

PANJAB UNIVERSITY, CHANDIGARH
(Estd. under the Panjab University Act VII of 194

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to V of the semester will be of **100 marks** each **74** marks will be for theory examinations and **4** marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

Paper – VI of the semester will comprise of Practicals:

Student Reporter: Marks These will be awarded on a weekly basis by the subject teacher concerned and the mean will be taken at the end of semester.

Tele News board: **4** Marks These marks will be awarded on a dailyd

FIRST SEMESTER

PAPER – I: INTRODUCTION TO COMMUNICATION

(A) Course Objectives:

The objective is to sensitize the students to the field of communication by exposing them to its different forms_ to understand the basic concepts and terminology specific to communication and media_ to sensitize them to the practical importance of intrapersonal interpersonal group and mass communication_ to inculcate in them the skills required to become effective source encoders and to impart latest knowledge to enable them to analyze and assess communication in the media and everyday life

(B) Pedagogy of the Course Work:

- 74 Lectures including expert lectures
- 4 Unit tests snap tests assignments attendance and class room participation

Instructions for papersetters and candidates:

- The maximum marks for the paper will be 74 The question paper will be of 74 marks and internal assessment of 4 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 4 words each The candidates are required to attempt 4 questions Each question shall be of 6 marks 4X 4 marks

Rest of the paper shall contain four 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 4 marks X 4 6 marks

UNIT – I

Communication: meaning definition and forms intra personal inter personal group mass _Concepts and characteristics of mass mass society mass media mass communication_ Concept of theory vis a vis practice

UNIT – II

Basic concerns of communication theory_ functions of communication_ meaning communication dimensions of meaning Bullet theory and S R model_ Osgood Schramm s circular model_ Schramm s Field of Experience model

UNIT – III

The Lasswell formula Braddock s extension_ Mathematical Model of Communication concepts

ESSENTIAL READINGS:

- 9 Prof Ramesh Chandra *Analysis of Mass Communication Trends* Gyan Books Pvt Ltd ND
 Rajnish *7 Views on Journalism* Indiana New Delhi
 Wray C S 1996 *Journalism or Masses A Balance Sheet* NTC Publishing Group
 Harrington W 1997 *International Journalism: Art and Creativity* Every Day Life
 Sage Publications NY
 Yudkin M 1998 *Journalism: About It and Around It* Writers Digest Books

PAPER – III: GROWTH & DEVELOPMENT OF PRINT AND BROADCAST MEDIA

(A) Course Objectives:

The paper will orient the students towards the study of journalism by giving a historical background and a context to the changes that are visible in the media. They will also be sensitized to the history of the press in post Independence India.

(B) Pedagogy of the Course Work:

- 74 Lectures including expert lectures
- 4 Unit tests snap tests assignments attendance and class room participation

Instructions for papersetters and candidates:

- The maximum marks for the paper will be 74. The question paper will be of 74 marks and internal assessment of 4 marks. Time allowed will be 2 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 40 words each. The candidates are required to attempt 4

Practical Exercise: Students are assigned a period in history for which they research and make classroom presentations

UNIT – III

Indian History: Introduction

The forerunners 78 8 8 : Hicky and Buckingham

Stage I 8 8 868 : Early restrictions

Stage II 869 9 9 : Rise of nationalist press Vernacular Press Act and other restrictions

- Lichtenberg Judith M ed 99 *Democracy and Mass Media* Cambridge Univ Press
Cambridge
- 4 Mazumdar Aurobindo 99 *Indian Press and Freedom* Orient Longman Calcutta
- 6 Thomas Sunny 98 *Print Media Distortions* Heritage Publishers New Delhi
- 7 Shamra KC 7 *Journals in India A story Growth Development* Indiana New Delhi
- 8 Rajnish 7 *Electronic Investment Journals* Indiana New Delhi

Radio Production team
Basics of TV script writing

UNIT – IV

Units of Video Production: Frames Shots Scenes and Sequences
Basic camera shots language of camera movements principles of composition_
Camera perspective_language of vision mixing transitions

ESSENTIAL READINGS:

- Govt of India 1966 *Radio and Television: A Report of the Committee on Broadcasting and Information*
- Govt of India 1978 *Mass Media: A Report of the Committee on Mass Media* Group of Ministers or Autonomous Bodies Publications Division Min of I & B
- Govt of India 1984 *Indian Personality and Television: A Report of the Committee on Broadcasting and Information* Min I & B
- Govt of India 1968 *Radio and Television: A Report of the Committee on Broadcasting and Information* Publications Division Min of I & B
- 4 Barnouw Erik 1978 *Sponsor* Oxford University Press New York
- 6 Machin David Niblock Sarah 1966 *Mass Production: Theory and Practice* Routledge New York
- 7 Shrivastava K M 1989 *Radio and Television Journals* Sterling Publishers New Delhi
- 8 Cohler David Keith 1984 *Broadcast Journals* Prentice Hall New Jersey
- 9 Shukla A K 1988 *Handbook of Journals and Mass Communication* Rajat Publications New Delhi
- Fedler Fred bender John R Davenport Huanda Drager Michael W 1984 *Mass Media* Oxford University Press New York
- Kaushik Sharda 1984 *Script to Screen: An Introduction to Television Journals* Macmillan New Delhi

ADDITIONAL READINGS:

- Cohen Akilia A 1987 *Television: A Review* SAGE New Delhi
- Caywood Clark L 1984 *Handbook of Strategic Public Relations and Integrated Communications and International Communications* Tata McGraw Hill New York
- Zettl Herbert 1984 *The Handbook of Strategic Public Relations and Integrated Communications*

(B) Pedagogy of the Course Work:

74 Lectures including expert lectures

4 Unit tests snap tests assignments attendance and class room participation

source target audience text sub text persuasion techniques point of view would be an essential component of class lectures

Essential Readings:

- Allan S *A Journalist's Critical Issues* Maidenhead: Open University Press
- Basu D D 1996 *Law of Journalism* Prentice Hall India N D
- Bhatia S 1997 *Freedom of Press: A Critical Legal Analysis of Press Laws in India* Rawat Publications Jaipur
- Christians C Traber M 1997 *Communication Ethics and Journalism in the USA* Sage Publications N D
- 4 German K M Drushel B E *Ethics of Journalism in the Information Age: A Handbook for the Media Industry* Continuum Publishing Corp
- 6 Indian Broadcasting Foundation *Regulatory Content Guidelines for News and Current Affairs Vision Channel* IBF Available online:
[http: www ibfindia com sites default files Guidelines Term of broadcas changes pdf](http://www.ibfindia.com/sites/default/files/Guidelines_Term_of_broadcast_changes.pdf)
- 7 McBride K Rosenstiel T *The Ethics of Journalism: A Handbook for the 21st Century* Sage
- 8 Press Council of India *Journalistic Conduct* PCI Available online:
[http: presscouncil nic in norms pdf](http://presscouncil.nic.in/norms.pdf)
- 9 Sainath P *Everybody Loves A Good Drought: Stories from India's Poorest Districts* Penguin
- Sanders K *Ethics and Journalism* New Delhi: Sage
- Venkateswaran K S 1999 *Mass Media Laws and Regulations in India* Asian Mass Comm Singapore

Additional Readings:

- Chauhan S Chandra N 1997 *Journalism: Theory, Practice and Criticism* Kanishka Publishers N D
- Donaldo D Macedo P Steinberg S R *7 Media Literacy: A Handbook* New York: PeterLang
- Fineman M A ed 1997 *First Amendment Law* Oxford University Press N Y
- Mehta Vinod 1999 *Media: How Close are you to the Media* Konark Publishers N D
- 4 Potter W J *Media Literacy* Thousand Oaks London New Delhi Singapore: Sage Publications

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to V of the semesters will be of **100 marks** each **74** marks will be for theory examinations and **4** marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

Paper – VI of both the semester will comprise of Practicals:

Student Reporter: Marks These will be awarded on a weekly basis by the subject teacher concerned and the mean will be taken at the end of semester.

Tele News board: **4** 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: marks will be awarded by the teacher concerned at the end of semester.

Communication Theory Practical: marks will be awarded by the teacher concerned at the end of semester.

Computer Applications: **4** marks will be awarded for projects done using publishing designing and audio video editing software.

