

SYLLABUS
FOR
M. Sc. JOURNALISM
AND
MASS COMMUNICATION
(CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)
(Semester I-IV)

Session: 2015-16



PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA

M.Sc. Journalism and Mass Communication (Semester System)
(Under Credit Based Continuous Evaluation Grading System)
(Semester System)

M.Sc. JOURNALISM & MASS COMMUNICATION

Semester - I

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MAJMC 101	Introduction to Communication	3	1	-	40	60	100	4
MAJMC 102	Print Media in India: Growth & Development	3	1	-	40	60	100	4
MAJMC 103	Print Media	3	-	1	40	60	100	4
MAJMC 104	Electronic Media & Photography	3	1	-	40	60	100	4
MAJMC 105	Advertising	3	1	-	40	60	100	4
MAJMC 106	Current Affairs	2	-	-		50	50	2
MAJMC 107	Project work	-	-	1		25	25	1

Semester- II

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MAJMC 201	Development Communication	3	1	-	40	60	100	4
MAJMC 202	Media Management	3	1	-	40	60	100	4
MAJMC 203	Media Laws and Ethics	3	1	-	40	60	100	4
MAJMC 204	Mass communication research-I	3	1	-	40	60	100	4
MAJMC 205	Radio and TV Production techniques	3	-	1	40	60	100	4
MAJMC 206	Current Affairs	2	-	-		50	50	2
MAJMC 207	Project work	-	-	1		25	25	1
Total Credits								23

Semester- III

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MAJMC 301	Mass Communication Research-II	3	1	-	40	60	100	4
MAJMC 302	New Media Technology	3	1	-	40	60	100	4
MAJMC 303	Print Media-II Specialized reporting	3	-	1	40	60	100	4
MAJMC 304	Intercultural and International Communication	3	1	-	40	60	100	4
MAJMC 305	Public Relations and Corporate Communication	3	1	-	40	60	100	4
MAJMC 306	Current Affairs	2	-	-		50	50	2
MAJMC 307	Project work	-	-	1		25	25	1
Total Credits								23

Semester-IV

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MAJMC 401	Media and Human Rights	3	1	-	40	60	100	4
MAJMC 402	Film Studies	3	1	-	40	60	100	4
MAJMC 403	Current Affairs	3	-	1	40	60	100	4
MAJMC 404	Dissertation	--	--	--	40	60	100	4
MAJMC 405	Internship	-	-	-	-	50	50	2

M.Sc. JOURNALISM & MASS COMMUNICATION

Semester-I

MAJMC 101-Introduction to Communication

Unit- Introduction to Communication:

Concept, nature, process and development of human communication
7 C's of effective communication
Functions of communication
Barriers to communication
Verbal and nonverbal communication
Intra-personal, inter-personal, small group, public and mass communication
Public speaking

Unit II Communication Models:

Scope, functions and limitations of communication models, development of communication models from simple to complex
Aristotle, SMCR, Shannon-Weaver model of communication, Harold Lasswell, Osgood, Dance,
Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

Unit- III Communication Theories:

Theories of direct and indirect influences,
Hypodermic Needle or
Bullet, Two step, multi-step flow, Agenda setting, Uses and gratification, Cultivation,
Dependency, Cognitive dissonance.

Unit -IV Media system theories:

Authoritarian, Libertarian, Social-responsibility, democratic and participant Mass media, public opinion and democracy.
Ethical aspects of mass media, Media and social responsibility
Traditional Media in India: Regional diversity, relevance, future

Books Recommended :

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Perspectives in Mass Communication by Agee, Ault, Emery

6. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub.Company, New Delhi.
7. Mass Media Today by Subir Ghosh
8. Communication and the Traditional Media (IIMC)
9. Introduction to Mass Communication by William Francois
10. Media and Society by R.K. Ravindran
11. Modern Communication Technologies by Y.K. Dsouza
12. Communication Theory: Melvin DeFleur
13. Understanding Media: Marshal McLuhan

MAJMC 102-PRINT MEDIA IN INDIA: Growth and Development

Unit- I

Invention of printing press and paper

Pioneer publications in Europe and USA

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

Issues of political freedom and press freedom in India

Birth of Indian language press-contribution of Raja Ram Mohan Roy

Birth of the Indian news agencies

The Indian press and freedom movement; Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press;

Historical development of important newspapers and magazines in English

Unit-II

Important personalities in Indian journalism (James Silk Buckingham, Kalinath Ray, Dyal Singh Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan,)

A brief overview of important newspapers and magazines:

-The Times of India

-Hindustan Times

-The Hindu

-The Indian Express

-The Tribune

-Statesman

-India Today, Outlook, Frontline, Tehelka

-Preet Lari

Unit-III

Press in India after independence

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

Unit - IV

Press in Punjab: Origin & development of Punjabi Press.

