**Andhra University**

**Department of Journalism and Mass Communication**

REGULATIONS AND SYLLABUS RELATING TO Master of Journalism and Mass Communication (MJMC) Degree Examination ( With effect from 2021-2022)

Semester system

1. The course for Master of Journalism and Mass Communication degree examination shall be of 2 years duration, consisting of four semesters.

2. Candidates seeking admission into the Master of Journalism and Mass Communication 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.

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3. Admission Procedure

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

4. Fee structure:

The university authorities will decide the fee structure.

5. Academic Requirements:

* 1. The two-year study consists of four semesters, covering theory papers, project report, seminar paper, internship and viva voce(See Annexure)
  2. Every student shall be required to attend 75% of theory and practical classes in all the four semesters.
  3. Every student shall work for the project report under the guidance of the teaching faculty of the department.
  4. 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.
  5. 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 effected for the seminar paper in the light of the discussion held for the purpose of evaluation.
  6. The students in the fourth semester shall undergo an internship in any media organization for a period of one month and produce a certificate to that effect from the organization concerned.

6. Examination Evaluation:

1. All the theory papers in the four semesters shall be valued by the examiners **as per the university guidelines**.
2. Project report, seminar paper, and internship shall be valued/conducted by the internal examiners in the respective semesters.
3. The oral (Viva-voce) examination shall be conducted by both internal/ external examiners as per the university rules as the case maybe.
4. The medium of instruction and the examination shall be in ENGLISH only.
5. A candidate shall be declared to have passed the examination 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/she obtains not less than 40% in each paper, including practical.
6. 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 semester examination (s). Such candidates may be permitted to appear for the examinations of earlier semesters with the examinations of later semesters simultaneously.
7. 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.
8. 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 Master of Journalism and Mass Communication course may re-appear 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:

Award of grades

|  |  |  |  |
| --- | --- | --- | --- |
| S NO | Range of marks in % | Grade | Grade points |
| 1. | > 90<100 | O | 10.0 |
| 2. | >80<90 | A | 9.0 |
| 3. | <70>80 | B | 8.0 |
| 4. | <60>70 | C | 7.0 |
| 5. | <50>60 | D | 6.0 |
| 6. | <40>50 | E | 5.0 |
| 7. | < 40 | F (Fail) | 0.0 |
|  |  |  |  |

**Annexure**

**Scheme of Examination**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Subject code | Subject title | Theory papers | Credits | Duration | Mid-term exams | Total Marks |
|  |  | Max Marks |  |  | Max marks |  |
|  | **Semester I** |  |  |  |  |  |
| MJMC 01 | Communication Theory | 80 | 5 | 5hours | 20 | 100 |
| MJMC 02 | Print Media: Reporting and Editing | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 03 | Advertising | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 04 | Media laws and ethics | 80 | 5 | 5 hours | 20 | 100 |
| MJMC | Media issues | 80 | 5 | 5 hours | 20 | 100 |
|  | Viva voce | 100 | 5 |  |  | 100 |
|  | Total |  | 30 |  |  | 600 |
|  | **Semester II** |  |  |  |  |  |
| MJMC 01 | Intercultural Communication | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 02 | Development communication | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 03 | International  Communication | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 04 | Public relations | 80 | 5 | 4 hours | 20 | 100 |
| MJMC 05 | Political Communication | 80 | 5 | 4 hours | 20 | 100 |
|  | Viva voce | 100 | 5 | - |  | 100 |
|  | Total |  | 30 |  |  | 600 |
|  | **Semester III** |  |  |  |  |  |
| MJMC 01 | Gender communication | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 02 | Human rights and media | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 03 | Environmental communication | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 04 | New media and society | 80 | 5 | 5 hours | 20 | 100 |
| MJMC 05 | Electronic media: Reporting and editing | 80 | 5 | 5 hours | 20 | 100 |
|  | Viva | 100 | 5 | 5 hours |  | 100 |
|  | Total |  | 30 |  |  | 600 |
|  | **Semester IV** |  |  |  |  |  |
| MJMC 01 | Mass Communication Research Methods | 80 | 5 | 3 hours | 20 | 100 |
| MJMC 02 | Project report | 100 | 5 | 5 hours |  | 100 |
|  | Internship | 100 | 5 | 5 hours |  | 100 |
|  | Seminar paper | - | 3 | - | - | 50 |
|  | Viva voce |  | 2 | 5 hours |  | 50 |
|  | Total |  | 20 |  |  | 400 |

