

PUNJABI UNIVERSITY, PATIALA

B.A(HONS) JOURNALISM AND MASS COMMUNICATION (HONS WITHOUT RESEARCH)

MAJ: Discipline Specific Core Courses; **MIN:** Minor Core Courses (Courses from Science disciplines other than Major); **MSE:** Major Specific Elective Courses; **IDC:** Inter Disciplinary Courses (Courses from Science disciplines other than Major and Minor disciplines); **MDC:** Multi-Disciplinary Course (Courses from disciplines other than Science disciplines i.e., Humanities and Arts); **AEC:** Ability Enhancement Course (Courses of Modern Indian Languages or English); **VAC:** Value Added Courses (Courses of Environmental studies, Drug abuse etc.); **SEC:** Skill Enhancement Course (Specially designed Courses to augment the skills of students);

| Sem | MAJ | MIN | IDC/MDC | AEC (lang) | SEC | VAC | Pbi. Comp* | Total |
|---------|--------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------|------------|--------------------------------------------------|-------|------------|-------|
| Credits | 4 | 4 | 2 | 2 | 2 | 2 | 4 | |
| I | MAJ-1, JMCC1101T Introduction to Mass Communication | MIN-1, JMCC1103T Journalism and Reporting skills | IDC/MDC-1, JMCC1104T Communication skills | Eng/MIL-1 | SEC-1, JMCC1105T Basics of Computing | VAC-1 | PBI-1 | 24 |
| | MAJ-2, JMCC1102T Fundamentals of Journalism | | | | | | | |
| II | MAJ-3, JMCC2101T Mass Communication Media | MIN-2, JMCC2103T Media Effects | IDC/MDC-2, JMCC1204T Media, Culture and Society | Eng/MIL-2 | SEC-2, JMCC1205T Fundamental of Photo-Editing | VAC-2 | PBI-2 | 24 |
| | MAJ-4, JMCC2102T Photo Journalism | | | | | | | |

Students who wish to exit after First Year will have to complete their summer internship / vocational course of 4 credits before the exit in order to be eligible for award of CERTIFICATE COURSE



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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------|-----------|------------------------------------------------------|-------|-------|----|
| III | MAJ-5, JMCD2101T Multimedia Storytelling | MIN-3, JMCD2103T Graphic Design | | Eng/MIL-3 | SEC-3, JMCD2104T Desktop Publishing and Layout | VAC-3 | PBI-3 | 24 |
| | MAJ-6, JMCD2102T Journalistic Writing and Editing | | | | | | | |
| IV | MAJ-7, JMCD2201T Digital Photography | MIN-4, JMCD2203T Web Design | IDC/MDC-4, JMCD2204T Media and Sociology | Eng/MIL-4 | | VAC-4 | PBI-4 | 24 |
| | MAJ-8, JMCD2202T Introduction to Digital Journalism | | | | | | | |
| Students who wish to exit after Second Year will have to complete their summer Internship/vocational course of 4 credits before the exit in order to be eligible for award of DIPLOMA COURSE | | | | | | | | |
| V | MAJ-9, JMCB3101T Traditional and Folk Media | MSE-1/MIN-5, JMCB3105T Media and Indian Political System | IDC/MDC-5, | Eng/MIL-5 | SEC-3 | | | |
| | MAJ-10, JMCB3102T Development Communication | | | | | | | |
| | MAJ-11 JMCB3103T Marketing Communication | | | | | | | |

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| | | | | | | | | | | | | | | | | | | | | |
| | MAJ-12, JMCB3104T Media and Social Responsibility | | | | | | | | | | | | | | | | | | | |
| V1 | MAJ-13, JMCB3201T Fundamentals of Advertising | MSE-2/MIN-6, JMCB3205T Concept of Design and Animation | | | | | | | | | | | | | | | | | | |
| | MAJ-14, JMCB3202T Media Laws and Ethics | | | | | | | | | | | | | | | | | | | |
| | MAJ-15, JMCB3203T Introduction to Radio Production | | | | | | | | | | | | | | | | | | | |
| | MAJ-16, JMCB3204T Basic of Media Management | | | | | | | | | | | | | | | | | | | |
| <p>After successful completion of 3 years of the Programme candidate will be awarded a degree of B.A in specific Major and Minor as applicable. The candidate will be awarded a minor only if he/she completes all the 6 minor courses in the first three years.</p> | | | | | | | | | | | | | | | | | | | | |
| VII | MAJ-17, JMCB4101T Basic of Public Relation | MSE-3/MIN-7, JMCB4105T | 0 | 0 | 0 | 0 | 0 | PBI-7 | 24 | | | | | | | | | | | |
| | MAJ-18, JMCB4102T Research Methodology | | | | | | | | | | | | | | | | | | | |
| | MAJ-19, JMCB4103T Introduction to Cinema | | | | | | | | | | | | | | | | | | | |

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| | MAJ-20, JMCBH4104T T.V Production | | | | | | | | | |
| VII I | MAJ-21,JMCBH4201T Media Sociology | MSE-4/MIN-8, JMCBH4205T | | | | | | | | |
| | MAJ-22, JMCBH4202T Basic of Film Production | | | | | | | | | |
| | MAJ-23, JMCBH4203T Digital Media Tools | | | | | | | | | |
| | MAJ-24, JMCBH4204T Project Work | | | | | | | | | |

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Semester –I

MAJ-1, JMCC1101T, INTRODUCTION TO MASS COMMUNICATION

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Objectives of the Course:

1. To introduce students to Communication and its role in human behavior.
2. To understand the communication process in various contexts.
3. To understand basic theories and models of communication.
4. To develop effective communication skills.