- Press in Punjab after Independence, brief History of Ajit, Punjab Kesri group.
- Role of the press during Punjabi Suba movement, militancy era, and on various other issues
- Current state of language press in Punjab, arrival of new newspapers, future prospects.

Book Recommended :

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

MAJMC103-PRINT MEDIA

Unit I

- News: definitions, elements and concepts
- Sources of news; news gathering techniques
- Press briefing
- Press conference, meet the press programmes
- Types of interview, purpose, technique
- Handouts, news release, press note etc.
- Feature writing, columns, news writing and analysis
- Media criticism and reviews
- Editorial writing, types of editorials
- Creative Writing-Essays, short stories, middles
- Obituries
- International affairs

Unit II

- News writing styles, types of news
- Soft news, hard news
- Investigative, interpretative and indepth reporting
- Headline, technique, style, purposes, kinds of headlines
- Dummy page
- makeup, layout

Unit III

- Photo editing
- Intros; their importance, functions and types, lead, body, paragraphing
- Special sections, supplements
- Scoops and exclusives
- Specialized reporting

Unit IV

- science, sports, economic, development.
- Editing; meaning, purpose, importance & symbols
- Layout, graphics, page make up for newspapers & magazines
- Reporting weather, city life, speech, accident, court, elections, riot, war, conflict, tensions.

Books Recommended :

1. Reporting, B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M.Srivastava, 1987, Sterling Pub. House, New Delhi.
4. The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.
5. The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi
6. Good News Bad News by Tharyan
7. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
8. News Writing by Haugh George A.
9. The Journalism Handbook by M.V. Kamath
10. Handbook of Journalism by Aggarwal Vir Bala, Gupta V.S.

MAJMC 104-ELECTRONIC MEDIA & PHOTOGRAPHY

Unit I Radio

Radio as a medium of mass communication
History of radio in India
As an instrument of government propaganda
Role and impact of radio
Major top radio programs in the world
AIR, BBC, Voice of America etc
Emergence of commercial broadcasting, FM radio

Unit II Television

Advent of television in the world, and in India
Early days of Doordarshan
Advent of colour television in India
Entry of satellite TV
TV as a major means of Entertainment
Ever increasing channels, need for extensive programming
Evolution of news television in India, major channels and media houses

Unit III Photography

Basic process of professional still photography; Types of cameras-Disposable, Point-and-shoot, Compact or Autofocus, APS, Polaroid, SLR and Digital cameras; Understanding the structure and working of a professional camera; Types of camera lenses-Normal, Wide, Tele, Fisheye and Zoom; Angle of Vision and focallength of various types of lenses. Choosing the right film; Relationship between shutter speed, film speed and aperture for different genres of photography. Depth of field and depth of focus, Circles of confusion and their role in photography, Multiple exposure photography, Role of Bulb "B" setting in professional photography; Sources of light-Natural and artificial; Flash photography and its use in professional photography.

Unit IV Photo journalism

Definition and concept
Text Vs Photograph
Essentials of a press photograph
Qualities of a good photojournalist
Choosing the right spot, right angle and right moment for an appropriate composition.
Principles of cropping and photoediting.
Relationship between still and video photography in respect of types of recording modes, image sizes and camera angles for various

purposes.

Books Recommended :

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

MAJMC105-ADVERTISING

Unit I

Evolution and growth of advertising
Definitions of advertising
Relevance of advertising in the marketing mix

Unit II

Classification of advertising
Various media for advertising
National and global advertising scene
Socio-economic effects of advertising

Unit III

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

Unit IV

Basic knowledge of apex bodies in advertising AAI, ASCI etc., their code of conduct.
Internet advertising
Advertising as tool of Corporate Communication.
Advertising Appeals

Books Recommended:

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

MAJMC106- Current Affairs

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

Marks 50

Time 90 minutes

MAJMC107- Project Work

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

SEMESTER-II

MAJMC 201- DEVELOPMENT COMMUNICATION

Unit-I

Development:

Concept, process and models of development(Gandhian, Western, Eastern, Schumaker, Communist)

Approaches to development, Genesis of development, Indicators of development

Problems and issues in development

Unit-II

Characteristics of developing societies

Development dichotomies – socio-economic gaps and its implications

Gap and its implications, gap between developed and developing societies.