**Semester I**

**Paper I: Communication Theory**

**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

Semiotics-signs and meaning-categories of signs-convention- the organization of signs

**Unit II**

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 III**

Marketing communication-characteristics- effective communication- ad clutter- reinforcement-sleeper effect

Organization communication- vertical-horizontal-diagonal- information overload-bypassing- suggestions for improving organization communication

Verbal and non-verbal communication-differences- similarities- types of verbal communication-types of non-verbal communication

**Unit-IV**

Normative theories of the media- authoritarian- Libertarian theory-Social responsibility theory- Communist media theory- Democratic participant Theory- Development Media Theory

Media and accountability-types of accountability- media role in society

Critical theory- the rise of cultural theories in Europe- Frankfurt School-

**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**

David Berlo. (1960). *The Process of Communication.*London*:.* Holt, Rinehart and Winston Stanley J Baran and Dennis K Davis. (2006). *Mass Communication Theory: Foundations,*

*Ferment and Future,* New York*:* Thomson Wadsworth.

Uma Narula. (1976). *Mass Communication: Theory and Practice*, New Delhi: Har Anand.

Denis Mcquail and Windhal. (1986). *Communication Models*, London: Longman.

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

Peter Hartley (1999). *Interpersonal communication*. London: Sage.

Elizabeth M Perse (2004). *Media effects and society*. London: Lawrence-Erlbaum Ltd.

Denis Mcquail (2005). *Mass communication theory*, New Delhi: Sage.

Defluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York:Longman.

**Paper II: Print media: Reporting and Editing**

**Unit1**

Detailed analysis of news – definition – concepts- components – values – sources- press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects

Reporting special events – disasters and accidents – crime – sports – budget – courts – legislature reporting – speech reporting – investigative reporting – science reporting

**Unit II**

Features – definitions – scope – types of features- news features – historical features – seasonal – how - to - do it – photo features – scientific features – human interest features – profiles – syndicate features

Reviews – definitions – scope – types of reviews – books – films – music – theatre – TV programmes – performing arts – contemporary trends in reviews

**Unit III**

Editor – News editor – Sub-editor- their responsibilities – Editorial writing – Letters to the editor – Leads – Principles of rewriting

**Unit IV**

Fundamentals of copy- editing – editing and proof - reading symbols – Style sheet – Headlines – Types of headlines – Modern trends in headlines

**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**

W L Rivers. (1984). *News in Print*, New York: George Allen & Unwin Ltd.

Curtis Macdougall (1953). *Interpretative Reporting*, New York: George Allen & Unwin Ltd.

Rangaswami Parthasarathy (1984). *Basic Journalism*, New Delhi: Macmillan

Bruce Westley. (1985). *News Editing*, New Delhi: IBH Publishers.

Frank Barton. (1989). *The Newsroom: A Manual of Journalism,* New Delhi: Sterling Publishers.

R. Parthasarathy. (1984). *Basic Journalism*, New Delhi: Macmillan.

Lynette S. Burns (2002). *Understanding Journalism.* London: Sage Publications.

Susan Pape & Sue Featherstone. (2005). *Newspaper Journalism:* *A practical Introduction*. London: Sage Publications.

Davis Merritt, Maxwell McCombs. (2004). *The Two W’s of Journalism:* London, Mahwah:Lawrence Erlbaum Associates, Publishers.

**Paper III: Advertising**

**Unit1**

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

**Unit2**

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

**Unit3**

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

**Unit4**

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – Evaluation of effectiveness

**Unit5**

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

### Reference books

Amos Ownen Thomas. (2006). *Transnational Media and Contoured Markets*, New Delhi: Sage Publications.

R. Padmaja. (2008). *Marketing of Newspapers*, New Delhi: Kanishka Publishers, New Delhi.

Rajeev Batra, John G. Myers, David A. AAker. (2003). *Advertising Management*, New Delhi: Pearson.

Mark Gobe. (2001). *Emotional Branding*, New York: Allworth Press.

Alina Wheeler. (2009). *Designing Brand Identity*, New Jersey: John Willy & Sons. New Jersey.

Fred E Hahn. (2003 Third edition). *Do-It –Yourself Advertising and Promotion*, New Jersey: John Willey & Sons.

Matin Khan. (2006). *Consumer Behaviour & Advertising Management*, New Delhi: New Age International Pvt Ltd Publisher.

