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Punjabi University, Patiala

Syllabus for

**B.A. (Hons.) JOURNALISM, MASS COMMUNICATION &
MEDIA TECHNOLOGY PART I
(SEMESTER I & II)
(For Regular Students)**

For session 2021 – 2022, 2022-2023 & 2023-2024



Punjabi University, Patiala

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all

1/2/2023

SCHEME OF STUDIES

NOTE: EACH PAPER CARRIES 5 Credits (4 Lectures + 1 Tutorial) per week i.e. each paper carries approx 80 credits per semester.

SEMESTER – 1

<u>Core Papers</u>		<u>Credits</u>
PAPER I	: REPORTING & FEATURE WRITING	5(4L+1T)
PAPER II	: COMMUNICATION SKILLS	5(4L+1T)
PAPER III	: PHOTOGRAPHY & PHOTOJOURNALISM	5(4L+1T)
PAPER IV	: GENERAL AWARENESS AND COMMUNICATION SKILLS (INTERNAL)	5(4L+1T)
PAPER	: PUNJABI (QUALIFYING) PUNJABI MUDHLA GIAN	

SEMESTER – 2

<u>Core Papers</u>		<u>Credits</u>
PAPER V :	BASICS OF COMPUTER APPLICATIONS	5(4L+1T)
PAPER VI :	MASS COMMUNICATION	5(4L+1T)
PAPER VII	: EDITING & EDITORIAL WRITING	5(4L+1T)
PAPER VIII	: MEDIA LAWS AND ETHICS	5(4L+1T)
PAPER	: PUNJABI/PUNJABI MUDHLA GIAN (QUALIFYING)	
PAPER	: DRUG ABUSE : PROBLEM, MANAGEMENT AND PREVENTION (QUALIFYING)	



OUTLINES OF TESTS

SEMESTER - 1

- PAPER I : REPORTING & FEATURE WRITING
PAPER II : COMMUNICATION SKILLS
PAPER III : PHOTOGRAPHY & PHOTOJOURNALISM
PAPER IV : GENERAL AWARENESS AND COMMUNICATION SKILLS
(INTERNAL)
PAPER : PUNJABI (QUALIFYING) PUNJABI MUDHLA GIAN

SEMESTER - 2

- PAPER V : BASICS OF COMPUTER APPLICATIONS
PAPER VI : MASS COMMUNICATION
PAPER VII : EDITING & EDITORIAL WRITING
PAPER VIII : MEDIA LAWS AND ETHICS
PAPER : PUNJABI/PUNJABI MUDHLA GIAN (QUALIFYING)
PAPER : DRUG ABUSE : PROBLEM, MANAGEMENT AND PREVENTION
(QUALIFYING)



SEMESTER-1

PAPER-I REPORTING & FEATURE WRITING

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Practical: 20 Marks
Internal Assessment: 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

Course Content

Section A

News : Definitions, elements and concepts; Sources of news; Structure of news; Inverted Pyramid; Importance of headlines; Types and functions of headlines; News gathering; Types of news: Soft news, Hard news;

Reporting: Investigative, interpretative and Depth reporting, Scoops; Sting operations; Yellow Journalism; Reporting for the magazines. Reporting beats: Crime, Sports, Politics, Business, Education. Role of Bureau chief; Qualities and responsibilities of a reporter; Oral press briefing, Press conference, Meet the press; Interview--types, purpose, technique; Press release.

News Agencies: Role importance and functions;

Online journalism/Digital journalism/Web journalism; Mojo.

Section B

Feature: Definition, meaning; Importance and types of features; News feature, Travel feature, How to do it features, Lifestyle features. Page 3, Difference between Feature and News. Writing for online platforms.

Practical: Identifying types of news in newspapers, news sites, preparing dummy, page making; Preparing news clipping file, writing features.

Text and References

- News Reporting and Editing :K.M. Srivastava Sterling Publishers, New Delhi.
- Modern News Reporting:Care H. Warren, Harper, New York.
- Basic Journalism: Rangaswami Parthasarathi
- Media da Mayajaal (Punjabi) Vikram Singh &DrBhupinder Batra, Gracious Books, Opp. Punjabi University, Patiala
- Functions and areas of Journalism: Y.K.D. Souza
- Good news bad news:Tharyan
- News Writin :Haugh George A.
- Pattarkari :Hunnar Te Kala (Punjabi): Dalbir Singh, Publication Bureau,Punjabi University, Patiala.
- SamacharParnali Te Sampadana (Punjabi) : Asha Sharma, Publication Bureau,Punjabi University, Patiala.
- The Journalism Handbook :M.V. Kamath
- Handbook of Journalism : Aggarwal Vir Bala. Gupta V.S.

