SYLLABUS

OF

MA(JMC) – I

(SEMESTER – I & II)

Session - 2018-19

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

MATA GUJRI COLLEGE, FATEHGARH SAHIB
### MA(JMC) PART I
#### SEMESTER I

<table>
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<tr>
<th>Code</th>
<th>Title of Paper</th>
<th>Course</th>
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## MA(JMC) I
### SEMESTER I

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SEMESTER – I

MA(JMC) 101
INTRODUCTION TO MASS COMMUNICATION

Max. Marks: 100
Pass 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.

Objectives: a) To make the students aware of Communication Process, Patterns in the changing situation.
   b) To expose students to classical and contemporary theories of communication.

UNIT I
Communication: Meaning, definitions and nature of communication; Need of Communication; Elements and process of communication; Functions of human communication and mass communication; 7c’s of communication; Various forms of communication: Intrapersonal, Interpersonal, Group, Public and Mass communication, Verbal and Non Verbal Communication; Non Human Communication; Communication and human Relationships; Communication barriers; Visual language.
Models of communication; Scope, functions and limitations; Development of Communication models from simple to complex; Models of Communication- Aristotle, Dance, Harold Lasswell, Osgood, Wilbur Schramm, New Comb, Gerbner, SMCR, Gate keeping, Convergence, Dependency model, Shannon and Weaver.
UNIT II
Theories of direct and indirect influences: Hypodermic needle theory, Two step & multi step theory, Uses & gratification theory, Individual differences theory: selective exposure, selective perception and selective retention, Cultivation theory, Theory of cognitive dissonance, Play theory, Agenda setting theory
Media system theories: Authoritarian, Libertarian, Social responsibility, Soviet Media Theory, Development communication and Democratic participant theory
Mass communication through traditional and modern media; Effects of mass media on culture and society; Media and cultural imperialism; Convergence; Knowledge gap

PRACTICALS
Understanding communication situations and using verbal, non verbal and visual language;
Exercises related to group communication and public speaking.

SUGGESTED READINGS
1. Aggarwal Vir Bala, V S Gupta, Handbook of Journalism & Mass Communication
2. Bhattacharjee Shymali, Media and Mass Communication
3. Duck Steve, Basics of communication
4. Kumar Keval J, Mass Communication In India
5. Kundra Shipra, Process of Communication
6. McQuail Denis, Mass Communication Theory
7. McQuail Denis, Communication Models
8. Mehta D S, Mass Communication and Journalism in India
9. Narula Uma, Mass communication theory and practice
11. नार्ला आ. म, उपसंच संस्थान भाषा गतिविधियाँ, पेशेवर भाषा निर्देश
12. दलील म, उपसंच संस्थान भाषा गतिविधियाँ, संचार
13. मिश्रण डा, उपसंच संस्थान, निर्देश संस्थान आदेश
14. दलील म, उपसंच संस्थान, पेशेवर भाषा निर्देश संस्थान पेशेवर भाषा
15. विशेष जीवन, पेशेवर भाषा, मानव प्रवृत्ति निर्देश
MA(JMC) 102
MEDIA- HISTORY, LAWS & ETHICS

Max. Marks: 100
Pass 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.

Objectives: a) To familiarize students about history of Journalism.
b) To help the students to understand the legal aspects of Journalism profession.

UNIT-I
Origin & development of printing; Invention of paper and Printing Press, Development of Press in India; Printing techniques; Early efforts to publish newspapers in India; Birth of Indian language newspapers; Role of press in struggle for Indian independence; Origin & development of Punjabi press; Punjabi press after independence and its future.

