Andhra University

REGULATION AND SYLLABUS RELATING TO
Master of Journalism and Mass Communication
(MJMC) Degree Examination
Semester system (with effect from 2007-2008)

1. The course for the MJMC degree examination shall be of 2 years duration, consisting of four semesters.

2. Candidates seeking admission into the MJMC Course shall be required:
   a) To have passed any Bachelor degree of this university (other than BFA) and any other university recognized by the Academic Council.

   b) To have passed the entrance test conducted by Andhra University subsequently to become eligible for the purpose of admission. The question paper shall include the following:
      I) Journalism and Mass Communication
      II) Current affairs and general knowledge Language skills
      III) Language skills

3. Admission Procedure:
   Admission into the course shall be made according to the rules as prescribed by the University from time to time.

4. Academic Requirements:
   a) The two-year study consists of four semesters, covering theory papers and practicals. (See Annexure)
   b) Every student shall be required to attend 75% of theory and practical classes in all the four semesters.
   c) Every student shall work for the practice journal or news bulletin and studio-video cassettes under the guidance of the teaching faculty of the department.
   d) All the students are required to participate in the professional tour of media centers arranged by the department and submit a tour report to the department.
   e) No student shall be allowed to appear for the examinations both the theory and practical unless he/she produces a certificate of completion of all the academic requirements (practice journal or, news bulletin, audio and video cassettes and professional tour) as the case may be.
   f) Students are required to take active part in the seminar wherein they should present papers and participate in the discussion that follows. Necessary alteration, if any, may be affected on the seminar paper in the light of the discussion held for the purpose of evaluation.
g) The students in the fourth semester shall undergo an internship in any media organization for a period of three weeks and produce a certificate to that effect from the organization concerned.

5. Examination Evaluation:

a) All the theory papers in the four semesters shall be valued by the external and internal examiners.
b) Practical examination papers/assignments (if any) shall be valued by the internal examiners in the respective semesters.
c) The oral (Viva-voce) examination shall be conducted by both internal and external examiners.
d) The medium of instruction and the examination shall be in ENGLISH only.
e) A candidate shall be declared to have passed the examination he/she obtains not less than 45% of the total marks in all the semesters put together. A candidate shall be declared to have passed the examination if he obtains not less than 40% in each paper, including practical.
f) Candidates who have completed the course in each semester with required attendance after fulfilling other academic requirements shall be permitted to continue the next semester course irrespective of whether they have appeared or not at the previous examination(s). Such candidates may be permitted to appear for the examinations of earlier semesters with the examinations of later semesters simultaneously.
g) If a candidate is unable to appear or fails he/she shall be allowed to have two more chances in the coming two years following the semester.
h) If he/she fails in theory papers, he/she may be allowed to appear for theory examination, which includes all theory papers in the respective semesters. Similarly, if he/she fails in one of the practical papers, he/she may be allowed to appear for the practical examination only. In any case, the candidates need not have to submit dissertation and seminar papers afresh.

6. Improvement provision

The candidates declared to have passed in the examination of the MJMC course might re-appear for the same examination after completing the course to improve their marks in the succeeding two years.

7. Classification
The classification for pass divisions is:

a) 60% and above --- First class
b) 50% and above, but below 60% -- Second class
c) 40% and above and below 50% -- Third class
Annexure
Scheme of Examination

<table>
<thead>
<tr>
<th>Subject code</th>
<th>Subject title</th>
<th>Theory papers</th>
<th>Duration</th>
<th>Mid-term exams</th>
<th>Total Marks</th>
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<td>Communication theory</td>
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<td>Advertising</td>
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<td>Science Communication</td>
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Semester I

Paper 1
History of journalism

Unit 1

Unit 2
Early journalism in Bengal-Bombay and Madras presidencies – Growth of national press – Press in 19th century - Raja Ram Mohan Roy - BalagangadharTilak

Unit 3
Indian press and freedom movement – Gandhi’s contribution to Indian journalism – Nehru era – Government v/s Press – Indian Press and Emergency –Recent trends in journalism