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)

ESSENTIAL READINGS:

Everett M Rogers 1976 *Communication and Development* Beverly Hills Sage Publications

E S Herman Noam Chomsky 1999 *Manufacturing Consent* Vintage

Berelson Bernard Janowitz Morris ed 1966 *Public Opinion Communication*
The Free Press New York

PAPER – II: PRINT JOURNALISM

(A) Course Objectives:

After successful completion of the course the students will be conversant with various aspects of news writing styles They would also be able to execute multiple features by slanting to different markets to use market research and other techniques required to sell their features Students training in creative non-fiction would continue with techniques for storycraft and audience engagement They would also be made conversant with the requirements necessary for building a successful publishing career

(B) Pedagogy of the Course Work:

74 Lectures including expert lectures

incorporation of action conciseness sensory detailing literary devices human interest humour illustrations transition and focus

Characterisation: how to create compelling characters in words and actions shaping the subjects voice: quotes and dialogue strategies

Practical skill component: students will use creative non fiction storytelling techniques to document community milestones in multimedia format on the lines of the Out of Eden Walk Project

UNIT-IV

Building a publishing career in a multimedia convergent environment

Science of consistent selling: inculcating a professional writers mindset understanding audience engagement formulaic narratives reading difference dominant oppositional and negotiated reading positions ensuring prolificacy building credibility understanding the method and importance of revising doing market research handling the pitch maintaining a publication log

Practical skill component: market research through content analysis of publications case studies on Pulitzer awardees for Feature Writing Feature Photography Criticism and General Non fiction

Essential Readings:

Copple Neale 96 *D pt port*

Rabiner S Fortunato F *Journalism: Your Editor How to Write Great Stories*
on Fiction and Getting Published New York: Norton
 Stephen G B *Journalism: A Practical Approach* Iowa State
 University Press

Additional Readings:

- Aamidor A 1999 *Journalism: A Practical Approach* New Jersey: Lawrence Erlbaum Assoc
 Elbow P 1998 *Writing with a Purpose* Oxford University Press N Y
 Fandel J *Journalism: Yours and Ours* Mankato MN: Capstone Press
 Gerard P *Journalism: A Practical Approach* Ohio: Story Press
 ✓ Greene B 1988 *Handbook of Magazine Article Writing* Cincinnati OH: Writer's Digest
 6 Johnson C *Journalism: A Practical Approach* New York: Allyn and Bacon
 7 Kane T S 1988 *Writing the News* New York: Oxford University Press
 8 Look M J 1994 *Las Vegas Conclusions* Writers Digest Books
 9 Wray C *Journalism: A Practical Approach* Boston: McGraw Hill
 Zinsler W K 1998 *Journalism: A Practical Approach* New York:
 Harper Reference
 Anaa McKane 1996 *Journalism: A Practical Approach* Sage
 Rajan Nalin Eds *Journalism: A Practical Approach* Indiana New Delhi
 K Tim Walkmeyer 1999 *Journalism: A Practical Approach* Wiley Blackwell
 Bak Baker 1998 *Journalism: A Practical Approach* Writers Digest Books
 ✓ Rachel Bard *Journalism: A Practical Approach* Universe
 6 George A Hongh 1994 *Journalism: A Practical Approach* Houghton Mifflin 4th Edition
 7 Metzler Ken 1987 *Journalism: A Practical Approach* Prentice Hall New Jersey
 8 Gerald C Store 1999 *Journalism: A Practical Approach* Harper Collins

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

The design component of this paper will make the students conversant with the language of design

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Rest of the paper shall contain four 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 4 marks. X 4 6 marks

UNIT-I:

Sources of news copy editing different types of copy rewriting of copy
Headlines: significance and functions typographical patterns of writing headlines Do's and Don'ts of headline writing headline schedule
Copy marking and editing symbols

UNIT-II:

Significance of pictures: briefing the cameraman selection editing and cropping of pictures writing cutlines
Journalistic Style and the Stylebook
Using computer programs for online editing of text and pictures

UNIT-III:

Vocabulary of design: Point line shape size form value texture colour space scale type
The Gestalt Principle of Visual Perception: Similarity continuation closure proximity figure ground
Principles of design: Balance rhythm pattern movement contrast emphasis harmony unity
Importance of a grid system alignment gridding grouping

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 publication design

Practical Skill Component: Page mock ups and cover designs of newspapers and magazines respectively

Essential Readings

Evans Harold 97 *Elements of Design* Five Volumes William Heinemann London
Book One: *Visual Elements*
Book Two: *Handwriting and Design*
Book Three: *Visual Elements*
Book Four: *Structure of Design*
Book Five: *Design and Design*
George T J S 98 *Visual Elements*

