IK Gujral Punjab Technical University
MA Journalism & Mass Communication

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

Scheme & Syllabus of
1st Semester-2019
Master of Arts

(M.A. Journalism & Mass Communication)
Batch - 2018-19 Onward

By

Board of Studies (Journalism & Mass Communication)
Department of Academics

IK Gujral Punjab Technical University
Subject: Minutes of BoS meeting.

A meeting of BoS (Journalism & Mass Communication) was held in the office of Head, at 10:30am on 26/07/2019. The following members were present in the meeting:

1. Dr. Ranbir Singh, Associate Prof.& Head I.K. Gujral Punjab Technical University, Kapurthala
2. Dr. Namarta Joshi, Associate Prof.& Head GNDU Regional Campus, Jalandhar.
3. Dr. Sarabjit Singh, AP, Head I.K. Gujral Punjab Technical University, Kapurthala
4. Dr. Ekta Mahajan, AP, Head I.K. Gujral Punjab Technical University, Kapurthala
5. Mr. Munish Devgan, Senior Producer India Today Network, Aaj Tak Channel, Noida

In the meeting, following unanimous decisions and recommendations were made:

1. The syllabus of Semester- I&II B.A (Journalism & Mass Communication) 2019-20 Onward was discussed and finalized.---Appendix II
2. The scheme and syllabus of Semester-I-II of M.A (Journalism & Mass Communication) 2019-20 onward was discussed and finalized.---Appendix I
3. The scheme and syllabus of Semester-I-II of MPhil (Journalism & Mass Communication) 2019-20 onward was discussed and finalized.---Appendix I
4. Syllabus was discussed according keeping in mind the industrial requirements of Media

The meeting ended with a vote of thanks,

(Namarta Joshi)  
(Mr. Munish Devgan)  
(Dr. Ranbir Singh)

(Sarabjit Singh)  
(Ekta Mahajan)  
(Geeta Verma)
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:
IK Gujral Punjab Technical University  
MA Journalism & Mass Communication

### First Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>Course Title</th>
<th>Load Allocations</th>
<th>Marks Distribution</th>
<th>Total Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC/MAJMC101/19</td>
<td>Core Theory</td>
<td>Introduction to Communication</td>
<td>3 1 0</td>
<td>40 60</td>
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<td>Core Theory</td>
<td>History of Media in India and new trends</td>
<td>3 1 0</td>
<td>40 60</td>
<td>100</td>
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<td>Core Theory</td>
<td>Advertising and Public Relations</td>
<td>3 1 0</td>
<td>40 60</td>
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<td>UC/MAJMC105/19</td>
<td>Core Theory</td>
<td>Media and Society</td>
<td>3 1 0</td>
<td>40 60</td>
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<tr>
<td>UC/MAJMC106/19</td>
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<td>Practical/Laboratory</td>
<td>0 0 4</td>
<td>60 40</td>
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**TOTAL**  
15 5 4 260 340 600 22

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

### Second Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Type</th>
<th>Course Title</th>
<th>Load Allocations</th>
<th>Marks Distribution</th>
<th>Total Marks</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>UC/MAJMC201-18</td>
<td>Core Theory</td>
<td>News Reporting &amp; Editing</td>
<td>3 1 0</td>
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<td>UC/MAJMC203-18</td>
<td>Core Theory</td>
<td>Radio &amp; TV Journalism (1)</td>
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<td>UC/MAJMC204-18</td>
<td>Core Theory</td>
<td>Communication: Theory and Practice</td>
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<td>40 60</td>
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<tr>
<td>UC/MAJMC205-18</td>
<td>Elective I</td>
<td>Environment Journalism</td>
<td>3 1 0</td>
<td>40 60</td>
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<tr>
<td>UC/MAJMC206-18</td>
<td>Elective II</td>
<td>Business Journalism</td>
<td>3 1 0</td>
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**TOTAL**  
18 6 4 300 400 700 26

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**Third Semester**

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<th>Load Allocations</th>
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<th>Total Marks</th>
<th>Credits</th>
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<tr>
<td>MAJMC301-18</td>
<td>Core Theory</td>
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<td>Core Theory</td>
<td>Media Research Methods</td>
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<td>Core Theory</td>
<td>New Media (2)</td>
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<td>MAJMC304-18</td>
<td>Elective-III</td>
<td>International and Intercultural Communication</td>
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<td>MAJMC305-18</td>
<td>Elective -IV</td>
<td>Environment Journalism</td>
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<td>40 Internal 60 Extern</td>
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<tr>
<td>MAJMC306-18</td>
<td>Inter-Dispensary</td>
<td>Introduction to Marketing</td>
<td>3 1 0</td>
<td>40 Internal 60 Extern</td>
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<tr>
<td>MAJMC307-18</td>
<td>Practical / Laboratory</td>
<td>Practical</td>
<td>0 0 4</td>
<td>60 40</td>
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<td></td>
<td>18 6 4</td>
<td>300 400</td>
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* A course can either have four Hrs. Lecture or Three Hrs. Lecture + One Hrs. Tutorial as per require