Unit 4

Unit 5

Books
1. Nadig Krishna Murthy (1966). *Indian journalism Mysore, Mysore University Press*
2. S.Natarajan. *Indian journalism*
4. JV Seshagiri rao. *Studies in the history of journalism*
5. R.Anand Sekhar. *Journalism charithra vyavastha*
6. Publication Division: *Five Eminent Editors*
7. Bangalore: *Telugu journalism charithra*
Paper II
Reporting and feature journalism

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5
Column writing – writing creative middles – language as a tool of writing – art of translation – practical exercises – beats

Reference books
1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg: The professional journalist
3. Ralph S. Izard: Reporting the citizen’s news
4. M.V. Kamath: Professional journalism
6. Patanjali Sethi: Professional journalism
7. Tom Wolfe: The New Journalism
Paper III
Communication Theory

Unit 1
Communication and Mass communication: Definitions Five eras of Media Theory
The era of Mass Society and Mass Culture The limited effects of Paradigm- Cultural Criticism of limited effects paradigm Emergence of Moderate-effects perspective

Unit 2
Rise of media industries and Media Society Theory- The beginning- The rise of yellow Journalism- Mass Society and Media- Magic bullet theory
Propaganda- Origin and Growth- Lazwell’s propaganda Theory- Walter Lippman’s Theory on Public Opinion Formation
Early Propaganda theory and Modern Propaganda theory- Noam Chomsky’s Theory of Propaganda
Paradigm shift in Mass Communication theory- Two-step flow of Communication
Limited-effects theory- Attitude change theories- Emergence of Media effects- The Selective Process

Unit 3
Narrative theories- Libertarian theory- Criticism- Govt. regulations- professionalism in Journalism- Limitations
Social responsibility theory- Relevance to Modern Society- Civic Journalism and Development Journalism- Other theories- Democratic participant Theory- Development Media Theory
Critical theory- the rise of cultural theories in Europe- Frankfurt School- Development of Neo-Marxist theory- Political Economy
Social Construction of Reality- Dependency Theory

Unit 4
Themes of Media and Culture- Medium is the message- Social Marketing Theory-
Knowledge Gap- Agenda setting- Spiral of Silence- Cultivation Analysis
Media as cultural industries- Commodification of Culture- Advertising

Unit 5
Mass media and Accountability- Media violence theories- Focus on children and violence- TV violence theories
Social learning- Social Cognition from Mass Media Aggressiveness Cues- the Context of mediated violence- Active theory of TV viewing- Media and children’s socialization
Systems theories of Communication process- the rise of System theories- mathematical theory of Communication/Information theories- Applying System theories to Communication
Reference books

**Paper IV**

**Advertising**

**Unit 1**
Evolution of advertising - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system -market research – vocational aspects of advertising

**Unit 2**
Planning and campaigns – Media selection – newspapers – Magazines – Radio _ Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular-Bulletins

**Unit 3**
Outdoor advertising in India -Commercial advertisings over - All India Radio - Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

**Unit 4**

**Unit 5**
Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

**Reference books**
2. Dunn: Advertising its role in modern society -
3. Hepner: Advertising psychology and research –
Paper V
Science communication

Unit 1
Science communication – Definition – Nature – Scope and need – History of science communication – Key elements

Unit 2
Science communication and development – Science and technology in the ancient world - In ancient and medieval India – Diffusion of science and technology in British India – Progress in science and technology in post 1947 India communication and communication in modern India

Unit 3
Introduction to science writing – Science writing in media – Introduction and skills – Expanding fields for science writing – Science news – Writing science news – How to write a story

Unit 4
Scientific temperament – Science convention – three principles of usefulness – Science reporting in radio – Newspapers – Magazines – Television – Communication for health and medicine – Communication Technology in delivering health messages

Unit 5
The new technologies of power and the alternative systems of communication and development – Science and censorship-Safeguarding the future – Population and human survival

