

**DEPARTMENT OF DISTANCE EDUCATION
PUNJABI UNIVERSITY, PATIALA
SYLLABUS**

**M.A (Journalism and Mass Communication)/PGDJMC (Part-I)
(SEMESTER- I & II)
2015-2016 & 2016-2017 SESSIONS**

SEMESTER-I					
<u>Code</u>	<u>Title of Paper</u>	<u>Max. Marks</u>	<u>Theory</u>	<u>Viva*</u>	<u>Internal Assessment**</u>
PAPER-I	INTRODUCTION TO MASS COMMUNICATION	100	60	--	40
PAPER-II	GROWTH & DEVELOPMENT OF PRINT MEDIA	100	60	--	40
PAPER-III	REPORTING FOR PRINT MEDIA	100	60		40
PAPER-IV	MEDIA MANAGEMENT	100	60		40
SEMESTER-II					
PAPER-V	ADVERTISING	100	60	--	40
PAPER-VI	ELECTRONIC MEDIA	100	60	--	40
PAPER-VII	EDITING & EDITORIAL WRITING	100	60		40
PAPER-VIII	RESEARCH METHODOLOGY	100	60		40

* Viva will be conducted by the experts from the Department of Journalism & Mass Communication, Punjabi University, Patiala.

** Internal Assessment - 40 Marks

(SEMESTER- I)
2015-2016 & 2016-2017 SESSIONS

PAPER-I : INTRODUCTION TO MASS COMMUNICATION

Max. Marks : 100

Pass Marks : 35

Time allowed : 3 Hours

Theory : 60 Marks

Internal Assessment : 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Communication : Meaning, Definitions and nature; Elements and process of communication; Functions of human communication and Mass communication; Various forms of communication: Intra-personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication: Seven C's of communication, Effective communication, Characteristics and types of audiences;; Communication barriers; Communication and human relationships; Language as Vehicle of Communication; Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effect models; Models of Aristotle, Dance, Harold Lasswell, Osgood, Wilbur Schramm, George Gerbner, Westley and MacLean, Gate keeping, Convergence model. Visual language. (*Practical* : Understanding communication situations and using verbal, non-verbal and visual language. Body language, Facial communication, Space communication, Physical environment, silence, paralanguage and temporal communication. Exercises related to group communication and public speaking).

SECTION-B

Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, Concepts of selective exposure, selective perception and selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System theories : Authoritarian, Libertarian, Social Responsibility, Developmental and Democratic participant. Mass communication through Traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era. Convergence.

SUGGESTED READINGS

1. Denis McQuail, Mass Communication Theory, SAGE Publications (2010).
2. Denis McQuail, Communication Models, Longman Publications (1995).
3. William Francois, Introduction to Mass Communication, Tata McGraw Hill Publication.
4. Uma Joshi, Text book of Mass Communication and Media, Anmol Publications (2002).
5. DeFleur Dennis, Understanding Mass Communication, Houghton Mifflin Company (1996).
6. Dennis K. Davis & Stanley J. Baran, Mass Communication Theory & Practice. Maffield Publishing Company (2010).
7. Joseph R. Dominick, The Dynamics of Mass Communication, Mc graw Hill Boston (2010).
8. Harjinder Walia & Parul Raizada, Patarkari te Jan Sanchar, Madan Publication (2014).

PAPER-II : GROWTH & DEVELOPMENT OF PRINT MEDIA

Max. Marks : 100

Theory : 60 Marks

Pass Marks : 35

Internal Assessment : 40 Marks

Time allowed : 3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Language and society: development of language as a vehicle of communication. Invention of paper and Printing Press, Development of Press in India; Colonial Period; Post Independence era, Contemporary Pioneer Publications in English: Statesman, The Hindu, The Tribune, The Times of India, Indian Express, Hindustan Times; Hindi: Amrit Bazar Patrika, Danik Jagran, Amar Ujala; Punjabi: Ajit, Punjabi Tribune, Jag Bani, Nava Zamana; Eminent Personalities Pre-Independence Augustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Buckingham, Bal Gangadhar Tilak, B.G Horniman, Post Independence: Kuldeep Nayyar, Kushwant Singh, Kalinath Roy, Sadhu Singh Hamdard, P. Sainath; History of Indian New Agencies PTI, Bhasha Sanchar UTI. , Development of Punjabi Press; Punjabi Press scope and its future.