Course Outcomes

1. Students would be able to examine human behavior and society.
2. Students would be able to understand the communication process in various contexts.
3. Students would gain basic understanding of theories and models of communication to develop analytical skills.
4. Students will learn communication skills for effective communication.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

SECTION- A

- Communication: Definition and Elements of Communications.
- Encoding and Decoding
- Feedback in Communication
- Noise in Communication
- The purpose and Function of Communication: Verbal and Non-Verbal Communication
- Interpersonal and Intrapersonal Communication
- Group Communication, Mass Communication
- Harold Lasswell Model of Communication
- Berlo's SMCR Model
- Osgood-Schramm Model
- Shannon- Weaver Model

SECTION- B

- The transformation of Communication in Digital age
- Uses and Gratification Theory
- Social Learning Theory
- Cognitive Dissonance Theory
- Magic Bullet Theory
- Multistep Flow Theory of Communication
- Agenda-Setting Theory

Suggested Readings:

1. *Communication: C.S. Rayadu, Himalaya Publishing House, Mumbai, Ninth Edition, 2022*
2. *Mass Communication in India: Keval J. Kumar Fifth edition, 2020*
3. *Mass Communication Principles and Concepts: Seema Hassan, Third edition 2021.*
4. *Mass Communication Theory: Stanley J Baran, Dennis K. Devis, seventh edition, 2013*
5. *Handbook of Journalism & Mass Communication: VirBala Aggarwal, Concept Publishing, New Delhi, latest version, 2002*
6. *Handbook of Communication: Uma Narula, Atlantic Publications, New Delhi, 2022*

MAJ-2, JMCC1102T FUNDAMENTALS OF JOURNALISM

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives

- To create an understanding of the concept of journalism.
- To impart knowledge of the importance of Newspapers.
- To understand the concept of News.

Course Outcomes

- The students will demonstrate understanding of journalism as a profession.
- The students will acquire the knowledge of various characteristics of different media platforms.
- The students will understand the ethical principles that guide journalists in practical scenarios.

INSTRUCTIONS FOR THE PAPER-SETTERS

The question paper will consist of three sections A, B and C. Sections A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

SECTION-A

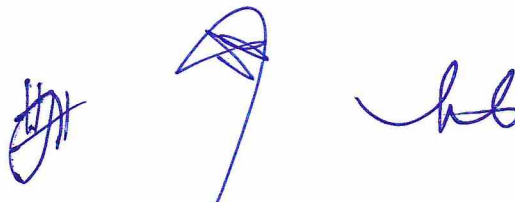
- Journalism: Definition and Concepts
- Role and Functions of Journalism
- Types of Journalism: Print, Broadcast and Web
- Citizen Journalism, Mobile Journalism, Digital Journalism, Investigative Journalism, Celebrity Journalism, Yellow Journalism, Embedded Journalism
- Print Media: Types and Characteristics
- Role of Newspapers in Development

SECTION-B

- Digitalization of newspaper
- Concept of online Newspaper and e newspapers
- Merits and demerits of online journalism
- Scope of Traditional Newspapers in India
- Ethics in Journalism
- Concept of misinformation, disinformation and fake news

Course Outcome:

1. Students would be able to understand Journalism
2. Students would be familiarized with different types of news stories
3. Students would be able to create understanding of Newspaper.



Assignments

1. Write any 5 News Reports for Newspaper.
2. Submit Two PPTs on the topics given by the teacher.

Suggested Readings

1. *The Complete Reporter by Jullian Harris and others, Macmillan Publishing Co.*
2. *Modern News Reporting by Care H. Warren, Harper, New York.*
3. *The Professional Journalist by John Hobenberg, Oxford IEH Publishing Company.*
4. *Functions and areas of Journalism by Y.K.D. Souza, Wisdom Press.*
5. *Key Concepts in Journalism Studies by Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey & John E. Richardson, Sage Publication.*
6. *Reporting For the Print Media by Fred Fedler, Thomson Learning.*
7. *News Reporting and Editing by K.M. Srivastva, Sterling Publishers.*
8. *Zsoekoh d/ w{b f;XKs, r[owhswkB, wdkBgpfb;aoIgfNnkkb.*

MIN-1, JMCC1103T JOURNALISM AND REPORTING SKILLS

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Objectives of Research

1. To understand the concept of News
2. To familiarize the students with the working of a newspaper organization
3. To create understanding of Reporting.

INSTRUCTIONS FOR THE PAPER-SETTERS

The question paper will consist of three sections A, B and C. Sections A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

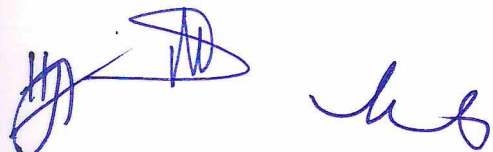
Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

- News: Meaning & definition
- Types and elements of news; Characteristics of news
- Concept of 5Ws and H
- Structure of News story: Introduction, Lead and Body
- Principles of reporting, functions and responsibilities;
- Qualities of a reporter
- Pitfalls and problems in reporting
- Concept of Beats: education, health, crime, finance, environment and climate, human interest, civil administration, Confidentiality of Source
- Types of reporting: Interpretative, investigative,

SECTION-B

- Sociology of news: factors affecting news treatment, paid news, agenda setting, pressures in newsroom, trial by media, gatekeepers. Objectivity and Politics of News. Neutrality and biases in news



- Organizational setup of a newspaper: Newsroom and Editorial department.
- Introduction to editing: Principles of editing
- Headlines; importance, functions of headlines
- Typography and style, language, types of headline,
- Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents.
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader Opinion pieces, op. Ed page

Course Outcome:

1. Students would be able to analyse and write news stories and also letters to editor.
2. Students would be familiarized with different types of Reporting and also concept of beat
3. Students would be able to develop general understanding of Newspaper Newsrooms.