Reference Books
3. D.W. Burkett (1973): Writing science news for the mass media, Gulf publishing company, Redas, Texas, USA
Semester II
Paper 1
Radio Journalism

Unit 1

Unit 2
Studio operations – sound and acoustics – tapes and recording – recording different formats – dubbing techniques – AM and FM broadcasting

Unit 3

Unit 4
Who is who in radio – station director _ Asst . Station Director – Programme Executive – Transmission Executives – Announcer – Other crew

Unit 5

Reference books
2. U.L.Barua: *This is All India Radio*.
3. Mehra Masani: *Broadcasting and the People*.
5. G.C.Awasthi: Broadcasting in India.

Paper II
Media Laws

Unit 1
Indian constitution – Salient Features – Fundamental rights – Article 19 (!)(A)- freedom of the press

Unit 2
Unit 3

Unit 4

Unit 5
Censorship Law and Internet – Laws and Cyberspace – emerging trends – Laws relating to cable and satellite TV

Reference books

Paper III
Editing and Print media

Unit 1

Unit 2
Editor – News editor – Sub-editor- their responsibilities – Editorial writing – Letters to the editor – Leads – Principles of rewriting – Rural news editing

Unit 3

Unit 4
History of photography – Photo editing / cropping – Layout and design of different pages – Magazine production techniques

Unit 5
Journalism ethics- accuracy-fairness-completeness- code of ethics- Journalism and objectivity- the influence of news values- objectivity in practice- redefining objectivity- objectivity as a perspective- use of language.

Reference books
Paper IV
Media management

Unit1
Types of organistaion – functions – newspapers departments – editorial circulation –
advertising – Production – Types of ownership pattern – Advantages and disadvantages

Unit2
Newspapers finance and control – newspaper registration – RNI – Recruitment policy –
training – Wage policy - Wage boards – Readerships surveys – ABC-Advertising policy

Unit3
Press commissions - Recommendations — Press Council of India – structure –
Composition – Guidelines

Unit4
Origin and growth of radio network – All India radio and Doordarshan – Prasar bharathi
– Organizational structure – FMRadio.

Unit5
Television – Growth – Private TV – Cable TV- DTH- CAS- TV ads. Regulations

Reference books
publications
3. ULBarua: This is All India Radio.
5. HRLuthra: Indian Broadcasting.
6. Reports of Information and Broadcasting Ministry.
7 First press commission Report , Vol I & II.
8 Second press Commission Report Vol I & II.
Paper V
Gender and Communication

Unit 1
Gender- Sex, Gender Identity and Gender role –Masculine and Feminine cultures-
Gender values
Feminism – Types of feminism- Marxist- Socialist- Radical feminism
Waves of feminism- first, second and third wave

Unit 2
Feminist communication theories - Structuralism– Muted group theory– Stand point
theory- Post structuralism– Performance and positioning theory – Transgender and
Cyborg theory

Unit 3
Gender and communication, verbal interaction- non-verbal interaction- topics of
discourse- perception and evaluation of speech
Explaining gender differences- non-verbal gender differences- theoretical issues-
experimental designs- meta-analysis

Unit 4
Gender and Mass Communication in a Global Context-Challenge of re-visioning gender
values, Women journalists in the western world, Global context of women in
communication- Women, racial and sexual minorities in the media- Women in
Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism

Unit 5
Gender and violence- Screening and reporting violence - Effects of violence in media -
News and mythology of anti woman violence - Unusualness and crime news- Reforming
the news - news, violence & women
Women and international communication – Women's International Network (WIN) news,
Women's International News Gathering Service (WINGS), Feminist International Radio
Endeavour (FIRE)

Reference books
   Communications. London: Sage Publications
   London: Sage Publications
   Sage Publications
Semester III
Paper I
Cultural communication

Unit 1
Intercultural communication – Origin – Need – Approaches – Behaviouristic –
Humanistic – Moderate – Components – Definition - meaning

