

Master of Philosophy (Journalism)

FACULTY OF ARTS



Accredited Grade "A" by NAAC

Syllabi

ORDINANCES & REGULATION

IN FORCE FROM - JUNE-2019

SAURASHTRA UNIVERSITY

RAJKOT- 360005

**A Model for
M.Phil (Journalism) Programme
(SELF-FINANCE)
SEMESTER-1**

| No. | Course Group | Course Title | Credit | Internal Marks | External Marks | Total Marks | Unique Code |
|------------|---------------------|---|---------------|-----------------------|-----------------------|--------------------|-----------------------|
| 1 | Core 1 | Research Methodology & Communication | 4 | 30 | 70 | 100 | 19010903010100 |
| 2 | Core 2 | Teaching Techniques & Communication theories | 4 | 30 | 70 | 100 | 19010903010200 |
| | | Total | 8 | 60 | 140 | 200 | |

SEMESTER-2

| No | Course Group | Name of Course | Credit | Internal Marks | External Marks | Total Marks | Unique Code |
|-----------|-------------------------------|--|---------------|-----------------------|-----------------------|--------------------|---|
| 1 | ele-1 or ele-2 | Development Communication & Cyber media or Media uses & effects | 4 | 30 | 70 | 100 | 19010903010300 or 19010903010301 |
| 2 | Core 3 | Dissertation | 8 | | | 200 | 19010903010400 |
| | | Total | 12 | | | 300 | |

Semester One: Total 8 credits(one Core and one elective Course)

Semester Two : Total(4+8)12 credits(One core course & One Dissertation)

SYLLABUS

M.Phil SEM-1

Subject : Journalism

**Course(Paper)Name & No. : Paper-1
(Core-1)**

**Research Methodology &
Communication Research**

Course(Paper)Unique Code : 19010903010100

External Exam Time Duration : 2 hours 30 minutes

| Name of Program | Semester | Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project | Credit | Internal Marks | External Marks | Practical /Viva Marks | Total Marks |
|------------------------|-----------------|--|---------------|---------------------------|---------------------------|--------------------------------------|------------------------|
| M.Phil | Sem-1 | Core | 4 | 30 | 70 | - | 100 |

Objectives

- 1. The students should enrich their knowledge about**
 - Research Methodology**
 - Mass communication Research**

Paper-1(Core-1)

Research Methodology & Communication Research

| | |
|---------------|---|
| Unit-1 | Introduction to Research, Research Process, Types of Research, Research Methods, Qualitative Research, Research Design Formulation of Research Problem, Hypothesis, Variable, Research Tools, Sampling, Data Collection, Data analysis, Interrelation and standardization in Qualitative research. |
| Unit-2 | Introduction to Communication Research, The challenges of communication research, Media research group & Audiences, Focus Group, Meter, Logistic group, telephonic Survey, Online polls, Feedback & Feed Forward, Public opinion survey, Pre-election studies, Exit poll survey, Media Habits. |
| Unit-3 | Ethical Perspective of research & communication research, General Ethical Principles, Mass Communication research-historical review, code of behaviour as discussed by Cook, Participation and informed consent, Concealment and deception, Protection of Privacy, Professional code of ethics. |
| Unit-4 | Review of published research in the relevant field, Training & field work. How to write research proposal, research paper, dissertation & Ph.D. Thesis, Use of Computer in Research-Internet, Inlibnet, CD Magazine, search engines, Computer application for research. |

| BOOKS | | AUTHOR |
|--------------|---|------------------------------|
| 1 | Introduction to communication Research | John Reinard |
| 2 | Research Methodology & Social Science | Sadhu and Shingh |
| 3 | Research Method & Man Communication | Stemped & westlay |
| 4 | Strategies for Communication Research | Hirsch |
| 5 | શિક્ષણ અને સામાજિક વિજ્ઞાનોમાં સંશોધનનું પદ્ધતિશાસ્ત્ર | ડૉ. ડી.એ. ઉચાટ |

Subject : Journalism

Course(Paper)Name & No. : Paper-2

(core-2)

**Teaching Techniques &
Communication theories**

Course(Paper)Unique Code : 19010903010200

External Exam Time Duration : 2 hours 30 minutes

| Name of Program | Semester | Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project | Credit | Internal Marks | External Marks | Practical /Viva Marks | Total Marks |
|------------------------|-----------------|--|---------------|---------------------------|---------------------------|--------------------------------------|------------------------|
| M.Phil | Sem-1 | Elective-1 | 4 | 30 | 70 | - | 100 |