Social change, modernization, Globalisation and development

Unit-III

Concept-Definition-Philosophy-process-theories (economic, political and social), Role of media in development communication; Indian

Indian experiences of Development communication

Strategies in development communication

Social, cultural and economic barriers

Problems faced in effective communication.

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

Unit-IV

Democratic decentralization

Panchayati Raj - planning at national, state, regional, district, block and village levels.

Development support communication; Population and family welfare- health-Education-Environment.

Deveopmental agricultural and rural extension agencies: governmental, semi governmental and non-governmental organizations.

Books Recommended :

1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt. Ltd., New Delhi.

2. Development Communication in India, Raghvan.

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

SEMESTER II

MAJMC 202-MEDIA MANAGEMENT

Unit-I

- Media Management – Principles of management, Functions & Significance
- Media - a profession and industry
- Ownership pattern of newspaper, radio and TV : Private Ltd., Public Ltd.; Individual ownership, Partner, Trust, Society Transnational ownership, Cross media ownership; mergers and acquisitions

Unit-II

- Business and legal aspects of media management
- Advertising, PR, Brand Promotion & Marketing Strategies, HRD, Employee/employer relationship, customer relationship
- Problems specific to media management

Unit-III

- Editorial Management: Changing role of editorial staffs and other media persons
- Editorial response system.
- Organisational structure in newspapers, television and Radio, Space/Time, Circulation-Reach-Promotion-Market survey techniques

Unit-IV

- Personal Management and Financial management
- Production, Cost, Capital Cost, Commercial Polity
- Budgeting, Production Scheduling, Media Scheduling

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Books Recommended :

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

SEMESTER II

MAJMC 203- MEDIA LAWS AND ETHICS

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

Directive principles of state policy

Provisions of declaring emergency, their effects of emergency on media, Reporting legislature

Parliamentary privileges and media

Unit-II

Press laws:

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

Unit-III

Cyber Laws and Ethics: Development of internet; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries

Unit-IV

Media Ethics:

Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports

Ethical issues related with ownership of media and national, transnational monopoly, Private treaties between media and corporate houses

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

Codes suggested for the media by Press council, Editors Guild of India, Advertising Council of India, PRSI, NBA

Accountability and independence of Media.

Books Recommended :

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

SEMESTER II

MAJMC 204-MASS COMMUNICATION RESEARCH-I

Unit-I

Communication and Research

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

- Concept and scope of communication research, need and importance in the Indian context
- Areas of research in communication: source analysis, message analysis audience analysis, media analysis and effect analysis

Unit-II

Research Problem

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

Unit-III

Data Collection and Analysis

- Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation
- Sampling

Unit-IV

- (Measuring variables, levels of measurement, measure of central tendency, validity and reliability, measures of dispersion, correlation and co-efficient of correlation)

Research Report

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

Books :

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

SEMESTER II

MAJMC 205- RADIO & TELEVISION PRODUCTION TECHNIQUES

Unit-I

- Radio
- Basic principles of audio production
- Making of a radio station
- Acoustics
- Microphones
- Field and studio recording
- Use and mixing of sound, audio, effects, music

Unit-II

- Voice modulation
- Key elements of radio writing, anchoring, Radio Jockey
- Formats of Radio programmes
- Announcement, talks, features-documentaries, plays, dialogue, writing, newsreel, discussion, interviews, news-writing, commercial/jingles, music

Unit-III

Television

- Making of a television studio, crew
- Key elements of television writing, Television news, documentary/feature, discussions, interview, drama, Commercials Programme presentation
- Kinds of cameras, camera mountings, angles, movements, shots

Unit-IV

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

Books Recommended:

1. Radio Production, Robert Mcleish, 1999, Focal Press, Oxford.
2. Television Production, Ralph Donald & Thomas Spann, 2004, Surjeet Publications, New Delhi.
3. Editing Film and Video on the Desktop by Thomas A.
4. TV Production by Gerald Millerson.
5. Film Production by Steven Bernstein.
6. Creating Special Effects for TV and Video: Barnard Wilkie.
7. Single Camera Video Production by R.B. Musburger.
8. Documentary for the small screen by P. Kriwaczek.
9. The Art of Recording by William Moylan.
10. Editing and Postproduction by Declan McGrath.
11. The Grammer of Television Production by Davis & Weller
12. TV Camera Operation by Millerson
13. Script to Screen by Sharda Kaushik

Semester II

MAJMC 206- Current Affairs

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

Marks 50, Time 90 minutes

Section A

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

Section B

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

Semester- II **MAJMC 207 Project Work**

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

SEMESTER-III

MAJMC 301- MASS COMMUNICATION RESEARCH-II

Unit-I

Experimental method, Exploratory studies.

- Semiotic research analysis
- Longitudinal Studies comprising Cohort and panel Study methods, trend study
- Psychology of panic, Process of adoption, Curves of diffusion and diminishing returns

Unit-II

- Basic understanding of Covergence of theoretical perspectives in evolving research (paradigms) in media, such as, Frankfurt School and American Empirical school and cultural studies

Unit-III

- Latest trends in contemporary mass communication research
- New trends in Mass Communication Research
- Challenges in digital and new media research.
- Hightened selectivity and media audience
- Basic understanding of Internet and its use in MCR
- Linear and wide-angle perspective of media effects.

Unit-IV

Statistical tools

Report writing

Styles of reference writing(EPA, MLA, footnotes etc.)

Statistical softwares`

Books:

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

SEMESTER III

MAJMC 302- NEW MEDIA TECHNOLOGY

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

Books Recommended:

1. Handbook of New Media, Liverow.
2. The ABC's Of Internet, Crumlish, 1998, BPB Publications, New Delhi.
3. A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher.
4. Writing for New Media: The Essential Guide to Writing for

- Interactive Media, CDROM, and the Web by Andrew Bonim.
5. ABC of the Internet by Crumilish
 6. Information Technology by Danis P. Curtin.
 6. Illustrated World of Internet by Anil Madan.
 8. How the Internet Works by Preston Gralla.
 9. Old Media New Media by Wilson Dizard, Jr.

Semester-III

MAJMC 303- PRINT MEDIA II –Specialized reporting

Unit-I

Evolution of specialized reporting
Relevance of specialized reporting in contemporary times
Creativity in specialized reporting

Unit-II

Crime reporting
Court reporting
Election reporting
Conflict reporting
Terrorism reporting

Unit-III

Science reporting
Environment reporting
Development reporting
Rural and agricultural reporting

Unit-IV

Culture, Art and Literature reporting
Lifestyle reporting
Economic and Commerce reporting
Sports reporting

Books Recommended:

1. The Complete Reporter : Jullian Harris and others
Macmillan Publishing Co., New York.
2. New Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub.
House, New Delhi.
3. Basic Journalism, Parathasathy, 1997, MacMillan India Pvt. Ltd.,
New Delhi.
4. Journalism in India by Parthasathy, R.

5. The Press by Rau, M. Chelapati
6. Mass Communication and Journalism in India by Mehta, D.S.
7. Professional Journalism by Sethi, Patanjali
8. The Professional Journalist : John Hobenberg Oxford IEH Publishing Company, New Delhi.
9. Modern News Reporting by Care H. Warren, Harper, New York.
10. Mass Communication and Journalism in India by D.S. Mehta, Allied Publishers Ltd., New Delhi.
11. Functions and areas of Journalism by Y.K.D. Souza
12. Good News Bad News by Tharyan
13. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
14. News Writing by Haugh George A.
15. The Journalism Handbook by M.V. Kamath
16. Handbook of Journalism by Aggarwal Vir Bala, Gupta V.S.

SEMESTER III

MAJMC 304- INTERCULTURAL & INTERNATIONAL COMMUNICATION

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 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

Books Recommended:

1. An Introduction to Intellectual Fred. E. Jandt. Communication, 2004, Sage Pub.

India Pvt., New Delhi.

