

**Syllabus for MA(JMC)**  
**Session: 2016-17 Onwards**

**Department of Journalism & Mass Communication**  
**University of Lucknow**



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**University of Lucknow**

## Syllabus

### M.A. (Journalism Mass and Communication)

#### MAJMC – I Semester

S.No	Paper	Paper Title
M01	I	Basic Principles of Communication & Mass-Communication
M02	II	History Growth & Development of Media
M03	III	Computer Applications & Visual Communication
M04	IV	Practical / Viva Voce

#### MAJMC – II Semester

S.No	Paper	Paper Title
M05	V	Basics of Reporting & Editing
M06	VI	New media
M07	VII	Media Laws
M08	VIII	Practical / Viva Voce

#### MAJMC – III Semester

S.No	Paper	Paper Title
M09	IX	Electronic Media (Radio & Television)
M10	X	Advertising & Media Management
M11	XI	Public Relations & Corporate Communication
M12	XII	Practical / Viva Voce

#### MAJMC – IV Semester

S.No	Paper	Paper Title
M13	XIII	Development Communication
M14	XIV	Communication Research
M15	XV	Dissertation
M16	XVI	Practical / Viva Voce

## MAJMC – I Semester

S.No	Paper	Paper Title
M01	I	Basic Principles of Communication & Mass-Communication

### Unit-I

Nature and Process of Human Communication  
 Communication: Definition, Elements, Process, Functions, Barriers, Verbal, non verbal-  
 Paralinguistic, Kinesics, Proxemics, Chronemics,  
 Need and Significance of communication  
 Kinds of Communication

### Unit-II

Models of Communication: Relevance & limitations  
 Lasswell, SMCR, Shannon and Weaver  
 Osgood, Wilbur Schramm, Newcomb, Mclean & Dance model of Communication, Gerbner  
 model, Jakobson Model

### Unit-III

Theories of Communication: Sociological and Normative Theories, Bullet, Psychological or  
 Individual Difference, Personal Influence, Cultivation, Dependency, Uses and Gratification,  
 Agenda Setting, Free Press, Development, Communist Media theory  
 Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Critical and  
 Cultural Theories; Hegemony

### Unit-IV

Mass communication as a agent of Social change  
 Demassification, Demystification, Decentralization and convergence  
 Characteristics of Audiences, audience fragmentation,  
 Type of audiences: Elite audience, General audience, specialized audience, target audience  
 Limitations of Mass Communication

### Suggested Readings :-

1. Mass-Communication in India: Keval J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail:Sage Delhi
3. Bharat Men Sanchar aur Jansanchar:J.V.Vilani: M.P. Hindi Granth Academy Bhopal
4. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green:Kochi
5. Mass-, Culture, Language and arts in India: Mahadev L.Apte: Popular Prakashan, Mumbai
6. Towards sociology of Mass-Communication: Denis McQuail: Collier –Macmillan
7. News,Information &Communication:Dr.Mukul Srivastava,New Royal Book Company Lucknow.
8. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.
9. Introduction to Communication Studies: John Fiske: Methuen London
10. Sochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.

S.No	Paper	Paper Title
M02	II	History Growth & Development of Media

**Unit-I**

Origin, History, growth of Print Media with special reference to India  
 Regional Press : Importance & Reach  
 Role of Press in Pre Independence and Post independence in India  
 Origin of Indian News agencies and their role

**Unit-II**

Origin History, Growth of Radio with special reference to India  
 Radio as a tool of development  
 Future of Radio: FM, Online Radio, Visual radio, Ham Radio  
 Community Radio: Concept & Importance

**Unit-III**

Origin and History, of T.V. with special reference to India  
 SITE Experiment  
 Origin History, Growth of Cinema with special reference to India  
 Indian New Wave  
 Indian Popular Films: Social History  
 Role of Cinema in Social Change: Critical analysis  
 Regional Cinema

**Unit-IV**

Origin History & Growth of Internet in India  
 Role of Internet as a tool of Communication  
 Internet Governance; Internet Engineering Task Force  
 Future of web journalism/cyber media  
 Digital Divide  
 Introduction to Mobile Media  
 Changing conceptions in Mobile Media

**Suggested Readings:**

1. Parakh Jawari Mall : Hindi Filmon ka Samajik Charitra, Anamika Publication, New Delhi
2. Vasudev Aruna: The New Indian Cinema, MacMillan, New Delhi.
3. Dasgupta, Chidanada: Talking about Films, Orient Longman, Mumbai.
4. Rai Satyajeet: Our Films, Their Films, Orient Longman, Mumbai.
5. Kumar J Kevel: Mass-Communication In India, Jaico Publication, Mumbai.
6. Press in India: Annual report of the registrar of News paper for India: Publication Division, New Delhi.
7. The History of Press in India: B.N. Anja : Surgeet Publication New Delhi
8. The Romance of Indian Journalism: J. Basu: Kolkatta university Prees Kolkatta
9. Mass Coomunication in India: J. Vinanilum: Sage Publication New Delhi.

10. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.
11. Jyotika Viridi-The Cinematic Imagination\_ Indian Popular Films as Social History (2003).
12. Aaj Ki Duniya Mein Suchna Paddhati, Mark Foster,
13. Bharat Vibhajan Aur Hindi Patrakarita, Radha Krishan Sharma,

S.No	Paper	Paper Title
M03	III	Computer Applications & Visual Communication

### Unit-I

Introduction to computers: Definition classification and type of computers  
 Computer hardware and software  
 Memories, types of memories, storage devices  
 Application of computer in various fields related to media: Print electronic and film etc.  
 Introduction to operating systems: MS windows,(98,2000,XP) MS DOS.

### Unit-II

Visual Communication: Meaning, definition and Philosophy  
 Need and importance of visual communication  
 Various application areas of visual communication  
 Latest Development in the field of Visual Communication  
 Future of Visual Communication  
 Principles of Design; Elements of Design, Theory of Colors  
 Importance of Monochrome, Alignment, Geometric shapes and Forms

### Unit-III

Introduction to multimedia and animation  
 Introduction to MS power point, Presentation manager  
 Design aspect of audio visual presentation (Power point Presentation)  
 Import and assembly of files software related to audio and video: Cool Edit, Windows movie maker  
 Introduction to designing and photo editing software: Coral draw & Photoshop  
 Introduction to text formatting software: MS word and Quark express  
 Use of DTP in Print Media applications

### Unit-IV

Graphics: Definition & Types  
 Persistence of vision application  
 Conceiving logo design, Corporate Identity  
 Design and Layout (News papers, Posters, Magazines, Books)  
 Relevance of fonts and sizes  
 Concept of RGB & CMYK  
 Different type of formats: JPEG, MPEG, AVI, GIF, MP3, BITMAP, TIFF.

### Suggested Readings:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India



3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave:Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
6. Introduction to Information Technology: Chetna Srivastava
7. Computer Itihas Aur karyavidhi, Gopinath Srivastava
8. Computer ka kamal, Sunita Sharma, Bharti Bhasha Prakashan, Delhi

S.No	Paper	Paper Title
M04	IV	Practical / Viva Voce

Designing Two pages of News Paper in A3 Size.

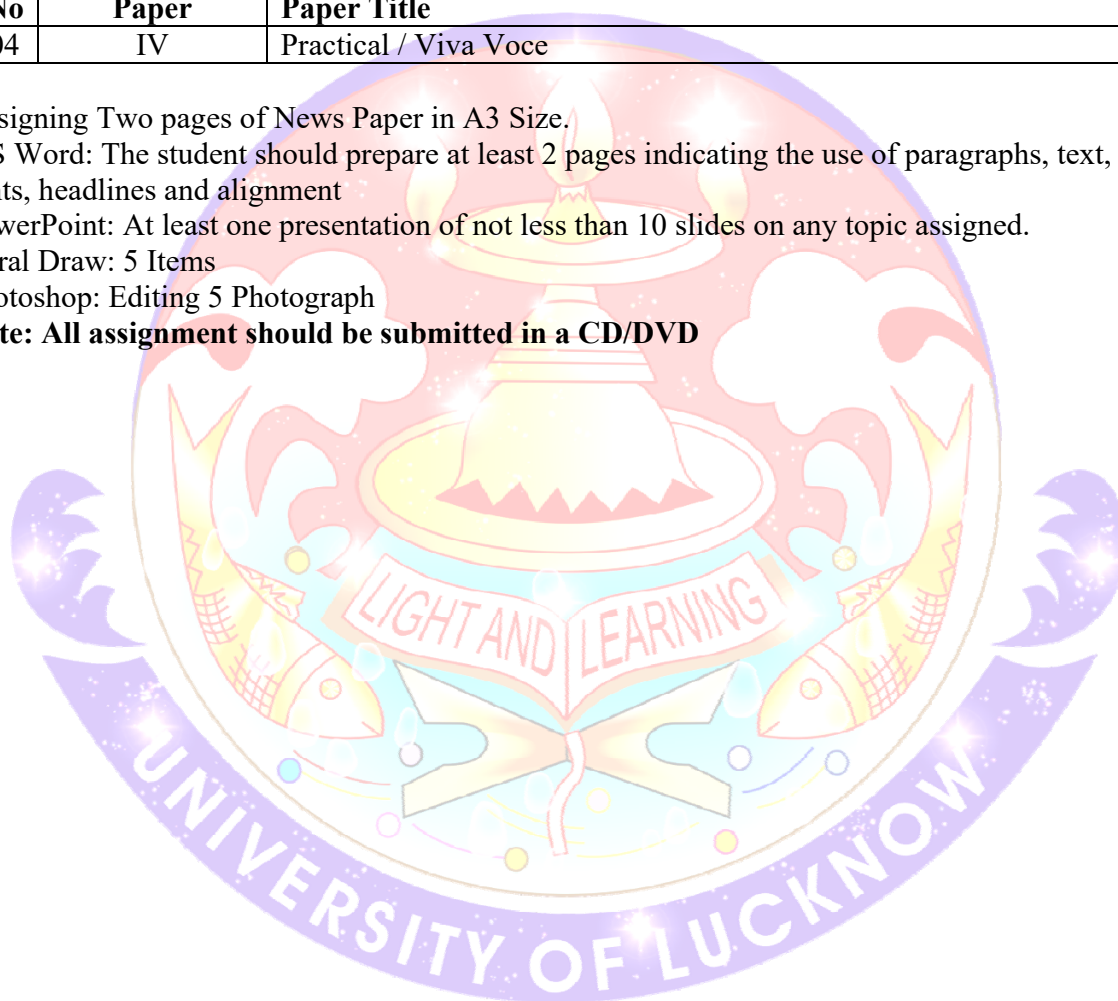
MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment

PowerPoint: At least one presentation of not less than 10 slides on any topic assigned.

Coral Draw: 5 Items

Photoshop: Editing 5 Photograph

**Note: All assignment should be submitted in a CD/DVD**



## MAJMC – II Semester

S.No	Paper	Paper Title
M05	V	Basics of Reporting & Editing

**Unit-I**

News: Definition & Type  
 News Value, Qualities of Good writing  
 Elements of News, 5W & 1H Concept of News  
 Structure of News Story: Intro, Body (Inverted Pyramids) etc.  
 News gathering & Sources of News  
 Qualities of Reporter

**Unit-II**

Editing: Meaning, Definition & Need  
 News agencies: History, Importance  
 Major News Agencies: PTI, UNI, Reuter, AP, etc  
 Structure of editorial Department, Proof reading symbols  
 Style book, Story peg  
 Electronic revolution & Editing

**Unit-III**

Headline: Meaning, Significance Writing and types  
 Interview: Methods Importance and types  
 Book review, Film Review  
 Feature Writing  
 News article, analysis, & Letters to the editor  
 Definition, Importance and Types of Editorial

**Unit-IV**

Different types of Beat & Importance  
 Cultural reporting  
 Science & Technology reporting  
 Sports & games reporting  
 Crime reporting  
 Development Reporting

**Suggested Readings:**

1. News Writing: George.A.Hough, Boston Hough miffin company.
2. News culture: Allen Stuart, Buckingham open university press.
3. Modern Journalism and News writing: Savita Chadda
4. Basic Journalism: Rangaswami Parthasarathi, Macmilan India Ltd.
5. Editing design and book production: Foster Charles, Journy London
6. News Editing Theory and practice : Sourin Banerji: K.P. Bagchi and company New Delhi.
7. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.
8. News, Information & Communication: Dr. Mukul Srivastava, New Royal Book Company Lucknow
9. Samachar Feature lekhan avum Sampadan, Harimohan, Takshila Prakashan

10.Sampadan kala, K.P. Narayan, Madhya Pradesh

11.Sampadan Kala, Ramesh jain

S.No	Paper	Paper Title
M06	VI	New Media

### Unit- I

Introduction to the concept of new media- Concept and meaning, History of New media, Globalization & New media, Online Journalism

Search engine –Meaning and types; National and International well known sites-News, Entertainment.

Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, CMS, RSS feed  
Social Media Constituents- Facebook, Twitter, Wordpress, Blogger, LinkedIn, Instagram, YouTube, Docs, Drive, Hangouts, social bookmarking, delicious, slideshare, Skype

### Unit- II

Content writing for web: Why writing for web is different, characteristics of good content, structuring of content on page, Qualities of content writer

Reading pattern for web- 3 Design Layouts: Gutenberg Diagram, Z-Pattern, And F-Pattern

Writing for SEO: tagging-tags and meta tags, hyperlinking-how to use hyperlinking etc

Use of various social media platforms for making story viral

### Unit- III

Digital story telling-Concept, Elements of storytelling

Digital story telling as a tool for social change

News in photos- Selection of images-, captioning, Heading, Subheading, Formatting,

Hyperlinking-Text, Slideshow, Audio, Video

Audio for web-Interview, Audio editing Insertion in between articles, Podcasting, Webcasting

Video for web- Recording , Slideshow video, caption, transitions, sound-background music, voice over

### Unit - IV

Ethical issues in Online Media

Cyber Activism: Community Informatics Activism in Cyber space,

Evolution of media campaigns around world

New media and political campaigns in Indian Context

ICT: Concept of ICT, Role of ICT in social development

### Suggested Reading :

1. The Online Journalism Handbook: Skills to survive and thrive in the digital age (Longman Practical Journalism Series) by Paul Bradshaw, Liisa Rohumaa
- 2.Digital story telling in the classroom New Media Pathways to Literacy, Learning and Creativity by Jason B Ohler
3. Online Journalism Ethics : Traditions and Transitions by Cecilia Friend and Jane B. Singer
4. Cyberactivism: Online Activism in Theory and Practice edited by Martha Mccaughy, Michael D. Ayers
5. Samachar Lekhan Aur Web Patrakarita, A.Kulshreshtha, Sri Nataraj Publications.



6. Media hoon mein, Jay Prakash Tripathi, Aman Prakashan, 2014.
7. Mandi mein media, Vineet Kumar, Vani Prakashan.
8. Vidyapan dot com, Rekha Sethi, Vani Prakashan.

S.No	Paper	Paper Title
M07	VII	Media Laws

### Unit-I

Need and importance of various laws in media  
 Brief history of Press Law in India  
 Basics of Indian constitution and Fundamental Rights, Directive Principles of state policy,  
 Freedom of Speech & expression Article 19(a) & 19(b)  
 Concept of free press, Censorship and other legal implications imposed by government on Press

### Unit-II

Press Commission: First and Second  
 Press council of India  
 Defamation: Libel and Slander  
 Sedition and inflammatory writings, IPC and CrPC  
 Copy Right Act, 1957, IPR  
 Press & Books Registration Act, 1867  
 Contempt of Court 1971  
 Official Secrets Act 1923

### Unit-III

Committees and related to Media: Joshi Committee, Chanda committee, Verghese committee  
 Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act,  
 Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of  
 India Act, Broadcasting and Advertising codes.  
 RTI, Editorial ethics, Press council code on communal writings, Parliament code for journalist

### Unit IV

Cinematography Act  
 Cyber Laws: Information Technology Act and Regulatory Authorities  
 Journalism as an organised/unorganised sector, Working Journalists Act, Wage board.  
 Wage board related to Media: Bachawat Palekar and Manisana Award  
 Broadcast Regulatory bodies and TRAI, BRAI, IBF  
 Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU, NBA,  
 BEA, etc. Trade Union Rights in Media

### Suggested Readings:

1. Press law in India: D.D. Basu
2. Press Vidhi: Nand Kishore Trikha
3. Journalistic Ethics: P.K. Bandhopadhyay
4. Press Law: A.N. Grover
5. Natarajan, J. (2000). History of Indian Press, Publications Division.
6. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.

7. Babel, Dr. Basanti Lal: Patrkarita avum Press Vidhi, Suvidha law House, Bhopal.
8. Mishr, Akhilesh: Patrkarita: Mission se media tak, Rajkamal Prakashan, New Delhi
9. Bhanawat, Sanjeev, Press kanoon aur Patrikarita, Sidhashri Prakashan, Jaipur, 1993

