

SYLLABUS

FOR

**M. Phil. JOURNALISM AND MASS
COMMUNICATION**

(CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

(Semester I-VI)

Session: 2015-16



**PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA**

M.Phil. Journalism and Mass Communication (Semester System)
(Semester System)

M. Phil (Journalism & Mass Communication)

One Year Regular Course (Two Semesters) 2012-13

(Semester-I)

Paper No.	Nomenclature	Internal Assessment	Theory Marks	Time	Credits
MPHJMC-101	Communication Research	50	100	3 Hrs.	6
MPHJMC-102	Perspectives in Journalism	50	100	3 Hrs.	6
MPHJMC-103	Communication Theories	50	100	3Hrs.	6
MPHJMC-104	Seminar	50			2
					20

(Semester-II)

Paper No.	Nomenclature	Internal Assessment	Theory Marks	Time	Credits
MPHJMC-201	Development Journalism	50	100	3 Hrs.	6
MPHJMC-202	Integrated Marketing Communication	50	100	3 Hrs.	6
MPHJMC-203	Seminar	20	30 (external)		2
MPHJMC-204	Dissertation*	Total 250 Marks (200 for Dissertation evaluation + 50 for Viva Voce.)			10
					24

MPHJMC-101 Communication Research

Unit I

Research: Meaning, definition, scope
Criteria for Research: Reliability and validity,
Different variables, Research process, problem identification, research designs,
Types and methods of research.

Unit II

Various steps in Research: defining the research problem, review of literature, hypothesis, panel study, data collection, presentation, analysis and interpretation of data and presentation of result, sample and sampling techniques.
Sampling procedure, probability and non-probability in sampling, Random sampling, complex random sampling, measurement and scaling techniques.

Unit III

Statistics in research: Central tendency, dispersion, asymmetry, correlation, regression analysis, multiple correlation and regression, partial correlation, association, index numbers, time series.

Unit IV

Research approaches, qualitative, focus groups, case studies, field observation,
Quantitative Survey, advantages and disadvantages of survey. content analysis, experimental research, panel study.
New trends in Mass communication research.

Unit V

Different approaches to the Mass Communication research; Mass society. Media effects; political economy, public sphere, cultural hegemony, gender, moving images, New Advanced Research. Readership surveys, audience research, Media reach and access.

Practical exercises:

Conducting surveys, interviews, brief introduction to statistical softwares,

Suggested Reading:

1. Robert, B. Burns, Introduction to Research Methods.
2. Kothari, C. R. Research Methodology: Methods and Techniques, New Age International Publishers, New Delhi.
3. Mass media research by Dominick and Wimmer

4. Research methods in social relations by Clarie Selitz et al
5. Mass media and the national experience: essays in communication history by Farrpr and Stevens
6. Trends in content analysis by Pool
7. Media analysis techniques by Klaus krippendrof
8. Research methods in mass communication by Westley and Stemple
9. Content analysis: Handbook of social psychology by Bernard Berelson
10. Content Analysis by Stone
11. The modern research by J.Greff and Henry
12. Research in social science by T David Nachmias et al
13. Communication yearbook series
14. Communication research in Asia by Goonasekara et al
15. Methods in social research by Kothari

MPHJMC - 102 Perspectives in Journalism

UNIT I

Imperialism and globalization; Media and cultural studies; Media ethics; Globalization theories and media internationalization: a critical appraisal ; Globalizing media law and policy

UNIT II

Origin and development of press in India – Media censorship – Indian media in the age of globalization – characteristics of yellow journalism

UNIT III

Historical perspective of mass media laws– Press Commissions – objects and functions of Press Council: general powers, guidelines and policy formulations – impropriety and press freedom – code of conduct for newspapers – Small and Medium Newspaper Development Corporation – protection of confidential sources of information – controversies over confidentiality

UNIT IV

Ethical Issues and Challenges of Electronic News Gathering (ENG) – news in the global public space - peak and valley theory of producing - opening and closing the package: merits and demerits – off-the-record comments – Freedom of Information Act - Government control of media – developing sources

UNIT V

Formation of public opinion – emerging chaos of global news culture – the local press and the McDonaldization thesis - centrality of banal journalism in news discourse – gendered news practices in different national contexts – Concepts and case studies: Annotative reporting – Interpretative and Investigative journalism - Chequebook journalism, paid news syndrome, private treaties, web journalism.

Suggested Reading

Boyd- Barrett, O. & Rantanen, T (eds) (1999) *The Globalization of News*. London: Corwin Press
Clausen, L (2003) *Global News Production*. Copenhagen: Copenhagen Business School Press
Elliott, W.A. (1986) *Us and Them: A Study of Group Consciousness*. Aberdeen: Aberdeen University Press.
Franklin, Bob et al (2005) *Key Concepts in Journalism Studies*. New Delhi: Vistaar Publications
Keeble, Richard (2009) *The newspapers handbook*. NY:Routledge
Singh, Manorama (2007) *History of Journalism*. New Delhi: Discovery Publishing House
White, Ted (2005) *Broadcast news: Writing, Reporting and Producing*. USA: Elsevier

MPHJMC - 103: Communication Theories

UNIT – I

Nature of Theory – Relationship between Theory and Research – Theorizing Communication – Western and Eastern perspectives.

