**PGDJMC (SYLLABUS)**

(JOURNALISM & MASS COMMUNICATION)

**PART-I**

**(SEMESTER I & II)**

**2014-15, 2015-16, 2016-2017 & 2017-2018, 2018-19 SESSIONS**

**PAPER-I: Introduction to mass Communication**

Max. Marks: 100 Theory: 60 Marks

Pass Marks: 35 Internal Assessment : 40 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

Communication : Meaning, Definitions and nature; Elements and process of communication; Functions of human communication and Mass communication; Various forms of communication: Seven C's of communication, Effective communication, Characteristics and types of audiences, Barriers in communication: Intra-personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers; Communication and human relationships; Language as Vehicle of Communication; Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effect models; Models of Aristotle, Dance, Harold Lasswell, Osgood, Wilbur Schramm, George Gerbner, Westley and MacLean, Gate keeping, Convergence model. Visual language. (*Practical* : Understanding communication situations and using verbal, non-verbal and visual language. Body language, Facial communication, Space communication, Physical environment, silence, paralanguage and temporal communication. Exercises related to group communication and public speaking).

**SECTION-B**

Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, Concepts of selective exposure, selective perception and selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System theories : Authoritarian, Libertarian, Social Responsibility, Developmental and Democratic participant. Mass communication through Traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era. Convergence.

SUGGESTED READINGS

1. *Mass Communication Theory by Denis McQuail, SAGE Publications.*

*2. Communication Models by Denis McQuail, Longman Publications.*

*3. Introduction to Mass Communication by William Francois, Tata McGraw Hill Publication.*

*4. Text book of Mass Communication and Media by Uma Joshi, Anmol Publications.*

*5. Understanding Mass Communication by DeFleur Dennis, Houghton Mifflin Company.*

*6. Mass Communication Theory & Practice by Dennis Stanley, Maffield Publishing Company.*

*7. The Dynamics of Mass Communication by Joseph R. Dominick, Mc graw Hill Boston.*

*8. Patarkari te Jan Sanchar by Harjinder Walia, Parul Raizada, Madan Publication*. (2015)

**PAPER-II : growth & Development of print media**

Max. Marks : 100 Theory : 60 Marks

Pass Marks : 35 Internal Assessment : 40 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

Language and society: development of language as a vehicle of communication. Invention of paper and Printing Press, Development of Press in India; Colonial Period; Post Independence era, Contemporary Pioneer Publications in English; Statesman, The Hindu, The Tribune, The Times of India, Indian Express, Hindustan Times; Hindi; Amrit Bazar Patrika, Danik Jagran, Amar Ujala; Punjabi; Akali Putrika, Desh Sewak, Ajit, Punjabi Tribune, Jag Bani, Nava Zamana; Eminent Personality; Pre Independence, Angustus Hickey, Raja Ram Mohan Roy, Mahatma Gandhi, Buckingham, Bal Gangadhar Tilak, B.G Horniman, Post Independence: Kuldeep Nayyar, Kushwant Singh, Kalinath Roy, Sadhu Singh Hamdard., P. Sainath; History of Indian New Agencies; PTI, Bhasha Sanchar Routers, A.P., Units, AFP, Development of Punjabi Press; Punjabi Press scope and its future.

**SECTION-B**

Issues of freedom: political and press freedom, first war of Indian independence and the press, Birth of the Indian language press: 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; Law dealing with obscenity; Official secrets Act 1923; Press and Registration of Books Act 1867; Working journalist and other Newspaper Employees Act 1955, Copy right Act 1957. Features of Indian Constitution; Fundamental rights, Right to freedom (Article 19-22); Provisions for declaring emergency and their effects on media; Parliamentary privileges; Right to Information Act 2005.