UNIT-II
History of Press laws in India; Contempt of Court Act 1971; Civil and criminal law of defamation; Relevant provisions of IPC with reference to sedition; Laws dealing with obscenity; Official secrets Act 1923; Press and Registration of Books Act 1867; Working journalist and other Newspaper Employees Act 1955; Copyright Act 1957; Right to Information Act 2005; Right to Reject Act.
Universal Declaration of Human Rights; Provisions for declaring emergency and their effects on media; Ethics of journalism; Freedom of press; Apex Bodies: PCI, ABC INS, RNI, PIB. Press Committees: Chanda Committee, Verghese Committee, Amit Mishra Committee, Joshi Committee, Sarkaria Commission
Issues of privacy and Surveillance in Society; Media reportage of marginalized sections-children, Dalits, Tribals, Gender; Media coverage on violence and related laws - inflammatory writing (IPC 353), Sedition, incitement to violence, hate speech.

SUGGESTED READINGS
1. Parthasarthy R., Journalism in India
2. Rau M. Chalopathi, The Press in India
3. Mehta D.S., Mass Communication & Journalism in India
4. Kumar Keval J., Mass Communication in India
5. Rayudu C.S, Mass Media : Laws and Regulations
7. Thakurta, Paranjoy Guha, Media Ethics
8. Vikram Raghvan, Communication Law in India
9. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
10. सिद्धकेर्त्त ट्रेन्स, बांड लिंच में बंडवाजी ने दिया चित्रिक, ब्लैकजूट धूलपत्र, चंदीगढ़
11. एलोगलम स्मिथ, बंडवाजी ने बंडवाजी सीएसए, केरलबीजल परम, इंडियन सिद्धकेर्त्त
12. सिद्धकेर्त्त ट्रेन्स, बांड लिंच, में बंडवाजी ने दिया चित्रिक, ब्लैकजूट धूलपत्र, इंडियन सिद्धकेर्त्त
13. बांड बल्लेबाजी, बांड लिंच में बंडवाजी ने दिया चित्रिक, ब्लैकजूट धूलपत्र, इंडियन सिद्धकेर्त्त
14. बांड बल्लेबाजी, बंडवाजी ने दिया चित्रिक, ब्लैकजूट धूलपत्र, चंदीगढ़
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.

Objectives: a) To introduce students to skill of writing for the print media
   b) To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records.

UNIT I
Journalism- Meaning & Definitions, Role of Journalism, Understanding news: Definitions, purpose and importance of news, Qualities of news- accuracy, clarity, objectivity, balance, directness, etc.; media-specific nature of news; News Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities;
Types of reporting: exclusive, crime, social issues, science, sports, economics and commercial,, speech, accidents, parliament, court, war, conflicts, civil and human rights, political, elections, development reporting, reporting in natural calamities, Evaluating news: News sense and news values, 5 Ws and H; News beats: introduction, beat mapping
UNIT II

News gathering and Sources: Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives; Right to information: Concept, provisions, how to use it; Cultivating the sources: Why and how?, reliability, checking information from various sources, pressures and pulls Writing News Reports: Conventional style: the inverted pyramid: What is most important?, Choice of one W or H for focus; lead of a news story, types of leads, Headline, types of headline, Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing, Style- individual and organizational, stylebook; changing trends in news writing: new styles, diminishing importance of inverted pyramid.

Interviewing for news stories and features; on the spot interviews, profile interviews, common man and celebrities; Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview; interview on phone, through e-mail or chat, dos & don’ts

Practical: Covering the college events, Writing News Stories, Translation, Conducting Interview

SUGGESTED READINGS

1. Aggarwal Vir Bala and Gupta V.S, Handbook of Journalism
2 Ahuja B N, Principles and Techniques of Journalism
3 Challa Krishnaveer Abhishek, Elements of print media and journalism
4 Harcup Tony, Journalism principles and practices
5 Kundra Shipra, Fundamentals of Journalism
6 Kamath M V, Professional Journalism
7 Kamath M.V., Professional Journalism
8 Mehta D.S.,Mass Communication and Journalism in India
9 Mann, Gurmeet, Fundamentals of Journalism
10 Nayyar Shamsi, Journalism: the news
11 Srivastava K.M., News Reporting and Editing
12 Stein m l and Paterno Susan f, Newswriters handbook : Introduction to Journalism
13. सिंधु राजभाषा, पॉपुलरता ग्रंथ डे बला
14. मदन नाथ, मदन नाथ कृति डे मैथाल
15 हरिश्चंद्र झा, उदवस्तिकर भाषा उदवस्तिकर पर्याल, पॉपुलरता भाषे सदा मैथाल
MA(JMC) 104 A
PHOTO JOURNALISM

Max. Marks: 100
Pass 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.

