

M. PHIL (JOURNALISM AND MASS COMMUNICATION)- 1 YEAR
PROGRAMME OUTCOMES

Programme Outcomes:

- PO1: **Critical Thinking:** Students would be able to gain conceptual and theoretical knowledge of Journalism and Mass Communication, and learn to think critically about issues and topics of the subject.
- PO2: **Problem Analysis:** Students would be able to identify, formulate, review literature, and analyze research problems related to the subject.
- PO3: **Investigation Skills:** Students would be able to use research- based knowledge and research methods including research design, survey analysis and interpretation of data, and synthesis of the information collected to provide valid and cogent conclusions.
- PO4: **Knowledge Application:** Students would be able to apply conceptual knowledge and the knowledge gained through research to assess it's applicability and utility in the domain of society and nation.
- PO5: **Communication:** Students would be able to communicate effectively about the research conducted, verbally as well as in written, write effective report, make effective presentation, and be an effective media communicator.
- PO6: **Learner for Life:** Students would be able to engage in higher studies and research, and be a life- long learner in context of media studies.

PH. D (JOURNALISM AND MASS COMMUNICATION)
PROGRAMME SPECIFIC OUTCOMES

Programme Specific Outcomes:

- PSO1: Students would be able to pursue research in the discipline, or interdisciplinary area under the guidance of research supervisor.
- PSO2: Students would gain insight about the research area and would be able to understand the conceptual framework of the research topic.
- PSO3: Students would be able to clearly identify the research problem(s), formulate hypothesis, review literature on the research topic, and make an effective analysis of the research topic.
- PSO4: Students would be able to use necessary research techniques, use statistical tools, work on proper research methodology, and be able to do research in a systematic manner.
- PSO5: Students would be able to write a cogent, methodological research report/dissertation on the topic of research.
- PSO6: Students would gain comprehensive knowledge about the topic of research, and would be able to understand the applicability and implications of the research study undertaken.

SCHEME OF EXAMINATION
M. PHIL (JOURNALISM AND MASS COMMUNICATION)- 1 YEAR
PROGRAMME SPECIFIC OUTCOMES

Programme Specific Outcomes:

- PSO1: Students would gain knowledge in research methodology in Journalism and Mass Communication.
- PSO2: Students would be able to design, conduct and report research in various fields of Journalism and Mass Communication.
- PSO3: Students would gain advanced knowledge about advanced aspects of Journalism, including Development Journalism.
- PSO4: Students would get experiential knowledge about literature review and field work.
- PSO5: Students would learn about the modern and emerging trends of Journalism.
- PSO6: Students would be able to communicate the research findings in a systematic manner, and make effective presentation about the research.
- PSO7: Students would be able to apply and utilize the knowledge gained from the research work effectively for societal & national cause.

Sr. No.	Paper Code	Nomenclature	Theory Marks	Internal Assessment	Total Marks	Credit			Credit Total
						L	T	P	
1	17JRMMP11C1	Communication Research Methodology	80	20	100	4	0	0	4
2	17JRMMP11C2	Modern Trends in Journalism	80	20	100	4	0	0	4

3	17JRMMP11C3	Instructional Methodology in Journalism & Communication	80	20	100	4	0	0	4
Core – 12									
Total									
Credits = 12									

SEMESTER- II (M. Phil- 2nd semester)

Sr. No.	Paper Code	Nomenclature	Theory Marks	Internal Assessment	Total Marks	Credit		
						L	T	
1	17JRMMP12C1	Development Journalism	80	20	100	4		
2	17JRMMP12C2	Advanced Journalism	80	20	100	4		
3	17JRMMP12C3	Dissertation	Dissertation= 150 Viva Voce= 50		200	--		
Total Cred								
GRAND TOTAL CREDITS= 28 (12+16)								

* Dissertation work will commence in the First Semester itself and will be concluded in the Second Semester.

Note: 1- Five theory papers will be of total 500 marks. Dissertation work will be of total 200 marks. Thus, grand total of M. Phil

Programme (Semester System) will be 500+200=700 marks.

2- Internal Assessment of 20 marks in each theory papers will comprise of two assignments/Research Papers& Seminars, etc.

3- Each theory paper will comprise of Four Units. Each theory paper will be of 80 marks comprising of four units (each unit worth 20 marks).

INSTRUCTIONS FOR THE PAPER SETTERS:

The Paper-setters/Examiners will have to set eight questions in all, selecting at least two questions from each Unit covering the entire syllabus uniformly. The question Paper will be divided into four 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.

INSTRUCTIONS FOR THE CANDIDATES:

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

**Ph.D Course Work Syllabus is same as M. Phil- 1st semester*

SEMESTER-I

M. Phil. (Journalism & Mass Communication) 17JRMMP11C1

PAPER-01 COMMUNICATION RESEARCH METHODOLOGY

Time allowed: 3 hours

Marks: 80

COURSE OUTCOMES

Course Outcomes:

- CO1: Students would gain conceptual knowledge of communication research.
- CO2: Students would be able to finalize research design, and use various research tools to conduct research.
- CO3: Students would be able to conduct survey(s), use sampling techniques, and conduct quantitative research.
- CO4: Students would be able to identify, and choose different approaches to mass communication research.
- CO5: Students would be able to understand, assess and analyze media effects on various sections of society, and various domain areas.

