

M. Phil. (Journalism & Mass Communication)

One & Half Year Regular Course (Three Semesters) 2015-16

Scheme of the Examination (Semester-I)

<u>Paper No.</u>	<u>Nomenclature</u>	<u>Internal Assessment</u>	<u>Theory Marks</u>	<u>Time</u>
Paper-01	Communication Research Methodology	20	80	3 Hrs.
Paper-02	Modern Trends in Journalism	20	80	3 Hrs.
Paper-03	Instructional Methodology in Journalism & Communication	20	80	3 Hrs.

Total= 300 Marks

(Semester-II)

<u>Paper No.</u>	<u>Nomenclature</u>	<u>Internal Assessment</u>	<u>Theory Marks</u>	<u>Time</u>
Paper-04	Development Journalism	20	80	3 Hrs.
Paper-05	Advanced Journalism	20	80	3 Hrs.
Paper- 06	Digital Media and Society	20	80	3 Hrs.

Total= 300 Marks

(Semester-III)

Paper-07	Dissertation*	Total- (150+50)= 200 Marks		
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Total= 200 Marks

Grand Total= 800 Marks

Note: 1- Six theory papers will be of total 600 marks. Dissertation work will be of total 200 marks. Thus, grand total of M. Phil Programme (Semester System) will be $600+200=800$ 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).

* Dissertation= 150 + 50 Viva- Voce

M. Phil. (Journalism & Mass Communication)

2015-2016

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.

SEMESTER-I

M. Phil. (Journalism & Mass Communication)

PAPER-01 COMMUNICATION RESEARCH METHODOLOGY

Time allowed: 3 hours Marks: 80

Unit I

1. Communication Research: Meaning, definition and scope.
2. Criteria for Research: Reliability, validity and venerability.
3. Different variables
4. Types and Methods of Research.

Unit II

1. Various steps in Research: defining the research problem, reviews of literature, hypothesis.
2. Research design, Experimental, guide experimental, panel study.
3. Determining the appropriate method of data collection.
4. Types of sources, Analysis and interpretation of data and presentation of result.

Unit III

1. Statistic in research.
2. Research approaches, qualitative, focus groups, case studies, field observation.
3. Quantitative. Survey, content analysis, experimental research, sample and sampling techniques.
4. Sampling procedure, probability and non-probability in sampling, advantages and disadvantages of survey.

Unit IV

1. Research tools, questionnaires, interview schedule levels of measurement, ANOVA (Analysis of Variance).
2. Different approaches in the Mass Communication research; Mass society.
3. Media effects; political, economy, public sphere, cultural hegemony, feminism, moving images, New Advance Research.
4. 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.

SEMESTER-I
M. Phil. (Journalism & Mass Communication)

PAPER-02 MODERN TRENDS IN JOURNALISM

Time allowed: 3 hours Marks: 80

Unit- 1

1. Contemporary journalism, meaning and concept
2. Historical Perspective
3. Characteristics of present news stories
4. Managing the news context, today's news room.

Unit- II

1. Journalism and objectivity & Challenges to it
2. Credibility crisis in modern journalism
3. Distortions in journalistic methods
4. Ideology and journalism

Unit -III

1. Multi-perspective news – methods and audiences
2. Changing theory of news, affects on the audience
3. News biases and news of conflicts
4. Changing scenario of news reporting & role of reporters.

Unit - IV

1. Editorial control of the news
2. Editorial planning and strategy
3. Managing the circulation
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 विमर्श – 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)

PAPER: 03 INSTRUCTIONAL METHODOLOGY IN JOURNALISM & COMMUNICATION

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

Time allowed: 3 hours Max. Marks: 80

Unit -1

1. Development and Society
2. Concept of development
3. Indicators of development
4. Development and social changes

Unit- II

1. Communication and development, their inter-relationship
2. Development communication: Concept and process
3. Models of development communication
4. Participatory model of development communication

Unit –III

1. Mass Media and Development
2. Role of Akashwani, Doordarshan, Field publicity, DAVP Films, Division, PIB, Sound & Drama Division
3. Role of Newspaper in development
4. Traditional and other alternative modes of development

Unit - IV

1. Health and family welfare and Mass Media
2. Science Technology and Mass Media
3. Agricultural development and Mass Media
4. Environment and Mass Media, Rural society, Panchayati Raj, Empowerment and Mass Media

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
4. संस्कृति विकास और संचार क्रांति : पूरन चंद्र जोशी
5. विकल्पहीन नहीं है दुनिया : किशन पटनायक
6. विकास की नई दिशाएँ : डा० शंकरदयाल शर्मा
7. विकास का समाजशास्त्रा : श्याम चरण दूबे
8. आदिवासी अस्तित्व और झारखंडी अस्मिता के सवाल : डा० रामदयाल मुंडा (प्रकाशन संस्थान)
9. आओ गांवो चलें : कैलाश मिश्र, राजस्थान पत्रिका)

SEMESTER-II
M. Phil (Journalism & Mass Communication)

PAPER: 05 ADVANCED 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.
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M.Phil Semester – II

Paper 06

DIGITAL MEDIA AND SOCIETY

Time allowed: 3 hours

Marks: 80

Unit I

New Media Technology – Characteristic features, Information Super highway, Convergence various aspects, Fragmentation and Digital isolation, Digital Control, Digital Divide, E-governance, digital media & democracy

Unit II

New Media Theory-Perspectives, Technological Determinism, Constructivism, Functionalism, Post-modernism, Adoption ICT and Social transformation, Socio-technical paradigm, Information Commodification, New Media & Social change.

Unit III

Social and Cultural effects of New Media, Social Networking, Information Overload, Knowledge gap and cultural alienation, New media's impact on old Media, ICT for development - empowerment, right to information

Unit IV

Media in Digital Age, Digitextuality- Click theory, digitextual anesthetics, digital media's augmented space, interactivity, news room applications of Digital media & societal impact, Current trends & emerging issues in New Digital Media, including invasion of privacy, piracy, cyber crime, IT Act & policies.

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SEMESTER-III
M. Phil. (Journalism & Mass Communication)

PAPER: 07 DISSERTATION

200 Marks (150 + 50 Viva- voce)

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.