

JIWAJI UNIVERSITY
GWALIOR



Syllabus

SUBJECT

MASTER OF JOURNALISM
AND MASS COMMUNICATION

SCHOOL OF STUDIES IN
DISTANCE EDUCATION

**SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY, GWALIOR**



(One Year Course)

Syllabus

Master of Journalism and Mass Communication

Theory Papers:

1. Principals of Mass Communication
2. Development of Media
3. Development Communication
4. Communication Research
5. International Communication
6. Media Management
7. Media Technology

Practical

8. Dissertation

Note: Practical and Viva-Voce shall be conducted jointly by the External and Internal Examiners. However in case of difference of opinion the decision of the External examiner shall be final.

Scheme of Examination

Each theory paper marks are divided into two parts:

- Theory paper will be of 70 marks for which minimum pass marks are 21.
- Assignment will be of 30 marks for which minimum pass marks will be 12.
- In aggregate passing marks of theory and Assignment should not be less than 40% in each subject.

Paper	Max.		Min.		Total Min in Theo. & Assignment
	Theo	Ass.	Theo	Assign	
Paper I	70	30	21	12	40
Paper II	70	30	21	12	40
Paper III	70	30	21	12	40
Paper IV	70	30	21	12	40
Paper V	70	30	21	12	40
Paper VI	70	30	21	12	40
Paper VII	70	30	21	12	40
Project	100	--	40	--	40

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|--|---|---------------------------------|
| 40 % and above but less than 50 % in aggregate | : | Third Division |
| 50 % and above but less than 60 % in aggregate | : | Second Division |
| 60 % and above in aggregate | : | First Division |
| 75 % and above in aggregate | : | First Division with distinction |

Master of Journalism and Mass Communication
Paper –I
Principals of Mass Communication

Max. Marks 70

Min. Pass Marks 21

Unit- 1

Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, small group, public and mass communication.

Unit-2

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate0keeping, communication and socialization.

Unit-3

Media and process of mass communication, media of mass communication, characteristics and typology of audiences.

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory.

Unit-4

Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market-driven media content-effects, skyvasion, cultural integration and cultural pollution.

Unit-5

Issues of media monopoly – cross-media ownership;

Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.

Master of Journalism and Mass Communication
Paper – II
Development of Media

Unit-1 : Print

Language and society- development of language as a vehicle of communication– invention of printing press and paper – pioneer publications in Europe and USA.

Early communication systems in India- development of printing – early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

Birth of the Indian language press – contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.

The Indian press and freedom movement – 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; important personalities of Indian journalism.

Unit-2 : Radio

Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.

Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Unit-3 :Television

Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

Unit-4 :Films

Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

Unit-5 : Folk media

Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.

New Media

Development of new media; convergence – Internet – On line.

Master of Journalism and Mass Communication
Paper – III
Development Communication

Unit-1

Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Unit-2

Development communication: meaning – concept – philosophy – process – theories – role of media in development communication – strategies in development communication – social cultural and economic barriers – case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.

Unit-3

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.

Unit-4

Development support communication: population and family welfare – health – education and society – environment and development – problems faced in development support communication.

Unit-5

Developmental and rural extension agencies: governmental, semi – government, non-governmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Master of Journalism and Mass Communication
Paper – IV
Communication Research

Unit-1

Definition – elements of research – scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research.

Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies – co-relational designs.

Unit-2

Methods of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis.

Unit-3

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Unit-4

Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate – bi-variate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Unit-5

Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls.

Media research as a tool of reporting. Readership and/ audience surveys, preparation of research reports/ project reports/ dissertations/theses. Ethical perspectives of mass media research.

Master of Journalism and Mass Communication
Paper – V
International Communication

Unit-1

Political, economic and cultural dimensions of international communication- communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Unit-2

Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Unit-3

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects – information super highways.

Unit-4

International telecommunication and regulatory organizations – UNESCO's efforts in removal imbalance in news flow- debate on new international Information and Economics Order – MacBride Commission's report – non-aligned news agencies news pool – its working, success, failure.

Unit-5

Issues in International communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information prompted cultural imperialism – criticisms; violence against media persons; - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Master of Journalism and Mass Communication
Paper – VI
Media Management

Unit-1

Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Unit-2

Hierarchy, functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit-3

Economics of print and electronic media-management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Unit-4

Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media.

Unit-5

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Master of Journalism and Mass Communication
Paper – VII
Media Technology

Unit-1

Communication Technology (CT): concept and scope

CT and IT: similarities and differences – telephony – electronic digital exchange, C- Dot- Pagers, Cellular Telephone.

Unit-2

Internet : LAN, MAN, WAN, E-mail, Web

Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

Optical fiber: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP.

Unit-3

WEB PAGE, Websites, Homepages.

Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website.

Unit-4

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, advertising on Internet.

Unit-5

Cyber Journalism: On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

Practicals

1. Searching and downloading of information;
2. Establishing e-mail address;
3. Accessing, (receiving) sending and replying e-mail;
4. Sending and forwarding e-mail to multiple recipients;
5. Chatting over Internet; 6. Networking with special interest groups;
7. Designing home papers;
8. Creating electronic newspapers;
9. Creating Internet ads, and,
10. Establishing and analyzing hits and eyeballs.