

## **M.A(Journalism and Mass communication) Scheme of Papers under CBCS Guidelines w.e.f 2017-18**

### **Semester I**

**Core Course- 1**    **JMC/1/CC/01**

#### **INTRODUCTION TO COMMUNICATION**

##### **Objective:**

**To help students understand the concept, process and functions of Communication with the help of proven models and theories.**

**Unit I:** Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis. .

**Unit II:** Communication Basic Models – Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effect models; Models of Aristotle, Dance, Harold Lasswell, Braddock, Shannon and Weaver, Osgood, Wilbur Schramm, George Gerbner, Westley Hellical Dance and MacLean.

**Unit III:** Various types of Communication – Intrapersonal – Interpersonal -Group – Mass Communication and Mass line Communication – Functions of Communication – Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics. Effects.

**Unit IV:** Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, concepts of selective exposure, Selective perception and selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System : Authoritarian, Libertarian, Social Responsibility Soviet Socialism, Democratic participant theory.

**Unit V:** Functions of Mass Communication – Mass Society – Socialisation Process – Mass Culture – McLuhan's Global Village Concept – Global Culture.

#### **REFERENCE BOOKS:**

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and Svin Windhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.
10. Reed H.Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

## **Core Course –2 JMC/1/CC/02**

### **Media, Culture and Society**

#### **Objective:**

To help students understand and analyze the role and impact of media in social system in relation to the existing socio, cultural and political scenario.

#### **UNIT I**

Media and Society: Contemporary importance of Media in modern society; Media's influence on audiences' thinking and social behavior: Media dependency-Pluralistic media and Indian society.

#### **UNIT II**

Media in Democratic Society-Media and social process: Mediated role and social conferment, status conferral, socialization-Politics and Industrial power: Political economy of policy perspectives.

#### **UNIT III**

Media, politics and ideology: Market oriented media and social dilemma culture and communication –mass-mediated culture- Communication and social conflicts- Religion and communication. Contemporary relevance of Gandhian model of Communication.

#### **UNIT IV**

Communication across cultures – new communication technologies –change and challenges-trends in mass communication in the Internet era- knowledge society Information rich and information poor.

#### **UNIT V**

Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government , professional bodies and citizen groups.

#### **REFERENCE BOOKS:**

1. Communication and culture – A World View. K.S.Seetharam.MC Graw hill Publishers. New Delhi, 1991.
2. Social Accounting in Communication, Richard Butney, Sage Publications, 1993.
3. Global Information and World Communication, Hamid Mowlana, Sage, 1997.
4. Mass Media and Political Thought (Ed) Sidney Krans and Richards Perlof, Sage 1985
5. The language of Communication, George N Gordon, Hustings Hower, 1969
6. Theory of Information Society, France Webstar, Routledge, 1997
7. Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
8. Communication and Media: Constructing a Cross Discipline –Georage N.Gordon, Hasting House, 1975
9. More than words: An Introduction to Communication, Richard Dimpleby and Greema Buton, Routledge, 1998.
10. Global Communication in Transition: The end of Diversity? Hamid Mowlana, Sage 1996
11. Information Inequality, Hebert T. Shiller, Routelge, 1996
12. Introduction to Communication studies, John Fisk, Routledge, 1998
13. Television Audience and Cultural Studies, David morley, Routledge, 1998

**Core Course – 3 JMC /1/CC/03**

**ADVERTISING AND PUBLIC RELATIONS**

**OBJECTIVE:**

This paper is to expose the students to functions, strategies and techniques of advertisement as well as social and economic effects of advertising and to learn the fundamentals of PR for practical application to build up of an image of any corporate entity.

**UNIT I**

Introduction to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication, Status of Advertising industry in India, Socioeconomic effects of Advertising, Advertising in Global marketing context; Advertising theories: Hierarchy of needs, Stimulus- Response theory.

