

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

Department of Journalism & Mass Communication
University of Lucknow

Lucknow



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Dept. of Journalism & Mass Communication

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: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail: Sage Delhi
3. Bharat Men Sanchar aur Jansanchar: J.V. Vilanilam: 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. Soochna 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 Communication in India: J.Vinanium: 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.

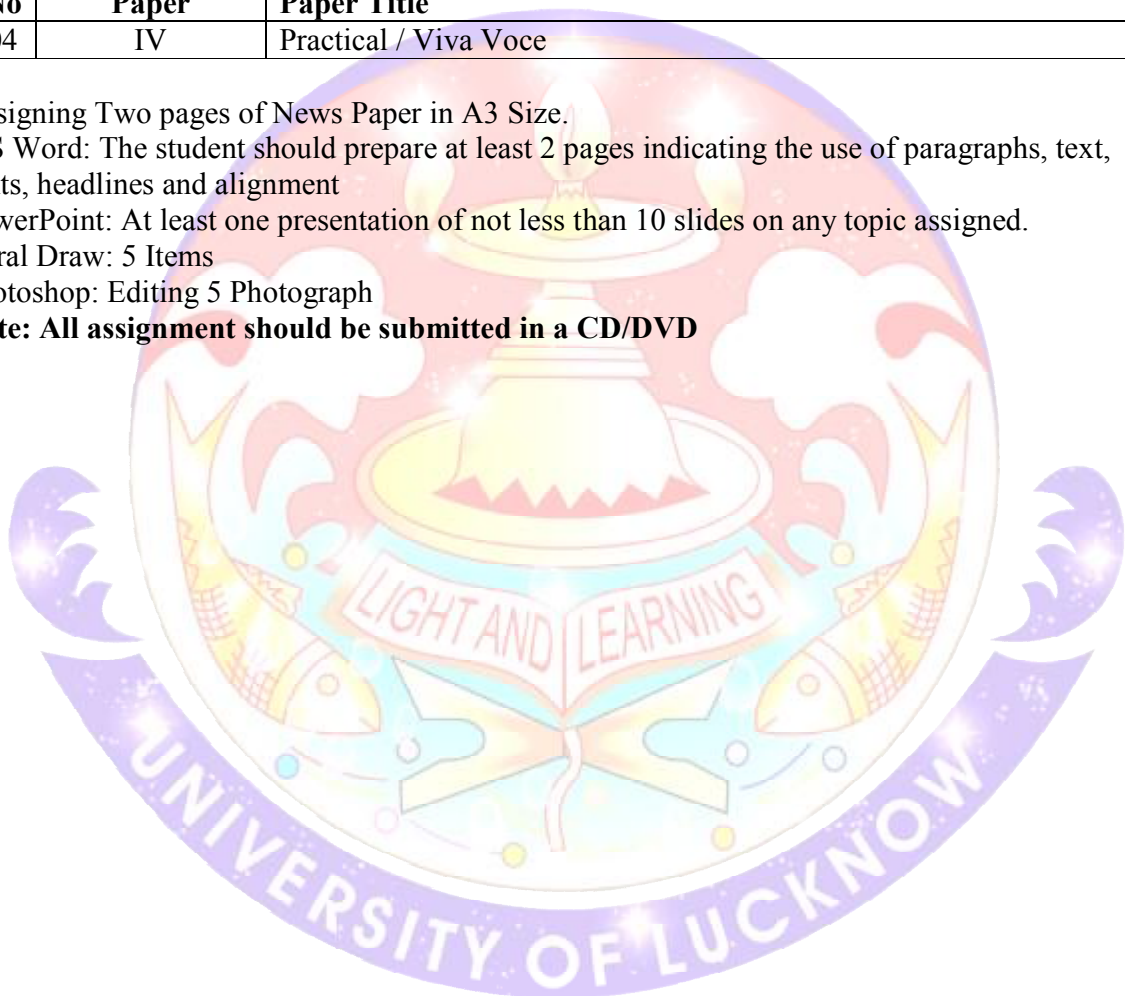
MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment

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. Cyber activism: Online Activism in Theory and Practice edited by Martha Mccaughey, 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 Tripathi
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

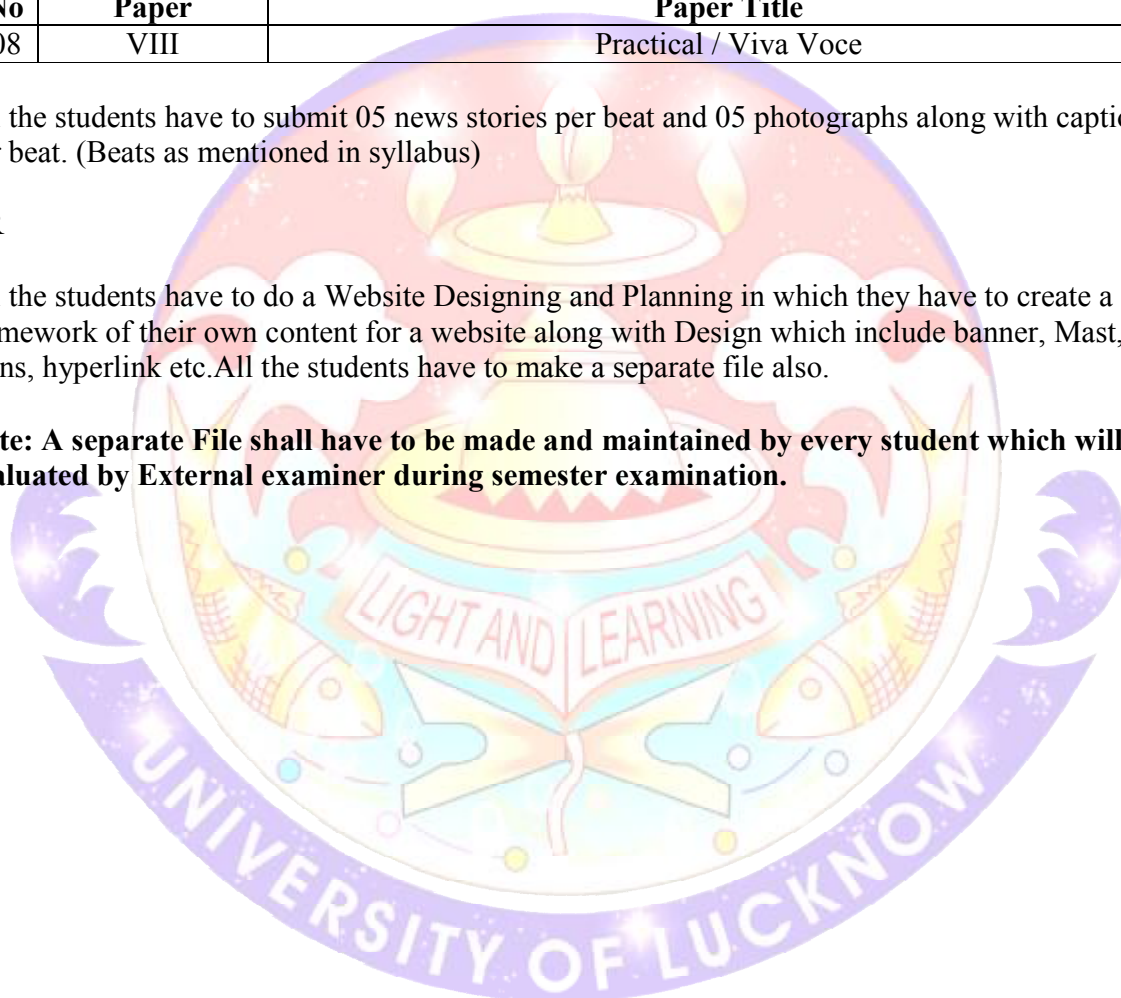
S.No	Paper	Paper Title
M08	VIII	Practical / Viva Voce

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

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

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.

