

SYLLABUS
OF
MA (JMC) – II
(SEMESTER – III & IV)
Session 2023-24

**DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

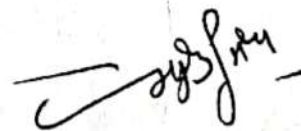
**MATA GUJRI COLLEGE
FATEHGARH SAHIB**



Dr. Nahay Davinder Kaur



Mr. Ripudaman Singh



Mr. Harpreet Singh Kahlon



Mr. Nargunpreet Singh



Mr. Dilraj Singh



Ms. Meenakshi


MA (JMC) PART II

SEMESTER III


Code	Title of Paper	Course	External Evaluation	Passing Marks 35%	Internal Assessment	Passing Marks 35%	Practical	Passing Marks 35%	Total
MAJMC 301	MASS COMMUNICATION RESEARCH	Core Course	70	25	30	10	--	--	100
MAJMC 302	TV PRODUCTION	Core Course	70	25	30	10	--	--	100
MAJMC 303	CORPORATE COMMUNICATION & PR	Core Course	70	25	30	10	--	--	100
	SELECT ANY ONE FROM MAJMC 304 A OR MAJMC 304 B								100
MAJMC 304 A	DEVELOPMENT COMMUNICATION	Elective Course	70	25	30	10	--	--	
MAJMC 304 B	CYBER PSYCHOLOGY	Elective Course	70	25	30	10	--	--	
MAJMC 305	PROJECT	CORE	--	--	--	--	100	35	100
	TOTAL								500



Dr. Nancy Davinder Kaur



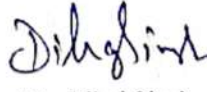
Mr. Ripudaman Singh




Mr. Harpreet Singh Kahlon



Mr. Hargunpreet Singh



Mr. Dilraj Singh



Ms. Meenakshi


MA (JMC) PART II

SEMESTER IV


Code	Title of Paper	Course	External Evaluation	Passing Marks 35%	Internal Assessment	Passing Marks 35%	Practical	Passing Marks 35%	Total
MAJMC 401	NEW MEDIA	Core Course	70	25	30	10	--	--	100
MAJMC 402	FILM PRODUCTION & STUDIES	Core Course	70	25	30	10	--	--	100
MAJMC 403	INTERCULTURAL & INTERNATIONAL COMMUNICATION	Core Course	70	25	30	10	--	--	100
	SELECT ANY ONE FROM MAJMC 404 A OR MAJMC 404 B								100
MAJMC404 A	MEDIA & SOCIETY	Elective Course	70	25	30	10	--	--	
MAJMC404 B	INDIAN ECONOMY	Elective Course	70	25	30	10	--	--	
MAJMC 405	DISSERTATION	CORE	--	--	--	-	100	35	100
MAJMC 406	PROJECT	CORE					50	18	50
	TOTAL								550


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MA (JMC) PART II

SEMESTER III

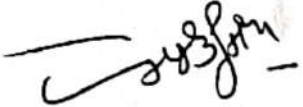
Code	Title of Paper	Course	Lecture	Tutorial	Practical	Credit
MAJMC 301	MASS COMMUNICATION RESEARCH	Core Course	4	1	--	5
MAJMC 302	TV PRODUCTION	Core Course	4	1	--	5
MAJMC 303	CORPORATE COMMUNICATION & PR	Core Course	4	1	--	5
	SELECT ANY ONE FROM MAJMC 304 A OR MAJMC 304 B					5
MAJMC 304 A	DEVELOPMENT COMMUNICATION	Elective Course	3	1	1	
MAJMC 304 B	CYBER PSYCHOLOGY	Elective Course	3	1	1	
MAJMC 305	PROJECT	CORE	--	--	4	4
	TOTAL					24




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MA (JMC) PART II

SEMESTER IV


Code	Title of Paper	Course	Theory	Tutorial	Practical	Credit
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					5
MAJMC 404 A	MEDIA & SOCIETY	Elective Course	4	1	--	
MAJMC 404 B	INDIAN ECONOMY	Elective Course	4	1	--	
MAJMC 405	DISSERTATION	Core	--	--	--	6
MAJMC 406	PROJECT	Core	--	--	4	2
	TOTAL					28




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MA (JMC-II)
Semester-III & IV
Session 2023-24

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

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

The Breakup 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>


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MAJMC 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.

