

SYLLABUS

OF

MA (JMC) – II

(SEMESTER – III & IV)

Session 2018-19

**DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

MATA GUJRI COLLEGE, FATEHGARH SAHIB

**MA(JMC) PART II
SEMESTER III**

| Code | Title of Paper | Course | Theory | Internal Assessment | Practical | Total |
|------------------|--|------------------------|---------------|----------------------------|------------------|--------------|
| MAJMC 301 | MASS COMMUNICATION RESEARCH | Core Course | 70 | 30 | -- | 100 |
| MAJMC 302 | RADIO & TV PRODUCTION TECHNIQUES | Core Course | 70 | 30 | -- | 100 |
| MAJMC 303 | CORPORATE COMMUNICATION & PR | Core Course | 70 | 30 | -- | 100 |
| | SELECT ANY ONE FROM MAJMC 304 A OR MAJMC 304 B OR MAJMC 304 C | | | | | 100 |
| MAJMC 304 | A. DEVELOPMENT COMMUNICATION | Elective Course | 70 | 30 | -- | |
| | B. MEDIA PSYCHOLOGY | Elective Course | 70 | 30 | -- | |
| | C. CURRENT AFFAIRS | Elective Course | 70 | 30 | -- | |
| MAJMC 305 | PROJECT | CORE | -- | -- | 100 | 100 |
| | TOTAL | | | | | 500 |

MA(JMC) PART II

SEMESTER IV

| Code | Title of Paper | Course | Theory | Internal assessment | Practical | Total |
|-----------|---|-----------------|--------|---------------------|-----------|-------|
| MAJMC 401 | NEW MEDIA | Core Course | 70 | 30 | -- | 100 |
| MAJMC 402 | FILM PRODUCTION & STUDIES | Core Course | 70 | 30 | -- | 100 |
| MAJMC 403 | INTERCULTURAL & INTERNATIONAL COMMUNICATION | Core Course | 70 | 30 | -- | 100 |
| | SELECT ANY ONE FROM MAJMC 404 A OR MAJMC 404 B OR MAJMC 404 C | | | | | 100 |
| MAJMC 404 | A. MEDIA & SOCIETY | Elective Course | 70 | 30 | -- | |
| | B. INDIAN ECONOMY | Elective Course | 70 | 30 | -- | |
| | C. PUNJAB POLITICS | Elective Course | 70 | 30 | -- | |
| MAJMC 405 | CONTRIBUTION TO MEDIA | core | -- | -- | -- | 100 |
| MAJMC 406 | PROJECT | core | -- | -- | 50 | 50 |
| | TOTAL | | | | | 550 |

**MA(JMC) PART II
SEMESTER III**

| Code | Title of Paper | Course | Lecture | Tutorial | Practical | Credit |
|----------------------|--|----------------------------|----------------|-----------------|------------------|---------------|
| MAJMC 301 | MASS COMMUNICATION RESEARCH | Core Course | 4 | 1 | -- | 5 |
| MAJMC 302 | RADIO & TV PRODUCTION TECHNIQUES | Core Course | 4 | 1 | -- | 5 |
| MAJMC 303 | CORPORATE COMMUNICATION & PR | Core Course | 4 | 1 | -- | 5 |
| | SELECT ANY ONE FROM MAJMC 304 A OR MAJMC 304 B OR MAJMC 304 C | | | | | 5 |
| MAJMC 304 | A. DEVELOPMENT COMMUNICATION | Elective Course | 4 | 1 | -- | |
| | B. MEDIA PSYCHOLOGY | Elective Course | 4 | 1 | -- | |
| | C. CURRENT AFFAIRS | Elective Course | 4 | 1 | -- | |
| MAJMC 305 | PROJECT | CORE | -- | -- | 8 | 4 |
| | TOTAL | | | | | 24 |

