

SAURASHTRA UNIVERSITY

RAJKOT

(ACCREDITED GRADE "A" BY NAAC)



FACULTY OF ARTS

Syllabus for

M.Phil. (JOURNALISM)

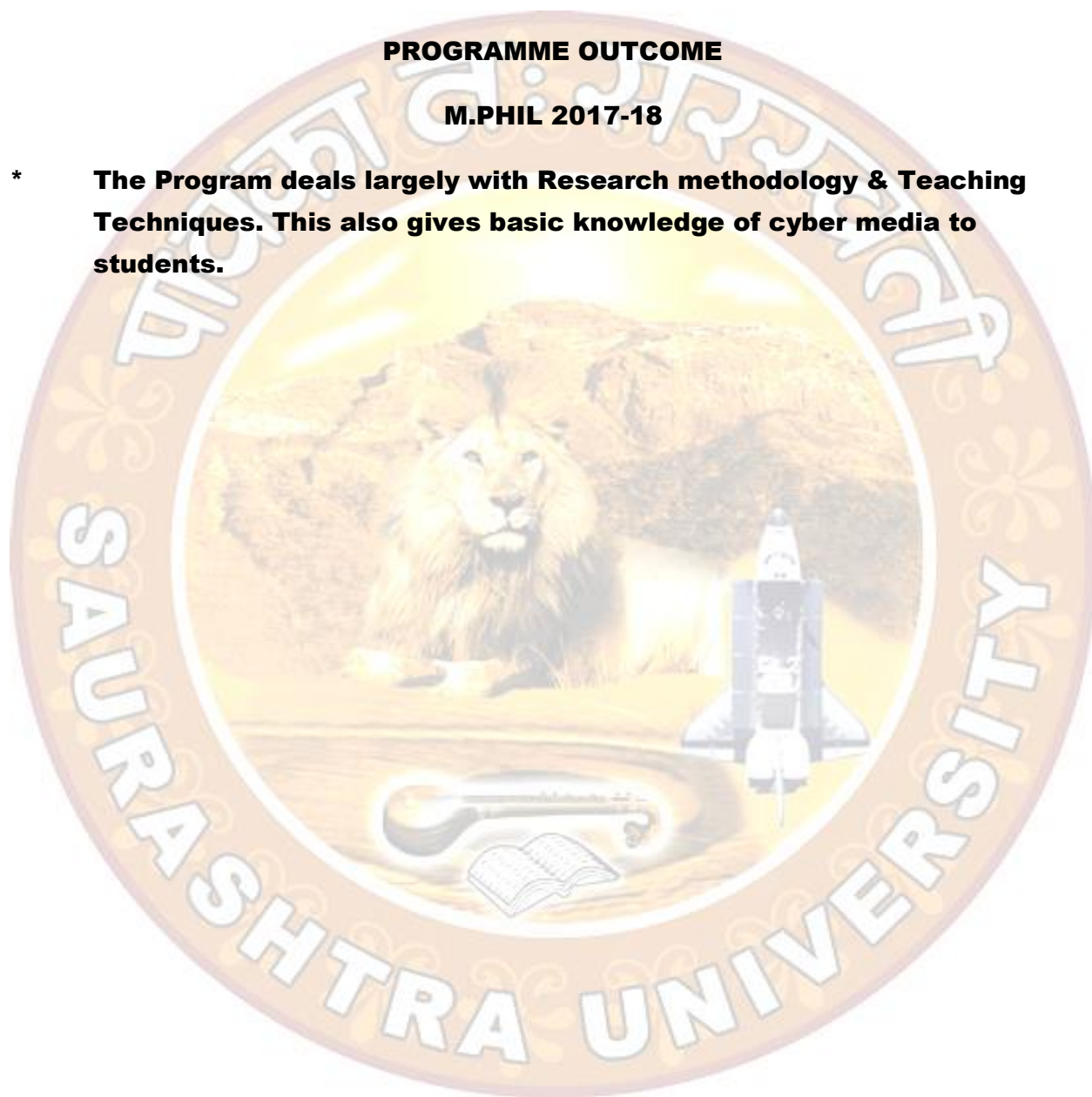
Choice Based Credit System

With Effect From: 2017-18

PROGRAMME OUTCOME

M.PHIL 2017-18

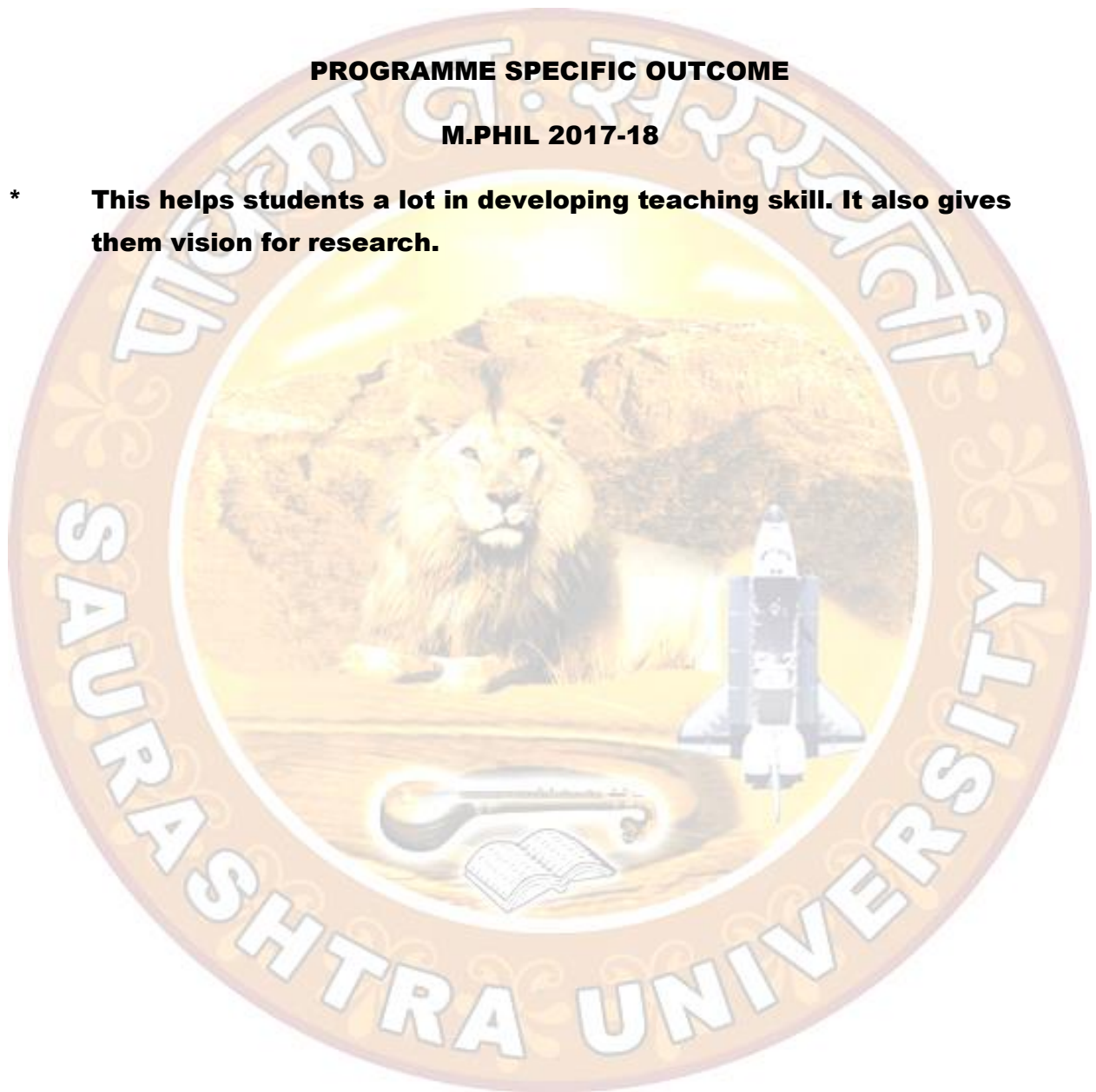
- * **The Program deals largely with Research methodology & Teaching Techniques. This also gives basic knowledge of cyber media to students.**



PROGRAMME SPECIFIC OUTCOME

M.PHIL 2017-18

- * **This helps students a lot in developing teaching skill. It also gives them vision for research.**