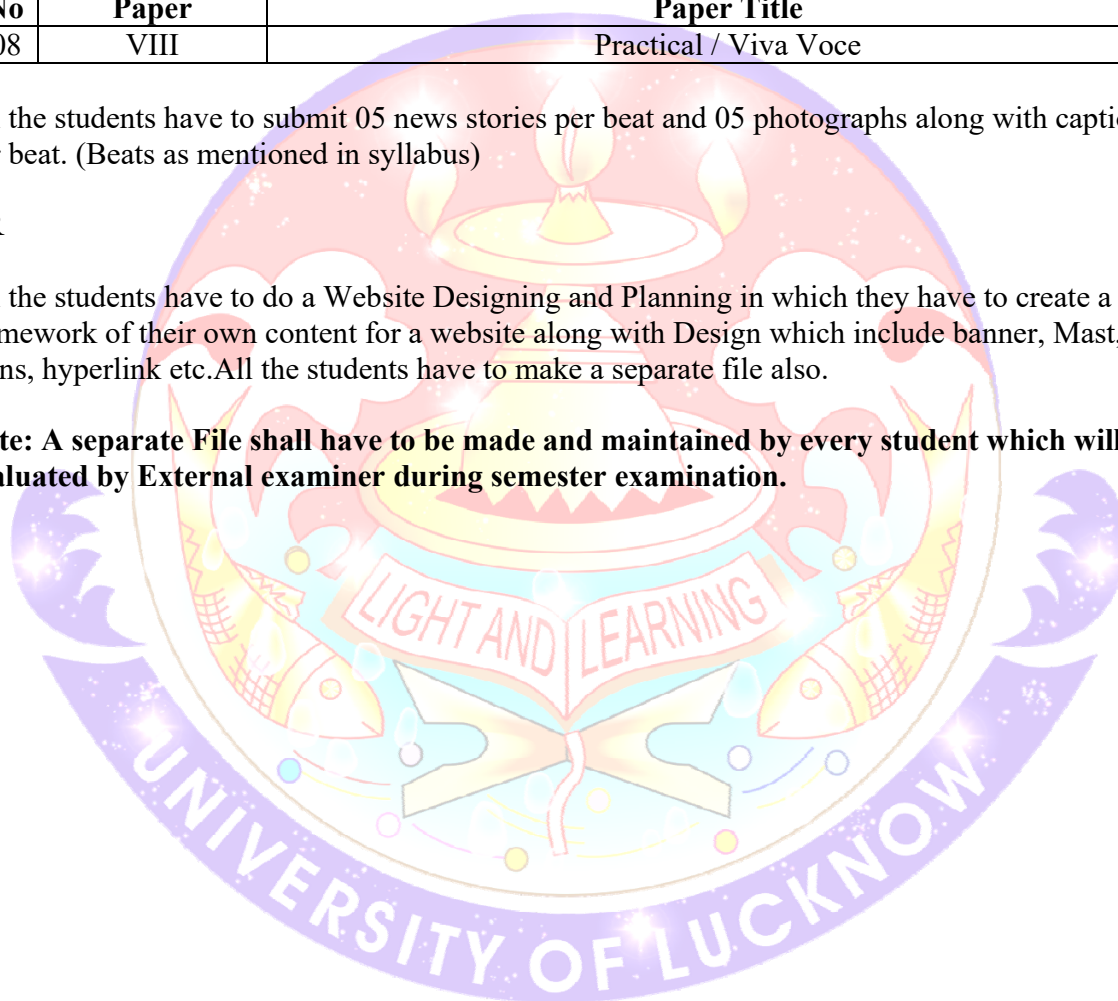
S.No	Paper	Paper Title
M08	VIII	Practical / Viva Voce

All the students have to submit 05 news stories per beat and 05 photographs along with caption per beat. (Beats as mentioned in syllabus)

OR

All the students have to do a Website Designing and Planning in which they have to create a framework of their own content for a website along with Design which include banner, Mast, icons, hyperlink etc. All the students have to make a separate file also.

**Note: A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.**



## MAJMC – III Semester

S.No	Paper	Paper Title
M09	IX	Electronic Media (Radio & Television)

**Unit-I**

Introduction to Radio as a Mass- Medium

The Functioning of Radio News Room

Types of News Bulletins

Compilation of News: Pool copy, Compiling News Bulletins

Radio Programme production: Basic Equipments

**Unit-II**

Concept of MW, SW and FM

Microphone: Importance, Types,

Elements of Radio Script: Spoken, immediate, person to person, heard only once sound only, feel, think, entertain, & inform.

Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Getaway, music, silence etc.

Art of writing different Radio Programme Formats: Talk, Radio Play, Feature, Interview etc.

**Unit-III**

Television camera optics: View finder, Lens, Focal length, Focus, f stop, Depth of field

Television production Crew: Talent, Camera operator, Floor manager, Audio switcher, Video switcher, Director etc

Television Interview: Types, Methods, Formats, Tips

Light: Key, back & Fill

T.V. News: Basic style: PTC, Stand up shot etc.

**Unit-IV**

Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition

Story Board: Concept & Importance

Difference between ENG & EFP

Documentary Production: History, Importance

T.V. shooting technique: Shot classification, Framing, Movement

**Suggested Readings:**

1. Frederich Shook, Television Field Production and Reporting.
2. Rudy Bretz, Techniques of TV Production, Focal Press
3. Gerald Millerson, Techniques of Video Production.
4. Effective TV Productions by Gerald Millerson, Focal Press.
5. Gerald Millerson, Video Camera Techniques.
6. David Lusted and Christine Geraghty, The Television Studies Book.
7. Jonathan Bignell, An Introduction to Television Studies, Routledge 2007.
8. Television ki bhasha, Harish Chandra Barnwal, Radha Krishna Prakashan
9. Television Production, Dr. Devbrat Singh, MCRP, Bhopal