Objectives: 
a) To introduce students the skill of Photography.
b) To introduce students the skill of writing photo features, captions. Every student is expected to produce Practical records.

UNIT I
Photography: Meaning and concept; Amateur and professional photography; Role and Importance of Photography; Major types of camera; Understanding the structure and working of a professional DSLR camera; Parts of camera; Various camera mounting equipments; Language of the camera lenses- Normal, Wide, Tele, Fish-Eye; Prime, Macro
Various Camera parameters: Focal length, Aperture, Shutter speed, ISO/ Film speed, Depth of field; Depth of focus; Angle of vision, White balance, exposure
Relationship between shutter speed, film speed and aperture for different genres of photography; Framing: Framing camera angles, Shots, Headroom, nose room
Lighting: Goals of good lighting Sources of light- Natural and Artificial lighting Instruments; Technique and skill of using various light sources.
UNIT II

Principles of photo composition- Focal point, Rule of thirds, Understanding lines- Straight & Converging lines, Diagonal and Curved Lines, Repetition and Rhythm;
Various Types of photography; Editing of photograph; RGB Colors CMYK Colors
Photo Journalism; History of photojournalism; Press photography; Essentials of a press photograph; Sources of photographs; selection of photograph; differences between journalistic and artistic photography; Qualities of a good photojournalist; Caption writing;
Photo Feature: meaning, characteristics and importance
Cartooning as an art; Caricatures; Difference between cartoon and caricature; Comic strips;
Place of cartoon in media; Qualities of cartooning artist; Laws and Ethical issues in Photojournalism; Mobile photography, Future of Photojournalism.

Practical: Shooting and recording various genres of Photography; writing photo stories, photo essays, photo features and captions; Editing of Photographs

SUGGESTED READINGS
1 Ang Tom, Digital Photography: an Introduction
2 Gatcum Chris, The beginner’s Photography Guide
3 Keene Martin, Practical photo journalism: a professional guide
4. Kelby Scott, The digital photography
5. Kobre Kenneth, Photo journalism: the professional’s Approach
6. Supru, Subash Photo patrkarita
7. Zettl Herbert, Television Production Handbook
8. सैवल, नरङ्रेन सिंधु, बैंटैटहर्दी
INSTRUCTIONS FOR THE PAPER-SETTER
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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.

Objective of course, students should:
1. Learn basic principles of Computer system.
2. Learn basic of word processing, spreadsheet and presentation
3. To able to access the internet and computer application

UNIT I

Computer: Introduction, functions and classification of computer, Overview of software and hardware, Input and output devices.
Introduction to operating system- Functions, Working with files and folders, Understanding the control panel, Operating and exiting application, Copying and moving information between windows.
DTP tools for Mass Media- Introduction to various Desktop Publishing Tools, Computer Applications in Mass Media.

UNIT II

Computer languages: machine language, assembly Language, high level language, 4GL, Translators, Interpreters, Compilers, Assemblers.
Internet and its Applications: Web browser, email, world wide Web, searching on the web, video conferencing.

Text Books
1. Office the complete reference by Stephen L. Nelson
2. Office 2000 complete by Amy Romanoff and SheryBunnilli

Word Processing: Formatting Text, Pages, Lists, Tables, Mail Merge.

Spreadsheets: worksheets, formatting data, creating charts and graphs, using formulas and functions, macros, Pivot table

Presentation Tools: adding and formatting text, pictures, graphic objects, including charts, objects, formatting slides, notes, handouts, slideshows, using transitions, animations

Internet: Using Internet, Browser, Email, Search engines.
MA(JMC) 104 C
DOCUMENTARY/ SHORT FILM MAKING

Max. Marks: 100 Theory: 70 Marks
Pass Marks: 35 Practical: 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.
Objectives: a) To introduce the students the skill of sports reporting.
b) To introduce students the skill of sports writing.