- Lupton E *Minimalism* New York: Princeton Architectural Press
- Millman D 8 *Essential Principles of Graphic Design* How design Books
- Samara T *Managing Brand Graphics* Rockport Publishers Inc
- Shufflebotham R *Indesign Easy Steps* Tata McGraw Hill
- 4 Willen B Strals N 9 *Lettering* New York: Princeton Architectural Press

Additional Readings

- Fyfe Gordon Law 988 *Visual Power* Routledge London
- Worlock Peter 988 *Stylus in Book* Heinemann London
- Sutton Albert A 947 *Design and the Computer* Prentice Hall New York
- Krishnamoorti R 986 *Copy Reproduction and the Computer* Northern Book Center ND
- 4 Elam Kimberley 4 *Graphics* New York: Princeton Architectural Press
- 6 Fink A 998 *Facsimile Electronic Design and Digital Art* Peachpitt Press
- 7 Fishal C *System Identity Graphic Design Treatise or Success* Rockport Publishers
- 8 Hoy F 986 *Photo Journals: Visual Approach* Prentice Hall New Jersey
- 9 Krause J *Las Inx Graphic Effects and Typography* North Light Books NY
- Meggs P B 998 *A History of Graphic Design* John Wiley and Sons
- Wilde J Wilde R *Visual Literacy: A Concise Approach to Graphic Communication* Watson Guphill Publishers NY

UNIT – II

Do's and don'ts for conducting interviews discussions for TV Radio
Pre production production and post production considerations

Paper V: Media Management

(A) Course Objectives:

ESSENTIAL READINGS

- Kohli Vanita *In an M a Busm ss* Sage
Ganaratne Shelton *Han boo o t a* Sage
Kothari Gulab 994 *wspap r Mana nt m In a* DK Publishers New Delhi
Frank Thayer 94 *wspap r Busm ss ana nt* Prentice hall Inc New York
4 Trilok N Sindhwani 974 *wspap r Econo cs an ana nt* Ankur publishing House New Delhi
6 John Mcmanus 99 *Mar t Drv n Journa ts L t t Cttz n B war* Iowa State Press
7 Edward S Herman and Robert W McChesney 997 *Goba a w ssionari s o corporat capta ts* Madhyam Books New Delhi
8 Edward S Herman and Robert W McChesney *Manu acturm Cons nt po tica cono y o ass a* Random House
9 Bagdikian Ben H *w M a Monopo y* Beacon Press
Redmond James and Trager Robert *Ba anc m on t r Art o Mana m M a r anzations* nd ed Atomic Dog
McChesney Robert W *rob o t M a* Monthly Review Press
Taparia Jay *n rstan m Fmancia tat nts A Journa ts s Gut* Marion St Press
Downie Jr Leonard Kaiser Robert G *ws About t ws A rican Journa ts m r* Vintage
Albarran Alan B *Mana nt o E ctronic M a* nd ed Wadsworth
4 Picard Robert G *Econo cs an Fmancm o M a Co pant s* Fordham University Press
6 Roberts Gene *Br ac o Fatt A Cris is o Cov ra mt A o Corporat wspap rm* ed University of Arkansas Press
7 Borjesson Kristine *Into t Buzzsaw L a m Journa ts Expos t Myt o a Fr r ss* ed by Prometheus Books
8 McCord Richard *C am Gan n wspap r v rsus t Gann tt E ptr* nd ed University of Missouri Press
9 Croteau David and Hoynes William *Busm ss o M a* Pine Forge Press
Cranberg Gilbert Bezanson Randy *a m toc Journa ts an t ub tcy ra* *wspap r* and John Soloski Iowa State Press
Roberts Gene *L avm a rs B m A o Corporat wspap rm* ed by University of Arkansas Press
Compaine Benjamin M *o wns t M a? ta* rd ed Knowledge Industry
Kovach Bill and Rosenstiel Tom *E nts o Journa ts* Crown Publishers
Serrin William *Busm ss o Journa ts* edited by The New Press
4 Graham Katharine 998 *rsona History* Knopf Publishing
6 Squires James D 99 *a A About It Corporat a ov ro A rca s* *wspap rs* New York Times Books 99

