

SYLLABUS

FOR

M. Phil. JOURNALISM AND MASS COMMUNICATION

(CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

(Semester I-II)

Session: 2019-20



**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) 2018-19

(Semester-I)

Paper No.	Nomenclature	Internal Assessment	Theory Marks	Time	Credits
UC/MPHJMC101/19	Communication Research	50	100	3 Hrs.	6
UC/MPHJMC102/19	Media issues	50	100	3 Hrs.	6
UC/MPHJMC103/19	Communication Theories	50	100	3Hrs.	6
UC/MPHJMC104/19	Seminar	50			2
					20

(Semester-II)

Paper No.	Nomenclature	Internal Assessment	Theory Marks	Time	Credits
UCMPHJMC-201	Integrated Marketing Communication	50	100	3 Hrs.	6
UCMPHJMC-202	Seminar	20	30 (external)		2
UCMPHJMC-203	Dissertation*	Total 250 Marks (200 for Dissertation evaluation + 50 for Viva-Voce.)			10
					18

OBJECTIVES

- 1 Educate students to have knowledge about importance of research in mass media. □ 2 Encourage students' analytical and creative skills in order that they will be prepared to do research at PHD level.
- 3 Prepare students for lifelong productive careers which may include research scholars and professors.
- 4 To train the minds of students for scientific inquiry.
- 5 To make them competent to earn to identify problems and learn methods to finding answers to those problems.

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, 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, 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. analysis, participatory observation, 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, analysing moving images, New Advanced Research. Readership surveys, audience research, TRPs, Media reach and access.

Practical exercises:

Conducting surveys, interviews, brief introduction to statistical softwares,

- 1 This course will provide the students with the concept of research and various types of research
- 2 Students will be able to analyse and synthesize theory and research related to one or more of the fields of study represented within the Department 'M.phil. program
- 3 Students will be able to apply their knowledge of theory and research to the generation of appropriate research questions, and to the collection and analysis of data designed to answer research questions related to their field of study.
- 4 Students will demonstrate skills in course design, classroom teaching, and evaluation of student performance through exams/papers.
- 5 Students with the goal of pursuing further PhD will be able to apply their knowledge of theory and research efficiently.

Suggested Reading:-

□ Dominick and Wimmer, Mass Media Research □ P.V. Young, Political and Social Research Method □ Kerlinger, Foundation of Behavioral Research □ Berelson, Content Analysis in Communication Research □ Gillian Rose, Visual Ethnography □ C.Reinard, Communication Research Statistics □ C.Reinard, Introduction to Communication Research

- Manoj Dayal, Media Metric: An Introduction to quantitative Research in Mass Communication.
- Rosengren, Advances in Content Analysis □ Susanna Priest, Doing Media Research: An Introduction □ Bonnie S. Brennen, Qualitative Research Methods for Media Studies □ G.C.Stanczak, Visual Research Method: Image, Society and Representation □ J.Buddenbaum, Applied Communication Research.

OBJECTIVES

1. The course provides students with an overview and brief history of the media laws.
- 2 Students will explore various media ownership patterns
- 3 To make them aware about various regulatory bodies and significance of RTI in today's era.
- 4 This course explores social media dynamics including its social and psychological effects on children's and teenagers.
- 5 The course also focus on the anti-social face of social media.

UNIT I

Media, Imperialism and globalization; Definition and Concept, Media ownership patterns, MMC's, Conglomerates, Crowd Funded journalism, Media and cultural studies; Media ethics; Globalizing media law and policy, Indian media in the age of globalization – characteristics of yellow journalism.

UNIT II

Media ethics; Difference between media laws & Ethics, Ethical concerns, objectivity, credibility, Relevance, Truth, Trial by media, Sensational, Privatization, Reference by guilt, Fake News, Misinformation, disinformation, Media Censorship, self censorship.

UNIT III

Press Commissions – objectives and functions of Press Council: general powers and guidelines–
Relevance of Press Council in modern times, Regulatory Bodies: BCCI, ASCI, IPRA, PRSI.

UNIT IV

Ethical Issues and Challenges of Electronic News Gathering (ENG) – news in the global public space – Packaging TV News, Competition among TV Channels, especially news Channels, RIT Act, Freedom of Speech of action, Information Act, RIT Act.

UNIT V

Social media: Definition, meaning & tools of Social media, Social and Psychological effects of social media with special reference to children and teenager, relevance of legacy media in the age of social media, Issue of social media , gate keeping in social media, Anti social face of social media.

OUTCOMES

1. The students will get an insight into the various laws and ethics.
2. The students will be in better position to distinguish between the real and fake news/information on social media.
3. The students will learn the effects of social media in coming times and how to cope up with addiction of social media.
4. They will learn the process of RTI
5. Students will learn to analyze how new media coverage effects social change.

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

Nath, Shyam. Assesing the state of web Journalism. Authors press, New Delhi, 2002

Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi. 2004

Bhargava, PGopa. Mass Media & Information Revolution. Isha Book, New Delhi. 2004

Menon, nnaratama. The Communication Revolution. Nation Book Trust.

Palvik j.V. Media in the Digital Age. Columbia University press.