Assignments

1. Prepare and submit two PPTs on the topics discussed in the class
2. Daily newspaper reading exercise
3. Write letters to editor
4. Practice news writing and Reporting

Suggested Readings:

1. *News Reporting and Editing* : K.M. Srivastava Sterling Publishers, New Delhi. 2015
2. *Functions and Areas of* : Y.K.D. Souza Journalism, 2012
3. *Modern News Reporting* : Care H. Warren, Harper, New York.
4. *Mass Communication and* : D.S. Mehta, Allied Publishers Ltd., New Delhi. *Journalism in India*, 1992
5. *Sanchar* : Ed. HarjinderWalia, BhupinderBatra, Sanchar Publishers, Patial
6. *The Journalism Handbook*: M.V. Kamath, 2009
7. *Handbook of Journalism*: Aggarwal Vir Bala, Gupta V.S. 2002

P-IDC/MDC-1

COMMUNICATION SKILLS

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

INSTRUCTIONS FOR THE PAPER SETTERS

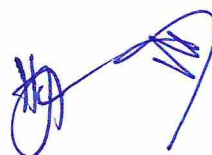
The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Course Objectives

- Understand the Basics of Communication: Gain knowledge about the fundamental concepts and types of communication.
- Enhance Verbal and Non-verbal Skills: Improve speaking, listening, and body language skills for effective communication.
- Develop Written Communication: Master the art of writing professional documents and emails.
- Strengthen Soft Skills: Build essential soft skills like teamwork, leadership, and time management.




Outcomes

- **Effective Communication:** Demonstrate improved verbal, non-verbal, and written communication skills.
- **Professional Interaction:** Exhibit proper professional etiquette and conduct in various settings.
- **Enhanced Soft Skills:** Apply teamwork, leadership, and conflict resolution skills in professional scenarios.
- **Technological Proficiency:** Utilize modern communication tools and maintain a professional online presence.

SECTION -A

Communication Skills: -

- Introduction
- Definition
- Nature and Scope of Communication
- Importance and Purpose of Communication
- Process of Communication
- Elements of Communication

Types of Communication:

- Verbal Communication and Non-Verbal Communication
- Need for Effective Communication
- The 7C's of Effective Communication
- Barriers to communication and how to overcome them

Listening Skills:

- The role of active listening in effective communication,
- Techniques for active listening,
- Understanding empathy and its importance,
- Developing empathy skills through exercises and role-play

Essential Soft skills:

- Group discussion
- Presentation skills
- Decision making
- Team work
- Innovation
- Creative thinking
- Time-management
- Public speaking and presentation skills,

SECTION -B

Writing Skills:

- Basics of Writing
- Paragraph Writing
- Precise Writing
- Writing effective emails and documents
- Memos
- Advertisements
- Paraphrasing and Summarizing
- Note Making

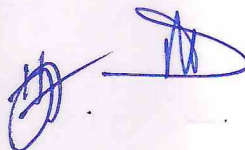
Letter Writing

- Informal Letter and Formal Letter
- Essential and Occasional parts of a letter
- Characteristic and Layout

Report Writing

- Format and Structure
- Kinds of Reports (Long and Short Reports)
- Technical Reports

Reading Skills:



- Skimming and Scanning
- Intensive and Extensive Reading
- The SQ3R method
- Audio Visual Aids
- Proof Reading

Cultural Diversity and Communication:

- Cultural differences in communication styles
- Stereotypes and biases
- Cross-cultural communication strategies
- Building cultural competence

Suggested Readings

- *How to Win Friends and Influence People* by Dale Carnegie
- *Crucial Conversations: Tools for Talking When Stakes Are High* by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
- *Nonviolent Communication: A Language of Life* by Marshall B. Rosenberg
- *Emotional Intelligence 2.0* by Travis Bradberry and Jean Greaves
- *The Art of Public Speaking* by Stephen E. Lucas
- *Difficult Conversations: How to Discuss What Matters Most* by Douglas Stone, Bruce Patton, and Sheila Heen

**SEC-1, JMCC1105T
BASICS OF COMPUTING**

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives:

This course introduces students to the fundamental features and applications of Microsoft Office, including Word, Excel, and PowerPoint. Students will learn how to create, edit, and format documents, spreadsheets, and presentations, as well as how to use basic functions and tools within each application.