UNIT I

- Understanding the Documentary: Creative treatment of actuality, Introduction to Realism debate, Observational and Verite documentary
- Brief history of documentary and short film
- Difference between documentary and short film
- Researching for documentary: Library, Archives, location, life stories, ethnography
- Visualization
- Writing a concept: telling a story
- Treatment
- Scripting a story
- Writing a proposal and budgeting
UNIT II

- Documentary/ Short Film Production: Pre production, Production and Post Production
- Shot selection, An intro to camera shots, angles and movements
- Introduction to Shooting styles
- Introduction to Editing styles

PRACTICALS:

1. Coming up with ideas for Documentary making/ Short film
2. Shooting a Documentary/ Short film (5-6 minutes) and editing it – Group activity

Suggested Readings:
2. V. Nilsen, Cinema as a Graphic Art, Hill & Wang Publisher (1972).
MA(JMC) 105
PRACTICAL

Objectives: To involve the students in Practical work of different fields of Mass Communication like Advertising, Lab Journal 'Fateh', Radio and TV Broadcasting.

Total Marks: 100

1) Each student has to select a current topic and has to make a computer assisted (e.g. Power Point) presentation before the Examiner. Marks will be awarded for content and presentation skills.

2) Each student must be involved in the production of Lab journal ‘FATEH’ wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer.

3) Everyone will be required to submit a photo story. The photo story needs to contain a minimum of 10 images (maximum 25) that rhythmically explains a story. The student will need to present the project idea before in hand to the teacher for approval.

4) During the semester at least two visits (one to media unit and one to social organisation/ educational institute/ research institution/ industrial unit/historical site) will have to be arranged. Students have to submit to the examiner a file containing a consolidated report on all visits (around 1000 words).
SEMESTER II

MA(JMC) 201
ADVERTISING

Max. Marks: 100
Pass 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.

Objectives:
a) To introduce the students the Industry of Advertising in India
b) To introduce the students the skill of Advertising Copywriting & Designing

UNIT I
Basics of advertising: Meaning, Purpose, development, nature, role in economy. Classification of advertising; Various Media for advertising, Socio-economic effects of advertising
Advertising agency management: structure & role; International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.
Role of Advertising in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing. Brand management and building brand equity, developing brand personality.
UNIT II
Visualization; meaning and process; Copywriting: approaches, parts and types; Layout; meaning, types and principles; Design of advertising: typography, colors and graphics; Advertising appeals
Brand positioning. Importance of research inputs market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying. Advertising Effectiveness; pre test, concurrent and post test methods; Laws and Ethics of Advertising

Practical: Writing ad copy, slogans, taglines; Translation of copy’ Writing for brochures, mailers etc.

SUGGESTED READINGS
1. Aggarwal Vir Bala and Gupta V.S, Handbook of Journalism
2. Chunawala K.C. and Sethia, Advertising Principles & Practice
3. Chaudhuri Arun, Indian Advertising
4. Gupta Om, Advertising in India: Trends and Impact
5. Gupta Ruchi, Advertising Principles and practices
6. Gulati Reena, Vigyapan, Jnasanchar v Corporate Sanchar Ki Duniya
7. Kumar, Keval J, Mass Communication In India
8. Sontakki, C N , Advertising
MA (JMC) 202
PRINT MEDIA II

Max. Marks: 100
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.

Objectives: a) To help students to acquire skills to make news attractive and readable. b) Teaching the techniques of writing news making sense to the readers to effective language.

