

# 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)  
(SEMESTER SYSTEM)  
SESSION 2021-22**

- : 0:-

**PANJAB UNIVERSITY, CHANDIGARH**

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR  
MA (JOURNALISM AND MASS COMMUNICATION)  
FOR THE SESSION OF 2021-22**

<b>FIRST SEMESTER</b>		
<b>Paper I</b>	<b>Introduction to Communication</b>	<b>(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25</b>
<b>Paper II</b>	<b>Basics of Print Journalism</b>	<b>(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25</b>
<b>Paper III</b>	<b>Growth &amp; Development of Print and Broadcast Media</b>	<b>(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25</b>
<b>Paper IV</b>	<b>Radio &amp; TV Communication-I</b>	<b>(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25</b>
<b>Paper V</b>	<b>Media Ethics &amp; Laws</b>	<b>(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25</b>
<b>Paper VI</b>	<b>Practicals</b>	<b>(100 Marks) 4 credits</b>

## **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:**

## **ESSENTIAL READING**

- 1 Wilbur Schramm, (1960), *Mass Communication*, 2<sup>nd</sup> ed. Urbana, University of Illinois Pr.
- 2 Wilbur Schramm, (1953), *Process & Effects of Mass Communication*, Urbana, University of Illinois Press
- 3 Lee Richardson, (1969), *Dimensions of Communication*, N.Y. Appleton- Century-Croft
- 4 Kenneth K. Anderson, 1972, *Introduction of Communication: Theory and Practice*. Menlo Park, Cummings Pub. Co.,
- 5 Deniel Ketz 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), *Cybersociety*, Sage Publication
- 10 Michael Norton and Purba Dutt, (2003), *Getting started in Communication*, Sage Publications
- 11 M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.,
- 12 Keval J. Kumar, Jaico, (1995), *Mass Communications in India*, Publishing House
- 13 Kevin Williams, (2003), *Understanding Media Theory*. Arnold Publication.
- 14 Roger Silverston, (1999), *Why study the Media?* Sage Publications
- 15 Marie Winn, (1985), *The plug-in Drug*, Penguin Books
- 16 Stanley J. Baran and Dennis K. Davis, (2002), *Mass Communication theory*. Thomson Wadsworth Publication.

### **ADDITIONAL READING:**

- 1 Ball-Rokeach, Sandra & DeFleur, (1975), *Theories of Mass Communication*, Melvin, Longman, New York
- 2 Berlo David, Rinehart & Winston, (1960), *The Process of Communication*. Holt, NY
- 3 Blumler, Jay G & Katz, Elihu (ed.), SAGE, Beverly Hills, 1974, *The uses of Mass Communication*.
- 4 De Sola Pool, (1972), *Handbook on Communication*, Ithiel (ed), Rand McNally College Publishing Co., Chicago.

- There shall be 9 questions in all.

## Essential Reading

1. Mac Dougall, Curtis D., (7 February 1987), *Interpretative Reporting* (Macmillan New York), 9<sup>th</sup> 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

**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 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**

Brief introduction of the evolution of early newspapers.

Britain:

- 17<sup>th</sup> century: early restrictions, Aeropagitica
- 18<sup>th</sup> century: Stamp Act, The Times of London
- 19<sup>th</sup>



## Practical Exercise

- 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; Introduction to Television Production process, 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)

### **ESSENTIAL READING**

1

- 10 Fedler, Fred, bender, John R., Davenport, Huanda, Drager, Michael W., (2005), *Reporting for the Media*,  
Oxford University Press, New York,
- 11 Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi,  
**ADDITIONAL READING**
- 1 Cohen, Akilia A, (1987), *The Television News Interview*, SAGE, New Delhi,
- 2 Caywood, Clark L., (2004), *The Handbook of Strategic Public Relations and Integrated Communications*,  
Tata McGraw Hill, New York.
- 3 Zettl, Herbert, 2003, *The Handbook of Strategic Public Relations and Integrated Communications*. Tata  
McGraw Hill, New York,
- 4

