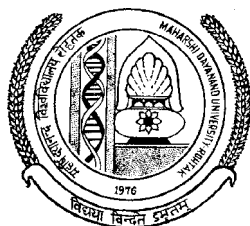


# Maharshi Dayanand University Rohtak



## Ordinances, Syllabus and Courses of Reading for M.Phil. Journalism (Mass Communication) Annual System Examination

Session 2008-2009

### Available from:

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## M.Phil. Journalism (Mass Communication) One Year Regular Course Annual System Scheme of the Examination 2008-09

Paper No	Nomenclature	Max. Marks	Theory	Time
Paper-01	Communication	100	100	3 hrs.
Paper-02	Modern Trends in Journalism	100	100	3 hrs.
Paper-03	Development Journalism	100	100	3 hrs.
Paper-04	Seminars	100		3 hrs.
Paper-05	Dissertation	200	150+50 of Viva-Voce	

### Note :

*Each of theory paper of M. Phil Course will be divided into five units. The students will have to answer five questions in all, selecting at least one question from each unit.*

## M.Phil. Journalism (Mass Communication) Scheme of the Examination 2008-09

### Instruction for the paper setters :

*The Paper-setters / Examiners will have to set Ten questions in all, selecting at least two questions from each Unit covering the entire syllabus uniformly. The question paper will be divided into five Units. Each question will carry 20 marks. The question paper should be set strictly according to the syllabus. Separate marks for each question should be indicated in the question paper.*

**Instruction for the paper setters :**

*Candidates are required to attempt five questions in all, selecting at least one question from each Unit. All questions will carry equal marks.*

**M.Phil. Journalism (Mass Communication) 2008-09**  
**Paper-01 Communication Research Methodology**

**Maximum Marks : 80**

**Time 3 Hrs.**

**Unit-I**

- 1.1 Communication Research : Meaning, definition and scope.
- 1.2 Criteria for Research : Reliability, validity and generability.
- 1.3 Different variables
- 1.4 Types and Methods of Research
- 1.5 Types and Methods of Research

**Unit-II**

- 2.1 Various steps in Research : defining the research problem, review of literature, hypothesis
- 2.2 Research design, Experimental, guide experimental, panel study.
- 2.3 Determining the appropriate method of data collection.
- 2.4 Types of sources, Analysis and interpretation of data and presentation of result.

**Unit-III**

- 3.1 Statistics in research.
- 3.2 Research approaches, qualitative, focus groups, case studies, field observation.
- 3.3 Quantitative, Survey, content analysis, experimental research, sample and sampling techniques.
- 3.4 Sampling procedure, probability and non-probability in sampling advantages and disadvantages of survey.

**Unit-IV**

- 4.1 Research tools, questionnaires, interview schedule levels of measurement, ANOVA (Analysis of Variance).
- 4.2 Different approaches in the Mass Communication research; mass society.
- 4.3 Media effects; Political, economy, public sphere, culture hegemony, feminism, moving images, New Advance Research.
- 4.4 Readership surveys, Television audience measurement, TV rating Media reach and access.

**Unit-V**

- 5.1 Writing Research Project; Planning, preparing and designing.
- 5.2 Report chapterization, drawing conclusions, bibliography, arranging references, indexing.
- 5.3 Graphical presentation, writing executive summary.
- 5.4 Research biases, ethics. Recent trends in communication research in India.

**Books for Study :**

1. मीडिया शोध – डा० मनोज दयाल
2. संचार शोध प्रविधियां – डा० संजीव मानावत
3. Berger, Arthur Asa (2000), Media and Communication Research.
4. Robert, B. Burns, Introduction to Research Methods.
5. Anders Hensen, Simon Cottle, Ralph Negrine & Chris New bold : Mass Communication Research Methods.
6. Susanna Horning Priest : Doing Media Research
7. समाजिक अनुसंधान व सुयाजन – राजेन्द्र मिश्र
8. Lewins Beck, Michael S (1994) Experimental Design Methods.
9. Stempel and Wesley : Research Methods in Mass Communication.

**M.Phil. Journalism (Mass Communication) 2008-09****Paper- 02 Modern Trends in Journalism****Maximum Marks : 100****Time 3 Hrs.****Unit-I**

- 1.1 Contemporary journalism, meaning and concept.
- 1.2 Historical Perspective
- 1.3 Characteristics of present news stories
- 1.4 Managing the news context, today's news room.

**Unit-II**

- 2.1 Journalism and objectivity & Challenges to it.
- 2.2 Credibility crisis in modern journalism
- 2.3 News biases and news of conflicts
- 2.4 Changing scenario of news reporting & role of reporters.

