

Dr. Babasaheb Ambedkar Marathwada University.

PET Examination :2020 onwards
Mass Communication & Journalism
syllabus

| SR.N O. | NAME OF UNIT | DETAILING |
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| 01 | UNIT -1. Communication | <p>A)Introduction:</p> <ul style="list-style-type: none">i) Brief History of Development of Media.ii) Mass Media: Public opinion and democracy.iii) Media culture and its production.iv) Media organizations, media contents, market - driven media content - effects, sky vision, cultural integration and cultural pollution. <p>B) Nature and process of Mass communication:</p> <ul style="list-style-type: none">i) Nature and process of human communication,ii) Functions of communication.iii) Types of communication: verbal and Non-verbal communication, intra-personal communication, inter-personal communication, small group, public and mass communication.iv) Characteristics and typology of audiences. <p>C) Models of communication:</p> <ul style="list-style-type: none">i) SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbner, Newcomb, Convergent and gate-keeping communication and socialization. <p>D) Theories of Communication:</p> <ul style="list-style-type: none">i) Media systems and theories: authoritarian, libertarian, socialistic, social responsibility, development, participatory. |
| 02 | UNIT -2. The Indian Press and freedom movement | <p>A) The Indian Press and freedom movement</p> <ul style="list-style-type: none">i) Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; Hindi and Marathi |

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| | | <ul style="list-style-type: none"> ii) Important personalities of Indian journalism. iii) Journalism and Indian languages, (a brief historical perspective of important news papers Maharashtra & Marathwada) history of the language journalism of the region, Social reform movement & Newspapers – Satya Shodhak Press, Dalit Press its Social importance. iv) The press in India after independence; social political and economic issues and the role of the Indian press problems and prospects. <p>A) Evolution and growth of electronic media:</p> <ul style="list-style-type: none"> i) Radio television and new media. Characteristics of radio, television and Internet as medium of communication-spoken, visual and multiple versions of information through links. ii) Principles and techniques of audio-visual communication-thinking audio and pictures, grammar of sound, visuals and web production. iii) Technology and skills of linear and non-linear systems of audio-visual communication- sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, VCD, computer-graphics and studio equipment Transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies. ICTs (Information Communication Technologies) iv) Impact of social media. |
| 03 | UNIT-3. Development communication | <p>A) Development communication:</p> <ul style="list-style-type: none"> i) Meaning- concept-definition- philosophy – process ii) Theories- role of media in development communication iii) Strategies in development communication - social cultural and economic barriers- case studies and experience iv) Development communication policy - strategies and action plans- democratic |

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| | | <p>decentralization, Panchayat Raj- planning at national, state, regional, district, block and village levels.</p> <p>B) Role of mass media in Development</p> <p>i) Development Education: Developing water literacy, energy literacy, environment literacy, soil literacy & earth literacy.</p> <p>ii) Green journalism in print, electronic media i.e. TV, Radio, new media, Need of environment feature & news services, awareness programs such as exhibitions, lectures, educative folk art programs, traditional media application in environment awareness. Special environment channels, programmes of TV & radio, international organizations, websites.</p> |
| 04 | UNIT -4. Research | <p>A) Introduction:</p> <p>i) Concept for Foundations of Communication Research</p> <p>ii) The nature of scientific inquiry. Cross disciplinary issues in communication research.</p> <p>B) Objectives:</p> <p>i) Objectivity in research. Major traditions in communication research positivism and administrative research tradition.</p> <p>ii) The Frankfurt school. Critical tradition in communication research.</p> <p>C) Qualitative and Quantitative Research Methods:</p> <p>i) Appraisal of quantitative research methods in Communication: Experimental research</p> <ul style="list-style-type: none"> ➤ Survey. ➤ Content analysis. ➤ Cross sectional and longitudinal research. <p>ii) Field approach and applied research in broadcasting, advertising , PR and new media.</p> <p>iii) Appraisal of contemporary research methods in Communication: Ethnographic studies.</p> <ul style="list-style-type: none"> ➤ Case study. ➤ Historical research. ➤ Policy research. |

