

Name of the Department: SCHOOL OF COMMUNICATION STUDIES

Name of Program : MA (Journalism & Mass Communication)
PG Diploma in Advertising & Public Relations
PG Diploma in Journalism & Mass Communication

Vision

The School of Communication Studies aspires to be one of India's most dynamic and vibrant schools carrying forward the rich legacy set by its founder Prof. PP Singh. While maintaining its heritage status as the oldest journalism school in the country, the SCS intends to be responsive to the changing global trends, providing unparalleled educational opportunities for quality education in all the subjects related to Journalism and Mass Communication. Its innovative graduate academic programmes as well as continuing personal and professional enrichment are leading to the formation of a scholarly community in Mass Communication and a body of highly trained professionals in all the fields of Mass Communication. Through the outreach activities in Media Literacy, the SCS contributes to the society by advancing, sharing and applying knowledge, and by facilitating the development of thoughtful, creative, sensitive and responsible media literate citizens.

Mission

To expand the SCS and include the following Departments

- i. Dept of Communication
 - Communication Theory
 - Communication Research Methodology
- ii. Dept of Journalism
 - Print journalism
 - Online-Journalism
 - Capsule courses in the following areas:
 - Science and Technology
 - Business Journalism
 - Sports Journalism
 - Feature Writing
- iii. Dept of Advertising
 - Copy Writing
 - Layout and Design
 - Media Planning
 - Client Servicing
 - Brand Communication
- iv. Dept of Public Relations
 - Corporate Communication
 - Customer Relations
 - Media Relations
 - Event Management
- v. Dept of Broadcast Communication
 - Radio communication
 - TV Communication
 - Capsule courses in documentary Production, Single-camera Production; Multi-Camera production; Radio features Production; Script Writing.

- vi. Dept of Cinema Studies
Theory and practicals such as
 - Documentaries
 - Film appreciation
- vii. Dept of Visual Communication & Technology
 - Graphic Design
 - Computer Applications
- viii. Dept of International and Development Communication
 - International Communication
 - Development support Communication
 - Rural Communication
- ix. Refresher courses for in-service Media professionals in various courses from i) to viii) above.

Presently the department plans to start new diploma courses in the evening so that the training can be provided to in-service professionals in the field and also to students of the department who are interested in gaining specialized qualification in a specific area of mass communication after completion of the Master degree. The proposed courses are as follows:

- a) One year Diploma courses in the following:
 - Radio and TV Journalism
 - Communication Skills
 - Corporate Communications
 - Health Communications
 - Business Journalism
 - Graphic Design and Computer Applications
 - Print Journalism
 - Video Production
 - Science Journalism

91.2 MHz, Jyotirgamaya, the CRS (Community Radio Station) of the Panjab University is being run by the School of Communication Studies. It was inaugurated on 13th February, 2011. Having started its journey with just a half-an-hour broadcast per day, today the station proudly offers four broadcasts a day that include a total of nine programs running for over 10 hours. We plan to take the total broadcast to a 24 hour one; and provide a better and more efficient training ground for the community and also for the students of electronic media

An Educational Multimedia Research Centre (EMMRC) is on its way to be set up in the School of Communication Studies. The foundation stone of the Centre was laid on 13th February, 2011. The EMMRC will be linked with the EMMRCs all over the country for making education more inclusive. The centre will also be able to produce socially relevant documentaries. We plan to make the EMMRC functional in the coming year.

Program Outcome (PO)

The School of Communication Studies runs various courses like MA (J&MC), PG Diploma in Advertising & Public Relations, PG Diploma in Journalism & Mass Communication, PG Diploma in Radio Productions and PhD. The Program outcome (PO) is to bring out innovation and betterment of the societies at large.

