

**PANJAB UNIVERSITY, CHANDIGARH**



<b>THIRD SEMESTER</b>		
<b>Paper I</b>	<b>Advertising</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper II</b>	<b>Public Relations</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper III</b>	<b>Communication Research Methods</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper IV</b>	<b>Interpretative Journalism</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper V</b>	<b>Development Communication</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper VI</b>		<b>100 Marks</b> <b>4 credits</b>
	<b>Major Project Report</b>	<b>40 Marks</b>
	<b>Minor Project Reports/Position Papers</b> 1 project/position paper in each of the 5 papers	<b>5x10 = 50 marks</b>
	<b>Computer Applications</b>	<b>10 Marks</b>

**COMPONENTS AND BREAKUP OF MARKS:**

**Paper – I to V** will be of **100 marks** each. 75 marks will be for theory examinations and

**FIRST SEMESTER**

5. Daniel Katz et al, (1962), *Public Opinion and Propaganda*, N.Y. Holt.
6. Anderson, Kenneth, (1972), *Introduction to Communication Theory and Practice*. Cummings Publishing Co., California.
7. Everett M. Rogers, (1997), *A History of Communication Study*, The Free Press.
8. S.K. Goel, (1999), *Communication Tomorrow*, Common, Wealth publishers.
9. Steven G. Jones, (1998),

**UNIT – I**

Basics of journalism; Importance of journalism in a democracy  
Introduction to print media in India  
Concept of news; Definition of news  
News values, The news story structure, 5 Ws and 1H



**UNIT – I**

Brief introduction of the evolution of early newspapers.

History of press in Britain and USA

British Press: 17<sup>th</sup>



12. KC Sharma, & JN Sharma,(2008), *Journals in India History Growth Development*, Oscar Publications.
13. Shakuntala Rao, (2009), *Globalization of Indian Journals & Journals Studies*, Routledge
14. Martin D Corhoy , (2008), *Journals* , Sage.
15. Andrew Mar, (2005), *My trade A short history of British Journals* , Pan Books.
16. Christopher Callahan, (2002), *A Journalists Guide to the Internet & the Net as a Reporting Tool* , Ally & Bacon,

#### **ADDITIONAL READINGS**

1. Govt. of India, (1975), *Report of the Commission of Freedom of the Press*, USA University of Chicago Press, Chicago
2. Crawford, Nelson Antrim, (1969), *The Ethics of Journalism* Greenwood Press, Connecticut
3. Hooper, David, (1984), *Public Opinion* , Odium and contempt Secker & Warburg, London.
4. Lichtenberg, Judith M. (ed), (1990), *Democracy and Mass Media*, Cambridge Univ. Press, Cambridge.
5. Mazumdar, Aurobindo, (1993), *Indian Press and Freedom Struggle*, Orient-Longman, Calcutta.
6. Thomas, Sunny, (1984), *Through the Ages Distortions*, Heritage Publishers, New Delhi.
7. Shamra KC, (2007), *Journals in India A story, Growth Development*, Indiana, New Delhi.
8. Rajnish, (2007), *Emergence of Investigative Journalism* , Indiana, New Delhi.

#### **PAPER-IV: RADIO & TV COMMUNICATION - I**

##### **(A) Course Objectives:**

Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc. Trains the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate; provides practical knowledge to conduct research in radio and TV communication.

##### **(B) Pedagogical**

**UNIT – II**

Role of Radio & TV in social change, education & entertainment;  
Characteristics of Radio & TV  
Programme composition & programme planning strategies  
TRP/TAM; CPM.

**UNIT – III**

Video production team;  
Role of producer, director; cameraman, floor manager, editor etc.  
Radio Production team.  
Basics of TV script-writing

**UNIT – IV**

Units of Video Production  
Basic camera shots, language of camera movements, composition;



1. Prabhakar, Manohar and Bhanawat, Sanjeev, (1999), *Conpendium of Codes of Conduct for Media Professionals*, University Book House, Jaipur.
2. Trikha, N.K, (1986), *The Press Council: A Regulatory Mechanism for the Press*, Somaiya Publications, N.D.
3. Gupta, V.S. and Dayal, Rajeshwar (ed), (1998), *Media and Market Forces: Challenges and Opportunities* Concept Publishing Co. N.D.
4. Olen, Jeffrey, (1988), *Ethics in Journalism* Prentice Hall, New Jersey.
5. Padhy, K.S, (1984), *Indian Press: Role and Responsibility*, Ashish Publishing House, N.D.
6. Padhy, K.S., (1984), *The Muzzled Press*, Kanishka Publishers, N.D.
7. McManus, John. H, (1994), *Market Driven Journalism*, Sage Publications, N.D.
8. Christians, Clifford and Traber, Michael, (1997), *Communication Ethics and Universal Values*, Sage Publications, N.D.
9. Sharma, S.R , (1996), *Democracy and the Press*, Radha Publications, N.D.
10. Padhy, K.S., (1991), *Battle for Freedom of Press in India*, Academic Foundation, N.D.
11. Joseph, M.K, (1997), *Freedom of the Press*, Anmol Publications, N.D.

