



MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A State University established under Haryana Act No. XXV of 1975)

'A' Grade University Accredited by NAAC

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Minutes of the meeting of Departmental Committee held on 08/12/2016 at 10:30 A.M.


An emergent meeting of the Departmental Committee of the Department of Journalism and Mass Communication held today (08.12.2016) at 11:30 a.m. in the office of the Head, Dept. of JMC.

The meeting considered the issue of syllabus of M. Phil/ Ph. D entrance examination, and resolved that as the syllabus is already based on NET syllabus of Journalism and Mass Communication. This may be conveyed to the Academic Branch.

The department is of the opinion as the admissions for M. Phil has been got delayed in this session, the admission may be deferred for the next session.

The meeting ended with a Vote of Thanks to the Chair.


[PROF. HARISH KUMAR]
08/12/16


[PROF. SAROJINI NANDAL]
Head,
Dept. of Journalism & Mass Communication

The entrance examination paper will consist of 100 questions of one mark each, based on the syllabus of M.A. (Previous) and M.A. (Final)

History of Hindi literature	60
Kavya Shastra	20
Language	20

M.A. (Previous)

a) Ancient Societies	10
b) Medieval Societies	10
c) Modern world	10
d) State in India	10
e) History of Haryana	10

M.A. (Final)

a) Historiography, concepts, methods and tools	10
b) Indian Archaeology	10
c) Ancient Indian History	10
d) Medieval Indian History	10
e) Modern Indian History	10

IX Journalism and Mass Communication

Basic Concepts in Communication	10
Mass Media and Society	10
Essential of Journalism	10
Evolution of Media in India	10
Development Communication	10
Communication Research	10
Inter-national Communication	10
Radio, T.V. & New Media Production	10
Advertising and Public Relations	10
Media Writing	10

100 marks

X Mathematics

Advanced Abstract Algebra; Real Analysis; Topology; Complex Analysis; Differential Equations; Integration Theory and Functional Analysis; Partial Differential Equations; Mechanics	100
---	-----

XI Physical Education

Sports Psychology	08
History & principles of Physical Education & Sports	08
Kinesiology	08
Anatomy, Physiology, Physiology	
Exercise and Sports Medicine	10
Sports Sociology	05
Bio-mechanics in Physical Education	08
Officiating and Coaching	08
(rules, dimensions, regulations of major athletic & sports (games event)	
Health Education	05
Yoga	05
Research Methodology	08
Test Measurement and Evaluation in Physical Education	08

PAPER-II & PAPER-III (Part A & B)

Unit—I

Communication and Journalism—Basic terms, Concepts and definition, Nature and process

Types of Communication

Mass communication—Nature of media and content

Mass communication in India—Reach, access and nature of audience

Unit—II

Role of media in society

Characteristics of Indian society—Demographic and sociological impact of media in general

Impact of media on specific audiences—Women, children, etc.

Mass media effects studies and their limitations

Mass campaigns for specific issues—Social concerns, environment, human rights, gender equality

The press, radio, television, cinema and traditional form of communication

Introduction of research methods and process
 Mass communication research—Historical overview
 Administrative and critical traditions
 Effects research—Strengths and limitations
 Communication research in India—Landmark studies related to SITE
 Content analysis—Quantitative and qualitative approaches
 Market research and its relationship to communication particularly advertising
 Sampling techniques—Strengths and limitations
 Statistical methods of analysis basics

Unit—VII

Colonial structures of communication
 Decolonisation and aspirations of nations
 Conflicts related to media coverage and representation
 International news agencies—Critique
 MacBride Commission—Recommendations and policy options
 Contemporary issues related to transnational broadcasting and its impact on culture, various perspectives and cultural impact
 Convergence of media—Problems and options
 Media Policies in an International Context
 India's position and approach to international communication issues

Unit—VIII

Radio & TV and Video as Media of Communication
 Grammar of TV & Radio and Video
 The production team
 Role of Producer
 Different types of programmes
 Writing for Radio
 Writing for TV—Researching for Scripts

The Visual Language

Camera Movements

Basic Theories of Composition—Cues and Commands

Formats for Radio-Television—News, Sitcoms, Features, Commercials, Operas, Documentaries, Cinema, Theatre, Drama

Editing Theory and Practice

Sound Design, Microphones, Sets and Lighting

Satellite, Cable television, Computers, Microchips

Unit—IX

Advertising

Marketing

Ad copy and Layout

Public Relations

Public Opinion

Propaganda

Unit—X

The Techniques

Different forms of writing

Printing Technology and Production methods

News agencies

Syndicates and Freelancing

Specialised areas of Journalism

SAMPLE QUESTIONS

PAPER-II

1. The first Chairman of Prasar Bharati was
 - (A) Nikhil Chakraborty
 - (B) Hiranmay Karlekar
 - (C) S. S. Gill
 - (D) Barren Sengupta
2. The daily newspaper 'Le Monde' is published from
 - (A) Bonn
 - (B) Paris
 - (C) London
 - (D) Hydelberg
3. Which of the following is mismatch?
 - (A) Hindustan Times—New Delhi
 - (B) Hindu—Chennai
 - (C) Ananda Bazar Patrika—Patna
 - (D) The Times of India—Mumbai

PAPER-III (A)

1. Can Press Council of India monitor the role of newspapers during election?

Or

Discuss the role of mass media in National Development with special reference to India.

2. Discuss the new media techniques in relation to media management.

Or

Enumerate the various techniques and tools of P. R. in India.

PAPER-III (B)

11. What is Mass Communication? How can mass communication be effective? Using the reference of the Indian Election 1998, discuss the latest techniques which were used in analysing and popularising the election process?

Or

Which shot among the basic shots, is most frequently used in Television, especially in TV News and Current Affairs? Discuss.

Journalism as a profession
 Journalists—Their role and responsibilities
 Indian Constitution and freedom of press
 Research restrictions
 Ethics and journalism
 Careers in Journalism and mass media
 Training—Problems, perception and response by the industry
 Media management—Principles and practices
 Professional organisations in Media
 Media Laws in India

Unit—IV

History of Print and Broadcast media in general with particular reference to India.
 Post independent developments in print
 Newspapers—English and Indian language press—major landmarks
 Magazines—Their role, bookphase and contemporary situation
 Small newspapers—Problems and prospects
 Press Commission, Press Councils—Their recommendations and status
 Development of Radio after independence—Extension role, radio rural forums and local broadcasting—General and specific audience programmes
 Development of television—Perception, initial development and experimental approach: SITE phase and evaluation; Expansion of television—Post-Asiad phase, issues concerns and debates over a period of time
 Committees in broadcasting—Background, recommendations and implementation
 Cinema—Historical overview and contemporary analysis—Commercial, parallel and documentary genres—Problems and prospects for the film industry

Unit—V

Communication and theories of social change
 Role of media in social change—Dominant paradigms
 Critique of the Dominant paradigm and alternative conception
 Development initiatives—State, market and the third force (NGO sector)
 Participatory approaches and community media—Ownership and management perspectives