

M.A. (MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

Duration: Two Years

Eligibility: Graduation

2017 onwards

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY
SIRSA

Total credits required: 100 -112 (one credit= I hour)

Minimum attendance required : 75%

Open Elective: minimum credits required: 10-12 (students of this dept. will opt. for open elective from other departments.

Mid Term Examination: From first II units October1-10 and March 1-10

Semester 1st					
Core	Paper	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Introduction to Communication	4	70	30	—
Core Compulsory	Current Affairs and General Studies	4	70	30	—
Core Compulsory	Introduction to Media	4	70	30	—
Core Compulsory	Print Media: Reporting & Editing	4	50	30	20
Core Elective					
Core Elective	Economic Journalism	4	70	30	—
	OR Environment Journalism	4	70	30	—
Core Elective	Agriculture Communication	4	70	30	—
	OR Health Communication	4	70	30	—

Semester 2nd					
Paper	Credits	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Print Journalism: Editorial & Features	4	50	30	20
Core Compulsory	Radio & T.V. Journalism	4	50	30	20
Core Compulsory	Cyber Journalism	4	50	30	20
Core Compulsory	Computer Applications in Media	4	50	30	20
Core Elective					
Core Elective	Science Journalism	4	70	30	----
	OR Defense Journalism	4	70	30	---- -
Core Elective	Intercultural Communication	4	70	30	----
	OR Animation & Graphics	4	70	30	---- -
Open Elective	Current Affairs	4	70	30	---- -

Semester 3rd					
Paper	Credits	Credits	Theory	Internal Assessment	Practical
Core Compulsory	Public Relations	4	50	30	20
Core Compulsory	Media & Gender Studies	4	70	30	-----
Core Compulsory	Advertising & Marketing	4	50	30	20
Core Compulsory	Films Studies	4	50	30	20
Core Elective					
Core Elective	Business Journalism OR Sports Journalism	4	70	30	-----
		4	70	30	-----
Core Elective	Corporate Communication OR Political Communication	4	70	30	-----
		4	70	30	-----
Open Elective	Film Studies	4	50	30	20
Semester 4th					
Core Compulsory	Media Research	4	70	30	-----
Core Compulsory	Media & Management	4	70	30	-----
Core Compulsory	Media Laws & Ethics	4	70	30	-----
Core Elective					
Core Elective Course	International Communication OR Traditional Folk Media	4	70	30	-----
		4	70	30	-----
Core Elective Course	Community Radio OR Social Media	4	50	30	20
		4	70	30	-----
Open Elective Course	Social Media	4	70	30	-----

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SEMESTER II

Core Compulsory-I

Core Compulsory: Print Journalism: Editorial & Features

Total Marks: 100

Time allowed : 3 Hours

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Print Journalism and identify and analyze basic types of features and articles. To provide them in-depth knowledge about the structure and functions of Reporting Staff and Editorial Department/Section.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit I

Editorial : Meaning & Concept, Editorial Page : Role and Relevance, Types of Editorial, Editorial Conference/Meeting

Unit II

Editorial Department: Role and Functions, Various Editions: Regular, Special & Emergency, Editorial Policy, Concept of Editorial Independence, Relationship of Editorial Department with other Departments

Unit III

Editor – Responsibility & Functions; Editor in Chief, Assistant Editor, Associate Editor, News Editor, Chief Sub Editor- Sub Editors, Cartoonist - Role and Responsibility

Unit IV

Features : Meaning & Concept, Types of Features, Characteristics of Features, Middle Writing, Basics of Writing Features, Qualities of a Feature Writer

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SEMESTER II

Core Compulsory-II

Radio & T.V. Journalism

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding fundamentals of Radio and TV Journalism. different techniques and sequences used in this field and importance of Script for both the electronic and print Mediums.

Scheme of Examination: The question paper will be divided into Five Units. First unit/question will consist of five compulsory questions based on all the four units.

5 questions of 2marks= 10 marks

Question no 2 to 9 will carry equal marks (15 marks each). There will be two questions set with internal choice on each of the four units of the syllabus. 4 questions of 15 marks= 60 marks

Unit-I

Fundamentals of Radio Journalism, Radio News Reporting, Sound Bytes, News Writing & Editing Basics of News Reading, Voice Quality: Pronunciation & Enunciation, App Radio and Internet Radio.

