

**DEPARTMENT OF DISTANCE EDUCATION
PUNJABI UNIVERSITY, PATIALA
SYLLABUS
M.A (JOURNALISM AND MASS COMMUNICATION) - PART-II
2016-2017 & 2017-2018 SESSIONS**

SEMESTER-III					
<u>Code</u>	<u>Title of Paper</u>	<u>Max. Marks</u>	<u>Theory</u>	<u>Viva</u>	<u>Internal Assessment</u>
PAPER IX	RESEARCH APPLICATIONS	100	60	20	20
PAPER X	REDIO & TV PRODUCTION TECHNIQUES	100	60	20	20
PAPER XI	DEVELOPMENT COMMUNICATION	100	60	20	20
PAPER XII	PUBLIC RELATIONS & CORPORATE COMMUNICATION	100	60	20	20
SEMESTER-IV					
<u>Code</u>	<u>Title of Paper</u>	<u>Max. Marks</u>	<u>Theory</u>	<u>Viva</u>	<u>Internal Assessment</u>
PAPER XIII	INTER-CULTURAL & INTERNATIONAL COMMUNICATION	100	60	20	20
PAPER XIV	NEW MEDIA	100	60	20	20
PAPER XV	FILM STUDIES AND FILM PRODUCTION	100	60	20	20
PAPER XVI	PRACTICAL WITH VIVA	100	50 (PRACTICAL)	50 (VIVA)	

(SEMESTER III)**PAPER-IX : RESEARCH APPLICATIONS**

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

The Mass Concept: - The Mass Audience, Mass Media and Society, The rise of a dominant Paradigms for theory and research, Critical Paradigms, Models of Communication, Transmission Model, publicity Model, reception Model and Comparison. Marketing Research: - Definition, Scope and need Marketing Research Process, Techniques and tools of Marketing Research, Consumer Research: - Meaning, Scope and Functions, Advertising Research and Campaign Development: - Limitations of Research.

SECTION- B

Research applications in Print & Electronic Media; Types of Print Media Research--Readership Research; Methodology of Readership Research--Drawing readers profiles; Item-selection studies, Reader-Nonreader studies; Circulation Research; Research applications in Electronic Media; Rating and Non-rating research; Interpreting ratings. Structural, Behavioral and cultural traditions of analysis, History of Media effects Research and Theory:- Four Phases all Powerful Media, Theory of Powerful Media, Powerful Media rediscovered and Negotiated Media influence.

SUGGESTED READINGS

1. Gamble and Gamble, Introduction to Mass Communication, McGraw-Hill (1989).
2. Werner Joseph Severin & James W. Tankard, Communication Theories, Addison Wesley Longman(2010)
3. Alfred Govd Smith, Communication and Culture, Holt Rinehart Winston (1966).
4. Jensen Harper & Row, Fundamentals of Communication.
5. Wilbur Lang Schramm, Men, Messages and Media, Harper and Row (1973).

6. Klaus Krippendorff, Content Analysis, Sage Publication (2013).
7. P.V. Young, Scientific Social Surveys and Research, Prentice Hall (1949).
8. Wilkinson and Bhandarkar, Methodology and Techniques of Research, Himalaya Publishing House(2010)
9. C.R. Kothari, Research Methodology, New Age International (2010).
10. Arther Asa Berger, Media Analysis Techniques, Sage Publication (2013).
11. Mass Communication. K. J, McGarthy
12. R. Cauvery & M. Girja Sudhanayak, Research Methodology, S.Chand & Co. Ltd (2010).
13. Barrie Gunter, Media Research Methods, Sage Publication (2000).

PAPER-X : RADIO & TV PRODUCTION TECHNIQUES

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

Basic principles of audio production; Thinking audio; Radio programme production techniques; Formats of radio programmes; Digital broadcasting. Introduction to radio studio; Types of microphones and their uses; Field & studio recording; Production of radio news, features, magazines programme etc.; Importance of sound effects & music; Editing & mixing.

Qualities of sound and Human voice; Voice modulation; Pitch, Tone, Pace, Pause, Emphasis, Pronunciation, various presentation styles.

SECTION-B

Composition; Frame, Shot, Scene, Sequence, White Balance, Principles of video production; Basic TV production techniques; Idea script; Shooting script; Visualization; Voice Over, Types of camera angles, shots and movements. Imaginary Line; 30 degree, 180 degree, Rule of Third, Lighting: Key Light, Fill Light, Back Light, Background Light. Directing actual shooting; News production; Reporting for News Channel, Sound Byte, Piece To Camera, Walk Through, Packaging the News, Covering Live events, OB Van, TV News staff, duties and responsibilities.

