

M.A. (JOURNALISM AND MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

Duration: Two Years
Eligibility: Graduation

2017 Onwards



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY
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Semester 1 st						
S. No.	Core	Paper	Credits	Theory	Internal Assessment	Practical
1	Core Compulsory	Introduction to Communication	4	70	30	---
2	Core Compulsory	Current Affairs and General Studies	4	70	30	---
3	Core Compulsory	Introduction to Media	4	70	30	---
4	Core Compulsory	Print Media: Reporting & Editing	4	70	30	---
Core Elective						
5	Core Elective	Economic Journalism	4	70	30	---
		OR Science & Environment Journalism	4	70	30	---
6	Core Elective	Agriculture Communication	4	70	30	---
		OR Health Communication	4	70	30	---

Semester 2 nd					
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	-----


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Semester 3 rd					
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	4	70	30	-----
	OR Sports Journalism	4	70	30	-----
Core Elective	Corporate Communication	4	70	30	-----
	OR Political Communication	4	70	30	-----
Open Elective	Film Studies	4	50	30	20
Semester 4 th					
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	4	70	30	-----
	OR Traditional Folk Media	4	70	30	-----
Core Elective Course	Community Radio	4	50	30	20
	OR Social Media	4	70	30	-----
Open Elective Course	Social Media	4	70	30	-----

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Semester 1st

S. No.	Core	Paper	Credits	Theory	Internal Assessment	Practical
1	Core Compulsory	Introduction to Communication	4	70	30	—
2	Core Compulsory	Current Affairs and General Studies	4	70	30	—
3	Core Compulsory	Introduction to Media	4	70	30	—
4	Core Compulsory	Print Media: Reporting & Editing	4	70	30	—
Core Elective						
5	Core Elective	Economic Journalism	4	70	30	—
		OR Science & Environment Journalism	4	70	30	—
6	Core Elective	Agriculture Communication	4	70	30	—
		OR Health Communication	4	70	30	—

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.

Students must submit their option for open elective course(s) within a week after the commencement of classes of first semester to the Chairperson of their department/Principal of the College, For 2nd /3rd/ 4th semester, they must submit their option for open elective course(s) at the end of 1st/2nd/3rd semester, respectively.



The continuous evaluation for theory and practical course shall be as under:

(A) Theory Course

Component	Weightage (4 Credits)	Weightage (3 Credits)	Weightage (2Credits)	Evaluation
Mid-term Exam	20	15	10	Internal
Assignment	05	05	05	Internal
Class Attendance	05	05	05	Internal
End-term Exam	70	50	30	External
Total	100	75	50	

Mid Term Examination: From first II units; October1-10 for odd Semesters and March 1-10 for even semester

The students must obtain at least 40 percent marks in external examination.


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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-I

INTRODUCTION TO COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

Communication: Meaning, Elements and Process, Functions of Communication, 7 C' of Communication Various Forms of Communication, Non-Verbal and Verbal Communication, Communication Barriers

Unit-II

Communication Models, Harold Lasswell, Charles Osgood, Models of Wilbur Schramm, George Gerbner's Model, Dance, Helical Model, Gate Keeping Model

Unit-III

Theories of Direct and Indirect Influences, Bullet Theory, Two-Step & Multi Step Flow Theory, Concepts of Selectivity, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory

Unit-IV

McLuhan's Media Determinism, Effects of Mass Media on Culture and Society, Characteristics and Typology of Audiences, Scope & Features of Mass Communication, Media and Social Responsibility

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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-II

CURRENT AFFAIRS & GENERAL STUDIES

Time allowed: 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

Goals and Objectives of Indian Constitution, Parliamentary System of Democracy, Fundamental Rights, Directive Principles of State Policy, Fundamental Duties, Centre-State Relationship; Federal and Unitary, Electoral Process, Emergency Powers & Amendment of Constitution

Unit-II


Parliamentary and Legislative Procedure in India, Power and Privileges of Parliament Members, Indian Judicial System, Panchayati Raj Institutions

Unit-III

Indian History-VariouS Stages, Important Historical Events, Salient Features of Indian Culture, Cultural Diversity of India, Indian Economic Environment- Present State, Salient Features, Globalization and India, Introduction, Various Political Systems of World

Unit-IV

Indian Foreign Policy- Salient Features, UNO, SAARC, NAM, Commonwealth Group, India and its Neighboring Countries, Current National and International Events of Importance

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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-III

INTRODUCTION TO MEDIA

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

Development of Print Media: Historical View, Indian Press in Pre & Post Independence Era, Origin of Indian News Agencies and their Role, International Agencies in India, Management and Ownership Pattern of Press

Unit-II

Development of Radio: Historical View, Development of Radio in India, Role of Radio in Agriculture in India, Public and Private Radio Systems, FM, AM etc., Organizational Structure of the Radio

Unit-III

Development of Television: Historical View, Development of Television in India, Public and Private T.V. Channels, Demassification of Media, Organizational Structure of the Television Industry

Unit-IV

Cinema: Historical View, Development of Cinema in India, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Cinema as a Powerful Medium of Mass Communication

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M.A. Journalism and Mass Communication