MA(JMC) PART II

SEMESTER IV

| <u>Code</u> | <u>Title of Paper</u> | <u>Course</u> | <u>Theory</u> | <u>Tutorial</u> | <u>Practical</u> | <u>Credit</u> |
|--------------|---|--------------------|---------------|-----------------|------------------|---------------|
| MAJMC 401 | NEW MEDIA | Core Course | 4 | 1 | -- | 5 |
| MAJMC 402 | FILM PRODUCTION & STUDIES | Core Course | 4 | 1 | -- | 5 |
| MAJMC 403 | INTERCULTURAL & INTERNATIONAL COMMUNICATION | Core Course | 4 | 1 | -- | 5 |
| | SELECT ANY ONE FROM MAJMC 404 A OR MAJMC 404 B OR MAJMC 404 C | | | | | 5 |
| MAJMC 404 | A. MEDIA & SOCIETY | Elective Course | 4 | 1 | -- | |
| | B. INDIAN ECONOMY | Elective Course | 4 | 1 | -- | |
| | C. PUNJAB POLITICS | Elective Course | 4 | 1 | -- | |
| MAJMC 405 | CONTRIBUTION TO MEDIA | Core | -- | -- | -- | 6 |
| MAJMC 406 | PROJECT | Core | -- | -- | 4 | 2 |
| | TOTAL | | | | | 28 |

MA (JMC-II)
Semester-III & IV
Session 2018-19

PASSING MARKS

| | | |
|---------------------|----------|----|
| Max. Marks: | 100 | 35 |
| Theory | 70 Marks | 25 |
| Internal Assessment | 30 Marks | 10 |

Note: This paper will carry 70 marks and is of 3 hours duration. 30 marks in paper are for Internal Assessment.

The Break up of 30 marks for Internal Assessment (Theory Paper) is as below:-

- | | |
|---------------------|----------|
| 1. Tests (MSTs) | 15 Marks |
| 2. Class Attendance | 06 Marks |
| 3. Assignment | 09 Marks |

| | |
|-------------|-----------------|
| Total marks | <u>30 Marks</u> |
|-------------|-----------------|

MA(JMC) 301

MASS COMMUNICATION RESEARCH

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

Research: Definition, Need, Nature and Scope; Research Design & Types. Types of Research, Mechanics of Research Report Writing, Elements of Synopsis, Selecting the Research problem, Delimiting the research problem, Hypothesis and its types, Review of Literature. Importance of Mass Communication research, Milestones in Mass Communication research : Payne fund studies, American School of Thought, Frankfurt School of Thought, Invasion From Mass People's Choice.

Marketing Research: Definition, Scope and need of Marketing Research. MR Powers. Consumer Research Meaning, Scope and functions. Advertising Research: Limitations of Research, Pre-testing and Post-testing Research.

UNIT II

Quantitative methods, Experimental and Quasi experimental design, Sampling and its types, Independent, Dependent and Control variables, Experimental and Control groups, Qualitative methods, Content Analysis, Intensive interview, Focus group studies, Observational studies, Case Study.

Data Processing, Coding and Tabulation, Data Analysis and Interpretation, Guidelines for making a good questionnaire, Advantages of Qualitative research and Quantitative research, Statistical methods: Mean Media, Mode. Importance of Bibliography and References. Research and the Internet, Advantages & disadvantages of Internet research.

Practical: Doing research using different methods of research i.e. questionnaire, case study, content analysis etc.

SUGGESTED READINGS

1. Defleur Melvin, Milestone in Media Research.
2. Werner Joseph Severin & James W. Tankard, Communication Theories, Addison Wesley Longman(2010)
3. Alfred Govd Smith, Communication and Culture, Holt Rinehart Winston (1966).
4. Jensen Harper & Row, Fundamentals of Communication.
5. Wilbur Lang Schramm, Men, Messages and Media, Harper and Row (1973).
6. Klaus Krippendorff, Content Analysis, Sage Publication (2013).
7. P.V. Young, Scientific Social Surveys and Research, Prentice Hall (1949).
8. Wilkinson and Bhandarkar, Methodology and Techniques of Research, Himalaya Publishing House(2010)
9. Crosswell John :Research Design.
10. Weaver and Deminick, Research.
11. Mass Communication. K. J, McGarthy
12. R. Cauvery & M. Girja Sudhanayak, Research Methodology, S.Chand & Co. Ltd (2010).
13. Barrie Gunter, Media Research Methods, Sage Publication (2000).
14. McQuail Denis, Mass Communication Theories and Model 2012.

