Self-finance course
Andhra University
Department of Journalism and Mass Communication

REGULATION AND SYLLABUS RELATING TO MS (Communication and Media Studies) Degree Examination – A self-finance course

Semester system (with effect from 2014-15)

1. The course for the MS in Communication and Media Studies degree examination shall be of 2 years duration, consisting of four semesters.

2. Candidates seeking admission into the MS in Communication and Media Studies Course shall be required
   a) To have passed any Bachelor degree of this university or 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.

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

4. Fee structure:
   Since the course is self-financed, the university authorities will decide the fee structure.

5. 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 practicals under the guidance of the teaching faculty of the department.
   d) 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 as the case may be.
   e) 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.
   f) The students in the third/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.

6. Examination Evaluation:
   a) All the theory papers in the four semesters shall be valued by the examiners as per the university guidelines.
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/external examiners as per the university rules as the case maybe.

d) The medium of instruction and the examination shall be in ENGLISH only.

e) A candidate shall be declared to have passed the examination if he/she obtains not less than 40% 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.

h) 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 any theory paper/s, he/she may be allowed to appear for theory examination of that paper. 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.

7. Improvement provision

The candidates declared to have passed in the examination of MS (Communication and media studies) course may reappear for the same examination after completing the course to improve their marks in the succeeding two years.

8. Classification

The classification for pass divisions is:

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<tr>
<th>Award of grades</th>
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<td>Grade points</td>
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# Annexure

## Scheme of Examination

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<tr>
<th>Subject code</th>
<th>Subject title</th>
<th>Theory papers</th>
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**Paper I: Introduction to communication studies**

**Unit I**
Introduction to communication- definition-communication process-source-message-channel-receiver-feedback
Shannon & Weaver model of communication- redundancy-entropy-channel-medium-code
Other communication models- George Gerbner- Lasswell- Newcomb- Westley & MacLean-Jacobson
Semiotics-signs and meaning-categories of signs-convention- the organization of signs

**Unit II**
Interpersonal communication-the process-the skills of interpersonal communication-interpersonal communication in context-goal-perception-translation-motor responses-feedback.
Components of interpersonal communication skills- non-verbal communication-reinforcement-questioning-reflecting-opening and closing-explanation-listening-self-disclosure

**Unit III**
Mass media-functions-characteristics
Models of communication-two-step flow of communication-Gate-keeping models-White and Ruge and Galtung
Diffusion of innovation of model
News diffusion models
Media dependency model
Agenda-setting

**Unit-IV**
Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory-Communist media theory-Democratic participant Theory- Development Media Theory
Critical theory- the rise of cultural theories in Europe- Frankfurt School-Social media-history-rise of social media as part of life- shopping-millennials-the third age-news and politics

**Unit-V**
Media effects-short-term and long-term
Four models of media effects—direct effects—conditional effects—cumulative effects—cognitive transactional model
Socialization of effects of media

Reference books
John Fiske (2002). Introduction to communication studies. London: Routledge

Paper II: History of Mass Media
Unit I


Unit II
Indian press and freedom movement – Gandhi’s contribution to Indian journalism – Nehru era – Government v/s Press – Indian Press and Emergency – technology and growth of journalism in India

Unit III

Unit IV
TV as medium of communication – Origin and growth - Characteristics – Audience – women – youth – children – farmers – students. Growth of satellite TV channels in India-

Unit V
Films-origin-cinema in India-evolution of movie industry in India-the Bombay talkies-origin film in South in India

Reference books
S.C.Bhatt. (1997). Indian Press since 1955, New Delhi, Publication Division
Paper III: Print media: reporting and editing

Unit I

Unit II

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

Unit IV

Unit V
Column writing – writing creative middles – language as a tool of writing – principles of grammar-practical exercises

Photo editing / cropping – Layout and design of different pages – Magazine production techniques

Reference books

Paper IV
Media issues

Unit I
Indian Press- Types of ownership pattern – Advantages and disadvantages

Unit II
Press commissions – Recommendations first press commission - second press commission-
recommendations
Wage policy - Wage boards-Indian working journalists’ movement-
Indian press-expansion of newspapers-circulation strategies- import of newsprint-
Foreign direct investment in print media.

Unit III
Autonomy of radio and television in India-Committees of Information and Broadcasting ministry-
Chanda-Verghese- Varadhan committees- Prasar Bharthi- liberalization of airways.