Course Outcomes: On completion of the course students should be able to:

- Understand the different aspects of Research.
- Know the various methods of research.

UNIT I


- Milestones in Mass Communication research: Bullet Theory, Payne Fund studies, Invasion from Mars, People's choice, American School of thoughts, Frankfurt School of Thought
- Importance of Mass Communication research
- Research: Definition, Need, Nature and Scope
- Research Designs : Quantitative, Qualitative and Mixed
- Elements of Synopsis
- Importance of Synopsis
- Selecting the Research problem, Delimiting the research problem
- Hypothesis, types and importance
- Review of Literature
- Research Methodology
- Objectives of the study
- Sampling Designs & techniques



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UNIT II

- Research Methodology: Quantitative, Quantitative and Mixed methods of research
- Experimental and Quasi experimental design
- Independent, Dependent and Control variables
- Survey Studies
- Content Analysis
- Qualitative methods:
- Intensive interview
- Focus group studies
- Observational studies
- Case Study
- Data Processing: Collection, Editing, Coding and Tabulation
- Guidelines for making a good questionnaire
- Statistical methods: Mean, Media & Mode
- Writing Research Report & its types
- Importance of Bibliography
- References, Appendix and their writing styles
- Advantages & disadvantages of Internet research


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



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SUGGESTED READINGS

1. Milestone in Media Research by Defleur Melvin.
2. Communication Theories by Werner Joseph Severin & James W. Tankard.
3. Communication and Culture by Alfred Govd Smith,
4. Fundamentals of Communication by Jensen Harper & Row.
5. Men, Messages and Media by Wilbur Lang Schramm.
6. Content Analysis by Klaus Krippendroff.
7. Scientific Social Surveys and Research by P.V. Young.
8. Methodology and Techniques of Research by Wilkinson and Bhandarkar.
9. Mass Communication. K. J, McGarthy
10. Barrie Gunter, Media Research Methods,
11. Mass Communication Theories and Model by Denis Mc Quail.
12. Research Methodology: Methods and Techniques by C.R. Kothari.
13. Research Designs by John W. Cresswell & J. David Cresswell.
14. Introducing Research Methodology: A Beginner's guide to Doing a Research Project by Uwe Flick.


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**MAJMC 302
TV PRODUCTION**

Max. Marks: 100
Pass Marks: 35
Time allowed: 3 hours

Theory: 70 Marks

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.

Course Outcomes: On completion of the course students should be able to:


- To know the different aspects of TV Production.
- To familiarize with the various aspects of TV broadcasting.

UNIT I

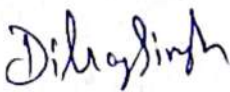
- Growth and development of TV in India
- Characteristics of TV as Mass Media
- Introduction of satellite TV in India
- OTT platforms and its impact on Indian television industry
- Issues in broadcasting media
- Importance of BCCC
- Formats of TV programmes: soap operas, reality tv, news, music, commercials programmes, interviews, discussions, etc.,
- TV as a major means of entertainment
- Present status of TV in India
- Commercial & Public Broadcasting
- Role of TV in Indian Society


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UNIT II

- Writing for TV
- Principles of video production
- Scriptwriting: Types & Techniques
- TV Production: Pre-production, Production & Post-production
- Production: Production Crew, Types of cameras, Camera mountings, Camera angles, Camera shots & Camera movements, Shooting schedule, 3 point Lighting, Indoor & outdoor shooting, Single and multi-camera production., Costumes & make up.
- Post Production: Equipments of studio, Voice over, Dubbing, Linear and non-linear Editing
- TV news anchor: body language, modulation, flow and command over language
- Globalization of TV content and its impact on society
- Mechanics & dynamics of PCR and MCR
- Newsroom structure, News editor, Correspondents, Newscaster
- Cues in broadcasting
- Basic editing techniques and software

Practical: Editing of audio & Video Clips, create clean and usable video footage while applying basic camera techniques.