MA(JMC) 302

RADIO & TV PRODUCTION TECHNIQUES

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

Basic principles of audio production; Radio programme production techniques; Pre, production & post production stages; Formats of radio programme; Digital audio broadcasting; Outside live broadcasting, online broadcasting, future of MW and SW, future of car radio, DAB+HD Radio, Big name in broadcasting: Jasdev singh, Mark Tully, Roger Cook, BBC Radio model, Emergence of public and private FM, Format of FM programme

Introduction to radio studio; Types of microphones and their uses; Field & Studio Recording; different equipment for radio studio, Consoles and its Types. Importance of sound effects & music effects, editing & mixing; New technologies of audio recording and audio editing

UNIT II

Principles of video production; Basic TV production techniques, Scriptwriting; Types of cameras, camera mountings, camera angles, camera shots, camera movements; Floor plan; Shooting schedule; Make up, Production Crew, formats of TV programme, voice over, TV news anchor; body language, modulation, flow and command over language, Globalization of content and its impact on society

Mechanics & dynamics of PCR and MCR, Lighting & sound; equipments of studio, News production; News room- structure, news editor, correspondents, newscaster , cues, Production of documentaries & news based programmes; Indoor & outdoor shooting; Single and multi camera production, Basic editing techniques and softwares

Practical: Editing of audio & Video Clips; Radio Magazine and Documentary

SUGGESTED READINGS

1. Thomas A. Ohnian, Editing Film and Video on the Desktop, Focal Press (1998).
2. Millerson Gerald, TV Production, Focal Press (1999).
3. Steven Bernstein, Film Production, Focal Press (1994).
4. Barnard Wilkie, Creating Special Effects for TV and Video, Taylor & Francis (1996).
5. R.B. Musburger, Single Camera Video Production, Taylor & Francis (2010).
6. P. Kriwaczek, Documentary for the small screen, Focal Press (1997).
7. William Moylan, The Art of Recording, Taylor & Francis (2007).
8. Declan McGrath, Editing and Postproduction, Focal Press (2001).
9. Shrivastava K.M., Radio and TV Journalism, Sterling Publishers
10. Kundra Shipra, Audio-Visual Media, Anmol Publications Pvt. Ltd.
11. Chatterji, Broadcasting in India, SAGE Publications
12. Tata McGrill, Brodcasting.

MA(JMC) 303

CORPORATE COMMUNICATION & PR

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

Public Relations: Meaning, definitions and history; PR Pioneer: Ivy Lee, Edward Bernay and P.T. Barnum; PR and allied disciplines (Publicity, Propaganda, Advertising, Lobbying); Functions of P.R.; Qualities of P.R; PR Public; Integrated Public Relations
PR tools: Internal publics(house journals, bulletin boards, open houses, suggestion boxes, video magazine etc.); Writing for media (Press conference, press release, rejoinder, backgrounders, press brief) ; Handling Media; Facts & Figures- updation; Proactive and reactive public relations; Models of PR: Press agency, Public Information, Two way asymmetrical and Two way symmetrical

UNIT II

PR in government Sector: need & objectives: PR in India at central & state government; PR campaign; Role of PR in crisis management; PR & new media; Ethics of PR - IPRA code - professionalism, PRSI

Corporate Communication: meaning and key concepts; Skills and talents of a corporate communicator; Corporate Identity, Corporate culture, corporate philosophy, corporate citizenship; Groupware; Making of House style; HRD Practices: Recruitment, Selection & Training; CSR