Program Specific Outcomes (PSO)

The PSO of MA course is to prepare the students for various facets of the media industry, like Journalism, Editing (Print & Electronic), Script writing, Advertising, Public Relations, Film making, Content writing etc. The PSO of PGD in Advertising & Public Relations, PGD in Journalism & mass Communication and PGD in Radio Production is to for various facets of the media industry, like Journalism, Editing (Print &

Electronic), Script writing, Advertising, Public Relations, Film making, Content writing etc. and various aspects and rolls of advertising and public relations industries and Radio production.

Courses Outcome		
Semester-I		
Course Code 2979	Course Title Introduction to Communication	The objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media; to sensitize them to the practical importance of intrapersonal, interpersonal, group, and mass communication; to inculcate in them the skills required to become effective source-encoders and to impart latest knowledge to enable them to analyze and assess communication in the media and everyday life.
Course Code 2980	Course Title BASICS OF PRINT JOURNALISM	The paper is designed to introduce students to both the field and the desk aspects of Print Journalism – reporting, feature writing, editing and design.
Course Code 2981	Course Title GROWTH & DEVELOPMENT OF PRINT AND BROADCAST MEDIA	The paper will orient the students towards the study of journalism by giving a historical background and a context to the changes that are visible in the media. They will also be sensitized to the history of the press in postIndependence India.
Course Code 2982	Course Title RADIO & TV COMMUNICATION - I	Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc. Trains the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate; provides practical knowledge to conduct research in radio and TV communication.
Course Code 2983	Course Title MEDIA ETHICS AND LAWS	The objective of the course is to familiarize students with the ethical codes and laws pertaining to the media. They would also be made conversant with the role of media in society and the related issues of responsibility and accountability in the use of the freedom of speech and expression.

Semester-II		
Course Code 2986	Course Title COMMUNICATION THEORY	The paper is designed to broaden and deepen the students understanding of the field of communication by introducing them to important theories, models and concepts in communication. They will also be appraised with the use of various theories of communication in carrying out both pure and applied research in this discipline.
Course Code 2987	Course Title PRINT JOURNALISM	After successful completion of the course, the students will be conversant with various aspects of news writing styles. They would also be able to execute multiple features by slanting to different markets, to use market research and other techniques required to sell their features. Students' training in creative non-fiction would continue with techniques for generating story ideas through lateral thinking, employing story craft and understanding audience engagement. They would also be made conversant with the requirements necessary for building a successful publishing career.
Course Code 2988	Course Title EDITING AND DESIGN FOR PRINT MEDIA	The paper will equip the students with skills to edit different kinds of copy; sensitize them to frame the right headlines and cutlines; train them in the selection and editing of pictures. The design component of this course will train students in visual literacy. Through understanding the language of design, they would learn the art and science of handling verbal and visual elements in keeping with design principles and the nature of publication. They would also be imparted practical training in page design software.
Course Code 2989	Course Title RADIO AND TV COMMUNICATION - II	Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc. Trains the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate; provides practical knowledge to conduct research in radio and TV communication.
Course Code 2990	Course Title Media Management	This paper is designed to provide students with detailed insight into the structures, management, processes and economics of media industry in India. This course will provide a firm foundation for understanding how the media industries operate in the globalized scenario. Upon completion of this course students should be able to demonstrate, an enriched understanding of the