SUGGESTED READINGS

1. *Journalism in India by R. Parthasarthy, Sterling Publishers Pvt. Ltd.*
2. *The Press in India by M. Chalopathi Rau, Allied Publishers.*
3. *Mass Communication & Journalism in India by D.S. Mehta, Allied Publishers.*
4. *Punjabi Patarkari Nikas by Sandhu & Johal (ed.)., Vikas Te Samasiavan.*
5. *History of Press, Press Laws and Communication by B.N Ahuja, Surjeet Publications.*
6. *Laws of the Press by Durga Das Basu, Lexis Nexis India.*
7. *The Press under Presure by D.R. Mankekar, Indian Book Publications.*
8. *Modern History of Indian Press by Sumit Ghosh, Cosmo Publications.*
9. *Punjabi Sahitak Patarkari by Harjinder Walia.*

*10. Patarkari te Jan Sanchar by Harjinder Walia, Parul Raizada, Madan Publication. (2015)*

**PAPER-III : Reporting for Print Media**

Max. Marks : 100 Theory : 60 Marks

Pass Marks : 35 Internal Assessment : 40 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

News : definitions, elements and related concepts; Sources of news; news gathering techniques; Oral press briefing, special press briefing; Press conference, meet the press; Types of interview, purpose, technique; Press release, press note, reporting metro/city/local etc. News writing styles, types of news; Soft news and hard news; Investigative, interpretative and Depth reporting, Reporting for the magazines; Use of computers by reporters; Online reporting, Blog and Web writing, Citizen Journalism, Photo Journalism. Basics of Still Photography: Aperture and Shutter speed, Depth of Field, its Relation with Aperture, Focal length.

**SECTION-B**

Headline, technique, style, purposes and kinds of headlines; Dummy, page-make-up; Computerised page making, Intros and their importance, functions and types, lead body, paragraphing; Situation analysis; Special sections; Special columns; Special supplements; Special pullouts. Scoops, exclusive and specialized reporting-crime, social issues, art, science, sports, economic, business development; weather, city life, speech, accidents, Parliament, legislature, legal, elections, riots, war, social conflicts, tensions, Civil and human rights, Political and diplomatic reporting.

SUGGESTED READINGS

1. *The Complete Reporter by Jullian Harris and others, Macmillan Publishing Co.*

*2. Modern News Reporting by Care H. Warren, Harper, New York.*

*3. Mass Communication and Journalism in India by D.S. Mehta, Allied Publishers Ltd., New Delhi.*

*4. Sanchar by Harjinder Walia, Bhupinder Batra,Sanchar Publishers.*

*5. The Professional Journalist by John Hobenberg ,Oxford IEH Publishing Company.*

*6. Functions and areas of Journalism by Y.K.D. Souza, Wisdom Press.*

*7. Patarkari te Jan Sanchar by Harjinder Walia, Parul Raizada, Madan Publication*. (2015)

**PAPER-IV : media management**

Max. Marks : 100 Theory : 60 Marks

Pass Marks : 35 Internal Assessment : 40 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

Management: Concept, Functions and Importance; Approaches to management :Managerial Roles Approach, Contingency or situational approach, Systems Approach, Organisational Behaviour; Social Responsibility of Managers; Motivation: Maslow’s Hierarchy of Needs , McClenlland’s Theory of Needs, Self Determination Theory, Goal Setting Theory, Self Efficacy Theory and Expectancy Theory; Management and Communication Process: Functions, Direction, Barriers and the role of Manager as Communicator; Issues Management: Employee-Employer Relations, Government Relations, Community Relations and Consumer Relations.

**SECTION-B**

Media as an industry and profession: Ownership Patterns and Policy Formulation of Mass Media in India; Sole Proprietorship, Partnership, Private limited Companies, Public Limited Companies, Trust, Societies, Cooperatives; Hierarchy Functions and Organisational Structure in Print Media, Radio and Television Management; Transnational Media Ownership and Issues of Sovereignty and Security; Manager and the New Media; Legal aspects of Media Management.

**SUGGESTED READINGS**

*1. Organisational Behaviour by Stephen P.Robbins, Timothy A.Judge, Neharika Vohra/Pearson.*

*2. Essentials of Management by Harlod Koontz ,Heinz Weihrich/ McGraw Hill.*

*3. Media for Managers by Frank M. Corrado, Prentice Hall PTR.*

*4. Balancing on the Wire – The Art of Managing Media Organizations by Redmond, James, Trager, Robert,*

*Cengage Learning.*

*5. Leaving Readers Behind – The Age of Corporate Newspapering by Roberts, Gene, University of Arkansas*

*Press.*

*6. Management of Electronic Media by Alan B. Albarran, Wadsworth Publications.*

*7. Media Management in India by Dibakar Panigraphy, Kanishka Publishing House.*

*8. Media Management in the Age of Giants by Dennis F. Henrick, UNM Press.*

*9. Media Managment by S. Kundra, Anmol Publication Pvt. Limited.*

**SEMESTER-II**

**PAPER-V : Advertising**

Max. Marks : 100 Theory : 60 Marks

Pass Marks : 35 Internal Assessment : 40 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

