

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

FACULTY OF ARTS

SYLLABI

FOR

PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING F

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to V of the semester will be of **100 marks** each. 75 marks will be for theory examinations and 25 marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

Paper – VI of the semesters will comprise of Practicals:

Student Reporter: 30 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: 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: 10 marks will be awarded by the teacher concerned at the end of semester.

Computer Applications: 15 marks will be awarded for projects done using publishing, designing and audio-video editing software.

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

ESSENTIAL READING

1. Wilbur Schramm, (1960), *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr.
2. Wilbur Schramm, (1953), *Process & Effects of Mass Communication*

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 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. (4X15 = 60 marks)

UNIT – I

- Importance of journalism in a democracy
- Concept of news; Definition of news
- News values
- The news story structure, 5 Ws and 1H
- The inverted pyramid pattern: Need and Usefulness.
- The essentials of news writing
- Importance of lead in a story, types of leads.
- Process of newsgathering, making and maintaining sources of news.

Practical: Classroom exercises in news writing

UNIT-II

Creative Non-fiction terminologies: Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism.

Purpose of Non-fiction: Entertain, inform, inspire, persuade; Importance in contemporary media scenario.

Feature writing as Creative Nonfiction: News features, commemoratives, reviews, essays and commentaries, lifestyle features, profiles, personal narratives and memoirs, philosophical features; photo features.

Practical skill component: case studies on Pulitzer awardees for Feature Writing, Feature Photography, Criticism and General Non-fiction.

UNIT-III

Organization and operations of the Newsroom of a daily newspaper

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Practicals: Font selection exercises; element placing exercises

Essential Reading

1. Mac Dougall, Curtis D., (7 February 1987), *Interpretative Reporting* (Macmillan New York), 9th Edition
2. Hohenberg, John , (January 1983), *The Professional Journalist*, (Holt, Rinehart and Winston, London)
3. Aivar, R. Ramachandra (1979), *Quest for News*, (The Macmillan Company of India, New Delhi)
4. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.
5. Yudkin, Marcia , (1998), *Writing Articles About the World Around You*, Writers' Digest Books
6. Jacobi, Peter. B , (1997), *The Magazine Article: How to Think it, Plan it, Write it*, Indiana University Press
7. Evans, Harold, (1974), *Editing & Design* (Five Volumes)(William Heinemann, London),
Book one: *New Man's English*
Book Two: *Handling Newspaper Text*
Book Three: *News Headlines*
Book Four: *Picture Editing*
Book Five: *Newspaper Design*
8. Ludwig, Mark D., (2005), *Modern News Editing*, Willy Blackwell, New York
9. De Bono, E. (1990) *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books
10. De Bono, E. (2007) *How to Have Creative Ideas*. Random House
11. Kramer, M. & Call, W. (2007) *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin
12. Meera, R. (2009) *Feature Writing*. New Delhi: PHI Learning Pvt. Ltd.
13. Roorbach, B. (1998) *Writing life stories*. Cincinnati, OH: Story Press.
14. Sims, N. (2008) *True Stories: A Century of Literary Journalism*. Northwestern University Press
15. Harrington, Walt. Ed, (1997), *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, Sage Publications, Sage Publications, N.Y.

Additional Readings

1. Baskette, Floyd D. & Sissors Jack, (1995), *The Art of Editing*, Macmillan, New York.
2. Hoy, Frank P., (1986), *Photo Journalism: the Visual Approach*. Prentice-Hall, New Jersey.
3. MacNaughton, Harry, (1973), *Proofreading & Copy-editing*, Hastings. House. New York.
4. George, T.J.S., (1980), *News Editing*

Instructions for papersetters 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

Practical Exercise:

Students are divided in groups of three. Each group is assigned a period in history. The group researches and makes a short (5 Minutes) presentation on the given period.