Unit IV
Privatization of radio-FM radio in India-growth of FM radio-business trends- content in FM
radio-broadcasting news and issues in FM radio
Community radio in India-guidelines –content-present status of community radio/campus radio-
the future of community radio

Unit V
Television – Private TV – Uplinking and down linking policy of government of India.-Cable TV-
DTH- Internet protocol television (IPTV)-TV ads. Regulations- digital television-TRP ratings-
Television regulatory authority of India

Reference books
Herbert Lee: *Newspaper Organization and Management*. New Delhi: Surjeet publications
*Reports of Information and Broadcasting Ministry.*
*First press commission Report , Vol I & II.*
publication

Paper V: Political communication

Unit I
Political communication-definition-scope and nature
Politics, democracy and media-the theory of liberal democracy-constitutionality-participation-
Rational choice-public opinion and public sphere-the role of media in democracy
Political journalism in India: status and dynamics

Unit II
Political parties in India-Congress- BJP-CPI-CPI(M)-the emergence of regional political paries-
Akali Dal- Shiv Sena-DMK-AIDMK-Telugu Desam-Samajvadi party-BSP
Elections in India-setting up elections commission in India-conduct of elections- model code of
conduct- voter education-use of technology- media and elections

Unit III
Political messages-political advertising-political campaigns-news coverage of political
campaigns-agenda-setting-gate-keeping and the media-the spiral silence and the social nature of
man
Unit IV

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 V

Political issues in India-corruption- language and politics- television and politics-national identity and communications.

Reference books

Peter DeSouza and E Sridharan (2012). India’s political parties. New Delhi: Sage
S P Qurashi (2014). An undocumented wonder ; the making od Great Indian election. New Delhi:Rupa
N Vittal (20120. Ending corruption. New Delhi: Penguins

Semester II

Paper I: Intercultural communication

Unit I

Intercultural communication-definition-nature-characteristics
Intercultural communication-need for study
High context and low - context cultures
Intercultural communication-barriers
Intercultural business communication-perception and communication

Unit II

Models of communication- Aristolean- cybernetic- biological-psychological
Verbal communication-nature of language-functions of language-elements of speaking
Non-verbal communication-history-clothing and bodily characteristics-physical environment-proxemics- chronemics- haptics-paralanguage-the relational between verbal and non-verbal communication-difficulties with non-verbal communication.

Unit III
Cultural rules and relationships-Respect for the authority and the structure of messages-power distance-assertiveness vs. Peacekeeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements

Information, decisions and solutions sources of business information-information and knowledge management-problem solving-and conflict resolution
Intercultural negotiation -factors in negotiation-the phases in negotiation

Unit IV
Cultural institutions-family-school-mass media
Culture and perception-ways of perception-visual-sound-smell-touch-the concept of face
Cultural behaviour
Culture shock- definition-reason- loss of cues-the breakdown communication-basic cybernetic model of communication-an identity crisis.
Cultural hegemony
Industrial or organizational culture

Unit V
Ethical considerations- the limits to cultural diversity-intercultural personhood-ethics, culture and communication-citizens of the world-peace as an ethic for Intercultural communication

Reference books

Paper II
Electronic Media: reporting for radio and television

Unit I

Unit II

Unit III

Unit IV

Unit V
Reference books:

Paper III
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 IV
Media Law and Ethics

Unit I
Section a

Unit II

Unit III

Unit IV

Unit V
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 V: Development communication

Unit I
Unit II

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

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

Reference books


Semester III

Paper I: Advertising and Public Relations

Unit I

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

Unit III


Advertising and Marketing Information Systems: Techniques of pretest and post test, process of Market Research and Research methods in Market Research

Unit IV


PR Publics – 4 stages of PR – Fact Finding, Planning Implementation and evaluation –Campaign planning, PR Consultancy and Counseling – Event Management

Unit V

Public Relations as effective means of communication – PR tools of communication –House Journals, Press Release, Press Conference, Plant Tours, Brochures, Posters, Open House, Exhibitions, Audio visual aids –Television, Radio and Film and video demonstrations


Reference books

Paper II: Organizational Communication
Unit I
The challenge of organizational communication- our complicated world-globalization- terrorism-climate change-changing demographics-complicating our thinking about organizations-complicating our thinking about communication-looking ahead
Organizational communication- classical approaches-Henri Fayol’s theory of classical management-elements of management-principles of management-principles of organizational structure-principles of organizational power-principles of organizational reward-principles of organizational attitude
Max Weber’s theory of bureaucracy-Frederick Taylor’s theory of scientific management-impetus for the theory of scientific management-components of scientific management-Communication in classical approaches-content of communication-direction of communication-flow-channel of communication-style of communication-classical management in organizations today-classical structure in today’s organizations-classical job design and rewards in today’s organizations