Advertising: Definition, Functions, Types and Evolution; History of Indian Advertising; Theories of Advertising: Starch Model, AIDA, DAGMAR model, Theory of Cognitive Dissonance and Maslow's Hierarchy of Needs model; Brand Building and Advertising: Defining Brand, Brand Image, Brand Equity, Brand Positioning and Brand-Consumer Relationship; Advertising Agency: Structure, Functions, Types and Indian Scenario; Creative Strategy: Creativity, Creativity Brief, Creating an appeal, Colour Psychology, Typography and Layout; Media Strategy: Media Characteristics, Media Selection and Scheduling.

**SECTION-B**

Marketing: Definition, Concept, Objectives and Role of Advertising; Four Ps of Marketing Mix; Promotional Mix: Advertising, Publicity, Personal Selling and Sales Promotion; Market Segmentation: Geographic, Demographic, Psychological, Socio-Cultural and Behaviouristic; Consumer Behaviour and Role of Social Psychology, Culture and Subcultures; Importance and objectives of Consumer Research, Market Research and Advertising Research; Socio-Economic Impact of New Media on Advertising; Advertising and Ethics; ASCI Code of Self Regulations; Advertising and Law.

SUGGESTED READINGS

1. *Advertising Management by Jaishri Jethwaney and Shruti Jain, Oxford University Press.*
2. *Consumer Behaviour by Leon G. Scbiffman and Leslie Lazar Kanuk, Pearson Prentic Hall.*
3. *Fondations of Advertising by S.A. Chunawala and K.C. Sethia, Himalaya Publishing house.*
4. *Marketing Management by Philip Kotler, Northwestern University.*
5. *Essentials of Advertising by Louis Kaufman, Harcourt Brace Jovanovich, Inc.*
6. *The Fundamental of Advertising by John Wilmshurst, M.E. Sharpe, Routledge.*
7. *Contemporary Advertising by William, F. Arens, Tata McGraw Hill.*
8. *Vigaypan kala by H.S. Dilgeer (Language Punjabi).*

**PAPER-VI : Electronic Media**

Max. Marks : 100 Theory : 60 Marks

Pass Marks : 35 Internal Assessment : 20 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

Evolution and growth of electronic media: Radio and television; Characteristics of various electronic media; Cable TV, DTH and FM; Radio vs. television; Print vs. electronic media; Television vs Film. Broadcasting in USA & UK; Public vs. commercial broadcasting; Commercialization of Indian electronic media, Autonomy for Indian electronic media; Globalization and Indian electronic media; Global news flow; Radio and television audience research.

**SECTION-B**

Ownership patterns; Television programme strategies; Competition among various channels; Future trends; Effects of electronic media on culture and society; Violence, Vulgarity and indecency on television. Printed work versus spoken word; Principles of writing for radio and television; Broadcasting writing techniques and styles; Script formats for radio talks, reports, features and television serials, sitcoms, documentaries, drama etc.; Preliminary, camera and final script Preparing story boards; Gathering, constructing, writing and editing of radio and TV news.

*(Practical exercises in writing for electronic media)*

SUGGESTED READINGS

*1. A Dictionary of Communication and Media Studies by Watson & Hill, Hodder Education Publisher.*

*2. Evolution of American Television by George Comstock, SAGE Publications.*

*3. Television in America by George Comstock, SAGE Publications.*

*4. Winning the Global TV News Game by Johnston, Focal Press.*

*5. New Media Politics by McQuail & Siune (Ed.), SAGE Publications.*

*6. Mass Media and Society by Curran & Gurevitch (Ed.), Bloomsbury Academic.*

*7. The Television Writers Handbook by Nash & Oakey, Barnes and Noble Books.*

*8. Modern Media and Communication by Joseph, Anmol Publications.*

*9. Electronic Media by John & Graft : Frederick, Wordsworth Thomson Learning United States.*

*10. Broadcast News Writing by Ted White, Adrian J. Meppen & Steve Young,*

**PAPER-VII : Editing & editorial writing**

Max. Marks : 100 Theory : 60 Marks

Pass Marks : 35 Internal Assessment : 40 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

Principles of editing; News room : organisation and functioning; Functioning of electronic news room; Sub-editing : meaning, purpose; news desk, news flow, copy management, Role and responsibilities of News editor, Deputy news editor, Chief-sub-editor & sub-editor. Editing on computers. The editorial page, columns, articles, middle and letter to the editor; The editorial : types, importance, planning and writing; Qualities and responsibilities of the editor, Deputy editor, Assistant editor and editorial staff.

