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2015

SYLLABI  
FOR  
UGC SPONSORED  
Certificate, Diploma & Advance Diploma  
In  
Journalism  
2015-16

by h/a

Checked by

28/8/2015

**UNIVERSITY OF RAJASTHAN,  
JAIPUR**

**SYLLABUS**

**JOURNALISM**

The Certificate, Diploma and Advance Diploma in Journalism are of one-year duration each. These are add-on courses, which a regular student in UG or PG programme can pursue simultaneously. The certificate holder shall be eligible for Diploma and the Diploma holder shall be eligible for the Advance Diploma course. Candidates who have passed 10+2 examination from a recognized Board shall be considered eligible for admission to the Certificate Course.

<b>Nomenclature of the Course</b>	<b>Duration</b>	<b>Eligibility Criteria</b>
Certificate in Journalism	1 academic year	10+2 from any recognized Board.
Diploma in Journalism	1 academic year	Certificate in Journalism
Advance Diploma in Journalism	1 academic year	Diploma in Journalism

**Credit System**

CERTIFICATE	:	30 Credits
Diploma	:	60 Credits
Advance Diploma	:	90 Credits

Each course will be of 30 credits. Each credit will have 15 hours of work load, out of which 10 credits shall be assigned to field/subject work training. The proof of this shall be submitted during final examination in the form of work experience certificate/project duly signed by the concerned authority.



## **Examination**

### **Annual Scheme of Examination will be followed**

1. The number of papers and the minimum passing and maximum marks for each paper shall be shown in the syllabus. Each theory paper will be of three hours duration and the duration of practical examination shall be as prescribed in the syllabi.
2. There shall be 9 questions in each question paper, out of which the candidates will be required to attempt 5 questions in all.
3. The medium of instruction and examination shall be English and Hindi both.
4. Result categorization: Pass with Honours 75%, First division 60% and pass 50% in the aggregate.
5. To pass the examination, a candidate is required to obtain at least 36% marks in each paper (theory & practical separately as prescribed in syllabi) and 50% marks in aggregate of all the papers to declare a candidate pass.
6. A candidate needs to clear all papers in order to be eligible for promotion to the next level of courses. A candidate securing less than 36% marks in maximum of one paper shall be allowed to take the exam in the successive academic year only.
7. A candidate passing the Certificate course shall be admitted to the Diploma course.
8. A candidate passing the Diploma course shall be admitted to the Advanced Diploma course.

## SYLLABUS

PART	COURSE	PAPER	TITLE OF PAPER	Max. Marks	Min. Marks	Duration of Exam
Part-I	Certificate in Journalism	Paper-I	Introduction to Communication	100	36	3 Hours
		Paper-II	Basics of News Reporting	100	36	3 Hours
		Paper-III	Practical	100	36	3 Hours
Part-II	Diploma in Journalism	Paper-I	Introduction to Audio-Visual Media	100	36	3 Hours
		Paper-II	Basics of News Editing	100	36	3 Hours
		Paper-III	Practical	100	36	3 Hours
Part-III	Advance Diploma in Journalism	Paper-I	Law, Media and Society	100	36	3 Hours
		Paper-II	Computer Application for Mass Media	100	36	3 Hours
		Paper-III	Practical	100	36	3 Hours

## SYLLABUS

### JOURNALISM

#### PART-I

#### CERTIFICATE IN JOURNALISM

#### Paper-I- Introduction to Communication

100

Journalism- Definition, concept, scope, Journalism an art or science, principles of modern journalism, ethics in journalism, career in journalism.

