

**Sardar Patel University**  
**MA (Journalism and Mass Communication)**  
**(Autonomous)**  
**Semester-I**

**MA (Previous)**  
**Journalism and Mass Communication Syllabus**  
(2016, 2017 and 2018 Examinations)  
Under Choice Based Credit System

**I Semester**

Course Type	Course No and Title	L	T/W	Credits	Internal	Semester	Total
		Per Week			Evaluation		
Core	PG01JMCC06: Indian Society and Development	02	01	02	50	50	100
Core Elective	PG01JMCE01: Introduction to Communication and Principles of Communication	03	01	04	50	50	100
	PG01JMCE02: Development of Media-I (Print)	03	01	04	50	50	100
	PG01JMCE03: Reporting: Concept and Process	03	01	04	50	50	300
	PG01JMCE04: Editing: Concept and Process	03	01	04	50	50	100
	PG01JMCE05: Field Work Practicum – Print Media: Newspapers, Magazines)	03	01	08	150	150	300
Core Foundation	PG01JMCF07: Basic Communication Skills and Language	02	01	02	50	50	100
<b>Total/Semester</b>		<b>19</b>	<b>07</b>	<b>28</b>	<b>450</b>	<b>450</b>	<b>900</b>

Legend: L = Lectures; T/W = Tutorials/Workshops.

## PG01JMCC06: Indian Society and Development

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a gain exposure to the demographical profile of India keeping in mind the latest data available from Census 2011.
- b attain a fuller understanding of social and cultural profile of India to gain an understanding of the kind of reporting that people in a given area would expect from the press.

### Course Content

#### Unit-1: Demographic Profile (1 Credit)

- 1.1 Population size distribution and density
- 1.2 Biological characteristics of population: age, sex, race, mortality
- 1.3 Socio-economic and cultural characteristics: literacy, education, occupation, religion, language, urban, rural and tribal components
- 1.4 Dynamic characteristics of population: births, migration
- 1.5 Demographic indicators as development indicators

#### Unit-2: Social and Cultural Profile (1 Credit)

- 2.1 Social profile: social stratification social and stratification and its communication and development implications in rural and urban context
- 2.2 Pluralism and its implications: conflict and consensus in Indian society
- 2.3 Cultural profile: a brief historical overview of Indian thoughts and way of life
- 2.4 Development related concepts of cultural heritage
- 2.5 Cultural determinants of social values, beliefs and behavior, regional culture and ethnic identity

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. Manoranjan Mohanty, *Class, Caste, Gender (Readings in Indian government and politics)*, Vol.5, SAGE Publications, New Delhi, 2004.
2. Ram Ahuja, *Social Problems in India*, 3rd edition, Rawat Publications, Jaipur, 2014.
3. K. L. Sharma, *Social Inequality in India: Profiles of Caste, Class and Social Mobility*, Revised 2nd edition, Rawat Publications, Jaipur, 1999.
4. Amitava Mukherjee, *The Central Problems of Economics (Economics Redefined)*, Concept Publishing Company, New Delhi, 1991.
5. Uma Narula, *Indian Economy: Vision Reality, Challenges*, Atlantic Publishers, New Delhi, 2007.
6. U. B. Singh, *Administrative System in India: Vedic Age to 1947*, A. P. H. Publishing Corporation, New Delhi, 1998.
7. G. R. Reddy, *The Challenges of Governance in India Democracy*, A. P. H. Publishing Corporation, New Delhi, 2008.
8. Ramchandra Guha, *India after Gandhi: The History of the World's Largest Democracy*, Pan Macmillan India, New Delhi, 2008.

## **PG01JMCE01: Introduction to Communication and Principles of Mass Communication**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a acquaint students with the basic concept of communication.
- b attain a fuller understanding of the fundamental theories of communication and models.
- c show an in-depth understanding of the theories of mass communication.
- d develop understanding of business of advertising, traditional media and public relations advertising, and advertising strategies.

### **Course Content**

#### **Unit-1: Introduction to Communication (1 Credit)**

- 1.1 Nature of communication, elements, scope and significance of communication
- 1.2 Types of communication – intrapersonal, interpersonal, group and mass communication, vertical and horizontal communication, one way-two way, upward-downward communication etc
- 1.3 Verbal and non-verbal communication, distortion in communication – ‘noise’ and other barriers of communication
- 1.4 Sociological and psychological aspects of communication

#### **Unit-2: Communication Models (1 Credit)**

- 2.1 Definition, scope and purpose of models
- 2.2 Types of Communication models: Aristotle, Lasswell, Shannon and Weaver Mathematical model, Bolton and Cleaver Model, Newcomb’s ABX Model, Wilbur Schramm’s model, Osgood-Schramm’s Model, Katz and Lazarfeld’s Two Step Flow of Communication Model, The Hypodermic Needle Model of Flow, Gerbner’s Model of Communication, Westley and MacLean’s Model, Riley and Riley Model of Communication, David Berlo’s Model of Communication, Jakobson’s Model, Dance’s Helical Model, Roger’s Diffusion of Innovations Process

#### **Unit-3: Mass Communication Theories (1 Credit)**

- 3.1 Introduction to mass communication theory: defining and redefining mass communication, four eras of media theory, emergence of a moderate-effects perspective, ongoing debate over issues
- 3.2 Classification of the socio-psycho-cultural theories of mass communication
- 3.3 Psychological/Individual difference theory – selective exposure and selective perception, personal influence theory – two-step and multi-step theory
- 3.4 Sociological theories of mass communication – cultivation, agenda-setting, uses and gratification and dependency theories

#### **Unit-4: Normative Theories (1 Credit)**

- 4.1 Normative theories of mass communication – Authoritarian, Free press, Social responsibility
- 4.2 Communist media theory, Development Communication and Democratic-participation theories
- 4.3 Some other theories of Mass Communication – Mass society theory, Political-Economic Media theory, Hegemony theory, Cultural and Semiotic theory
- 4.4 Asian theories of communication (Sadharanikaran and Sahridayikaran), Comparison between Asian and Western thought on Communication theories

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

1. M. Q. Dennis, *Mass Communication Theory*, 6th South Asian Edition, Sage Publications, London, 2012.
2. S. J. Baran and D. K. Davis, *Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition, Cengage Learning, 2012.
3. J. Fiske, *Introduction to Communication Studies*, Routledge, London, 1982.
4. K. Williams, *Understanding Media Theory*, Bloomsbury Academic, London, 2003.
5. J. Vivian, *The Media of Mass Communication*, Prentice Hall, 2011.
6. S. W. Littlejohn and K. A. Foss, *Theories of Human Communication*, 2008.
7. U. Narula, *Communication Models*, Atlantic Publishers, New Delhi, 2006.
8. P. M. Lester, *Visual Communication: Image and Messages*, Thomson Wordsworth, 2006.
9. C. R. Harris and P. M. Lester, *Visual Journalism: A Guide for New Media Professionals*, Allyn and Bacon, 2002.
10. N. Andal, *Communication Theories and Models*, Himalaya Publishing House, Mumbai, 1998.

## **PG01JMCE02: Development of Media-I (Print)**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a provide students with the historical perspective of development of print medium.
- b attain a fuller understanding of the early efforts to publish newspapers and the growth of newspapers in India.
- c enrich knowledge of students about vernacular (Gujarati) journalism and develop an in-depth understanding of it.
- d develop understanding about the development of Gujarati journalism in Gujarat.

### **Course Content**

#### **Unit-1: Language and Early efforts to publish newspapers (1 Credit)**

- 1.1 Language and society – development of language as a vehicle of communication
- 1.2 Invention of printing press and paper – pioneer publications in Europe and USA
- 1.3 Early communication systems in India – development of printing
- 1.4 Newspapers and magazines in the 19-20<sup>th</sup> century

#### **Unit-2: Growth of Newspapers in India (1 Credit)**

- 2.1 Evolution of Press in India: As a Mission in Pre-independence period
- 2.2 Growth of Newspapers in India after 1947: Main Trends, First and Second Press Commission: Main findings
- 2.3 Expansion of Regional Newspapers after 1977: Main Trends
- 2.4 Evolution and Growth of News Agencies: National and International, Indian Media and Foreign Direct Investment norms: Issues and debates

#### **Unit-3: Gujarati Journalism (1 Credit)**

- 3.1 Rise of Gujarati Press – Mumbai Samachar, Mumbai na Chabuk, Jame Jamshed and other Parsi weeklies and dailies
- 3.2 Journalism for social reforms by Karsandas Mulji, Narmad, Manibhai Dwivedi and others

#### **Unit-4: Development of Gujarati Journalism in Gujarat (1 Credit)**

- 4.1 Vartman, Gujrati, Gujrat Mitra, Dandio, Sandesh, Gujrat Samachar, Jansatta, Phulchhab, Jaihind, Sambhav, Times of India (Gujarati), Divya Bhaskar and others
- 4.2 Press in Saurashtra: Saurashtra Darpan, Kathiawad Times, Vigyan Vilas, Gujrat Shalapatra, Priyamvada, Khedut, Sharda, Kaumudi etc
- 4.3 Gujarati Literary Journalism and Renowned journalists of Gujarat – Narmad, Fardoonji Marzban, Karsandas Mulji, Shamaldas Gandhi, Gandhiji, Kakalbhai Kothari, Zaverchand Meghani, Amrutlal sheth.