Unit I

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

Unit II

- 2.1 Various steps in Research: defining the research problem, reviews 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 Statistic 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

401 Research tools, questionnaires, interview schedule levels of measurement, ANOVA (Analysis of Variance).

402 Different approaches in the Mass Communication research; Mass society.

403 Media effects; political, economy, public sphere, cultural hegemony, feminism, moving images, New Advance Research.

404 Readership surveys, Television audience measurement, TV rating, Media reach and access.

Books for study:

1 Berger, Arthur Asa (2000), Media and Communication Research

2 Robert, B. Burns, Introduction to Research Methods.

3 Anders Hensen, Simon Cottle, Ralph Negrine & Chris New bold: Mass Communication Research Methods.

4 Susanna Horning Priest : Doing Media Research

5 Lewins Beck, Michael S (1994) Experimental Design Methods.

6 Stempel and Westley : Research Methods in Mass Communication.

M. Phil. (Journalism & Mass Communication)

PAPER-02 MODERN TRENDS IN JOURNALISM

17JRMMP11C2

Time allowed: 3 hours

Marks: 80

COURSE OUTCOMES

Course Outcomes:

- CO1: Students would be able to relate to the emerging trends in the field of journalism.
- CO2: Students would be able to analyze the various aspects of journalism with objectivity.
- CO3: Students would be able to identify, assess, and analyze the ideological issues related to journalism.
- CO4: Students would be able to understand the importance of the institution of editor, and aspects related to editorial policy.
- CO5: Students would be able to understand various perspectives related to news.

Unit- 1

- 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 Distortions in journalistic methods
- 2.4 Ideology and journalism

Unit -III

- 3.1 Multi-perspective news – methods and audiences
- 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 Editorial control of the news
- 4.2 Editorial planning and strategy
- 4.3 Managing the circulation
- 4.4 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, New Delhi, 1997.
4. K. S. Padhy, The Muzzled Press, Introspect and Retrospect, Kanishka Publishers, Distributors, New 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 (राधाकृष्ण)
12. सूचना समाज – जगदीश्वर चतुर्वेदी

SEMESTER-I

M. Phil (Journalism & Mass Communication) 17JRMMP11C3

PAPER: 03 INSTRUCTIONAL METHODOLOGY IN JOURNALISM & COMMUNICATION

COURSE OUTCOMES

Course Outcomes:

- CO1: Students would gain knowledge about the fundamentals of higher education, including its objectives and role in society.
- CO2: Students would be able to use and leverage technology for teaching process.
- CO3: Students would be gain knowledge about the various methods and techniques of teaching process.
- CO4: Students would be able to use and utilize electronic media, and e- learning for media teaching work.
- CO5: Students would be able to understand and use Instructional Media in teaching pedagogy.

Unit-I

- 1.1 Higher Education and Learning
- 1.2 Historical Perspectives, Objectives and Role of Higher Education
- 1.3 Learning and Learning Hierarchy, Information Processing
- 1.4 Learning Events and Outcomes, Motivation.

Unit – II

- 2.1 Teaching Technology: Designs
- 2.2 Teaching Technology: Meaning and concept and scope
- 2.3 Instructional Designs
- 2.4 Types: Objective based, Skill based, Competency based, Learning & Model based.

Unit - III

- 3.1 Methods and Techniques of Teaching
- 3.2 Large Group Techniques: Lecture, Modified Lecture,

Seminar, Symposium, Panel Discussion, Team Teaching,

Project Approach and Workshop

3.3 Small Group Techniques: Group Discussion, Simulation, Role Playing

3.4 Buzz Technique; Brain Storming, Case Discussion and Assignment, Systems Approach in Education.

Unit – IV

4.1 Electronic Media in Education

4.2 Instructional Media: Concept, Selection

4.3 Use and Variety: E-Learning, e-books, e-journals, etc.

4.4 Web-based Learning: Access and Teaching Issues.

Reference Books :

1. V.S. Gupta, Communication Technology, Media Policy & National Development, concept Pub., Company, New Delhi, 1999.
2. Lewins Beck, Michael S (1994) Experimental Design Methods
3. Suhas Chakraborty, Press and Media, Kanishka Publishers, Distributors, New Delhi, 1997
4. Robert, B. Burns, Introduction to Research Methods
5. Stempel and Westley : Research Methods in Mass Communication.

Semester- II

M. Phil. (Journalism & Mass Communication)

PAPER-04 DEVELOPMENT JOURNALISM- 17JRMMP12C1

Time allowed: 3 hours

Max. Marks: 80

COURSE OUTCOMES

Course Outcomes:

- CO1: Students would be able to understand the concept of Development holistic manner, and understand its importance vis- a- vis social change(s).
- CO2: Students would gain conceptual knowledge about development communication, and various models of development communication.
- CO3: Students would be able to realize the use of various media of mass communication for development.
- CO4: Students would be able to understand, assess and analyze the role of mass media in Health & Family Welfare, Science & Technology, Agriculture, Environment, Rural Empowerment, and strengthening of Panchayati Raj institutions.
- CO5: Students would be able to take undertake field assignments/ research based assignments on development communication.