Practical: Covering Events, Preparing Press Notes

SUGGESTED READINGS

1. Gupta Ruchika, The DBS Handbook of mass Media and Communication, Thomson Press
2. D.S. Mehta, Handbook of Public Relations in India, Allied Publishers (1968).
3. K.R. Balan, Corporate Public Relations, Castle Book (1994).
4. Fraser P. Seitel, The Practice of Public Relations, Pearson Education (2013).
5. Bohn Hiebert, Ungurait, Mass Media VI. Longman.
6. Pearson, Basics of Public Relations
7. Jan R. Hakemuldar, Future of Journalism: Mass Communication and Public Relations.
8. J. Shri, N. Jethu, Public Relations Concept.
9. K.R. Balan & C.S. Raudu, Handbook of Public Relation and Communication.
10. Scott.M.Cutlip, Allen H. Center & Glen M. Broom, Effective Public Relations, Prentice Hall (2005).
11. James Grunig & Todd Hunt, Managing Public Relations, Holt, Rinehart & Winston (1984).
12. Walter Lippmann, Public Opinion, BN. Publishing (2008).
13. Uma Narula, Public Relations.

MA(JMC) 304 A

DEVELOPMENT COMMUNICATION

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

Development : meaning and concept; Growth v/s Development; Development issues; Development indicators; Dynamics of development; Pre-requisites of development; Gap between developed and developing societies; Social Change, modernization and development.

Development communication (Devcom): meaning, concept, scope, objectives and importance; Development support communication (DSP); Development journalism; Media used for development communication; Development communication Models; Internet as a powerful communication tool for development; Traditional Media and development.

UNIT II

Rural development: concept and importance; Rural journalism & its problems; Media & agricultural development; Problems of rural society—poverty, unemployment, illiteracy etc.; Role of radio in rural development; Writing development messages for rural audience; Farm Journals, Improving media programme for agricultural development.

Development communication and family planning; National integration; Upliftment of weaker section;, Education and Literacy; Human Rights; Role of communication in urbanization; Environmental Problems: Global Warming, Pollution etc; Problems and impact of urbanization and population migration; Psychological challenges of development, Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India.

Practical: Writing Development Stories

SUGGESTED READINGS

1. Bernard Berelson, National Programmes in Family Planning: Communication Development Administration, Basic Books (1969).
2. Alam Chalkels, A Manual of Development Journalism, Vikas Publication (1970).
3. Prof. R. Sinha & Gavdi, Communication & Rural Change, Asian Mass Communication & Information Center (1976).
4. B. Kupu Swamy, Communication & Social Development in India, Sterling Publishers (1976).
5. Karris & Hocks, The Community Newspaper.
6. B. William Ward, Reporting Agriculture, Comstock Pub. Associates (1959).
7. Rodnary Fox, Agricultural & Technical Journalism, Greenwood Press, London (1969).
8. S.C Dubey, Human Factor : India's Changing Villages, Routledge (2012).
9. Wilbur Schramm, Mass Media & National Development, Stanford University Press (1964).
10. Harjinder Walia & Batra, Sanchar. Madan Publication (2001).
11. K. Sadanandan, Perspectives on Development Communication, Sage Publication (1993).
12. V.S. Gupta, Communication and Development: The Challenge of the twenty first century, Concept Publishing Crop.(2000).
13. Uma Narula, Development Communication.
14. Dr. Harjinder Singh Walia, Development Communication, Punjabi university, Patiala
15. Dr. Harjinder Singh Walia, Science Communication, Punjabi university, Patiala

**MA (JMC) 304 B
MEDIA PSYCHOLOGY**

Max. Marks : 100

Total Teaching Periods : 75

Minimum Marks : 35%

Time Allowed : 3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three UNITS I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT- I

i) **Media Psychology:** Concept; Models (McLuhan, Zillman), Media as tool to promote well being and human rights. Research Methods in Media Psychology.

ii) **Theories/Models of Media Psychology:** Theories (Bandura, Jo and Berkowitz, Zillman), Catalyst model of Ferguson. Becker's Mosaic Model, Cognitive Processing Model.

UNIT- II

i) **Media and Communication:** Concept, process, models of communication. Introduction to crisis communication.

ii) **Cybercrime:** Concept, Factors, Control. Media Violence; Concept, Causes and Control.

