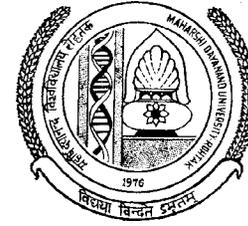


# Maharshi Dayanand University Rohtak



## Ordinance, Syllabus and Courses of Reading for M.Phil (Journalism & Mass Communication) (Semester I and II)

Session - 2009-2010

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***Available from :***

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**M.Phil. (Journalism & Mass Communication)  
One Year Regular Course (Two Semester) 2009-2010  
scheme of Examinations**

**SEMESTER-I**

<b>Paper No.</b>	<b>Nomenclature</b>	<b>Internal Assessment</b>	<b>Theory Marks</b>	<b>Time</b>
Paper-01	Communication Research Methodology	20	80	3 Hrs.
Paper-02	Modern Trends in Journalism	20	80	3 Hrs.
Paper-03	Development Journalism			

**SEMESTER-II**

<b>Paper No.</b>	<b>Nomenclature</b>	<b>Internal Assessment</b>	<b>Theory Marks</b>	<b>Time</b>
Paper-04	Instructional Methodology in Journalism	20	80	3 Hrs.
Paper-05	& Communication Advanced Journalism	20	80	3 Hrs.
Paper-06	Dissertation*	Total - 200 marks		

\* Dissertation work will commence in the First Semester itself and will be concluded in the Second Semester.

- Note :**
- Five theory papers will be of total 500 marks. Dissertation work will be of total 200 marks. Thus, grand total of M.Phil Programme (Semester System) will be 500+200=700 marks.
  - Internal Assessment of 20 marks in each theory papers will comprise of two assignments/ Research Papers & Seminars, etc.
  - Each theory paper will comprise of Four Units. Each theory paper will be of 80 marks comprising of four units (each unit worth 20 marks).

**M.Phil. (Journalism & Mass Communication)  
2009-2010**

**Instructions for the paper setters :**

Title Paper-setters/Examiners will have to set eight questions in all, selecting at least two questions from each Unit covering the entire syllabus uniformly. The question Paper will be divided into four Units. Each question will carry 20 marks. The question paper should be set strictly according to the syllabus. Separate marks for each question should be indicated in the question paper.

**Instructions for the Candidates :**

Candidates are required to attempt four questions in all, selecting at least one question from each Unit. All questions will carry equal marks.

**SEMESTER-I****M.Phil. (Journalism & Mass Communication)****PAPER-01 COMMUNICATION RESEARCH METHODOLOGY****Time allowed : 3 hrs.****Marks : 80****Unit- I**

- 1.1 Communication Research : Meaning, definition and scope.
- 1.2 Criteria for Research : Reliability, Validity and venerability.
- 1.3 Different variables
- 1.4 Types and Methods of Research.

**Unit-II**

- 2.1 Various steps in Research : defining the research problem, reviews of literature, hypothesis.
- 2.2 Research design, Experimental, guide experimental, panel study.
- 2.3 Determining the appropriate method of data collection.
- 2.4 Types of sources, Analysis and interpretation of data and presentation of result.

**Unit-III**

- 3.1 Statistic in research.
- 3.2 Research approaches, qualitative, focus groups, case studies, field observation.
- 3.3 Quantitative, Survey, content analysis, experimental research, sample and sampling techniques.
- 3.4 Sampling procedure, probability and non-probability in sampling, advantages and disadvantages of survey.

**Unit-IV**

- 4.1 Research tools, questionnaires, interview schedule levels of mea-

surement, ANOVA (Analysis of Variance).

- 4.2 Different approaches in the Mass Communication research; Mass Society.
- 4.3 Media effects; political, economy, public sphere, cultural hegemony, feminism, moving images, New Advance Research.
- 4.4 Readewrship surveys, Television audience measurement, TV rating, Media reach and access.

**Books for Study :**

- 1.
- 2.
3. Berger, Arthur Asa (2000), Media and Communication Research
4. Robert, B. Burns, Introduction to Research Methods.
5. Anders Hensen, Simon Cottle, Ralph Negrine & Chris New bold : Mass Communication Research Methods.
6. Susanna Horning Priest : Doing Media Research
- 7.
8. Lewins Beck, Michael S (1994) Experimental Design Methods.
9. Stempel and Westley : Research Methods in Mass Communication.

**M.Phil. (Journalism & Mass Communication)****PAPER-02 MODERN TRENDS IN JOURNALISM****Time allowed : 3 hrs.****Marks : 80****Unit- I**

- 1.1 Contemporary journalism, meaning and concept
- 1.2 Historical Perspective

- 1.3 Characteristics of present news stories
- 1.4 Managing the news context, today's news room.

### Unit-II

- 2.1 Journalism and objectivity & Challenges to it
- 2.2 Credibility crisis in modern journalism
- 2.3 Distortions in journalistic methods
- 2.4 Ideology and journalism

### Unit-III

- 3.1 Multi-perspective news- methods and audiences
- 3.2 Changing theory of news, affects on the audience
- 3.3 News biases and news of conflicts
- 3.4 Changing scenario of news reporting & role of reporters.