Unit II
Human relations and human resources approaches-the human relations approach-from classical theory to human relations: the Hawthorne studies-illumination studies-the relay assembly test room studies-the interview program-the bank wiring room studies-explanations of findings in the Hawthorne studies
Maslow’s hierarchy of needs theory-McGregor’s theory X and theory Y-The human resources approach-impetus for the human resources approach-do human relations principles work?-misuse of human relations principles-Blake and Mouton’s managerial grid-communication in human relations and human resources organizations-content of communication-direction of communication-flow-channel of communication-style of communication-Human relations and human resources organizations today-the “what” of human resources programs-the “how” of human resources programs-

Unit III
Systems approaches-the systems metaphor and systems concepts-system components-hierarchical ordering-interdependence-permeability-system processes-system properties-holism-equifinality-negative entropy-requisite variety-three systems theories-cybernetic systems theory-Karl Weick’s theory of organizing-“new science” systems theory-Methods for studying organizational systems-network analysis-properties of networks-properties of network links-network roles-modeling techniques-Cultural approaches-prescriptive views of culture-deal and Kennedy’s “strong cultures”-peters and waterman’s “excellent cultures”-Alternative approaches to culture-organizational cultures are complicated-organizational cultures are emergent-organizational cultures are not unitary-spotlight on scholarship-organizational cultures are often ambiguous-Schein’s model of organizational culture-a definition of culture-a model of culture-artifacts-espoused values-basic assumptions-methods for studying organizational culture

Unit IV
Critical approaches-the pervasiveness of power-control of modes and means of production-control of organization-discourse-ideology and hegemony-emancipation-resistance-two critical approaches in communication-a theory of concertive control-feminist theories of organizational communication-the “framing” of sexual harassment-Socialization processes-models of organizational socialization-phases of socialization-anticipatory socialization-encounter-metamorphosis-content of socialization-communication
processes during socialization-the employment interview-the interview as a recruiting and screening tool-the interview as an information-gathering tool-the interview as a tool for socialization-newcomer information-seeking tactics-role-development processes-role-taking phase-role-making phase-role-routinization phase-beyond the leadership dyad-technology and socialization

Unit V
Decision-making processes-models of the decision-making process-rational models of decision making-alternatives to rational models-small-group decision making-descriptive models of small-group decision making-effective small-group decision making-beyond rational group processes-participation in decision making-effects of participation in decision making-personalizing the participation process-the affective model-the cognitive model-participation process models of participation-participative applications in organizations and workplace democracy-beyond decisions: knowledge management systems


Reference books

Paper III
Gender and Communication
Unit I
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 II
Feminist communication theories - Structuralism– Muted group theory– Stand point theory- Post structuralism– Performance and positioning theory – Transgender and Cyborg theory
Gender politics: Gender, sexuality and social exclusion, Social movements and gender

Unit III
Gender and communication, verbal interaction- non-verbal interaction- topics of discourse-perception and evaluation of speech
Women and international communication – Women's International Network (WIN) news, Women's International News Gathering Service (WINGS), Feminist International Radio Endeavour (FIRE)
Unit IV
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 in Newspaper journalism, Magazine industry, Radio, Public relations, On-line journalism

Unit V
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 s
Films and feminism- women in Indian cinema- Paradoxes within the image
Women and TV images- Mass disconnect- advertising and women

Reference books

Paper IV
International Communication

Unit I
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 II
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 III
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

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

Unit V
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

Paper V
Conflict, Peace and Media
Unit I
The concept of peace-the need for study of peace studies- The TRANSCEND way of peace studies

Negotiation and international conflict-the negotiation option-the puzzle of civil war termination-the study of negotiation-communication-based appraoces-realistic approaches- negotiation and conflict cycle

Unit II
Peace studies and peace politics-common security building in North-South solutions-the neo-liberal capitalism and non-conservative war- global colonialism-war on terror-citizens awareness Disarmament and survival-controlling and limiting weapons- the pursuit of disarmament-bans on particular weapons-the impact of nuclear weapons- after Cold war- profits from weapons-weapons of mass destruction-changes in international approach to the destruction of weapons.

Unit III
Concept of peace societies- the positive concept of peace-case studies in peace societies- USA-Mexico-Australia- Africa- South Asia- India

Unit IV
Role of media in society for peace- building theory –initial principles- four major types of influence on society for peace
Reporting demonstrations and protests

Unit V
Peace journalism- key concepts-Gandhain approach- Galtung view of peace journalism-language and peace journalism

Reference books
Semester IV

Paper I
Mass Communication Research Methods

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

Unit II
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 III
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 IV
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 V
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