PAPER-II

COMMUNICATION SKILLS

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Practical: 20 Marks
Internal Assessment: 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

Course Content

Section A

Conceptual understanding of communication; Types of communication: Verbal, Non-verbal; proxemics, chronemics, kinesics. Interpersonal, group and mass communication. Barriers to communication. Listening skills; Meaning, nature and importance of listening ; Listening process; Observation in listening ;Guidelines for effective Listening, Spoken communication; principles of effective oral communication, speech preparation, voice control; pronunciation and physical behaviour; debate, presentation Skills, Group discussion; interviews. Emotional intelligence.

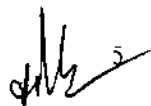
Section B

Written communication; Elements of effective written communication; Resume writing; Letter writing; E-mail communication; Cover letter; Taking notes, Impact of Radio, TV-Film and Internet. Paragraph writing - paragraph structure, development of ideas .Paraphrasing and summarizing- elements of effective paraphrasing, techniques for paraphrasing, what makes a good summary? Stages of summarizing.

Practical: Debate, Declamation; Presentation exercises and written communication exercises.

Text and References:

- Improve Your Communication Skills: Barker. A -- Kogan Page India Pvt Ltd
- Language in Use (Upper-Intermediate): Adrian Doff and Christopher Jones - Cambridge University Press
- The Oxford Guide to Writing and Speaking: John Seely, Oxford University Press
- You Can Win: ShivKhera. Macmillan Books
- 7 Habits of Highly Effective People: Stephen Covey
- Perfect Presentation: John Collin. Video Arts Marshal
- Effective Interviews: Jenny Rogers. Video arts Marshal
- Effective Leadership: Essential Manager Series. Robert Heller. DK Publishing



PAPER III

PHOTOGRAPHY & PHOTO JOURNALISM

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Practical: 20 Marks
Internal Assessment: 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

Course Content

Section A

Principles of photography; Understanding the structure and working of a professional camera; Major types of camera-- Point and shoot, Compact or Auto-focus, Polaroid, Traditional SLR still professional camera; Types of Camera lenses-- Normal, Wide, Tele, Zoom, Fish-Eye; Angle of View; Focal lengths of various lenses and their use in photography. Use of mobile phones for photography. Use of filters.

Sources of Light: Natural and artificial; Technique and skill of using various light sources and elements to create special effects; Depth of field and Depth of focus; Relationship between shutter speed, film speed and aperture for different genres of photography.

Section B

Principles of photo composition--Focal point, Rule of thirds, Straight and converging Lines, Diagonal and S-shaped compositions, Repetition and rhythm, Moving towards the centre; Cropping and editing. Photo journalism: Meaning, concept, Qualities of good photograph.

Text vs Photograph; Essentials of a press photograph; Qualities of a good photojournalist, Caption writing; Photo feature: meaning, characteristics and importance.

Practical: Various types of news photograph and photo feature.

Text & References:

- Digital Photography: Tim O'Sullivan, Brian Dutton, Philip Rayner
- Creating Digital Content: John Rice & Brian Mckernan
- Studying the Media: David E. Reese, Mary E. Beadle, Alan R. Stephenson
- 100 Ways to Take Better Photographs: Tom Ang
- Advanced Digital Photography: Katharina Grimme



PAPER IV
GENERAL AWARENESS AND COMMUNICATION SKILLS (INTERNAL)

Max. Marks : 100
Pass Marks : 35

Continuous Internal Evaluation 60 Marks
Internal Assessment 20 Marks
Practical 20 Marks

Course content

Section A

Issues of regional, national and international importance. Political issues, economic issues, social issues and environmental issues.

Current affairs, Events of the year.

Preparation and presentation of at least two reports of 10 minutes each, based on clipping files from newspapers and magazines, including one related to TV and/or Films.

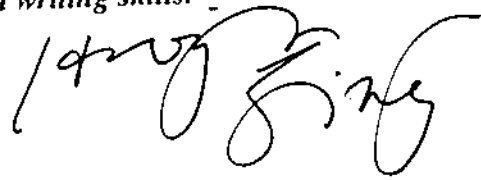
Section B

Preparing for interviews, Group discussions, Body language and gestures, Participation in debates, Stage management, Self-expression and Self-confidence exercises, Conversations, Quiz.

Writing: Sentence making, Reviews, write short narrative and descriptive paragraphs, slogans, short message and caption.

Composition: Any kind of composition like diary writing, dialogue and story.

Practical: Class Presentations, Assignments on major issues, debates and discussions on current affairs, quiz, file clipping/weekly review, communication and writing skills.



PAPER : PUNJABI (QUALIFYING)/PUNJABI MUDHLA GIAN (QUALIFYING)

The syllabus will be as per the University syllabus issued during the academic session.

A large, stylized handwritten signature in black ink, possibly reading 'J Singh'.A handwritten signature in black ink, appearing to be 'HS'.A handwritten signature in black ink, appearing to be 'S Singh'.

