

PANJAB UNIVERSITY, CHANDIGARH
(Esttd. under the Panjab University Act VII of 1947- enacted by the Govt. of India)

FACULTY OF ARTS

SYLLABI

FOR

M.A. (JOURNALISM & MASS COMMUNICATION)
2nd & 4th SEMESTERS EXAMINATIONS,
APRIL/MAY 2013

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PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR
MA (JOURNALISM AND MASS COMMUNICATION) 2nd & 4

Tele News board: 15 Marks. These marks will be awarded on a daily basis by the subject teacher concerned and the mean will be taken at the end of semester.

Broadcast Practicals: 30 marks will be awarded by the teacher concerned at the end of semester.

Communication Theory Practical:

Paper VIII	Online Journalism or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper IX	Dissertation	(100 Marks) 4 credits
	Dissertation: Continuous evaluation Summative evaluation Viva voce	25 50 25
Internship		50 Marks 2 credits

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to IV are compulsory and will be of 50 marks each. 40 marks will be for theory examinations and 10 marks for continuous internal assessment. The latter will comprise of one mid semester exam and attendance and class room participation in each paper.

Paper – V to Paper – VIII are optional papers of 50 marks each inclusive of 10 marks for internal assessment. The latter will comprise of one mid semester exam and attendance.306.(p)2.807O(y)10.

SECOND SEMESTER**PAPER- I: COMMUNICATION THEORY****(A) Course Objectives:**

The paper is designed to broaden and deepen the students understanding of the field of communication by introducing them to important theories, models and concepts in communication. They will also be appraised with the use of various theories of communication in carrying out both pure and applied research in this discipline.

(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

ESSENTIAL READINGS

PAPER – II: PRINT JOURNALISM

(A)

Composition: writing the title, lead and ending. Ensuring readability through incorporation of action, conciseness, sensory detailing, literary devices, human interest, humour, illustrations, transition and focus.

Importance of revising

Practicals: compiling a list of specific literary techniques (metaphors, analogies, foreshadowing, etc.), with examples, encountered while reading, researching or writing; structural analysis of features.

UNIT-IV

Arithmetic of writing: inculcating a professional writer's mindset; importance of market research; identifying 'house style'; pitching the idea, drafting query letters; preparation of manuscript; maintaining a log.

Role and importance of creative non-fiction in the brand image of a publication.

Scope for freelancers in newspapers, magazines, world wide web, wire services and syndicates.

Practicals: market research through content analysis of publications; generating multiple

20. Tim Harrower, (2006), *...*, McGraw Hill.
21. Stephen G. Bloom, (2002), *...*, Iowa Sate University Press.

ADDITIONAL READINGS

1. Kennedy, A , (1992),

PAPER– III: EDITING AND DESIGN FOR PRINT MEDIA**(A) Course Objectives:**

The paper will equip the students with skills to edit different kinds of copy; sensitize them to frame the right headlines and cutlines; train them in the selection and editing of pictures. These editing skills would be interwoven with instruction in the language of design.

After the completion of the course, the students wi

UNIT-IV:

Application of design principles in print layout: Based on balance: symmetrical, asymmetrical and dissymmetrical layout; Based on contrast – static and dynamic layout; Based on form – regular and irregular layout






Types of page makeup: vertical, horizontal, diagonal and quadrant, frame, brace, circus/jazzy; poster front page, signal & text front page.

Mechanics of page makeup

Using computer programs for designing

Practicals: Page mock ups and cover designs.