ESSENTIAL READINGS:

1. Barns, Margarita, (1940), *Indian Press*, George Allen & Unwin, London.
2. Basu, Durgada, (1982), *The Law of the Press in India*, Prentice-Hall, New Delhi.
3. Cheney, William, (1955), *Freedom of the Press*, Harcourt-Brace, New York.
4. Elliott, Deni (ed.), (1986), *Responsible Journalism*, Sage Beverly Hills.
5. Herd, Harold, (1976), *The March of Journalism*, Greenwood Press, Connecticut.
6. Karkhanis, Sharad, (1981), *Indian Politics & Role of the Press*, Vikas Publishers, New Delhi.
- 7.

Instructions for papersetters 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 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. (4X15 = 60 marks)

UNIT – I

Basic Television system; Distribution methods of TV & Radio Programs
Terminologies used in Radio & TV
Brief introduction to the origin and development of Broadcasting in India:
Basics of world systems of broadcasting;
International Telecommunication Union
INTELSAT, COMSAT

UNIT – II

Role of Radio & TV in social change, education & entertainment;
Characteristics of Radio & TV
Programme composition; programming Radio & TV; composition, acquisition; programme planning strategies and program scheduling

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: Frames, Shots, Scenes and Sequences.
Basic camera shots, language of camera movements, principles of composition;
Camera perspective; language of vision mixing (transitions)

9. Shukla, A.K, (2008), *Handbook of Journalism and Mass Communication*, Rajat Publications, New Delhi.
10. Fedler, Fred, bender, John R., Davenport, Huanda, Drager, Michael W., (2005), *Reporting for the Media*, Oxford University Press, New York,
- 11.

Pressure groups: Politico-legal, proprietorial, financial, societal and the self as factors interfering with professional integrity.

UNIT-III

Media Specific Laws (analysis of the bare Act with case studies): Press Council Act, 1978; Cable TV Networks Regulation Act, 1995; Cinematograph Act, 1952; Information Technology [amendment] Act, 2008 (only relevant portions); Press and Registration of Books Act, 1867; Copyright [amendment] Act, 2012.

UNIT-IV

Media Related Laws (analysis of the bare Act with case studies): Official Secrets Act, 1923; Right to Information Act, 2005; Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A); Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC); Indecent Representation of Women (Prohibition) Act, 1986 [amendment bill, 2012].

Practical skill component: students will create and enact multi-media simulations, street plays, role play on transgression and adherence to ethical codes by media.

ESSENTIAL READINGS

1. Basu, D. D. (1996) *Law of the Press*, Prentice Hall, India. N.D.
2. Bhatia, S. (1997) *Freedom of Press – Politico-Legal Aspects of Press Legislations ions*

SECOND SEMESTER		
Paper I	Communication Theory	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper II	Print Journalism	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper III	Editing and Design for Print Media	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper IV	Radio & TV Communication - II	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper V	Media Management	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper VI	Practicals	(100 Marks) 4 credits
	Student Reporter <u>Tele News Boarc</u>	30

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to V of the semesters will be of **100 marks** each. 75 marks will be for theory examinations and 25 marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

Paper – VI of the semesters will comprise of Practicals:

Student Reporter: 30 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: 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: 10 marks will be awarded by the teacher concerned at the end of semester.

Computer Applications: 15 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) Pedagogy of the Course Work:

75% Lectures (including expert lectures)

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

Instructions for papersetters 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 questions shall be asked from each unit and the candidates shall

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- 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.
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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 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. (4X15 = 60 marks)

UNIT – I

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UNIT-IV

10. Zinsser, W.K. (1998) *On Writing Well: The Classic Guide to Writing Nonfiction*. New York: Harper Reference.
11. Anaa McKane, (2006), *News Writing*, Sage.
12. Rajan, Nalin (Eds), (2007), *21st Century Reporting in India*, Indiana, New Delhi.
13. K.Tim Walkmeyer,(2009), *Online News Writing*, Wiley Blackwell,
14. Bak Baker, (1981), *News thinking: The Secret of Great News gathering*, Writers Digist Books
15. Rachel Bard, (2005), *News Writing Guide*, Universe.
16. George A Hongh, (1995), *News Writing*, Honghton Mifflin, 5th Edition.
17. Metzler Ken, (1987), *News Writing Exercises*, 2nd Edition, Prentice Hall New Jersey,.
18. Gerald C. Store, (1992), *News Writing*, 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 course will train students in visual literacy. Through understanding the language of design, they would learn the art and science of handling verbal and visual elements in keeping with design principles and the nature of publication. They would also be imparted practical training in page design software.