SEMESTER-2

PAPER-V BASICS OF COMPUTER APPLICATIONS

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Practical: 20 Marks
Internal Assessment: 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

Course Content

Section A

Definition, history, generation, characteristics, Types and applications. Introduction to computers operating systems; installation of operating systems and software: Files and folders; Device drivers; Memory and storage devices, Motherboards & its slots, RAM, ROM. Computer types-- Handheld computers, notebook Computers, Desktops, Workstations, mainframe, Supercomputers; Displays, Internet; networking; basic of computer networks, LAN, WAN, MAN, E-mailing, Multi-tasking; Computer security, Firewall, protection from viruses and other threats.

Section B

Computer Ports; USB, Firewire, Serial, Parallel; Computer connectors; VGA, PS/2, DVI (Digital Visual Interface), SCSI (Small Computer System Interface); software ports. Basic software: Microsoft office (Word, Excel, Power point); Word Processing basics, opening and Closing Documents. Text creation and manipulation, manipulation of cells, making small presentation. Image file formats, Sound file formats, Video file formats; Basics of CorelDraw, Photoshop, PageMaker, Indesign, Quark Express.

Practical: Presentations on various computer hardware elements.

Text and References

- Operating Systems: W. Stalling, Prentice Hall of India
- Computer Organization and Architecture: W. Stalling, Prentice Hall of India
- Easy Computer Basics: Michael Miller
- Computer Graphics: D Harm, Barker, Prentice Hall of India
- Computer Networks: A.S. Tenebaun, Prentice Hall of India
- Data Communication and Networking: B.A. Forouzan, Tata McGraw Hill
- Multi-media Making it Work: T. Vaujhan
- Multi-media Technology and Applications: Jeffcoate, Prentice Hall of India



PAPER-VI
MASS COMMUNICATION

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Practical: 20 Marks
Internal Assessment: 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

Course content

Section A

Mass communication: Meaning and concept, functions; Elements and characteristics of mass communication; Media of mass communication; Elements of Mass communication process; Barriers in Mass communication. Normative theories of mass communication.

Communication Models: Definition and origin; Types of Models ; Powerful, Moderate and Limited Effects Models ; Models of Aristotle , Dance , Harold Laswell , Osgood . Wilbur Schramm . George Gerbner . Westley and MacLean , Gatekeeping .

Section B

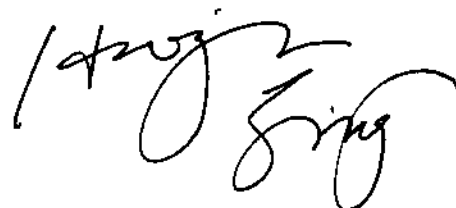
Communication theories: An overview of the emergence and development of communication theories; Early Theories – Hypodermic or Bullet Theory , Personal Influence theory; Two-step flow and Multi-step flow theories, Individual difference theory; Concepts of Selective exposure , selective perception and selective retention .

Sociological theories: Cultivation theory, Agenda-setting theory, Uses and gratification theory, Dependency theory, Play theory, Social learning theory and Reflective-projective theories; Media and Society.

Practical: Presentation exercises and written communication exercises.

Text & References:

- Mass Communication Theory : Denis McQuail
- Perspectives in Mass Communication : Agee, Ault, Emery
- Theories of Mass Communication : De Fleur and B. Rokeach
- Reading in Mass Communication : Emery Smithe
- Communication Models : Denis McQuail
- Mass Media Today :Subir Ghosh
- Approaches to Human Communication : Budd and Rohen
- Introduction to Mass Communication : William Francois
- Studies in Communication : Asher Cashden& Martin Jordin
- Communication Between Cultures: Larry A
- Media and Society : R.K. Ravindran
- Text book of Mass Communication and Media:Uma Joshi
- Modern Communication Technologies : Y.K. Dsouza
- Foundations of Inter-culturalCommunication:Sharan. Cogdell



- Theories in Indian Communication :Dua M.R.. Vivek Gupta, Metropolitan Book Company
- Body language : Lewis Hedwig, Sage Publication, New Delhi.
- More effective Communication : William J.V. Sage Publication, New Delhi.
- The Art of effective Communication : Charles J Margersions, Excel Books.
- Perspectives in Mass Communication :Pradeep Kumar, Kalyani Publishers. NewDelhi
- Mass Communication Theory : Stanley J Baran : Dennis K. Devis
- Effective Communication : Ravi Aggarwal : SublimePublication, Jaipur (India)



PAPER-VII
EDITING & EDITORIAL WRITING

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Practical: 20 Marks
Internal Assessment: 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

Course Content

Section A

Principles of editing: Types of editing; Sub-editing: meaning, purpose; Traditional and modern techniques of Sub-editing; Difference between Sub-editing and Proof-reading; Newsroom: Organization and functioning; News desk; Picture: importance; Picture editing and captions.

