



Chaudhary Charan Singh University, Meerut
Syllabus of M.Phil. in Journalism & Mass Communication
w.e.f. 2018-19

B.O.S 05/07/2018

(For University Department only)

(Two semester/ one year programme)

Semester- I

Course –I	Advance study of Communication	M.M. 100 (Ext. 80 & Int. 20)
Course –II	Communication Research Methodology	M.M. 100 (Ext. 80 & Int. 20)

Semester- II

Course –III	Modern Trends in Journalism	M.M. 100 (Ext. 80 & Int. 20)
• Course –IV	Development Communication	M.M. 100 (Ext. 80 & Int. 20)
	Dissertation	



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Semester- I

C-I : ADVANCED STUDY OF COMMUNICATION

Max Marks : 100
(Ext. 80 ; Int. 20)

Unit 1 : Theory: Meaning and Concept

Introduction to theory building, defining theory. Characteristics of theory, Objectives of theory, General and Specific Kinds of theory, How theories are developed? Conventional Criteria for identifying a good theory, Significance of theories, models and conceptual framework in research. Overview of human communication and mass communication theories.

Unit 2

Philosophy of Indian Communication : Introduction to Naradmuni's Communication Formula. Concept and Process of Vasudhaiv Kutumbkam and Human Communication. Bharat Muni's Model of Drama. Sahridaya and Sadharinikaran (Tender Hearted and Simplification): Concept and Interpretation. Spiritual Communication,

Unit 3

Media-audience interaction : S-R theory, Perspectives of individual differences, social categories and social relations; concept of selectivity; One-step, two-step and multi-step flow; concept of Gate keeping; Gate keeping models of White and Galtung and Ruge, News flow models of McNelly, Bass and Mowlana.

Unit 4

Development Communication perspectives: Evolution of Development Communication Paradigms. Major Propositions of dominant paradigm. Daniel Lerner , Wilbur Schramm, Everett M Rogers and diffusion of innovation theory, Social marketing approach, Dependency Theory, Marxist/Socialist Paradigm, Participatory communication approach, , The Emancipatory Paradigm.

Unit 5

Mass Communication in Socio-cultural perspectives: Cultural Norms Theory, Mainstreaming / Synchronization Theory etc. Persuasion Theories, Media Violence Theories, Media Intrusion Theory, Social Semiotics, Theory, Information Processing Theory, Post-industrial society perspective, Surveillance society perspective, Informational Capitalist Perspective, Post-Modern Society Perspective

References

1. Agee, Warren K., Ault, Philip H. and Emery, Edwin: Introduction to Mass Communications.
2. Devito, Joseph A. : Communicology: An Introduction to the study of communication.
3. McQuail, Denis: McQuail's mass communication theory.
4. McQuail, Denis and Windahl, Sven : Communication models for the study of mass communications.
5. De Fleur, Melvin L. and Ball-Rokeach, Sandra J. : Theories of mass communication.
9. Swanson, David L. and Nimmo, Dan (ed.): New Directions in political communication – A resource book.
10. Nimmo, Dan : Political communication and public opinion in America.
11. Kumar, Keval J. : Mass communication in India.
12. Watson, James and Hill, Anne : Dictionary of Media and Communication Studies.
13. Baran, Stanley J and Davis, Dennis K, Mass Communication Theory, Thomson Wadsworth, Delhi



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Semester- I

C-II COMMUNICATION RESEARCH METHODOLOGY

Max Marks : 100
(Ext. 80 ; Int. 20)

Unit 1

Introduction to Communication Research: Development of communication research. Nature and scope of communication research. Characteristics of research. Elements of research: concepts and constructs; variables – dependent, independent and intervening; Levels of measurement – nominal, ordinal, interval and ratio; discrete and continuous variables.

Unit 2

Types of research: Pure research and applied research; action research; qualitative and quantitative research; ex post facto research; experimental research; survey research; content analysis; longitudinal studies; panel studies; case studies; formative and summative research.

Unit 3

Sampling methods: Probability sampling methods – simple random sampling, stratified random sampling, cluster sampling; systematic sampling – sample size; sampling error; non probability sampling methods – quota sampling, convenience sampling, purposive sampling; snowball sampling.