Course Outcomes:

- Demonstrate proficiency in using Microsoft Word, Excel, and PowerPoint.
- Develop professional-quality documents and presentations for various purposes.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

Introduction to Microsoft Word

- Overview of Microsoft Word interface
- Creating, saving, and opening documents
- Basic text formatting (font, size, style)
- Inserting and formatting images
- Practical Assignment:

Advanced Word Features

- Working with headers and footers

- Creating and formatting tables
- Using bullets and numbering
- Page layout and printing options

Introduction to Microsoft Excel

- Overview of Microsoft Excel interface
- Creating, saving, and opening workbooks
- Entering and formatting data
- Basic formulas and functions (SUM, AVERAGE, MAX, MIN)

Section B

Advanced Excel Features

- Working with charts and graphs
- Conditional formatting
- Sorting and filtering data
- Using absolute and relative cell references

Introduction to Microsoft PowerPoint

- Overview of Microsoft PowerPoint interface
- Creating, saving, and opening presentations
- Adding and formatting slides
- Inserting text, images, and multimedia

Advanced PowerPoint Features

- Using slide transitions and animations
- Customizing slide layouts and master slides
- Adding speaker notes and comments
- Presenting slideshows effectively

Email Etiquette

- Types of email communication (formal, informal, business, personal)
- Response time and follow-ups
- CC, BCC, and Reply All
- Attachments and links
- Managing tone and formality

Assignment:

1. Design a professional-looking resume using Microsoft Word, including formatting options such as headers, bullets, and tables.
2. Create a simple budget spreadsheet using Microsoft Excel, including income, expenses, and basic formulas to calculate totals.
3. Create a basic presentation on a topic of your choice using Microsoft PowerPoint, including at least five slides with text and images.

Suggested Readings

- *"Microsoft Office 2019 Step by Step"* by Joan Lambert and Curtis Frye
- *"Excel 2019 Bible"* by Michael Alexander and Richard Kusleika
- *"PowerPoint 2019 For Dummies"* by Doug Lowe
- *"Building PowerPoint Templates Step by Step with the Experts"* by Echo Swinford and Julie Terberg
- *"Microsoft PowerPoint Step by Step"* by Joan Lambert

Semester –II

P-MAJ-3, MASS COMMUNICATION AND MEDIA

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Outcomes

Subject aims to teach students the process of imparting and distributing information to wide segments of the public via Mass Media. The Content also includes the types of Media used for the dissemination of information, which includes journalism, advertising & PR as well.

Objective

The primary objective is to teach students how the content of Mass Communication influences or persuades the behavior, attitude, opinion or emotion of those who receive the information.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section – A

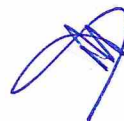
1. Mass Communication: Meaning & Definitions, Characteristics & Scope.
2. Mass Communication and Mass Culture
3. Mass Communication and Popular Culture
4. Functions of Mass Communication: Persuade, inform, educate and Entertain; other functions.
5. Impact & Influence of Mass Media.

Section- B

1. Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Magic Bullet Theory, Two Step Flow Theory, Uses and Gratification Theory.
2. Mass Media: Meaning & Definitions
3. Applied Mass Media: Advertising and PR Corporate Communication.
4. Folk Media: Traditional Media
5. Types of Mass Media: Print, Electronic & New Media

Suggested Readings

1. *Mass Communication & Development* by Dr. Baldev Raj Gupta
2. *Mass Communication in India* by Kewal J Kumar
3. *Mass Communication Journalism in India* by D.S Mehta
4. *Mass Communication Theory* by Denis Mc Quail
5. *Introduction to Mass Communication* by Starey Baran
6. *Mass Communication Theory & Practice* by Uma Narula.



**MAJ-4, JMCC2102T,
PHOTO JOURNALISM**

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Objectives of the Course:

1. To create an understanding of the concept of Photo journalism.
2. To impart knowledge of the importance of Photo journalism.
3. To develop technical skills in photojournalism
4. To create a portfolio of photojournalistic work
5. To learn ethical standards and legal considerations in photojournalism.

Course Outcome:

1. Students would be able to understand Photo Journalism
2. Students would be familiarized with different types of Photo Journalism
3. Students would be able to create understanding of skills required for photojournalist.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

SECTION-A

- Photo Journalism: Concept, Meaning and Scope
- History of Photojournalism
- Camera as a Tool
- Composition and aesthetic value: The rule of thirds, Leading Lines, Framing
- Basic Photography Techniques: Aperture, Shutter Speed, ISO, White Balance
- Visual Grammar: Shots and Angles
- News Value

SECTION-B

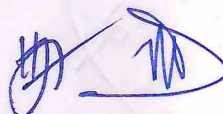
- Types of Photojournalism: Spot News Photojournalism, Sports Photojournalism, Feature Photojournalism, General News Photojournalism, Social Issues Photojournalism, Conflict Photojournalism, Portrait Photojournalism, Environmental Photojournalism
- Skills required for Photo Journalist
- Citizen Photojournalism
- Post Production and Editing
- Ethics: Privacy and dignity
- Legal Considerations: Copyright and photo rights

Assignments:

1. Submit weekly photo assignments.
2. Submit Two PPTs on the topics given by the teacher.
3. Submit final project on a comprehensive photo story.

Suggested Readings:

- *Photo journalism and Communication technology* by Pankaj Sethi (Navyug Publishers)
- *Practical Photojournalism: A Professional Guide* by M.Keene
- *Photojournalism* by Lester Paul Martin.
- *Photojournalism: The Art and Impact* by Sarath B, Deepti Jose and A.Ashwini
- *Photojournalism: The Professional Approach* by Kenneth Kobre



P-MIN-2
Media Effects

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section – A

1. Media Effects on Individuals: Definition, Concept, Individual Different in Media Effects.
2. Interpreting Media Effects
3. Narrative Effects; Narrative Exposure and Social Cognition
4. Cyber ostracism
5. Polarization
6. Media & Society: Normative theories of Mass Media
7. Authoritarian, libertarian, Social responsibility & Soviet

Section – B

1. Effects of Mobile Communication (Media violence & aggression)
2. Critical Perspectives on Video Game Effects.
3. Media & Sterotyping
4. Media & Public Opinion
5. Media Globalization & Cultural Effects
6. Media Effects on health behaviors & attitude
7. Relations between media & democracy

Suggested Readings

1. *Media Effects: Advances in Theory & Research* Daya Kishan Th & Des Freedman
2. *Mass Communication in India : Kewal J Kumar*
3. *Communication theories: Origin, methods & uses in the mass media* by Arvind Singhal & Everett M. Rogers.