S.No	Paper	Paper Title
M10	X	Advertising & Media Management

**Unit-I**

Advertising: Definition scope and Concept

History and development of advertising in India

Classification of Advertising

Advertising agency: Structure & Function

Characteristics of Advertising

Creativity in advertising, Style of Thinking: Fact v/s Value based thinking

**Unit-II**

Transforming Concepts (Idea) in to copy

Basics of Advertising copy writing & Visualization

Writing Effective Radio & T.V Copy

Print copy writing

Models of Creativity: Roger von model, Graham Wallas model, James Young Model

Formats for Radio and T.V. Commercials: Slice of life, life style, animation, straight announcement, Presenter, Testimonial, Demonstration, Musical etc

**Unit-III**

Management in Media: Definition, & Concept, Basic Principal of Management Need and Importance of Management

Changing Conceptions of Management

Functions Of various Key management Authorities

Commencing Newspaper Publication and its Pre- Publication Exercise

Organizational Set up of a newspaper/magazine and Electronic channel Chain, Cross, Vertical and Conglomerate

**Unit-IV**

**Editorial Management:** Organizational set-up of Editorial department, Functions of key members.

**Advertising management:** organizational set-up of advertising department function of advertising management

Circulation management, Importance of circulation, promotional schemes

**Personnel management/ Human Resource management:** concept of personnel management, Role of personnel manager, Human Resource Planning, Function of personnel/ human resource management.

Production and storage management production department, division of production department, function, role of production manager

**Library management:** concept of library management, need of useful publications for newspaper library, key issue in library management, functions of librarian.

**Suggested Readings:**

1. Rucker & Williams: Newspaper Organization and Management: The Iowa State University Press, Iowa.
2. Bhattacharjee Arun – Indian press from profession to industry, Vikas Publication, New Delhi.
3. Kohli Vanita – The Indian Media Business, Sage, 2003.
4. Ganaratne Shelton – Handbook of the media, Sage, 2000.
5. Kothari Gulab – Newspaper Management in India, Intercultural open University, Netherlands.
6. Vigyapan Kala, Dr. Madhu Dhawan, Vani Prakashan.
7. Adhunik Vigyapan, Dr. Premchand Patanjali, Vani Prakashan.



S.No	Paper	Paper Title
M11	XI	Public Relations & Corporate communication

**Unit-I**

Public Relations: Introduction, Background, Definitions, concept, scope,

Public relations process: RACE approach

Public relations in an organization: PR and Management, The entrepreneurial PR

House Journals: Importance and types

Tools and skills of P.R.O

PR through Traditional Media

**Unit-II**

Difference between PR Publicity, Propaganda and advertising

Writing for PR: Press release, Press note, Handout, Feature, Articles, Speech writing, special speech, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Ghost writing

PR and Media Relations

**UNIT III**

Corporate communication- definition, concept-components of corporate communication, nature and scope, corporate communication mix- Van Riel Corporate communication, Barlmer and Gray's Total corporate communication mix

Forms of corporate communications, vehicles of corporate communication, management perspective in corporate communications

**UNIT IV**

Importance of market research in corporate communication, SWOT analysis, Social responsibilities in corporate communication, standards of corporate communication, profession etiquettes & standard of corporate communication, PR and corporate advertising, PR in crisis management, International public relations, Strategic communication, zero based media planning,

**Suggested Readings :**

1. Corporate Communication : Principles, Techniques and Strategies - Kogan Page 1997
2. Denzin K Norman, Public Relation Writing.
3. Fernandez Joseph, Corporate Communication a 21st Century Primer.
4. Applegate M Lynda, Corporate Information Strategy & Management.
5. Argenti, Paul A, Corporate Communication.
6. Crane, Andrew, Corporate Social Responsibility.
7. Karki, Rajnish, Competing with the Best.
8. Bhartiya paripeksh mein vyavsayik jansampark, C.K. Sardana, Prabhat Prakashan.
9. Patrakarita avum Jansampark, T.D.S. Alok, Anamika Publishers, New Delhi.
10. Jansampark Prabhandhan, Kumud Sharma, Gyan ganga, Delhi

S.No	Paper	Paper Title
M12	XII	Practical / Viva Voce

**(i) Radio Feature** –Write a *05 minutes* script for radio feature describing different aspects of life edit & record it.

or

**Radio-Play** –Write a *05 minutes* script for radio play describing a social issue or social evil and should contain a message edit and record it.

**(ii) Two Minute Short Film:** You will shoot, direct, and produce a 02 Minutes short film about a social message. It must be exactly 02-03 Minute with full credit. You have to write a script on your own accordingly to your subject. You have to shoot with either video camera or your mobile phone cameras as per the availability or you can use the already available videos from you tube or images available.