Advent of printing press in India, origin and development of journalism in India with special reference to contribution of Raja Ram Mohan Roy, Bhartendu, Madan Mohan Malviya, Bal Mukund Gupta, Bal Gangadhar Tilak, Mahavir Prasad Dwivedi and Mahatma Gandhi, major newspapers & periodicals of India since independence

#### Books Recommended :

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Raghavan, G.N.S., The Press in India : A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi.
5. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद।
6. वैदिक डॉ. वेदप्रताप (संपा), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।

#### Paper-II- Basics of News Reporting

100

News-concept and definition, news sources and elements of news. Essentials of news writing. Categories of reporters, reporter's qualities and responsibilities. Various types of news stories with special reference to reporting seminars, accidents, crime, social and educational activities.

#### Books Recommended :

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
3. Mamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
4. राजेन्द्र, संवाद और संवादकर्ता, हरियाणा हिन्दी ग्रन्थ अकादमी, गण्डीगढ़।
5. त्रिखा, डॉ. नन्दकिशोर, समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान, लखनऊ।

<b>Paper-III-Practical</b>	<b>100</b>
<b>(I) Submission of Project</b>	
(a) Five news stories of candidate's interest	35
(b) Comparative study of two newspapers with special reference to major events of a week.	35
<b>(II) Viva-voce</b>	<b>30</b>

  
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JAIPUR

## PART-II

## DIPLOMA IN JOURNALISM

**Paper-I- Introduction to Audio-Visual Media**

100

Salient features of Radio, Television and Film. Origin and development of broadcast media in India; writing for Radio and Television in different genres. Internet, Online Journalism.

**Books Recommended :**

1. Chatterjee, P.C., Broadcasting in India. Sage. New Delhi.
2. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
3. Ramchandran, T.M. (Ed.), 70 Years of Indian Cinema (1913-1983), Cinema India-International, Bombay.
4. Valicha, Dr. Kishore, The Moving Image- A Study of Indian Cinema, Orient Longman Ltd., Bombay.
5. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्मस : उद्भव विकास, राज पब्लिशिंग हाउस, दिल्ली।
6. प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन प्राइवेट लिमिटेड, दिल्ली।
7. दीक्षित प्रो. सूर्यप्रसाद, अग्रवाल डॉ. पवन, मीडिया लेखन-कला, न्यू रॉयल बुक कम्पनी, लखनऊ
8. शर्मा कौशल, रेडिया प्रसारण, प्रतिभा प्रतिष्ठान, नई दिल्ली।

**Paper-II- Basics of News Editing**

100


Newsroom of a daily newspaper and its function. Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, copy editing, proof reading symbol.

**Books Recommended :**

1. George, T.J.S. Editing, A Handbook for Journalists. Indian Institute of Mass Communication, New Delhi.
2. Moen, Daryl R. Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.
3. Gibson, Martin E. Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
4. नारायणन, के.पी., समादन कला, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।

**Paper-III- Practical**

<b>(I) Submission of Project</b>	
(a) Radio News Bulletin	20
(b) TV News Bulletin	20
(c) Radio talk or TV documentary	20
(d) Rewriting of a larger news passage (app. 500 words) into a shorter passage (app. 150 words)	10
<b>(II) Viva-Voce</b>	<b>30</b>

  
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## PART-III

## ADVANCE DIPLOMA IN JOURNALISM

**Paper-I- Law, Media & Society** **100**

Relationship between law, society and media. Freedom of speech and expression and their limits; parliamentary privileges, Contempt of Court, law of Defamation, Official Secrets Act. 1923, Copyright Act, Press Council Act and Press Commissions. Responsibility and accountability of media.

**Books Recommended :**

1. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
2. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
3. त्रिखा, डॉ. नन्द किशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।

**Paper-II- Computer Application for Mass Media** **100**

History and origin of computer

Web publishing, DTP, use of graphics, introduction to Windows-2000, Windows desktop, MS-Word, Excel, PowerPoint and PageMaker.

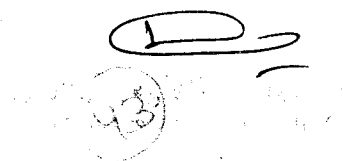
Introduction to Internet; main facilities of Internet.