Unit 2
Models in inter - cultural communication – Aristotelian – Cybernetic- Biological –
Psychological modes – Perception of the world – Senses – Influence of culture – Greek –
Hindu - Buddhist

Unit 3
Retention of information – ancient and modern views – Verbal communication –
Language – Hindu – Buddhist – Greek and Islamic theories - industrial – non industrial
cultures

Unit 4
Inter cultural communication – Non verbal communication – Hindu theories and modern
theories - Cultural institutions – Family – School- Mass media

Unit 5
Role of media in intercultural communication – Traditional and mass media – Inter
Cultural Broad casting – Communication technology – Cultural change – technology and
change

Reference books
1. Frank J.Lechner and John Boli (2005). World Culture: Origins and consequences
5. Samuel P.Huntington.(1996). The class of Civilizations and The Remaking of world
Paper II
Development communication

Unit 1

Unit 2

Unit 3
Development communication – definitions- nature- scope- merits and demerits – case studies of SITE and Jabua development communication project– Development support communication – an overview – Communication and Human development – literacy – population control- Sanitation – Gram panchayat - AIDS

Unit 4
Participatory development – Communication – Participation and development / community development – social capital – and theories – participatory communication research – case studies

Unit 5
Multi media approach to development issues – Interpersonal communication – traditional communication - Mass communication – Radio – Video- films – case studies

Reference books

Paper III
Public Relations

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5
Preparation of literature for PR campaigns through mass media house journals – case studies – professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – PR research areas – techniques – evaluation – Laws and ethical aspects – recent trends – PR education

Referene books
2 Bertrand R. Canfield: Public relations.
3 Stephenson: Handbook of public Relations.
4. Sam Black: Practical public relations.
5. J.H. Kaul: Public relations in India.
7. Finn: Public relations and the management.
8. J.E. Marsen: Modern public relations.
Paper IV

Environmental Communication

Unit I
Environmental communication- nature, scope and definition
Environment- citizens and community groups
Environment groups- scientists, corporations, business lobbyists, anti-environmental groups
Global environmentalism-environmental movements in India, USA and Europe
Media and environmental journalism.

Unit II
Environment –causes and factors of environmental pollution - Constitutional and legal provisions in India - Environmental act, Environment (protection act, 1996) – Sustainable development - Commission on sustainable development - Earth summits- UN and climate change

Unit III
Public participation in environmental decisions – The right to know and access to information – The right of public comment – Citizens communication and public-participation – Criticisms of traditional forms of public participation – The emergence of alternative forms of public participation - Collaboration and consensus in environmental disputes

Unit IV

Unit V
Risk communication –Assessing risk – Media reporting of risk – Environmental advocacy – Case studies- Dilemmas of environmental advocacy – Green marketing and corporate campaigns

Reference Books
Paper V

Television and film production

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5
Problems and prospects of the Indian Film industry - Film organization - FTII : NFDC – censorship & laws – Khosla committee report – Film policy

Reference books

1. G.B.Millerson: TV Programme production.
2. R.N.Acharya: Television in India.
4. B.S.Bhatia: TV for Education and Development.
5. S.P. Singh: Now the headlines: S.P. Singh.
11. James Monaco: How to read a film.
13. Feroze Rangaoonwallah: 75 years of Indian cinema.
Semester IV
Paper I
International communication

Unit 1
International Communication- nature and scope- historical evolution
Emergence of long-distance communication- early communication channels- post-traditional forms- newspapers- news agencies- telegraph-telephone-
Types and channels of communication- interpersonal-technical and global
International communication and national identity

Unit 2
Dimensions of international communication- global village- war of ideas- communication and national sovereignty- increasing concentration and Trans nationalization-
International news system- international news flow and controversy- news values controversy- media imperialism- communication policies-
UNESCO – mass media declaration- New World Information and Communication Order-
McBride Commission- emergence of IPDC
Propaganda and forms of propaganda –use of mass media

