

M.A. (MASS COMMUNICATION)

Syllabus

CHOICE BASED CREDIT SYSTEM

Duration: Two Years

Eligibility: Graduation

2020 onwards

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

CH. DEVI LAL UNIVERSITY
SIRSA

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-I

Print Journalism: Editorial & Features

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Print Journalism and identify and analyze basic types of features and articles. To provide them in-depth knowledge about the structure and functions of Reporting Staff and Editorial Department/Section.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (10 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 Marks

Unit I

Development of Print Media: Historical View, Indian Press in Pre & Post Independence Era, Origin of Indian News Agencies and their Role, International News Agencies in India, Management and Ownership Patterns of Indian Press

Unit II

Editorial : Meaning & Concept, Editorial Page : Role and Relevance, Types of Editorials, Editorial Department: Role and Functions, Editorial Policy, Concept of Editorial Independence, Relationship of Editorial Department with other Departments

Unit III

Editor – Responsibility & Functions; Editor-in-Chief, Assistant Editor-Associate Editor, News-Editor, Chief Sub Editor- Sub Editors, Cartoonist - Role and Responsibility

Unit IV

Features : Meaning & Concept, Types of Features, Characteristics of Features, Middle Writing, Basics of Writing Features, Qualities of a Feature Writer, Syndicate features

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-II

Radio Journalism

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Print Journalism and identify and analyze basic types of features and articles. To provide them in-depth knowledge about the structure and functions of Reporting Staff and Editorial Department/Section.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (10 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 Marks

Unit-I

History of Radio in India, Public & Private Radio Systems: AM, FM, Community Radio, Prasar Bharti, Fundamentals of Radio Journalism, Radio News Reporting, Sound Bytes, News Writing & Editing , Radio Bridge

Unit-II

Basics of Audio Production, Radio Genres: Formats, Peculiarities & Purpose, Concept of Phone-in Programmes, Special Audience Programmes, Script Writing for Radio Programmes, Essentials of News Writing for Radio, News Bulletin

Unit-III

Paralinguistic's in Radio, Audio Recording & Editing: Software & Techniques, Microphones: Types & Usage, Live and Recorded Programmes, Audio Console: Functions & Handling, Voice & Sound Recording, Microsoft Adobe Audition

Unit-IV

Community Radio Station, FM Radio Broadcast: Purpose, Contents & New Trends, Radio Jockey, Typology of Audience, Audience Research, Community Radio and Social Change, Role of Radio in Agriculture

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-III

Television Journalism

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Print Journalism and identify and analyze basic types of features and articles. To provide them in-depth knowledge about the structure and functions of Reporting Staff and Editorial Department/Section.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (10 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 Marks

Unit-I

Development of Television: Historical View, Development of Television in India, Public and Private T.V. Channels, Demassification of Media, Organizational Structure of Television Industry

Unit-II

T.V. as a Medium of Communication, Concept of T.V Journalism, Formats and Types for TV Programmes, TV News Script Format, Prominent Reality Shows on Indian T.V., Transmissio, DTH, Cable Television, Satellite TV Channels, ,

Unit-III

Fundamentals of TV Reporting – Reporting Skills, ENG and EFP, Ethics for TV reporting, Writing and Reporting for TV, TV Anchoring, News Reading, Piece to camera, Voice over, You tube channel.

Unit-IV

Phone in Programmes, Voice, SITE & Kheda experiment, Role of Television in nation building, economic development, Elimination of Social evils. Television as carrier of Social Change, Generes of Television, Camera Angels and Camera movements.

M.A. Journalism & Mass Communication

SEMESTER II

Core Compulsory-IV

Computer Applications in Media

Time allowed : 3 Hours

Total Marks: 100

Max. Marks: 50

Internal Assessment: 30

Practical: 20

Objectives: Imparting basic understanding of Computer Application and Identify and Analyze Basic Types of Software and Hardware used in Media. To impart know to the students about Primary and Secondary data, E-Magazines and online Newspapers.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks (10 Marks each). There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.

4 Questions of 10 Marks= 40 Marks

Unit I

Definition, Origin & History, Classification of Computers, Introduction to input & output Devices, Introduction to Memory – Primary & Secondary

Unit II

Introduction to Graphical-User Interface (GUI), File and Folders: Flash, Directory, Creating, Copying, Moving, Deleting and Renaming, Applications & Setting : Desk-top Management, tool box

Unit III

MS-Word and Application: basics, Typing and Editing, Formatting Text, Quark Express: basics, Power Point: Introduction, presentation, graphics, creating presentation, editing and slide shows

Unit IV

Introduction to Internet: Definition, Various Activities, Tools and Services on Internet, Internet Protocols FTP, HTTP, TCP, IP, Major News Sites, E Magazines, Online Newspapers

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective-I

CYBER JOURNALISM

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding to the Students of Cyber Journalism and recent trends in it, Web Newspapers, What point use kept in mind while writing for Cyber Media.

Scheme of Examination: The question paper will be divided into Five Units. First unit/question will consist of five compulsory questions based on all the four units.

5 questions of 2 marks= 10 marks

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

4 questions of 10 marks= 40 marks

Unit-I

Cyber Journalism, Information Super Highway, Internet and Information Revolution, Comparison of Cyber media with other Media, Advantages and Disadvantages of Cyber Journalism.