**SECTION-B**

Feature : definition; Difference between features, articles and news; Feature writing; Types of feature : News features, Human interest features, Institutional, Narrative and Photo features, etc.; Features for magazines and newspapers; Importance of human interest in features; Importance of features in daily newspapers and periodicals Literary journalism, Book review. Ethics of the press; Libel, defamation etc.; Code of ethics for journalists; Role of print media in a crises situation (Internal and external); Declining status of the editor; Role of business manager. Latest trends in print media.

SUGGESTED READINGS

*1. Modern Feature Writing by Dewelt Reddick, Harper.*

*2. Mass Communication and Journalism in India by D.S. Mehta, Allied Publishers.*

*3. Media Ethics and Laws by Jan R. Hakeculdar.*

*4. The Art & Craft of Feature Writing by William E. Blundell, Plume.*

*5. Pattarkari : Hunnar Te Kala (Punjabi) by Dalbir Singh, Publication Bureau, Punjabi University, Patiala.*

*6. Major Principals of Media Laws by Wayne Overpeck, California State University.*

*7. Mass Media Law by Don R Pember, Mc Graw Hill.*

*8. The law of Public Communication by Kent r Middleton William E Boston.*

9. Media & Culture an Introduction to Mass Communication by Richard Campbell.

*10. Punjabi Sahitak Patarkari by Harjinder Walia.*

*11. Patarkari te Jan Sanchar by Harjinder Walia, Parul Raizada, Madan Publication (2015).*

**PAPER-VIII : Research methodolgy**

Max. Marks : 100 Theory : 60 Marks

Pass Marks : 35 Internal Assessment : 40 Marks

Time allowed : 3 Hours

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

**SECTION-A**

Research: - Definition, Concepts and Scope. Mass Communication Research:- Nature and Scope, Theoretical background of Media Research, Selection of a Research Design Components involved in Design, Philosophical Worldviews:- Post positivist Worldview, Social Constructivist, Advocacy and participatory and Pragmatic Worldview, Strategies of Inquiry:- Qualitative, Qualitative and Mixed Methods. Formulating Research Synopsis: - Selecting the Research Problem from broader outline to workable formulation, Importance of Delimiting the Research Problems and its importance. Importance of review of Literature, Types of Source material writing Objective and hypothesis. Importance of Synopsis and its importance in designing the research study.

**SECTION-C**

Quantitative Research Design- Defining Surveys and Experiments Studies, Pre Experimental designs, Quasi Experimental, True Experimental, Single Subject Designs. Importance of independent, dependent and control variables. Experimental and control groups. Content Analysis, Descriptive and Analytical surveys, Sampling and its importance, Types of sampling designs- Probability and Non Probability sampling designs, Guidelines for making a good Questionnaire. Qualitative Research: Focus groups, Observation research, Advantages and Disadvantages of Observational research, case study, Research reporting Writing.

SUGGESTED READINGS

*1. Media Reseach Methods by Barrie Gunter. Sage Publications (2000).*

*2. Mass Communication : Theory and Practice by Uma Narula, Har- Anand Publications.*

*3. Research in Mass Media by S.R. Sharma & Anil Chaturvedi, Radha publications.*

*4. Methodology and Techniques of Research by Wilkinson and Bhandarkar, Himalaya publishing house.*

*5. Introducing Mass Communication by Michel Gamble & T.K. Gamble, Mc Graw hill publications.*

*6. Understanding Audiences by Andy Ruddock, SAGE publications.*

*7. Audiences Analysis by Denis McQuail, SAGE publications.*

*8. Visual Methodologies by Gillian Rose, SAGE publications.*

*9. Mass Communication Research Methodology by Andres Hausen & others.*

*10. Introduction to Mass Communication Research by John C. Reinard, Mc Graw Hill publications.*

**Practical Training**

At the end of second semester each student will have to undergo a six week attachment (training) in a media organisation of repute. Students will submit their preferences in writing and final decision in this regard will be taken by the ACD.