**Paper IV: Media Law and Ethics**

**Unit I**

Indian constitution – Fundamental rights – Article 19 (1)(A)- Freedom of the press- Judicial Reviews on Freedom of Press and Landmark Judgments – Emergency Provisions and Media

**Unit II**

Press and Registration of newspapers Act, 1867 –Official secrets Act , 1923 – freedom of Information Act 2005 – Working Journalists Act , 1955 Press and Publication ( Parliamentary Proceedings ) Act , 1976 – Privileges of Legislature and Media

**Unit III**

Press Council of India Act , 1978 – Guidelines and codes for Print and Electronic Media – Law of Defamation – Contempt of Court Act 1971 - Indian Cinematography Act, 1950

**Unit IV**

Broadcasting Corporation of India and Broadcasting Bill – Cable TV Networking (Regulation) Act 1995 – Telecom Regulatory Authority of India (TRAI)

Cyber Law – Cyber Crime – Cyber Ethics – Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Right to Privacy and Internet. Censorship Law and Internet

**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**

B.N.Pandey. (2001). *Indian Constitution*, Central Law Publications, Allahabad: Asian Law House.

D. D. Basu. (1986). *Introduction to Indian Constitution*, Allahabad: Asian Law House.

D.D.Basu. (1986). *Law of the Press,* Allahabad: Asian Law House.

Ramakrishna, Ch. (2002). *Historical Perspectives of Press Freedom in India*: Andhra University Press and Publications.

Christ Frost (2007). *Journalism ethics and regulation*. London: Pearson Education

**Paper V: Media issues**

**Unit I**

Indian Press- origin- growth- Origin of press - Evolution of modern newspapers - Growth of newspapers in India - Hickey’s Gazette – *Bombay Chronicle*

Registrar of Newspapers of India- Structure and duties-newspaper circulation– Readerships surveys – Audit bureau of circulation-Advertising policy of Government of India- Indian newspaper society- origin and present status.

**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

P.C.Chatterji (1988). *Broadcasting in India.* NewDelhi. Sage Publications

Mehra Masani (1986); *Broadcasting and the people.* New Delhi. National Book Trust.

*Reports of Information and Broadcasting Ministry*.

*First press commission Report , Vol I & II.*

Second press Commission Report Vol I & II.

Vanita Kohli (2014) *The Indian media Business*: New Delhi: Sage

Ravidra Kumar (2014). *Three scores and fifteen*. New Delhi: Indian Newspaper Society Publication

**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-

**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**

Larry A Samovar and Richard E Porter (2003). *Intercultural communication*. London : Wadsworth Company

Linda Beamer and iris Varner (2009). *Intercultural communication in the global work* place. London: Tata McGraw Hill

Joann Keyton (2006). *Communication and organization culture*. London; Sage

**Paper II: Development communication**

**Unit I**

Development – Different concepts – causes for under development – theories of development – economic theory – Walt Rostow – Sociological theory - Modernization theory - Dependency theory - Dominant paradigm – New paradigm of development- Sustainable development - Development dilemmas- Millennium development goals –diffusion of innovations - An over view

**Unit II**

Development journalism – origin – growth – developmental journalism - concepts- case studies – development news – Different concepts – Development reporting – problems – Indian Press and Development journalism

**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

Avik Ghosh. (2006). *Communication Technology and Human Development*, New Delhi: Sage Publications.

DVR Murthy. (2006*). Development Journalism: What Next?* New Delhi: Kanishka Publications.

Srinivas Melkote. (2001). *Communication for Development in the Third World*, New Delhi: Sage Publications.

N.Jayaweera and S. Ammugave, (1989). *Rethinking Development Communication*: Singapore: AMIC.

Jean Serves et al (1996*). Participatory Communication for Social Changes,* New Delhi: Sage Publications,

Richard Peet, (2005). *Theories of Development,* Jaipur: Rawat Publications.

**Paper III: 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

**Unit 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

Ingrid Volkmer. (2001). *News in the Global Sphere.* *A study of CNN and its Impact on Global Communication*, Luton: University of Luton Press.

William Hachten. (2002). *World News Prison*, Iowa: Iowa State Press.

Tehri Rantaner. (2006). *Globalization and Media.* London: Sage Publications.

Howard H Frederick. (1993). *Global communication & International Relations,* California: Wadsworth Publication Company.

Anos Owner Thomas. (2006). *Transnational Media and Controlled Markets,* New Delhi: Sage.

Cees Hamlink. (1996). *The Politics of World Communication,* London: Sage.

William A. Hachten. (1996). *The World of News Prism*. Iowa: Iowa State University Press.

