

**UNIVERSITY CENTRE FOR DISTANCE LEARNING
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**

**MASTER OF ARTS (JOURNALISM & MASS COMMUNICATION)
(2-YEAR COURSE)**

Syllabus

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,s 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

SEMESTER I

Core Compulsory-II CURRENT AFFAIRS & GENERAL STUDIES

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

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

SEMESTER I
Core Compulsory-III
INTRODUCTION TO MEDIA

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

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

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

SEMESTER I
Core Elective-I
Economic Journalism

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

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

SEMESTER I
Core Elective-II
SCIENCE & ENVIRONMENT JOURNALISM

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

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.

SEMESTER I
Core Elective-III
AGRICULTURAL 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

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

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

SEMESTER II
Core Compulsory-I
Print Journalism: Editorial & Features

Total Marks: 100
Time allowed : 3 Hours

Max. Marks :50
Internal Assessment: 30
Practical : 20

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 (10 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 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

SEMESTER II
Core Compulsory-II
Radio & T.V. Journalism

Time allowed : 3 Hours

Total Marks: 100
Max. Marks :50
Internal Assessment: 30
Practical : 20

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 2 marks= 10 marks

Question no 2 to 9 will carry equal marks (10 marks each). There will be two questions set with internal choice on each of the four units of the syllabus. 4 questions of 10 marks= 40 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

SEMESTER II
Core Compulsory-III
CYBER JOURNALISM

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :50

Internal Assessment: 30

Practical : 20

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 2 marks= 10 marks

Question no 2 to 9 will carry equal marks (10 marks each). There will be two questions set with internal choice on each of the four units of the syllabus. 4 questions of 10 marks= 40 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

SEMESTER II
Core Compulsory-IV
Computer Applications in Media

Time allowed : 3 Hours

Total Marks: 100

Max. Marks: 50

Internal Assessment: 30

Practical: 20

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 (10 Marks each). There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 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 : Desktop 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

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 charge 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.

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.

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

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.

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.

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.

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.

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

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, Shayam 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.

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

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 Mania , Sports Personality, Prominent Sports Journalists.

Unit-4

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

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 India.

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

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 & Terrorism, Media and Political Campaigns, Malpractices in Politics, Political Vendetta

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 Punjabi & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shayam 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.

SEMESTER IV
Core Compulsory-I
MEDIA RESEARCH

Time Allowed : 3 Hours

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

Objectives: Giving to the Students a Basic Understanding of Media Research, and Identify and Analyze Basic Types Applied Research and Research Design. Various Data Analysis Techniques in Order to Understand Various Dimensions of Media Research.

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

Communication Research: Concept, Need and Importance, Pure & Applied Research, Feedback and Feed forward Studies, Qualitative and Quantitative Research, Hypothesis: Types and Importance

Unit-2

Research Design: Meaning, Need & Importance, Experimental, Longitudinal Studies, Panel Studies, Research Methods & Techniques: Sampling, Survey, Case Study, Content Analysis

Unit-3

Questionnaire: Purpose, Preparation & Administration, Types of Questions, Sources of Data: Primary, & Secondary , Coding, Classification, Tabulation of Data, Data Analysis and Interpretation.

Unit-4

New trends in Mass Communication Research, Research Report: Purpose and Characteristics, Parts of Research Report , References: Foot-notes, End-notes & Bibliography

SEMESTER IV
Core Compulsory-II
MEDIA & MANAGEMENT

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students basic understanding of Media Houses and Media Organizations. Problem of Small Scale Newspapers and various types of Advertising Campaigns.

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

Organization Structure of Prasar Bharti , Organization Structure of Private Channels, Types Ownership in Electronic Media, FTII, Film Censorship Board

Unit-2

Organizational Structure of Newspapers and Magazines, Ownership and Control of Newspapers & Magazines, Managing Internet Edition of a Newspaper, Problems of Small scale Newspapers

Unit-3

Organizational Structure of Advertising Agencies, Advertising Campaigns, Internet Advertisements, Ad. Agency Commission System , Empanelling of Ad. Agency, AAAI, ABC, ASCI.

Unit-4

Organizational Structure of Government PR Departments, Functioning of PR Departments in Corporate Sector, PR Campaign, Empanelling of PR Consultancies, PRSI, IPRA, PIB.

SEMESTER IV
Core Compulsory-III

MEDIA LAWS & ETHICS

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Media Laws and their usage in Media Industry. To impart the knowledge about Press Council of India and various Press Commissions.

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

Media Laws: Meaning and Concept of Media Ethics, Fundamental of Indian Constitution, Salient Features of Constitution, Fundamental Rights and Fundamental Duties, Directive Principals of State Policy

Unit-2

Freedom of Speech and Expression with special reference to Freedom of Press in India, Parliamentary Privileges, Law of Defamation, Contempt of Court, Film Censorship

Unit-3

Press and Registration of Books Act, 1867, Official Secrets Act, Working Journalist Act , Copyright Act, Indecent Representation of Women Act, Prasar Bharti Act, Cable Television Network Regulation Act

Unit-4

Press Council of India, Press Commission, Right to Privacy, Right to Information, Consumer Protection Act, Code of Ethics for Media Professionals

SEMESTER IV
Core Elective-I
INTERNATIONAL COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of International Communication, and Identify and Analyze role of International Communication in Nation Building. To impart the knowledge about International Media Networks and broadcasting programs.