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	15
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. B. N. Ahuja, *History of Indian Press: Growth of Newspaper in India*, Surjith Publications, New Delhi, 1988.
2. Motilal Bhargava, *Role of Press in the Freedom Movement*, Reliance, New Delhi, 1987.
3. M. Chalapati Rao, *The Press in India*, Publications Divisions, GoI, New Delhi, 1974.



## **PG01JMCE03: Reporting: Concept and Process**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a provide students with the understanding of news value and elements of news.
- b Give training in news and feature writing, opinion-writing, narrative writing and commentary.
- c impart theoretical and practical knowledge about reporting, including specialized beats.
- d enable students to write for all kinds of media with emphasis laid on skill training in information gathering, processing and delivering.

### **Course Content**

#### **Unit-1: News Value and Elements of News (1 Credit)**

Defining news: news value, elements of news

- 1.1 Changing concepts of news: factors and issues
- 1.2 Style of news and non-news writing
- 1.3 Structure of news: five W's (Who What, When, Why, Where) and one H (How)
- 1.4 Selection of information, writing introduction/lead, body, different types of introduction/lead, organizing the news story: angle, attribution, quote, background and context
- 1.5 Fact checking: ensuring accuracy, objectivity, fairness and balance

#### **Unit-2: News and Feature Writing (1 Credit)**

- 2.1 Headlines Writing, Inverted Pyramid style, feature style, sand clock style, Nut Graph
- 2.2 News Feature: Characteristics, Types, Writing Style and Packaging
- 2.3 Non-news Features: Writing Style and Packaging,
- 2.4 Opinion Writing: Editorial, Article, Commentary, In-depth Analysis and Research-based Reports, Narrative Writing and other forms of Journalistic Writing

#### **Unit-3: News Gathering Process (1 Credit)**

- 3.1 Types of reporting, role and importance of sources, cultivating, verifying and dealing with sources of news
- 3.2 Qualities of a good reporter, risks of reporting
- 3.3 Ethical aspects of sourcing news and reporting
- 3.4 Different formats of news report: factual and routine news, analytical news, interpretative news and descriptive news, investigative news and research based or in-depth news, sequential news

#### **Unit-4: Specialized Reporting and Beats (1 Credit)**

- 4.1 Understanding beats and their categories
- 4.2 City reporting: city and local news,
- 4.3 Crime reporting: sources and related laws, reporting political parties and politics, legislative (covering Assembly and Parliament), legal reporting
- 4.4 Specialized reporting: Defence, Science and Technology, Education, Art and Culture, Environment, Fashion and Lifestyle, Entertainment, Sports, etc,
- 4.5 Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights, Economy and Finance reporting

## Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

## Reading List

1. P. Stein and Burnett, *News Writer's Handbook: An Introduction to Journalism*, Blackwell Publishing, 2000.
2. Joseph and Sharma, *The Media and Women's Issues*, Second Edition, SAGE Publication, 2006.
3. K. Richard, *The Newspaper's Handbook*, Routledge Publication, 2000.
4. Natarajan and Chakraborty, *Defence Reporting in India: The Communication Gap*, Trishul Publications, 1995.
5. A. Aamidor, *Real Feature Writing*, Lawrence Erlbaum Associates Publishers, 2002.
6. E. C. Thomas, *Economic and Business Journalism*, Sterling Publishers, 2001.
7. Kuhn and Neveu, *Political Journalism: New Challenges*, New Practice, London, 2008.
8. D. Randall, *The War Correspondent*, London, 2005.
9. W. Harrington, *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, SAGE Publications, 1997.
10. K. M. Shrivastava, *News Reporting and Editing*, Sterling Publishers, 1987.

## PG01JMCE04: Editing: Concept and Process

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a provide students with the understanding of news value and elements of news.
- b Give training in news and feature writing, opinion-writing, narrative writing and commentary.
- c impart theoretical and practical knowledge about reporting, including specialized beats.
- d enable students to write for all kinds of media with emphasis laid on skill training in information gathering, processing and delivering.

### Course Content

#### Unit-1: Editing: Role, objectives and tools of editing (1 Credit)

Newsroom structures of Newspapers, magazines and news agencies, Different editorial positions in newsroom and their roles and responsibilities, Editorial Vision: Generating Ideas, Ensuring Creativity, objectivity and Innovation, Managing and allocating Editorial Resources, Team work

#### Unit-2: Management of Editorial Activities (1 Credit)

Editorial Co-ordination: Managing Different Desks, dealing with different pressures, Management of News flow: News flow on the desk from different sources, Copy Editing: Ensuring News value and other criteria, Objectives of copy editing: Checking facts, language, style, clarity and simplicity, relevant graphics for copy, Photo Captions, Editing symbols, Newsroom terminology

#### Unit-3: Visualizing and planning of a newspaper/magazine (1 Credit)

News selection and Placement, Newspaper format: Full format, Tabloid and Magazine Elements of Design: Shape, Colour, Texture; Aesthetics- Balance, Contrast, Rhythm, Unity, Harmony, Typography, Colour and Visual representation, Rules: Column Rule, Cut off Rule, Window, Front Page Design /Functional Design /Horizontal design, Modular design, Total page design /Single-theme design, Preparing Dummy of Newspaper and its different pages, Principles of Graphics and their Importance, Software for Designing: PageMaker, Quark Express, Corel Draw, Photoshop, In-design

#### Unit-4: Newspaper Printing Methods (1 Credit)

Major landmarks in history and development of 'print technology', Basic print processes, Print machines and image carriers- Letterpress, offset, silk screen, digital print, DTP, Future trends in print technology

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10

<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	15
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. G. Rogers, *Editing for Print*, MacDonald Book, 1993.
2. S. Prasad, *Editors on Editing/HY*, National Book Trust, 1993.
3. F. W. Hodgson, *Sub editing: A Handbook of Modern Newspaper Editing and Production*, Focal Press, 1987.
4. Click and Baird, *Magazine Editing and Production*, WCB Brown and Benchmark, 1994.
5. Hicks and Homes, *Sub-editing for Journalists*, Routledge, 2001.
6. A. D. Bowles, *Creative Editing*, Wadsworth, 2011.
7. M. Farrell, *Newspapers: A Complete Guide to the Industry*, Peter Lang, 2010.

## **PG01JMCE05: Field Work Practicum (Print Media: Newspapers/Magazines)**

Credits: 8; Weighting: 300 marks; Continuous Evaluation: 150; Semester Examination: 150

### **Learning Outcomes**

The learners are expected to

- a gain exposure to hands-on experience of the chosen field – print media: either newspapers or magazines.
- b present a mini-report showing the amount of field work done as a part of the practicum.

### **Course Requirement**

- 1 The students will be attached to a print media agency: newspapers/magazines for hands-on training in the field
- 2 They shall present a mini-report showing the amount of field work done as a part of the practicum

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 150 marks, involving regular reporting/drafting/attendance, and a studied presentation.

The format of the paper for Mid-Semester Test shall be as under:

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 150 marks.

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

## PG01JMCF07: Basic Communication Skills and Language

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a provide students with the understanding of news value and elements of news.
- b Give training in news and feature writing, opinion-writing, narrative writing and commentary.

### Course Content

#### Unit-1: Listening and Speaking (1 Credit)

- 1.1 Qualities of a good listener
- 1.2 Active and passive listening
- 1.3 Analytical listening – syllable/word stress: clear enunciation
- 1.4 Qualities of a good speaker
- 1.5 Fluency Building – word match, reading aloud, pronunciation, collocations
- 1.6 Public speaking
- 1.7 Social Communication

#### Unit-2: Reading and Writing (1 Credit)

- 2.1 Reading comprehension
- 2.2 Paraphrasing
- 2.3 Précis writing
- 2.4 Creative Writing
- 2.5 Academic Writing
- 2.6 Report Writing
- 2.7 Vocabulary: general words and terms specific to journalism and mass communication

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. K. Danziger, *Interpersonal Communication*, Pergamon Press, Oxford, 1976.
2. J. V. Vilanilam, *More Effective Communication: A Manual for Professionals*, Sage Publication, New Delhi and London, 2000.
3. Norman Lewis, *Word Power Made Easy: The Complete Handbook for Building A Superior Vocabulary*, Expanded and Completely Revised Edition, Pocket Books, New York and London, 1979.