		organizational structures and functioning of media industries. They will be adept at creating their own jobs through entrepreneurial media ventures. They will also be able to understand the impact of Convergence, Blockchains and new technologies on the media landscape.
SEMESTER-III		
Course Code 2993	Course Title Advertising	The purpose of the course is to train students in the unique field of advertising which is marketing in Mass Communication in the Semester the students shall be introduced to unique form of communication. They will be provided in depth understanding of various Advertising Media and Advertising Copywriting. In addition, the course will provide understanding of Advertising design and appeals. The course shall also provide knowledge regarding Advertising Campaign, Agency, testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.
Course Code 2994	Course Title PUBLIC RELATIONS	The module on Public Relations will sensitize the students to public relation as unique field of mass communication, provide guidelines and concepts, impart skills for producing PR materials, train the students to device PR campaign, train the students to conduct research enhance the PR communication strategies, give them knowledge to understand and produce socially relevant and public service related institutional advertising.
Course Code 2995	Course Title MEDIA AND COMMUNICATION RESEARCH METHODOLOGY	This course serves dual objectives: one, of training young minds for scientific inquiry, and two, of acquainting them with the various methods used for conducting scientific research in media and communication studies. The students would be given a basic training in the use of Excel and SPSS for the purpose of data presentation and analysis. After completion of the course, students will be equipped to conduct projects and dissertation studies.
Course Code 2996	Course Title INTERPRETATIVE AND INVESTIGATIVE JOURNLAISM	The course in Print media has been designed to develop news concepts and critical thinking skills to recognize the changes taking place in news gathering, process and dissemination. Interpretation is the need of the hour and Investigative reporting has historically played an important pivotal role in policing public and private corruption, abuses of governmental authority and other threats to the maintenance of a democratic society.

Course Code 297	Course Title DEVELOPMENT COMMUNICATION	The purpose of the course is to project the concept of development viz media and other civic agencies. Emphasis would be placed on the need and importance of development support communication in a developing society through contemporary and traditional media inclusive of folk media.
Semester-IV		
Course Code 3000	Course Title Advertising	In this semester the first unit will provide understanding of Advertising appeals, advertising campaign. The second unit shall provide knowledge regarding Advertising testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.
Course Code 3001	Course Title PUBLIC RELATIONS	The module on PR will sensitized the students to public relations as a unique field of mass communication provide knowledge regarding media relation and application of various PR tools.
Course Code 3002	Course Title CONVERGENCE JOURNALISM	This course assumes that the students already have basic skills as a journalist: They can gather information, organize it efficiently and write an acceptable story.
Course Code 3003	Course Title COMPUTER MEDIATED COMMUNICATION	This paper examines the digital media technologies that are at the center of much of our information, communication and entertainment needs today. The course will provide students a theoretically-grounded, critical understanding of the usage of CMC in various application areas and by diverse audiences.
Course Code 3004	Course Title INTER-CULTURAL COMMUNICATION	This course aims at helping the students: (1) realize a theoretical and practical understanding of how cultural similarities and differences are rooted in communication events and practices; (2) comprehend theories and concepts of inter-cultural communication; (3) understand the role of communication in culture; (4) recognize cultural variables; (5) familiarize with the communication norms, rituals, and taboos of other cultures; (6) learn about barriers to intercultural communication, adjustment to other cultures, and culture shock, understand communication activities as they would be done in other cultures; (7) learn how differences in intercultural communication manifest themselves in different professional settings;

		(8) increase sensitivity to their own cultural background and its impact on how they communicate, increase knowledge of ethical issues in communicating inter-culturally, and increase sensitivity to communicating with people from different cultures.
Course Code 3005	Course Title FILM STUDIES	This course will prepare students to participate in a world increasingly shaped by moving pictures. It offers a foundation for understanding cinema- and its relation to culture, history, technology and aesthetics. This course teaches students to understand the medium, its origin and growth and be able to analyze and research moving images.
Course Code 3006	Course Title CORPORATE COMMUNICATION	The module of corporate communication will sensitized the students to corporate communication as unique field of mass communication. The course shall provide knowledge regarding corporate communication, corporate image building, corporate culture, corporate style and its importance in the field of corporate world
Course Code 3007	Course Title MOBILE AND SOCIAL MEDIA JOURNALISM	<p>The class integrates journalism skills and concepts from previous writing and reporting classes and adapts them to mobile and social media. Students work in a newsroom environment to utilize mobile devices and social media platforms to identify compelling story ideas, effectively break news and report on important news events and issues while applying theories and concepts of online social networking to journalism. Students develop their own professional social media portfolios and build online communities. The students will be able to add to one's repertoire of journalism work in ways that will create more marketability in the fields of journalism and a variety of other communication fields. Upon completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Apply networking theories and concepts to practical social media projects in journalism 2. Utilize mobile technologies as learning and reporting tools 3. Analyze and research social media needs and uses of news audiences 4. Build online communities around social media platforms 5. Produce multimedia news content for social media 6. Develop and implement personal and professional social media strategies 7. Produce a journalistic social media