SEMESTER I

Core Compulsory-IV

PRINT MEDIA: REPORTING & EDITING

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

News-Meaning,- Concept, Scope and Definition, News Value, News Sources, News Gathering, Tools of Reporting, Duties and Responsibilities of Reporter, Reporting for Print & Electronic Media

Unit-II

Structure of Reporting Staff in News Papers, Duties & Functions of Bureau Chief, Staff Reporter, Reporting Beats, Citizen Journalism, Free Lancing, Types of Reporting, Specialized Reporting

Unit-III

Editing-Meaning and Definition, Principles and Elements of Editing, Importance of Editing in Journalism, New Trends in Editing, Proof Reading, Editing Signs, Photo Editing ,Photo Captions

Unit-I

Structure & Functions of Editorial Staff in Media, Role & Responsibilities of Editor, News Editor, Chief Sub Editor and Sub Editor, Editorial Page in News Papers- Contents & Importance, Headlines- Concept, Meaning, Types & Importance, News Story Structure, Lead- Types & Importance

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M.A. Journalism and Mass Communication

SEMESTER I

**Core Elective-I
Economic Journalism**

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

Economic Journalism-Definition, Concept and Scope, Importance of Business Journalism, Global Status, State of Business Journalism in India, General Overview of Business Journalism, Latest Trends of Business Journalism in India

Unit-II

History of Economic Journalism in India, Development Journey, Major Business Journals, Interpretation, Investigation and In-Depth reporting of Business, Commerce and Economy Related News, News Analysis of Business/Commerce/Economic Issues, Reporting about Corporate Sector

Unit-III

Duties, Responsibilities and Qualities of Business Journalist, Tools for Business Journalists, Writing Skills for Business Journalists, Scope, Possibilities for Business Journalists, Challenges for Business Journalists

Unit-IV

Business Journalism-on Radio, T.V., Social Media, Business Journalism-Emerging Issues/Trends, Future Prominent Economic/Business Journalists, Current Issues in Indian Economy, Business, Industry Corporate Sector, Govt., Economic Policies, Corporate Social Responsibility

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M.A. Journalism and Mass Communication

SEMESTER I

**Core Elective-II
SCIENCE & ENVIRONMENT JOURNALISM**

Time allowed: 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

Science Journalism: Importance and Scope, Scientific Temperament, Science and Environment 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 and Public, Popularizing Science and Technology, Promoting Scientific Outlook, Science and Technology for Social Change

Unit-III

Writing Science News Stories, Important Media for Communicating Science, Science Feature, Coverage of Science & Environment Issues for TV and Newspapers, Environmental TV Channels: Discovery, National Geographic, Animal Planet etc.

Unit-IV

Major Environmental Issues: Global Warming, Aforestation, Deforestation, Soil Erosion, Pollution etc., Solid Waste Management, Training for Science and Technology Communicators, Communicating Science to Rural Audiences.

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M.A. Journalism and Mass Communication

SEMESTER I

Core Elective-III
AGRICULTURAL COMMUNICATION

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

Agriculture; Present Status of Production and Economic Condition of Farmers in Haryana, The Present Agricultural Policy of India and Haryana, Meaning, Nature, Scope and Characteristics of Agricultural Journalism, Agricultural Reforms in India, Media and Green Revolution, Status of Agricultural Journalism in India.

Unit-II

Agricultural Media Reporting, Agricultural Features, Interviews & Articles, Analytical Stories, Media & Agricultural Innovations, Agriculture and Media, Traditional Folk Media & Agrarian Society

Unit-III

Agriculture Supplements of Daily Newspapers, Agricultural Journals & Magazines, Coverage of Agriculture in Newspapers, Agricultural Advertisements, Role of Media in Crop Diversification, Media & Development of Agriculture Sector

Unit-IV

Agricultural Training Centers, Communication Programme for Farmers, Extension Training, Educating Farmers Krishi Mela and Exhibition, Loan Mela, Agricultural TV Channels; Kisan TV, Krishi Darshan, Agricultural Radio Programmes, Media & Problems of Farming Sector

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M.A. Journalism and Mass Communication

SEMESTER I

**Core Elective-IV
HEALTH COMMUNICATION**

Time Allowed : 3 Hours

Max. Marks: 70

Internal Assessment: 30

Total Marks: 100

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. 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

Nature and Scope of Health Communication , Health Status and Policy in India, Role of Communication in Health Organizations, Health Issues and Communication Ampaigns, Family Welfare, Child Welfare and Women Welfare

Unit-II

Interpersonal Communication and Small Group Communication in Health Care, Communication of Health Related Issues, Approaches in Health Communication, Voluntary Agencies, Tackling Rumours and Taboos

Unit-III


Public Health Campaigns, Communication and Health Education, Writing Health News Reports, Articles and In-Depth News Reports, Production of Health Supplements of Daily Newspaper, Health Magazines and Health Content in General Magazines

Unit-IV

Writing Health Programmes for Radio, Script Writing for Health Programmes for TV, Designing Media Campaigns of Health Issues, Poster Preparation on Health Issues, Preparation of Social Advertising on Health Issues






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