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SUGGESTED READINGS

1. Editing Film and Video on the Desktop, Thomas A. Ohnian
2. TV Production, Millerson Gerald
3. Creating Special Effects for TV and Video, Barnard Wilkie
4. Single Camera Video Production, R.B. Musburger
5. Documentary for the small screen, P. Kriwaczek
6. The Art of Recording, William Moylan
7. Editing and Postproduction, Declan McGrath
8. Radio and TV Journalism, K. M. Shrivastava
9. Audio-Visual Media, Shipra Kundra
10. Broadcasting in India, Chatterji



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MAJMC 303
CORPORATE COMMUNICATION & PR

Max. Marks: 100

Theory: 70 Marks

PassMarks: 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.

Course Outcomes: On completion of the course students should be able to:


- Understand the different aspects of Public Relations.
- Familiarize themselves with the various aspects of Corporate Communication.

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 & Qualities of PRO
- Public in PR, Internal and External
- Integrated Public Relations
- PR tools: house journals, bulletin boards, open houses, suggestion boxes, video magazine etc.
- Writing for media: Press conference, press release, rejoinder, back grounders, press brief
- Proactive and reactive public relations
- Models of PR: Press agency, Public Information, Two way asymmetrical and Two way symmetrical
- PR in government and Private Sector: need & objectives
- PR in India at central & state government


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UNIT II

- PR campaign
- Case studies of PR Campaign
- PR & New media
- Ethics in PR
- Corporate Communication: meaning and key concepts
- CSR
- Role of Public Relations in Corporate Image Building

Practical: Covering Events, Preparing Press Notes

SUGGESTED READINGS


1. The DBS Handbook of mass Media and Communication, Ruchika Gupta.
2. Handbook of Public Relations in India, D.S. Mehta.
3. Corporate Public Relations, K.R. Balan.
4. The Practice of Public Relations, Fraser P. Seitel.
5. Basics of Public Relations, Pearson.
6. Future of Journalism: Mass Communication and Public Relations, Jan R. Hakemuldar.
7. Public Relations Concept, J. Shri, N. Jethu.
8. Handbook of Public Relation and Communication, K.R. Balan & C.S. Raudu.
9. Effective Public Relations, Scott. M. Cutlip, Allen H. Center & Glen M. Broom.
10. Managing Public Relations, James Grunig & Todd Hunt.
11. Public Opinion, Walter Lippmann.
12. Public Relations, Uma Narula.



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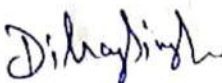
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MAJMC 304 A
DEVELOPMENT COMMUNICATION

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.

Course Outcomes: On completion of the course students should be able to:

- Understand the different aspects of Development.
- Know the various aspects of Development Communication.

UNIT I

- Development: meaning, definition and features
- Growth v/s Development
- Development issues and indicators
- Human Needs and Abraham Maslow's Hierarchy of Needs Model
- Economic Growth: Meaning, Characteristics and Barriers
- Importance of social and economic development
- Sustainable Development: Economy, Environment and Society
- Gap between developed and developing societies
- Development communication (Devcom): meaning, concept, scope, objectives and importance
- Development support communication (DSC)
- Internet as a powerful communication tool for development
- Traditional Media and development



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UNIT II

- Rural development: concept and importance and its problems
- Rural journalism & its problems, Media & 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.
- Critically appraisal of development communication programmes and govt schemes- SITE, Krishi Darshan, Kheda, MNREGA
- Cyber media and development- e- governance, e-chaupal, national knowledge network.