		portfolio
Course Code 3008	Course Title MEDIA LITERACY	In this course, students will learn how to engage positively and productively with the media by deconstructing its content and presentation. They would also gain an understanding of the intentions that dictate the framing of the message and the consequences of its consumption, particularly in relation to self, society and democracy. Throughout the course, students will be invited to critically analyse contemporary issues of representation, identity, institutional power, social forces and technology in the strategic use of communication.
Course Code 3009	Course Title Communication Skills	To sensitize students to the importance of professional communication skills and familiarize them with various communication skills.
Course Code 3010	Course Title FUNDAMENTALS OF DIGITAL ADVERTISING	The paper introduces the concept of Digital Advertising. It discusses how the emergence of new media has brought about a change in the theory and concept of Advertising. The paper introduces the students to the various types ad formats of advertising on new media. It also introduces the students to essentials of advertising on the new Media.

PG DIPLOMA IN ADVERTISING & PUBLIC RELATIONS

Courses Outcome		
Semester-I		
Course Code 8597	Course Title COMMUNICATION THEORY	The objective of this course is to sensitize the students to the concept and process of communication. The paper is designed to introduce the students to communication theories, models and theoretical concepts related to Advertising and Public Relations.
Course Code 8598	Course Title ADVERTISING	This paper offers students an introduction to the field of advertising. The paper provides an opportunity to understand the fundamentals of advertising and exposes them to the phenomenon of creativity in advertising. It includes an introduction to advertising appeals, advertising copy writing for various media.
Course Code 8082	Course Title PUBLIC RELATIONS	The objective of this paper is to introduce the students to the origin of Public Relations and to provide an understanding of the basic concepts and activities of Public Relations. The paper also acquaints the students with the four step PR Process, the concept of media relations and various tools used by the PR practioner.

Course Code 8083	Course Title SOCIAL DIMENSIONS OF ADVERTISING AND PUBLIC RELATIONS	The paper sensitizes the students with the social, cultural, ethical and legal dimensions of advertising and Public relations. It introduces the concept of Development Communication and Intercultural Communication. It acquaints the students with the relevance of language in advertising. The paper also introduces the students to various ethical codes and laws dealing with advertising and Public Relations.
SEMESTER-II		
Course Code 8599	Course Title ADVERTISING CAMPAIGN PLANNING	The paper introduces the students to planning of advertising campaigns. It introduces them to the objectives, functions and types of Advertising Campaigns. It explains in detail the concept of campaign theme. It also discusses in detail media planning for the advertising campaigns and their evaluation.
Course Code 8600	Course Title DIGITAL ADVERTISING AND PUBLIC RELATIONS	The paper introduces the students to concepts in digital Advertising and Public Relations. It discusses how the emergence of new media has brought about a change in the theory and concept of Advertising and Public Relations. The paper introduces the students to the various types ad formats of advertising on new media and the new tools of online PR.
Course Code 8601	Course Title CORPORATE COMMUNICATIONS AND EVENT MANAGEMENT	The paper introduces the students to concepts in Corporate Communications and Event Management. It introduces the students to the basic functions of Corporate Communication, Concepts of Corporate Identity and Image. It also discusses special areas like Issues management and Corporate Social Responsibility. The course in Event management introduces the students to the types of events, their place in the marketing mix and their use as a PPR tool.
Course Code 8602	Course Title AGENCY MANAGEMENT & MARKET RESEARCH	The paper sensitizes the students with the organization, management and functions of Advertising and Public Relations Agencies. It also introduces them to the working of Advertising and Public Relations in the Government Sector. The paper also discusses the concept and relevance of Market Research and introduces the students to various concepts of Advertising and Public Relations Research.