UNIT –II

Communication Theories: Cultural; Psychological, Sociological theories.

UNIT – III

Effects of Mass Communication – Limited, Moderate, Powerful Effects Model, Information Seeking Paradigm, Issues in Communication: Media Effects – Learning – Change – Socializing – Cultural Violence and Cultivation aspects – Catharsis – Gender and weaker section perspectives.

UNIT – IV

Critical attitudes to the Four theories of the Press; Diffusion Theories – Elements, consequences and critique of diffusion of innovation model; Communication Models – evolution of communication models in developing countries; New approaches to communication theory – Dominant Paradigm, The paradigm shift.

UNIT – V

New Media Theory – perspectives, Technological Determinism, constructivism, Functionalism, Postmodernism; Characteristics of New Media – Uses, Adoption ICT and Social Transformation

– socio-technical paradigm, Information co modification: new consumption norms – knowledge gap.

Application of above listed media theories.

Suggested Readings:

The dynamics of Mass Communication – By Dr. Joseph Dominick. McGraw Hill, 1993

Communication Theories – By J. Severin and Tankard, Hasting House, NY, 1979

Using Communication Theories – By Swen Windal et al., Sage, 1992.

Handbook of Radio and Television Broadcasting – By James Fletcher (1982)

Many Voices One World – UNESCO (1982)

Communication for Tomorrow; Policy Perspectives – Ed. By Glen O Robinson

Television as a social force – by Richard Adler et al. Preagar Publishers

The Story of Mass Communication : An Indian Perspective – By Gurmeet Singh Mann (1987)

INSAT Effects study – By Arbind Sinha and K.M. Parmer (ISRO 1995)

Handbook of New Media: Social Shaping and Consequences of ICT – by University of California Los Angeles, London School of Economics and Political Science, Sage Publications Inc

Media Technology and Society, A History: From the Telegraph to the Internet – by Brian Winston, Routledge Publications, 1998

Mass Communication: An Introduction – by John R. Bittner, Prentice Hall Inc. NJ 1980

Mass Communication: Theory and Practice – by Uma Barykam Gar – Anand publications Pvt. Ltd., New Delhi, 1994

Mass Communication Theory – by Dennis McQuail, Sage Publications, 2005.

MPHJMC 104 Seminar

The students will be required to present weekly seminar on one of the following books:

Milestones in Mass Communication Research- Melvin DeFleur.

Media in 21st Century – K.M. Srivastava

Mass Communication Theory – Dennis McQuail

These seminars will be evaluated by the faculty.

MPHJMC- 201 DEVELOPMENT COMMUNICATION

UNIT I

Evolution of the theory and practice of development communication - Critical perspectives - characteristics of developing societies, development dichotomies, gap between developed and developing societies - Dominant discourse of development - Communication strategies for empowerment- Development of behaviour, perception, learning, motivation and attitude. Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behaviour, Regional culture and ethnic identity.

UNIT II

Right to Information, Human Rights - Social stratification: development implications in rural-urban context - Pluralism and its implications - Conflict and Consensus in Indian Society.

UNIT III

Changing structure of Indian economy: Role and performance of agriculture - Organized and unorganized sectors - Poverty and Unemployment problems - Liberalization and Globalization - Consumer movements and Environmental movements - Role of government - Foreign investments and Role of multinational corporations - International organizations for development such as World Bank, UNDP, IMF.

UNIT IV

Issues in development and development support communication: Population, Health, Agriculture, Education, Communication/media, Industrial, Economic, Science and technology, Environment, National integration, Communalism, Religion and politics, Class and Caste conflict, Gender equality, Minimum needs, Child labour.

UNIT V

Gandhian Approach to development. Impact of new communication technology: Quality of life, Access to information, Privacy, Interactive communication, Rich-poor divide, Digital divide, New World Information and Communication order – Government initiatives, policies and schemes. (Dairy development, rural toilet scheme, cleaning of rivers and pollution, MNREGA, etc.)

Suggested readings:

Agunga, R.A. (1997) *Developing the Third world. A communication approach*. Commack, NY: Nova Science.

Altafin, I. (1991) Participatory Communication in Social Development Evaluation. *Community Development Journal*, 26 (4), 312-314.