Practical: Writing Development Stories, Survey on Various Developmental Issues, Developmental Content Analysis, Documentary on developmental Issues.

SUGGESTED READINGS


1. National Programmes in Family Planning: Communication Development, Bernard Berelson.
2. A Manual of Development Journalism, Alam Chalkels.
3. Communication & Rural Change, Prof. R. Sinha & Gavdi.
4. Communication & Social Development in India, B. Kupu Swamy.
5. The Community Newspaper, Karris & Hocks.
6. Reporting Agriculture, B. William Ward.
7. Agricultural & Technical Journalism, Rodnary Fox.
8. Sanchar, HarjinderWalia.
9. Perspectives on Development Communication, K. Sadanandan.
10. Communication and Development: The Challenge of the twenty first century, V.S. Gupta.
11. Development Communication, Uma Narula
12. Development Communication, Dr. Harjinder Singh Walia.
13. Science Communication, Dr. Harjinder Singh Walia.


Dr. Narinder Devinder Kaur


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Mr. Hargunpreet Singh


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Ms. Meenakshi

MAJMC-II

Session: 2023-24

CYBER PSYCHOLOGY

Maximum Marks: 100
Internal Assessment: 30
External Assessment: 70

Credits: 4L+1T
Time Allowed: 3 Hours
Pass Marks: 35%

COURSE OBJECTIVES:

To acquaint with the emerging area of cyber psychology as an interdisciplinary course.
To develop skills in the students to work in the field of cyber psychology
To provide understanding of self and identity in Cyber Space

COURSE OUTCOMES:

The students will gain understanding of cyber psychology as a sub field.
The students will acquire skills to work in the field of cyber psychology
The students will develop understanding of self and identity in Cyber Space

PEDAGOGY OF THE COURSE WORK:

70 % lectures; 30 % seminars, assignments and discussion

INSTRUCTIONS FOR THE PAPER - SETTER


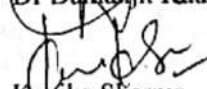
The question paper will consist of three units I, II and III. Syllabus of each unit (i.e. I&II) will have two subparts. Examiner will set two questions from unit I (each question having internal choice covering both parts of syllabus of unit I) and two questions from unit II (each question having internal choice covering both parts of syllabus of unit II). Each question will carry 13 marks. Unit III is compulsory, and shall comprise 6 short answer type questions carrying 3 marks each. The short type answer should be written in approximately 50 words i.e. 7-8 lines.


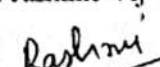
INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt one question from each subpart of both the units I & II of the question paper and the entire unit III. The short type answer should be written in approximately 50 words i.e. 7-8 lines.


Dr Hardeep Kaur


Amrit Kaur Hans


Dr Damanjit Kaur

Kapika Sharma


Dr Jasmine Vij

Rashmi

UNIT- I

- I Emergence of Cyberculture, Cyber Space and Human-Computer Interface
Communication in the virtual world
- II Self and Identity in Cyber Space, Online group processes and behaviour

UNIT- II

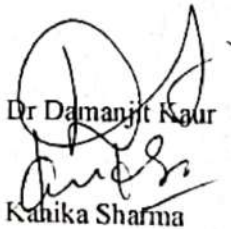
- I Social Media and Cyber Psychological Behaviour, Online Threats to Children and Women, Cyber Crime, Cyber Pathology
- II Internet Ethics, Cyber Forensics, Parental Mediation of Digital Media Usage in Children and Adolescents