Unit-II

Radio Features, Radio Talk, Drama & Documentary, Phone-in Programmes, Special Audience Programmes, Script Writing for Radio Programmes

Unit-III

TV as a medium of communication, Satellite TV Channels, TV Commercials , Reporting for TV, News Reading, Piece to Camera & Voice Over, You Tube Channel.

Unit-IV

Genres of Television: Documentary, Talk Show & Panel Discussion, Planning and Production of Documentary, Script: Formats, Scene, Sequence, Screenplay and Story Board, Narration, Camera Angles & Camera Movements

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SEMESTER II

Core Compulsory-III

CYBER JOURNALISM

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding to the Students of Cyber Journalism and recent trends in it, Web Newspapers, Whaty point use kept in mind while writing for Cyber Media.

Scheme of Examination: The question paper will be divided into Five Units. First unit/ question will consist of five compulsory questions based on all the four units.

5 questions of 2marks= 10 marks

Question no 2 to 9 will carry equal marks i.e. 15 marks each. There will be two questions set with internal choice on each of the four units of the syllabus.

4 questions of 15 marks= 60 marks

Unit-I

Cyber Journalism, Information Super Highway, Internet and Information Revolution, Comparison of Cyber media with other Media, Advantages and Disadvantages of Cyber Journalism.

Unit-II

Writing for Cyber Media, Features & Articles on the Web, E-Journalism and E-Culture, Impact of Cyber Journalism, Recent trends in Cyber Journalism, Mobile Journalism.

Unit-III

Presentations & layout of Cyber Newspapers and Magazines, Advertising on Web, Circulation of Web Newspaper, Qualities of Web Journalist, Future of Cyber Journalism

Unit-IV

Current Trends in Cyber Reporting & Editing, Impact of globalization on Cyber Journalism, Cyber Laws, Social Media and Social Networking Sites, Youth and Social Media

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SEMESTER II

Core Compulsory-IV

Computer Applications in Media

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of Computer Application and Identify and Analyze Basic Types of Software and Hardware used in Media. To impart know to the students about Primary and Secondary data, E-Magazines and online Newspapers.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit I

Definition, Origin & History, Classification of Computers, Introduction to input & output Devices, Introduction to Memory – Primary & Secondary

Unit II

Introduction to Graphical-User Interface (GUI), File and Folders: Flash, Directory, Creating, Copying, Moving, Deleting and Renaming, Applications & Setting : Desk-top Management, tool box

Unit III

MS-Word and Application: basics, Typing and Editing, Formatting Text, Quark Express: basics, Power Point:Introduction, presentation, graphics, creating presentation, editing and slide shows

Unit IV

Introduction to Internet: Definition, Various Activities, Tools and Services on Internet, Internet Protocols FTP, HTTP, TCP, IP, Major News Sites, E Magazines, Online Newspapers

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SEMESTER II

Core Elective (I)

Science Journalism

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of Science Journalism and Identify and Analyze Basic Types of Scientific Writing. To impart the students basics of Scientific and technological revolution and how this revolution has made change in society.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Science Journalism: Importance and Scope, Scientific Temperament; Science Reporting: Need and Challenges; Prominent Science Magazines; Globalization and Changing Attitudes towards Science

Unit-II

Classification and Brief Description of Different Genres of Scientific Writings, Popular Science Fiction and Science Journalism, Relationship between Science, Society Scientific Temperament.

Unit-III

Science and Technology for Social Change, Writing Science News Stories, Important Media for Communicating Science, Science Features, Coverage of Science & Environment Issues for TV and Newspapers

Unit IV

Training for Science and Technology Communicators, Communicating Science to Rural Audiences; Science TV Channels: Discovery, National Geographic etc.

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SEMESTER II

Core Elective (I)

Defense Journalism

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Defense Journalism and Identify and Analyze Basics of Armed Forces. To provide them in-depth knowledge about the Defense Reporting, Activist Journalism and Advocacy Journalism.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Military; An Introduction to Nation and its Defense of Society, Defense Agencies: Internal & External: Armed Forces: Army, Navy, Air Force, Paramilitary Forces, Research & Development by Military, DRDO.

Unit-II

India's Current Defense Situation: Internal & External, Geostrategic Location of India, India's Relations with other countries, India's Defense Policy, Military-Media Relations, Defense Public-Relations Practices, Role of Media in Civil Defense.

Unit-III

War Reporting, Reporting Insurgencies, Reporting Terrorism, Reporting Military Policy Matters, Sting Operations, Military Profiles: Individual & Institutional, Writing Columns, Activist Journalism & Advocacy Journalism.

Unit-IV

Qualities of Good Reporters, Types of Reporters, Skills Required for a Defense Reporters, Source Credibility, Source Confidentiality, Defending Against Deception.

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SEMESTER II

Core Elective (II)

INTER-CULTURAL COMMUNICATION

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Inter-Cultural Communication, and Identify and Analyze Basic Types of Inter-Cultural Communication and its Barriers. To study the impact of Media On Society. Role of media in the field of Inter-Cultural Communication.

Scheme of Examination: The question paper will be divided into Five Units. First unit/question will consist of five compulsory questions based on all the four units.

5 questions of 2 marks= 10 marks

Question no 2 to 9 will carry equal marks i.e. 15 marks each. There will be two questions set with internal choice on each of the four units of the syllabus.

4 questions of 15 marks= 60 marks

Unit-I

Culture: Definition & Process, Culture as a social institution, Value systems: Eastern and Western perspectives, Inter-cultural Communication , Philosophical and Functional dimensions

Unit-II

Communication as a Concept in Western and Eastern cultures, Sufism, Sadharvikaran , Language as a medium of Cultural Communication, Linguistic Aspects of Inter-cultural communication.

Unit-III

Mass Media as Vehicles of Inter-cultural communication, Barriers in Inter-cultural Communication, Inter-cultural conflicts and Communication, Impact of New technology on Culture, Effects of Globalization on Culture and Communication

Unit-IV

Culture, Communication and Folk Media, Dance and Music as instruments of Inter-cultural Communication, Code of Ethics & Cultural Transformation, Deras and Inter-Cultural Connotations, Religious Places as Cultural Carriers

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SEMESTER II

Core Elective (II)

Animation & Graphics

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of Animation & Graphics importance of layout Design. To strengthen the knowledge of Students. To Impart the knowledge to the students about importance of Animations in Media Industry.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Concept and Theory of Animation and Graphics, Basic Elements and Principles of Graphics, Design and Layout, Principles of Designing, Designing Need and Signification in Media.

Unit-II

Printing methods - Letter Press, Cylinder, Rotary Gravure Screen, Offset, Plate making, Printing paper - Kinds, varieties, sizes, calculation, making choices, Printing Process - Prepress, in press , Post press

Unit-III

Visuals : Physical Forms, Function, Editing, Colour : Physical Forms, Psychology, Colour Scheme and Production, Magazine Layout, Pagination, Designing Various Parts, Layout of Broadsheet and Tabloid

Unit-IV

Computer Mediated Design : An Overview; Multi media : Characteristics and function, Designing concepts in TV [News channel's screen] and Websites [front page], Web Designing,, Designing a Website, Newspaper and Magazine Designing, Role of Animation in Advertising, Film Industry, Online Journalism.

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SEMESTER II

Open Elective

Current Affairs

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :70
Internal Assessment: 30

Objectives: Imparting basic understanding of about Major Politicals Social issues Status of Elementary higher Education. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Major Political Affairs: Issues at National level, Election Commission of India, India's Relations with its Neighboring Countries.

Unit-II

Economic Affairs: Economic issues and Problems, Niti Aayog, Green, White and Blue Revolution, Features of Indian Economy, Role of Media in a Economic Development.

Unit-III

Social and Cultural Affairs: Illiteracy, Communalism, Unemployment, Health & Family Welfare, Girl Child & Women Development, Social Development of Marginalized groups

Unit-IV

Current Affairs of Haryana: Current Political, Social, Economic and Sports Affairs of Haryana during the Semester.