**UNIT-III**



**COMPONENTS AND BREAKUP OF MARKS:**

**Paper – I to V** of the semesters will be of **100 marks**



- 2 E.S. Herman & Noam Chomsky, (1994), *Manufacturing Consent*, Vintage  
3 Berelson, Bernard & Janowitz, Morris (ed.), (1966), *Reader in Public Opinion & Communication*. The Free  
Press, New York  
4 Carwright, Dorwin & Zander, Alvin (ed.), (1968), *Group Dynamics Tavistock*, London  
5 McQuail, Denis, (1994), *Mass Communication Theory*, SAGE, London  
6 McQuail, Denis (ed.), (1976), *Sociology of Mass Communication*. Penguin, London  
7 Rogers, Evertt M. (ed), (1982), *Communication & Development*. SAGE, Beverly Hills  
8 Sage, (1981 onwards), *Mass Communication Year Books*. SAGE, Beverly Hills  
9 Schramm, Wilbur, (1975), *Men, Messages & Media*. Harper & Row, New York.  
10 Schramm, Wilbur (ed.), (1963), *Mass Communication*. University of Illinois Press, Illinois  
11 Schramm, Wilbur (ed.), (1955), *The Process and Effects of Mass Communication* University of Illinois Press,  
Urban  
12 Schramm, Wilbur, (1957), *Responsibility in Mass Communication*. Harper & Row, New York  
13 Wood, Ronald N., (1983), *Mass Media & the Individual*, West Publishing Co., Minnesota  
14 Peter Golding and Phil Harris, (1997), *Beyond Cultural Imperialism*. Sage Publication.  
15 J.S. Yadava & Pradeep Mathur, (1998), *Issues in Mass Communication*. Kanishka Publishers.  
16 Mridula menon & Ved Prakash Gandhi, (1997), *Media & Communications*. Kanishka Publishers. Vol – I  
17 Kevin B. Wright and Lynne M. Webb (Dec 1, 2010) *Computer Mediated Communication in Personal  
Relationships*, Peter Lang Publishing Inc, First Printing Edition.  
18 Crispin Thurlow, Lara M (Martin) Lengel and Alice Tomic (February 25, 2004) *Computer Mediated  
Communication*, Sage Publication Ltd. 1<sup>st</sup> edition.  
19 Leonard Shedletsky and Joan E Aitken (October 2, 2003) *Human Communication on the Internet* (1<sup>st</sup> edition),  
Pearson  
20 Susan B, Barnes (September 21, 2002), *Computer Mediated Communication: Human –to-Human  
communication Across the Internet* (1<sup>st</sup> edition), Pearsen.  
21 Stanley J. Baran, Dennis K. Davis, (2002), *Mass Communication Theory*. Thomson Wadsworth Publication

#### **ADDITIONAL READING**

- 1 Berman, Ronald, (1987), *How Television sees its Audience*. SAGE Beverly Hills.  
2 Chomsky, Noam, (1988), *The Manufacturing of Consent*. Pantheon Books, New York.  
3 Druckman, Daniel et. Al., (1982), *Non-verbal Communication*. SAGE Beverly Hills.  
4 Gerbner, George et al., (ed.), (1983), *The International Encyclopaedia of Communication*. 4 Vols. Oxford  
University Press, New York.  
5 Olson, David R., (1994), *The World on Paper*. Cambridge University Press, Cambridge  
6 Poster, Mark, (1991), *The Mode of Information: Post-structuralism & Social Context*. Polity Press, Cambridge  
7 Sperber, Dan & Wilson Dierdre, (1986), *Relevance* Basil Blackwell, Ox0241(c)-1.78252(i)0.89126(a)-1.78Z.89126(D)-06(e)-1





**Writing effective non-fiction:** Researching the idea; maintaining the narrative arc (story-starters, page turners, cliffhangers, and endings); ensuring readability through incorporation of action, conciseness, sensory detailing, literary devices, characterization, dialogue, human interest, humour, transition and focus; writing the gutter (how to not tell a story).