**Sardar Patel University**  
**MA (Journalism and Mass Communication)**  
**(Autonomous)**  
**Semester-II**



**MA (Previous)**  
**Journalism and Mass Communication Syllabus**  
 (2016, 2017 and 2018 Examinations)  
Under Choice Based Credit System

**II Semester**

Course Type	Course No and Title	L	T/W	Credits	Internal	Semester	Total
		Per Week			Evaluation		
Core	PG02JMCC06: Indian Government and Politics	02	01	02	50	50	100
Core Elective	PG02JMCE01: Development of Media-II: Radio and Television	03	01	04	50	50	100
	PG02JMCE02: Radio Journalism	03	01	04	50	50	100
	PG02JMCE03: Television Journalism	03	01	04	50	50	300
	PG02JMCE04: Basic Photography and Photo Journalism	03	01	04	50	50	100
	PG02JMCE05: Field Work Practicum: Electronic Media – Radio/TV/Production House	03	01	08	150	150	300
Core Foundation	PG02JMCF07: Development Communication	02	01	02	50	50	100
<b>Total/Semester</b>		<b>19</b>	<b>07</b>	<b>28</b>	<b>450</b>	<b>450</b>	<b>900</b>

Legend: L = Lectures; T/W = Tutorials/Workshops.

## PG02JMCC06: Indian Government and Politics

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a acquaint students with understanding of the making of Indian Constitution and the structure of the government.
- c attain a fuller understanding of the federal system of governance in India.

### Course Content

#### Unit-1: Indian Constitution and Directive Principles (1 Credit)

- 1.1 Nationalist Movement and Growth of Representative Institutions (1919-1947)
- 1.2 Constituent Assembly: Origin, Composition and character
- 1.3 Sources of influence and Ideological Background
- 1.4 Philosophy of the Constitution
- 1.5 Basic features of Constitution
- 1.6 Preamble and the basic Values
- 1.7 Fundamental Rights and Duties
- 1.8 Directive Principles of State Policy

#### Unit-2: Indian Federal System (1 Credit)

- 2.1 Union Legislature: Rajya Sabha and Lok Sabha
- 2.2 Union Executive: President, Prime Minister and the Council of Ministers
- 2.3 The Judiciary: Supreme Court of India
- 2.4 Evolution of Indian Federation
- 2.5 Nature and Character of Indian Federal System

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

- 1 Austin Graville, *Indian Constitution and Politics: Cornerstone of a Nation*, New Delhi, 1999.
- 2 S. Narang, *Indian Government and Politics*, Gitanjali Publication, New Delhi, 2004.
- 3 R. L. Hardgrave, *Indian: Government and Politics in a Developing Nation*, H.B. and World, New York, 2000.
- 4 M. V. Pylee, *Our Constitution, Government and Politics*, Universal, Delhi, 2000.
- 5 J. C. Johri, *Indian Government and Politics*, Vols.I and II, Vishal, Delhi, 1998, 1999.
- 6 P. Avasthi, *Indian Political System*, L. N. Agarwal, Agra, 2007.
- 7 Subash C. Kashyap, *Our Constitution: An Introduction*, National Book Trust, New Delhi, 2008.
- 8 M. P. Singh and Rakesh Saxena, *Indian Politics – Contemporary Issues and Concerns*, Prentice Hall, New Delhi, 2008.

## **PG02JMCE01: Development of Media-II (Radio and Television)**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a acquaint students with an overview about radio broadcasting and different types of radio broadcasting.
- b attain a fuller understanding of the evolution and growth of broadcasting in India.
- c develop a clear understanding of how Frequency Modulation (FM) broadcasting works on radio sets.
- d widen understanding of TV including the Indian TV industry and how it has been responsible for wider participation of public in the social life in the country.

### **Course Content**

#### **Unit-1: Radio Broadcasting (1 Credit)**

- 1.1 Characteristics of Radio: Broadcast spectrum management in India
- 1.2 The Medium: Role of Sound, Characteristics, Strengths and Limits
- 1.3 Radio Broadcasting: Main Characteristics
- 1.4 Different Types of Radio: AM (Medium and short wave), FM, Community Radio, DRM and Internet radio broadcasting.

#### **Unit-2: Evolution and Growth of Broadcasting (1 Credit)**

- 2.1 Airwaves – public or private property, pre-independence and post-independence broadcasting, public service broadcasting, broadcasting policy, broadcasting code and limitations
- 2.2 Roles of AIR and private broadcasters, commercial broadcasting policy, community radio policy, contemporary broadcasting

#### **Unit-3: FM Broadcasting (1 Credit)**

- 3.1 Organization and structure, various functionaries and their roles
- 3.2 Planning and organizing the content, Music clock, positioning the channel
- 3.3 Broadcast laws and ethics for music broadcasting
- 3.4 FM technology and software, management of FM radio stations
- 3.5 Community Radio: role of community radio in empowerment, community radio, culture and society, community radio and contemporary issues, management of community radio stations

#### **Unit-4: Understanding TV (1 Credit)**

- 4.1 Evolution and development of TV
- 4.2 Television Broadcasting: Characteristics as a medium of communication
- 4.3 History of TV in India: SITE, Terrestrial, Colour TV, Cable and Satellite, Channel Distribution, MSO's, CAS, HITS, DTH, IPTV, TV on Mobile 3G and Notebook, Prospects of 4G
- 4.4 Contemporary trends: Indian TV Industry, Public service TV broadcasting, Commercial TV broadcasting, Economics of TV broadcasting, National and International TV news agencies, ITU, WARC, International Television agreements

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	15
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. C. Fleming, *The Radio Handbook*, Routledge, 2002.
2. T. White, *Broadcast News Writing, Reporting and Producing*, Focal Press, 1996.
3. H. K. Luthra, *Indian Broadcasting*, Publications Division, GoI, New Delhi, 1987.
4. D. Mandy, *Radio in Global Age*, Polity Press, Cambridge, 2000.

## **PG02JMCE02: Radio Journalism**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a acquaint students with an overview about radio journalism and its various concerns.
- b attain a fuller understanding of writing for the radio including news snippets, headlines, features etc.
- c develop a clear understanding of radio production including recording formats, sound recording, sound transfer, and editing and post-production.
- d widen understanding of radio newsroom organization and structure and how it works.

### **Course Content**

#### **Unit-1: Writing for Radio (1 Credit)**

- 1.1 Thinking audio: Planning and structuring the copy for various audio inputs, Rewriting the printed and agency copy for broadcasting,
- 1.2 Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, Interviews
- 1.3 Compiling Radio news bulletins: Production of different formats of news - 2-minute headline bulletin to one hour news show
- 1.4 Handling of news run down, last minute changes and on air changes in the news
- 1.5 Headline writing: Role and Importance of Headlines, Different types of Headlines, Checking Language, Spelling and Grammar, Following Style Book
- 1.6 Writing for radio programmes: Radio features/documentaries, Radio commentaries, Spotlight/Talks, etc

#### **Unit-2: Radio Production (1 Credit)**

- 2.1 Basic concepts of audio production: microphones – designs, categories and applications.
- 2.2 Digital studio mixer, portable audio mixers, recording formats, understanding sound recording/perspective of sound, sound transfer, editing and post-production
- 2.3 Editing softwares, ob recording equipment, audio workstations – nuendo, avid pro tools and others, studio recording, off-air/on-air studios and their working
- 2.4 Online sound editing: online sound editing software, newsroom software- dalet, phone-in and radio bridge, FM broadcast softwares – RCS, etc.

#### **Unit-3: Broadcast News (1 Credit)**

- 3.1 Radio newsroom organization and structure: newsroom organization and structure and functions
- 3.2 Different editorial positions in newsroom and their roles and responsibilities
- 3.3 Editorial vision: generating ideas, ensuring creativity and innovation, managing and allocating editorial resources, team work, editorial co-ordination: managing different desks

#### **Unit-4: Radio News-Practical (1 Credit)**

- 4.1 Types of news bulletins: 15-minute bulletin, 5 minute, news-on-phone, headlines
- 4.2 Radio News Magazine, New Format News

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

5. E. Elwyn, *Radio: A Guide to Broadcasting Techniques*, Barrie and Jenkins, 1977.
6. C. Fleming, *The Radio Handbook*, Routledge, 2002.
7. A. Boyd, *Broadcast Journalism*, OUP, 1999.
8. T. White, *Broadcast News Writing, Reporting and Producing*, Focal Press, 1996.
9. Y. Ivor, *Television News*, Focal Press, Oxford, 1995.
10. K. M. Srivastava, *Broadcast Journalism in the 21st Century*, Sterling Publications, New Delhi, 2005.
11. R. Thompson, *The Broadcast Journalism Handbook: A Television News Survival Guide*, Oxford, 2004.
12. M. Rober, *An Introduction to Writing for Electronic Media: Script Writing Essentials across the Genres*, Focal Press, Oxford, 2000.
13. H. K. Luthra, *Indian Broadcasting*, Publications Division, GoI, New Delhi, 1987.
14. D. Mandy, *Radio in Global Age*, Polity Press, Cambridge, 2000.

## **PG02JMCE03: TV Journalism**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a acquaint students with an overview the organisational structure of TV news channels.
- b attain a fuller understanding of writing process for visuals, writing anchor leads etc.
- c develop appreciation of TV report and what is involved, in it: field work, interviews etc.
- d widen understanding of gate keeping, run downs, leads, bunching, kickers, rhythm and flow, and how this works.