**Fourth Semester**

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<td>MAJMC401-18</td>
<td>Core Theory</td>
<td>Media Management, Laws and Ethics</td>
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<tr>
<td>MAJMC402-18</td>
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<td>Development Communication</td>
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<tr>
<td>MAJMC403-18</td>
<td>Elective-V</td>
<td>Film Appreciation</td>
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<tr>
<td>MAJMC405-18</td>
<td>Elective-VI</td>
<td>Sports Journalism</td>
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<tr>
<td>MAJMC406-18</td>
<td>Inter-Dispensary-II</td>
<td>Personality development and soft –skills</td>
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<td>40 Internal 60 Extern</td>
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<tr>
<td>MAJMC407-18</td>
<td>Project / Dissertation</td>
<td>Research Dissertation</td>
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<td></td>
<td>15 5 8</td>
<td>200 300</td>
<td>500</td>
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</tbody>
</table>

* 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 (UC/MAIMC101/19)

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

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
- 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
- Fiske, John, Introduction to communication studies, Rutledge London, 1982
- De Fleur, Melvin L and Everett, Understanding Mass Communication;
- Aggarwal Vir Bala and Gupta Y.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
- Kewal J Kumar, Introduction to Mass Communication in India Jaico, New Delhi
Course-II

History of Media in India and new Trends 

(UC/MAJMC102/19)

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

UNIT-I

UNIT-II
- Origin & development of Press in Punjab: Tribune, Ajit, Punjab Kesri, Jag bani, -
- 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
4. Students will have an insight of challenges of Indian press
5. A learner 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. Krishna Singh. The Indian Press: Role and Responsibility, South Asia Books, New Delhi.

Course-III
Print Journalism (UC/MAJMC103/19)

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:

- Parthasarthy, R. Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi
- 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, Heinamann, Editing and Design (5 Vols.);, London (Book
  I: Newman's English, Book 2: Handling Newspaper Text, Book 3: News Headlines,
  Book 4 Picture Editing; Book 5, Newspaper Design)
- The Gentle Art of Columnning; Edson, GL; Brentanos, New York, 1920
- Nelson, Roy Paul, Articles and Features, Haughton 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 Lowa State College Press,
  Lowa
- 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
IK Gujral Punjab Technical University  
MA Journalism & Mass Communication

- Narayanan, KP, Sampadan Kala;, MP Hindi Granth Academy Madhya Pradesh

Course-IV Advertising and Public Relations (UC/MAJMC104/19)

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
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, backgrounder, 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 backgrounder, 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
- 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,
- Jefkins, Frank Public Relation for Your Business, Excell Books New Delhi, 1995

Course-V Media and society (UC/MAJMC105/19)

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

Suggested Books:
7. D. D. Basu An introduction to the Constitution of India
8. J.C. Johri: Indian Political System
Course-VI Practical/Assignments (UC/MAJMC106/19)

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 1st 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 newsclones 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)
IK Gujral Punjab Technical University
MA Journalism & Mass Communication

Semester-II

Course-I
News Reporting & Editing (UC/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 followup stories, writing interview-based news stories, studying and analyzing investigative stories etc.

Outcome:
1. Learn handling of newspaper text.
2. Learn different beats
IK Gujral Punjab Technical University
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3. Knowledge of infographics
4. Learn editing and designing of newspapers
5. Students will learn about ethics of journalism

Suggested Readings

- Rau, M. Chelapati, The Press
- 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, Vikas Te Samasivan
- Kumar, J, Keval, Mass Communication in India, Jaico Books, Mumbai, 2004
- Parthasarthy, R, Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi
  - 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
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  - Feature writing for Newspapers and Magazines; Friedlander, Edward J. AddisonWestley Publishing Co. 1988
  - Nelson, Roy Paul, Articles and Features, Haughton Mifflin Co., Boston 1978
  - Drewry, John E, Book Reviewing; The Writer Inc. Boston
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  - Maedougall, Curtis D, Macmillian, Principles of Editorial Writing, New York 1949
  - Herbert, John, Journalism in the Digital Age, Focal Press

Namaste Joshi

[Signatures]
Course-II
New Media (1) (UC/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, Multimediaity 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
Suggested reading:
6. Newspaper and magazine articles about New Media.

References:
2. Broadcasting in India: P.C. Chatterjee, sage Publication, New Delhi
4. This is all India Radio: P.C. Chatterjee, Publication Division, New Delhi.
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10. Information Technology: Danis P. Curtin
11. Illustrated World of Internet: Anil Madan
Course-III
Radio & TV Journalism (1) (UC/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 voicecast, 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.
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. Students will be able to handle TV/Video production.
3. Students will be able to optimally understand the skills of audio visual production and journalism.
4. Students will learn news reading and news presentation.

Suggested reading:
- Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.
- Watching TV news channels (regional, national and international) □ Reading newspaper and magazine articles on current trends in TV.

Course-IV

**Communication Theory and Practice** (UC/MA/JMC-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.


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:


Course-V

Environment Journalism (UC/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, globa 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 impa global warming on local level.


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

(UC/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.


**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.
# COURSE-VII
## Practical Work

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

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<thead>
<tr>
<th>Internal assessment</th>
<th>100 marks</th>
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<tbody>
<tr>
<td>1 Experimental Journal</td>
<td>60 marks</td>
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<tr>
<td>Students have to work in the production of at least one print journal or one news board audio/video production</td>
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<tr>
<th>1 External Assessment either</th>
<th>40 marks</th>
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<tbody>
<tr>
<td>Semester-end evaluation (Viva-voce)</td>
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**Internal faculty will assess each student as Per the details given below.**

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.