

# **M.A. (JOURNALISM AND MASS COMMUNICATION)**

Syllabus

## **CHOICE BASED CREDIT SYSTEM**

**Duration: Two Years**  
**Eligibility: Graduation**

**2020 Onwards**



**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**CH. DEVI LAL UNIVERSITY**  
**SIRSA**

<b>Semester 1<sup>st</sup></b>				
Core	Paper	Credits	Theory	Internal Assessment
Core Compulsory	Introduction to Communication	4	70	30
Core Compulsory	Current Affairs and General Studies	4	70	30
Core Compulsory	Communications Skills	4	70	30
Core Compulsory	Print Media: Reporting & Editing	4	70	30
<b>Core Elective</b>				
Core Elective	Science & Environment Journalism	4	70	30
	OR Mobile and visual communication	4	70	30
Core Elective	Agriculture Communication	4	70	30
	OR Health Communication	4	70	30
Open Elective	Communications Skills	4	70	30

<b>Semester 2<sup>nd</sup></b>				
Paper	Credits	Credits	Theory	Internal Assessment
Core Compulsory	Print Journalism: Editorial & Features	4	70	30
Core Compulsory	Radio Journalism	4	70	30
Core Compulsory	Television Journalism	4	70	30
Core Compulsory	Computer Applications in Media	4	70	30
<b>Core Elective</b>				
Core Elective	Cyber 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

<b>3<sup>rd</sup> Semester</b>				
Paper	Credits	Credits	Theory	Internal Assessment
Core Compulsory	Public Relations & Corporate Communication	4	70	30
Core Compulsory	Photo Journalism	4	70	30
Core Compulsory	Advertising & Marketing	4	70	30
Core Compulsory	Films Studies	4	70	30
<b>Core Elective</b>				
Core Elective	Business Journalism	4	70	30
	OR Sports Journalism	4	70	30
Core Elective	Economic Journalism	4	70	30
	OR Political Communication	4	70	30
Open Elective	Film Studies	4	70	30

<b>4<sup>th</sup> Semester</b>				
Core Compulsory	Media Research	4	70	30
Core Compulsory	Media Structure & Management	4	70	30
Core Compulsory	Media Laws & Ethics	4	70	30
Core Compulsory	Media Practical & Comprehensive Viva	4	—	100
<b>Core Elective</b>				
Core Elective Course	International Communication	4	70	30
	OR Traditional Media	4	70	30
Core Elective Course	Community Radio	4	70	30
	OR Social Media	4	70	30
Open Elective Course	Social Media	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 2<sup>nd</sup> /3<sup>rd</sup>/ 4<sup>th</sup> semester, they must submit their option for open elective course(s) at the end of 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> semester, respectively.

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

(A) Theory Course

Component	Weightage	Weightage	Weightage	
Evaluation	(4 Credits)	(3 Credits)	(2Credits)	
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
<b>Total</b>	<b>100</b>	<b>75</b>	<b>50</b>	

**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.**

**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

**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-Variou s 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

## M.A. Journalism and Mass Communication

### SEMESTER I

#### Core Compulsory-III

#### COMMUNICATION SKILLS

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

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Para Linguistic Features, Group Discussion.

#### Unit-II

Reading Skills & Public Speaking Sills; Written Communication; Interviews-kinds, techniques & importance, Dress code, Soft Skills Presentation skills Importance of language in communication skills.

#### Unit-III

Presentation: Aids; Audio, Visual & Audio-Visual Aids, Basics of Audio Recording, Sound & Slide Productions, Meeting; Concept, Purpose & importance.

#### Unit-IV

Creative Writing: Fundamentals & Structure, Contents of Writing, News Analysis, Book, Film & TV Reviews, News Reading Skills and Anchoring Skills, Official Correspondence & Report Writing.

**M.A. Journalism and Mass Communication**

**SEMESTER I**

**Core Compulsory-IV**

**PRINT MEDIA: REPORTING & EDITING**

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**

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-IV**

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



**M.A. Journalism & Mass Communication**

**SEMESTER I**

**Core Elective (I)**

**SCIENCE & ENVIRONMENT 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 & Environment Journalism: Importance and Scope, Scientific Temperament, Science Reporting: Need and Challenges, Prominent Science & Environment Journalism Magazines, Genres of Scientific Writing

**Unit-II**

Science and Technology for Social Change, Relationship between Science & Society, Scientific Temperament, Writing Science News Stories, Important Media for Communicating Science, Coverage of Science & Environment Issues for Media.

**Unit-III**

Definition of Environmental Pollution: Causes, effects and control measures of:

(a) Air pollution (b) Water pollution (c) Soil pollution (d) Noise pollution

Ecosystem, Bio-diversity at Global, National and Local levels

**Unit-IV**

Natural resources and associated problems: i) Forest Resources ii) Water Resources

Role of an individual and media in conservation of natural resources.

Laws for Environment Protection

(i) Environment Protection Act. (ii) Air (Prevention and Control of Pollution) Act. (iii) Water (Prevention and Control of Pollution) Act. (iv) Wildlife Protection Act. (v) Forest Conservation Act.

**M.A. Journalism & Mass Communication**

**SEMESTER I**

**Core Elective (I)**

**Mobile and Visual communication**

Time allowed : 3 Hours

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

**Objectives:** To apprise the students of the importance of the mobile phones as tools of convergence, To make the students understand the use of mobile for social purpose, To motivate them to understand and use mobile news purpose and in corporate 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**

History of telephone in India, Different Phases of mobile phones, Smart phone , Mobile technology as new media in communication, Advertising concepts using mobile, Journalism through mobile phones, SMS and MMS, Mobile ethics and its intrusion in society.

**Unit-II**

Mobile as a powerful tool for political, business and social campaigns, Mobile for promotional media, Mobile PR- its reach and impact, E-privacy, rules and regulations, E-Governance. Mobile phone a tool for Social Media, Apps culture, E-Banking through Mobile Phones.

**Unit-III**

Financial and social advantages for all types of campaigns, Technology of the future, Integration and user generated content, Use of mobile in crime investigation, Laws related to mobile telephony, Mobile phone as vehicle of social change Mobile Phones & Youth.

**Unit-IV**

Visual Communication: Concept; Need and importance of Human and Visual Communication, Communication a expression, skill and process, Principles of visual and other sensory perceptions, Colour psychology, Illustrations: Concept; Need, types & importance.

**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

## M.A. Journalism and Mass Communication

### SEMESTER I

#### **Core Elective-IV HEALTH 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**

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

## M.A. Journalism and Mass Communication

### SEMESTER I

#### Open Elective

#### COMMUNICATION SKILLS

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**

Essentials of Communication Skills, Small Group Communication Techniques, Public Speaking Techniques, Body language, Verbal and Non-Verbal Communication, Para Linguistic Features, Group Discussion.

#### **Unit-II**

Reading Skills & Public Speaking Sills; Written Communication; Interviews-kinds, techniques & importance, Dress code, Soft Skills Presentation skills Importance of language in communication skills.

#### **Unit-III**

Presentation: Aids; Audio, Visual & Audio-Visual Aids, Basics of Audio Recording, Sound & Slide Productions, Meeting; Concept, Purpose & importance.

#### **Unit-IV**

Creative Writing: Fundamentals & Structure, Contents of Writing, News Analysis, Book, Film & TV Reviews, News Reading Skills and Anchoring Skills, Official Correspondence & Report Writing.