



**DEPARTMENT OF DISTANCE EDUCATION  
PUNJABI UNIVERSITY, PATIALA**

**SYLLABUS**

**POST GRADUATE DIPLOMA/M.A. PART-I IN JOURNALISM & MASS  
COMMUNICATION**

**2011-2012 EXAMINATIONS (ANNUAL)**

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**PAPER-I : INTRODUCTION TO MASS COMMUNICATION**

**Time allowed : 3 Hours**

**Pass Marks : 35%**

**Max. Marks : 100**

**Theory : 80 Marks**

**Internal Assessment : 20 Marks**

**INSTRUCTIONS FOR THE PAPER SETTER**

The question paper will consist of five sections. A, B, C, D and E. Section A, B, C and D will have two questions from the respective sections of the syllabus and will carry 15 marks each. Section E 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 one question each from the sections A, B, C and D of the question paper and the entire section E.

**SECTION-A**

Communication : Meaning, Definition and Nature; Elements and process of communication; Functions of human communication and Mass communication; Various forms of communication : Intra-personal, Inter-personal, Group, Public and Mass communication; Non-verbal and verbal communication; Communication barriers; Communication and human relationships.

**SECTION-B**

Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effects models; Models of Aristotle, Dance, Harold Lasswell, Osgood, Wilbur Schramm, George Gerbner, Westley and MacLean.

**SECTION-C**

Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, concepts of Selective exposure. Selective preception and Selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System : Authoritarian, Liberatarian, Social Responsibility, Democratic participant theory.

**SECTION-D**

Mass Communication through traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era.

**BOOKS RECOMMENDED**

1. Theories of Mass Communication : De Fleur and B. Rokeach
2. Mass Communication Theory : Denis McQuail
3. Perspectives in Mass Communication : Agee, Ault, Emery
4. The Study of Mass Communication : Gurmeet Maan
5. Mass Communication Review : Whitney, Wartella and Windohl  
Yearbook (Vol. 3)
6. Issues in Mass Communication : YS Yadav & Pradeep Mathur
7. Reading in Mass Communication : Emery Smithe
8. Communication Models : Denis McQuail
9. Mass Media Today : Subir Ghosh
10. Communication and the Traditional : IIMC  
Media
11. Approaches to Human Communication : Budd and Rohen
12. Introduction to Mass Communication : William Francois
13. Media and Society : R.K. Ravindran
14. Text book of Mass Communication : Uma Joshi  
and Media
15. Foundations of Inter-cultural : Sitaram, Cogdell  
Communication
16. Theories in Indian Communication : Dua M.R. Vivek Gupta  
Metropolitan Book Company
17. More effective Communication : William J.V. Sage Publication,  
New Delhi.
18. The Art of effective Communication : Charles J. Margersions,  
Excel Books.
19. Perspectives in Mass Communication : Pradeep Kumar, Kalyani  
Publishers, New Delhi.
20. Mass Communication Theory : Stanley J Baran : Dennis K.  
Devis
21. Effective Communication : Ravi Aggarwal : Sublime  
Publication, Jaipur (India)
22. Understanding Mass Communication : Dennis Fleur, Houghton  
Mifflin Company, New York.
23. The Media of Mass Communication : John Vivian : Pearson Boston,  
New York.
24. Mass Communication Theory & Practice : Dennis Stanley : J. Baran,  
Maffield Publishing Company
25. The Dynamics of Mass Communication : Joseph R. Dominick : Mcgrow  
Hill Boston, IA Madison WC  
New York.

**PAPER-II : GROWTH & DEVELOPMENT OF MEDIA****Time allowed : 3 Hours****Max. Marks : 100****Pass Marks : 35%****Theory : 80 Marks****Internal Assessment : 20 Marks****INSTRUCTIONS FOR THE PAPER SETTER**

The question paper will consist of five sections. A, B, C, D and E. Section A, B, C and D will have two questions from the respective sections of the syllabus and will carry 15 marks each. Section E 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 one question each from the sections A, B, C and D of the question paper and the entire section E.

**SECTION-A**

Language as a vehicle of Communication; Invention of paper and Printing Press; Development of Printing in India; Contemporary Pioneer Publications in English, Punjabi & Hindi in India; Early efforts to publish newspaper in India; Birth of Indian languages newspapers in India; Role of press in Struggle for Indian Independence.

**SECTION-B**

Eminent Personalities of Indian Journalism before independence; Origin and development of Punjabi Press; Different Socio-religious and Socio-political movements and Punjabi Press; Punjabi Press after independence.

**SECTION-C**

History of Press laws in India; Freedom of Speech and Expression under article 19 (1) (a) and Freedom of Press; Contempt of Court; Defamation : Slander and Libel; Sedition; Obscenity; Invasion of Privacy.