### **Course Content**

#### **Unit-1: TV News (1 Credit)**

- 1.1 Organizational structure of TV news channels
- 1.2 Modern TV newsroom: Input/output and Assignment Desks, TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB

#### **Unit-2: Writing to Visuals (1 Credit)**

- 2.1 Writing to visuals: The writing process
- 2.2 Thinking audio and video, Planning and structuring the copy for various audio visual inputs,
- 2.3 Editing bytes, procuring and editing visuals – archives, graphics and other sources,
- 2.4 Writing Anchor Leads, Writing for Astons, subtitles, scrawls and other TV screen value addition, instruments.
- 2.5 Broadcast styles and techniques of writing: Handling information overload and allowing visuals to breathe
- 2.6 Rewriting agency copy, writing for Bytes and Outside Broadcast (OB) copy, Understanding the pitfalls of broadcast punctuation and presentation

#### **Unit-3: TV Reporting (1 Credit)**

- 3.1 TV Reporters Tools and techniques: Locating TV stories, Developing TV stories, Structuring a TV news report, V/O's, packages and story formats
- 3.2 PTC: Opening, Bridge and closing, The equipment, Field work, TV news interviews, shooting, recording and editing, Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges
- 3.3 Major International events and TV coverage, Satellite link for News reporting from abroad, Satellite bookings and co-ordination with local TV channels, booking local editing
- 3.4 Facilities, Planning news stories of cultural and social interest on the side lines, Satellite phones, broadband, optical fibre and internet and 3G based solutions

#### **Unit-4: Production of TV news program (1 Credit)**

- 4.1 The production team and the process: Line producers, field producers and their role
- 4.2 The production process, gate keeping, the run downs, leads, bunching, kickers, rhythm and flow, back timing and going on air, news analysis and experts, commercials and promo breaks
- 4.3 Headlines, discussions and talk shows, organizing the studio for TV news programmes

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.



**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

1. E. Elwyn, *Radio: A Guide to Broadcasting Techniques*, Barrie and Jenkins, 1977.
2. G. Saksena, *Television in India: Changes and Challenges*, Vikas Publishing, 1996.
3. T. White, *Broadcast News Writing, Reporting and Producing*, Focal Press, 1996.
4. Y. Ivor *Television News*, Focal Press, Oxford, 1995.
5. A. Boyd, *Broadcasting Journalism: Techniques of Radio and television News*- 5th Edition, Focal Press, New Delhi, 2000.
6. K. M. Srivastava, *Broadcast Journalism in the 21st Century*, Sterling Publications, New Delhi, 2005.
7. R. A. Papper, *Broadcast News Writing Style Book*, 5th Edition, Pearson Education, London, 1995.
8. M. Rober, *An Introduction to Writing for Electronic Media: Script Writing Essentials across the Genres*, Focal Press, Oxford, 2000.
9. H. K. Luthra, *Indian Broadcasting*, Publications Division, GoI, New Delhi, 1987.
10. R. Hirsch, *Light and Lens: Photography in the Digital Age*, Taylor and Francis, 2008.

## **PG02JMCE04: Basic Photography and Photo-Journalism**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a help students understand the principles and practice of photography.
- b attain a fuller understanding of writing process for visuals, writing anchor leads etc.
- c develop appreciation of TV report and what is involved, in it: field work, interviews etc.
- d enable students to enjoy photography as an art.

### **Course Content**

#### **Unit-1: Basic Principles (1 Credit)**

- 1.1 Properties of light electromagnetic spectrum, reflection, transmission, refraction and polarization of light. Different types of light sources and their properties
- 1.2 Controlling light, pinhole camera, concave and convex lenses and mirrors, real and virtual image formation.
- 1.3 Photosensitive material, image formation, latent image development as fixing

#### **Unit-2: Camera/ Digital Camera (1 Credit)**

- 2.1 Mechanism of aperture, shutter, camera body view finds, transport, lenses
- 2.2 Classification of cameras and their relative comparison
- 2.3 Camera operation, exposure light tables

#### **Unit-3: Basic Photography (1 Credit)**

- 3.1 Various parts of the camera
- 3.2 Loading and shooting on black and white film
- 3.3 Effect of aperture, and effect of shutter speed
- 3.4 Use of camera accessories, and care and maintenance of camera equipment

#### **Colour Photography**

- 3.5 Introduction to colour film, and chemistry of colour development and enlargement
- 3.6 Contact and projection printing
- 3.7 Colour and light – basic principles of colour sensitive colour temperature, colour reversal film, colour negative film
- 3.8 Light and lighting – outdoor, night, indoor lighting, indo

#### **Unit-4: Introduction to photo-journalism (1 Credit)**

- 4.1 What is photojournalism?
- 4.2 Distinguishing photojournalism from photography
- 4.3 Elements of photojournalism: objectivity, fairness, professionalism, ethics
- 4.4 Rights and responsibilities of photojournalists

#### **Identifying and selecting events and scenes for photojournalism coverage**

- 4.5 Using journalistic newsworthiness as criterion for identifying events for photojournalism
- 4.6 Using human interest as criterion for identifying events for photojournalism
- 4.7 Using artistic, aesthetic, and cultural factors as criteria for identifying events for photojournalism

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	15
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. Michael Freeman, *The Colour Photography Field Guide*, Octopus Publishing Group Ltd, London, 2013.
2. Michael Freeman, *The Colour Photography Field Guide*, Octopus Publishing Group Ltd, London, 2013.
3. John Hedgecoe, *John Hedgecoe's Creative Photography*, Revised edition, Collins and Brown Ltd, 1999.
4. John Hedgecoe, *John Hedgecoe's Workbook of Darkroom Techniques*, Revised and Updated edition, Butterworth-Heinemann, Woburn, MA, 1997.
5. Steve Bavister, *Digital Photography*, Collins and Brown Ltd, 2000.
6. John Hedgecoe, *John Hedgecoe's Basic Photography*, Sterling Publishers, New Delhi, 1996.

## **PG02JMCE05: Field Work Practicum (Electronic Media: Radio/TV/Production House)**

Credits: 8; Weighting: 300 marks; Continuous Evaluation: 150; Semester Examination: 150

### **Learning Outcomes**

The learners are expected to

- a gain exposure to hands-on experience of the chosen field: electronic media – either radio, TV or production house.
- b present a mini-report showing the amount of field work done as a part of the practicum.

### **Course Requirement**

- 1 The students will be attached to a electronic media organization: radio, TV, or production house for hands-on training in the field
- 2 They shall present a mini-report showing the amount of field work done as a part of the practicum

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 150 marks, involving regular reporting/drafting/attendance, and a studied presentation.

The format of the paper for Mid-Semester Test shall be as under:

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 150 marks.

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

## PG02JMCF07: Development Communication

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a introduce the students to the evolution of Development debate – Global and Indian and sensitize them on development issues.
- b attain a fuller understanding of International Developmental agencies like UNESCO, UNICEF etc, and development communication agencies like DAVP, Prasar Bharti etc.

### Course Content

#### Unit-1: Development Communication (1 Credit)

- 1.1 Understanding Development: Concepts and Process, History of Development
- 1.2 Dependency Theory: Critique of Dominant Paradigm, Development and Underdevelopment
- 1.3 Role of Government in Development: Evolution of Planning Process and New Approaches

#### Unit-2: Development Communication Agencies (1 Credit)

- 2.1 International Developmental Agencies like UNESCO, UNICEF, ILO, World Bank, WHO, FAO etc.
- 2.2 Indian Development Agencies like DAVP, Song and Drama Division, DFP, Prasar Bharti, Private Channels, Print Media, Social Sector, Corporate Sector
- 2.3 Community Radio: Role, Aims and Scope; CR in India

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10

3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

1. J. Dreze and A. Sen, *India: Economic Development and Social Opportunity*, Oxford University Press, Delhi, 1995.
2. N. G. Jayal and S. Pai, *Democratic Governance in India: Challenges of Poverty, Development and Identity*, SAGE, Delhi, 2001.
3. G. Mahajan, *Democracy, Difference and Social Justice*, Oxford University Press, Delhi, 1998.
4. J. E. Stiglitz, *Globalization and its Discontents*, W.W. Norton and Company, USA, 2002.
5. J. Dreze and A. Sen, *An Uncertain Glory: India and its Contradictions*, Princeton University, USA, 2013.
6. B. Tankha (ed), *Communications and Democracy*, Southbound, Cendit, 1995.
7. P. Sainath, *Everybody loves a good drought: stories from India's poorest districts*, Penguin Books, Delhi, 1996.
8. M. Traber, *The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology*, Sage, London, 1986.
9. A. M. Khan, *Shaping Policy: Do NGOs Matter?: Lessons from India*, PRIA, Delhi, 1997.
10. S. Kaviraj and S. Khilnani, *Civil Society: History and Possibilities*, Cambridge University Press, Delhi, 2002.