SECTION-B

Issues of freedom: political and press freedom, first war of Indian independence and the press, Birth of the Indian language press: History of Press laws in India; Contempt of Court Act 1971; Civil and Criminal law of defamation; Relevant provisions of IPC with reference to sedition; Law dealing with obscenity; Official secrets Act 1923; Press and Registration of Books Act 1867; Working journalist and other Newspaper Employees Act 1955, Copy right Act 1957. Features of

Indian Constitution; Fundamental rights, Right to freedom (Article 19-22); Provisions for declaring emergency and their effects on media; Parliamentary privileges; Right to Information Act 2005.

SUGGESTED READINGS

1. R. Parthasarthy, Journalism in India, Sterling Publishers Pvt. Ltd (1989).
2. M. Chalopathi Rau, The Press in India, Allied Publishers (1968).
3. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers (1979).
4. Sandhu & Johal (ed.), Punjabi Patarkari Nikas, Vikas Te Samasiavan.
5. B.N Ahuja, History of Press, Press Laws and Communication, Surjeet Publications (1988).
6. Durga Das Basu, Laws of the Press, Lexis Nexis India (1986).
7. D.R. Mankekar, The Press under Pressure, Indian Book Publications (1973).
8. Sumit Ghosh, Modern History of Indian Press, Cosmo Publications (1998).
9. Harjinder Walia, Punjabi Sahitak Patarkari, National Book Shop New Delhi (2005).
10. Harjinder Walia & Parul Raizada, Patarkari te Jan Sanchar, Madan Publication (2014).

PAPER-III : REPORTING FOR PRINT MEDIA

Max. Marks : 100

Pass Marks : 35

Time allowed : 3 Hours

Theory : 60 Marks

Internal Assessment : 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

News : definitions, elements and related concepts; Sources of news; news gathering techniques; Oral press briefing, special press briefing; Press conference, meet the press; Types of interview, purpose, technique; Press release, press note, reporting metro/city/local etc. News writing styles, types of news; Soft news and hard news; Investigative, interpretative and Depth reporting, Reporting for the magazines; Use of computers by reporters; Online reporting, Blog and Web writing, Citizen Journalism, Photo Journalism. Basics of Still Photography: Aperture and Shutter speed, Depth of Field, its Relation with Aperture, Focal length.

SECTION-B

Headline, technique, style, purposes and kinds of headlines; Dummy, page-make-up; Computerised page making, Intros and their importance, functions and types, lead body,

paragraphing; Situation analysis; Special sections; Special columns; Special supplements; Special pullouts. Scoops, exclusive and specialized reporting-crime, social issues, art, science, sports, economic, business development; weather, city life, speech, accidents, Parliament, legislature, legal, elections, riots, war, social conflicts, tensions, Civil and human rights, Political and diplomatic reporting.

SUGGESTED READINGS

1. Jullian Harris & others, The Complete Reporter, Macmillan Publishing Co.
2. Carl Warren, Harper, Modern News Reporting, New York (1934).
3. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers (1979).
4. Harjinder Walia & Bhupinder Batra, Sanchar, Madan Publication (2001).
5. John Hobenberg, The Professional Journalist, Oxford IEH Publishing Company (1978).
6. D'Souza, Functions and areas of Journalism, Wisdom Press (2012).
7. Harjinder Walia & Parul Raizada, Patarkari te Jan Sanchar, Madan Publication (2014).

PAPER-IV : MEDIA MANAGEMENT

Max. Marks : 100

Pass Marks : 35

Time allowed : 3 Hours

Theory : 60 Marks

Internal Assessment : 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Management: Concept, Functions and Importance; Approaches to management :Managerial Roles Approach, Contingency or situational approach, Systems Approach, Organisational Behaviour; Social Responsibility of Managers; Motivation: Maslow's Hierarchy of Needs , McClenlland's Theory of Needs, Self Determination Theory, Goal Setting Theory, Self Efficacy Theory and Expectancy Theory; Management and Communication Process: Functions, Direction, Barriers and the role of Manager as Communicator; Issues Management: Employee-Employer Relations, Government Relations, Community Relations and Consumer Relations.

SECTION-B

Media as an industry and profession: Ownership Patterns and Policy Formulation of Mass Media in India; Sole Proprietorship, Partnership, Private limited Companies, Public Limited Companies, Trust, Societies, Cooperatives; Hierarchy Functions and Organisational Structure in Print Media, Radio and Television Management;

Transnational Media Ownership and Issues of Sovereignty and Security; Manager and the New Media; Legal aspects of Media Management.