**THIRD SEMESTER****PAPER I: ADVERTISING****(A) Course Objectives:**

The purpose of the course is to train students in the unique field of advertising which is marketing i



**ADDITIONAL READINGS**

1. Bajpai, Shailaja & Unikrishnan, Namita, (1996), *The Impact of Television Advertising on Children*. SAGE, ND.

**Unit – I**

Concept of organization, Different types of organization;  
 Various departments of Organization: internal and external Public  
 Organisational and communications; Line and Staff function.

**Unit II:**

Definition and principles of PR; activities, role and function of PR.  
 Persuasion of public opinion: Definition of Persuasion ; Human Communication; Limitation of  
 Persuasion; Communication Strategy; 4 P'es of persuasion A working definition, opinion  
 Leadership; sources of motivation, Governors of opinion change, Generators of opinion change,  
 Some laws of public opinion, principles of persuasion.

**Unit III:**

- Public relations process;
- Fact – finding & feedback – the first step: the four step process, the listening phase of PR, the objective look, counselling & programming support, uncovering trouble spots, improving outbound communication, useful intelligence from research, information centre, research tools: formal & informal methods;

**Unit IV:**

- Planning & programming – the second step: the purpose of planning, a procedure of planning,r.,n,gmemnic tnininn, el
- U



17. Jethwarey, Jaishri N. et. Al., (1994),

**PAPER III: COMMUNICATION RESEARCH METHODS****(A) Course Objectives:**

The purpose of the course is to train students in the various methods used for conducting scientific research in communication studies. Emphasis would also be laid on how to select a research problem, review literature, formulate the terms of enquiry as well as choose an appropriate research design.

**(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

**Instructions for paper-setters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two

6. Kumar, Ranjit, (2008), *Research Methodology*, Pearson Education. N.D.
7. Krippendorff, Klaus, (1980), *Content Analysis*, Sage Publications. N.D.
8. McQuail, Denis, (1997), *Audience Analysis*, Sage Publications. N.D.
9. Neuman, Lawrence, W. (2007), *Qualitative Research Methods* Pearson Education. N.D.
10. Priest, Sussana H., (1996), *Doing Media Research*, Sage Publications. N.D.
11. Jones, Steven G., (1999), *Doing Internet Research*, Sage Publications. N.D.
12. Altheide, David L., (1996), *Qualitative Media Analysis*, Sage Publications, N.D.
13. Grosz, M.C. and Sardy, H., (1985), *A Research Primer for the Media and Behavioral Sciences*





**PAPER V: DEVELOPMENT COMMUNICATION****(A)**

**ESSENTIAL READINGS**

1. Wilbur Schramm, (1964), *Mass Media and National Development*, Stanford Univ. Press.
2. Schramm and Lerner, (1967), *Communication and Change in the Developing Countries*. Honolulu, East West Center Press.
3. Daniel Lerner, (1958), *The Passing of Traditional Society*, Free Press.
4. Eliegel et al, *Agriculture Innovation of Indian Crops*
5. B.S. Thakur & Binod C. Agarwal, (1989), *Media Utilization for Development of Women and Children*, Concept Publishers, Delhi.
6. S.R. Mehta (ed.), (1992), *Communication in Rural Development*. Rawat Publications. Jaipur.
7. Srinivas Melkote and H. Laslie Steovs, *Communication for Development in the World* 2nd Edition, Sage, ND.
8. Madhusudan, K. (2006), *Traditional Media and Development Communication*, Kanishka Publishers, ND.

**ADDITIONAL READINGS**

1. E.M. Rogers, (3<sup>rd</sup> Ed: 1983); (4<sup>th</sup> Ed: 1995), *Diffusion of Innovations*, New York: Free Press.
2. Wilbur Schramm, Donal F. Roberts (Ed.), (1997), *The process and effects of Mass Communication*; University Illinois Press, USA.
3. P.C. Joshi, (2002), *Communication National Development*, Anamika Publishers & Distributors (P) Ltd.
4. K. Sadanandan Nair, Shirley A. White, (26819(-)-231.293(B)-16.9421(i)-0(n)-6.6234119.03228(t)88(h)18.7077(i)-0.6431719