P-IDC/MDC-2
MEDIA CULTURE AND SOCIETY

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Objectives of the Course

1. To explore the role of communication in shaping culture and Society.
2. To understand the interplay between Media, Culture and Society.
3. To study the role of Media and understand Media representations.
4. To understand the ways in which communication technology facilitate social and cultural formations.

Course Outcomes

After studying this to students: -

- Would be able to understand the role of the media in our times.
- Would be able to examine interaction of media, Culture and Society.
- Students would be able to understand the sociological perspective of media and Communication.
- Students would be able to examine the role of communication technology in the context of media globalization.

SECTION- A

- Defining Media, Culture and Society
- Relationship between Media and Culture
- Characteristics of Society: Social Institutions, Socialisation, Social Interactions, Social Change, Social Stratification
- The role of media in shaping cultural identities.
- Social Media and Participatory Culture
- Public Opinion and the role of Media

SECTION- B

- Media Framing and Agenda setting
- Media and Globalisation
- Media Ethics and Responsibility
- Media Literacy: Need and Importance
- Effects of Media on Society
- Media Globalizations and its Effects Media and Intercultural Communications.

SEC-2, JMCC2105T FUNDAMENTALS OF PHOTO EDITING

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

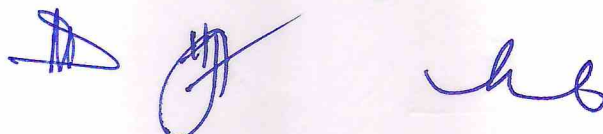
Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Overview:

This course is designed to introduce students to the fundamentals of photo editing. Through theoretical lessons and practical assignments, students will learn to enhance images, correct common issues, and creatively manipulate photographs using various editing tools and techniques.

Course Objectives:

- Understand the fundamental concepts and tools in Adobe Photoshop.



- Utilize layers and masks for non-destructive editing.
- Create and manipulate selections for precise editing and apply creative effects and filters to enhance images.
- Perform advanced retouching techniques.
- Produce composite images and graphics and prepare images for print and digital media.

Course Outcomes

- The student will demonstrate proficiency in using popular photo editing softwares.
- The student will apply various photo editing techniques to edit and enhance images.
- The student will understand and apply principles of composition and design to create visually appealing images.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section-A

Introduction to Photoshop: Course overview and objectives, Introduction to the Photoshop interface, Navigating the workspace, Customizing the workspace, **Basic tools overview:** Basic Image Corrections: Opening and saving files, Image resolution and resizing, Cropping and straightening images, adjusting brightness and contrast, Using levels and curves. **Working with Layers:** Understanding layers and layer properties, Creating and managing layers, using adjustment layers, Blending modes and opacity. **Selections and Masks:** Making selections (Marquee, Lasso, Magic Wand, and Quick Selection tools), Refining selections, Introduction to masks and clipping masks, Using masks for non-destructive editing. **Color Correction and Enhancement:** Adjusting color balance, using hue/saturation adjustments, Working with vibrance and saturation, Color correction techniques.

Section- B

Retouching and Repairing Images: Healing Brush, Spot Healing Brush, and Patch tools, Clone Stamp tool, Content-Aware Fill, Removing blemishes and unwanted elements. **Creative Effects and Filters:** Applying and customizing filters, Using the Filter Gallery, creating custom effects with layer styles, Adding text and typography. **Advanced Techniques:** Working with smart objects, Advanced layer blending techniques, Creating and applying gradients, Using vector tools and shapes. **Compositing and Graphic Design:** Combining multiple images, creating composite images, working with advanced selections and masks, Designing posters and flyers. **Preparing Images for Output:** Understanding file formats, preparing images for print, Exporting for web and digital media, Final project overview and requirements.

Suggested Readings

1. *"Adobe Photoshop Classroom in a Book"* by Andrew Faulkner and Conrad Chavez.
2. *"The Adobe Photoshop Book for Digital Photographers"* by Scott Kelby.
3. *"Photoshop CC: Visual QuickStart Guide"* by Elaine Weinmann and Peter Lourekas.
4. *"Photoshop for Photographers: Complete Photoshop training for Photographers"* by Serge Ramelli.
5. *"Adobe Photoshop CC for Dummies"* by Peter Bauer.

Semester –III

MAJ-5, JMCD2101T Multimedia Storytelling

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives

- Understand the principles of storytelling across different media platforms.
- Develop proficiency in using multimedia tools and technologies for storytelling purposes.
- Create original multimedia stories integrating text, images, audio, and video components.

Outcomes: The student would be able to

- Create compelling and coherent multimedia stories using text, images, audio, video, and interactive elements.
- Write effective dialogue and construct scenes that advance the story.
- Analyze multimedia stories for their effectiveness and impact.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

Writing for Multimedia

- Writing techniques for different media platforms
- Crafting headlines, captions, and lead-ins
- Voice and tone in multimedia storytelling.

Scriptwriting Basics

- Overview of the course
- Understanding the role of the screenwriter
- Basics of storytelling and narrative structure

Writing Dialogue

- Importance of dialogue in scriptwriting
- Techniques for writing authentic dialogue

Script Formatting

- Introduction to industry-standard formatting
- Formatting screenplay elements: scene headings, action, dialogue, etc.