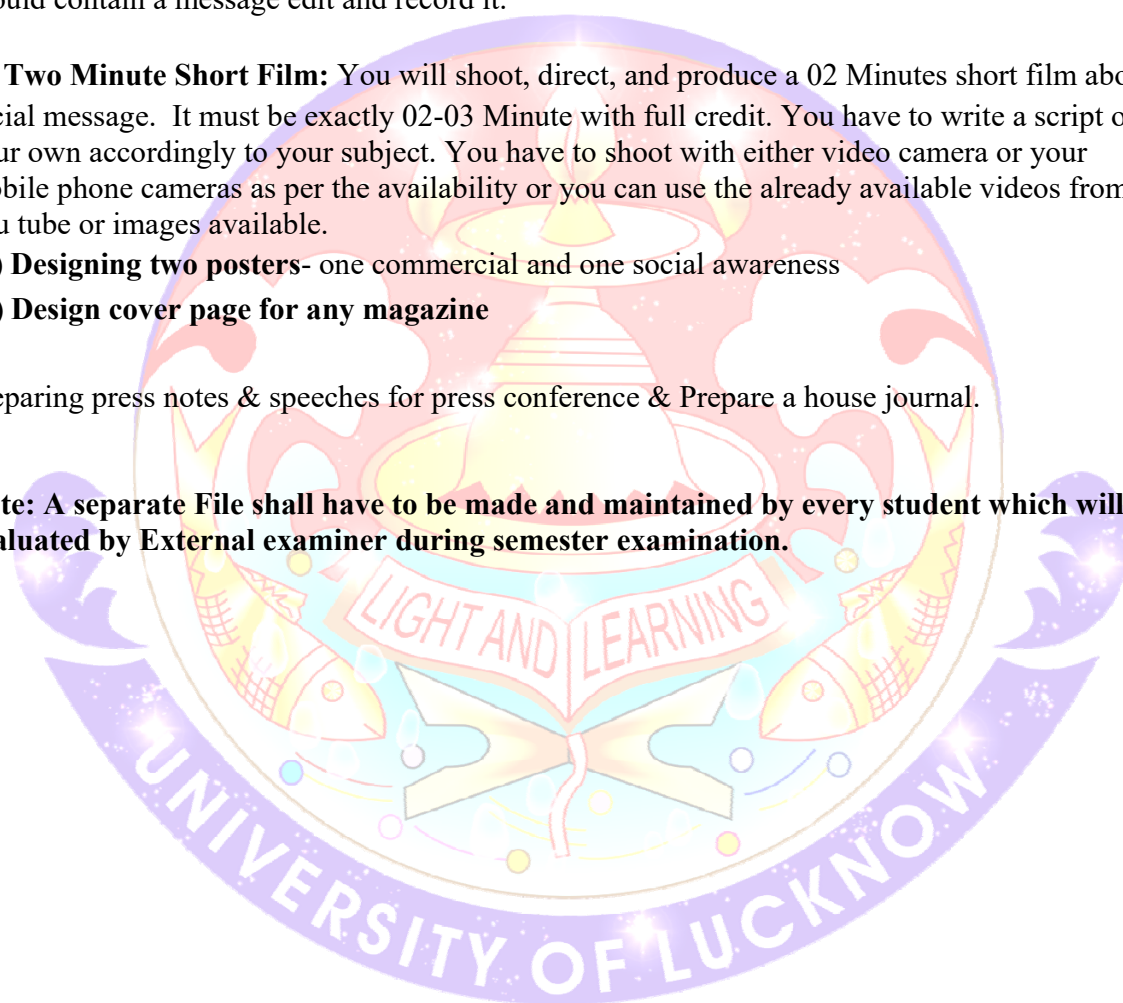
**(iii) Designing two posters-** one commercial and one social awareness

**(iv) Design cover page for any magazine**

or

Preparing press notes & speeches for press conference & Prepare a house journal.

**Note: A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.**



**MAJMC- IV Semester**

S.No	Paper	Paper Title
M13	XIII	Development Communication

**Unit-I**

Development: Meaning, Concept, Models of development, Theories, Approaches to development, Indicators of development

Problems and Issues in Development

Characteristics of developing Societies, Rich and Poor

Development Dichotomies: Gap between developed and developing Societies

International organizations for development such as World Bank, UNDP, IMF

**Unit-II**

**India's Demographic Profile:**-Population size distribution and density, Biological characteristics of population: age, sex, race, mortality

Development Communication: Meaning, Concept, Definition & Philosophy

Role of Media in Development Communication, Diffusion of Innovation, Change Agent

C4D, Planning and strategies in development Communication

Social cultural and economic barriers

Democratization and decentralization of communication services: Panchayati Raj System etc.