SUGGESTED READINGS

1. Stephen P. Robbins & Timothy A. Judge, Essentials of Organisational Behaviour, Neharika Vohra/Pearson (2011).
2. Harlod Koontz, Essentials of Management, McGraw Hill (1990).
3. Frank M. Corrado, Media for Managers, Prentice Hall PTR (1983).
4. James Redmond, Balancing on the Wire – The Art of Managing Media Organizations, Cengage Learning (2004).
5. Gene Roberts, Leaving Readers Behind – The Age of Corporate Newspapering , University of Arkansas Press (2004).
6. Alan B. Albarran, Management of Electronic Media, Wadsworth Publications (2012).
7. Dibakar Panigrahy, Media Management in India, Kanishka Publishing House (1993).
8. Dennis F. Henrick, Media Management in the Age of Giants, UNM Press (2012).
9. S. Kundra, Media Managment, Anmol Publication Pvt. Limited (2005).

SEMESTER-II

PAPER-V : ADVERTISING

Max. Marks : 100

Theory : 60 Marks

Pass Marks : 35

Internal Assessment : 40 Marks

Time allowed : 3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Advertising: Definition, Functions, Types and Evolution; History of Indian Advertising; Theories of Advertising: Starch Model, AIDA, DAGMAR model, Theory of Cognitive Dissonance and Maslow's Hierarchy of Needs model; Brand Building and Advertising: Defining Brand, Brand Image, Brand Equity, Brand Positioning and Brand-Consumer Relationship; Advertising Agency: Structure, Functions, Types and Indian Scenario; Creative Strategy: Creativity, Creativity Brief, Creating an appeal, Colour Psychology, Typography and Layout; Media Strategy: Media Characteristics, Media Selection and Scheduling.

SECTION-B

Marketing: Definition, Concept, Objectives and Role of Advertising; Four Ps of Marketing Mix; Promotional Mix: Advertising, Publicity, Personal Selling and Sales Promotion; Market Segmentation: Geographic, Demographic, Psychological, Socio-Cultural and Behaviouristic; Consumer Behaviour and Role of Social Psychology, Culture and Subcultures; Importance and objectives of Consumer Research, Market Research and Advertising Research; Socio-Economic Impact of New Media on Advertising; Advertising and Ethics; ASCI Code of Self Regulations; Advertising and Law.

SUGGESTED READINGS

1. Jaishri Jethwaney & Shruti Jain, Advertising Management, Oxford University Press (2006).
2. Leon Schiffman & Leslie Lazar Kanuk, Consumer Behaviour, Pearson Prentice Hall (2009).
3. S.A. Chunawala & K.C. Sethia, Foundations of Advertising, Himalaya Publishing house (1997).
4. Philip Kotler, Marketing Management, Northwestern University (2011).
5. Louis Kaufman, Essentials of Advertising, Harcourt Brace Jovanovich, Inc (1980).
6. John Wilmshurst, The Fundamental of Advertising, Routledge (1999).
7. William, F. Arens, Contemporary Advertising, Tata McGraw Hill (2012).
8. H.S. Dilgeer, Vigaypan Kala (Language Punjabi).

PAPER-VI : ELECTRONIC MEDIA

Max. Marks : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment : 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Evolution and growth of electronic media: Radio and television; Characteristics of various electronic media; Cable TV, DTH and FM; Radio vs. television; Print vs. electronic media; Television vs Film. Broadcasting in USA & UK; Public vs. commercial broadcasting; Commercialization of Indian electronic media, Autonomy for Indian electronic media; Globalization and Indian electronic media; Global news flow; Radio and television audience research.

SECTION-B

Ownership patterns; Television programme strategies; Competition among various channels; Future trends; Effects of electronic media on culture and society; Violence, Vulgarity and indecency on television. Printed work versus spoken word; Principles of writing for radio and television; Broadcasting writing techniques and styles; Script formats for radio talks, reports, features and television serials, sitcoms, documentaries, drama etc.; Preliminary, camera and final script Preparing story boards; Gathering, constructing, writing and editing of radio and TV news.

(Practical exercises in writing for electronic media)

SUGGESTED READINGS

1. Watson & Hill, A Dictionary of Communication and Media Studies, Hodder Education Publisher (2012).
2. George Comstock, Evolution of American Television, SAGE Publications (1989).
3. George Comstock, Television in America, SAGE Publications (1980).
4. Johnston, Winning the Global TV News Game, Focal Press (1995).
5. McQuail & Siune (Ed.), New Media Politics, SAGE Publications (1986).
6. Curran & Gurevitch (Ed.), Mass Media and Society, Bloomsbury Academic (2005).
7. Nash & Oakey, The Television Writers Handbook, Barnes and Noble Books (1978).
8. Joseph, Modern Media and Communication, Anmol Publications (2004).
9. John E. Craft, Electronic Media, Wordsworth Thomson Learning United States (2000).
10. Ted White, Adrian J. Meppen & Steve Young, Broadcast News Writing, Focal Press (2010).