M.PHIL 2017-18

COURSE OUTCOMES

SEM-1

COS 1 **The students are academically enriched about.**

- **Higher education & Teaching**
- **Research methodology**

COS 2 **The students are academically enriched about.**

- **Concept of development**
- **Role of media in development**

COS 3 **The students are academically enriched about.**

- **Present Media Context**
- **New Media Technology**

SEM-2

COS 1 **The students are academically enriched about.**

- **Concept & role of Mass Communication**
- **Communication research methods**

COS 1 **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.**

Rules for M.Phil. Programme

1.0 Eligibility criteria for admission to the M.Phil Programme:

1.1 Candidates for admission to the M.Phil. Programme shall have a Master's degree in journalism, with at least 55 % marks in aggregate or its equivalent grade 'B' in the UGC 7 point scale(or an equivalent grade in a point scale wherever grading system is followed) or an equivalent degree from a foreign educational Institution accredited by an Assessment and Accreditation Agency Which is approved, recognized or authorized by an authority, established or incorporated under a law in its home country or any other statutory authority in that country for the purpose of assessing, accrediting or assuring quality and standards of educational institution(1.1)

1.2 A relaxation of 5 % of marks, from 55 % may be allowed for those belonging to SC/ST/OBC(non-creamy layer)/ Differently-Abled and other categories of candidates as per the decision of the Commission from time to time or for those who had obtained their Master's degree prior to 19th September, 1991. The eligibility marks of 55 % and the relaxation of 5 % to the categories mentioned above are permissible based only on the qualifying marks without including the grace mark procedures(1.2)

2.0 Duration of the Programme:

2.1 M.Phil Programme shall be for a minimum duration of two (2) consecutive semesters. The women candidates and Persons with Disability (more than 40 % disability) may be allowed a relaxation

of one year for M.Phil In addition, the women candidates may be provided Maternity Leave/Child care Leave once in the entire duration of M.Phil for up to 240 days(3.1) & (3.4)

3.0 Procedure for admission :

3.1 The University shall advertise the admission notice (4.2.2). The Department shall decide on an annual basis through its Staff Council a predetermined and manageable number of M.Phil. scholars to be admitted depending on the number of available Research Supervisors and other academic and physical facilities available, keeping in mind the norms regarding the scholar-teacher ratio(as indicated below), laboratory, library and such other facilities(4.2.1).

- (i) A research Supervisor who is a Professor, at any given point of time, cannot guide more than three(3) M.Phil scholar;**
- (ii) An Associate Professor as Research Supervisor can guide up to maximum of two(2) M.Phil scholars and**
- (iii) An Assistant Professor as research Supervisor can guide up to a maximum of one(1) M.Phil scholars(5.5).**

3.2 The Department shall admit M.Phil students through an Entrance Test conducted at the Department of Journalism, Saurashtra University, Rajkot(4.1)

3.3 An Entrance Test Shall be qualifying test for the admission with qualifying marks as 50 % The syllabus of the Entrance Test shall consist of all Core Courses of the M.J.M.C. Journalism Programme of the Saurashtra University, The Entrance Test shall be conducted at the Department. Nature of the test shall be oral & written (MCQ-test) examination.

3.4 Admission to the M.Phil Journalism shall be based on the merit order of the Entrance Test score by the applicant. The Department shall follow and adhere to the National/State-level and the University reservation policy,as guided by PGTR regulation from time to time: (4.2.3)

**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	Cor I	Teaching techniques & Research Methodology	4	30	70	100	17010903010100
2	Ect I	Development Communication	4	30	70	100	17010903010201
	Ect II	Media uses & Effects	4				17010903010202
		Total	8	60	140	200	

SEMESTER-2

No	Course Group	Name of Course	Credit	Internal Marks	External Marks	Total Marks	Unique Code
1	Cor 2	Communication theory & Communication research	4	30	70	100	17010903010100
2	Cor 3	Dissertation	8			200	17010903010200
		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

Semester-1

Subject : Journalism

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

Teaching techniques &
Research Methodology

Course(Paper)Unique Code : 17010903010100

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**
 - **Higher education & Teaching**

- **Research methodology**

Paper-1 (Core-1)