Unit 3
Satellites- comstats- emergence of CNN and its impact on world of communication
War and media-public diplomacy and political warfare- new ways to report the world

Unit 4
Globalization and media – different phases of globalization-mediating globalization-
Media and communications- emergence of STAR TV- Globalization and ICT

Unit 5
Media organizations- International Press Institute- International Telecommunication Union-British Broadcasting corporation- Voice of America-European Broadcasting Union- Asia-Pacific Institute for Broadcasting Development

Reference books
4 Howard H Frederick (1993): Global communication & International relations.
Paper II

Traditional communication

Unit 1
Traditional media – nature – meaning – Definition – Historical background – characteristics – Classification of formats – Different phases -

Unit 2
Traditional media and communication-communication models – Folk arts and social perspectives – Folk arts and religious communication

Unit 3
Folk arts in India – Jatra Yakshagana – Tamasha – Koodiyattam – Palla therkuttu – other popular folk arts in different regions

Unit 4
Folk formats in Andhra pradesh – Origin and growth – Harikatha – Burrakatha – Jamukulakatha –
Street plays (Veedhi Natakaalu ) _ Tolu bimmalatalu ( Puppetry ) – Tappetagalulu _ Yallamma Jatra – Oggukathala –

Unit 5
Folk arts and political communication – Traditional media in Health education and Communication – Folk media in promoting tourism – Environ - Change agents – Traditional Media and social relevance

Reference books
1. Shyam Parmar: *Traditional folk Media*.
2. Durgadas Mukhopadhya. *Folk arts and social communication*; Delhi: NBT.
3. Usha Rani. N. *Folk Media for development*.
4. B. Ramaraju.: *Folk lore of Andhra Pradesh*.
7. N.Vijaya: *The role of traditional folk media in rural India*. 

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Paper III
Research Methodology

Unit 1
Introduction to mass communication research – meaning of research, scientific method – characteristics – steps in research identification and formulation of research problem in communication research

Unit 2
Basic elements of research – concepts – definitions, variables, hypothesis and causation - hypothesis – type of hypothesis – characteristic of good hypothesis – hypothesis testing – research designs in mass communication research outlines of important designs, approaches: Survey research, content analysis and historical method. Measurement: meaning - levels and types of measurement

Unit 3
Sampling in communications research, types, their applications and limitations
Methods of Data collection: Interview, Questionnaire, observation and case study - application and limitations of different methods

Unit 4
Use of statistics in communication research, basic statistical tools: measures of central tendency) mean, mode and median: measure of dispersion (standard deviation, correlation and chi-square).

Unit 5
Data processing, analysis, presentation and interpretation of data. Use of graphics in data presentation – Writings a research proposal; writing research report – components and style

Reference books
Paper IV
Human Rights and Media

Unit I

Unit II

Unit III
International conventions on inhuman acts – Genocide – Apartheid- Torture and other cruel, inhuman or degrading treatment or punishment – Slavery- Slave trade – Forced or compulsory labour- Traffic in person and prostitution – Elimination of racial discrimination – Death penalty

Unit IV

Unit V
Human rights and media – Newspapers – TV and Films – Agenda setting – Framing of issues – Newsworthiness - Assessment of reports – Reporting and writing of human rights report

Reference Books
Paper V
Political communication

Unit 1
Politics: image vs substance
Political journalism in India: status and dynamics
Political journalism pre Independence era
Gandhi as a political leader

Unit 2
Identity, politics and media- identity politics and celebrity politicians
National identity and communications
Politics of popular images- cow protection- language politics- politicization of issues
Political parties and image traps

Unit 3
Spin-doctoring –the art of political public relations
Selling politicians and creating celebrity status
Selling policies and beliefs
Film stars and political images
Political campaigns and their impact

Unit 4
Political economy of communications in India- colonial era
Political economy of communications in India- 1947-2010
Political economy of audio-visual trade
Politics, poverty and media

Unit 5
Media and terrorism
Media and foreign relations
Media politics and loss of objectivity
Case studies

Reference books