Mechanics & Dynamic of PCR , MCR. Lighting & sound; Producing documentaries & other programmes; Indoor & Outdoor shooting; Single & multi camera production; Basic editing techniques. Linear and Non Linear Editing.

SUGGESTED READINGS

1. Thomas A. Ohnian, Editing Film and Video on the Desktop, Focal Press (1998).
2. Millerson Gerald, TV Production, Focal Press (1999).
3. Steven Bernstein, Film Production, Focal Press (1994).
4. Barnard Wilkie, Creating Special Effects for TV and Video, Taylor & Francis (1996).
5. R.B. Musburger, Single Camera Video Production, Taylor & Francis (2010).
6. P. Kriwaczek, Documentary for the small screen, Focal Press (1997).
7. William Moylan, The Art of Recording, Taylor & Francis (2007).
8. Declan McGrath, Editing and Postproduction, Focal Press (2001).

PAPER-XI : DEVELOPMENT 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

Development : meaning and concept, Development issues, Development indicators, Dynamics of development, Pre-requisites of development, Gap between developed and developing societies; Social Change, Modernization and development. Development communication (Devcom) meaning, concept, scope, objectives and importance, Development Support Communication (DSP), Development journalism; Media used for development communication; Communication for Development, Communication Goals for development, Internet as a powerful communication tool for development, Traditional Media and development, Community Radio and Newspapers.

SECTION-B

Rural Development, Concept and Importance; Rural Journalism, Agricultural communication, Media & Agricultural Development, Problems of rural society–Poverty, unemployment, illiteracy etc. & Role of Media, Role of Radio in rural development; Writing development messages for rural audience; Problems of rural Journalism, Farm Journals, Rural Press, Improving Media Programme for Agricultural Development. Development Communication and Family Planning, National Integration, Upliftment of weaker sections, Education and Literacy, Human Rights, Environmental Problems, The Global Warming, Pollution etc.; Role of Communication in Urbanization, Problems and impact of Urbanization and Population migration.

SUGGESTED READINGS

1. Bernard Berelson, National Programmes in Family Planning: Communication Development Administration, Basic Books (1969).
2. Alam Chalkels, A Manual of Development Journalism, Vikas Publication (1970).
3. Prof. R. Sinha & Gavdi, Communication & Rural Change, Asian Mass Communication & Information Center (1976).
4. B. Kupu Swamy, Communication & Social Development in India, Sterling Publishers (1976).
5. Karris & Hocks, The Community Newspaper.
6. B. William Ward, Reporting Agriculture, Comstock Pub. Associates (1959).
7. Rodney Fox, Agricultural & Technical Journalism, Greenwood Press, London (1969).
8. S.C Dubey, Human Factor : India's Changing Villages, Routledge (2012).
9. Wilbur Schramm, Mass Media & National Development, Stanford University Press (1964).
10. Harjinder Walia & Batra, Sanchar. Madan Publication (2001).
11. K. Sadanandan, Perspectives on Development Communication, Sage Publication (1993).
12. V.S. Gupta, Communication and Development: The Challenge of the twenty first century, Concept Publishing Crop.(2000).

PAPER-XII : PUBLIC RELATIONS & CORPORATE COMMUNICATION

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

Public Relations: Definition, Role and Functions; The Evolution of Public Relations; Ivy Lee and Modern Public Relations; PR Pioneers Edward Bernays and P.T Barnum; Distinguishing between Public Relations and Advertising; Public Relations Advertising; Public Relations Vs Marketing; Integrated Market Communication; The Public of Public Relations. Public Opinion and Power of Persuasion ; Social Psychology and Social Influences ; Community Relations objectives in PR ; Public Relations and allied terms: Publicity, Propaganda, Lobbying, Public Affairs ; Models of Public Relations Practice : Press Agency, Public Information and Two - way Symmetrical and Asymmetrical Communication;

SECTION-B

Public Relations in government: Need and Objectives; PR setup in India at Central and State levels; Corporate Communications: Meaning and Functions; Corporate Branding and Corporate Identity; Internal and External Corporate Communication; Managerial Perspective of Public Relations; Crisis Communication; Corporate Social Responsibility; Corporate Communication Strategies. Media and public relations; Media Relations; News releases, video releases and press conferences, press briefings and facility visits, Bulletin boards; Media kit; public relations; Writing fundamentals ;features, articles, speech writing, backgrounders etc. The spoken word and PR ;New media and PR; Law and Ethics in PR Practice.