**Books Recommended :**

1. Introduction to Information Technology- Chetan Shrivastava
2. How Computer Works with interactive CD-Perentic Hall of India
3. Teach yourself Microsoft Office 2000 in 10 Minutes
4. An Introduction to Information Technology and Computer Fundamentals Santosh Choubey, Ram Prasad & Sons.
5. Quark Express for beginners BPB Publication.

**Paper-III- Practical**

- |  |    |
|--|----|
| (I) Production of 8 page in-house newsletter   | 35 |
| (II) Project report on the media and society related issues approved by Head of the Department | 35 |
| (III) Viva-voce  | 30 |



## Part-II- Communication Research

### Section-A

- ▼ Communication Research: Meaning, nature and types.
- ▼ Communication Research Issues of Objectivity.
- ▼ Research Process & Scientific method
- ▼ Basic elements of inquiry: Concepts, variables, hypotheses and Theory
- ▼ Research Design: Exploratory, Descriptive, Explanatory, and Experimental
- ▼ Ethics in Communication Research

### Section-B

- ▼ Sampling-Probability and non-probability sample types
- ▼ Data: Types and Sources
- ▼ Techniques of data collection: Observation, Interviewing, Questionnaire, Schedule, Case study, Content analysis, Projective technique

### Section-C

- ▼ Data processing: Classification & tabulation
- ▼ Data analysis: Descriptive statistical measures Central tendency, mean, median, mode, Dispersion- Index of quantitative standard deviation variation and coefficient of variation;
- ▼ Co-relation: Meaning, characteristics, Pearson  $\bar{Y}$ , Spearman  $\bar{Y}$
- ▼ Hypotheses testing: chi-square test
- ▼ Report Writing
- ▼ Use of Computer in Communication Research

### Books Recommended

- 1 Stempel, Guide H. and Bruce Westley, Research Methods in Mass Communication, Prentice-Hall, New Jersey.
- 2 Berger, Arthur Asa, Media Research Techniques, Sage, London, New Delhi.
- 3 Das, G., Social Survey and Research, Manu Enterprises, Delhi.
- 4 Emmert, Philipn and William D. Brooks (Eds.), Methods of Research in Communication, Houghton Mifflin Co., Boston.
- 5 Wilkinson, T.S. and Bhandarkar, P.L. Methodology and Techniques of Social Research, Himalaya Publishing House, Bombay.
- 6 Lowery, Shearon A. and Melvin L. Delfeur, Milestones in Mass Communication Research, Longman, New York, London.
- 7 Bolekar, V.H., How to Write Assignment Research Papers Dissertations and Thesis, Kanak Publications, New Delhi.
- 8 Mehta, Ram, Research Methods, Rawat Publication, Jaipur.
- 9 Chahri, C.R., Research Methodology Methods & Techniques, Wiley Eastern Limited, New Delhi.

**SYLLABI**  
**FOR**  
**UGC SPONSORED**  
**Certificate, Diploma & Advance Diploma**  
**In**  
**Mass Communication (Video Production) - MCVP**

**UNIVERSITY OF RAJASTHAN,**  
**JAIPUR**

## SYLLABUS

**MASS COMMUNICATION ( VIDEO PRODUCTION ) - MCVP**

The Certificate, Diploma and Advance Diploma in Mass Communication & Video Production are of one-year duration each. These are add-on courses, which a regular student in UG or PG programme can pursue simultaneously. The certificate holder shall be eligible for Diploma and the Diploma holder shall be eligible for the Advance Diploma course. Candidates who have passed 10+2 examination from a recognized Board shall be considered eligible for admission to the Certificate Course.