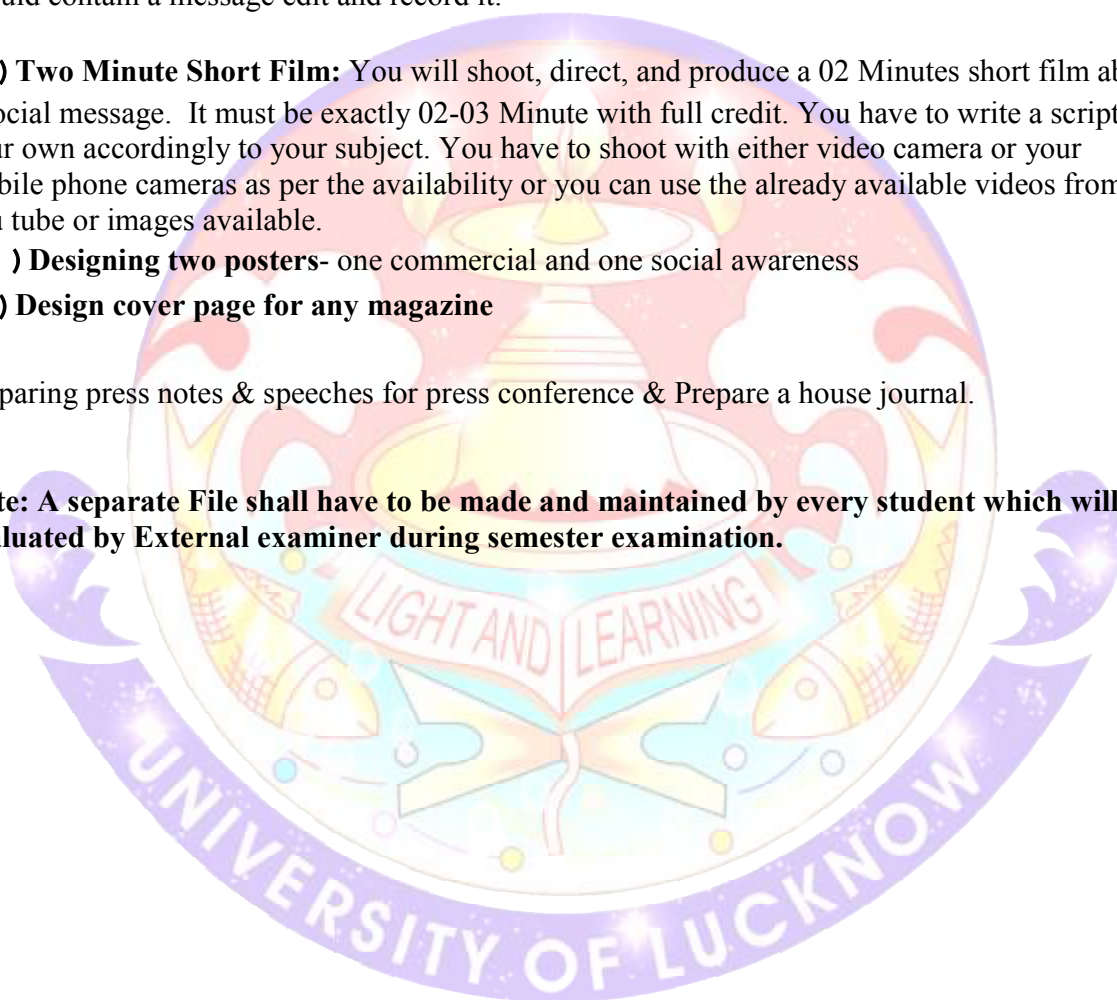
() **Two Minute Short Film:** You will shoot, direct, and produce a 02 Minutes short film about a social message. It must be exactly 02-03 Minute with full credit. You have to write a script on your own accordingly to your subject. You have to shoot with either video camera or your mobile phone cameras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

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

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

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.