ADDITIONAL READINGS

- McManus John 99 *Mar t Drv n Journa ts L t t Cttz n B war* Iowa State Press
Underwood Doug 99 *n MBA s u t wsroo Howt Mar t rs an Mana rs ar s apm o ay s M a* Columbia University Press
Neuharth Al 989 *Con ssions o an B* Doubleday
Mackay Harvey 988 *w t t ar s wt out B m Eat n A tv* Wm Morrow Co
4 Adarsh Kumar Varma *Mana nt Mantras o Journa ts* Kanishka Publishers New Delhi
6 Kundra S 4 *M a ana nt* Saujanya books Pvt Ltd New Delhi
7 Shamsi N Afeque 6 *M a r ansaton An Mana nt* Anmol Publications Pvt Ltd New Delhi
8 Singh Nachhattar 997 *r ansaton An Mana nt yst s* Anmol Publications Pvt Ltd New Delhi
9 Stephen Lacy George Sylvie Robert H Wicks Jan LeBlanc Wicks Ardyth Broadrick Sohn *M a ana nt A Cas boo Approac L a s Co unication r s* Lawrence Erlbaum Associates

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to V

Unit III:

- Public relations process_
- Fact finding feedback the first step: the four step proce

Caywood Clark L *Handbook of Strategic Communications and Marketing*
Communications Tata McGraw Hill New York
Zettl Herbert *Strategic Communication and Marketing* Wadsworth CA

ADDITIONAL READINGS

Agarwala

Unit II:

Choosing an appropriate Research Method:

Need for and features of a good methodological framework

Longitudinal and Cross sectional approaches: Census and sample surveys Content analysis Case studies Historical studies Panel studies Cohort studies laboratory and field experiments

Unit III:

PAPER IV: INTERPRETATIVE JOURNALISM

(A) Course Objectives:

The course in Print media has been designed to develop news concepts and critical thinking skills to recognize the changes taking place in news gathering process and dissemination. The students will be able to comprehend the nuances of specialized news writing within the context of objectivity, accuracy and fairness. Unique areas of journalistic writing will be discussed to give the students a wholesome picture of the field of journalism. With interpretative writing being the need of the hour, most beat areas in reporting require detailed accounts of events that go beyond basic news writing. The students will practice interpretation and understand the role of special correspondents.

Practical assignment will comprise of bringing out a monthly publication by the students where in all the work from planning to implementation is carried out by the students.

(B) Pedagogy of the Course Work:

- 74 Lectures including expert lectures
- 4 Unit tests, snap tests, assignments, attendance and class room participation

Instructions for papersetters and candidates:

Unit III

- **Parliament:**

Unit III

Development Support Communication for health and family welfare environment and agricultural reforms marginalized sectors and issues

Using Mass Media for development: Framing writing scripting producing development messages for urban semi urban and rural audiences

Case studies on development communication programmes

Unit IV

Using Interpersonal Communication and Folk Media for development: Using Interpersonal Communication and Folk Media for development: music dance pantomime versification epic ballad recitation religion and festival peasantry puppetry et al

Case Studies on development communication programmes using traditional media

ESSENTIAL READINGS

Wilbur Schramm 96 *Mass ta a C n*

FOURTH SEMESTER		
Compulsory Papers		
Paper I	Advertising	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper II	Public Relations	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper III	Media and Communication Research Practice	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper IV	Investigative Journalism	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Specialization/Optional Papers (any four options have to be taken)		
Paper V	Advertising Copy Writing: Theories of Hopkins & Ogilvy or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper VI	Corporate Communication or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper VII	Computer Mediated Communication or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper VIII	Online Journalism or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper IX	Inter-cultural Communication	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper X	Communication Skills	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper XI	Dissertation	(100 Marks) 4 credits
	Dissertation: Continuous evaluation Summative evaluation Viva voce	A A A
Internship		50 Marks 2 credits

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to IV are compulsory and

Instructions for papersetters and candidates:

- The maximum marks for the paper will be 40. The question paper will be of 40 marks and internal assessment of 20 marks. Time allowed will be 3 hours.

- There shall be 4 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 70 words each. The candidates are required to attempt 4 questions. Each question shall be of 10 marks. 4 X 10 = 40 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 10 marks. 2 X 10 = 20 marks.