UNIT I
Organization of a traditional newspaper, structure of an editorial department, hierarchy and division of work, edition planning, split editions, shifts and coordination, relation of editorial department with other departments; Gate keeping function; Editor as policy-maker and keeper of public conscience, freedom of the editor and his changing role; Study of newspapers, page structure and their readership profile; editorial page: columns, articles, middle and letter to the editor; concept of op-ed page Sub-editor: Need for editing and role of the news-desk, functions of a sub-editor, basic editing tools, editing and proof-reading symbols, spell-check, house style and use of style book; Sorting and selection of news, editing and translating agency copy, slug; Editing different types of copy
Copy and schedule: Meeting timelines, checking facts for accuracy, correcting language sentence structure, paraphrasing, avoiding repetition; Rewriting leads- copy, value addition, rearranging sequence; Consistency of style, art of condensing copy, continuation, integration of a developing story
UNIT II

Feature: Types of feature: News features, Human interest, Institutional, Narrative and Photo features, etc.; Latest trends in print media; Chequebook journalism; Yellow Journalism; Paid News; Embedded journalism; Feel good journalism; Key hole journalism; International Journalism, Film review; Book review, Ethics of Journalism: Issues of invasion of privacy, copy, authenticity of digital photos available on web

Newspaper design: Functions of design: Identity of a newspaper; broadsheet, tabloid and Berliner size, integration of content and presentation, principles of newspaper design, page organization; Basic elements: typography (fonts, size, leading, kerning), use of color, column and grid structure, white space, contrast, style palette; Page layouts: Reflecting news priorities, reading habits and page design; kinds of layouts- horizontal, vertical, quadrants and diagonal frame layout, brace layout, circus layout, symmetrical and asymmetrical layout; front page, back page, opinion page and section pages layout

Practical: Writing Features, Articles and reviews, Designing of page

SUGGESTED READINGS
1. Aggarwal Vir Bala and Gupta V.S, Handbook of Journalism
2 Ahuja B N, Principles and Techniques of Journalism
3 Challa Krishnaveer Abhishek, Elements of print media and journalism
4 Harcup Tony, Journalism principles and practices
5 Kundra Shipra, Fundamentals of Journalism
6 Kamath M V, Professional Journalism
7 Kamath M.V., Professional Journalism
8 Mehta D.S., Mass Communication and Journalism in India
9 Mann, Gurmeet, Fundamentals of Journalism
10 Nayyar Shamsi, Journalism: the news
11 Srivastava K.M., News Reporting and Editing
12 Stein m l and Paterno Susan f, Newswriters handbook : Introduction to Journalism
13. सिंध राजबीच, धन्वनतावरी गुलवं दे चल
14. सत्यजीत भाग, सत्यजीत भाग दे मंदिर स्थ
15 रहस्यो स्त्र, उद्विष्ट करे कर्पसापा धर्म, धन्वनतावरी भागे सत मंचाव
MA(JMC) 203
RADIO PRODUCTION

Max. Marks: 100
Pass 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.

Objectives: a) To make students aware of the importance of Radio Broadcasting in India.

b) To prepare students to undertake this as a profession. Every student is expected to produce Practical records.

UNIT I
Elements of spoken word; Conceptual process; Principles of script writing; Types of scripts; Script formats; Creativity in scripting and editing for radio; Radio commentary; dubbing and mixing.
UNIT II

Types of programmes: talks, interviews, discussion, drama, features, Documentary, news, news reels, special audience programme for rural audience, women, children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes, commercials, jingles.

Issues in broadcasting: Market V/S public sphere; Model communication policy in India; Legal and regulatory framework; Concern. discourse on privatization of radio broadcasting; Autonomous – ownership; Cable regulation.

Radio production: Production techniques for radio; Introduction to radio studio; Techniques of handling various sound equipment’s; Types of microphones and their uses; Studio and Outdoor broadcast; Digital technologies; Creating audio special effects – Audience research.

Big name in broadcasting: Jasdev Singh, Mark Tully, Ameen Syani, Roger Cook, Anu Kapoor, Neelish Mishra; Recent trends in Radio Broadcasting.

PRACTICALS: Script writing for different radio formats, Audio Recording of different radio formats, Movies based on Radio.