<b>Nomenclature of the Course</b>	<b>Duration</b>	<b>Eligibility Criteria</b>
Certificate in Mass Communication & Video Production	1 academic year	10+2 from any recognized Board.
Diploma in Mass Communication & Video Production	1 academic year	Certificate in Journalism
Advance Diploma in Mass Communication & Video Production	1 academic year	Diploma in Journalism

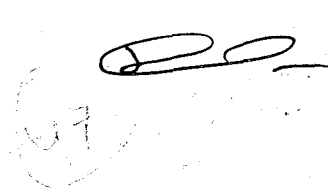
**Credit System**

CERTIFICATE	:	30 Credits
Diploma	:	60 Credits
Advance Diploma	:	90 Credits

Each course will be of 30 credits. Each credit will have 15 hours of work load, out of which 10 credits shall be assigned to field/subject work training. The proof of this shall be submitted during final examination in the form of work experience certificate/project duly signed by the concerned authority.

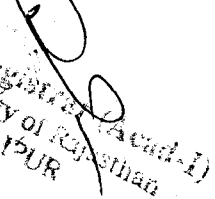
**Examination****Annual Scheme of Examination will be followed**

9. The number of papers and the minimum passing and maximum marks for each paper shall be shown in the syllabus. Each theory paper will be of three hours duration and the duration of practical examination shall be as prescribed in the syllabi.
10. There shall be 9 questions in each question paper, out of which the candidates will be required to attempt 5 questions in all.
11. The medium of instruction and examination shall be English and Hindi both.
12. Result categorization: Pass with Honours 75%, First division 60% and pass 50% in the aggregate.
13. To pass the examination, a candidate is required to obtain at least 36% marks in each paper (theory & practical separately as prescribed in syllabi) and 50% marks in aggregate of all the papers to declare a candidate pass.
14. A candidate needs to clear all papers in order to be eligible for promotion to the next level of courses. A candidate securing less than 36% marks in maximum of one paper shall be allowed to take the exam in the successive academic year only.
15. A candidate passing the Certificate course shall be admitted to the Diploma course.
16. A candidate passing the Diploma course shall be admitted to the Advanced Diploma course.

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## SYLLABUS

PART	COURSE	PAPER	TITLE OF PAPER	Max. Marks	Min. Marks	Duration of Exam
Part-I	Certificate in Mass Communication (Video Production) - MCVP	Paper-I	Introduction to Mass Communication and Media Scene	100	36	3 Hours
		Paper-II	Introduction to TV Production	100	36	3 Hours
		Paper-III	Principles of Sound for the Electronic Media.	100	36	3 Hours
		Paper-IV	Practical		36	3 Hours
Part-II	Diploma in Mass Communication (Video Production) - MCVP	Paper-I	Video Camera & Tapes	100	36	3 Hours
		Paper-II	Editing in TV Production	100	36	3 Hours
		Paper-III	Script writing for video	100	36	3 Hours
		Paper-IV	Practical	100	36	3 Hours
Part-III	Advance Diploma in Mass Communication (Video Production) - MCVP	Paper-I	Fundamentals of Studio Production	100	36	3 Hours
		Paper-II	Video Production Techniques	100	36	3 Hours
		Paper-III	Practical	100	36	3 Hours

  
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## SYLLABUS JOURNALISM

### PART-I

#### CERTIFICATE IN MASS COMMUNICATION (VIDEO PRODUCTION) - MCVP

#### Paper-I- Introduction to Mass Communication and Media Scene

100

Journalism- Definition, concept, scope, Journalism an art or science, principles of modern journalism, ethics in journalism, career in journalism.

Advent of printing press in India, origin and development of journalism in India with special reference to contribution of Raja Ram Mohan Roy, Bhartendu, Madan Mohan Malviya, Bal Mukund Gupta, Bal Gangadhar Tilak, Mahavir Prasad Dwivedi and Mahatma Gandhi, major newspapers & periodicals of India since independence

#### Books Recommended :

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Raghavan, G.N.S., The Press in India : A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi.
5. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद।
6. वैदिक डॉ. वेदप्रताप (सपा), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।

#### Paper-II- Introduction to TV Production

100

News-concept and definition, news sources and elements of news. Essentials of news writing. Categories of reporters. reporter's qualities and responsibilities. Various types of news stories with special reference to reporting seminars, accidents, crime, social and educational activities.