REFERENCES

- Albarram, A.B. (2007). *Management of Media*. U.K. Thomson.
- Dunnette, M.D. and Hough, L.M. (1998). *Handbook of Industrial and Organizational Psychology*. (Vol. 1-4) Mumbai: Jaico.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: University.
- Kirsh, S.J. (2006). *Children Adolescents and Media Violence*. New York: Sage.
- Misra, G. (1990). *Applied Social Psychology*. New Delhi: Sage.
- Montgomery, K.C. (2007) *Generation Digital*. MIT Press.
- Wood, R.N. (1983). *Mass Media and Individual*. Minnesota: Woods.

MA(JMC) 304 C

CURRENT AFFAIRS

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

Events and happening of last six months with special reference to:

- Political and Social Issue: Major current issues of parliament (Budget),
- Major issues of different political parties (Agenda)
- Major current issues in media,
- Study of current debates on social issues

UNIT II

Health and Education:

- Current issues in health
- Current issues of women and child right
- Issue related to human rights
- Current issues in education system

Business sports and security:

- Current issues of business,
- Current issues of entertainment and sports
- Current issues of internal and external security

Suggested Books / Magazines

1. Competitor Success Review
2. Manorama Year Book
3. Focal Study

MA(JMC) 305

PROJECT

Total Marks: 100

Students have to submit Practical Record-

- 1) Students have to compulsorily contribute to the production of Lab Journal 'FATEH'. It is mandatory on the part of each student to bring out Lab Journal. Four students shall be incharge of one issue.
- 2) Radio Broadcasting comprises at least Two Radio News Bulletins, Two Radio Talks, Two Radio Interview, Two Radio Commercial and one play.
- 3) TV Broadcasting comprises at least Two TV News Bulletins, Interview, Discussion, Two TV Commercials and Piece To Camera.
- 4) Practicing Writing Research paper

SEMESTER IV

MA(JMC) 401

NEW MEDIA

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

New Media: history, definition, concepts; Digital, Convergence, User Friendly Concise, Sophisticated, Dynamic, Interactive fast, Cost Effective, Mobile, Vast Reach. New media and interactivity; Information society and new media; New Media: information, education and entertainment; Media convergence; New Media and mass communication, News Media: Many to Many Model, New Media as social media; e-mail, Blogs, Micro blogs, Social networking; New media: uses and gratifications; Mobile journalism: Meaning, concept, definition and scope; Emergence of mobile phone in journalism

UNIT II

E-governance; New Media; Social change; New media and the news flow; Contextualized Journalism, New media and freedom of speech and expression; Need for regulations, Communication and culture; New media and intercultural competence; Emergence of global village; Remediation and new media technologies, Intercultural changes and challenges, Cultural Imperialism.

Practical: Creating blogs, Report five news using mobile devices.

SUGGESTED READINGS

1. Callahan Christopher. *A Journalist's Guide to the Internet: The Net as a reporting tool*, Pearson.
2. Andrew Bonim. *Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web*, Wiley & Sons.
3. Crumilish. *ABC of the Internet*, Sybex Incorporated.
4. Danis P. Curtin. *Information Technology*, Tata Mcgraw Hill Publication.
5. Anil Madan. *Illustrated World of Internet*, Dreamland Publications.
6. Preston Gralla. *How the Internet Works*, Que Publishing.
7. Wilson Dizard, Jr. *Old Media New Media*, Addison Wesley Publications.
8. Sonia Living Stone : *Handbook of New Media*.
9. Denis McQuail,
10. Elizabeth Pense: *New Media Technology*.

MA (JMC) 402

FILM PRODUCTION AND STUDIES

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

Film as a medium; Commercial vs art cinema; Evolution of Indian cinema; Development and importance of vernacular cinema in India; film classification- Actuality, Documentary, educational cinema, Docu- drama & feature films, short movies

The basics of screen Grammar; Five c's of cinematography; New methods and techniques of publicity; Traditional theatre and multiplex culture; influence of cinema on society and culture, How to read a film, Film review; Changing trends in Punjabi cinema; ; New trends in Indian cinema; globalization and Indian cinema

UNIT II

Conceptualizing a film; Planning the production, Significance of research in AV production process; Shooting script; Framing effective shots- field of view, headroom, leadroom, headroom, footroom, noseroom etc.; Basic principles of shot composition: close framing, screen area, object centering, spot focus, non symmetrical division, horizontal plane.