**Sardar Patel University**  
**MA (Journalism and Mass Communication)**  
**(Autonomous)**  
**Semester-III**

**MA (Final)**  
**Journalism and Mass Communication Syllabus**  
(2017, 2018 and 2019 Examinations)  
Under Choice Based Credit System

**III Semester**

Course Type	Course No and Title	L	T/W	Credits	Internal	Semester	Total
		Per Week			Evaluation		
Core	PG03JMCC06: Indian Economy	02	01	02	50	50	100
Core Elective	PG03JMCE01: Advertising	03	01	04	50	50	100
	PG03JMCE02: Public Relations	03	01	04	50	50	100
	PG03JMCE03: Media Planning and Buying	03	01	04	50	50	300
	PG03JMCE04: Media Management	03	01	04	50	50	100
	PG03JMCE05: Field Work Practicum: Public Relations/Advertising Agencies	03	01	08	150	150	300
Core Foundation	PG03JMCF07: Women, Children and Media	02	01	02	50	50	100
<b>Total/Semester</b>		<b>19</b>	<b>07</b>	<b>28</b>	<b>450</b>	<b>450</b>	<b>900</b>

Legend: L = Lectures; T/W = Tutorials/Workshops.



## PG03JMCC06: Indian Economy

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- b gain exposure to Indian economy and various concepts and sectors related to it.
- e attain a fuller understanding of money, capital and market, RBI and monetary policy etc.
- f show a sound understanding of the Indian economy as a whole especially GDP, GNP and GDH.

### Course Content

#### Unit 1: Indian Economy (1 Credit, 25%)

- 1.1 Structure of Indian Economy, India is a developing Economy and mixed economy
- 1.2 Five year plans
- 1.3 National Income: GDP, GNP, GDH (H=Happiness)
- 1.4 Demography of India: gender wise, state wise, literacy
- 1.5 Sectors in Indian Economy, Occupational structure sector wise
- 1.6 Poverty and unemployment
- 1.7 Economic Reforms – Liberalization

#### Unit 2: Money, Capital and Market (1 Credit, 25%)

- 2.1 Money and Capital Markets in India
- 2.2 RBI and its Monetary Policy
- 2.3 Money Supply, Inflation
- 2.4 Commodity Market, SENSEX and Financial Market
- 2.5 FDI and FII
- 2.6 Globalization: Meaning and dimensions
- 2.7 Make in India: Philosophy

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. Rudar Dutt and K.P.M. Sundram, *Indian Economy*, S. Chand and Company, Delhi, 2006
2. A. N. Agarwal, *Indian Economy*, Vikas Publishing House, New Delhi, 2006
3. Ishwar C. Dhingra, *The Indian Economy*, Tata McGraw-Hill Publishing Company, New Delhi, 2006
4. S. K. Misra and V. K. Puri, *Indian Economy*, Himalaya Publication House, New Delhi, 2009

## **PG03JMCE01: Advertising**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- e display familiarity with the fundamentals of advertising.
- f attain a fuller understanding of advertising: types of advertising media, structure, relationship between players, and the advertising industry as a whole.
- g show an in-depth understanding of the types of advertising and public relations.
- h develop understanding of business of advertising, traditional media and public relations advertising, and advertising strategies.

### **Course Content**

#### **Unit 1: Fundamentals of Advertising (1 Credit, 25%)**

- 1.1 Advertising – its meaning, definition and functions
- 1.2 Relationship with public relations and marketing
- 1.3 Need for advertising
- 1.4 History of advertising – national and international level

#### **Unit 2: Advertising: Types of Advertising Media, Structure etc (1 Credit, 25%)**

- 2.1 Various advertising media and their developments from print to broadcast to internet
- 2.2 The structure of an ad agency and the role of each department
- 2.3 Basic relationships between the players (client, agency, media, consumer)
- 2.4 The advertising industry – advertisers, advertising agencies, media etc
- 2.5 Need for research in advertising

#### **Unit 3: Types of Advertising and Public Relations (1 Credit, 25%)**

- 3.1 Types of advertising, Consumer advertising; Industrial advertising; classified advertising; Retail advertising; and financial advertising
- 3.2 Public relations advertising

#### **Unit 4: Business of Advertising (1 Credit, 25%)**

- 4.1 Business to business advertising: political advertising; image advertising; lifestyle advertising; internet advertising; and the www as an advertising medium
- 4.2 The traditional media and Public relations advertising: techniques and strategies of web advertising; and current trends in online advertising
- 4.3 Introduction to advertising strategies; AIDA, DAGMAR, and information processing model

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2	15

	or 2)	
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. Herschel Gordon Lewis and Carol Nelson, *Advertising Age Handbook of Advertising*, NTC Business books, Lincoln Wood, IL, 2000
2. William Wells, John Burnett and Sandra Moriarty, *Advertising: Principles and Practice*, Prentice Hall, Englewood Cliffs, N.J. 1995
3. William F Adrens and Courtland L Bovee, *Contemporary Advertising*, Irwin, Homewood, IL 1994
4. Thomas Russell and Ronald Lane, *Kleppner's Advertising Procedure*, Prentice Hall, Englewood Cliffs, N.J. 1999
5. Neil Barren, *Advertising on the Internet: Getting Your Message across the World Wide Web*, Kogan Page, London, 1997

## **PG03JMCE02: Public Relations**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a gain exposure in the applied part of P.R. and to the organizational structure of PR Department in the various organizations like Govt., Corporate Sector, Public Sector and Professional Bodies like IPRA, PRSI and PRCI etc.
- b attain a fuller understanding of types of public relations and tools of public relations like photo communication, caption writing, house journal, brochure etc.
- c show an in-depth understanding of exhibition, traditional, extension, and transit media the types of advertising and public relations.
- d develop understanding of the other tools of public relations involving oral and written communication.

### **Course Content**

#### **Unit 1 Introduction PR Public Relation (1 Credit, 25%)**

- 1.1 Process: Definition, Aims and Scope, Four Step Process In House and External PR
- 1.2 Video and Documentary and its production
- 1.3 Script Writing, Preparation of Story Board, writing for Newspapers
- 1.4 Film as a tool for PR, characteristics of cinema, realistic cinema Commercial cinema, corporate film

#### **Unit 2 Types of PR and Audio/Visual Tools for PR (1 Credit, 25%)**

- 2.1 Public, Pvt., Service Sector, corporate PR NGO and Govt., Public Utility
- 2.2 Camera as a PR Tool, Photo Communication
- 2.3 Uses of Photo in PR
- 2.4 Caption Writing
- 2.5 Introduction to House Journal, House Journal Designing, Printing and Production of House Journal
- 2.6 Types of House Journal: Brochure, Folder, Annual Report, In-house magazine

#### **Unit 3 Exhibition, Traditional and Extension Media (1 Credit, 25%)**

- 3.1 Exhibition
- 3.2 Outdoor media; meaning, advantage, disadvantage, Types of hoardings, Site Traffic Measurement Posters
- 3.3 Transit media: Meaning, advantage, disadvantage, Neon signs, Bus panels

#### **Unit 4 Other Tools of PR: Oral and Written Communication (1 Credit, 25%)**

- 4.1 Speeches for different occasions; Professional interview, Dos and don'ts for interview
- 4.2 Conference: Meaning, organizing a conference, seminar
- 4.3 Business Letter; Types of Business Letter,
- 4.4 Writing for the House Journal,
- 4.5 Types of house journal: Brochure, Folder, Annual Reports, In house magazine
- 4.6 New Trends in PR, Activism and Mass Media

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

1. Scott M. Cutlip, Allen H. Center and Glen M. Broom, *Effective Public Relations*, 6 ed, Prentice Hall, Englewood Cliffs, N.J., 2000
2. James B. Grunig and Tood Hunt, *Managing Public Relations*, Holt. Rinehart and Winton, New York 1984
3. Leonard Saffir, *Power Public Relations*, NTC Business Books, Lincoln Wood, IL, 2000
4. G C Banik, *PR and Media Relations*, JAICO, Mumbai, 2006
5. Jefkins, *Public Relations for Your Business*, JAICO, Mumbai, 2006
6. Philip Hanslawe, *Public Relations: A Practical Guide to Basics*, Kogan Page, London, 1999
7. K.R. Balan, *Lectures on Applied Public Relations*, Sultan Chand and Sons, New Delhi, 1990
8. Ashok Arya, *Dynamics of PR*, Manas Publication, New Delhi, 2004
9. Kathy R. Fitzpatrick and Carolyn Bronstein, *Ethics in Public Relations*, SAGE, London, 2006
10. Donald Treadwell, *Public Relations Writing*, SAGE, London, 2006

## **PG03JMCE03: Media Planning and Buying**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a gain exposure to advertising media: above the line, below the line, and advantages and disadvantages of various media.
- b attain a fuller understanding of media planning including media mix, media operation, budgeting, strategies and innovations.
- c show an in-depth understanding of the need and importance of media research with regard to media elements, media audience and media evaluation.
- d develop understanding of the ways in which to develop a cost effective and result oriented media plan.