#### Books Recommended :

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7. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
8. Mamath M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
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10. त्रिखा, डॉ. नन्दकिशोर, समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान, लखनऊ।

<b>Paper-III-Practical</b>	<b>100</b>
<b>(I) Submission of Project</b>	
(a) Five news stories of candidate's interest	35
(b) Comparative study of two newspapers with special reference to major events of a week.	35
<b>(II) Viva-voce</b>	<b>30</b>



## PART-II

## DIPLOMA IN MASS COMMUNICATION (VIDEO PRODUCTION) - MCVP

## Paper-I- Video Camera &amp; Tapes

100

Salient features of Radio, Television and Film. Origin and development of broadcast media in India; writing for Radio and Television in different genres. Internet, Online Journalism.

## Books Recommended :

9. Chatterjee, P.C., Broadcasting in India. Sage, New Delhi.
10. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
11. Ramchandran, T.M. (Ed.), 70 Years of Indian Cinema (1913-1983), Cinema India-International, Bombay.
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14. प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन प्राइवेट लिमिटेड, दिल्ली।
15. दीक्षित प्रो. सूर्यप्रसाद, अग्रवाल डॉ. पवन, मीडिया लेखन-कला, न्यू रॉयल बुक कम्पनी, लखनऊ
16. शर्मा कौशल रेडिया प्रसारण प्रतिभा प्रतिष्ठान, नई दिल्ली।

## Paper-II- Basics of News Editing

100


Newsroom of a daily newspaper and its function. Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, copy editing, proof reading symbol.

## Books Recommended :

5. George, T.J.S. Editing. A Handbook for Journalists. Indian Institute of Mass Communication, New Delhi.
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7. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
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## Paper-III- Practical

<b>(I) Submission of Project</b>	
(a) Radio News Bulletin	20
(b) TV News Bulletin	20
(c) Radio talk or TV documentary	20
(d) Rewriting of a larger news passage (app. 500 words) into a shorter passage (app. 150 words)	10
<b>(II) Viva-Voce</b>	<b>30</b>

  
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## PART-III

## ADVANCE DIPLOMA IN JOURNALISM

## Paper-I- Law, Media &amp; Society

100

Relationship between law, society and media. Freedom of speech and expression and their limits; parliamentary privileges, Contempt of Court, law of Defamation, Official Secrets Act. 1923, Copyright Act, Press Council Act and Press Commissions. Responsibility and accountability of media.

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## Paper-II- Computer Application for Mass Media

100

Web publishing, DTP, use of graphics, introduction to Windows-2000, Windows desktop, MS-Word, Excel, PowerPoint and PageMaker.

## Paper-III- Practical

- |   |    |
|---|----|
| (IV) Production of 8 page in-house newsletter   | 35 |
| (V) Project report on the media and society related issues approved by Head of the Department | 35 |
| (VI) Viva-voce  | 30 |

  
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**Part-II- Communication Research**  
**Section-A**

- ▼ Communication Research: Meaning, nature and types.
- ▼ Communication Research Issues of Objectivity.
- ▼ Research Process & Scientific method
- ▼ Basic elements of inquiry: Concepts, variables, hypotheses and Theory
- ▼ Research Design: Exploratory, Descriptive, Explanatory, and Experimental
- ▼ Ethics in Communication Research

**Section-B**


- ▼ Sampling-Probability and non-probability sample types
- ▼ Data: Types and Sources
- ▼ Techniques of data collection: Observation, Interviewing, Questionnaire, Schedule, Case study, Content analysis, Projective technique

**Section-C**

- ▼ Data processing: Classification & tabulation
- ▼ Data analysis: Descriptive statistical measures: Central tendency, mean, median, mode, Dispersion- Index of quantitative standard deviation variation and coefficient of variation;
- ▼ Co-relation: Meaning, characteristics, Pearson  $\bar{Y}$ , Spearman  $\bar{Y}$
- ▼ Hypotheses testing: chi-square test
- ▼ Report Writing
- ▼ Use of Computer in Communication Research