PAPER-VII : EDITING & EDITORIAL WRITING

Max. Marks : 100

Theory : 60 Marks

Pass Marks : 35

Internal Assessment : 40 Marks

Time allowed : 3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Principles of editing; News room : organisation and functioning; Functioning of electronic news room; Sub-editing : meaning, purpose; news desk, news flow, copy management, Role and responsibilities of News editor, Deputy news editor, Chief-sub-editor & sub-editor. Editing on

computers. The editorial page, columns, articles, middle and letter to the editor; The editorial : types, importance, planning and writing; Qualities and responsibilities of the editor, Deputy editor, Assistant editor and editorial staff.

SECTION-B

Feature : definition; Difference between features, articles and news; Feature writing; Types of feature : News features, Human interest features, Institutional, Narrative and Photo features, etc.; Features for magazines and newspapers; Importance of human interest in features; Importance of features in daily newspapers and periodicals Literary journalism, Book review. Ethics of the press; Libel, defamation etc.; Code of ethics for journalists; Role of print media in a crises situation (Internal and external); Declining status of the editor; Role of business manager. Latest trends in print media.

SUGGESTED READINGS

1. Dewitt Carter Reddick, Modern Feature Writing, Harper Publications (1959).
2. D.S. Mehta, Mass Communication & Journalism in India, Allied Publishers (1979).
3. R. Hakemuldar Jan, Media Ethics and Laws, Anmol Publications (2010).
4. William E. Blundell, The Art & Craft of Feature Writing, Penguin Group U.S.A (1988).
5. Dalbir Singh, Pattarkari : Hunnar Te Kala (Punjabi), Publication Bureau, Punjabi University, Patiala.
6. Wayne Overpeck, Major Principals of Media Laws, Cengage Learnign (2012).
7. Don R Pember, Mass Media Law, Mc Graw Hill (2014).
8. Kent R. Middleton William E. Lee, The law of Public Communication, Pearson Publication (2013).
9. Richard Campbell, Media & Culture:An Introduction to Mass Communication, Bedford Publications (2014)
10. Harjinder Walia, Punjabi Sahitak Patarkari. National Book Shop New Delhi (2005).
11. Harjinder Walia & Parul Raizada, Madan Publication (2014).

PAPER-VIII : RESEARCH METHODOLGY

Max. Marks : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment : 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Research: - Definition, Concepts and Scope. Mass Communication Research:- Nature and Scope, Theoretical background of Media Research, Selection of a Research Design Components involved in Design, Philosophical Worldviews:- Post positivist Worldview, Social Constructivist, Advocacy and participatory and Pragmatic Worldview, Strategies of Inquiry:- Qualitative, Qualitative and Mixed Methods. Formulating Research Synopsis: - Selecting the Research Problem from broader outline to workable formulation, Importance of Delimiting the Research Problems and its importance. Importance of review of Literature, Types of Source material writing Objective and hypothesis. Importance of Synopsis and its importance in designing the research study.

SECTION-C

Quantitative Research Design- Defining Surveys and Experiments Studies, Pre Experimental designs, Quasi Experimental, True Experimental, Single Subject Designs. Importance of independent, dependent and control variables. Experimental and control groups. Content Analysis, Descriptive and Analytical surveys, Sampling and its importance, Types of sampling designs- Probability and Non Probability sampling designs, Guidelines for making a good Questionnaire. Qualitative Research: Focus groups, Observation research, Advantages and Disadvantages of Observational research, case study, Research report Writing.

SUGGESTED READINGS

1. C.R. Kothari, Research Methodology, New Age International (2013).
2. Uma Narula, Mass Communication : Theory and Practice, Har Anand Publications (2007).
3. S.R. Sharma & Anil Chaturvedi, Research in Mass Media by Radha publications (1996).
4. Wilkinson and Bhandarkar, Methodology and Techniques of Research, Himalaya publishing House (2010).
5. Michel Gamble & T.K. Gamble, Introducing Mass Communication, Mc Graw hill publications (1986).
6. Andy Ruddock, Understanding Audiences, SAGE publications (2001).
7. Denis McQuail, Audiences Analysis, SAGE publications (1997).
8. Gillian Rose, Visual Methodologies, SAGE publications (2013).
9. Andres Hansen & others, Mass Communication Research Methodology, Sage Publications (2009).
10. John C. Reinard, Introduction to Mass Communication Research, Mc Graw Hill Publications (2001).

Laser Type-Setting By :
Comp. Lab, Depart. of Distance Education , Punjabi University, Patiala (H.S)