

Punjab Technical University
M.A. JOURNALISM & MASS COMMUNICATION Batch 2014 onwards

M.A. JOURNALISM & MASS COMMUNICATION: (Appendix-I)

Courses & Examination Scheme:

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-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)

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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

Semester I

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.

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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

Semester-I

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.

Unit II

- News writing styles, types of news
- Soft news, hard news
- Investigative, interpretative and indepth reporting

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- 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 V
ir Bala, Gupta V.S.

Semester I

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

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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.)

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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.

Semester I

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

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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.

Semester I

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

Semester-I

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.