Dr Hardeep Kaur



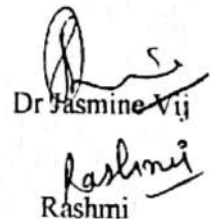
Amrit Kaur Hans



Dr Damanjit Kaur



Kanika Sharma




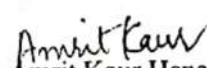
Dr Jasmine Vij


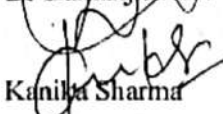



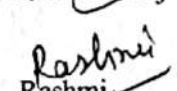
Rashmi

REFERENCES

- Aiken, M. (2016). *The Cyber Effect*. London: John Murray
- Attrill, A., & Fullwood, C. (Eds.). (2016). *Applied Cyberpsychology: Practical Applications of Cyberpsychological Theory and Research*. London, UK: Palgrave Macmillan
- Norman, K. (2008). *Cyber Psychology: An Introduction to Human- Computer Interaction*. New York, NY: Cambridge University Press
- Kuss, D. J., & Griffiths, M. D. (2015). *Internet addiction in psychotherapy*. London: Palgrave.
- Harley, D., Morgan, J., & Frith, H. (2018). *Cyberpsychology as Everyday Digital Experience Across the Lifespan*. London, UK: Palgrave Macmillan.
- Smith, P. K., Sundaram, S., Spears, B., Blaya, C., Schäfer, M., & Sandhu, D. (Eds.). (2018). *Bullying, Cyberbullying and Student Well-Being in Schools: Comparing European, Australian and Indian Perspectives*. London, UK: Cambridge University Press.


Dr Hardeep Kaur

Amrit Kaur
Amrit Kaur Hans


Dr Damanjit Kaur

Kanika Sharma


Dr Jasmine Vij

Rashmi
Rashmi

**MA (JMC) 305
PROJECT**

Total Marks: 100

Instructions:

- Each student has to submit all the assignments..
- It will be evaluated by the internal examiner.
- Every task is of 25 marks.

Objectives: To involve the students in Practical work of different fields of Mass Communication.

Students have to submit Practical Record:


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 in-charge of one issue.

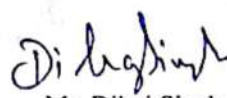
TV Broadcasting comprises either TV news bulletin or interview.
Submit Research Synopsis.


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Mr. Ripudaman Singh


Mr. Harpreet Singh Kahlon


Mr. Hargunpreet Singh


Mr. Dilraj Singh


Ms. Meenakshi

SEMESTER IV

MAJMC 401

NEW MEDIA

Max. Marks: 100

Pass Marks: 35

Time allowed: 3 hours

Theory: 70 Marks

Internal Assessment: 30 Marks

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.


Course Outcomes: On completion of the course students should be able to:


- Understand the Concept of New Media.
- Familiarize with the techniques of writing for New Media.


UNIT I


- New Media: history, definition, concepts
- Digital, Convergence, User Friendly Concise, Sophisticated, Dynamic, Interactive fast, Cost Effective, Mobile, Electronic.
- Information society and New media
- New Media: information, education and entertainment
- 3 C's of Media convergence
- Impact of News Media on Society
- News Media: Many to Many Model
- Computer-Mediated-Communication (CMC)
- Multimedia facets of New media
- New Media as social media; e-mail, Blogs, Micro blogs
- Creating and promoting a blog; Social networking
- New media: Uses and gratifications
- Mobile journalism: Meaning, concept, definition and scope
- Misinformation, Disinformation and Fake news
- Innovation of Diffusion of New media Technologies
- Concept of Digital divide


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UNIT II


- New Media & Social change
- New media and the news flow
- Web Journalism
- New media and freedom of speech and expression
- Changes Dynamics of Media and entertainment industry
- Emergence of global village
- Intercultural changes and challenges
- New media Technologies & Cultural Imperialism
- New media and ethics
- Piracy, copyright, open source: Need for regulation
- Cyber Crimes

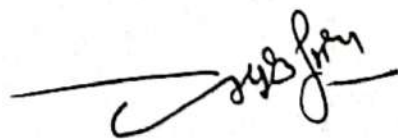
Practical: Creating blogs, Report five news using mobile devices, Mobile Photography, Citizen Journalism, making Short Film using mobile.