**Practical skill component:** Lateral Thinking and idea stimulation exercises;

#### **UNIT-IV**

**Building a publishing career in a multimedia, convergent environment:**Developing a professional writer's

27. Pollack, E. (2010) *Creative Nonfiction: A Guide to Form, Content, and Style, with Readings*. Boston: Wadsworth Publishing
28. Rabiner, S. & Fortunato, F. (2003) *Thinking like Your Editor: How to Write Great Serious Nonfiction—and Get It Published*. New York: Norton.
29. Stephen G. B. (2002) *Writing Narrative Journalism: Inside the Writers Mind*. Iowa State University Press
30. Tim Harrower, (2006), *Inside Reporting, A Practical guide to the Craft of Journalism*, McGraw Hill.
31. Zelizer, B. (2017). *What journalism could be*. John Wiley & Sons.

**Additional Reading**

1. Aamidor, A. (1999) *Real Feature Writing*



8. Binder, Kate, (1998), *Teach yourself Quark XPress*. Tech Media, New Delhi.
9. Bringhurst, R. (1997) *The Elements of Typographic Style*, Hartley and Marks.
10. Leslie, Jeremy, (2000), *Issues – New Magazine Design*, Ginko Press.
11. Lupton, E. (2004) *Thinking with Type*. New York: Princeton Architectural Press.
12. Millman, D. (2008) *The Essential Principles of Graphic Design*. How design Books.
13. Samara, T. (2002) *Making and Breaking the Grid*. Rockport Publishers Inc.
14. Shufflebotham, R. (2011) *InDesign in Easy Steps*. Tata McGraw-Hill
15. Willen, B & Strals, N. (2009) *Lettering & Type*. New York: Princeton Architectural Press
16. Lupton, E. & Phillips, J.C. (2015) *Graphic Design: The New Basics*. New York: Princeton Architectural Press.
17. White, A.W. (2011) *The Elements of Graphic Design*. New York: Allworth Press.

**Additional Reading**

1. Fyfe, Gordon & Law, (1988),

Basic principles of writing news for Radio & TV  
News packages: Code of Ethics in Broadcasting.

## **UNIT – II**

Do's & don'ts for conducting interviews & discussions for TV/Radio.  
Pre-production, production and post-production considerations.  
Above and below the line functions.

## **UNIT – III**

Basics of editing, switching, components of video editing systems, using the editing system  
Offline and on line editing and basics of non-linear editing.

## **UNIT – IV**

Basics of sound perspective types of microphones and their pick-up patterns;  
Basics of lighting for video production, importance and function and properties of light.

### **ESSENTIAL READING**

- 1 Chatterji, P.C. , (1991), *Broadcasting in India*. SAGE, New Delhi
- 2 Luthra, H.P., 1984, *Indian Broadcasting*. Publications Division, Min. of I & B.
- 3 Rao, B.S.S., (1992), *Television for Rural Development*. Concept Publishers, New Delhi,
- 4 Shivastava, K.M., (1989), *Radio and TV Journalism*, Sterling Publications Pvt. Ltd., New Delhi,
- 5 Maloney, Martin J. & Rubenstein, Paul Max, (1980), *Writing for the Media*. Prentice Hall



- Constraints of newspaper industry in India
- Electronic Media Management: Structure of radio and television organizations, new media, Online Publications, OTT platforms
- Global and Indian media players and their holdings

#### **Unit IV**

- Collaborations, integrating distribution and production
- Entrepreneurship, different stages of a startup
- Developing a business plan and strategy, Leading a team
- Application of Blockchains in Media industry

Practical: Reading of the FICCI Report and Class presentations of the same.