Teaching techniques & Research Methodology

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	Introduction to Research & Communication Research, Formulation of Research Problem, Hypothesis & Research Design, Various Methods(Sampling, Census, Observation, Questionnaire, Schedule, Interview) Data Collection. Media Research Group & Audiences, Focus Group, Peoples Meter, Logistic Group, Telephonic Survey, Online Polls, Feedback and Feed Forward, Public Opinion Survey, Pre-election studies, exit poll survey, Media Habits,	
Unit-4	Qualitative Research, Research Report writing: Importance & Utility of research report, Characteristics of Research Report, Language & Style of Research Report. Project report, Dissertation & Ph.D. thesis, Research Paper.	
BOOKS		AUTHOR
1	Practical Research Methods for Media and	Davies and Nick Mosdell

	Cultural Studies	
2	Research in Mass Media	S.R.Sharma, Anil Chaturvedi
3	Research Methods in Mass Communication	Dr. Rajat K. Chaoudhary
4	5+SFIZTF 5 IX1F6	OF" P SD, [X IN1FLT
5	IX1F6 VG[; FDFÒS IJ7FGMDF\ ; \XMWGG]\ 5wWITXF:+	OF" P OLPV [P pRF8

Subject : Journalism

**Course(Paper)Name & No. : Paper-2
(Elective-1)
Development Communication**

Course(Paper)Unique Code : 17010903010201

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

- The students should enrich their knowledge about**
 - **Concept of development**
 - **Role of media in development**

Paper-2 (Elective-1)

Development Communication

Module	Content	
Unit-1	Concept of development, Indicators of development, Development Communication: Concept of Process, Models of development Communication, Development & Society, Development & Social Changes.	
Unit-2	Family Planning & Development Communication. People's Participation & Development Communication, Political awareness & development Communication. Environment & Development Communication, Voluntary Agencies & Development Communication.	
Unit-3	Mass Media & Development Communication, Role of Traditional Media in Development Communication, Role of Print Media in Development Communication. Cinema & Development.	
Unit-4	Broadcasting as Public service, Radio rural forums, Rural broadcasts, Role of Radio in development communication. Song & Drama Division. Role of TV in Promoting Literacy and social change, SITE, SITE Programmes.	
BOOKS		AUTHOR
1	Development Journalism : What Next	D.V.T. Murthy
2	Media, Communication and Development	Suresh Sharma

3	Rethinking Development Communication	Nevilk
4	Communication –Models	Uma Narula
5	S'IQF V[JD U FD IJSF; D[\ IJIOIM V[JD N}ZNX"G	IJGMN N]A[

Subject : Journalism

**Course(Paper)Name & No. : Paper-2
(Elective-1)
Media uses & Effects**

Course(Paper)Unique Code : 17010903010202

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-2 (Elective-1)

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	.g8ZG[8 5+SFIZTF	;]Z[XS]DFZ

Semester-2

Subject : Journalism

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

Communication theory & Communication research

Course(Paper)Unique Code : 17010903020100

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

- **Concept & role of Mass Communication**
- **Communication research methods**

Paper-1(Core-2)

Communication theory & Communication research

Module	Content
Unit-1	Meaning of Mass Communication, Meaning of Mass Media, elements of mass communication. The changing role of mass communications and the Mass Media Industries, Mass Communication & Culture, Postmodern culture, Popular culture.
Unit-2	Right to Information and Communication, Role of UNESCO in International Communication, Non-Aligned news agencies pool, New World Information and Economic Order, Politics & Communication, Media Organization, Changing Dynamics of Media in India, Media Globalization.
Unit-3	Sociological Theories of Mass Communication: The Meaning Construction Function of the Press, The Use & Gratification Theory, Cultivation Theory and Agenda Setting Theory, Normative Theories of Mass communication: Authoritarian Theory, Libertarian Theory, Social Responsibility Theory and Communist Media Theory.
Unit-4	Ethical Perspective of Mass Media- What is Ethics, General Ethical Principles, Mass Communication research & Ethical Perspective, Code of behaviour as discussed by cook, Participation and informed consent, Concealment and deception, Protection of Privacy, Professional Code of ethics.
BOOKS	
AUTHOR	

1	Strategies for Communication Research	Hirsch
2	Research Methodology in Social Science	Sadhu & Singh
3	Research Method in Mass Communication	Stempel & Westley
4	New Models of Mass Communication Research	Potter & Clarke
5	Mass Media Research	Wilbur & Dominick

Subject : Journalism

**Course(Paper)Name & No. : Paper-2
(Core-3)
Dissertation**

Course(Paper)Unique Code : 17010903020200

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-2)

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.