Visual and sound effects; Basic transitions and effects; emergence of animation in Indian Cinema, Role of director; Crew for production; Art direction; editing; Critical analysis of production & films of Satyajit Ray and D.W.Griffith
Censorship: need and relevance of censor board

Practical: Film Review Writing, Script Writing, Short Films

SUGGESTED READINGS

1. James Monaco, *How to Read a Film*, Oxford University Press (2009).
2. Martha Mollison, *Producing Videos: A Complete Guide*, Allen & Unwin (2010).
3. Gerald Millerson & Jim Owens, *Television Production*, Focal Press (2009).
4. Blain Brown, *Cinematography - Theory & Practice*, Focal Press (2011).
5. Blain Brown, *Motion Pictures and Video Lighting*, Focal Press (2007).
6. Gerald Mast, *A Short History of the Movies*, Longman (2005).
7. Bin Nichols, *Movies and Methods*, University of California Press (1976).
8. Eric Barnouw, *History of Documentary Films*, Oxford University Press (1993).
9. Michael Langford, *Advanced Photography*, Focal Press (2011).
10. Karel Reisz, *The Technique of Film Editing*, Focal Press (2009).
11. V. Nilsen, *Cinema as a Graphic Art*, Hill & Wang Publisher (1972).
12. Satyajit Ray, *Our Films Their Films*, Orient Blackswan Pvt Ltd (2012).
13. Sharda Koshik, *Script to Screen*, Macmillan Publisher (2000).

MA(JMC) 403

INTERCULTURAL & INTERNATIONAL COMMUNICATION

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

Culture: meaning & definitions; Process of culture; Value system: primary values & secondary values; Eastern & western perspectives of culture; Intercultural Communication: meaning & concept; Cultural symbols in verbal & non-verbal communication; Barriers in intercultural communication; Intercultural conflicts, Mass media as a vehicle of intercultural communication

International communication: meaning & concept; Communication & information as a tool of equality & exploitation; International News flow imbalance; Impact of new communication technology on news flow; Macbride Commission's Report; International news agencies & their functions; International organizations: UNESCO, NANAP, NWICO, NIEO

UNIT II

UNESCO'S efforts in the promotion of intercultural communication; UNO's Universal Declaration of Human Rights and Communication; UNESCO's Mass Media Declaration; Code of ethics in intercultural communication; Mass culture

Issues regarding intercultural communication & international communication: violence against media persons; cultural imperialism; cultural shock; cultural simulation, effects of globalization on media; Issues regarding professional standards; transnational media ownership and issues of sovereignty and security; Information superhighway

SUGGESTED READINGS

1. J. Galtung, & R.C. Vincent, *Global Glasnost: Toward a New World Information and Communication Order?*, Hampton Press (1992).
2. M. Linda Harasim, *Global Networks: Computers and International Communication*, The MIT Press (1993)
4. Herman, & Robert W. McChesney, *Global Media: The new missionaries of global capitalism*, A & C Black (2001).
5. Yahya Kamalipour, *Global Communication*, Wadsworth Publishing (2006).
6. Peter M. Lewis, *Alternative Media: Linking Global and Local*, UNESCO Publishing (1993).
7. Oliver Boyd Barrett, *The Globalization of News*, Sage Publication (1999).
8. Thomas L. McPhail, *Global Communication: Theories, stakeholders and trends*, Wiley-Blackwell (2010).
9. Robert McChesney, *Global Media, Neoliberalism and Imperialism*, Blackwell Publishing (2005).
11. William H. Meyer, *Transnational Media and Third World Development*, Greenwood Press (1988).
12. Ali Mohammadi, *International Communication & Globalization*, Sage Publication (1997).
13. Kaarle Nordenstreng, & Herbert I. Schiller, *Beyond National Sovereignty: International Communication in the 1990s*, Prager (1993).
14. Terhi Rantanen, *The Media and Globalization*, Sage Publication (2005).
15. Daya Kishan Thussu, *International Communication: An introduction*, Sage Publication (2012).