#### **ESSENTIAL READING**

1. Alan B Albarran (2002) Media Economics: Understanding markets, industries and concepts. Wiley-Blackwell
2. Albarran Alan B( 2002,*Management of Electronic Media*,. (2nd ed)., Wadsworth,
3. Alison Alexander (2004) Media Economics: Theory and Practice.Lawrence Erlbaum
4. Bagdikian Ben H,( 2004), *The New Media Monopoly*,.Beacon Press
5. Borjesson Kristine( 2002),*Into the Buzzsaw: Leading Journalists Expose the Myth of a Free Press*, ed. by Prometheus Books
6. Colin Hoskins, Stuart McFadyen, &Adam Finn (2012) Media economics: applying economics to new and traditional media. Sage Publications
7. Compaine Benjamin M (2001),*Who Owns the Media?., et. al.*, (3rd ed., Knowledge Industry
8. Cranberg Gilbert, Bezanson Randy , (2001),*Taking Stock: Journalism and the Publicly Traded Newspaper*, and John Soloski Iowa State Press
9. Croteau David and Hoynes, William( 2001)*The Business of Media* ,Pine Forge Press
10. Downie Jr Leonard, Kaiser Robert G, (2003),*The News About the News: American Journalism in Peril*, Vintage
11. Edward S. Herman and Robert W. McChesney(1997), *The Global media: New missionaries of corporate capitalism* , Madhyam Books, New Delhi
12. Edward S. Herman and Robert W. McChesney(2002) *Manufacturing Consent: The political economy of mass media*, Random House,
13. Frank Thayer( 1954) *Newspaper Business management*, Prentice hall Inc, New York
14. Ganaratne Shelton ,(2000) *Handbook of the media*, Sage
15. Graham Katharine, ( 1998), *Personal History*, Knopf Publishing
16. John Mcmanus ( 1994), *Market-Driven Journalism: Let the Citizen Beware*, Iowa State Press
17. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
18. Kothari Gulab (1995) *Newspaper Management in India*, DK Publishers, New Delhi
19. Kovach Bill and Rosenstiel Tom, (2001),*The Elements of Journalism*, (Crown Publishers
20. McChesney Robert W. (2004)*The Problem of the Media*, Monthly Review Press
21. McCord, Richard( 2001),*The Chain Gang: One Newspaper versus the Gannett Empire*, 2nd ed., University of Missouri Press
22. Picard Robert G. (2002),*The Economics and Financing of Media Companies*, Fordham University Press
23. Redmond James and Trager Robert, (2004),*Balancing on the Wire: The Art of Managing Media Organizations*, 2nd ed., Atomic Dog
24. Robert G Picard, (1989) Media Economics: Concepts and Issues. Sage Publications
25. Roberts Gene (2001),*Leaving Readers Behind: The Age of Corporate Newspapering*, ed. by (University of Arkansas Press
26. Roberts Gene (2002),*Breach of Faith: A Crisis of Coverage in the Age of Corporate Newspapering*, ed. (University of Arkansas Press
27. Serrin William , ( 2000), *The Business of Journalism*, edited by The New Press
28. Squires James D, (1994), *Read All About It! The Corporate Takeover of America's Newspapers*, New York Times Books, 1994



29. Taparia Jay( 2004)*Understanding Financial Statements: A Journalist's Guide*, Marion St. Press
30. Trilok N Sindhvani (1975), *Newspaper Economics and management*, Ankur publishing House, New Delhi.

**ADDITIONAL READING**

1. McManus John (1994),*Market-Driven Journalism: Let the Citizen Beware*, Iowa State Press
2. Underwood Doug(1993),*When MBA's Rule the Newsroom: How the Marketers and Managers are Reshaping Today's Media*, Columbia University Press
3. Neuharth Al(1989),*Confessions of an S.O.B.*, Doubleday
4. Mackay Harvey(1988),*Swim With the Sharks without Being Eaten Alive*, Wm. Morrow & Co
5. Adarsh Kumar Varma ( 2003), *12 1/2, Management Mantras of Journalism*, Kanishka Publishers, New Delhi
6. Kundra, S ( 2005), *Media management*, Saujanya books Pvt Ltd, New Delhi
7. Shamsi N Afeque, ( 2006), *Media Organisation And Management*, Anmol Publications Pvt Ltd, New Delhi
8. Singh Nachhattar (1997), *Organisation And Management Systems*, Anmol Publications Pvt Ltd, New Delhi
9. Stephen Lacy, George Sylvie, Robert H. Wicks, Jan LeBlanc Wicks, Ardyth Broadrick Sohn, ( 2003), *Media management: A Casebook Approach, Lea's Communication Series* , Lawrence Erlbaum Associates,

