

# 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

Approved by PGBOS&R on dated 05.02.2018

Approved by Faculty on dated 07.12.2018

*Dr. Shamant*  
7/12/18

*Dr. Anil*  
7/12/18  
Approved 07-12-2018

## 1<sup>st</sup> Semester

| S. No.        | Core            | Paper                                  | Credits | Theory | Internal Assessment |
|---------------|-----------------|--|---------|--------|---------------------|
| 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<br>Science & Environment Journalism | 4       | 70     | 30                  |
| 6             | Core Elective   | Agriculture Communication              | 4       | 70     | 30                  |
|               |                 | OR<br>Health Communication             | 4       | 70     | 30                  |

## 2<sup>nd</sup> Semester

| Paper           | Credits                                | Credits | Theory | Internal Assessment |
|-----------------|--|---------|--------|---------------------|
| Core Compulsory | Print Journalism: Editorial & Features | 4       | 70     | 30                  |
| Core Compulsory | Radio & T.V. Journalism                | 4       | 70     | 30                  |
| Core Compulsory | Cyber Journalism                       | 4       | 70     | 30                  |
| Core Compulsory | Computer Applications in Media         | 4       | 70     | 30                  |
| Core Elective   |  |         |        |                     |
| Core Elective   | Science Journalism                     | 4       | 70     | 30                  |
|                 | OR<br>Defense Journalism               | 4       | 70     | 30                  |
| Core Elective   | Intercultural Communication            | 4       | 70     | 30                  |
|                 | OR<br>Animation & Graphics             | 4       | 70     | 30                  |
| Open Elective   | Current Affairs                        | 4       | 70     | 30                  |

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### 3<sup>rd</sup> Semester

| Paper           | Credits                 | Credits | Theory | Internal Assessment |
|-----------------|-------------------------|---------|--------|---------------------|
| Core Compulsory | Public Relations        | 4       | 70     | 30                  |
| Core Compulsory | Media & Gender Studies  | 4       | 70     | 30                  |
| Core Compulsory | Advertising & Marketing | 4       | 70     | 30                  |
| Core Compulsory | Film Studies            | 4       | 70     | 30                  |

### Core Elective

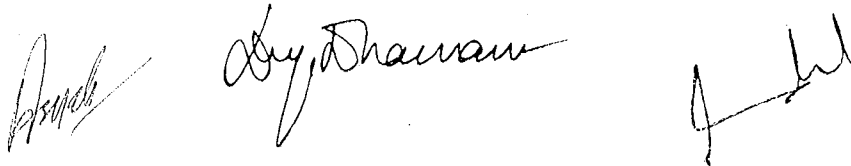
|               |                            |   |    |    |
|---------------|----------------------------|---|----|----|
| Core Elective | Business Journalism        | 4 | 70 | 30 |
|               | OR                         | 4 | 70 | 30 |
|               | Sports Journalism          |   |    |    |
| Core Elective | Corporate Communication OR | 4 | 70 | 30 |
|               | Political Communication    | 4 | 70 | 30 |
| Open Elective | Film Studies               | 4 | 70 | 30 |


### 4<sup>th</sup> Semester

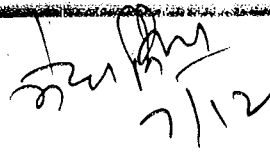
|                 |                     |   |    |    |
|-----------------|---------------------|---|----|----|
| Core Compulsory | Media Research      | 4 | 70 | 30 |
| Core Compulsory | Media & Management  | 4 | 70 | 30 |
| Core Compulsory | Media Laws & Ethics | 4 | 70 | 30 |

### Core Elective

|                      |                             |   |    |    |
|----------------------|-----------------------------|---|----|----|
| Core Elective Course | International Communication | 4 | 70 | 30 |
|                      | OR                          | 4 | 70 | 30 |
| Core Elective Course | Traditional Media           |   |    |    |
|                      | Community Radio             | 4 | 70 | 30 |
|                      | OR                          | 4 | 70 | 30 |
| Open Elective Course | Social Media                |   |    |    |
|                      | Social Media                | 4 | 70 | 30 |







M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-I

**PUBLIC RELATIONS**

Time allowed: 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

**Objectives:** Imparting basic understanding of Public Relations and identify and analyze various Techniques of Public Relations and Publicity. To provide the students in-depth knowledge about the functioning of Public Relations in Government and Private Sector.

**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-1**

Nature and Scope of Public Relations, Present status and future of PR in India, Principles of PR, Publicity, Propaganda, Lobbying & Public Opinion, Publics in PR, Image building in Public & Private Sector

**Unit-2**

PR Campaign, PR in Crisis Management, Developing Corporate Identity, Functions and Responsibilities of PR Practitioners, Media Relations

**Unit-3**

Tools and Techniques of PR, Code of Conduct in PR, Sensitivity to Cultural Issues, Role of Photography in PR, Marketing Research for the PR Practitioner

**Unit-4**

Event Management, Concept of Neutral Territory, Writing for Public Relations, Publicity Inputs, Organizing Press Event, Preparation of Press release.

*Devi Sharmar*

*J. H.*

M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-II

**MEDIA AND GENDER STUDIES**

Time allowed : 3 Hours

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

**Objectives:** Imparting basic understanding of Media and General Studies and to analyze basic understanding of Gender Studies. To provide them in-depth knowledge about the Role of Media in the upliftment of the weaker sections of 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 (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-1**

Definition of Gender, Difference between sex and gender, Relationship between Media and Gender, Feminist terminology, stereotyping, patriarchy, silencing, marginalization

**Unit-2**

Male Gaze, Feminist film criticism, thematic and semiotic analysis, feminism, Image of Women in Advertisements, Gender identity built through Media, Body Image

**Unit-3**

Media & Gender consciousness, Gender Sensitization, Media projection on Domestic Violence & Sexual Harassment, Portrayals of Women and Men in the Media, Media role in promotion of Gender equality, Gender Coverage and Media.

**Unit-4**

Influence of Media in society, patriarchy in operation, use of feminist methods for critiquing media representation, Representation of Genders in 21<sup>st</sup> Century in Various Media.

*Sy. Praman*

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

**SEMESTER III**

**Core Compulsory-III**

**ADVERTISING & MARKETING**

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

**Objectives:** Imparting basic understanding of the field of Advertising & Marketing. To identify and analyze basic types of advertisements and Media of Advertisement. To provide them in-depth knowledge about the structure and functions of Advertising Agencies.

**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-1**

Advertising: Definition, Nature & Scope, Evolution and Growth of Advertising, Classification of Advertising, Appeals in Advertising, Copy Writing for Print & Electronic Media Advertising, Socio-economic effects of Advertising, New trends in Advertising.

**Unit-2**

Advertising Budget-an overview, Advertising Appropriation, Political & Social Campaigns, Campaign Planning, Advertisement and Consumerism, Parts of Advertising

**Unit-3**

Nature and Scope of Marketing, Evolution and Growth of Marketing , Approaches to Marketing, Functions & Principles of Marketing, E-Commerce and Internet Marketing, International Marketing

**Unit-4**

Customer Relationship Management, Marketing Communication, Entrepreneurship, Internet Advertising, Marketing Mix, 5 P's of marketing, Marketing and New Media

*Suyash Kumar*

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

**SEMESTER III**

**Core Compulsory-IV**

**FILM STUDIES**

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

**Objectives:** Imparting basic understanding of the process of Film Making. To impart knowledge about the World of Cinema and provide them in-depth knowledge about the process of Film Making and Film appreciation.

**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-1**

A Brief History of Indian Cinema, The Pioneers, The Talkies & Studio Culture, Coming of the Superstars, Rise of Multiplex, Genres in Indian Cinema

**Unit-2**

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Film Genres, Brief History of World Cinema.

**Unit-3**

Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and future of Punjabi & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shyam Benegal and Mani Ratnam

**Unit-4**

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films in India, Film Publicity Techniques, Film Review and Film appreciation, CBFC: Organization & functions.

*Sujay Shamran*

*F.H.*

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

**SEMESTER III**

**Core Elective (I)**

**BUSINESS JOURNALISM**

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

**Objectives:** Imparting basic understanding of the Business World of and the features of Business Journalism. To provide them in-depth knowledge about the Business Reporting, Business Journalism and Modes of Business 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-1**

Introduction- Definition and Scope of business Journalism, Define the importance of business communication and channels of communication, Brief history of business journalism in India  
Elements of Business News Stories, Sources of Business News

**Unit-2**

Business correspondence – business letters /reports (annual committee etc) précis /summarizing etc.  
Sign language :perception /attitude /beliefs/values/norms, Interpersonal /intrapersonal business communication, Major Business Journals and their Unique Feature

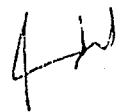
**Unit-3**

Changing Scenario of Business Journalism, Ethics and Social Responsibilities of Business Journalism, Professional Requirements of Business Journalist, Tools and challenges of business journalist Business Feature

**Unit-4**

Characteristics of Business Journal, Qualities of Effective Business Articles, Business Letters, Panel Discussion, Latest trends and issues of business journalism in India, Prominent economic/business journalist in India







M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (II)

**SPORTS JOURNALISM**

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

**Objectives:** Imparting the Students a Basic Understanding of the World of Sports and Identify and understand various types of Sports Communication. To inculcate the understanding about the sources of Sports News and Sports News Editing.

**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-1**

Sports Journalism, Sports News: Concept, Contents & Definition, Sports News Values, Sources of News, News Style, Accuracy, Objectivity & Fairness in Sports Writing

**Unit-2**

Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism, Sports Pages of English & Language News Papers, Syndicated Sports Journalism, Politics and Sports, Sports as Entertainment

**Unit-3**

Sports Photography, Sports Magazines, Sports TV Channels, Sports Commentary, Sports Culture, Sports Media, Sports Personality, Prominent Sports Journalists.

**Unit-4**

International Games and Sports, Place of India in International Sports, Television & Traditional Sports, Sports News Paper: Need & Probabilities, Major Sports Issues

*Dr. Sharma*

*4/11*

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

**SEMESTER III**

**Core Elective (III)**

**CORPORATE COMMUNICATION**

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

**Objectives:** Giving to the Students a Basic Understanding of Corporate Communication, and role of Communication in growth of organization . Role of Research in the field of 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-1**

Corporate Communication: concept and definition, Evolution and History of Corporate Communication, Principles of Corporate Communication, Corporate Communication and growth of the organization.

**Unit-2**

Role of Corporate Communication in damage control & crisis management, Corporate Communication: Planning, management and execution, Feature of Corporate Communication in

**Unit-3**

Corporate Communication and Media Houses, Corporate Communication Advertisement agencies, Corporate Communication in Shopping Malls,.

**Unit-4**

Importance of Research in the field of Corporate Communication, Corporate Communication in Multi-National Companies, Feedback, Group Communication, Corporate Culture

*Sy Pravan*

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M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (IV)

**POLITICAL COMMUNICATION**

Time Allowed : 3 Hours

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

**Objectives:** Giving to the Students a Basic Understanding of Political Communication, and Identify and Analyze Basic Types of Political Communication and its Barriers. Models of Political Communication in Order to Understand Various Political 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-1**

Meaning, Nature and Scope of Political Communication, Democracy & Media, Media Effects of Political Communication, Political Marketing, Political PR, Media Power in Politics, Role of Advertising in Political Communication

**Unit-2**

Role of Media in Political Communication, , Media and policy making, Gatekeeping vs Propaganda models, New Media and Political Awakening.

**Unit-3**

Public Opinion Polls: Reliability and validity, Conducting Opinion Polls: Preparation and Execution, Authenticity of Pre-poll and Post-polls, Public Opinion and Audience, Guiding Public Policies, Public opinion & New Media

**Unit-4**

Political Ideology: Political Socialization, Media during Elections, Opinion Making Media, Journalism, Media and Political Campaigns, Malpractices in Politics, Political Vendetta

*Sy. Praman*

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M.A. Journalism & Mass Communication

SEMESTER III

**Open Elective**

**FILM STUDIES\***

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

**Objectives:** Imparting basic understanding of the process of Film Making. To impart knowledge about the World of Cinema and provide them in-depth knowledge about the process of Film Making and Film appreciation.

**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-1**

A Brief History of Indian Cinema, The Pioneers, The Talkies & Studio Culture, Coming of the Superstars, Rise of Multiplex, Genres in Indian Cinema

**Unit-2**

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Film Genres, Brief History of World Cinema.

**Unit-3**

Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and future of Bengali & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shyam Benegal and Mani Ratnam

**Unit-4**

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films, Film Publicity Techniques, Film Review and Film appreciation, CBFC: Organization &

*Seyyadnanan*

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