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| | | <ul style="list-style-type: none"> ➤ Rapid rural appraisal & Participatory research. iv) Research approaches in linguistic analysis of communication-semiotics, syntactic, argument/discourse analysis. Interpretative and functional research. <p>D)Statistics</p> <p>I) Basic Concepts in Statistics</p> <ul style="list-style-type: none"> ➤ Statistics Methods: Descriptive statistics-normal distribution, measures of central tendency, mean, median, mode, sampling issues, sampling error. Variance ➤ Hypothesis testing, significance level. T-test, Z-test and Chi square test. Covariance and correlation Regression analysis, SPSS-Windows's proficiency. ➤ Issues in statistical interpretation/ analysis. <p>E) Review of Literature,</p> <ul style="list-style-type: none"> ➤ Referencing ➤ Bibliography |
| 05 | UNIT -5. Contemporary issues in Communication research | <p>A) Contemporary issues in communication research in third world countries:</p> <p>i) Ethical issues (constraints) in field research,</p> <ul style="list-style-type: none"> ➤ Sampling, statistical interpretation. ➤ Political issues (constraints) in field research, sampling, statistical interpretation. ➤ Personal Issues (Constraints) in field research, sampling statistical interpretation. Selection of media/ Media planning. ➤ Writing the final report, writing research proposal. |

REFERENCE BOOKS:

Unit –1

1. Mass Communication and Media Studies: Mass Communication by S.A. Chunawalla Himalaya Publishing House,2010
2. New Directions in Interpersonal Communication Research, by Sandi Smith, Steven Wilson.
3. Communication Theory and Research, Denis MCQuail, SAGE Publication, New Delhi.
4. Mass Communication in India By Keval J. Kumar, Jayco Publication House, Mumbai, 2015.

5. Mcquail Denis, Reader in Mass Communication Theory, Sage, London.
6. Andel N., Communication Theories & Models, Himalaya Publication, Mumbai.
7. meble.org. keâe, MeesOeefJe%eevekeâesMe meeOevemeboYe& «ebLe, hetCesefJeÅeeLeeaie=n ØekeâeMeve.

Unit –2

1. peesçeer ßeerheeo Yee)ÙeboÇ, pevemebJeeo DeeefCe peveceeOÙece: mewæebeflekeâ mebkeâuhevee, cebiesçe heÇkeâeçeve, veeiehetj.
2. yeesOevekeâj megOeerj, Deeuesveer efJeJeskeâ, meeceefpeke âmebMeesOeve heOoleer, ßermeeF&veeLe ØekeâeMeve veeiehetj.
3. keâes"ejer meer. Deej , ieewjJeieie&, efjmeÙe&cesLe[dme De@C] šsefkeâvekeâme, vÙetSpe heefy)çeme&,veJeer efouueer.2013
4. Yee[e]b]keâj heg. ue., meeceefpekeâ mebMeesOeve heOoleer, ceneje^ efJeÅeeheer" iebÇLeefveefce&leer ceb[U, veeiehetj. 1987.

Unit –3

1. Schram Wilbur, The Science of Human Communication.
2. mebMeesOeveheOoleer: Mew#eefCekeâ Je meeceefpekeâ, [e@. ceerveuevejJeCes,UPÙegefvJnme&ueØekeâeMeve, hegCes, 2016
3. meeceefpekeâ mebMeesOeve heOoleer MeeÇEe Je leb\$es, [e@. Øeefohe DeeieueeJes, ßermeeF&veeLe ØekeâeMeve, veeiehetj, 2010.

Unit –4

1. Research Methodology, A step-by-step Guide for Beginners by Ranjit Kumar, SAGE publication, 2014
2. Quantitative Social Research Methods, By Kultar Singh, Sage publication, London, 2010
3. Research in Mass Media, S.R. Sharma, Anil Chaturvedi, Vishwavidhyalaya publication, Varanasi.
4. Research Methodology with SPSS (Statistical Package for the social Sciences) By,. Dr. A. SanjeevanRao, Dr. Deepak Tyagi.
5. Communication Theory and Research, Denis MCQuail, SAGE Publication, New Delhi.
6. Dhiman A. K., Research Methodology: Basic of Research Methods, Tools & Techniques, 2015
7. efjmeÙe&cesLe[e@uee@peer ces meebefKÙekeâer SJeb kebâhÙetšj, [e@. ieesheue (Statistics and Computer in Research Methodology) ueuepewve, ßeerefveJeemeheefyuekesâMevme, peÙehetj (Yeejle), 2010

Unit –5

1. Basic Research Methods An Entry to social Science Research by Gerard Guthrie, SAGE publication PVT. Ltd, 2010.
5. ieesUJe]keâj-heesšogKes jcee, pevemebJeeo efmeæeble DeeefCe JÙeJenej, cebiesçe heÇkeâeçeve, veeiehetj, 2005
6. keâeÙeesUs oe. Oees, meeceefpekeâ mebMeesOeve heOoleer,kewâueeMe heefyuekesâMeve, Deewjbieeyeeo.

7. cesLe[e@uee@peerDe@C[šsefkeävekeämeDee@heâmeesmeuemeeÙevmeefjmeÙe&, Yeeb[ejkeâjDeeefCeefJeukeâervemeve.
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Name and Signature of Syllabus Committee:

Chairman ,

Member

Member

Date :

Place