<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>Media and Communication Research Methodology</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 &amp; Investigative 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>

**Paper VI**

**100 Marks**  
**4 credits**



## **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 in Mass Communication in the Semester the students shall be introduced to unique form of communication. They will be provided in depth understanding of various Advertising Media and Advertising Copywriting. In addition, the course will provide understanding of Advertising design and appeals. The course shall also provide knowledge regarding Advertising Campaign, Agency, testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.

#### **(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:**

-

- Copy Writing for Radio ,Copy writing for Television :Concept of Story Board and Script

#### **Unit – IV: Advertising Layout, Design and Production**

- Advertising layout: stages of layout and their functions.
- Elements of Design; Basic design vocabulary.
- Applications of Design Principles in advertising.
- Brief Introduction to Production of Advertisements.

#### **ESSENTIAL READING**

- 1 David Ogilvy, (1988), *Ogilvy of advertising*. London Pan Books, London, Sidgwick & Jackson
- 2 David Ogilvy, *The Unpublished David Ogilvy*
- 3 David Ogilvy, (1969), *Confessions of an Advertising Man*. London, Longman
- 4 Subroto Sengupta, *Cases in Advertising and Communication Marketing*
- 5 Subroto Sengupta, (1990), *Positioning* (New Delhi, Tata-Mcgraw Hill
- 6 Waston S. Dunn & Arnold Darbe, (1982), *Advertising: Its Role in Modern Marketing*, Chicago, Dryden Pr. 5<sup>th</sup> ed.
- 7 J.N. Hobsen, (1968), *Select on Advertising Media*. 5<sup>th</sup> ed., London, Business Books

- 8 Ewen, Stuart, (1976), *Captains of Consciousness*. McGraw Hill, New York  
9 Katz, Daniel et al (ed.), (1962), *Public Opinion & Propaganda*. The Dryden Press, New York  
10 Maslow, Abraham, (1954), *Motivation & Personality*. Harper & Bros., New York  
11 McLuhan H. Marshall, (1951), *The Mechanical Bridge*. Routledge & Kegan Paul, London  
12 Oliver, Robert T., (1962), *Culture & Communication*. Charles C. Thomas, Springfield  
13 Packard, Vance, (1961), *The Hidden Persuaders*. Longmans, London  
14 Porter, Lyman & Roberts, Karlene (ed.), (1977), *Communication in Advertising*. Penguin, Middlesex  
15 Sargant, William, (1957), *Battle for the Mind*. Heinemann, London  
16 Tolley, B. Stuart, (1977), *Advertising & marketing Research*. Nelson- Hall, Chicago  
17 Wademan, Victor, (1977), *Risk-Free Advertising*. John Wiley & Sons, New York

## **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, imp

- 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, strategic thinking, planning for disaster, need for fact centre; case studies.
- Communication & action – the third step: 7 Cs of communication: credibility, context, content, clarity, continuity & consistency, channel, capability of audience; case studies.
- Evaluation – fourth step: evaluation tools: readership studies, radio & TV audience research;