ESSENTIAL READINGS

1. Evans, Harold, (1974),  (Five Volumes) (William Heinemann, London)
 Book One:
 Book Two:
 Book Three:
 Book Four:
 Book Five:
2. George, T.J.S., (1980),  (Indian Institute of Mass Communication, New Delhi).
3. Baskette, Floyd D. & Sissors, Jack, (1995),  . Macmillan, New York.
4. Hoy, Frank P., (1986),  . Prentice-hall, New Jersey.
5. Taylor, Ron & Teel, Leonard Ray, (1985),  . Prentice Hall, New Jersey.
6. Binder, Kate, (1998),o

PAPER V: MEDIA MANAGEMENT

(A) Course Objectives:

Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling pro

23. Kovach Bill and Rosenstiel Tom, (2001), *...*, (Crown Publishers).
24. Serrin William, (2000), *...*, edited by The New Press.
25. Graham Katharine, (1998), *...*, Knopf Publishing.
26. Squires James D, (1994), *All A*, *...*, New York Times Books, 1994.

ADDITIONAL READINGS

1. McManus John (1994), *...*, Iowa State Press.
2. Underwood Doug (1993), *...*, Columbia University Press.
3. Neuharth Al (1989), *...* Doubleday.
4. Mackay Harvey (1988), *...*, Wm. Morrow & Co.
5. Adarsh Kumar Varma (2003), *...*, Kanishka Publishers, New Delhi.
6. Kundra, S (2005), *...*, Saujanya books Pvt Ltd, New Delhi.
7. Shamsi N Afeque, (2006) *...*, Anmol Publications Pvt Ltd, New Delhi.
8. Singh Nachhattar (1997), *...*, Anmol Publications Pvt Ltd, New Delhi.
9. Stephen Lacy, George Sylvie, Robert H. Wicks, Jan LeBlanc Wicks, Ardyth Broadrick Sohn, (2003), *...*, Lawrence Erlbaum Associates,

FOURTH SEMESTER**PAPER – I: ADVERTISING****(A) Course Objectives:**

In this semester the first unit will provide understanding of Advertising appeals, advertising campaign. The second unit shall provide knowledge regarding Advertising testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.

(B) Pedagogy of the Course Work:

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

UNIT-I:

Advertising campaign: definitions & the campaign principle; concepts of inter-relatedness & inter-connectedness; client brief, stages, types, basic principles. Objectives of production-promotion and institution-promotion; campaign theme.

UNIT-II:

PAPER II: PUBLIC RELATIONS

(A) Course Objectives:

The module on PR will sensitize the students to public relations as a unique field of mass communication provide knowledge regarding media relation and application of various PR tools.

(B) Pedagogy of the Course Work:

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for papersetters and candidates:

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PAPER III: COMMUNICATION RESEARCH PRACTICE

(A) Course Objectives:

The purpose of the course is to train students to implement a research plan in terms of data collection using appropriate tools. Both quantitative and qualitative approaches to data analysis would be studied. The students would be trained in the use of SPSS for the purpose of data presentation and analysis. Presentation of research findings in the form of a report complete with bibliography and indices would also be part of the training.

(B) Pedagogy of the Course Work:

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions from each unit to be attempted. (10X2 = 20 marks)

ESSENTIAL READINGS

1. Gupta, Santosh. P, (1993), *Statistics for Social Sciences*, Deep and Deep Publishers, N.D.
2. Yadava, K.N.S and Yadava, Surender S., (1995), *Statistics for Social Sciences*, Manak Publishers, N.D.
3. Champion, Dean J., (1970), *Basic Statistics for Social Sciences*, Chandler Publishers.
4. Blalock, Hubert M., (1960), *Social Statistics*, McGraw Hill.
5. Johnson, Allan G., (1977), *Social Statistics without Tears*, McGraw Hill.
6. Wimmer, R. and Dominick, J., (1987), *Mass Media Research Methods*, Roger

7. Kobre Sidney (1969), _____, Greenwood Press, New York.
8. MacDougall D Curtis (1987), _____, Prentice Hall.
9. Mencher Melvin (1989), _____, WMC Brown & Co. New York.
10. Spark David (1999), _____, Focal Press.
11. Fox Walter (2001), _____, Wile Blackwell.
12. Gibbs J Cheryl, Warhove Tom (2002), _____, The Guilford Press.
- 13.

6.