SUGGESTED READINGS

1 Ahuja B N, Audio visual journalism
2 Bhatt S C, Broadcast journalism: basic principles
3 Kundra Shipra, Basic audio visual media
4 Moylan William, The art of recording
5 Mcgrath Declan, Editing and postproduction
6 Orlik Peter b, Electronic media
7 Shamsi N. Afaque, Electronic media
8 Singh Bharat, Electronic media
9 ब्लैक अमरसीध रिश्तेदार, दिच्छु अलक्षणकर्मी का
10 ब्लैक अमरसीध रिश्तेदार, तुझे दुनियाँ धक्काम दूरे
11 अमरसीध उत्तरायणस्थाल रिश्तेदार, दिच्छु देढळर्च आलमृतत्व का
12 रिश्तेदार इडिविड्यू, देढळर्च दंडदानकर्मी
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.

Objectives: a) To introduce students to principles of Media business management.
            b) To familiarize students to Indian media organization and their management practices.

UNIT I

Principles of management: Definitions and functions, classical and modern approaches to management; management process, management task, essentials of management; Theories and functions of management in the context of media; Economic impact in Indian media; FDI and media.

Media organisations and structures: Organisational structures of Indian media, Print and electronic media; ownership patterns of Indian media; newspapers; magazines and television networks; film and television software production houses and studios; organizational structure and management of Indian news agencies.
UNIT II

Economics of Print Media: Economics of newspaper, production costs, operation, non-operation, revenue heads-selling of spaces, commercial print jobs, budgeting, break even points, promotional strategies; circulation and revenue-readership measurement systems, ABC, NRS, INS, RNI

Economics of Electronic & Film Media: Economics of electronic media; radio and television, production costs, operation and non-operation, budgeting, break even points; International market for India’s television software, Film production- cost and revenue, Royalty and minimum guarantee; Film distribution and commission; Film exhibition, theatre hire and commission, Export market for Indian films, viewership measurement systems-TRP, TAM, INTAY and other retting systems.

SUGGESTED READINGS

7. Philip Kotler, Marketing Management
MA(JMC) 204 B
EVENT MANAGEMENT

Max. Marks: 100
Pass 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

Introduction to planning and management of events, Size of events , types of events, Roles and responsibilities of Event Manager in Different Events, the event team , advantages of events, code of ethics for event. Creative Visualization : definition, creativity methods , participation planning in events, event charges. Event proposal: definition, proposal request, approval meeting.

UNIT-II

Event Sponsorship : concept, identifying the sponsor, sports sponsorships, evaluation of the sponsorship, key principles of evaluation. Event marketing: definition, nature, process of event marketing. Event Promotion: definition, elements in promotion, role of media in event promotion.

Recommended Texts:
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.

Objectives: a) To introduce students to the Indian Constitution.
           b) To familiarize students to the regional, national and international events.

UNIT-I
Indian Political System: Constitution of India; Preamble, fundamental rights, directive principles of state policy, fundamental duties, provisions of declaring emergency and their effects on media, provisions for legislature reporting; parliamentary privileges and media.
Indian Social System: Socialization, Family
Indian Economic System: Primary Sector, Secondary Sector, Tertiary Sector.

UNIT II
This paper would cover events of regional, national and international importance during the preceding year effecting Indian, social, political economic and security concerns.

PRACTICALS: Quiz, Group Discussions, Debates, Extempore, Declamation, News Analysis.
Objectives: To involve the students in Practical work of different fields of Mass Communication like Advertising, Lab Journal 'Fateh', Radio and TV Broadcasting.

Total Marks: 100

1) Choose one product and prepare advertisement using Photoshop or CorelDraw, One Radio Advertisement and one Television Advertisement.

2) 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.

3) Radio Broadcasting comprises at least one Radio News Bulletins, One Radio Talk, One Radio Interview and discussion.

4) Students have to prepare a clipping file on any political, social, economic, sports etc. beat.