Hierarchical set-up of editorial wing in a newspaper; Role and responsibilities of the Editor, Deputy editor, Assistant editor and other editorial staff; Role and responsibilities of News editor, Deputy news editor, Chief-Sub-editor & Sub-editors.

Section B

Editorial: meaning and significance; Types of editorials; Structure; Editorial policy; Contents of editorial page and their significance; Letters to the editor, articles; features, Principles of newspaper design.

Practical: Putting into practice different types of editing: Distinguishing between news, feature, article and editorial; Editorial writing: Writing letters to the editor; News, Features and articles.

Text and References

- Modern Feature Writing :Dewelt Reddick, Harper, New York.
- News Reporting and Editing : K.M. Srivastava Sterling Publishers, New Delhi.
- Mass Communication and Journalism in India:D.S. Mehta, Allied Publishers Ltd., New Delhi.
- Media Ethics and Laws :Jan R. Hakeculdar
- The Art & Craft of Feature Writing :William E. Blundell. Plume
- Pattarkari :HunnarTe Kala (Punjabi):Dalbir Singh, Publication Bureau, Punjabi University,Patiala.
- SamacharParnaliTeSampadana (Punjabi) :Asha Sharma, Publication Bureau. Punjabi University, Patiala.



PAPER-VIII

MEDIA LAWS AND ETHICS

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory 60 Marks
Internal Assessment 20 Marks
Practical 20 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections: A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two question each from the sections A and B of the question paper and the entire section C.

Course content

Section A

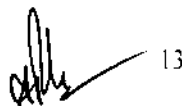
Media ethics – concept – comparing media ethics and media laws- media ethics, media freedom - media's social responsibility and accountability -self-regulation – trial by media- Media's ethical problems including privacy, -sting operation- right to reply, covering communal disturbances, atrocities on women, elections -- yellow journalism- cheque book journalism- Paid news -- Plagiarism-- ethical issues related with ownership of media –Ombudsman--Press Council of India and its guidelines and codes—Guidelines and/or Codes suggested for media/press by other national and international organizations -- Election Commission guidelines for media.

History of press/media laws in India -- Press and Registration of Books Act, 1867-- Registration of newspapers -- Constitution of India-Fundamental rights - Freedom of speech and expression and their limits -- Provisions of declaring emergency and their effects on media -- Provisions for legislature reporting; Parliamentary privileges - Contempt of parliament and journalistic defense; Universal Declaration of Human Rights- relevant Unesco initiatives;

Section B

Defamation and journalistic defense -- Contempt of court and journalistic defense -- --relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity - Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Indecent Representation of Women Act, 1986 -- WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act -- Right to Information Act 2005- Whistle blower Protection Act (2011)

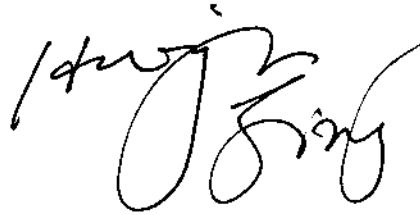
Cinematograph Act 1953 -Prasar Bharati Act --Regulation of Private TV Channels--Cable TV Regulations Act -- Policy Guidelines for Setting up Community Radio Stations in India -- Community Radio Licence Procedure-- Community Radio regulations in India -- Broadcasting Code for AIR and Doordarshan, Self-regulation of private TV channels; Codes for advertising and public relations.

 13

Press Freedom in the Digital Age; New Challenges: cyber freedom- Surveillance; Privacy; Laws and regulations related to online media--Information Technology Act 2000; Wiki Leaks — challenges before free media. Ethical issues related to cyber media; Social Media Trolling; Communication Policy for the Digital Age

Text and references

- Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel and Robert Woods, Media Ethics: Cases and Moral Reasoning, 2015
- D D Basu, Laws of the Press in India, 2002
- Edward S Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, 2010
- Ess Charles; Digital Media Ethics, 2013
- Fortner, R.S. and Fackler Mark; The Handbook of Global Communication and Media Ethics, 2011
- Media, Press and Telecommunications Laws. Eastern Book Company
- Paranjy Guha Thakurta, Media Ethics: Truth Fairness and Objectivity, 2011
- Plaisance, P.L; Media Ethics: Key principles for Responsible Practice, 2013
- Report of the Press Commissions, First and Second



• PAPER : PUNJABI (QUALIFYING)/PUNJABI MUDHILA GIAN (QUALIFYING)

The syllabus will be as per the University syllabus issued during the academic session.

PAPER : DRUG ABUSE : PROBLEM, MANAGEMENT AND PREVENTION
(QUALIFYING)

The syllabus will be as per the University syllabus issued during the academic session.