**Unit-III**

Issues in Development Communication: Population control

Family welfare, Health, Education, Environment

Problems in development Communication

Need and Significance of development communication in Indian Context

Agricultural Communication & Rural Development: The genesis of agricultural extension approach system, Approaches in agricultural communication models of agricultural extension

**Unit-IV**

Difference between Development Communication, Mass Communication, and Development Journalism, Alternative Communication

The development agencies: Government, non-government, co-operative and others

Planning development Messages: Identifying target audience, Topic selection

Place Time and Purpose

Developing, structuring presenting and adopting development Messages through Print media, Radio & T.V and other modern technologies

**Suggested Readings:**

1. Communication and Indian Agriculture, R. Ostman (Ed.): New Delhi, Sage
2. Jansanchar kal aaj aur kal: C K Sardana & K S Mehta, Prabhat Prakashan.
3. Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai
4. Communication and Nation Building: P.C. Joshi: Publication Division New Delhi
5. Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press
6. Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi
7. Media, Communication and Development: S.C.Mishra: Rawat publication Jaipur
8. Problems of Communication in Developing Countries: Krishan Sondhi: Vision Publication New Delhi
9. Mass-Media and Rural Development: Arbind Sinha: Concept publication New Delhi
10. Communication Technology and Development: I.P.Tiwari: Publication Division New Delhi
11. Mass-Media and Village life in India: Paul Hartmann & B.R.Patel: Sage New Delhi

S.No	Paper	Paper Title
M14	XIV	Communication Research

**Unit-I**

Concept of Research: Meaning & Definition

Role of researcher

Types of Research; Eight Step Model for Research

Applications of Research

Areas of Media Research: Source analysis, channel analysis, Message analysis, Audience analysis, Feedback analysis

**Unit-II**

Communication Research: Definition & Meaning

Contribution of other social sciences

Communication research process: essential steps

Issues in Communication Research

Ethical Issues in Communication Research

Research methods- Meaning, objective methods versus Research methodology, Types of

Research methods: scientific method; Survey method; Experimental Method, case study method; and statistical method.

**Unit-III**

Research Design- Meaning and Need for Research Design; Features of a good design; important concepts relating to the research Design, Formulation of Hypotheses, and Testing of hypotheses:

Basic concept regarding testing of Hypothesis

Sampling: Meaning and types

Methods of data collection: Survey, Observation, Case studies, Content analysis

Tools of Research: Interview, Schedule, Questionnaire

Types of Data: Primary, Secondary and Tertiary

Data analysis: Mean, Median, Mode

Graphical presentation: Histogram, bar diagram, Pie charts

**Unit-IV**

Scaling Techniques: Need for scaling; Reliability and validity of scales, Scale construction

Techniques – Arbitrary Approach, Consensus Scale Approach, Item Analysis Approach, and cumulative scales; and problems of scaling.

Analysis of Data : Elements/ Types of Analysis Techniques of interpretation, and precautions in

interpretation and Generalization; and report writing significance, Steps in writing a report,

Format of Research report, Types of report, Precautions for writing Research Reports,

Information Technology revolution and Communication Research

**Suggested Readings :**

1. Social Research and statistics: R.N.Mukherjee: Vivek Prakashan New Delhi
2. Media Research: A.S.A.Berger: Sage Publication: New Delhi
3. An Inquiry to Communication Research: Social Research: C.R. Kothari
4. C.R. Kothari-Research Methodology Methods and Techniques-New Age Publications (Academic) (2009)
5. Ranjit Kumar-Research Methodology: A Step-by-Step Guide for Beginners-SAGE Publications Ltd (2010)
6. Roger D. Wimmer, Joseph R. Dominick-Mass Media Research\_ An Introduction - Wadsworth Publishing (2010).



7. Anusandhan Pravidhi Siddhant Aur Prakriya, S.N. Ganeshan, Lok Bharti Prakshan, Allahabad.
8. Sanchar avum Media Shodh, Vinita Gupta, Prabhat Prakashan.

S.No	Paper	Paper Title
M15	XV	Dissertation

Each student will select a Research topic/Problem in consultation with the concerned faculty member of the department.

Communication Research- prepares a research design for a selected research problem. Prepare questionnaire/schedule and interview format

Data collection on the basis of research tool developed keeping in view the research design using a smaller sample size.

Submission & presentation of report.

All the students have to submit the dissertation file for evaluation along with a CD.

S.No	Paper	Paper Title
M16	XVI	Practical / Viva Voce

Viva Voce will be held based upon the dissertation and the theory subjects.