Unit 4

Research Procedures: Formulating research problem; literature review; stating objectives/research questions and hypotheses; developing data collection tools–questionnaires, interview schedules; scales–Likert, Guttman, Thurstone and Semantic Differential scales. Validity and reliability; Data coding and analysis. Basic statistical procedures: Non parametric statistics–chi-square; contingency table, parametric statistics – the t- test, ANOVA, MANOVA; Spearman and Pearson correlation, Introduction to computerized statistical packages. SPSS

Unit 5

Research writing and publication: Writing research reports/Thesis – chapterisation; reference/citation styles. Summary / Synopsis writing. Communication research journals, Academic publishing procedures, peer review, post publication review, ISSN, ISBN, Bibliometrics: impact factor, h- index and other systems. Current trends in social science research.

References

1. Wimmer, Roger D. and Dominic, Joseph R : Mass Media Research: An Introduction.
2. Kerlinger, Fred N. : Foundations of Behavioural Research.
3. Kumar, Ranjit. : Research Methodology : A step-by-step guide for beginners.
4. Lowery, Shearon A. and De Fleur, Melvin L. : Milestones in Mass Communication Research – Media effects.
5. Stempel III, Guido H. and Westley, Bruce H. (ed.): Research Methods in Mass Communication.
6. Dunleavy, Patrick. : Authoring a Ph.D. How to plan, draft, write and finish a doctoral thesis or dissertation.
7. Sparks, Glenn G. : Media Effects Research – A Basic Overview.
8. Reinard, John C. : Communication Research Statistics.
9. Clarke, Peter. (ed.) : New Models for Communication Research.
10. Anderson, James, A. : Communication Research Issues and Methods.
11. Stephens, Larry. J. : Schaum's Outline of Theory and Problems of Beginning Statistics.
12. Jensen, Kais Bruhn. : Handbook of Media and Communication Research, Routledge.



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Semester- IInd

C-III: MODERN TRENDS IN JOURNALISM

**Max Marks : 100
(Ext. 80 ; Int. 20)**

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



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C-IV : DEVELOPMENT COMMUNICATION

Max Marks :100
(Ext. 80 ; Int. 20)

Unit.1

Concept of development: Definitions, Indicators, Theories and Approaches: Adam Smith, Ricardo, Malthus, Rostow, Marx, Mahatma Gandhi, Modernization and the Dominant Discourse of Development, Sustainable development. Development in third world, Development and globalization. Development and communication- Approaches to development communication. Daniel Learner, Everett M. Rogers, Schramm, Participatory model of development communication- critical consciousness - active social and political involvement of beneficiaries. Communication Approach in the Modernization of the Third World.

Unit 2

Communication for Development: Indian Scenario, NITI Aayog, Development Journalism- Role of Radio and Television, Newspapers, Field Publicity, DAVP, Films Division, PIB, Song & Drama Division, IIMC, Traditional and other alternative modes of development, Case studies- Sonagachi Project, The Kheda Communication Project (KCP) and SITE, Project Chhatera - an experiment in Development Journalism, etc.

Unit 3

Communication for Rural Development: Alternative paradigms of development, Rural development policies in India – action plans, integrated rural development, democratic decentralization, Panchayati Raj. Development support communication: case studies in agriculture, health, education, population, environment, literacy and education, science popularization. , Women in development (WID), Gender and development (GAD).

Unit 4

UN and Development Agenda, United Nations and specialized agencies, United Nations Development Programme (UNDP); United Nations Educational, Scientific and Cultural Organization (UNESCO); United Nations Conference on Trade and Development (UNCTAD) and the World Intellectual Property Organization (WIPO); World Summit on the Information Society (WSIS); World Social Forum (WSF) - movement opposed to neo-liberalism and US hegemony; UNDP's Human Development Report- content and use, UNESCO and World Heritage; UNESCO's Communication and Information Sector (CI); International Programme for Development of Communication (IPDC), ADB, IMF, World Bank and other relevant initiatives and international collectives like G8.

Unit 5

Research themes in Development Communication: ICT for development, Environmental communication, Science communication, Health communication, Agricultural communication, Educational communication, Child Development, Youth Development, Skill Development etc.

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Semester- II

DISSERTATION