**Paper IV: Public Relations**

**Unit I**

Definitions – nature – scope- Evolution of PR in India – A historical appraisal – publicity – Public opinion – propaganda –

Advertising – PR a comparative evaluation – Social and psychological impact of PR – dynamic role of PR in public affairs – PR management

**Unit II**

Components of PR – Principles of persuasion – effective communication – attitude change – application of communication techniques for PR media – PR for print , electronics and film, oral,open house, photography , campaigns , demonstration, exihibitions, trade, press – press conference – special events

**Unit III**

PR organisations – structure – PR policy – consultancy agency system – planning – fact finding – implementation- Feedback analysis – methods of PR – Press relations – periodicals – controlled electronic communication – advertising as a component of PR – direct communication methods – books and other publications

**Unit IV**

Applied PR – International PR – Pr for central government –state government – local bodies – PR and extension – employees relations

**Unit V**

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

**Reference books**

Cutlip & Centre. (2005). *Effective Public Relations*, New Delhi: Pearson.

Alsion Theakar. (2001). *The Public Relations Handbook* (Second Edition), London: Routledge.

C Narasimha Reddy. (1983). *How to be Good PRO*, Hyderabad: Himalaya Publishing House.

Jaisree Jaiswaney. (2010). *Corporate Communication: Principles and Practice*. New Delhi: Oxford University Press.

**Paper V:**

**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**

Brian McNair (2012). Introduction to political communication (fifth edition).London: Routledge.

Eric Louw. (2010). *Media and Political Process*, New Delhi: Sage.

Peter Gonsalves. (2010). *Clothing for Liberation*, New Delhi: Sage.

John Corner. (eds) (2003). *Media and Restyling of Politics*, New Delhi: Sage

Arvind Rajgopal. (ed). (2009) *Indian Public Sphere: Readings in Media History*, New Delhi: Oxford University Press..

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

Arvind Rajgopal(2005). Politics after television. New Delhi: Oxford University Press.

Asha Sarangi (2009).language and politics in India. New Delhi: Oxford.

N Vittal (20120. Ending corruption. New Delhi: Penguins

Praminda Jacob(2009). Celluloid deities. New Delhi: Oriental Blackswan

Vasanthi (2006)> Cut-uts, caste and cinema. New Delhi: penguin.

Linda L. K. and H. Christina. (2008). *Handbook* *of Political Communication research.* London: Sage.

**Semester III**

**Paper I: 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**

Donna Allen, Susan J Kaufman, Ramona, R. Rush (Ed). *Women transforming*

*Communications.* London: Sage Publications

Philip Shaver and Clyde Hendrick (1987) *Sex and Gender* . London:Sage Publications

Karen Boyle.(2002) *Media and Violence* *.* London: Sage Publications.

Marian Meyers*. Engendering Blame*: *News Coverage of Violence against Women.*

London: Sage Publications

Pamela Creedon and Judith Cramer (2007). *Women in Mass Communication.* London:

Sage Publications

Charlotte Krolokke and Anne Scott Sorensen. (2005). *Gender Communication:*

*Theories and Analyses.* London: Sage Publications

**Paper II: Human rights and media**

**Unit I**

Human rights – Concept – Meaning – Evolution – Kinds of human rights – Civil and political rights – Economic, social and cultural rights – Human rights under UN Charter – Commission on Human rights – UN high commissioner for human rights – International coverants on human rights

**Unit II**

Universal declaration of human rights – International bill of human rights – Preamble- Enumeration of rights in the declaration - Civil and political rights – Economic rights and social rights – India and the universal declaration

**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**

Vulnerable groups and human rights – women, rights of the child – Child labour – Rights of the migrant workers – Refugees- Stateless persons – Disabled persons – Indigenous people – Older people – Human rights commissions in India – NHRC – SHRC – Human rights courts in districts

**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

1.Gopala Bhargava (2001). *Human rights concern of the Future*. New Delhi: Gyan books.

2.H.O Aggarwal (*2000) International Law & Human rights*. Allahabad: Central Law Publications.

3. NJ Wheeler and Timothy Dunne (1999).*Human Rights in Global politics.* London: Oxford University Press.

**Paper III : Environnemental 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**

Media coverage of environment – Media depictions of nature - News production and the environment – Political economy – Gate keeping – Newsworthiness – Media frames – Norms of objectivity and balance – Media effects – Direct transmission – Agenda setting – Narrative framing and cultivation analysis – Rise of alternative environmental media -Newspapers – Films - Professional societies for environmental journalists

**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

Robert Cox. (2006). *Environmental Communication and Public Sphere*, London: Sage Publications.

