



INSTITUTE OF DISTANCE EDUCATION
JIWAJI UNIVERSITY
Gwalior, MP

PAPER-I

PRINCIPALS OF MASS COMMUNICATION



PRINCIPALS OF MASS COMMUNICATION

Paper I



SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY
Gwalior, MP
INDIA

Syllabus

Principals of Mass Communication

UNIT 1	<ul style="list-style-type: none">● Nature and process of human communication functions of communication, verbal and nonverbal communication, inter-personal, small group, public and mass communication.
UNIT 2	<ul style="list-style-type: none">● Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.
UNIT 3	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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.

Contents

Principals of Mass Communication

UNIT 1	Chap. 1 : Nature and Process of Human Communication Chap. 2 : Functions of Communication
UNIT 2	Chap. 3 : Communication Models Chap. 4 : Communication and Socialization
UNIT 3	Chap. 5 : Media and Process of Mass Communication Chap. 6 : Characteristics and Typology of Audiences Chap. 7 : Media Systems and Theories
UNIT 4	Chap. 8 : Mass media Chap. 9 : Media Culture and its Production Chap. 10 : Media Organizations and Media Content Chap. 11 : Market-Driven Media Content-Effects Chap. 12 : Skyvasion, Cultural Integration and Cultural Pollution.
UNIT 5	Chap. 13 : Issues of Media Monopoly Chap. 14 : Ownership Patterns of Mass media Chap. 15 : Ethical Aspects of Mass media Chap. 16 : Freedom of Speech and Expression Chap. 17 : Right to Information and Media Accountability

DEVELOPMENT OF MEDIA

Paper II



SCHOOL OF STUDIES IN DISTANCE EDUCATION

JIWAJI UNIVERSITY

Gwalior, MP

INDIA

Syllabus

Development of Media

UNIT 1	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● Television: Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.
UNIT 4	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● Folk media: Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.● New Media: Development of new media; convergence – Internet – On line.

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Development of Media

UNIT 1	Chap. 1 : Print Language and Society Development of Language Chap. 2 : Early Communication Systems in India Chap. 3 : Newspapers and Magazines in Nineteenth Century Chap. 4 : Birth of the Indian Language Press Chap. 5 : The Indian Press and Freedom Movement Chap. 6 : Historical Development of Important Newspapers and Magazines
UNIT 2	Chap. 7 : Development of radio as a Medium of Mass Communication Chap. 8 : History of Radio in India Chap. 9 : Emergence of AIR
UNIT 3	Chap. 10 : Development of Television as a Medium of Mass Communication Chap. 11 : Satellite and Cable Television in India.
UNIT 4	Chap. 12 : Early Efforts of Films Chap. 13 : Historical Development of Indian Films Chap. 14 : Issues and Problems of Indian Cinema.
UNIT 5	Chap. 15 : Folk and Traditional media in India Chap. 16 : Development of New Media

DEVELOPMENT COMMUNICATION

Paper III



SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY
Gwalior, MP
INDIA

Syllabus

Development Communication

UNIT 1	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● Development support communication: population and family welfare – health – education and society – environment and development problems faced in development support communication
UNIT 5	<ul style="list-style-type: none">● 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 activitie – case studies on development communication programmes● Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

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Development Communication

UNIT 1	Chap. 1 : Development and its Meaning Chap. 2 : Theories – Origin – Approaches to Development Chap. 3 : Problems and Issues in Development Chap. 4 : Characteristics of Developing Societies Chap. 5 : Development Dichotomies
UNIT 2	Chap. 6 : Development communication and its meaning Chap. 7 : Strategies in Development Communication Chap. 8 : Development Communication Policy Chap. 9 : Strategies and Action Plans Chap. 10 : Democratic Decentralization Chap. 11 : Panchayati Raj Chap. 12 : Block and Village Levels
UNIT 3	Chap. 13 : Agricultural Communication and Rural Development Chap. 14 : The Genesis of Agricultural extension Chap. 15 : Extension Approach System – Approach in Agricultural Communication Chap. 16 : Diffusion of Innovation Chap. 17 : Model of Agricultural Extension
UNIT 4	Chap. 18 : Development Support Communication Chap. 19 : Environment and Development Problems
UNIT 5	Chap. 20 : Developmental and Rural Extension Agencies Chap. 21 : Effective Communication Chap. 22 : