

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. Shantanu
7/12/18

Dr. Shantanu
7/12/18
Approved 07-12-2018

1st 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 Science & Environment Journalism	4	70	30
6	Core Elective	Agriculture Communication	4	70	30
		OR Health Communication	4	70	30

2nd 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 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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3rd 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

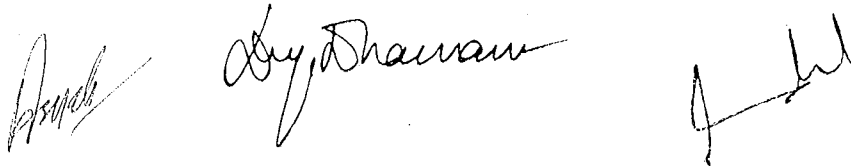
Core Elective	Business Journalism	4	70	30
	OR	4	70	30
	Sports Journalism			
Core Elective	Corporate Communication OR	4	70	30
	Political Communication	4	70	30
Open Elective	Film Studies	4	70	30


4th Semester

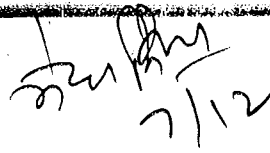
Core Compulsory	Media Research	4	70	30
Core Compulsory	Media & Management	4	70	30
Core Compulsory	Media Laws & Ethics	4	70	30

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 21st Century in Various Media.

Sy. Praman

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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

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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 Shamrao

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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

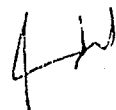
Unit-3

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





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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, News Paper: Need & Probabilities, Major Sports Issues

Dr. Sharma

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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 Multinational Companies, Feedback, Group Communication, Corporate Culture

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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

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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 &

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