Section B

Story Structure

- Three-act structure
- Plot points, turning points, and resolutions

Genre and Tone

- Understanding different genres
- Establishing tone in a script

Writing Exercises

- Short writing exercises focusing on character, dialogue, and structure
- Peer feedback on writing exercises
- Techniques for revising and improving scripts

Script Analysis

- Analyzing professional scripts
- Identifying strengths and weaknesses in scripts
- Providing constructive feedback
- Platforms and Distribution: Understanding different multimedia platforms (web, social media, mobile), Strategies for distributing multimedia content, Building an audience for multimedia storytelling projects.

Assignment:

Create a multimedia storytelling project that combines text, images, audio, and/or video to tell a compelling personal story.

Suggested Readings

1. *Seth Gitner, Multimedia Storytelling for Digital Communicators in a Multiplatform World, Routledge, 2015*
2. *John Walsh, The Art of Storytelling, Moody Publishers, 2004*
3. *Robert Klanten, Sven Ehmann, Floyd Schulze Visual Storytelling: Inspiring a New Visual Language Gestalten, 2011*

MAJ-6, JMCD2102T

Journalistic Writing and Editing

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives

- To develop advanced writing skills specific to various journalistic formats.
- To enhance editing skills that ensure clarity, coherence and adhere to journalistic standards.
- To foster critical thinking regarding the ethical implications of journalistic practices.

Course Outcomes

- Students will produce high quality journalistic articles across different formats; news, feature, editorial.
- Students will demonstrate proficiency in editing for grammar, style and factual accuracy.
- Students will critically evaluate the ethical dimensions of journalistic writing and editing.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

- Introduction to Journalism; History and Evolution of Journalism in India and World.

- Overview of Journalistic Ethics.
- Writing Techniques; News writing, Feature writing
- Story structure and lead writing
- Use of quotes and attribution.
- Editing Fundamental; Role of an Editor
- Grammar and style guides.
- Techniques of Effective Editing

Section B

- Multimedia storytelling; Incorporating visuals and audio.
- Writing for Online Platforms.
- Investigative Journalism; Research Methods and Fact checking
- Legal Consideration in journalism
- Ethics in investigative Reporting.

Assignments: Prepare a file with clippings of 5 heard news, soft news, features, editorials and articles each. Write a book review of any 1 book mentioned suggested for reading in the syllabus.

Recommended Book

1. *The Elements of Journalism* by Bill Kovach and Tom Rosenstiel
2. *'On Writing Well'* by William Zinsser.
3. *The Associated Press Stylebook* by the Associated press
4. *Writing Tolls: 55 Essential Strategies for Every writer* by Roy Peter Clark.
5. *The Writer's Idea Book* by Jack Heffron
6. *The Art and Craft of feature writing* by William Blundell
7. *The New Journalism: The Story of the Movement* by Tom Wolfe.

MIN-3, JMCD2103T Graphic Design

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives

- To understand the principles of digital imaging and graphic design.
- To explore various techniques for creating and manipulating digital images.
- Develop critical thinking and problem-solving skills in design.

Course Outcomes: The student would be able to

- Develop understanding of the principles and elements of graphic design.
- Apply techniques to create visually compelling designs.
- Develop problem-solving skills in the context of design challenges.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

Introduction to Drawing:



- Overview of drawing materials and techniques
- Basic exercises in line, shape, and contour drawing

Value and Form:

- Introduction to light and shadow
- Rendering basic geometric forms (sphere, cube, cylinder)

Composition and Perspective:

- Understanding composition and framing.
- Introduction to one-point and two-point perspective

Still Life Drawing:

- Observational drawing of still life arrangements
- Emphasis on capturing form, texture, and light

Figure Drawing:

- Introduction to basic human anatomy
- Gesture drawing and longer poses

Landscape Drawing:

- Basics of landscape composition
- Understanding atmospheric perspective

Section B

Digital Photography Essentials:

- Introduction to digital cameras and image sensors
- Basics of composition and framing, editing raw images in digital imaging software.

Output and Export:

- Preparing images for various output formats (web, print, multimedia)
- Exporting images for different devices and platforms, Batch processing and automation techniques.

Print Design:

- Basics of print design: resolution, bleeds, margins, and color modes
- Designing flyers, posters, and business cards, Preparing files for print production.

Web Design Basics:

- Introduction to web design principles, Basics of user interface (UI) and user experience (UX) design,
- Designing web layouts and prototypes.

Assignment: Apply the principles of digital imaging and graphics design to create an engaging and visually appealing digital poster.

Suggested Readings

1. *Adobe Photoshop Classroom in a Book* by Adobe Creative Team
2. *Robin Williams, The Non-Designer's Design Book*, Peachpit Press, 2014
3. *David Dabner, Sandra Stewart, Abbie Vickress, Graphic Design School: The Principles and Practice of Graphic Design*, John Wiley & Sons, 2017
4. *Drawing on the Right Side of the Brain* by Betty Edwards
5. *"Figure Drawing: Design and Invention"* by Michael Hampton
6. *"Landscape Drawing in Pencil"* by Frank M. Rines

SEC-3, JMCD2105T

Desktop Publishing and Layout

Max. Marks :100

Pass Marks 35%

Time Allowed :3 hrs.