Unit-II

Writing for Cyber Media, Features & Articles on the Web, E-Journalism and E-Culture, Impact of Cyber Journalism, Recent trends in Cyber Journalism, Mobile Journalism.

Unit-III

Presentations & layout of Cyber Newspapers and Magazines, Advertising on Web, Circulation of Web Newspaper, Qualities of Web Journalist, Future of Cyber Journalism

Unit-IV

Current Trends in Cyber Reporting & Editing, Impact of globalization on Cyber Journalism, Cyber Laws, Social Media and Social Networking Sites, Youth and Social Media

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective (I)

Defense Journalism

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Defense Journalism and Identify and Analyze Basics of Armed Forces. To provide them in-depth knowledge about the Defense Reporting, Activist Journalism and Advocacy Journalism.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Military; An Introduction to Nation and its Defense of Society, Defense Agencies: Internal & External: Armed Forces: Army, Navy, Air Force, Paramilitary Forces, Research & Development by Military, DRDO.

Unit-II

India's Current Defense Situation: Internal & External, Geostrategic Location of India, India's Relations with other countries, India's Defense Policy, Military-Media Relations, Defense Public-Relations Practices, Role of Media in Civil Defense.

Unit-III

War Reporting, Reporting Insurgencies, Reporting Terrorism, Reporting Military Policy Matters, Sting Operations, Military Profiles: Individual & Institutional, Writing Columns, Activist Journalism & Advocacy Journalism.

Unit-IV

Qualities of Good Reporters, Types of Reporters, Skills Required for a Defense Reporters, Source Credibility, Source Confidentiality, Defending Against Deception.

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective (II)

INTER-CULTURAL COMMUNICATION

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Inter-Cultural Communication, and Identify and Analyze Basic Types of Inter-Cultural Communication and its Barriers. To study the impact of Media On Society. Role of media in the field of Inter-Cultural Communication.

Scheme of Examination: The question paper will be divided into Five Units. First unit/question will consist of five compulsory questions based on all the four units.

5 questions of 2 marks= 10 marks

Question no 2 to 9 will carry equal marks i.e. 15 marks each. There will be two questions set with internal choice on each of the four units of the syllabus.

4 questions of 15 marks= 60 marks

Unit-I

Culture: Definition & Process, Culture as a social institution, Value systems: Eastern and Western perspectives, Inter-cultural Communication , Philosophical and Functional dimensions

Unit-II

Communication as a Concept in Western and Eastern cultures, Sufism, Sadharvikaran , Language as a medium of Cultural Communication, Linguistic Aspects of Inter-cultural communication.

Unit-III

Mass Media as Vehicles of Inter-cultural communication, Barriers in Inter-cultural Communication, Inter-cultural conflicts and Communication, Impact of New technology on Culture, Effects of Globalization on Culture and Communication

Unit-IV

Culture, Communication and Folk Media, Dance and Music as instruments of Inter-cultural Communication, Code of Ethics & Cultural Transformation, Deras and Inter-Cultural Connotations, Religious Places as Cultural Carriers

M.A. Journalism & Mass Communication

SEMESTER II

Core Elective (II)

Animation & Graphics

Time allowed : 3 Hours

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

Objectives: Imparting basic understanding of Animation & Graphics importance of layout Design. To strengthen the knowledge of Students. To Impart the knowledge to the students about importance of Animations in Media Industry.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Concept and Theory of Animation and Graphics, Basic Elements and Principles of Graphics, Design and Layout, Principles of Designing, Designing Need and Signification in Media.

Unit-II

Printing methods - Letter Press, Cylinder, Rotary Gravure Screen, Offset, Plate making, Printing paper - Kinds, varieties, sizes, calculation, making choices, Printing Process - Prepress, in press , Post press

Unit-III

Visuals : Physical Forms, Function, Editing, Colour : Physical Forms, Psychology, Colour Scheme and Production, Magazine Layout, Pagation, Designing Various Parts, Layout of Broadsheet and Tabloid

Unit-IV

Computer Mediated Design : An Overview; Multi media : Characteristics and function, Designing concepts in TV [News channel's screen] and Websites [front page], Web Designing,, Designing a Website, Newspaper and Magazine Designing, Role of Animation in Advertising, Film Industry, Online Journalism.

M.A. Journalism & Mass Communication

SEMESTER II

Open Elective

Current Affairs

Time allowed : 3 Hours

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

Objectives: Imparting basic understanding of about Major Politicals Social issues Status of Elementary higher Education. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units
5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.
4 Questions of 15 Marks= 60 Marks

Unit-I

Major Political Affairs: Issues at National level, Election Commission of India, India's Relations with its Neighboring Countries.

Unit-II

Economic Affairs: Economic issues and Problems, Niti Aayog, Green, White and Blue Revolution, Features of Indian Economy, Role of Media in a Economic Development.

Unit-III

Social and Cultural Affairs: Illiteracy, Communalism, Unemployment, Health & Family Welfare, Girl Child & Women Development, Social Development of Marginalized groups

Unit-IV

Current Affairs of Haryana: Current Political, Social, Economic and Sports Affairs of Haryana during the Semester.