

M.PHIL
(JOURNALISM)

FACULTY OF ARTS

Effective from June-2016

SAURASHTRA UNIVERSITY
RAJKOT 360005

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

No.	UNIQUE CODE	Course Code	Name of Course	Hours/ week	Credit
1	1601350103010100	CMJ	Teaching techniques & Research Methodology	4	4
2	1601350203010101 OR 1601350203010102	EMJ	Development Communication OR Media uses & Effects	4	4
			Total	8	8

SEMESTER-2

No.	UNIQUE CODE	Course Code	Name of Course	Hours/ week	Credit
1	1601350103020200	CMJ	Communication theory & Communication research	4	4
2	1601350103020300	CMJ	Dissertation	8	4
			Total	12	8

SYLLABUS

Semester-1

Subject : Journalism

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

(Core-1)

**Teaching techniques &
Research Methodology**

Course(Paper)Unique Code : 1601350103010100

External Exam Time Duration : 2 hours 15 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 & learning**
- **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	Media Education: Teaching for Interview, Print Media, Radio & Television, Film Journalism, Photo journalism & Advertising. National & International organization of journalists.	
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 Cultural Studies	Davies and Nick Mosdell
2	Research in Mass Media	S.R.Sharma, Anil Chaturvedi
3	Research Methods in Mass Communication	Dr. Rajat K. Chaoudhary
4	પત્રકારિતા પ્રશિક્ષણ	ડૉ. કમલેશ દિક્ષીત
5	શિક્ષણ અને સામાજિક વિજ્ઞાનોમાં સંશોધનનું પદ્ધતિશાસ્ત્ર	ડૉ. ડી.એ. ઉચાટ

Subject : Journalism

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

Course(Paper)Unique Code : 1601350203010101

External Exam Time Duration : 2 hours 15 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 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.	
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, SITE evaluation studies, Kheda Communication. Project, Cinema and Development.	
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	<i>कृषि अेवम ग्राम विकास में विडियो अेवम दूरदर्शन</i>	<i>विनोद दुबे</i>

Subject : Journalism

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

Course(Paper)Unique Code : 1601350203010102

External Exam Time Duration : 2 hours 15 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 Indian 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 society-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

Semester-2

Subject : Journalism

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

(Core-1)

**Communication theory &
Communication research**

Course(Paper)Unique Code : 1601350103020200

External Exam Time Duration : 2 hours 15 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 Communication**
- **Communication research methods**

Paper-1(Core-1)

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	Main Communication : Denis Mequill's development communication theory. People's Participation theory, Mass Control theory of communication, Personal Influence theory, Sociological communication theory, Cultivation theory, Agenda setting theory, Uses & Gratification theory, Dependency 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	Peter Clarke
5	Mass Media Research	Wilbur & Dominick

Subject : Journalism

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

Course(Paper)Unique Code : 1601350103020300

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		100	-	100

Objectives:

- 1. The students should enrich their knowledge about**
 - 2. Master essay on a particular subject based on research.**
- **Concept of 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 100 pages. This (dissertation) is supposed to be submitted by the end of academic year.