Objectives

1. The students should enrich their knowledge about

- Concept of Teaching Techniques**
- Concept of Communication theories**

Paper-2(Core-2)
Teaching Techniques & Communication Theories

| Module | Content | |
|---------------|---|--|
| Unit-1 | Higher Education and Learning, Objectives and Role of Higher Education, Teaching Technology. Methods and Techniques of Teaching. Large Group Techniques: Lecture, Modified Lecture, Seminar, Symposium, Panel Discussion, Team Teaching, Project Approach and workshop. Small group techniques: Group Discussion, Systems Approach in Education. | |
| Unit-2 | Importance of Media Education, Teaching for print Media, Teaching for electronic Media like Radio, Television & Film, Teaching for film journalism photo journalism & Advertising. The Indian & Eastern Newspaper Society, All India Newspaper's editor's Conference, Indian Language Newspapers Association, Audit Bureau of circulation, Editor Guild of India, Indian Institution of Mass Communication, Press Information Bureau National Film Development Corporation, Central Film Certification Board, Film & Television Institute. | |
| Unit-3 | Sociological Theories of Mass Communication: The meaning construction function of the Press, Cultivation Theory, Agenda setting Theory, Magic Bullet Theory or Hypodermic Needle, Psychological or individual difference Theory, Social differentiation Theory, Personal influence Theory or social relationship Theory-two step flow of Communication, Multistep flow of Communication. The uses & gratification Theory, Dependency Theory. | |
| Unit-4 | Normative Theories of mass media-Authoritarian Theory, Free Press Theory or Libertarian Theory, Social responsibility Theory, communist media Theory. Other important Theories of Mass Communication: Mass Society Theory, Minimal Approach Theory, Popular culture view, Social expectations Theory, Social organization Theory. | |
| BOOKS | | AUTHOR |
| 1 | Media Communication and development | Suresh Sharma |
| 2 | Rethinking development communication | Neville |
| 3 | Research Methods for media and cultural studies | Marie Davies & Nick Mosdell |
| 4 | Introduction to Communication Research | John C. Reinarel |
| 5 | पत्रकारत्व : सिध्दांत अने अध्द्ययन | डॉ. चंद्रकांत महेता |
| 6 | संशोधननी पध्दतिओ अने प्रविधिओ | डॉ. हरी देसाई अने डॉ. कृष्णकांत देसाई |
| 7 | माध्यम भीमांसा | डॉ.यासीन दलाल |
| 8 | पत्रकारिता के सिध्दांत | डॉ. रमेशचंद्र त्रिपाठी |

M.Phil SEM-2

Course(Paper)Name & No. : Paper -1

Elective-1

**Development Communication
& Cyber media**

Course(Paper)Unique Code : 19010903020300

External Exam Time Duration : 2 hours 30 minutes

| Name of Program | Semester | Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project | Credit | Internal Marks | External Marks | Practical /Viva Marks | Total Marks |
|------------------------|-----------------|--|---------------|---------------------------|---------------------------|--------------------------------------|------------------------|
| M.Phil | Sem-2 | Core | 4 | 30 | 70 | - | 100 |

Objectives

1. The students should enrich their knowledge about

- Role of media in development

- Cyber journalism & Cyber media

Paper-1(Elective-1)

Development Communication & Cyber media

| Module | Content | |
|---------------|---|---|
| Unit-1 | Information & Communication Technologies for development: Community radio, Information & Education, Telemedicine, E-governance, Internet radio, internet television, Geographic information systems, implications for development. | |
| Unit-2 | Development communication Ethics in the Indian Mass Media, Goals of Mass Media, Commitment in Indian Mass Communication, Reform movements & Mass Communication, Exposing corruption, Development Communication ethics in India. | |
| Unit-3 | Colonial structure of Communication : Decolonisation and Aspirations of Nations : Media Conflict, Role of Unesco in international communication, Non aligned news agencies pool, International News agencies, New world information & Economic order, India & NWICO, Macbricls commission. | |
| Unit-4 | Cyber media, cyber space, Information syperhighways, Internet revolution, cyber journalism, cyber media, Writing for web-media, online Advertising- E-Mail marketing, Globalization on Journalism online, E-government, cyber-laws. | |
| BOOKS | | AUTHOR |
| 1 | Development Communication | B.N.Ahuja & S.S.Chhabra |
| 2 | Communication for development | Kiran Prasad |
| 3 | Understanding development Communication | Uma Joshi |
| 4 | Development Communication on In India | G.N.S. Raghovan |
| 5 | Communication to development | Kiran Prasad |
| 6 | Mass Communication Principles & Practices | B.K.Chaturvedi & Dr. S.K. Mittal |
| 7 | वेब पत्रकारिता | हंसराज सुमन, असेस विक्रम |