#### **ESSENTIAL READING**

- 1 Scott M. Cutlip & A.H. Genter, (1964), *Effective Public Relations*. 3<sup>rd</sup> ed. ,Englishwood Cliffs, Prentice-hall
- 2 Fraser P. Seital, (1984), *The Practice of Public Relations*. 2<sup>nd</sup> 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), *Public Relations. Standing conference of Public Enterprises*, New Delhi.
- 21 Simon Raymond, (1977), *Public Relations*. Grid Inc., Ohio.
- 22 Pavlik, John V., (1987), *Public Relations, What Research Tells us*. Sage, New Delhi.
- 23 Scitel, Fraier P., (1984), *The practice of Public Relations*, Merill, Ohio.
- 24 Prabhakar, Naval & Basu, Narendra, (2007), *Public Relations: Principles & Functions*. Common Wealth, New Delhi.
- 25 Prabhakar, Naval & Basu, Narendra, (2007), *Public Relations: Nature & Scope*. Common Wealth, ND
- 26 Ridgway, Judith, (2005), *Handling the Media & Public Relations*. Infintiy Books, New Delhi
- 27 Oxley, Harold, (1987), *The principles of Public Relations*, Kogan page, London
- 28 Levy, Stuart M., (2006), *Public Relations and integrated communications*, Lotus Press, New Delhi
- 29 Balan, K.R., (1990), *Lectures on applied Public Relations*. Educational Publishers, New Delhi.
- 30 Dubey V.K., (1997), *Public Relations management*. Common Wealth, New Delhi.
- 31 Newsom D, Turk, JV and Kurckeberg D., (2000), *This is PR: The Realities of Public Relations*, Wadsworth, Singapore
- 32 Caywood, Clark L., (2004), *The Handbook strategic Public Relations and integrated communications*. Tata McGraw hill, New York
- 33 Zettl, Herbert, (2003), *Television Production handbook*. Wadsworth, CA.

### **ADDITIONAL READING**

- 1 Agarwala-Rogers, Rekha & Rogers, Everett M., (1976), *Communication in Organisations*. The Free Press, Toronto
- 2 Berelson, Bernard & Janowitz, Morris (Ed.), (1966),



**Unit III:**

**Determining Sampling strategy:** Definition and importance of sampling; Types of probability and non-probability sampling methods;

**Determining Data collection strategy:** Types of data – primary and secondary; Levels of Measurement; Reliability and Validity; Types of Data collection tools -

- Plan for photos and graphics to illustrate in-depth stories.
- Work in collaboration with other journalists, as part of a team reporting effort.
- Use multimedia skills to enhance investigative work

**(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**

- Interpretative Writing: Backgrounding, Observation, Orientation, Analysis, Opinion, Humanising
- Investigative Reporting: Origin, growth and relevance of investigative journalism
- Advanced journalism: Preparing the communication package
- Precision Journalism: Use of social science research methods for journalism
- Data Journalism: Using Big Data for journalistic writing

**Unit II**

- Specialised writing
  - Business
  - Environment
  - Crisis situations
  - Parliament
  - Science & Technology
  - International

**Unit III**

- Planning, developing and pitching an interpretative/investigative story.
- Problems and obstacles faced by investigative journalists.
- Rules of Investigative Reporting
- Sting operations: Use and abuse

**Unit IV**

- Computer Aided Reporting: History of CAR
- Use of computers for news gathering, processing and dissemination
- Document State of Mind and the Paper trails.
- Case Studies in Interpretative and Investigative Reporting.

Practical: Class discussion, debate, Story Workshop, Practice in data journalism, Curate an online publication

## Essential readings

1.

**(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

#### **ADDITIONAL READING**

- 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, (1993), *Perspectives on Development Communication*. SAGE Publication
- 5 Hunt, Dian, (1989), *Economic Theories of Development : An Analysis of the Competing Paradigms*, Harvesters Whitsheaf, New York.
- 6 Srampickal, Jacob, (1994), *Voice to the Voiceless - The Power of People Theatre in India*, Manohar Publishers and Distributors, New Delhi.
- 7 Parmar, Shyam. (1975), *Traditional Folk Media in India*, Geka Books, New Delhi, 1975

**FOURTH SEMESTER**

**Compulsory Papers**



## 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 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







- Use of metrics and analytics like Google Analytics



16. Lucy Kung, Anna-Martina Kröll, Begina Ripken, and Marcel Walker, "Impact of the Digital Revolution on the Media and Communication Industries," *Javnost: The Public* 6, no. 3 (1999): 29.
17. Pamela J. Shoemaker, *Gatekeeping, Communication Concepts* 3(Newbury Park: Sage, 1991): 32.
18. Ward Mike, *Journalism Online* ISBN: 0-24051-610-9.
19. Wolk Roland De, (2000) *Introduction to Online Journalism: Publishing News and Information*, Pearson

#### **PAPER IV: COMPUTER MEDIATED COMMUNICATION**

**(A) Course Objectives:**

This paper examines the digital media technologies that are at the center of much of our information, communication and entertainment needs today. The course will provide students a theoretically-grounded, critical understanding of the usage of CMC in various application areas and by diverse audiences.