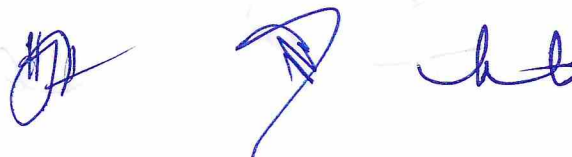
Theory: 70 Marks

Viva: 15 Marks

Internal Assessment: 15 Marks

Course Objectives

- Understand the fundamentals of desktop publishing (DTP) and layout design with principles of visual
- hierarchy and readability.
- Gain hands-on experience in designing brochures, magazines, newsletters, and other publication materials.
- Learn best practices for preparing files for print and digital formats.



Course Outcomes

- Develop portfolio projects showcasing various types of layouts and designs.
- Apply design principles to create visually appealing layouts.
- Work efficiently with desktop publishing software.
- Develop professional projects such as brochures, magazines, and posters.
- Prepare files for print and digital publishing.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

Introduction to Desktop Publishing

Definition, scope, and applications of Desktop Publishing (DTP)
Evolution of publishing (print to digital)
Overview of DTP software

Principles of Layout and Design

Elements of design: balance, contrast, alignment, proximity
Visual hierarchy and white space management
Page composition and grid systems
Typography and Text Formatting
Typeface classifications and font families
Readability and legibility in layout design
Kerning, leading, and tracking

Section B

Color Theory and Application
RGB vs. CMYK and color harmonies
Psychological impact of colors
Creating professional color palettes
Print Production and Publishing
Printing processes: offset, digital, screen printing
Understanding bleeds, margins, and safe zones
Preparing files for print (PDF, EPS, TIFF)
Digital Publishing and Interactive Media
E-books, PDFs, and interactive documents
Designing for social media and web publishing
Responsive design considerations

Suggested Reading:

- *"The Non-Designer's Design Book" – Robin Williams*
- *"Thinking with Type" – Ellen Lupton*
- *"Making and Breaking the Grid" – Timothy Samara*
- *"Adobe InDesign Classroom in a Book" – Adobe Creative Team*
- *"Layout Essentials: 100 Design Principles for Using Grids" – Beth Tondreau*
- *"The Elements of Graphic Design" – Alex W. White*
- *"Graphic Design Rules: 365 Essential Design Dos and Don'ts" – Peter Dawson*

Semester –IV

MAJ-7, JMCD2201T
Digital Photography

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives

- Develop advanced skills in digital photography editing software.
- Understand advanced editing techniques such as frequency separation, luminosity masking, and advanced color grading.
- Apply creative editing techniques to enhance and manipulate photographic images.

Course Outcomes

- By the end of this course, students will be able to:
- Master white balance adjustments, color correction, and stylized grading techniques.
- Use layers, masks, and blending modes for non-destructive editing.
- Optimize images for print, web, and social media without losing quality.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

Editing Tools and Techniques

Introduction to advanced editing tools in Adobe Photoshop and Lightroom
Understanding layers, masks, and blending modes
Advanced selection techniques and refining masks
Introduction to non-destructive editing workflows

Retouching Techniques

Frequency separation for skin retouching
Luminosity masking for precise adjustments
Dodge and burn techniques for enhancing details
Advanced skin and portrait retouching

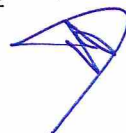
Color Grading

Understanding color theory and color harmonies
Color grading techniques for mood and atmosphere
Advanced techniques for selective color adjustments

Section B

Creative Editing and Manipulation

Introduction to photo manipulation and compositing
Creating surreal and conceptual images through editing



Advanced techniques for combining multiple images
Ethical considerations in digital image manipulation

Specialized Editing Workflows

Editing workflows for specific genres (e.g., landscape, portrait, fashion)
Introduction to advanced editing plugins and extensions
Automating repetitive tasks using actions and scripts
Building a personalized editing workflow

Digital Painting and Illustration

Introduction to digital painting techniques
Using brushes, textures, and blending modes for illustration.
Creating custom brushes and brush presets.

Suggested Reading:

1. *Adobe Photoshop CC Classroom in a Book* by Andrew Faulkner and Conrad Chavez
2. *The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers* by Scott Kelby
3. *Photoshop for Photographers: Training for Photographers to Master Digital Photography and Photo Editing* by John Slawo
4. *The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques* Glyn Dewis
5. *Adobe Photoshop CC for Photographers* by Martin Evening

MAJ-8, JMCD2202T
Introduction to Digital Journalism

Max. Marks :100

Pass Marks 35%

Time Allowed :3 hrs.

Theory: 70 Marks

Viva: 15 Marks

Internal Assessment: 15 Marks

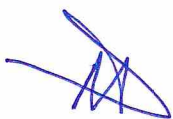
Course Objectives

- Understand Digital Journalism Fundamentals
- Develop Digital Content Creation Skills: Equip students with practical skills.
- Explore Digital Tools and Platforms: Familiarize students with digital tools, content management systems, and social media platforms relevant to modern journalism practices.
- Promote Ethical and Legal Awareness: Educate students on ethical standards, legal frameworks, and responsibilities in digital journalism.
- Foster Critical Thinking and Media Literacy: Enable students to critically analyze digital media content, identify credible sources, and understand audience engagement strategies.