Unit I:

- Media Tools: the Printed word: House publications, Brochures, Pamphlets, Manuals, Books, Letters and Bulletins, Newsletters, Inserts and enclosures, The bulletins Board.
- The Spoken Word: Meetings, Open houses, The Speakers, Bureau, Telephone, Newline and public address, the grapevine.
- The images: motion pictures, TV, Cable TV, Close circuit TV, Internet, Websites, Display and Exhibition, Staged Events.
- New tools: computers, internet, websites, blogs, moblogs, podcasting, tele conferencing, web conferencing, social media etc.

Unit II:

- Rules for good media relations, executive and media, some specific guidelines, news realises, media conference, interviews, do's and don'ts, conducting interviews, do's and don'ts or writing news releases, style and structure of news release, mechanics of news releases.
- Media Alerts and fact sheets, pitch letters, internet news release, Radio News Release, R, R, Video News Release, VNR.

Courses of reading same as that of the third semester, Paper-II

PAPER III: MED.30474(:)6.304(R)-.5228(r)21.8G2Re10.860(r)-12.52.8G1e1000815(n)34.1764(E)-6.1764(E)-6.UR

(A)

- There shall be 4 questions in all

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 74 words each. The candidates are required to attempt 4 questions. Each question shall be of 10 marks. 4 X 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 4 marks. 2 X 4 marks

Unit I

- Origin growth and relevance of investigative journalism
- Problems and obstacles faced by investigative journalists
- Duties and responsibilities of investigative journalists
- Investigating the Government Executive Legislative Judicial: Discuss Important Case studies in Investigative journalism

Unit II

- Understanding the document state of mind the process of Investigative Reporting
- Primary vs Secondary Sources Identifying and finding sources Evaluating and verifying sources Backgrounding people
- Sting operations: Use and abuse

Practical: Curate an online publication Class blog

ESSENTIAL READINGS

Bird L George and Merwin FE ~~94~~ *press an soci ty* Prentice Hall
Danilov Victor J ~~944~~ *ub ic A atrs portm* MacMillan New york

- 6 Woodward Bob *Advertising copy writing principles and guidelines: characteristics of the copy writer* Touchstone
- 7 Campbell W Joseph *Advertising copy writing principles and guidelines: characteristics of the copy writer* Greenwood publishing
- 8 Woodward Bob Bernstein Carl *Advertising copy writing principles and guidelines: characteristics of the copy writer* Simon Schuster
- 9 Houston Brant and Len Bruzzese Steve Weinberg *Advertising copy writing principles and guidelines: characteristics of the copy writer* Han boo
A Guide to Documents Databases and Computers Boston Bedford St Martin's
 Goldstein Norm Ed *Advertising copy writing principles and guidelines: characteristics of the copy writer* With Internet Guide and Glossary New York: The Associated Press
 Stewart Charles J and William B Cash Jr *Advertising copy writing principles and guidelines: characteristics of the copy writer* 3rd Ed New York: McGraw Hill
 Malone Robert Rubenstein Paul Max 1998 *Advertising copy writing principles and guidelines: characteristics of the copy writer* Prentice hall New Jersey
 DeFluer Margaret H 1997 *Advertising copy writing principles and guidelines: characteristics of the copy writer* Development and Technology Lawrence Erlbaum

SPECIALIZATION/OPTIONAL PAPERS (any four have to be taken)

PAPER – V: Advertising Copy Writing: Theories of Hopkins & Ogilvy

(A) Course Objectives:

This specialized higher level course seeks to acquaint the students with the time tested copy writing guidelines for print media of the two legendary practitioners of advertising communication: Claude Hopkins and David Ogilvy
 Advertising copy writing Theories of Hopkins and Ogilvy

(B) Pedagogy of the Course Work:

- Lectures including expert lectures
- Unit tests snap tests assignments attendance and class room participation

Instructions for papersetters and candidates:

- The maximum marks for the paper will be 40. The question paper will be of 40 marks and internal assessment of 20 marks. Time allowed will be 3 hours
- There shall be 40 questions in all

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 70 words each. The candidates are required to attempt 40 questions. Each question shall be of 5 marks. 40 X 5 = 200 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 40 marks. 2 X 40 = 80 marks

Unit-I:

Claude Hopkins: Brief Introduction_Hopkins copy writing principles and guidelines: characteristics of the copy writer_copy writer as communication skill_language content and presentation of advertising copy_copy formats and appeals to use_copy for me too products_importance of product name and product quality_advertising as salesmanship_copy writing as telling the full story and sharing information _significance of data and research_need for habit creation

Unit-II:

David Ogilvy: Brief Introduction_ Ogilvy s copy writing principles: concepts of homework_ big idea_ pursuit of knowledge_ brand positioning useful copy formats_ guidelines for writing effective headlines and body copy_ copy writing for magazines and direct mail_ importance of brand names_ research for copy writing_ guidelines for producing effective advertising and for developing originality
Comparative assessment of copy writing principles of Hopkins and Ogilvy

ESSENTIAL READINGS

- Hopkins Claude 1999 *My time in Advertising* Chicago: NTC Publications
Hopkins Claude 1999 *Advertising: the art of writing* Chicago: NTC Publications
Ogilvy David 1964 *Concepts of Advertising* London: Longmans
Ogilvy David 1994 *Ogilvy on Advertising* London: Drion
Ogilvy David 1997 *An Autobiography*
Higgins Denis 1968 *The art of writing in Advertising conversations with the masters of the craft* New York: NTC Books
Valladares June A *Advertising copy writing* New Delhi: Response Books
Ghosal Subhash *Advertising copy writing* New Delhi: Macmillan India Ltd
Tiwari Sanjay *The concepts of Advertising* New Delhi: Response Books
Gabay Janathan J 1996 *Advertising copy writing* New Delhi: Response Books

ADDITIONAL READINGS

- Baran J Stanley and Dennis K Davis *Mass Communication theory in perspective* Thomson Wadsworth
Wilamhuret John and Adrian Mackay *The universe of Advertising* Oxford Butterworth Heinemann
Briefly lean *Advertising Handbook* New York: Routledge
Aater David A Rajeev Batra and John G Myers 1994 *Advertising Management* New Delhi: Prentice Hall of India
Higgins Denis 1978 *Art of writing in Advertising* New York: NTC Publishing Group

PAPER VI: Corporate Communication

(A) Course Objectives:

The module of corporate communication will sensitize the students to corporate communication as a unique field of mass communication. The course shall provide knowledge regarding corporate communication, corporate image building, corporate culture, corporate style and its importance in the field of corporate world.

(B) Pedagogy of the Course Work:

Lectures including expert lectures

Unit tests, snap tests, assignments, attendance and class room participation

Instructions for paper setters and candidates:

- The maximum marks for the paper will be 40. The question paper will be of 40 marks and internal assessment of 20 marks. Time allowed will be 2 hours.
- There shall be 4 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 74 words each. The candidates are required to attempt 4 questions. Each question shall be of 10 marks. 4 X 10 marks

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the

PAPER VII: COMPUTER MEDIATED COMMUNICATION

(A)

ESSENTIAL READINGS

- Castells M *is o t twor oct ty* Wiley Blackwell
- Gane N Beer D *8 wM ia Ky Conc pts* Oxford and New York: Berg
- Green L *Int rn t An mtro uction to wM ia* Oxford and New York: Berg
- Jenkins H Ford S Green J *pr a ab M ia Cr atm a u an M anm m a*
twor Cu tur New York: New York University Press
- 4 Monge P R Contractor NS

Instructions for papersetters and candidates:

- The maximum marks for the paper will be 4. The question paper will be of 4 marks and internal assessment of 4 marks. Time allowed will be 4 hours.

- There shall be 4 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 74 words each. The candidates are required to attempt 4 questions. Each question shall be of 4 marks. 4 X 4 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 4 marks. X 4 marks.

Unit I

- 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.

Unit II

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Rosenberg Scott 9 *Why Everything Matters Now: The New Economics of True Scarcity* Crown
 Allen Stuart Einar Peter 9 *Citizen Journalism: A New Era of Mass Media* Lang publishing
 12. Rodenberry Jack Burton St John 9 *Journalism: The Art and Craft of Reporting* Routledge
 Baczkowski Pablo J *Disruptive Journalism Innovation* MIT press
 Pappacharissi Zizi 9 *Journalism and the Internet: A New Communication* Routledge

ADDITIONAL READINGS:

Towers J Darin 9 *Dr. Jekyll and Mr. Hyde: The Dark Side of the Internet* Guilford
 Kilian Crawford 8 *Journalism: A Guide to the Profession* (2nd ed.) Routledge

UNIT I

Culture: Meaning Definition Nature Scope_Types of Culture: Macro and Micro

Intercultural communication: Meaning Definition Nature Scope Historical Background

The first question is compulsory comprising 7 short answe