**Books Recommended**

- 10 Stempel, Guide H. and Bruce Westley, Research Methods in Mass Communication, Prentice-Hall, New Jersey.
- 11 Berger, Arthur Asa, Media Research Techniques. Sage, London, New Delhi.
- 12 Das, G., Social Survey and Research. Manu Enterprises, Delhi.
- 13 Emmert, Philipn and William D. Brooks (Eds.), Methods of Research in Communication. Houghton Mifflin Co., Boston.
- 14 Wilkinson, T.S. and Bhandarkar, P.L. Methodology and Techniques of Social Research. Himalaya Publishing House, Bombay.
- 15 Lowery, Shearon A. and Melvin L. Deffleur, Milestones in Mass Communication Research. Longman, New York, London.
- 16 Bedekar, C.H., How to Write Assignment Research Papers Dissertations and Thesis. Kishak Publications, New Delhi.
- 17 Ahuja, Rama, Research Methods, Rawat Publication, Jaipur
- 18 Kothari, C.R., Research Methodology Methods & Techniques. Wiley Eastern Limited, New Delhi.

  
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JAIPUR



Appen.D

**Syllabus for**  
**Pre-Ph.D Course**  
**IN**  
**Journalism and Mass Communication**  
**University of Rajasthan**  
**Session 2016**

*(Signature)*  
Registrar (Acad-1)  
University of Rajasthan  
JAIPUR

## Syllabus for Pre.Ph.D Course in Journalism and Mass Communication

Scheme of Examination	One Semester
There shall be four papers in all of 3 hrs. duration	
Theory Paper	Max. Marks -80
Internal assessment	Max Marks -20
	Total Marks-100

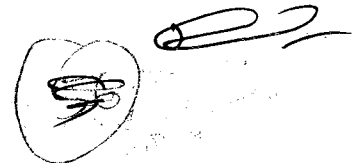
(Internal Assessment will be done by teacher concerned on the basis of test papers regularly in the class and performance of the candidate)

### PAPER 1 : ADVANCE COMMUNICATION RESEARCH

Paradigms of communication research ,  
Designing communication research: Quantitative, Qualitative and Mixed Methods Research.  
Theory Building in Communication Research .  
Sampling techniques.  
Various Research Methods.  
Data Collection  
Tools  
Data Analysis: statistical tools and techniques.  
Use of Computer Soft wares in communication research. (SPSS) (ANOVA)  
Research Practices in Advertising & PR  
New Media Research (Online Research)

#### **Books Recommended:**

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A.(2010,2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.
4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London: Macmillan Press.
6. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.
7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.



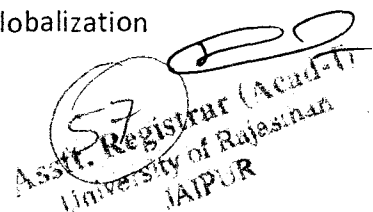
8. Lind of Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi: McGraw-hill.
11. Stewart Thomas (2002) Principles of Research in Communication. USA: Allyn and Bacon.
12. Treadwell Donald ( 2010) Introducing Communication Research. USA: Sage Publications.
13. Weaver and Wilhoit (2003) Mass Communication Research and Theory. USA: Allyn and Bacon.
14. Wimmer,R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.

