



**MASTERS OF PHILOSOPHY (M. PHIL.)**  
**MASS COMMUNICATION**  
**DETAILED SYLLABUS**  
**SESSION 2013-14**



## **PAPER I**

### **RESEARCH METHODOLOGY THEORY AND TECHNIQUES**

#### **UNIT - I**

Research: Definition, Importance and Meaning of research, Characteristics of research, Types of Research, Steps in research, Identification, Selection and formulation of research problem, Research questions – Research design – Formulation of Hypo Dissertation, Review of Literature.

#### **UNIT – II**

Sampling techniques: Sampling theory, types of sampling – Steps in sampling – Sampling and Non-sampling error – Sample size – Advantages and limitations of sampling.

Collection of Data: Primary Data – Meaning – Data Collection methods – Secondary data – Meaning – Relevances, limitations and cautions.

#### **UNIT – III**

Statistics in Research – Measure of Central tendency, Dispersion, Skewness and Kurtosis in research, Hypo Dissertation, Fundamentals of Hypo Dissertation testing, Standard Error, Point and Interval estimates, Important Non-Parametric tests: Sign, Run, Kruskal, Wallis tests and Mann, Whitney test.

#### **UNIT – IV**

Para metric tests: Testing of significance, mean, Proportion, Variance and Correlation, testing for Significance of difference between means, proportions, variances and correlation co-efficient. Chi-square tests, ANOVA, One-way and Two-way.

#### **UNIT– V**

Research Report: Types of reports, contents, styles of reporting, Steps in drafting reports, editing the final draft, evaluating the final draft.

#### **Reference Books:**

1. Statistical Methods - S.P. Gupta
2. Research Methodology Methods and Techniques - C.R. Kothari
3. Statistics (Theory and Practice) - B.N. Gupta
4. Research Methodology Methods and Statistical Techniques - Santosh Gupta



## **PAPER-II**

### **MASS COMMUNICATION AND MEDIA**

#### **Unit 1: Concepts**

Communication, Mass Communication, Media

#### **Unit 2: Communication**

Meaning, process, types (AV, Visual, Audio), approaches (horizontal-vertical-top down-bottom up- participatory, transmissional-semiological, scope (Intra,Inter,Group,Mass), elements (S,M,C,R,feedback), barriers, functions, models (SMR,SMCR,Shanon & Weaver, Lasswel, Osgood, Gerbner, New comb etc.), role

#### **Unit 3: Mass Communication**

Meaning, elements, role models (Defluer, Gerbner, Schramm, Westley & McCleans etc.), Technology in/of mass communication

#### **Unit 4: Media**

Meaning, types, functions, elements, Institution-textaudiences, Role of media in mass communication, Different media, their characteristics and use, Media creation-distribution-consumption technology

#### **Unit 5: Historical perspective to Communication and Media**

Evolution of communication: Theatre to Internet, Historical development of various media in India: Folk, media, Press, Cinema, Radio, Television, New media/Internet, Media regulation in India

#### **Media and Society**

Normative (Authoritarian, libertarian, social-responsibility, democratic participation), Sociological (cultivation, uses & gratification, agenda setting), Psychological (bullet, two step flow, personal influence) theories Media as cultural production, popular culture, mass culture Ownership patterns in Media and its implications Media audiences and its typologies

#### **Issues**

Representation, Persuasion, propaganda, ethics, social responsibility, censorship



## **PAPER-III**

### **PRINT MEDIA**

#### **Unit 1: Introduction to Writing**

What is Writing? Concept of Writing; Philosophy; the act of Writing; Evolution of Writing; Different Aspects in the Evolution of Writing as Technology and as an Art; Writing for Media as an Art. Medium of Writing; the Write Spirit. **Writing for Print Media:** Types of print media, newspaper, magazines, books, loose media-leaflets/pamphlets/brochures/, Difference of style in writing, Editing and captioning for print media

#### **Unit 2: Research: Sources of News Gathering**

Primary Sources and Secondary Sources; Finding and using News Sources; Recognizing the Sources; Getting Acquainted; Sources of News; News Sources and Solutions; at the Scene; Making Phone Calls; Stringers; Tipsters; Employee Inputs; Eye Witnesses; Do Cameras Influence Eye Witnesses; Researching The Story: Press Officers; Spin-Doctors; Experts; Ordinary People; Reference Books and Archives; Contact Book; E-Mail; Newsgroups; News Agencies; Hard News and Soft News.

#### **Unit 3: Grammar**

Basic Grammar Skills: Verbs, Adverbs, Nouns, Pronouns, Conjunctions, and Interjections; Compound Words; Adjectives; Prepositions and Punctuation. Active and Passive; Compound and Complex Sentences. Use of Abbreviations; Synonym's; Antonyms; Phrases.

#### **Unit 4: Writing Styles**

The Importance of Style: an Overview; the Fog Index; Write the Way You Talk; Metaphors are More Fun; Clarity; a Personal Style; Write Better than You Talk; Write with Your Ears; Words and Phrases; Sentences and Paragraphs; Figures of Speech; House Style; Writing For Various Media; Writing for Print Media; Writing for Radio; Writing for Television; Writing for Web; Writing for Advertisements.

#### **Unit 5: Types of Writing**

Fiction and Non Fiction Writing; Tools for Non Fiction; Description; Interviews: Introduction, Why am I Interviewing? Who should I Interview? How Many Sources are Enough? When should I Interview? Where should I Interview? What should I Interview: How should I Interview; Taking Notes; Final Thoughts; Writing the Interview Story; Feature Writing: What is a Feature? Types of Feature, Structuring and Developing a Feature; Writing Subject Feature; Writing Controversial Feature; Writing Opinion Feature; Business Writing: Introduction; Who is



the Audience? Headlines, Subheads, Executive Summary, PR Writing; Finding PR Gigs; Press Releases; Organizing the Information for Easy Writing.

### **Suggested Readings:**

1. Media Writing Manual: Print, Broadcast and Public Relations, W. Richard, Whitaker, Janet E. Ramsey, Ronald D, Routledge.
2. Writing for the Media, F. Nel, Kerry Swift, Les Aupiais, Mail & Guardian.
3. Basic Media Writing, Melvin Mencher, McGraw Hill.
4. Writing for the Mass Media, James Glen Stovall, Prentice Hall.
5. Writing Space: The Computer Hypertext and the History of Writing; Botter .J. David; Lawrence Erlbaum Associates; 1996

### **PAPER-IV DISSERTATION**