### **Course Content**

#### **Unit 1: Advertising Media (1 Credit, 25%)**

- 1.1 Media: Introduction and Definition
- 1.2 Above the line
- 1.3 Below the line Media
- 1.4 Advantages and Disadvantages of various media

#### **Unit 2: Media Planning (1 Credit, 25%)**

- 2.1 Media Mix
- 2.2 Media Planning
- 2.3 Media operation: Buying, Selling
- 2.4 Media Budgeting
- 2.5 Media Strategies
- 2.6 Media Innovation

#### **Unit 3: Media Research (1 Credit, 25%)**

- 3.1 Media Research: Need and Importance of Media Research
- 3.2 Media Elements: Readership, Circulation, Share, Reach, Frequency, OTS, Distributions, HUT, ABC, NRS, GRP, TRP, CPM
- 3.3 Media Audience
- 3.4 Methods of Media Research

#### **Unit 4: Media Evaluation (1 Credit, 25%)**

- 4.1 Criteria for Media Evaluation
- 4.2 Construction of a Media Plan
- 4.3 Budgeting
- 4.4 Advertising Proposal
- 4.5 Presentation of the Plan

### **Practicum**

1. Develop an appropriate media mix for promoting a Product/Service
2. Develop a media plan for launch of a new channel
3. Study the media strategy for any Product/Service

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	15
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. J R Adams, *Media Planning*, Business Books, London, 1971
2. Devendra Thakur, *Advertising Management and Sales Management*, Neha Publishers and Distributors, 2009
3. Rajeev Batra, John G Myers and David A Aaker, *Advertising Management*, Fifth edition, London : Prentice-Hall International, 1996
4. Wilbur Schramm, *Men, Message and Media*, New York: Harper and Row, 1975
5. Vanita Kohli, *The Indian Media Business*, SAGE Response, New Delhi, 2013
6. Frank Jefkins, *Advertising*, Fourth edition Revised by Daniel Yadin, Financial Times Press, London, 2000



## **PG03JMCE04: Media Management**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a gain exposure to general management and its components as well as the principles of media management.
- b attain a fuller understanding of organization theory and organizational behavior.
- c show an in-depth understanding of the ownership patterns of media, media intermediaries and agencies.
- d develop understanding of almost all the aspects of media management.

### **Course Content**

#### **Unit-1: Introduction to Media Management (1 Credit, 25%)**

- 1.1 Understanding General Management
- 1.2 Finance, Marketing, Personnel and Production Department
- 1.3 Principles of Media Management and their Significance
- 1.4 Policy Formulation, Planning, Execution and Control

#### **Unit 2 Organization Theory (1 Credit, 25%)**

- 2.1 Delegation, Decentralization
- 2.2 Motivation Leadership and Control, Co-ordination
- 2.3 Decision Making
- 2.4 Media as Industry and Profession

#### **Unit-3 Ownership of Media (1 Credit, 25%)**

- 3.1 Ownership patterns of Mass Media in India and Role of Proprietorship
- 3.2 Private Ltd; Public Limited companies
- 3.3 Individual ownership; Trust, Cooperatives; Religious Institutions (Societies) and Franchisees
- 3.4 Types of Media Organization: Radio Stations, TV and Broadcast Networks
- 3.5 Web Based Organizations News paper Organization, Publishing House
- 3.6 Role of Business, Content Syndicates, Media intermediaries and Agencies; Introduction of DAVP, INS, TRP, Press Information Bureau (PIB) Structure of State PR Department

#### **Unit-4: Functional Management of Media (1 Credit, 25%)**

- 4.1 Hierarchy, Functions and Organizational Structure of Different Media Organizations
- 4.2 Management and Editorial Staff Relationship, HR Development
- 4.3 Economics of Print and Electronic Media Audience and Readership Surveys
- 4.4 Business Legal and Financial Aspects of Media Management
- 4.5 Current challenges of Media Management
- 4.6 Process and Prospects of Launching Media Ventures; Planning and Control, Problems of Launching New Venture
- 4.7 Case Study of any Media Organization

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	15
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. B. K. Chaturvedi, *Media Management: Emerging Challenges in New Millennium*, 1st edition, Global Vision Publishing House, Delhi, 2013.
2. Alan B. Albarran, Sylvia M. Chan-Olmsted, and Michael O. Wirth (eds), *Handbook of Media Management and Economics*, Lawrence Erlbaum Associates Publishers, Mahwah, New Jersey, 2008
3. Alan B. Albarran, *Management of Electronic and Digital Media*, 5th edition, CENGAGE Learning, Wadsworth, 2013.
4. Alan B. Albarran and Angel Arrese Reca (eds), *Time and Media Market*, Routledge, London, 2015.

## **PG03JMCE05: Field Work Practicum (Public Relations/Advertising Agencies)**

Credits: 8; Weighting: 300 marks; Continuous Evaluation: 150; Semester Examination: 150

### **Learning Outcomes**

The learners are expected to

- c gain exposure to hands-on experience of the chosen field: either public relations/advertising agencies.
- d present a mini-report showing the amount of field work done as a part of the practicum.

### **Course Requirement**

- 3 The students will be attached to a public relations agency/advertising agency for hands-on training in the field
- 4 They shall present a mini-report showing the amount of field work done as a part of the practicum

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 150 marks, involving regular reporting/drafting/attendance, and a studied presentation.

The format of the paper for Mid-Semester Test shall be as under:

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 150 marks.

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

## PG03JMCF07: Women, Children and Media

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a develop a good understanding of the past as well as current trends in the status of women and Children in Indian society
- b be able to analyze media content vis-à-vis women and identify the role of media in the education of women and children
- c be able to identify the reasons for the low rate of employment of women in media

### Course Content

#### Unit-1: Women and Media (1 Credit, 25%)

- 1.1 Women's Issues in India, Historic Status of Women in Society and Culture: Status of Women, Legal Status of Women, Economic and Political Status
- 1.2 Portrayal of Women in the Media: Portrayal of Women on Television, Portrayal of Women in Advertisements, Print Media and Women's Issues.
- 1.3 Media as a Tool in the Crusade for Women's Education: Women's Literacy and Print Media, Role of Television, Role of Radio
- 1.4 Employment of Women in Media and Contradictory Media Policy and Practice

#### Unit-2: Children and Media (1 Credit, 25%)

- 2.1 Media Types potentially beneficial for early childhood (children ages 0-5); Types of media that are educational for children and the age group; Morality and Social Learning, Potential Benefits of Media
- 2.2 Impact of Media on Children: Psychological, sociological and physical: Internet Addiction - The Emergence of a New Clinical Disorder
- 2.3 Cyber Psychology and Behavior: Food habits, Eating disorder and obesity; Social isolation, Aggression and violent behavior; Internet-initiated Sex crimes against Minors; Addiction of media/games, Adolescents' uses of Media for Self-Socialization; Media Literacy, Family Values, and the Family and Media

### Advertising

- 2.4 Food-Related Advertisements on Preschool TV: Building Brand Recognition in Young Viewers.
- 2.5 Influence of TV Advertisements on Children's Buying Response: Role of Parent Child Interaction
- 2.6 Human trafficking, Juvenile crime and legal aspects of children and media

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10

<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	15
<b>3.</b>	Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>4.</b>	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. Binod C. Agarwal and Kumkum Rai, *Women, Television and Rural Development*, National Publishing House, New Delhi, 1988
2. Kamla Bhasin and Bina Agarwal (eds), *Women and Media: Analysis, Alternatives and Action*, ISIS International, Rome and Kali for Women, New Delhi, 1984.
3. Prabha Krishnan and Anita Dighe, *Affirmation and Denial: Construction of Femininity on Indian Television*, Sage Publications, New Delhi, 1990.
4. Ammu Joseph and Kalpana Sharma (eds), *Whose News? The Media and Social Issues*, Second edition, Sage Publications, New Delhi, 2006

**MA (Final)**  
**Journalism and Mass Communication Syllabus**  
 (2017, 2018 and 2019 Examinations)  
Under Choice Based Credit System

**IV Semester**

Course Type	Course No and Title	L	T/W	Credits	Internal	Semester	Total
		Per Week			Evaluation		
Core	PG04JMCC06: Human Rights and Media	02	01	02	50	50	100
Core Elective	PG04JMCE01: Media Law and Ethics	03	01	04	50	50	100
	PG04JMCE02: Film Studies	03	01	04	50	50	100
	PG04JMCE03: New Media Studies and Cyber Media	03	01	04	50	50	100
	PG04JMCE04: Present Indian Scenario and Current Affairs	03	01	04	50	50	100
	PG04JMCE05: Dissertation/Research Project based on Field Work	03	01	08	150	150	300
Core Foundation	PG04JMCF07: Communication Research Method	02	01	02	50	50	100
<b>Total/Semester</b>		<b>19</b>	<b>07</b>	<b>28</b>	<b>450</b>	<b>450</b>	<b>900</b>

Legend: L = Lectures; T/W = Tutorials/Workshops.

## PG04JMCC06: Human Rights and Media

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a gain exposure to the inherent nature without which we cannot live as human beings.
- b understand rights and duties and the need for promotion of human rights with the respect of social duties of a human being.
- c live a life of inherent dignity and worth receiving respect and protection, and understanding others' need for the same.