(B) Pedagogy of the Course Work:

75% Lectures (including expert lectures)

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

Instructions for papersetters 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 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. (4X15 = 60 marks)

UNIT-I

Sources of news copy; editing different types of copy; rewriting mofussil 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

Design Vocabulary: Point, line, plane (shape, size), scale, perspective, value, texture & pattern, colour (hue, value, intensity, colour schemes), space (positive, negative), type (width, weight, posture).

Design Principles: Foundational principles of balance and contrast; attendant principles of dominance, motion (hierarchy, rhythm, pattern and direction), harmony; overarching principles of Gestaltian unity (simplicity, similarity, continuity, closure, proximity, figure & ground).

UNIT-IV

The page as visual structure: Form storming; importance of a grid system and types of grids; placement, alignment, grouping, framing and layering of design components; science of eye movement; type as para-language; space as connector and divisor; colour psychology.

Layout and make-up: Types of layout (symmetrical, asymmetrical and dissymmetrical, static and dynamic, regular and irregular); types of page makeup (vertical, horizontal, diagonal and quadrant, frame, brace, circus/jazzy); Front page layout – Poster and Signal & text front page.

Practical Skill Component: Using computer programs for publication design; undertaking design projects – newspaper page mock ups, magazine covers and layouts; analysis of award-winning designs; alignment exercises.

ESSENTIAL READINGS:

1. Evans, Harold, (1974), *Editing and Design* (Five Volumes) (William Heinemann, London)
Book One: *Newman's English*
Book Two: *Handling Newspaper Text*

ESSENTIAL READINGS:

- 1 Chatterji, P.C. , (1991), *Broadcasting in India*. SAGE, New Delhi
- 2 Luthra, H.P., 1984, *Indian Broadcasting*.

15. Kohli-Khandekar, V. (2013). *The Indian Media Business*. New Delhi: Sage Response.
16. Kothari Gulab (1995) *Newspaper Management in India*, DK Publishers, New Delhi
17. Kovach Bill and Rosenstiel Tom, (2001),*The Elements of Journalism*, (Crown Publishers
18. McChesney Robert W. (2004)*The Problem of the Media*, Monthly Review Press
19. McCord, Richard(2001),

THIRD SEMESTER		
Paper I	Advertising	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper II	Public Relations	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper III	Media and Communication Research Methodology	

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to V will be of **100 marks** each. 75 marks will be for theory examinations and 25 marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

Paper – VI will comprise of:

- (a) **Major Project Report on any subject taught during the cou**

PAPER- II: PUBLIC RELATIONS

(A) Course Objectives:

The module on Public Relations will sensitize the students to public relation as unique field of mass communication, provide guidelines and concepts, impart skills for producing PR materials, train the students to device PR campaign, train the students to conduct research enhance the PR communication strategies, give them knowledge to understand and produce socially relevant and public service related institutional advertising.

(B) Pedagogy of the Course Work:

ESSENTIAL READINGS:

1. Scott M. Cutlip & A.H. Genter, (1964), *Effective Public Relations*. 3rd ed. ,Englishwood Cliffs, Prentice-hall
2. Fraser P. Seital, (1984), *The Practice of Public Relations*. 2nd ed., Columbus Bell & Howell Co.
3. S.K. Roy, (1974), *Corporate Image of India*. New Delhi, Sh. Ram Center
4. Krishnachander Lehiri, *Publicity: Art and Literature with special reference to India*.
5. John Lee, (1968), *Diplomatic. Persuaders*, N.Y. Wiley.
6. Rajendra, *Lok Sampark* (Haryana Hindi Granth Academy, Chandigarh)
7. Dilgir, H.S., *Lok Sampark-Sanchar Atay Sandhan* (Kala Darpan Prakashan Chandigarh)
8. Mehta, D.S., *Handbook of Public Relations in India*, (Allied Publishers, New Delhi.)
9. Black, Marwin & Harlow, Rex, (1985), *Practical Public Relations*. Harper & Bros.; New York
10. Black, Sam, (1978), *Practical Public Relations Pitman*, London.
11. Black, Sam, (1972), *Role of Public Relations in Management*. Pitman, London.
12. Bowman, Pat & Ellis, Nigel (ed.), (1985), *Handbook of Public Relations*. George Harrap & Co., Ltd, London.
13. CanField, Bertrand & Moore, H. Frazier, (1985), *Public Relations*. Richard D. Irwin, Illionis.
14. Center, Allen H. & Cutlip, Scott M., (1978), *Effective Public Relations*, Prentice Hall, New Jersey.
15. Cunard, Peter & Capper Allen (ed), (1987), *Public Relations Casebook*, Logan Paul, London
16. Haywood, Roger, (1987), *All about PR*. McGraw Hill, Singapore.
17. Jethwarey, Jaishri N. et. Al., (1994), *Public Relations*. Sterling Publishers, New Delhi.
18. Lasly, Philip (ed.), (1979), *Public Relations Handbook*. Prentice Hall, New Jersey.
19. Pavlik, John V., (1987), *Public Relations*, SAGE Beverly Hills.
20. Sahai, Baldeo, (1985),

PAPER III: MEDIA AND COMMUNICATION RESEARCH METHODOLOGY

(A) Course Objectives:

This course serves dual objectives: one, of training young minds for scientific inquiry, and two, of acquainting them with the various methods used for conducting scientific research in media and communication studies. The students would be given a basic training in the use of Excel and SPSS for the purpose of data presentation and analysis. After completion of the course, students will be equipped to conduct projects and dissertation studies.

(B) Pedagogy of the Course Work:

75% Lectures (including expert lectures)

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

Instructions for papersetters 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. (5 X 3 = 15 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 15 marks. (4 X 15 = 60 marks)

UNIT I

Overview: Definition, nature and importance of Communication research; Research application in media studies.

Research Approaches: Basic and Applied research; Quantitative and Qualitative research; Longitudinal and Cross-

ESSENTIAL READINGS:

1. Berger, A.A. (2000) *Media and Communication Research Methods*, Sage Publications, N.D.
2. Hansen, A. & Machin, D. (2013) *Media and Communication Research Methods*. Palgrave Macmillan
3. Keyton, J. (2001) *Communication Research: Asking Questions, Finding Answers*. Mountain View, CA:

UNIT I

COMPONENTS AND BREAKUP OF MARKS:

Paper – I to V 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.

Papers – VI to Paper - X 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 and class room participation in each paper.

All the options in these specialized courses will be offered subject to availability of faculty. * **Allied disciplines:** Sociology, Psychology, Economics, Laws, English, Fine Arts.

Paper – XI will comprise of Dissertation:

Dissertation: Continuous evaluation (25 marks will be awarded by the guide); Summative evaluation (50 marks will be awarded jointly by the external examiner and the guide); Viva voce (25 marks will be awarded by the external examiner).

Internship: The students will undergo a mandatory two-month internship (February and March) with a newspaper, magazine, news agency, TV channel/production house, radio channel, NGO, advertising agency or PR agency. After completion of internship, each student shall submit a 1000 word report of the work done during the internship period along with a filled assessment card signed and stamped by the organization interned at.

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 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 re

PAPER III: CONVERGENCE JOURNALISM

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 to prepare the students to be able to:

1. Tell interesting stories and convey factual information more effectively over the Internet.
- 2.

UNIT II

ICT Applications: ICT and society (governance, education, commerce, agriculture, health); ICT and marginalized audiences (LGBTQ community, Differently-abled and Senior Citizens); ICT and self (presentation of the self[ves], filter bubbles and echo chambers; online virality and social contagion; crowd sourcing and crowd funding; slacktivism, activism and vigilantism.

ICT Issues: homogenization, hybridization, mobilization, pluralism, fragmentation, polarity and addiction; the Internet Paradox.

