familiarize the students with blogging.
- Grooming of Over-all Personality

**Unit-I**

**Soft Skills**

- Understanding self
- Interpersonal Skills and Face to face communication
- Telephonic communication
- Kinesics and paralanguage
- Etiquettes and manners
- Dress Code
- Time Management
- Organizational Communication

**Unit-II**

**Writing, Reading & Spoken skills**

- Elements of good writing
- 7 Cs of Communication
- Writing CV's & Covering Letter
- Letters, Minutes
- Intensive & Extensive reading
- Blogging

**Unit-III**

**Computer Awareness**

- Origin and growth of computer
- Devices of computer system
- Computer memory and its types
- Operating system and its types

#### **Unit-IV**

##### **Visual presentation & ICT Skills**

- Use of PPT
- Word, Excel, Power point,
- Social Networks Use : Face book, Twitter, You Tube, Whatsapp & other social platforms

##### **OUTCOMES:**

- **Self-awareness**
- **Personality Development**
- **Leadership, Personal and Professional development**
- **Social justice and Responsibility**
- **Learn how to create blog for exchanging their ideas.**

##### **References Books/Suggested Readings**

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.
3. Andrews, Sudhir. 1988 How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill.
4. Heller, Rober. 2002. Effective leadership. Essential Manager series. Dk Publishing.
5. Hindle, Tim. 2003. Reducing Stress. Essential Manager Series. Dk Publishing.
6. Lucas, Stephen. 2001. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill.
7. Mile. 2004. D.J Power of positive thinking. Delhi. Rohan Book Company.
8. Pravesh Kumar. 2005. All about Self- Motivation. New Delhi. Goodwill Publishing House.
9. Smith, B. 2004. Body Language. Delhi: Rohan Book Company.

**Course-IV**

**RESEARCH DISSERTATION (MAJM- 405-19)**

**OBJECTIVES**

1. This course offers students the opportunity to develop media expertise by working with the professionals in the field.
2. Encourage the students to choose the research topic relevant to today's times.
3. Develop student's critical reading and writing skills.
4. Train students to collect, analyze, interpret and present data.
5. Explore the role of data in formation of research report.

Since Masters of Arts in Journalism, Advertising and Mass Communication is an integrated course, the students are required to register themselves for a dissertation topic and start initial work on the dissertation latest by second semester. The topic must be finalized by the end of the first month of the second semester in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the second semester. By the end of the fourth and last semester, each student is expected to submit four copies of the dissertation and a soft copy of their thesis. Each student with his/her dissertation will be subjected to a viva voce by an external examiner approved by the Punjab Technical University upon completion.

**OUTCOMES**

1. This course will develop the confidence and communication skills among the students.
2. The students will learn how to prepare the synopsis and writing a research report.
3. The importance of library and internet in the research will become clear through this course.
4. The students will develop the skills of giving presentation.
5. Level of patience will be increased.