Binod Agarwal et al (ed) (2001). *Global Negotiations Vol I and II,* New Delhi: Centre for Science and Environment.

L. Wallack et al. (2006). *Media Advocacy and Public Health,* London: Sage Publications.

**Paper IV: New media and society**

**Unit I**

New Media Concepts**-**New media ‐ Mapping, Meaning and Characteristics, Principles of New Media, digitization and convergence, Introduction to Internet, World Wide Web (WWW), Search Engines

**Unit II**

Web Designing, Software and Licenses-Overview of New Media Industry, Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity, Open source software and Licenses

**Unit III**

Convergence Journalism**-**News on the web: Newspapers, magazines, radio and TV newscast on the web, Changing paradigms of news; emerging news delivery vehicles; integrated newsroom; Data Journalism, Challenges and opportunities for a newsperson

**Unit IV**

Social Networking-Introduction to social profile management products - Facebook, Twitter, Linkedin, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing, Whatsaap, Snapchat, Skype. Social publishing: Flickr, Instagram, Youtube, Sound cloud

**Unit V**

Citizen Journalism and Security Concepts**-**Citizen Journalism: Concept, Case studies. Blogging; blogs as narratives, Bloggers as journalists and ‘opinionates’, Journalism ethics and restraint in new media, Security issues in using digital technology (Malware, Phishing, Identity Thefts)

**Reference books**

Andrew Dewdney, ‎Peter Ride (2009) The New Media Handbook, Routledge.

Deirdre K. Breakenridge (2008) New Media: New Tools, New Audiences, Pearson.

Francisco.J.Ricardo (2009) Cyberculture and New Media, Rodopi.

John.P.Pavlik (2013) Journalism and New Media, Columbia University Press.

Kevin Kawamoto (2003) Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers.

Leah A Lievrouw, ‎Sonia Livingstone (2011) Handbook of New Media: Student Edition, Sage.

Lev Manowich (2001) The Language of New Media, MIT Press.

Tery Flew (2005).New Media; An Introduction, 2nd edition Australia: Oxford University Press.

Wendy Hui Kyong Chun and Thomas Keenan (2006) New Media, Old Media: A History and Theory Reader, Psychology press.

**Paper V: Electronic media: Reporting and editing**

**Unit I**

Writing for Radio – News, Current Affairs, Interview – News Writing Script and Sound Bytes – Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Radio.

**Unit II**

Writing for Television –News, Current Affairs, and Interview – News writing Script, Visual Treatment and Sound Bytes. Qualification, Functions and Principles of News Reporting by Reporters and Correspondents of Television.

**Unit III**

Reporting Political News, Sports News and Business News for Radio and Television – Budget for Radio and Television – Scripting, Principles, Types and Techniques, Writing Weather News Bulletins for Radio and Television.

**Unit IV**

News Reading for Radio: Techniques – Principles – Speech Modulation – Pronunciation – News presentation for Television. Anchoring, Visual Appearance, Speech Delivery, Teleprompter.

**Unit V**

Writing for Radio and Television Documentary – Writing for Radio and Television Commercials - Writing for special audience programmes of Radio and Television.

**Reference books**:

Vasuki Belavadi. (2008*). Video Production*, New Delhi: Oxford University Press.

Stuart Hyde (1998). *Radio and Television Announcing*, New Delhi: Kanishka Publishers.

Chatterji P. C. (1991). *Broadcasting in India*, New Delhi: Sage Publications.

Saksena Gopal (2000). *Television in India: Changes and Challenges*, New Delhi:

Visas Publications.

Chapman*,* Jane and Marie Kinsey (eds.) (2009). Broadcast Journalism: A Critical

Introduction, London New York: Routledge.

**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, Focus group discussion 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 present ion – Writings a research proposal; writing research report – components and style

**Reference books**

Wimmer and Dominic. (2002). *Mass Media Research: An Introduction,* Singapore: Thomson Publishing Company.

A. Hansen et al (1998). *Mass Communication Research Methods,* London: Palgrave.

S.H.Priest. (1996). *Doing Media Research: An Introduction,* London: Sage.

B. Gunther. (2000). *Media Research Methods,* London: Sage.

Robert K.Yin. (2003). *Case Study Research Design and Methods* (Third Edition), London: Sage.

John C. Reinard. (2006). *Communication Research Statistics*, London: Sage.