Newspaper & Magazine Articles about New Media

Neelamalar, M, Media Law and Ethics PATTerson, Philip, Media Ethics: Issue and Cases

Ward, Stephen J.A. ward, global Media Ethics: Problems and Prespective

OBJECTIVES

1. To course introduces students to various theories in research and its relevance in modern times.
2. The content of the course will focus on various theories of press and communication model.
3. The course help the students understand the new media theories and its various perspectives.
4. The program emphasized the development communication and its application. 5. To make them aware about the use of ICT

UNIT – I

Application of theories in research, relevance of theories in modern times, Miles stones of Mass communication research,

UNIT –II

Communication Theories: Cultural; Psychological, Sociological theories, film theories, their relevance and application

UNIT – III

Media Effects theories- Limited, Moderate, Powerful Effects, Information Seeking Paradigm, relevance of communication theories in Indian context.

UNIT – IV

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 of ICT and Social Transformation – theories related to social media and their application, Development communication: concept, theories, application.

OUTCOMES

1. Students will learn the relevance of communication theories and its applications in field.
2. They will learn all the features of new media.
3. The students will be in better position to work with online media industry.
4. The students will be in better position to write about the development journalism.
5. A broader view to new approaches to communication theory will be gained.

Texts and References:

- Wimmer, Roger, D and Dominick, Joseph,R. Mass Media Research, Thomson Wadsworth, 2006,
- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- John Fiske. Introduction to Communication Studies, Routledge Publications,1982.
- David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon,2002.
- Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004,
- Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave
- Joseph Dominick Dr. Joseph ,The dynamics of Mass Communication – By. McGraw Hill, 1993
- J.Severin and Tankard, Communication Theories, hasting House, NY,1979
- Many Voices One World – UNESCO (1982)
- Ed. By Glen O Robinson; Communication for Tomorrow; Policy Perspectives
- Television as a social force – by Richard Adler et al. Preagar Publishers
- By Gurmeet Singh Mann; The Story of Mass Communicaion : An Indian Perspective (1987)
- DeFleur, Milestone in Mass Communication Research
- Monaco, James, How to read a film

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 Denis McQuail, Sage Publications, 2005.

OBJECTIVES

1. This course offers students the opportunity to develop speaking skills.
2. Encourage the students to read the relevant books on mass media.
3. Develop reading skills among the students.
4. This course will provide the students to study all the books helpful in clearing UGC exam
5. Train the students to give PPT.

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.

1. Presentation skills will be improved.
2. The students will be able to make use of visual media and audio-visual material.
3. Students will be able to judge when to speak and how much to speak clearly.
4. Listening skills will be enhanced.
5. Problem-solving skills and apply theoretical knowledge.

(UC/MPHJMC-201)
Integrated Marketing Communication

(UC/MPHJMC-201 (2019))

Objectives

1. This course will help the students to build a basic understanding of market.
2. Prepare students for organizing event.
3. Educate the students how to design and plan advertising campaign.
4. This course will help the students build a basic understanding about PR and its relation with various publics
5. Focus on making the students to be entrepreneur and how to develop self-employment skills.

UNIT I

Understanding Marketing Communication: The marketing communication mix, , Integrated marketing communication : The IMC Planning process, The marketing strategy, Understanding Consumer behaviour, 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 and media marketing, Target market, positioning, Measuring brand strength, message research, Communication effectiveness, Online advertisement and marketing, 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 and CSR.

UNIT V

Entrepreneur and Skill Development

Meaning definition and concept of entrepreneurship, Nature and scope of media Entrepreneurship, duties and responsibilities of the entrepreneurs, Challenges and risks in media entrepreneurship, famous entrepreneurship, Grasp the basic principles of freelancing & self employment

OUTCOMES

1. Students should develop confidence and skills related to the organizing events
2. Students will learn how to write press release and reports.
3. Develop the skills of handling situation in crisis.
4. Become efficient to be a freelancer and self-employed.
5. Learn to critical evaluate the advertisements.

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

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

Roger Fidler, Media morphosis, Sage publications, 1998

Ronald Rice, New Nedia, Sage Publications, 1984

Denis McQuail, Media Policy, Sage Publications, London, 1998

Denis McQuail, Media performance, Sage Publications London, 1992

Ferguson, Marjorie, New Communications Technology and the Public Interest: Comparative Perspectives on Policy and Research, Sage publications, 1986

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

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

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

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

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

(UC/MPHJMC 202)

Seminar

(UC/MPHJMC-202 (2019))

OBJECTIVES

1. This course offers students the opportunity to develop speaking skills.
2. Encourage the students to read the relevant books on mass media.
3. Develop reading skills among the students.
4. This course will provide the students to study all the books helpful in clearing UGC exam
5. Train the students to give PPT.

OUTCOMES

- 1.Presentation skills will be improved.
- 2.The students will be able to make use of visual media and audio-visual material.
- 3.Students will be able to judge when to speak and how much to speak clearly
- 4.Listening skills will be enhanced.
- 5.Problem-solving skills and apply theoretical knowledge.

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

(UC/MPHJMC-203)

Dissertation

(UC/MPHJMC-203 (2019))

250 Marks (200+50 Viva- voce)

OBJECTIVES

1. This course offers students the opportunity to develop media expertise by working with the professionals in the field.
2. Encourage the students to choose the research topic relevant to today's times.
3. Develop student's critical reading and writing skills.
4. Train students to collect, analyze, interpret and present data.
5. Explore the role of data in formation of research report.

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.

OUTCOMES

1. This course will develop the confidence and communication skills among the students.
2. The students will learn how to prepare the synopsis and writing a research report.
3. The importance of library and internet in the research will become clear through this course.
4. The students will develop the skills of giving presentation.
5. Level of patience will be increased.