SUGGESTED READINGS

1. A Journalist's Guide to the Internet: The Net as a reporting tool, Callahan Christopher.
2. Writing for New Media: The Essential Guide to Writing for Interactive Media, Andrew Bonim.
3. ABC of the Internet, Crumilish.
4. Information Technology, P. Curtin Danis.
5. Illustrated World of Internet, Anil Madan.
6. How the Internet Works, Preston Gralla.
7. Old Media New Media, Wilson Dizard.
8. Living Stone: Handbook of New Media, Sonia.
9. New Media Technology, Pense Elizabe


Dr. Nancy Davinder Kaur


Mr. Ripudaman Singh


Mr. Harpreet Singh Kahlon


Mr. Hargunpreet Singh


Mr. Dilraj Singh


Ms. Meenakshi

**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.

Course Outcomes: On completion of the course students should be able to:


- Understand the various aspects of Film Production.
- Learn the techniques of writing and direction.

UNIT I

- Cinema as Mass Medium
- Evolution of Indian Cinema
- Film genres
- Types of Films: Documentaries, Feature Films, Corporate Films, Short Films, Newsreels, Ad Films (public service and TVCs) and others.
- Commercial vs Art cinema: Experimental Cinema, PAN India Cinema and regional cinema
- Difference between Theater & Theatre
- Development and importance of Regional cinema in India
- The basics of screen Grammar
- Five C's of cinematography
- New methods and techniques of publicity and film promotion
- Influence of cinema on society and culture
- Film review, film Appreciation and Film Criticism
- Changing trends in Punjabi cinema and Vernacular Cinema
- New trends in Indian cinema
- Impact of Hollywood on Indian cinema


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UNIT II

- Stages of Production
- Significance of research in AV production process
- Shooting script; Framing effective shots- field of view, headroom, lead room, foot room, nose room 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
- Indian Cinema vs. OTT platforms
- Rise of Regional cinema in Digital Era
- Indian Cinema as a soft power
- Censorship: need and relevance of censor board

Practical: Film Review Writing, Script Writing, Short Films

SUGGESTED READINGS

1. How to Read a Film, James Monaco.
2. Producing Videos: A Complete Guide, Martha Mollison.
3. Television Production, Gerald Millerson & Jim Owens.
4. Cinematography - Theory & Practice, Blain Brown.
5. Motion Pictures and Video Lighting, Blain Brown.
6. A Short History of the Movies, Gerald Mast.
7. Movies and Methods, Bin Nichols.
8. History of Documentary Films, Eric Barnouw.
9. Advanced Photography, Michael Langford.
10. The Technique of Film Editing by KarelReisw.
11. Cinema as a Graphic Art, V. Nilsen.
12. Our Films Their Films, Satyajit Ray.
13. Script to Screen, Sharda Koshik



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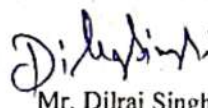
Mr. Ripudaman Singh




Mr. Harpreet Singh Kahlon



Mr. Hargunpreet Singh



Mr. Dilraj Singh



Ms. Meenakshi

MAJMC 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.

Course Outcomes: On completion of the course students should be able to:


- Understand the concept of Intercultural Communication.
- Familiarize with the concept of International Communication.

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


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UNIT II

- UNESCO'S efforts in the promotion of intercultural communication
- Universal Declaration of Human Rights and Communication
- UNESCO's Mass Media Declaration
- Code of ethics in intercultural communication
- Mass culture: Popular Culture
- Issues regarding intercultural communication & international communication: violence against media persons
- Cultural imperialism, Cultural shock & Cultural Assimilation
- International organizations: UNESCO, NANAP, NWICO, NIEO
- Global Village, Globalization & Localization
- Effects of globalization on media
- Global Issues
- Issues regarding professional standards
- Transnational media ownership and issues of sovereignty and security

Practical: Content Analysis, Discussions, Seminars, Surveys.