SUGGESTED READINGS

1. Morris Janowitz, Reader in Public Opinion & Mass Communication, Free Press (1981).
2. Baldeo Sahai, Public Relations– A Scientific Approach, Standing conference of Public Enterprises (1987)
3. D.S. Mehta, Handbook of Public Relations in India, Allied Publishers (1968).
4. K.R. Balan, Corporate Public Relations, Castle Book (1994).
5. Fraser P. Seitel, The Practice of Public Relations, Pearson Education (2013).
6. Bohn Hiebert, Ungurait, Mass Media VI. Longman.
7. H.S. Dilgir, Jan Sampark (Punjabi),
8. Jan R. Hakemuldar, Future of Journalism: Mass Communication and Public Relations.
9. J. Shri, N. Jethu, Public Relations Concept.
10. K.R. Balan & C.S. Raudu, Handbook of Public Relation and Communication.
11. Scott.M.Cutlip, Allen H. Center & Glen M. Broom, Effective Public Relations, Prentice Hall (2005).
12. James Grunig & Todd Hunt, Managing Public Relations, Holt, Rinehart & Winston (1984).
13. Walter Lippmann, Public Opinion, BN. Publishing (2008).
14. Joseph Turow, Media Today, Routledge (2014).
15. Danny Moss & Barbara Desanto, Public Relations A Managerial Perspective, Sage Publication (2011).
16. Paul Argenti & Janis Forman, The Power of Corporate Communication Lightning Source Incorporated, Mc Graw Hill Publication (2002).
17. Joep Cornelissen, Corporate Communication Theory and Practice, Sage Publication (2011).
18. Alan.T.Belasan, The Theory and Practice of Corporate Communication, Sage Publication (2008).
19. Argenti, Strategic Corporate Communication. McGraw Hill Publication (2008).
20. Cees B.M. & Charles, Essentials of Corporate Communication, Routledge (2007).
21. Kathy Fitzpatrick & Carolyn Bronstein, Ethics in Public Relations, Sage Publication (2006).

SEMESTER-IV**PAPER-XIII : INTER-CULTURAL & INTERNATIONAL COMMUNICATION**

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

Culture:- Definition; Concept and Scope; Relationship between Culture and Communication; Different approaches to the Study of Inter-cultural communication; Cultural patterns; values, norms and perceptions. Traditional and Modern Media as Vehicles of Inter-cultural communication; Inter-cultural Communication in Cyber Space; Globalization, Localization, Glocalization and Inter-cultural Communication; Cultural collisions, clashes, shocks and assimilations; Strategies for Managing Inter-cultural conflicts.

SECTION-B

Definition and issues in International Communication, Political, economic and cultural dimensions of international communication; International Media systems, Global Print Media, Global Broadcasting; Comparative Media systems, Control and Ownership of the Media. Impact of new communication technologies on media messages; Satellite communication; Computerization and digitisation of global media; Internet and International news flow; International concerns about cyber news; Effects of globalization on media systems and their functions.

SUGGESTED READINGS

1. J. Galtung, & R.C. Vincent, Global Glasnost: Toward a New World Information and Communication Order?, Hampton Press (1992).
2. M. Linda Harasim, Global Networks: Computers and International Communication, The MIT Press (1993)
4. Herman, & Robert W. McChesney, Global Media: The new missionaries of global capitalism, A & C Black (2001).

5. Yahya Kamalipour, Global Communication, Wadsworth Publishing (2006).
6. Peter M. Lewis, Alternative Media: Linking Global and Local, UNESCO Publishing (1993).
7. Oliver Boyd Barrett, The Globalization of News, Sage Publication (1999).
8. Thomas L. McPhail, Global Communication: Theories, stakeholders and trends, Wiley-Blackwell (2010).
9. Robert McChesney, Global Media, Neoliberalism and Imperialism, Blackwell Publishing (2005).
11. William H. Meyer, Transnational Media and Third World Development, Greenwood Press (1988).
12. Ali Mohammadi, International Communication & Globalization, Sage Publication (1997).
13. Kaarle Nordenstreng, & Herbert I. Schiller, Beyond National Sovereignty: International Communication in the 1990s, Prager (1993).
14. Terhi Rantanen, The Media and Globalization, Sage Publication (2005).
15. Daya Kishan Thussu, International Communication: An introduction, Sage Publication (2012).