Corporate organization, structure;

Corporate identity: definition; concept of corporate identity; role in image building; need of Corporate identity; how Corporate identity viewed; Corporate visual identity; identity programmes; case studies.

Corporate climate: meaning & definition characteristics of corporate climate; factors influencing corporate climate.

Corporate culture: introduction meaning & definition; chareacteristics; functions of cultures; how organization cultures start; how is culture learned by employees; changing corporate culture.

Unit-II

Integrated marketing Communication: PR in marketing mix; components of IMC care studies.

Community relations: definition; view of Community relations; role and function of Community relations; community issues; planning and organizing Community relations; case studies.

Investor relations: definition; role and responsibility of PR in Investor relations; Environment of Investor relations; case studies.

Corporate social responsibility: corporate philanthropy, strategic philanthropy role and functions of PR in corporate philanthropy case studies.

ESSENTIAL READINGS

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PAPER VIII: ONLINE JOURNALISM

(A) Course Objectives:

This course assumes that the students already have basic skills as a journalist: They can gather information, organize it efficiently and write an acceptable story.

The objectives of this course are:

1. Students who complete this course should be able to tell interesting stories and convey factual information more effectively over the Internet.
2. Write in a style appropriate for online media in blogs, in online-only stories and in multi-media news or public relations packages
3. Search efficiently for credible information, documents and statistics on the Internet
4. Think critically about issues involving online journalism
5. Work with a team that plans, designs and creates a news site on the Web and
6. Work in a newsroom setting, complete with a commitment to accuracy, fairness, diversity, creativity and meeting deadlines.
7. They will learn to think beyond the constraints of the printed page or the broadcast signal.

(B) Pedagogy of the Course Work:

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for papersetters and candidates:

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

Unit I

Journalistic writing- Contemporary perspective

- Computer Aided Reporting: History of CAR, Use of computers for news gathering, processing and dissemination
- Participatory journalism: Traditional and contemporary meaning
- Online Journalism: Journalism in 'real time', Interactivity & democratizing communication, vertical to horizontal.
- Organisational structure of news website, roles of various functionaries in the organization

- Types of journalism online: Blogs, news websites, Citizen Journalism
- Convergence, and the Business of Online Journalism

Practical: Class room discussion on conceptual issues about citizen journalism, participatory journalism etc.

Unit II

- Writing for the Web: Telling the story with multiple images, Similarities and differences in newspaper writing and web writing, Importance of brevity and providing appropriate links
- Importance of subediting in online media, Headlines for web stories, Different types of stories online such as print plus, clickable interactives, slide shows, audio narratives, live chats, quizzes and surveys, animated stories, interactive webcasts
- Techniques of writing: The four boxes such as anecdote, cosmic paragraph, middle and kicker, using quotes & interviews.
- Practical: Writing news stories using above techniques, starting and running a twice a weekly updated blog, participate in citizen journalism website.

ESSENTIAL READINGS

1. Ran Micheal, James W Tankard, (2004), McGraw Hill.
2. Quinn Stephen, Filak Vincent, (2005), Focal Press.
3. Rosales Ray, (2006), iUniverse.inc
4. Allen Stuart, (2006), Mc Gray Hill.
5. Callahan Christopher, Leslie Jean Thorton, (2007), A Longman.
6. Quinn Stephen, Lamble Stephen, (2007), Focal press.
7. Wilkinson Jeffrey S, August E Grant, Douglas Fisher (2008), Oxford.
8. Arnold George T (2008), McGraw Hill.
9. King Luc (2008), Sage publication.
10. Rosenberg Scott, (2009), Crown.
11. Allen Stuart, Einar Peter, (2009), Lang publishing.
12. Rodenberry Jack, Burton St John, (2009), Routeledge.
13. Baczkowski Pablo J (2004), MIT press.
14. Pappacharissi Zizi, (2009), Routeledge.

ADDITIONAL READINGS:

1. Towers, J. Darin (2009)
- Kilian Crawford (2008),
- Ward Mike,
4. Craig, Richard (2005)