MA(JMC) 404 A

MEDIA & SOCIETY

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Time allowed: 3 hours

Internal Assessment: 30 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT I

- Sociology : Definition and Basic Concepts like Organism, Community, Society, Social Institutions, Organisations
- Family : The Patriarchal and the Matriarchal Family
- Role of Family
- Social Values, Public and Public Opinion.

UNIT II

- Media as an agency of Public Opinion formation
- Social Change and Social Problems
- Role of Media as an Educator and Reformer
- Role of Media in Social integration and disintegration
- Effects of Various Media on Society
- Role of Media in Social change and Development
- Cyber Culture.

SUGGESTED READINGS

1. Curran & Gurevitch, Mass Media and Society.
2. Joseph, Modern Media and Communication.
3. Holt, Rinchart and Winston, Communication and Culture.
4. William E. Porter, Wilbur Schramm, Men, Women, Messages and Media.
5. Vidya Bhushan and D.R. Sachdeva, Introduction to Sociology.

MA(JMC) – 404 B

INDIAN ECONOMY

Maximum Marks: 100
External Assessment: 70 marks
Internal Assessment: 30 marks
Pass Marks: 35%

Teaching Periods: 55
Time Allowed: 3 Hours

INSTRUCTIONS TO THE PAPER-SETTER

The question paper will consist of three Units: I, II and III. Units I and II will have Four questions from the respective units of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type question which will cover the entire syllabus uniformly and will carry 30 marks. Each question will carry 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

The Candidates are required to attempt five questions in all selecting two questions from each of the Unit I and II and the entire Unit III.

UNIT-I

Nature and characteristics of Indian economy since independence. New Agricultural strategy- IAAP & IADP and Green revolution and its impact on Environment. Industrial policy of India since 1948 with special emphasis on recent trends of Liberalisation. Role and problems of small scale industries. Role of public and private sector in industrial development of India. Industrial development and its impact on environment.

UNIT-II

Features of Indian tax structure, Foreign trade: direction and composition, Balance of payments and balance of trade, Indian finance commission, Major Indian economic problems: Population growth, concentration of economic power, parallel economy and inflation. Demonetization: concept & objectives.

RECOMMENDED READINGS

- Datt, R. and K.P.M. Sundhram: Indian Economy, S. Chand & Company Ltd., New Delhi.
- Aggarwal, A.N: Indian Economy, Vikas Publishing House Pvt.
- Kapila, Uma: Indian Economy since Independence, Academic Foundation, New Delhi.
- Mishra, S.K and Puri, V.K. : Indian Economy, Himalya Publications, New Delhi
- B.B. Tandon and Kulwinder Kaur: Indian Economy , Tata McGraw, latest edition

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PAPER: PUNJAB POLITICS (Elective Paper for 4th Semester)

Max. Marks: 100

Theory: 70 Marks

Pass Marks: 35

Internal Assessment: 30 Marks

Time allowed: 3 hours

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three Units I, II and III. Units I and II will have four questions from the respective sections of the syllabus and will carry 10 marks each. Unit III will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 30 marks in all. Each question carries 3 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Units I & II of the question paper and entire Unit III.

UNIT - I

1. Socio-Economic bases of Punjab Politics
2. Reorganization of Punjab on linguistic basis and its impact on Punjab politics
3. A Comparative analysis of Ideology, Organisation, Support Base and Electoral Performance of Political Parties in Punjab
4. Role of S.G.P.C and Sri Akal Takht Sahib in Sikh Politics of Punjab.