### Unit-IV

- 4.1 Editorial control of the news
- 4.2 Editorial planning and strategy
- 4.3 Managing the circulation
- 4.4 The status of today's editor

### Books for Study :

- Rahul Mudgal. Emerging Trends in Journalism Swaroop and Sons, New Delhi, 1999.
1. V.S. Gupta, Communication Technology, Media Policy & National Development, concept Pub., Company, New Delhi, 1999.
  2. Suhas Chakraborty, Press and Media, Kanishka Publishers, Distributors, New Delhi, 1997.
  3. K.S. Padhy, The Muzzled Press, Introspect and Retrospect, Kanishka Publishers, Distributors, New Delhi, 1994.

4. Rahul Mudgal, Contemporary Issues in Journalism, Vols. 1-2, Sarup & Sons, New Delhi, 1998.
5. F.N. Hoodgson, Modern Newspaper Practice, Heinemann, London, 1984.
6. Brewer Roy, An Approach to Print, Blandford Press, London , 1971.
- 7.
- 8.
- 9.
- 10.
- 11.

### M.Phil. (Journalism & Mass Communication)

#### PAPER-03 DEVELOPMENT JOURNALISM

**Time allowed : 3 hrs.**

**Marks : 80**

#### Unit- I

- 1.1 Development and Society
- 1.2 Concept of development
- 1.3 Indicators of development
- 1.4 Development and social changes

#### Unit-II

- 2.1 Communication and development, their inter-relationship
- 2.2 Development communication : Concept and process
- 2.3 Models of development communication
- 2.4 Participatory model of development communication

#### Unit-III

- 3.1 Mass Media and Development

- 3.2 Role of Akashwani, Doordarshan, Field Publicity, DAVP Films, Division, PIB, Sound & Drama Division
- 3.3 Role of Newspaper in development
- 3.4 Traditional and other alternative modes of development

**Unit-IV**

- 4.1 Health and family welfare and Mass Media
- 4.2 Science Technology and Mass Media
- 4.3 Agricultural development and Mass Media
- 4.4 Environment and Mass Media, Rural society, Panchayati Raj, Empowerment and Mass Media

**Books for Study :**

- 1. Media Communication : Suresh Chandra Sharma
- 2. Media Utilization for the Development of women and children, B.S. Thakur, Binod C. Agarwal.
- 3. Perspective on Development Communication : M. Sadahandan Nair
- 4. Media & Development : M.R. Dua
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**SEMESTER-II**

**M.Phil. (Journalism & Mass Communication)**  
**PAPER-04 INSTRUCTIONAL METHODOLOGY IN**

**JORNALISM & COMMUNICATION****Time allowed : 3 hrs.****Marks : 80****Unit- I**

- 1.1 Higher Education and Learning
- 1.2 Historical Perspectives, Objectives and Role of Higher Education
- 1.3 Learning and Learning Hierarchy, Information Processing
- 1.4 Learning Events and Outcomes, Motivation

**Unit-II**

- 2.1 Teaching Technology : Designs
- 2.2 Teaching Technology : Meaning and Concept and scope
- 2.3 Instructional Designs
- 2.4 Types : Objective based, Skill based, Competency based, Competency based, Learning & Model based.

**Unit-III**

- 3.1 Methods and Techniques of Teaching
- 3.2 Large Group Techniques : Lecture, Modified Lecture, Seminar, Symposium, Panel Discussion, Team Teaching, Project Approach and Workshop
- 3.3 Small Group Techniques : Group Discussion, Simulation, Role Playing
- 3.4 Buzz Technique; Brain Storming, Case Discussion and Assignment, Systems Approach in Education.

**Unit-IV**

- 4.1 Electronic Media in Education
- 4.2 Instructional Media : Concept, Selection

4.3 Use and Variety : E-Learning, e-books, e-journals, etc.

4.4 Web-based Learning : Access and Teaching Issues.

### **M.Phil. (Journalism & Mass Communication)**

#### **PAPER-05 ADVANCED JOURNALISM**

**Time allowed : 3 hrs.**

**Marks : 80**

#### **Unit- I**

1.1 Interpretative Journalism - Definition, Concept, Scope, Need

1.2 Background, Observation, Analysis, Opinion

1.3 Objectivity versus bias in Reporting

1.4 Public's Right to know vis-a-vis public curiosity

#### **Unit-II**

2.1 Precision Journalism : Use of social science research methods for journalistic research

2.2 Computer/Internet aided reporting

2.3 Online Journalism

2.4 Journalism in conflict situations viz. civil unrest, insurgency, communal riots, etc.

#### **Unit-III**

3.1 Citizen Journalism - Concept and Scope

3.2 Investigative Journalism - Need, Scope and Relevance

3.3 Defence Journalism- Need, Importance

3.4 Cultural Journalism - Writing reviews, Reporting Arts/ Culture/ Literary Events, Cinema Appreciation, etc.

#### **Unit-IV**

4.1 Lifestyle Journalism - Definition, Basics, Relevance

4.2 Creativity Writing and Journalism

4.3 Blog Journalism : Concept, Applications

4.4 Environment Journalism, Disaster Management Reporting

### **M.Phil. (Journalism & Mass Communication)**

#### **Paper- 06 DISSERTATION**

#### **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. The grades will be awarded after the viva-voce.