

SAURASHTRA UNIVERSITY

RAJKOT

(ACCREDITED GRADE "A" BY NAAC)



FACULTY OF ARTS

Syllabus for

M.Phil. (JOURNALISM)

Choice Based Credit System

With Effect From: 2019-20

PROGRAMME OUTCOMES

M.PHIL 2019-20

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



PROGRAMME SPECIFIC OUTCOME

M.PHIL 2019-20

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



M.PHIL 2019-20

COURSE OUTCOMES

SEM-1

COS 1 The students are academically enriched about.

- **Research Methodology**
- **Mass communication Research**

COS 2 The students are academically enriched about.

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

SEM-2

COS 1 The students are academically enriched about.

- **Role of media in development**
- **Cyber journalism & Cyber media**

COS 2 The students are academically enriched about.

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

COS 3 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.

**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 I	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.
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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, Infilbnet, 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	પત્રકારત્વ : સિધ્ધાંત અને અધ્યયન	ડૉ. ચંદ્રકાંત મહેતા
6	સંશોધનની પધ્ધતિઓ અને પ્રવિધિઓ	ડૉ. હરી દેસાઈ અને ડૉ. કૃષ્ણકાંત દેસાઈ
7	માધ્યમ મીમાંસા	ડૉ.યાસીન દલાલ
8	પત્રકારિતા કે સિધ્ધાંત	ડૉ. રમેશચંદ્ર ત્રિપાઠી

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
	હંસરાજ સુમન, એસ વિક્રમ

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	ईन्टरनेट पत्रकारिता	सुरेशकुमार

Subject : Journalism

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

(Core-3)

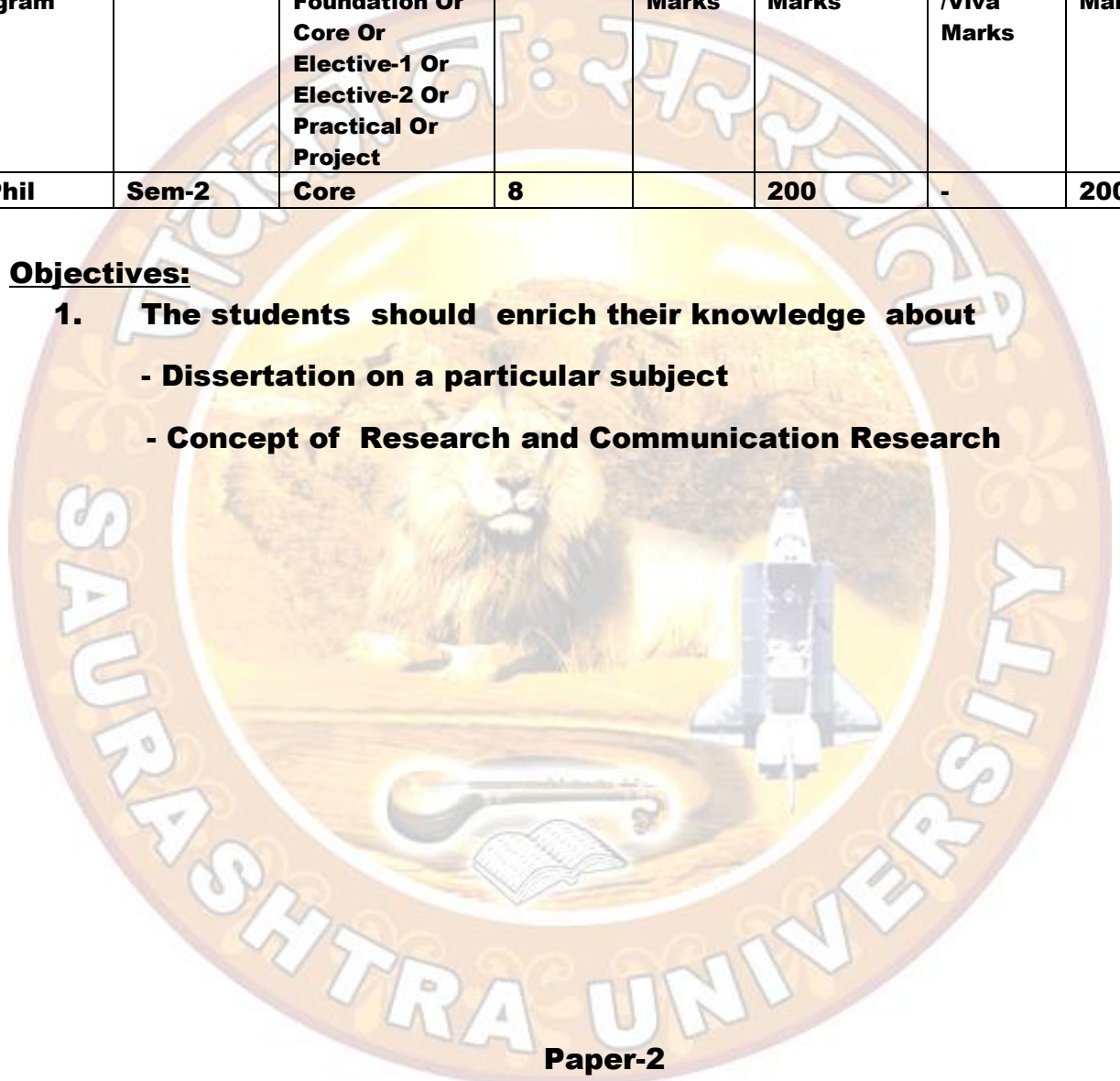
Dissertation

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 પધ્ધતિશાસ્ત્ર	ડૉ. ડી.એ. ઉચાટ
2	સંચાર માધ્યમ અને સંશોધન	ડૉ. ચન્દ્રકાન્ત મહેતા
3	શૈક્ષણિક સંશોધનની રૂપરેખા	ડૉ. મનુભાઈ ડી. ત્રિવેદી
4	સંશોધનની વિશિષ્ટ પધ્ધતિઓ	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 પધ્ધતિયાં	ડૉ. સુશીલકુમાર છિલ્લર, ડૉ. મંજુલ્લા
8	Research Methodology Methods & Techniques	C.R.Kothari
9	Research Methodology	Dr. Kumar