### Course Content

#### Unit-1: Concept and Origin of Human Rights (1 Credit, 25%)

- 1.1 Origin and development of the individual and the community, Individual; Dignity, Justice and Equality Role of the State Evolution of Human Rights: From Magna Carta to the International Bill of Rights.
- 1.2 Concept, Definition and Scope of Human Rights, Distinction between: customary, legal and moral rights, individual and collective right, civil, political, socio-economic and cultural rights.
- 1.3 Natural Right Theory, Liberal and Positivist theory of Rights, Rawls' Theory of justice, Marxist theory of Rights. Darwins' Theory (Survival of the fittest, in social context)
- 1.4 Human Duties – Origin and Evolution, Concept of Welfare State and Duties India as a Welfare State Fundamental Duties Mahatma Gandhi, B.R. Ambedkar and Duties

#### Unit-2: Role of Media and Human Rights (1 Credit, 25%)

- 2.1 Role of media in Indian Scenario Media and Human rights reform Globalization; (Media and Human Right with special reference to India)
- 2.2 Media and war: violation of Human Rights Emerging, Human Rights and media

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. Jack Donnelly, *The Concept of Human Rights*, Croom Helm, London 1985.
2. Rajinder Sachar, *Human Rights Perspectives and Challenges*, Gyan Publishing Home, New Delhi, 2004.
3. Janusz Symondies (ed.), *New Dimensions and Challenges for Human Rights*, Rawat Publications, Jaipur, 2003.
4. P. C. Tripathi, *Contemporary Social Problems and Law*, APH Publishing Corporation, New Delhi, 2000.
5. P. K. Mishra, *Human Rights (Acts, Statutes and Constitutional Provisions)*, Ritu Publications, Jaipur, 2012.
6. Meghraj Kapurderiya, *Indian Philosophical Foundation of Human Rights*, R. P. Publications, New Delhi, 2013.
7. R. S. Pathack, *Human Rights in the Changing World*, International Law Association, New Delhi, 1998.
8. Sunit Gupta and Muka Mital, *Status of Women and Children in India*, Anmol Publications, New Delhi, 1995.



## **PG04JMCE01: Media Laws and Ethics**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a gain exposure to the inherent nature without which we cannot live as human beings.
- b understand rights and duties and the need for promotion of human rights with the respect of social duties of a human being.
- c live a life of inherent dignity and worth receiving respect and protection, and understanding others' need for the same.

### **Course Content**

#### **Unit-1: Indian Constitution and Media (1 Credit, 25%)**

- 1.1 Freedom of Speech and Expression: Freedom of Speech and Expression, Main features, Scope and Importance of Article 19
- 1.2 Interpretation of Article 19: Defining the freedom of Press and Media, Supreme Court Cases related to Article 19
- 1.3 Right to Information Act 2005, Pressures on Media: Political, Corporate, Social, Religious, Advertisers and Lobbies, etc.

#### **Unit-2: Restrictions on Media (1 Credit, 25%)**

- 2.1 Restrictions on Media: Official Secrets Act, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC
- 2.2 Censorship and its different forms, Right to Privacy
- 2.3 Laws related to Press and Broadcast Media

#### **Unit-3: Press, Broadcast Regulations and Cyber Laws (1 Credit, 25%)**

- 3.1 Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI
- 3.2 Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act
- 3.3 Cyber laws: The need for cyber laws, Cyber preparedness across the globe, Regulatory authorities and framework, Information Technology Act, Implementation issues

#### **Unit-4: Media Ethics and Media Organizations (1 Credit, 25%)**

- 4.1 Principles of Ethics: Rationale and Evolution of Journalistic Ethics, Journalistic Values: Concept, Importance and Debates, Journalists' Code of Conduct, Resolving Ethical Dilemmas: Different Methods
- 4.2 Media Organizations: International bodies: IPI, role of UNESCO, SAFMA, Press Council, TRAI, BRAI, IBF, INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA, BEA, Trade Union Rights in Media

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

1. M. C. Rao, *The Press*, National Book Trust, Kolkatta, 1974.
2. P. Rangaswami, *History of Journalism*, Sterling Publications, New Delhi, 1989.
3. J. Natarajan, *History of Indian Press*, Publications Division, GoI, New Delhi, 2000.
4. D. D. Basu, *Press Laws*, Prentice Hall, 2005.
5. V. Iyer, *Mass Media Laws and Regulations in India*, AMIC Publication, 2000.
6. P. G. Thakurta, *Media Ethics*, Oxford University Press, New Delhi, 2009,
7. P. Duggal, *Cyberlaw in India*, Saakshar Law Publications, 2002.
8. R. N. Kiran, *Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues*, Lbr Publications, 2000.
9. M. R. Dua, *Press As Leader of Society*, IIMC, 2000.
10. K. M. Srivastava, *Media Ethics – Veda to Gandhi and Beyond*, Ministry of Information and Broadcasting, Government of India, 2005.
11. P. K. Sharma, *Journalism Ethics*, Random Publications, 1999.
12. P. K. Menon, *Journalistic Ethics*, Pointer Publishers, Jaipur, 2005.

## **PG04JMCE02: Film Studies**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a gain exposure to film theory and train in film analysis.
- b understand the relationship between cinema and society and gain an understanding of the history of world cinema.
- c gain an understanding of the history of contemporary world cinema, especially from the communist world and third world countries.
- d develop an understanding of Indian cinema and documentary film making.

### **Course Content**

#### **Unit-1: Film theory (1 Credit, 25%)**

- 1.1 What is cinema, Film theory – form and function, Film analysis, Auteur Theory, Role of Cahiers du cinema, effect of auteur, the auteur concept in Britain
- 1.2 Contributions of D W Griffith, Alfred Hitchcock, Francois Truffaut, Jean Du Godard, apparatus theory, feminist theory, formalist theory, Marxist theory and psychoanalytical theory of film
- 1.3 Digital Aesthetics, Music and choreography, film genre.

#### **Unit-2: History of World Cinema (1 Credit, 25%)**

- 2.1 Cinema and Society, History of Cinema, Hollywood cinema, early cinema and film form the studio system
- 2.2 Rise and decline of the studio
- 2.3 British cinema, films, culture ideology, the studio system, the World Wars, films for victory, decline and fall of the British studio system.

#### **Unit-3: Contemporary World Cinema (1 Credit, 25%)**

- 3.1 Cinema from the Communist world, the Third World, World cinema and national film movement
- 3.2 German expressionism, Italian neo realism Soviet Montage, French new wave, Italian new wave
- 3.3 Japanese, Hong Kong, Korean, Chinese, Iranian and African cinema.

#### **Unit-4: Indian Cinema and Documentary Film Making (1 Credit, 25%)**

- 4.1 History of Indian cinema, history of regional cinema, legends of Indian cinema, Hindi film industry, the Hindi film industry, music and choreography in Indian cinema, contemporary cinema.
- 4.2 Documentary Film Making: A review of documentaries around the world, what is a documentary, the art of telling a story in a documentary, types of documentaries, documentary film production in India, Documentary film festivals around the world and in India
- 4.3 How to pitch for funds for making a documentary, marketing your documentary, releasing the documentary, avenues to showcase your documentaries

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

1. Bill Nichols (ed), *Movies and Method*, 2 Volumes; University of California Press, 1976.
2. Gaston Roberge and Chitra Bani, *A Book on Film Appreciation*, Chitra Bani, Kolkata, 1974.
3. Cherry Potter, *Image. Sound and Story: The Art of Telling in Film*, Seeker and Warburg, 1990.
4. Gaston Roberge, *The Ways of Film Studies*, Ajanta Publications, 1992.
5. Gerald Mart, *A short history of the Movies*, The University of Chicago Press, 1981.
6. Erik Bamouw and S. Krishnaswamy, *Indian Film*, Oxford University Press, 1980.
7. Toren Grodal, *Moving Pictures*, Oxford University Press, 1997.

## **PG04JMCE03: New Media Studies and Cyber Media**

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### **Learning Outcomes**

The learners are expected to

- a gain exposure to the new media with regard to its history and evolution.
- b understand the nature of new media journalism and how it can be put to good use for mutual benefit of the media house and the society.
- c gain an understanding of portals and social media, especially Facebook, WhatsApp, LinkedIn, wikis, blogs etc.
- d develop an understanding of how new media is effectively becoming a global phenomenon, especially in the media industry.