**Unit-III**

- 3.1 Multi -perspective news - methods and audience
- 3.2 Changing theory of news , affects on the audience
- 3.3 News biases and news of conflicts.
- 3.4 Changing scenario of news reporting & role of reporters.

**Unit-IV**

- 4.1 Autonomy of media as in Practice today.
- 4.2 Media Explosion : Various aspects.
- 4.3 Media and governance
- 4.4 Media and changing relations, editorial planning and strategy

**Unit-V**

- 5.1 Editorial control of the news.
- 5.2 Editorial planning and strategy
- 5.3 Managing the circulation
- 5.4 The status of today's editor.

**References Books :**

1. Rahul Mudgal, Emerging Trends in Journalism Swaroop and Sons, New Delhi , 1999.
2. V.S. Gupta, Communication Technology, media policy & National development, concept Pub., Company, New Delhi, 1999.
3. Suhas Chakraborty, Press and Media, Kanishka Publishers, distributors, N. Delhi, 1994.
4. K.S. Padhy, The Muzzled Press, Introspect and Retrospect, Kanishka Publishers, Distributors, N. Delhi., 1994.
5. Rahul Mudgal, Contemporary Issues in Journalism, vols. 1-2, Sarup & Sons, New Delhi, 1998
6. F.N. Hoodgson, Modern Newspaper Practice, Heinemann, London, 1984.
7. Brewer Roy, an Approach to Print,blanford Press, London, 1971.
8. .पत्र-पत्रकार और सरकार, काशीनाथ जोगलेकर
9. मीडिया विर्मश – रामशरण जोशी
- 10.उत्तर आधुनिक मीडिया तकनीक – हर्षदेव (वाणी)
- 11.मीडिया और बाजारवाद- रामशरण जोशी
- 12.सूचना समाज- जगदीश्वर चतुर्वेदी

**M.Phil. Journalism (Mass Communication) 2008-09****Paper- 03 Development Journalism****Maximum Marks : 100****Time 3 Hrs.****Unit-I**

- 1.1 Development and Society

- 1.2 Concept of development
- 1.3 Indicators of development
- 1.4 Development and social changes.

#### Unit-II

- 2.5 Communication and development, their inter-relationship
- 2.2 Developemnt communication : Concept and process
- 2.3 Models of development communication.
- 2.4 Participatory model of development communication.
- 2.5 New information and communication technology and development.

#### Unit-III

- 3.1 Mass Media and Development
- 3.2 Role of Akashwani, Doordarshan, Field publicity, DAVP Films, Division, PIB, Sound & Drama Division
- 3.3 Role of Newspaper in development
- 3.4 Traditional and other alternative modes of development.
- 3.5 Role of literacy in development

#### Unit-IV

- 4.1 Health and Family welfare and Mass Media.
- 4.2 Science technology and Mass Media.
- 4.3 Agricultural development and Media Media.
- 4.4 Environment and Mass Media
- 4.5 Rural society, Panchayti raj, Empowerment and Mass Media.

#### Unit-V

- 5.1 Role of Journalist in development.
- 5.2 Underastanding medium, Message and target for development
- 5.3 Concept and rolke of NGO in development
- 5.4 Study of prominent NGO's (GPF, Oxfam, AWARD,

Eklavya, PRIYA, ACTION AID etc.

#### References Books :

1. Media Communication : Suresh Chandra Sharma
2. Media Utilization for the Development of women & children, B. S. Thakur, Binod C. Agrawal.
3. Perspective on Development Communication : M. Sadahandan Nair.
4. Media & Development : M. R. Dua.
5. सस्कृति विकास और संचार क्रांति : पूरन चंद्र जोशी
6. विकल्पहीन नहीं है दुनिया : किशन पटनायक
7. विकास की नई दिशायें : डा० शंकरदयाल शर्मा
8. विकास का समाजशास्त्र : श्याम चरण दूबे
9. आदिवासी अस्तित्व और रखंडी अस्मिता के सवाल : डा० रामदयाल मुंडा (प्रकाशन संस्थान)
10. आआ गांवां चले : कैलाश मिश्र, राजस्थान पत्रिका

#### M.Phil. Journalism (Mass Communication) 2008-09

##### Paper- 04 Seminar

Maximum Marks : 100

Time 3 Hrs.

Two Seminars/ term papers to be written and presented by each student on different topics as suggested by the teachers.

#### M.Phil. Journalism (Mass Communication) 2008-09

##### Paper- 05 Dissertation

Dissertation Writing

150 Marks

Vivba-Voce

50 Marks