PG DIPLOMA IN JOURNALISM & MASS COMMUNICATION

Courses Outcome		
Semester-I		
Course Code 8656	Course Title Communication: Theories and Models	The objective of this course is to sensitize the students to the concept and process of communication. The paper is designed to introduce the students to basic communication theories and models.
Course Code 8657	Course Title GROWTH & DEVELOPMENT OF MEDIA INDUSTRY	This paper orients the students towards understanding the characteristics of media industry in India by providing an overview of the contemporary scenario and tracing the landmark events that have helped to shape it. The discussion travels through the history of media industries in UK, USA and India.
Course Code 8658	Course Title Print Journalism	In this paper students will be provided a holistic training in sourcing, writing, editing and designing of content for newspapers & magazines in a multimedia convergent environment.
Course Code 8659	Course Title Radio & TV Journalism	To train the students in the basic concepts and technology specific to Radio and TV. The course will provide in-depth grounding in pre-production and post-production of Radio & TV Programming and Journalism.
Semester-II		
Course Code 8660	Course Title Media Ethics and Laws	The objective of the course is to sensitize students to the responsible use of the freedom of speech and expression. They would also be made conversant with the ethical codes and laws pertaining to the media.
Course Code 8661	Course Title ADVERTISING	This paper offers students an introduction to the field of advertising. The paper provides an opportunity to understand the fundamentals of advertising. It includes introduction to advertising copy writing, advertising media and advertising design. The paper also helps students to understand the importance of advertising appeals and research.
Course Code 8662	Course Title PUBLIC RELATIONS	The objective of this paper is to provide to the students an understanding of the basic concepts of Public Relations and PR process.
Course Code 8663	Course Title Media Management	This paper is designed to provide students with detailed insight into the structures, management, processes and economics of media industry in India. This course will provide a firm foundation

		for understanding how the media industries operate in the globalized scenario. Upon completion of this course students should be able to demonstrate, an enriched understanding of the organizational structures and functioning of media industries. They will also be able to understand the impact of Convergence and new technologies on the media landscape.
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PG DIPLOMA IN RADIO PRODUCTIONS

Courses Outcome		
Semester-I		
Course Code 0000	Course Title Communication Theories and Models	The objective of this course is to sensitize the students to the concept and process of communication. The paper is designed to introduce the students to basic communication theories and models, and communicating through media
Course Code 0000	Course Title Radio: Role, Reach & Relevance	The course is designed to introduce the students to the role, reach and relevance of radio. Further, the course seeks to familiarize the students with the functions and types of radio and audience measurement techniques.
Course Code 0000	Course Title Sound and its Applications	To introduce the students to the Basic concepts of sound and speech. Radio station equipment and function will also be discussed.
Course Code 0000	Course Title Grammar & Formats	This paper discusses the importance of 'writing' for radio. The paper also elaborates on the different types of formats for radio programmes.
Semester-II		
Course Code 0000	Course Title Pre-production	This paper introduces students to the pre-production aspect of radio programming. The paper also discussed the personnel requirement for effective running of the radio station.
Course Code 0000	Course Title Production	This paper introduces the students to the equipment in the radio station. It details on the stages of radio programme production.
Course Code 0000	Course Title Post-production	This paper deals with Post-production aspect of Radio. Students will be trained in the use of editing equipment and softwares. They would also be apprised with the stages of Post-production.
Course Code 0000	Course Title ETHICS AND LAWS	The objective of the course is to familiarize students with the ethical codes and laws pertaining to radio programming and transmission. They would also be sensitized to

		the fair and effective use of the freedom of speech and expression via the medium of radio.
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