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

International Communication: Concept, Need, Nature, Scope and functions, Qualities and Responsibilities of International Communicators

Unit-2

International Commissions in the field of International Communication: Hutchins's and Mac Bride Commission, Free flow of information: balances and imbalances, Non-Aligned News Pool

Unit-3

New World Information and Communication Order: Concept, Nature, Scope and Significance, Impact of Globalization on Media, International News and Information Networks, International Trade in Broadcasting Programmes, International Media Networks

Unit-4

Monopoly of Media, International Film Network, International Broadcasting Network, International New Media Network, International Advertising

SEMESTER IV
Core Elective-II
TRADITIONAL MEDIA

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding Traditional Folk Media, and Identify and Analyze Basic Characteristics & advantages of Folk Media. Relevance of folk media in Modern 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-1

Evolution of Human Society, Methods of Communication in Primitive Societies, Traditional Modes of Advertising, Traditional Personality, Ethics of Traditional Media in present Media Environment.

Unit-2

Characteristics & advantages of Folk Media, Traditional folk variety in India, Traditional Games and Sports, Folk Tales, Folk Songs & Folk Dances of Punjab and Haryana, Tourism as promotion of Folk Culture ,Relevance of folk media in Modern Society

Unit-3

Folk Theatre: Characteristics and Advantages, Prominent Folk theatrical Forms of India, Street Theatre -Role and Significance, Popular Folk Media of North India ,Regional Films as Carriers of Folk Media

Unit-4

Prominent Balads of India ,Traditional Media and Social Cultural change, Limitations of Folk Media ,Integrated use of Folk Media and Mass Media ,Impact of Electronic Media on Folk Media, Relevance of Folk Media in contemporary society, Traditional Media and New Media.

SEMESTER IV
Core Elective-III
COMMUNITY RADIO

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Community Radio and Procedure of setting up a Community Radio Station. Role of community Radio in Social Development

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

Community Radio – Concept & Objectives, Brief history of Community Radio in India, Differences between Community Radio & Commercial Radio and AIR, Commercial Radio in Indian context, Present scenario of Community Radio in India

Unit-2

Procedure of setting up a Community Radio Station, Contents of Programmes of Community Radio, Target Audience for CRS, Rules and Regulations for CRS Broadcasting, Advertising on Community Radio

Unit-3

Role of community Radio in Social Development, Community Radio as Voice of the Voiceless, Limitations and Future of Community Radio, Community Radio and Formal & Informal Education, Role of Community Radio in Natural calamities

Unit-4

Community Radio & Education, Community Radio & Moral - Ethical Values, Community Radio as a tool of Education, Community Radio & Social Evils, Community Radio & Socio-Cultural Development

SEMESTER IV
Core Elective-IV
SOCIAL MEDIA

Time Allowed : 3 Hours

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

Objectives: Giving to the Students a Basic Understanding of Social Media and Identify and Analyze Basic Types of citizen Journalism and its role in Nation Building.

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

Social media definition and importance ,Relationship and use of social Media in Society, Impact of Media on society- recent trends, Tools of social media ,Citizen journalism, social Media Development, Media as Mirror of Society, Media & Social Problems

Unit-2

Use of blogs, Twitter, Facebook, Instagram, Snapchat, You Tube etc. for story generation and development ,Protecting copyright, Dynamic of social media networks, novelty, strengths and weakness, growing personal sphere and online communities , Impact of social Media on children and youth

Unit-3

Multimedia storytelling on individual and group blogs, Social sharing to social activism, Media as Social Reformer- Social Media and Violence, Media and Rising Crime, Media and development of scientific temperament

Unit-4

Social Media accountability, Security and privacy concerns, nature of cyber crime and cyber laws ,Net war and terrorism ,need for a national ICT Policy, Social Media and Nation building, Social Responsibility of Media

SEMESTER IV
Open Elective
SOCIAL MEDIA

Time Allowed : 3 Hours

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

Objectives: Giving to the Students a Basic Understanding of Social Media and Identify and Analyze Basic Types of citizen Journalism and its role in Nation Building.

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

Social media definition and importance ,Relationship and use of social Media in Society, Impact of Media on society- recent trends, Tools of social media ,Citizen journalism, social Media Development, Media as Mirror of Society, Media & Social Problems

Unit-2

Use of blogs, Twitter, Facebook, Instagram, Snapchat, You Tube etc. for story generation and development ,Protecting copyright, Dynamic of social media networks, novelty, strengths and weakness, growing personal sphere and online communities , Impact of social Media on children and youth

Unit-3

Multimedia storytelling on individual and group blogs, Social sharing to social activism, Media as Social Reformer- Social Media and Violence, Media and Rising Crime, Media and development of scientific temperament

Unit-4

Social Media accountability, Security and privacy concerns, nature of cyber crime and cyber laws ,Net war and terrorism ,need for a national ICT Policy, Social Media and Nation building, Social Responsibility of Media.