**SECTION-D**

Indian Constitution : The Philosophy and the outstanding features; The Preamble; Sovereignty; Democracy; Official secrets Act 1923; Right to Information Act 2005.

**BOOKS RECOMMENDED**

- |     |  |   |                      |
|-----|--|---|----------------------|
| 1   | Journalism in India                          | : | Parthasarthy, R.     |
| 2.  | The Press                                    | : | Rau, M. Chelapati    |
| 3.  | Mass Communication and Journalism in India   | : | Mehta, D.S.          |
| 4.  | A History of the Tribune                     | : | Ananda, Parkash      |
| 5.  | History of the Press in India                | : | Natrajan, J.         |
| 6.  | Mass Communication in India                  | : | Kumar, Kewal J.      |
| 7.  | The Story of Journalism                      | : | Elizabeth Grey       |
| 8.  | The Newspaper : An-International History     | : | Anthony Smith        |
| 9.  | Punjabi Patarkari Da Vikas (Punjabi)         | : | Kapoor, N.S.         |
| 10. | Punjabi Patarkari Nikas, Vikas Te Samasiavan | : | Sandhu & Johal (ed.) |

11. Indian Reporter's Guide	:	Critchfield, Richard
12. Professional Journalism	:	Sethi, Patanjali
13. Media Credibility	:	Aggarwal, S.K.
14. Mass Media : Laws and Regulations	:	Rayudu, C.S.
15. History of Press, Press Laws and Communication	:	Ahuja, B.N.
16. Law of the Press	:	Durga Das Basu
17. Press and Pressure	:	Mankakar, D.R.
18. Freedom and Fraud of the Press	:	Ghosh, Kekar
19. Press and Press Laws in India	:	Ghosh, Hemendra Prasad
20. Bharti Press Kanoon (Punjabi)	:	Kuldip Singh Giani
21. Modern History of Indian Press	:	Sumit Ghosh
22. Media Ethics and Laws	:	Jan R. Hakeculdar
23. Punjabi Sahatik Patarkari	:	Walia, Harjinder
24. The Media in your life	:	Jean Folkerts.

### **PAPER-III : REPORTING FOR PRINT MEDIA**

**Time allowed : 3 Hours**

**Pass Marks : 35%**

**Max. Marks : 100**

**Theory : 80 Marks**

**Internal Assessment : 20 Marks**

#### **INSTRUCTIONS FOR THE PAPER SETTER**

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#### **INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt one question each from the sections A, B, C and D of the question paper and the entire section E.

#### **SECTION-A**

News : Definitions, Elements and related concepts; Sources of news; News Gathering Techniques; Oral press briefing, Special press briefing; Press conference, meet the press; Types of interview; purpose, technique; Handouts, Press release, press note etc.

#### **SECTION-B**

News writing styles; types of news; Soft news, hard news; Investigative, interpretative and Depth reporting for the magazines; Use of computers by reporters.

#### **SECTION-C**

Headline, technique, style, purposes; kinds of headlines; Dummy, page-make-up; Intros their importance, functions and types, lead body paragraphing; Situation analysis; Special sections; Special columns; Special supplement; Special Pull outs.

**SECTION-D**

Scoops and exclusive and specialized reporting-crime, legislature, social issues, art, science, sports, economic development; Reporting weather, city life, speech, accident, legislature court, elections, riots, war, conflict, tensions.

**BOOKS RECOMMENDED**

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|-----|--|---|--|
| 1.  | The Complete Reporter                      | : | Jullian Harris and others Macmillan Publishing Co., New York.      |
| 2.  | News Reporting and Editing                 | : | K.M. Srivastava Sterling Publishers, New Delhi.                    |
| 3.  | Modern News Reporting                      | : | Care H. Warren, Harper, New York.                                  |
| 4.  | Mass Communication and Journalism in India | : | D.S. Mehta, Allied Publishers Ltd., New Delhi.                     |
| 5.  | Sanchar                                    | : | Ed. Harjinder Walia, Bhupinder Batra, Sanchar Publishers, Patiala. |
| 6.  | The Professional Journalist                | : | John Hobenberg Oxford IEH Publishing Company, New Delhi.           |
| 7.  | Professional Journalism                    | : | Vikas Publishing House, Sahibabad, Ghaziabad.                      |
| 8.  | Functions and areas of Journalism          | : | Y.K.D. Souza   |
| 9.  | Good news bad news                         | : | Tharyan  |
| 10. | Issues in Mass Communication               | : | J.S. Godana and Pardeep Mathur                                     |
| 11. | News Writing                               | : | Haugh George A.  |
| 12. | Pattarkari : Hunnar Te Kala (Punjabi)      | : | Dalbir Singh, Publication Bureau, Punjabi University, Patiala.     |
| 13. | Samachar Parnali Te Sampadana (Punjabi)    | : | Asha Sharma, Publication Bureau, Punjabi University, Patiala.      |
| 14. | The Journalism Handbook                    | : | M.V. Kamath  |
| 15. | Handbook of Journalism                     | : | Aggarwal Vir Bala, Gupta B.S.                                      |