PAPER-XIV : NEW 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

New Media : history, definition, characteristics; New media and interactivity; The World Wide Web and the Information Society; New Media : information, education and entertainment; Media convergence; New Media and mass communication. New Media as social media; e-mail, Blogs, Micro blogs, Social networking; New media: uses and gratifications; Dynamics of social relationships; Mobile Communication, e-governance, New Media: Social change.

SECTION-B

New media and the news flow; Online Journalism; Impact of new media technology on media messages; New media and freedom of speech and expression; Need for regulations. Communication and culture; New media and intercultural competence; Emergence of global village; Intercultural communication; Intercultural changes and challenges.

SUGGESTED READINGS

1. Christopher Callahan, A Journalist's Guide to the Internet: The Net as a reporting tool, Pearson (2002).
2. Andrew Bonime, Writing for New Media: The Essential Guide to Writing for Interactive Media, CD-ROM's and the Web, John Wiley & Sons (1997).
3. Christian Crumlish, The ABCs of the Internet, Sybex Inc. (1997).
4. Danis P. Curtin, Information Technology, Tata McGraw-Hill Education (1999).
5. Anil Madan, Illustrated World of Internet.
6. Preston Gralla, How the Internet Works, Que Publishers (2007).
7. Wilson P. Dizard, Old Media/New Media, Longman (1997).

PAPER-XV: FILM STUDIES AND FILM PRODUCTION

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

Film as a medium; Commercial vs Art Cinema; Overview of world Cinema; Evolution of Indian Cinema ; New Wave Cinema; Actuality, Documentary, Docu-drama& Feature Films. Film appreciation, Film Review and Film Criticism; New Trends in Indian Cinema; Changing trends in Punjabi Cinema. Films for Social Change, Impact of Hollywood on Indian Cinema. The basics of screen grammar; Thinking visually; Five c's of cinematography; Film vs. television / video / theatre; New methods and techniques of Film publicity, Film viewing: Traditional theatre and Multiplex Culture. Film Censorship.

SECTION-B

Thinking and Conceptualising a film; Planning and controlling the production; Significance of research in AV production process; From Idea to shooting scripts; Framing effective shots- Field of View, Headroom, Noserom and Leadroom. Rack Focus, Deep Focus. Basic Principles of Shot Composition. Close Framing; Screen area- Object Centering, Spot focus, Non- symmetrical Division, Horizontal plane, Imaginary Line, Rule of Thirds, 30 degree and 180 degree. Story Boards, Aspect

Ratio: 4:3, 16:9 , Make up. Visual and Sound Effects; Standard Electronic effects and Digital Video Effects; Basic Transitions — Cut Dissolve, Fade, Dissolve, Wipe, Superimposition, Chroma Key, Foley, Direction; From Script to screen; Director's roles—Director as Visualiser, Artist, Psychologist, Technical Advisor, Cameraperson and Editor, Director as Central Coordinator & Crises Manager; Single - camera direction, Multi Camera direction.

SUGGESTED READINGS

1. Martha Mollison, Producing Videos: A Complete Guide, Allen & Unwin (2010).
2. Gerald Millerson & Jim Owens, Television Production, Focal Press (2009).
3. Blain Brown, Cinematography - Theory & Practice, Focal Press (2011).
4. Blain Brown, Motion Pictures and Video Lighting, Focal Press (2007).
5. James Monaco, How to Read a Film, Oxford University Press (2009).
6. Gerald Mast, A Short History of the Movies, Longman (2005).
7. Bin Nichols, Movies and Methods, University of California Press (1976).
8. Eric Barnouw, History of Documentary Films, Oxford University Press (1993).
9. Michael Langford, Advanced Photography, Focal Press (2011).
10. Karel Reisw, The Technique of Film Editing, Focal Press (2009).
11. V. Nilsen, Cinema as a Graphic Art, Hill & Wang Publisher (1972).
12. Satyajit Ray, Our Films Their Films, Orient Blackswan Pvt Ltd (2012).
13. Sharda Koshik, Script to Screen, Macmillan Publisher (2000).

PAPER-XVI PRACTICAL WITH VIVA

50 Marks for Practical

50 Marks for Viva

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|---------------------------------|------------|
| - News Writing | - 20 Marks |
| - Current Affairs | - 20 Marks |
| - 3 Published Articles/Features | - 20 Marks |
| - Translation | - 20 Marks |
| - Group Discussion | - 20 Marks |