Practical skill component: Students will take up any Web 2.0 component as an e-project and practically demonstrate its efficacy in an event and/or issue environment. They will also use digital mapping tools to analyse online contagion.

ESSENTIAL READINGS:

1. Castells, M. (2000) *The Rise of the Network Society*. Wiley-Blackwell.
2. Gane, N. & Beer, D. (2008) *New Media: The Key Concepts*. Oxford and New York: Berg.
3. Green, L. (2010) *The Internet: An introduction to New Media*. Oxford and New York: Berg.
4. Jenkins, H., Ford, S & Green, J. (2013) *Spreadable Media: Creating Value and Meaning in a Networked Culture*

(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

Culture: Meaning, Definition, Nature, Scope; Types of Culture: Macro and Micro

Intercultural communication: Meaning, Definition, Nature, Scope, Historical Background, Components, Context & Power;

Cultural patterning and variability: Non-verbal Communication (silence, listening, perceptions, norms & time), Verbal Communication (with special emphasis on communication between genders)

Theories: Cultural Convergence Theory, Communication Accommodation Theory, Identity Negotiation Theory, Intra culture vs. Inter culture Networks Theory, Communication Acculturation Theory, Consciousness Theory

UNIT II

Relevance of Intra-personal Communication: Concept of self;

Inter cultural Interactions: Transitions, Conflicts, Language, Protocol and Behaviour, and Popular Culture;

Cultural Shock and Mass Culture: Concept, Significance and Relevance;

Hofstede's Cultural Dimensions: Power Distance Index (PDI), Individualism (IDV), Masculinity (MAS), Uncertainty Avoidance Index (UAI), and Long-term Orientation;

ESSENTIAL READINGS:

1. Asante, Newmark, Blake. (1989) *Handbook of Intercultural Communication*. Published by SAGE Publications.
2. Gudykunst, Mody. (2001) *Handbook of International and Intercultural Communication*, Second Edition. Published by SAGE Publications.
3. Golding and Harris. (1997) *Beyond Cultural Imperialism*. Published by SAGE Publications.

ADDITIONAL READINGS:

1. Adrian Holliday, Martin Hyde, John Kullman. (2004) *Intercultural Communication: An Advanced Resource Book*. Published by Routledge.
2. Fred L. Casmir - editor. (1997) *Ethics in Intercultural and International Communication*. Published by Lawrence Erlbaum Associates.
3. Stella Ting-Toomey. (1999) *Communicating across Cultures*. Published by Guilford Press.

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

PAPER – VI: ADVERTISING COPY WRITING: THEORIES OF HOPKINS & OGILVY

(A)

ADDITIONAL READINGS:

1. Baran, J. Stanley and Dennis K. Davis (2002), *Mass Communication theory Singapoe*, Thomson Wadsworth.
2. Wilamhuret, john and Adrian Mackay (2002), The

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:

1. Roy M. Barko, Andrew D Volvin, Darlyn R. Volvin, (2007),

(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

- Journalism and Social media responsibilities. Emerging forms of news engagement: Mobile-first newsroom Social media tools and platforms for journalism
- Differences and similarities when using mobile and emerging platforms
- App-based news, Using smartphone

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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

Defining media literacy and its importance for the individual, the consumer and the citizen.

Dissecting Media Practice: Media Cartography, Media Prism, Media Advocacy, Post-truth and Alternative facts; Information overload.

Understanding the Psychology of Communication: Identity and Meaning Formation; Attention, memory, motivation, persuasion and perception as determinants of media adoption, media processing and media effects.

UNIT II

Understanding the Sociology of Communication: Media and social capital; The Tipping Point in social movements; Community, network, public and collective as concepts; Social Spaces as Content Platforms – the Plaza, the Wall, the Sidewalk, the Bench.

Understanding the Politics of Communication: Mediated public lives; Agenda-setting - priming, framing and indexing of the message; Rhetoric, Semantic, Structuralistic-Semiotic and Discourse Analysis of verbal and visual syntax in popular media.