2. Handbook of International & Interlaectural Communication, Willam . Gudykunst ella Mody, 2002, Sage Pu. India Pvt., New Delhi.
3. Galtung, J. & R.G. Vincent (1992). Global Glasnost; Toward a New World Information and Communication Order by Cresskill, NJ; Hampton Press.
4. Harasim, Linda M. (2003). Global Networks; Computers and International Communication, New York, Longman.
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. McPhail, Thomas, (2002), Global Communication; Theories, stakeholders and trends, California and New Delhi, Sage.
10. McChesney, Robert, (2001), Global Media, Neoliberalism and Imrerialis. Madison, WI; University of Wisconsin Press.
11. Meyer; William H. (1998). Transnational Media and Third World Development; The Structure and Imapct of Imperialism, New York; Greenwood Press.
12. Mohammad, Ali (1998), International Communication and Globalization. California; Sage.
13. Perry, David K. (1987) "The Image Gap; How International News Affects Perceptions of Nations," Journalism Quarterly, Vol. 64; 3; 416-421.
14. Rantanen, Terhi (2004). The Media and Globalization. London; Sage.
15. Thussu, Daya Kishan, (2000). International Communication : An introduction. New York; Oxford University Press.

Semester III

MAJMC 305- PUBLIC RELATIONS & CORPORATE COMMUNICATION

Unit-I

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

Ethics of PR (PRSI code of ethics)

Interface of PR with various management disciplines (HRD, finance, marketing, law, etc.) Tools for PR (interpersonal, mass media and targeted media)

Unit-II

PR in industry, in central and state governments) Role of PR in crisis communication

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

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

Unit-III

- Corporate communication : Advent, role, strategic importance
- Corporate culture, corporate philosophy, corporate citizenship
- Skills and talents of a corporate communicator
- Building a distinct corporate identity

Unit-IV

- Making presentations, preparing for meetings, writing speeches
- Selection of media for corporate communication
- Proactive and reactive media relations
- Ethical aspects in media relations

Books Recommended:

1. Reader in Public Opinion & Mass Communication : Morris, Janowitz and Paul Hirsch (ed.).
2. Public Relations– A Scientific Approach : Sahai, Baldeo.
3. Handbook of Public Relations in India : Mehta, D.S.
4. Corporate Public Relations : Balan K.R.
5. Public Relations Handbook : Dilenschneider, Robert L. and Forrestal, Dan J.
6. Public Relations Principles Cases and Problems : Moore, Frazier H., Kalupa, Frank B.
7. Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.
8. Public Relations Concept : J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.
9. Handbook of Public Relation and Communication : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd.
10. Corporate Communication, Goodwin Newman, State Uni. of New York, New York.
11. Corporate Communication, Venkataraman, 1998, Sterling Pub. India Pvt. Ltd., New Delhi.

Semester III

MAJMC 306- Current Affairs

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

Marks 50

Time 90 minutes

Section A

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

Section B

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

Semester -III

MAJMC 307 Project Work

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

SEMESTER-IV

MAJMC 401- HUMAN RIGHTS & MEDIA

Unit-I

- Concept, Scope and need of Human Rights
- Human rights in early ages
- Law terms and phrases and their uses in Human Rights

Unit-II

- Human Rights and Media
- Human Rights and Democracy, Human Rights & Education
- Human Rights and environmental air and water pollution
- Human Rights and Communal Riots
- Human Rights in the terrorized areas

Unit-III

- Human Rights and Crimes against women
- Human Rights of Accused persons
- Human Rights and child labour, bonded labour
- Human Rights and death, torture in police lockups

Unit-IV

- State Commission for Human Rights
- National Commission on Human Rights
- Human Rights and right to freedom of speech and expression

Books:

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

SEMESTER IV

MAJMC 402- FILM STUDIES

Unit-I

Film as a medium of communication and mass communication
Film in relation to theatre, television
Five C's of cinematography- legislation in censorship

Unit- II

A Brief History of World Cinema: The Pioneers- Lumiere Brothers, Melies, Griffith
Silent Era- Charles Chaplin, Cecil B. DeMille

The Position of Cinema in Developing Countries

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

Unit-III

HOW TO MAKE A FILM:

Conceptualization

Budgeting

Scripting and Screenplay

Raw Stock, Film Formats

Unit-IV

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

Casting, Location-hunting

Recent Technological Innovations in Cinema.

Marketing and Distribution

Semester IV

MAJMC 403- Current Affairs (Marks 100, Time 3 Hours)

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

Semester- IV

MAJMC404-Dissertation: 100 marks

Since Masters of Arts in 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.

Semester-IV

MAJMC 405- Internship: 50 Marks.

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