Unit -1

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

Unit- II

- 2.1 Communication and development, their inter-relationship
- 2.2 Development communication: Concept and process
- 2.3 Models of development communication
- 2.4 Participatory model of development communication

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

Unit - IV

- 4.1 Health and family welfare and Mass Media
- 4.2 Science Technology and Mass Media
- 4.3 Agricultural development and Mass Media
- 4.4 Environment and Mass Media, Rural society, Panchayati Raj, Empowerment and Mass Media

References books:

- 1^o Media Communication : Suresh Chandra Sharma
- 2^o Media Utilization for the Development of women & children, B. S. Thakur, Binod C. Aggarwal.
- 3^o Perspective on Development Communication :M. Sadahandan Nair
- 4^o Media & Development : M. R. Dua
- 5 संस्कृति विकास और संचार क्रांति : पूरन चंद्र जोशी
- 6 विकल्पहीन नहीं है दुनिया : किशन पटनायक
- 7 विकास की नई दिशाएँ : डा० शंकरदयाल शर्मा
- 8 विकास का समाजशास्त्रा : श्याम चरण दूबे
- 9 आदिवासी अस्तित्व और झारखंडी अस्मिता के सवाल : डा० रामदयाल मुंडा (प्रकाशन संस्थान)
- 10 आओ गांवो चलें : कैलाश मिश्र, राजस्थान पत्रिका)

M. Phil (Journalism & Mass Communication)
PAPER: 05 ADVANCED JOURNALISM- 17JRMMP12C2

COURSE OUTCOMES

Course Outcomes:

CO1: Students would gain theoretical knowledge about various facets of Advanced Journalism.

CO2: Students would be able to gain practical knowledge about various genres of Advanced Journalism, and utilize the knowledge in Journalism and Mass Communication.

CO3: Students would learn about use of social science research methods for journalistic purpose.

CO4: Students would gain conceptual knowledge about Precision Journalism, Online Journalism, Citizen Journalism, Defence Journalism, Cultural Journalism, Lifestyle Journalism, Environment Journalism, etc.

CO5: Students would gain knowledge about Creative Writing and Journalism, its inter-relationship(s), and about Blog- Journalism.

UNIT-I

- Interpretative Journalism - Definition, Concept, Scope, Need
- Backgrounder, Observation, Analysis, Opinion
- Objectivity versus bias in Reporting
- Public's Right to know vis-à-vis public curiosity

UNIT-II

- Precision Journalism : Use of social science research methods for journalistic research
- Computer/Internet aided reporting
- Online Journalism
- Journalism in conflict situations viz. civil unrest, war, insurgency, communal riots, etc.

UNIT-III

- Citizen Journalism – Concept and Scope
- Investigative Journalism – Need, Scope and Relevance
- Defence Journalism – Need , Importance
- Cultural Journalism – Writing reviews, Reporting Arts/Culture/Literary Events, Cinema appreciation, etc.

UNIT-IV

- Lifestyle Journalism – Definition, Basics, Relevance
- Creative Writing and Journalism
- Blog Journalism : Concept, Applications
- Environment Journalism, Disaster Management Reporting

Reference Books :

1. Rahul Mudgal, Contemporary Issues in Journalism, Vols. 1-2, Sarup & Sons, New Delhi, 1998.
2. F.N. Hoodgson, Modern Newspaper Practice, Heinemann, London, 1984.
3. Brewer Roy, An Approach to Print, Blanford Press, London, 1971.
4. V.S. Gupta, Communication Technology, Media Policy & National Development, concept Pub., Company, New Delhi, 1999.
5. Suhas Chakraborty, Press and Media, Kanishka Publishers
- 6 पत्र-पत्रकार और सरकार, काशीनाथ जोगलेकर
- 7 मीडिया विमर्श – रामशरण जोशी
- 8 मीडिया और बाजारवाद – रामशरण जोशी (राधाकृष्ण)
- 9 सूचना समाज – जगदीश्वर चतुर्वेदी

PAPER: 06 DISSERTATION
17JRMMP12C3

200 Marks (150 + 50 Viva- voce)

Course Outcomes:

- CO1: Student would be able to identify Research Problem, formulate hypothesis, and work on the research design of the topic of research.
- CO2: Student would be able to review Literature related to the research topic.
- CO3: Student would be able to use effective research method, and use statistical tools, collect and analyze data, and synthesis the information to draw valid conclusion.
- CO4: Student would be able to write a comprehensive research report/ thesis on the topic of research.
- CO5: Student would be able to utilize the research findings for further enhancement of knowledge on the topic.

Note:

Students are required to submit a dissertation on a specific topic given by the department research committee. His/ Her work will be evaluated by an outside expert and the viva-voce will be conducted by the outside expert along with the supervisor.