Course Outcomes

Upon successful completion of the course, students will be able to:

- Demonstrate Knowledge of Digital Journalism: Explain the key concepts, history, and scope of digital journalism, including its role in the Indian media landscape.
- Produce Digital Media Content: Create and publish professional-quality digital content, such as news articles, blogs, and multimedia stories, using appropriate tools and platforms.
- Utilize Digital Tools Effectively: Apply digital journalism tools (e.g., Canva, WordPress, or video editing software) and social media platforms to produce and distribute content.
- Adhere to Ethical Standards: Apply ethical principles and legal guidelines in digital content creation, demonstrating awareness of issues like fake news, plagiarism, and privacy.
- Analyze and Engage Audiences: Evaluate digital media content critically and use audience engagement strategies, such as SEO and social media analytics, to reach diverse audiences effectively.



INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

- The Digital Landscape;
- Evolution of Digital Journalism
- Key Platforms and Techniques
- Digital Storytelling;
- Writing for the web
- Interactive and Multimedia storytelling
- Social Media and Journalism
- Role of Social Media in News Distribution
- Ethics and Challenges of Sourcing on Social Media

Section B

- Data Journalism; Introduction to Data Analysis
- Visualization of Data for Storytelling
- Audience Engagement; Understanding and Audience Metrics
- Building Community through Digital Platform
- Future of Digital Journalism
- Trends and Innovations
- Career Paths in Digital Journalism

Suggested Readings

1. *The Digital Journalists Handbook* by David W Dunbar
2. *The New Journalism: Conversations with America's Best Nonfiction writers on their Craft* by Robert S. Boynton.
3. *Digital Journalism: Emerging Media and the changing Horizons of Journalism* by Kevin Kawamoto.
4. *The Future of News: Rethinking the News Crisis* by David Harte et al.
5. *Social Media for Journalists* by David Harte.
6. *Data Journalism: Inside the Global Future* by David McCandless
7. *The Newsonomics: Twelve New Trends That will shape the News you Get* by Ken Doctor.

MIN-4, JMCD2203T
WEB DESIGN

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives

- Understand the basic principles of web design.
- Gain proficiency in HTML and CSS.
- Develop skills in creating responsive web layouts.
- Explore design principles such as typography, color theory, and layout.

Outcomes: The student would be able to

- Demonstrate proficiency in HTML and CSS for web development.
- Apply design principles to create user-friendly websites.
- Understand the importance of user experience (UX) design and accessibility in web development.

- Explore emerging trends and technologies in web design.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

- Introduction to Web Design: Overview of the course, Understanding the role of web design, Introduction to HTML and CSS, Setting up a development environment.
- HTML Basics: Structure of an HTML document, working with tags and elements, Creating links and images, HTML forms.
- CSS Fundamentals: Introduction to CSS, Selectors and specificity, Styling text and fonts, Working with colors and backgrounds.
- Layout and Positioning: Box model and layout fundamentals, working with margins, padding, and borders Positioning elements on the page.
- Responsive Design: Understanding responsive design principles, Media queries for targeting different devices, creating fluid layouts, Testing and debugging for responsiveness.

Section B

- Design Principles: Introduction to design principles, Typography and font choices, Color schemes, Visual hierarchy and layout design.
- Designing Portfolio Website: Planning and wire-framing, Implementing design principles, Incorporating multimedia elements, User experience considerations.
- Designing Responsive Website: Converting the portfolio website to be responsive, Testing across different devices, Fine-tuning responsiveness.

Accessibility and Usability: Introduction to web accessibility, Designing for accessibility, Usability principles and best practices, Conducting usability testing.

- Advanced Topics and Trends: Introduction to CSS preprocessors, Exploring CSS frameworks, Introduction to JavaScript for enhancing web interactivity, Emerging trends in web design.

IDC/MDC-3, JMCD2204T

Media and Sociology

Max. Marks :100
Pass Marks 35%
Time Allowed :3 hrs.

Theory: 70 Marks
Viva: 15 Marks
Internal Assessment: 15 Marks

Course Objectives

- To examine the relationship between media and societal structures, including culture, identity and power dynamics.
- To analyse how media shapes social norms and public perceptions.
- To explore the role of media in social change and activism.

Course Outcomes

- Students will understand the interplay between media and social issues.
- Students will articulate the sociological theories relevant to media studies.
- Students will conduct research that connects media representations with societal impact.

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B, and C. Section A and B will have four questions of 12 marks each from the respective sections of the syllabus. Section C will consist of 11 short-answer type questions of 2 marks each which will cover the entire syllabus uniformly.

INSTRUCTIONS FOR THE CANDIDATES

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

Section A

- Theoretical Framework; Overview of Key Sociological theories related to Media.
- Media as a Social Institution
- Media Representation; Gender, Race and Class in Media
- Stereotyping and its societal Impacts
- Media Consumption; Audience Analysis and Media Effects.
-

Section B

- Role of Media in Shaping Public Opinion.
- Media and Social Change
- Impact of New Media Activism
- Global Media Systems.
- Influence of Globalization on Local Cultures.

Assignments: Write a report about Media Representation and Social Identity. Prepare a presentation about New Media Activism (include atleast 5 examples). Write a book review of any 1 book mentioned suggested for reading in the syllabus.

Suggested Readings

1. *Media and Society: An Introduction* by C. Richard King and David W Park.
2. *Media, Culture and Society: An Introduction* by C. Lee Harrington and Denise D. Bielby.
3. *The Media and Social Theory* by David Hesmondhalgh.
4. *Media, Communication and Society* by David Machin and Andrea Haye.
5. *The Cultural Industries* by David Hesmondhalgh.
6. *Media and Social Change: A Critical Introduction* by Peter Golding and Graham Murdock
7. *Understating Media: The Extensions of Man* by Marshall McLuhan.