**PAPER-IV : ADVERTISING AND PUBLIC RELATIONS****Time allowed : 3 Hours****Max. Marks : 100****Pass Marks : 35%****Theory : 80 Marks****Internal Assessment : 20 Marks****INSTRUCTIONS FOR THE PAPER SETTER**

The question paper will consist of five sections. A, B, C, D and E. Section A, B, C and D will have two questions from the respective sections of the syllabus and will carry 15 marks each. Section E 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 one question each from the sections A, B, C and D of the question paper and the entire section E.

**SECTION-A**

Advertising : Growth, Definition, Objectives and Functions; Types of Advertising; Marketing and Advertising; Theoretical Perspectives; The Starch Model, The AIDA Model, DAGMAR Model.

**SECTION-B**

Brand, Brand Image; Role of Advertising in Brand management; Creativity in advertising; Creating an appeal; The Creative Brief; Advertising Agency : Role and Structure; Media Planning; Media Characteristics.

**SECTION-C**

Public Relations, Growth, Definition, Objectives and Functions; The Public in Public Relations; Public Relations Tools; Understanding the key terms; Publicity, Propaganda. Lobbying, Public Opinion, Attitude, Motivation and Persuasion.

**SECTION-D**

Public Relations in Private Sector; The Government and The Public Relations, Corporate Communication; Corporate Identity; Corporate Social Responsibility, Media Relations.

**BOOKS RECOMMENDED**

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|--|---|---|
| 1. Advertising-Theory and Practice         | : | Traveller Book                                |
| 2. Advertising-Made Simple                 | : | Jeffkins                                      |
| 3. Foundations of Advertising              | : | Chunawala                                     |
| 4. Public Relations                        | : | D.S. Mehta                                    |
| 5. The Essentials of Public Relations      | : | Sam Black                                     |
| 6. Public Relations                        | : | Jaishree Jethwani                             |
| 7. The Challenge of Public Relations       | : | C.K. Sadana                                   |
| 8. Public Relations-Principles and Problem | : | Moorea Kalupa                                 |
| 9. Advertising                             | : | Wright, Winter, Zeigler                       |
| 10. Creative Advertising                   | : | Moriarty, Sandra E.                           |
| 11. Advertising Principles & Practice      | : | Chunawala and Sethia, K.C.                    |
| 12. Advertising Writing                    | : | Kaith, Hafer W., White Fordo E.               |
| 13. The Fundamentals of Advertising        | : | Wilmshurst, John                              |
| 14. Mass Communication in India            | : | Kumar, Kewal J.                               |
| 15. Principles of Advertising              | : | Monle Lee, Johnson, Viva Books Pvt. Ltd.      |
| 16. Advertising Management                 | : | Shruti Jain and Jaishree Jethwani             |
| 17. Reading in Advertising Management      | : | Bellur V.V. Himalaya Publishing House, Bombay |
| 18. ਜਨ ਸੰਪਰਕ                               | : | ਐਚ.ਐਸ. ਦਿਲਗੀਰ                                 |
| 19. ਵਿਗਿਆਪਨ ਕਲਾ                            | : | ਐਚ.ਐਸ. ਦਿਲਗੀਰ                                 |
| 20. ਸਮਾਚਾਰ ਪੱਤਰ ਪ੍ਰਬੰਧ ਤੇ ਵਿਗਿਆਪਨ ਕਲਾ      | : | ਐਲ.ਆਰ. ਨਾਰਾਪਾਲ                                |

**PAPER-V : PRACTICAL ASSIGNMENT****Total Marks : 100****Assignment : 50 Marks****Viva : 50 Marks**

This paper will consist of practical assignment to be submitted in one set by the students in the following sequence

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|-----------------------------------|----------------|
| 1. News report of a major event   | (One) 10 marks |
| 2. Feature/Article on any subject | (One) 10 marks |

3. Translation of news from Punjabi to English and English to Punjabi (Two) 10 marks
4. Film or Book review (One) 10 marks
5. Script of 15 minutes radio or television news bulletin (One) 10 marks

**Instructions :** The students should write/create news/articles etc. on their own and avoid copying. The assignments must be submitted on or before March 31 to the Department of Distance Education, Punjabi University. The Viva for this paper will be conducted in the month of April.