#### **PAPER II : PREPARATION OF RESEARCH SYNOPSIS**

Concept, Importance and its essential features of review/survey of Literature.  
 Review of New Papers, Books, Magazines, Journals, Govt. Archives  
 Review of Literature through websites and internet  
 Justification of proposed problem /topic of research in lieu of deficiencies and uncovered areas of earlier researches  
 Preparation of proposed research work- Synopsis ,Chapterisation and Bibliography

#### **PAPER III : MEDIA, GLOBALISATION AND CULTURE**

Present Media scenario, Socio- cultural , political and economic changes ,New media and  
 Communication Technologies : Characteristics  
 New World Information and Communication Order (NWICO)- Recommendations & guidelines by various National Committees, efforts for alternative news and information distribution system- critique of western news values-impact of new technology on global communication flow international news agencies and syndicates-functions and role. Globalization of Mass media organizations- transnational media ownership- information super highways, national and international telecommunication and regulatory authorities and national telecommunication policies for rural telephony and digital divide in India  
 Media as a culture industry, Media and culture -framework for understanding culture in a globalized world, related critiques of mass media, culture and globalization

  
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**Books Recommended:**

1. Ghose Supatro Global Journalism ,Dominant Publishers and Distributors, New Delhi
2. Herbert, John, Practicing Global Journalism. Focal Press , Oxford, New Delhi
3. Kiran Prasad, Political Communication ,B.R. Publishing Corporation ,Delhi Vol.1&2
4. Melkote,Srinivas R. Rao,Sandhya, Critical Issues in Communication, Saga Publications New Delhi.
5. Singhal Arvind, Rogers Everett M. India's Communication Revolution. Saga Publications ,New Delhi.
6. Nick Stevenson, Understanding Media Cultures ,Sage Publications ,New Delhi .
7. Joshi,P.C.,Communication and National Development ,Anamika Publishers & Distributors ,New Delhi.
8. चतुर्वेदी, सांप्रदायिकता आतंकवाद और जनमाध्यम,अनामिका पब्लिशर्स एण्ड डिस्ट्रिब्यूटर्स प्रा.लि,नईदिल्ली
9. चतुर्वेदी, जगदीश्वर,युद्ध ग्लोबल संस्कृति और मीडिया, अनामिका पब्लिशर्स एण्ड डिस्ट्रिब्यूटर्स ,नई दिल्ली
10. जोशी,रामशरण ,मीडिया और बाजारवाद,बालाजी आफसेट, शाहदरा, नई दिल्ली
11. चतुर्वेदी ,जगदीश्वर,टेलीविजन संस्कृति और राजनीति, अनामिका पब्लिशर्स एण्ड डिस्ट्रिब्यूटर्स ,नई दिल्ली

**PAPER IV: NEW TRENDS IN MASS COMMUNICATION**

Globalisation with respect of politico-economic & cultural developments of the country and Print Media.

Dimensions of radio, television and cinema, new media, public service broadcasting and autonomy.

Coverage of contemporary social issues such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting on such issues .

Ethical issues and challenges relating to civic duty, such as: news judgment :diversity (including racial and cultural identities): converge of state security issues, standards of taste, including suicides, funerals, and pictures of dead bodies, privacy issues, including public figures/private lives, celebrities,

Guidelines for the media converge of elections, communal conflicts and terrorism, as recommended by press Council of India, Information and Broadcasting ministry and other professional organizations; invasion of privacy, paid news yellow journalism and

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cheque book journalism, investigation & trial by media, Advertorial, pressures on media, human rights and media.

**Books Recommended:**

1. Wasko, Janet, A Companion to Television, Wiley-Blackwell
2. Sahay, Uday, Making News Oxford University Press, New Delhi
3. French, David, Richards Michel, Television in Contemporary Asia, Sage Publications, New Delhi
4. French, David, Richards Michel, Contemporary Television Eastern Perspectives. Sage Publications, New Delhi
5. Macbeth, Tannis M, Tuning In To Young Viewers. Social Science Perspectives On Television Sage Publications, New Delhi
6. Rao .Dr.N.Bhaskara, A Handbook of Poll Surveys in Media, Gyan Publishing House New Delhi
7. Milton, Israel, Communications and Power, Cambridge, University Press.
8. Valdivia, Angharad N. A Companion to Media Studies, Blackwell Publishing,

  
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