**UNIT II**

Types of Advertising; Critical analysis of ads; `Campaign Planning; cycle, models, Strategy, Types. Advertising Agency: Structure, functions, Types, selection:, Media relationship, Global marketing and advertising; implications professional bodies; advertising agencies association Advertising standards Council, professional ethics, challenges and requirements.

**UNIT III**

Advertising forms; ad production Copy: copy platform, copy format, elements, appeals, Visuals and other creative elements. Techniques of print Ad. Production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media Planning Process, Strategy and methods - Media buying & placement. Professional Ethics, issues and problems; Global marketing and advertising in future.

**UNIT IV**

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as a management concept, PR as a profession, PR Functions: public opinion, propaganda, and publicity, PR firms in India: status and growth. Public Opinion -formation and publicity-types.

**UNIT V**

Organization; Public relations department, Committees; The Public relation Counsel; Tools of PR: Advertising, (house journal) Periodicals, Films, Employee Relation, shareholders, special events, PR publics, consumers, community, government, media. PR in private and public sectors; Evaluation and Research; measuring advertising effectiveness.

**REFERENCE BOOKS:**

1. Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey.
2. 'Ogilvy on advertising'. David Ogilvy. 3. PR principles, cases and problems', Moor and Canfield.
4. The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.
5. Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi.
6. Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey.

**Core course 4 JMC /1/CC/04**  
**Communication Research**

**Unit I**

Communication Research Definition, Elements, Role, Ethics, Function

**Unit II**

Research Types Basic, Applied, Quantitative, Qualitative

**Unit III**

Research Design Components, Importance, Sampling Design

**Unit IV**

Data Collection Tools Primary Sources, Secondary Sources, Measurement and Scaling Techniques

**Unit V**

Statistical Methods Mean, Median, Mode, Correlation, Standard Deviation, ANOVA Technique, Chi- Square Test, Report Writing

**Reading List**

1. Wimmer & Dominick: Mass Media Research. Cengage Learning.2013
2. Berger A: Media Research Techniques. Sage.1998
3. Priest S.H: Doing Media Research .Sage.2009
4. Rubin R. B. etal: Communication Research Measures, Guilford Press2010
5. Singh. Kultar: Quantitative Social Research Methods, New Delhi: Sage.2007
6. Babbie. Earl: The Practice of Social Research, California, Belmont: Wadsworth Publishing Company.2013
7. Kothari CR: Research Methodology: Methods and Technique, New Age International 2004
8. Bhattacharya, D.K. Research Methodology, New Delhi: Excel Book2003
9. Berelson B:Content Analysis in Communication Research, Free Press New York1952
10. Ackoff, RL: The Design of Social Research, University of Chicago Press Chicago 1956
11. Ghosh B N: Scientific Methods and Social Research, Sterling Pub New Delhi 1982
12. Tandon BC: Research Methodology in Social Sciences, Chaitanya Pub Allahabad 1979

**Core Course –5, Practical- 1 JMC /1/CC/05**  
**EDITORIAL PRACTICE (Practical)**

**OBJECTIVE:**

This practical paper enables students to work in actual newsroom conditions to explore the general principles of newspaper in news collection, selection and publication. Also writing headlines leads and body, building feature stories, reporting skills, editorial policy, and judgments in processing materials for publication.” The students are expected to stay abreast of local, regional, state, national and world events by reading a local daily each day. Students should also be familiar with a national newsweekly. This activity is to ensure that students maintain broad news awareness and develop a world perspective. Writing letter to editor, Preparing press releases, Taking interviews, News writing on different beats, Organizing press conferences, Editing different types of news, Writing headlines, Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical, activities as directed and guided by teachers.

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**Core Practical/ 6 Practical- 2 JMC /1/CC/06**  
**Audio-Visual Project**

1. Evaluation of persuasion /Screening

Should consider

- Camera
- Editing
- Coordination/direction
- Concept

1. Scripting- 20

(1 Copy) (Including Computer, Shooting & Editing)

2. Viva – the group can appear together, but evaluated on individual performance by the examiner.

Evaluation to be done by 2 external examiners

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