**(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:**

-

**ESSENTIAL READINGS**

1.

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 Intercultural Communication*

- 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



15. Marie Seton (1976) *Portrait of a Director: Satyajit Ray*. Penguin Books India
16. Mrinal Sen (2001) *Over The Years an interview with Samik Bandopadhyay*. Seagull Books
17. R Vasudevan(2001) *Making Meaning in Indian Cinema*. Oxford
18. Rakesh Bakshi (2015) *Directors' Diaries: The Road to their first film*. HarperCollins
19. Renu Saran (2012) *History of Indian Cinema*. Diamond Books
20. Roy Thompson & Christopher J. Bowen (2009) *Grammar of the Shot*. Taylor & Francis
21. Roy Thompson & Christopher J. Bowen (2009) *Grammar of the Edit*. Focal Press
22. Satyajit Ray (2001) *Our Films Their Films*. Orient BlackSwann
23. Shoma A. Chatterjee (2003) *Mrinal Sen, The Survivor*. Rupa
24. ShyamBenegal (1988) *Benegal on Ray: Satyajit Ray, a film*. Seagull Books
25. Steven Ascher& Edward Pincus(2012)*Filmmaker's Handbook*. Penguin USA
26. Surabhi Banerjee (1997) *Satyajit Ray: Beyond The Frame*. Allied Publishers Pvt Ltd
27. SuranjanGanguly (2006) *Satyajit Ray: In Search of the Modern*. Indialog Publications Pvt Ltd
28. Vinay Lal and AshisNandy (2007) *Fingerprinting Popular Culture: The Mythic and the Iconic In Indian Cinema*. Oxford University Press
29. Yves Thoraval(2000)*The Cinemas of India*. Macmillan Publishers India

#### **Additional Readings**

1. John W. Hood (1993) *Chasing The Truth: The Films of Mrinal Sen*. South Asia Books
2. Peter Brooks (1996) *The Melodramatic Imagination- Balzac, Henry James, Melodrama and the Mode of Excess*. Yale University Press
3. R Dwyer and C Pinney(2002)





**Practical:**

Each student will create a social media portfolio using LinkedIn. From your portfolio, you will link to your

## PAPER IX: MEDIA LITERACY

### (A) Course Objectives:

In this course, students will learn how to engage positively and productively with the media by deconstructing its content and presentation. They would also gain an understanding of the intentions that dictate the framing of the message and the consequences of its consumption, particularly in relation to self, society and democracy. Throughout the course, students will be invited to critically analyse contemporary issues of representation, identity, institutional power, social forces and technology in the strategic use of communication.

### (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

## **ADDITIONAL READINGS**

- 1.



**Essential Readings:**

1. Armstrong, Steven, 2001, *Advertising on Internet*. London, Kogan Page.
2. Spurgeon, Christina. 2008, *Advertising and New Media*. London, Routledge.
3. Caywood, Clarke L. 2004, *Handbook of strategic Public Relations and Integrated Communications*. Tata Mc Graw Hill.
4. Duhe, Sandra C. 2007, *New Media and Public Relations*. New York. Peter Lang.
5. Gay, Ricahrd. Alan, Charlesworth. Esen, Rita. 2007, *Online Marketing: A customer Led approach*. Oxford, O.U.P.
6. Heath, Robert L. Sage 2010, *Handbook of Public Relations*. New Delhi, Sage.
7. John, Foster. 2012, *Writing Skills for Public Relations: Style and technique for mainstream and social media*. Koganpage.
- 8.