Subject : Journalism

**Course(Paper)Name & No. : Paper-2
(Elective-2)
Media uses & Effects**

Course(Paper)Unique Code : 19010903010301

External Exam Time Duration : 2 hours 30 minutes

| Name of Program | Semester | Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project | Credit | Internal Marks | External Marks | Practical /Viva Marks | Total Marks |
|------------------------|-----------------|--|---------------|---------------------------|---------------------------|--------------------------------------|------------------------|
| M.Phil | Sem-1 | Elective-2 | 4 | 30 | 70 | - | 100 |

Objectives

- 1. The students should enrich their knowledge about**
- Present Media Context**
 - New Media Technology**

Paper-1 (Elective-2)

Media uses & Effects

| Module | Content | |
|---------------|--|---------------------------------|
| Unit-1 | Present media context: Socio, Economic, Political and Cultural change, New Communication Technologies: Cable and Satellite Television, Telecommunications and Internet. | |
| Unit-2 | New media Technology- characteristics: Information Superhighway, Convergence, Structure and Functions; social & cultural consequences: Fragmentation and digital Isolation; Social Control and Democracy-Privatization and Competition – New media access and control- Digital Divide: E-governance-process, social and legal frameworks- policy initiatives. | |
| Unit-3 | Information and Knowledge Definitions and characteristics of Information Society, Post-industrial society- Information society Theories: Daniel Bell, Machlip, Webster, Schiller- Evolution of new media audiences: Elite, Mass, Specialized and Interactive- New media uses and gratifications- Influencing factors. | |
| Unit-4 | Social and cultural effects of new Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation, New media impact on old media - ICTs for Development- Empowerment, right to information. | |
| BOOKS | | |
| | AUTHOR | |
| 1 | New Media Technology and Communication | B.K.Chaturvedi |
| 2 | Handbook of Online Journalism | Swati Chauhan, N.C. Pant |
| 3 | Role of Electronic Media in Modern World | A.K.Kaul |
| 4 | Media Impact | Shirley Biagi |
| 5 | इन्टरनेट पत्रकारिता | सुरेशकुमार |

Subject : Journalism

Course(Paper)Name & No. : Paper-2

(Core-3)

Dissertation

Course(Paper)Unique Code : 19010903020400

| Name of Program | Semester | Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project | Credit | Internal Marks | External Marks | Practical /Viva Marks | Total Marks |
|------------------------|-----------------|--|---------------|---------------------------|---------------------------|--------------------------------------|------------------------|
| M.Phil | Sem-2 | Core | 8 | | 200 | - | 200 |

Objectives:

- 1. The students should enrich their knowledge about**
 - Dissertation on a particular subject**
 - Concept of Research and Communication Research**

Paper-2

(Core-3)

Dissertation

The Students should, enrich their knowledge about a particular subject or area and write a master essay on it. The essay should be based on research and of approximately 150 pages. This (dissertation) is supposed to be submitted before 31st March.

| BOOKS | | AUTHOR |
|--------------|--|-------------------------------------|
| 1 | શિક્ષણ અને સામાજિક વિજ્ઞાનોમાં સંશોધનનું પદ્ધતિશાસ્ત્ર | ડૉ. ડી.એ. ઉચાટ |
| 2 | સંચાર માધ્યમ અને સંશોધન | ડૉ. ચન્દ્રકાન્ત મહેતા |
| 3 | શૈક્ષણિક સંશોધનની રૂપરેખા | ડૉ. મનુભાઈ ડી. ત્રિવેદી |
| 4 | સંશોધનની વિશિષ્ટ પદ્ધતિઓ | ડૉ. ડી.એ.ઉચાટ |
| 5 | આધુનિક શોધ પ્રણાલિ | ડૉ. ગોપાલલાલ જૈન |
| 6 | રિસર્ચ મેથોડોલોજી | ડૉ. આર. એન. ત્રિવેદી, ડી.પી.શુક્લા |
| 7 | સામાજિક અનુસંધાન એવં પદ્ધતિયાં | ડૉ. સુશીલકુમાર ઢિલ્લર, ડૉ. મંજુલ્લા |
| 8 | Research Methodology Methods & Techniques | C.R.Kothari |
| 9 | Research Methodology | Dr. Kumar |