SUGGESTED READINGS

1. Global Glasnost: Toward a New World Information and Communication Order? , J. Galtung, & R.C. Vincent.
2. Global Networks: Computers and International Communication, M. Linda Harasim.
3. Global Media: The new missionaries of global capitalism, Herman, & Robert W.Mc Chesney.
4. Global Communication, Yahya Kamalipour.
5. Alternative Media: Linking Global and Local, Peter M. Lewis.
6. The Globalization of News, Oliver Boyd Barrett.
7. Transnational Media and Third World Development, William H. Meyer.
8. International Communication & Globalization, Ali Mohammadi.
9. Beyond National Sovereignty: International Communication, Kaarle Nordenstreng & Herbert I. Schiller.
10. The Media and Globalization, TerhiRantanen.
11. International Communication: An introduction, Daya Kishan Thussu.



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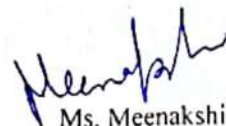
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Mr. Dilraj Singh



Ms. Meenakshi

MAJMC 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.

Course Outcomes: On completion of the course students should be able to:

- Understand the role of media in society.
- Familiarize with the various aspects of society.

UNIT I

- Society and Culture
- Organism, Community, Society, Social Institutions, Organizations, Urbanization
- Migration: Various Types of Migration: Migration from Country to country & Migration Within country.
- Family : The Patriarchal and the Matriarchal Family
- Role of Family- Joint Family, Nuclear Family.
- Globalization, Modernization
- Generation Gap
- Social Values, Public and Public Opinion



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Mr. Ripudaman Singh



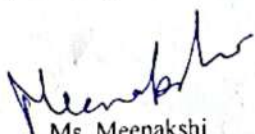
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UNIT II

- 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
- Media and Development
- Cyber Culture.

Practical: Survey, Content analysis.

SUGGESTED READINGS

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



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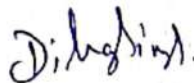
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**MA (JMC) – 404 B
INDIAN ECONOMY**

Maximum Marks: 100
External Assessment: 70 marks
Internal Assessment: 30 marks

Teaching Periods: 55
Time Allowed: 3 Hours
Pass Marks: 35%

INSTRUCTIONS TO THE PAPER-SETTER

The question paper will consist of three Sections. Section A and B will have four questions from the respective units of the syllabus and will carry 10 marks each. Section C will consist of 10 short answer type question which will cover the entire syllabus uniformly and will carry 30 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.
- G. Omkarnath: Economics: A Primer for India, Orient Blackswan

MC
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R. Shri

Anu

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Preet Kamal

**MAJMC 405
DISSERTATION**

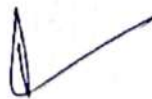
Total Marks 100

Objective: To develop the skills of writing research paper among the students.

Since M.A. (Journalism and Mass Communication) is an integrated four semester, two year course, each student is required to start initial work on his/her dissertation in the third semester. The students will finalize the title of their dissertation within a month of the start of the third semester and the students will be submitting the synopsis by the end of third semester. The seminar on the synopsis will be held within one month of the beginning of fourth semester. Each student will have to submit one hard and one soft copy of the dissertation by the end of fourth semester.



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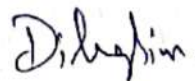
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MAJMC 406


PROJECT


Total Marks: 50

Students have to compulsorily complete the following activities and the mentors for the respective tasks will be assigned to them. The tasks will be purely based on journalistic aspects that will train students to meet the challenging world and will have to meet the deadlines mentioned for the tasks.

- Print Media: Minimum 2 Articles/ Features/ Middle/ Poems/ Letters to Editor in esteemed newspapers
- Anchoring and On-Screen Skills: 5 news bulletins and 2 interviews/discussion programs
- Public Relations and Advertising: Minimum 2 Press notes of College Events'
- Radio announcing and Compeering: Radio feature of 20 minutes


Dr. Nanu Davinder Kaur


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Mr. Hargunpreet Singh


Mr. Dilraj Singh


Ms. Meenakshi