UNIT - II

5. Demand for State Autonomy—Anandpur Sahib Resolution, Akali Government's Memorandum to Sarkaria Commission and its Recommendations
6. Working of Coalition Governments in Punjab
7. Imposition of President's Rule in Punjab and its impact
8. Emerging trends in Punjab Politics

READINGS

1. Dalip Singh, *Dynamics of Punjab Politics*, Macmillian India Ltd., 1981
2. Khushwant Singh, *History of the Sikhs*, Volume II, Oxford University Press, Delhi, 1977
3. Paul Wallace & Surinder Chopra (ed.), *Political Dynamics in Punjab*, G.N.D. University, Amritsar, 1988
4. Rajiv A. Kapur, Sikh Separatism, *The Politics of Faith*, Vikas Publishing House, New Delhi, 1987
5. A.S. Narang, *The Akali Politics*, Gitanjali Publishing House, New Delhi, 1983

6. A.S. Narang, *Punjab Politics in National Perspective*, Gitanjali Publishing House, New Delhi, 1986
7. Kehar Singh, *Perspectives on Sikh Polity*, Dawn Publishers, New Delhi, 1993
8. Varinder Grover, *The Story of Punjab – Yesterday and Today*, Deep & Deep Publications, New Delhi, 1965
9. Kailash Chander Gulati, *The Akalis Past and Present*, Asha Janak Publication, New Delhi, 1974
10. A.S. Narang, *Stormj over the Sutluj*, Gitanjali Publishing House, New Delhi, 1983
11. Baldev Raj Nayar, *Minority Politics in Punjab*, Princeton University Press, 1966
12. Amrik Singh, *Punjab in India Politics : Issues & Trends*, Ajanta Publications, New Delhi, 1994
13. L.S. Sandhu, *Party Politics in Punjab*, Mittal Publication, 1995
14. J.C. Aggarwal & S.P. Aggarwal, *Modern History of Punjab*, Concept Publishing Company, New Delhi, 1992
15. J.S. Brar, *The Communist Party in Punjab*, National Book Organization, New Delhi, 1989
16. Kuldeep Kaur, *Splits and Mergers of Shriomani Akali Dal*, Deep and Deep Publication, 1997
17. Harjinder Dilgeer, *Shiromani Akali Dal – Ik Itihas* (Punjabi)
18. S.C. Kashyap, *Politics of Power*, National Publishing House, Delhi, 1974
19. Harbans Singh, *Encyclopaedia of Sikhism*, Punjabi University, Patiala, 1997
20. Manju Verma, *Working of Coalition Governments in Punjab*, Patiala, 1978
21. Abbida Sammuudin, *The Punjab Crisis : Challenges and Response*, Mittal Publication, New Delhi, 1985
22. Dalip Singh, *Milian Julian Sarkaran Di Rajneeti*, Punjabi University, Patiala, 1996 (in Punjabi)
23. S.K. Sharma, *Punjab Sarkar Valon Sarkaria Commission Nu Pesh Keeta Memorandum* (Punjabi), 1993, Publication Bureau, Punjabi University, Patiala
24. Jamshid Ali Khan, *Punjab Di Rajniti*, Lokgeet Prakashan, Chandigarh, 2005.
25. Jamshid Ali Khan, *Coalitional Politics in Punjab*, Madan Publication, Patiala. 2006.

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CONTRIBUTION TO MEDIA

Total Marks 100

Five features published in newspapers (Ajit, Punjabi Tribune, Punjabi Jagran, Punjab Kesari, Dainik Bhaskar, The Tribune, HT, TOI, Dainik Jagran)

Or

Contributions to Radio (5Radio Features or broadcasting 5 programs on AIR FM, Big FM, Harman Radio, Radio Mantra etc.)

Or

3 Short films (3-5 minutes each) or one research based documentary on subject given by department (15 minutes and above)

Or

Two Research papers published in referred Journals

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PROJECT

Total Marks: 50

Students have to submit Practical Record-

- 1) Five development stories (Self Written)
- 2) Students have to compulsorily contribute to the production of Short Films and Documentaries. It is mandatory on the part of each student to produce documentary and short movie (through Mobile Phones). Four students shall be incharge of one documentary and short film.