### **Course Content**

#### **Unit-1: Introduction to New Media (1 Credit, 25%)**

- 1.1 Definition of the concept, history and evolution, why new media? Difference between various media employed for communication
- 1.2 Revolutionary change in communication, rise of new media in contemporary era
- 1.3 Interactivity and new media
- 1.4 New media as a tool for social change, pros 'n cons, freedom of expression vs. privacy, largest ungoverned space on earth

#### **Unit-2: New Media Journalism (1 Credit, 25%)**

- 2.1 Convergence and Journalism
- 2.2 News on the web: Newspapers, magazines, radio and TV newscast on the web
- 2.3 Changing paradigms of news; emerging news delivery vehicles; integrated newsroom
- 2.4 Open source data collection and analysis
- 2.5 Challenges and opportunities for a newsman - gatekeepers to news guides
- 2.6 Awareness regarding techniques of Digital Marketing: Search Engine
- 2.7 Optimization, Search Engine Marketing and Email Marketing

#### **Unit-3: Portals and Social Media (1 Credit, 25%)**

- 3.1 Social networking; Introduction to social profile management products – Facebook, WhatsApp, LinkedIn
- 3.2 Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing
- 3.3 Social publishing: Flickr, Instagram, Youtube, Sound cloud
- 3.4 Citizen Journalism: Concept, Case studies, Mobile Journalism
- 3.5 Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and 'opinionates'.

#### **Unit-4: Writing for New Media (1 Credit, 25%)**

- 4.1 Writing for a Whole range of Media
- 4.2 (Hyper) Text, Audio, Video, Still images, Animation, Flash interactivity, Blogs, Micro blogging and Social networking/Facebook/Twitter/RSS feeds
- 4.3 Poll surveys/Email etc.
- 4.4 Digital Story telling Formats, Content writing, editing, reporting and its management
- 4.5 Structure of a web report, Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### Reading List

1. Noah Wardrip-Fruin and Nick Montfort (eds), *The New Media Reader*, The MIT Press, Cambridge, 2003.
2. Christopher Callhan, *A Journalist Guide to the Internet: The Net as a Reporting Tool*, Pearson/Allyn and Bacon, 2007.
3. Jagdish Chakraborty, *Cyber Media Journalism: Emerging Technologies*, Authors Press, New Delhi, 2005.
4. Jim Hall, *Online Journalism: A Critical Primer*, Pluto press, London, 2001.
5. John Street, *Mass Media, Politics and Democracy*, Palgrave Mcmillan, Hampshire, 2011.
6. Ryan M. Thornburg, *Producing Online News: Stronger Skills, Stronger Stories*, CQ Press, Washington, 2011.

## PG04JMCE04: Present Indian Scenario and Current Affairs

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a gain exposure to the overall scenario of contemporary India
- b prepare for public service administrative examinations at state and central level
- c gain an understanding of Indian government and politics, Indian literature, Arts and Culture, International Organization
- d learn the current situation in the India and the world and also helpful to potential journalists/editors/media personnel

### Course Content

#### Unit-1: Current Affair (1 Credit, 25%)

Indian and World Geography: Physical, Social, Economic Geography of India and the World.

Indian Polity and Governance: Constitution, Political System, Panchayati Raj, Public Policy, Rights Issues, etc.

Economic and Social Development: Sustainable Development, Poverty, Inclusion, Demographics, Social Sector initiatives, etc.

General issues: Environmental Ecology, Bio-diversity and Climate Change

#### Unit-2: Organization (1 Credit, 25%)

United Nation Organization and its all agencies

Regional Organization – EU, ASEAN, SAARC, NGOS

#### Unit-3 India's Relation (1 Credit, 25%)

Indo- China, Indo –United States, South Asia and Neighboring Countries

#### Unit-4 Arts and Culture (1 Credit, 25%)

Indian Literature

Sports and culture

Books, Magazines and Newspaper

### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. Nitin Singhania, *Indian Art and Culture*, McGraw Hill Education (India) Pvt Ltd., New Delhi, 2015.
2. Mammen Mathew, *Manorama Yearbook 2016*, Malayalam Manorama, Thiruanantapuram, 2016.
3. M. Laxmikanth, *Indian Polity for Civil Services Examinations*, 4th edition, McGraw Hill Education, New Delhi, 2013.
4. Ramesh Singh, *Indian Economy*, 5th edition, McGraw Hill Education, New Delhi, 2013.
5. Economic Survey - (Economy)
6. Ashok Kumar Singh, *Science and Technology for Civil Services Examination*, 1st edition, McGraw Hill Education, New Delhi, 2008.
7. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*, 2nd edition, Oxford University Press, USA, 2011.
8. Magazines: Yojana, Outlook, Frontline, Pratiyogita Darpan
9. Newspaper- Hindu, Times of India, Regional Newspapers and e -Newspapers



## **PG04JMCE05: Dissertation/Research Project based on Field Work**

Credits: 8; Weighting: 300 marks; Continuous Evaluation: 150; Semester Examination: 150

### **Learning Outcomes**

The learners are expected to

- a gain exposure to hands-on experience of the chosen field.
- b present a dissertation/research report showing the amount of field work done as a part of the practicum.

### **Course Requirement**

- 1 The students will be attached to a public relations agency/advertising agency for hands-on training in the field
- 2 They shall present a mini-report showing the amount of field work done as a part of the practicum

While submitting the Dissertation/Research Report, student/s shall need to follow the rules stated below:

- 1 The students shall submit 2 hard-bound copies and one soft-copy in PDF format on CD of their Synopsis and Research Report at the end of the fourth semester to the department/college/institute.
- 2 The Synopsis must cover the following topics:  
Introduction  
Research Methodology  
Major Findings and Conclusions  
Suggestions and Bibliography
- 3 The format of the Research Report will be as under:  
Chapter – 1: Introduction  
Chapter – 2: Review of Literature  
Chapter – 3: Research Methodology  
Chapter – 4: Research Setting (if applicable)  
Chapter – 4: Data Analysis and Interpretation  
Chapter – 5: Findings, Conclusions, Suggestions and Plan of Action  
Annexure: (A) Bibliography (B) Tool of Data Collection

**OR**

- 4 Students can also prepare Documentary film (10 to 25 Minutes duration), Short Film, News portal, Advertising campaign, Social message package using various media, Radio documentary or feature, Theme-based coffee table book, working model of any media as a part of their Research Project work in IV Semester.

### **Mode of Evaluation**

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 150 marks, involving regular reporting/drafting/attendance, and a studied presentation. Internal evaluation of the Research Report will be conducted on the basis of regularity in research conferences,

timely submissions of research work, quality of report, and other such aspects as found relevant by the Department/Institute/P.G. Centre.

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 150 marks. External evaluation of Research Report will be conducted through viva-voce examination by the University by a committee comprising of Internal and External examiners from the academics and/or practicing Journalist/Editor/Producer/Media Researcher/Freelance Journalist/TV-Film Director/Writer etc.

<b>Particulars</b>	<b>Marks</b>
Field Work/Practicum Viva	<b>150</b>

The IV Semester External Viva Voce will be on the basis of the Research Report.

## PG04JMCF07: Communication Research Method

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

### Learning Outcomes

The learners are expected to

- a gain exposure to hands-on experience of the chosen field.
- b present a dissertation/research report showing the amount of field work done as a part of the practicum.

### Course Content

#### Unit -1: The Scientific Approach (1 Credit, 25%)

- 1.1 Introduction to research, Steps in Scientific Research, Types and methods of scientific research
- 1.2 Meaning, Function/Goals of research design, Characteristics of Good Research Design
- 1.3 Sampling Basis concepts, Purpose of sampling, Principles of sampling, Types of sampling, Sampling in Qualitative Research, sample Size, Sources of data collection.

#### Unit-2: Data processing, Classification, Analysis Plan and Use of Statistics (1 Credit, 25%)

- 2.1 Definition, concept, and need of statistics in research.
- 2.2 Coding, Editing, Master-sheet, categorization and tabulation.
- 2.3 Level of Measurement
- 2.4 Reliability and Validity measures: Concept and Difference.
- 2.5 Co-relation- Karl Pearson
- 2.6 Measures of Central tendency: Mean, Median, Mode
- 2.7 Test and Hypothesis: Introduction, t-test and Chi-square tests.

#### Reporting in research

- 2.8 Research Proposal
- 2.9 Research Report

#### Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

**Internal Assessment** shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
<b>Total</b>		<b>50</b>

**University Examination:** End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1.</b>	10 Multiple Choice Questions (MCQs)	10
<b>2.</b>	Long Question (Internal Option, e.g., 2 or 2)	10
<b>3.</b>	Long Question (Internal Option, e.g., 3 or 3)	15
<b>4.</b>	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
<b>Total</b>		<b>50</b>

### **Reading List**

1. C. R. Kothari, *Research Methodology: Methods and Techniques*, New Age International Publishers, New Delhi, 2004.
2. V. P. Michael, *Research Methodology in Management*, Himalaya Publishing House, New Delhi, 2012.
3. Richard I Levin and David S Rubin, *Statistics for Management*, 7th Edition, Prentice Hall, Upper Saddle River, N.J., 1997.
4. L. N. Kohli, *Research Methodology*, Y. K. Publisher, Agra, 2004.
5. Ranjit Kumar, *Methods and Techniques of Social Research: A Step-by-Step Guide for Beginners*, 3rd edition, SAGE Publications, London, 2011.
6. D. K. Laldas, *Practice of Social Research*, Rawat Publications, Jaipur, 2000.
7. Ram Ahuja, *Research Methods*, Rawat Publications, Jaipur, 2005.