- Atkin C. & Wallack L. (Eds.) (1990) *Mass Communication and Public Health: Complexities and Conflicts*. Newbury Park: Sage Publications.
- Bandura, A. (1977) *Social learning theory*. Englewood Cliffs, NJ: Prentice Hall.
- Beltrán, L.R. (1976) Alien premises, objects, and methods in Latin American communication research. In E. M. Rogers (Ed.) *Communication and development: Critical perspectives* (pp. 15-42). Beverly Hills: Sage.
- Carey, J.W. (1989) *Communication as culture : essays on media and society*. Boston: Unwin Hyman.
- Diaz-Bordenave, J. (1977) *Communication and rural development*. Paris: Unesco.
- Glanz K. & Rimer B.K. (1995) *Theory at a glance*. Washington: National Institute of Health.
- Hagen, E. (1962) *On the theory of social change*. Urbana, IL: University of Illinois Press.
- Hamelink, C. (1990) Integrated approaches to development communication: A study and training kit, *Journal of development communication*.
- Holder, H.D. & Treno, A.J. (1997) Media advocacy in community prevention: News as a means to advance policy change,
- Mita, R. & Simmons, R. (1995) Diffusion of the culture of contraception: Program effects on young women in rural Bangladesh, *Studies in family planning*, 26 (1), 1-13.
- Mlama, P.M. (1991) Women's participation in "communication for development": The popular theater alternative in Africa, *Research in African Literatures*, 22 (3), 41-53.
- Mody, B (1991) *Designing messages for development communication: An audience participation-based approach*. Newbury Park, CA: Sage.
- Ogundimu, F. (1994) Communicating knowledge of immunization for development: A case study from Nigeria, in Moemeka, A.A. (Ed.) *Communicating for development*
- Zinanga, A. & Ikim, Y.M. (1992) Changing men's attitudes and behavior: The Zimbabwe male motivation project, *Studies in Family Planning* 23 (6), 365-375.
- Quarmyne, W. (1991) Towards a more participatory environment: Cross-linking establishment and alternative media, In K. Bofo (Ed.), *Communication processes: Alternative channels and strategies for development support*. Ottawa: IDRC.
- Rockefeller Foundation (1999) *Communication for social change: A position paper and conference report*. New York: Rockefeller Foundation.
- Rogers, E.M. (1976) Communication and development: The passing of the dominant paradigm, *Communication research* 3 (2), 213-240.
- Rogers, E.M. (1983) *Diffusion of innovations*, 3rd edition. New York: Free Press.
- Rogers, E.M. & Kincaid, D.L. (1981) *Communication networks: A paradigm for new research*. New York: Free Press.

MPHJMC 202: Integrated Marketing Communication

UNIT I

Understanding Marketing Communication: The marketing communication mix, , Integrated marketing communication : The IMC Planning process, The marketing strategy, Understanding Consumer behavior, Understanding the Communication process, Structure of the Advertising and Promotion World, Promotion Tools: Sales Promotion, Direct Marketing, Public Relations,

Publicity and Corporate advertising, Unconventional promotional media. The media planning and strategy: Print Media, Broadcast media, Out of home media, etc. Digital media.

UNIT II

Event Management: Idea and concept, Event planning, Budgeting, Implementation and Evaluation, Study of audience profile, perception and reception of communication. Latest trends and role of new media technology.

UNIT III

Advertising: Target market, positioning, Measuring brand strength, message research, Communication effectiveness. Campaign designing and testing. The DAGMAR approach to setting objectives and measuring advertising effectiveness.

UNIT IV

PR & Corporate Communication: communication plan, Industrial relation and public relations, Customer relations and media relations, Making print and electronic ads, preparing PR reports, press notes etc., conducting mock press conferences, making presentations with special reference to electronic media, Managing corporate crisis

UNIT V

Media Marketing: Marketing and communication strategies for media (print, electronic and digital), Strategies for increasing circulation, TRPs and maintaining brand loyalty.

Suggested Readings:

Barker, C. (1999) Television, Globalization and Cultural identities, Milton Keynes: Open University Press.

Chambers, I. (1986) Popular Culture: The metropolitan experience. London: Methuen

Chris Barker (2008), Cultural studies (theory & practice), Sage Publications, Los Angeles

Daniels, T. and Gerson, J. (eds) 1989 The Colour Black. London:

Kruti Shah (2008), Advertising and Promotions an IMC perspective, Tata McGraw-Hill Publishing Company Limited New Delhi

Fiske, J. (1989) Reading popular culture

Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996

Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000

Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000

Global Information and World Communication (2nd edition)– by Hamid Mowlana
Sage Publications, New Delhi, 1997

Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001

Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997

The media and cultural production – By P. Eric Louw, Sage publications, NewDelhi, 2001

Media morphosis – By Roger Fidler, Sage publications, 1998

New media – By Ronald Rice, Sage Publications, 1984

Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998

Media performance – By Denis McQuail, Sage Publications London, 1992

New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986

Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995

New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications

Advertising, Dr. C.N. Sontakki, 1994, Kalyani Publishers, New Delhi.

Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.

Handbook of Public Relations in India, D.S. Mehta, 1998, Allied Publishers, 7.

Jan Sampark (Punjabi): Dilgir, H.S.

Future of Journalism, Mass Communication and Public Relations: Jan R. Hakemuldar.

Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.

Handbook of Public Relation and Commuincation : K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd. New Delhi. - Market Management by Philip Kotler

MPHJMC 203: Seminar

The students will be required to present seminars based on reading the following books:

Rogers, E.M. (1983) *Diffusion of innovations*, 3rd edition. New York: Free Press.

Mody, B (1991) *Designing messages for development communication: An audience participation-based approach*. Newbury Park, CA: Sage.

Kotler, Philips, Marketing Management: Prentice Hall of India

The students will be required to present seminars on all the books listed above

MPHJMC 204: Dissertation

250 Marks (200 + 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.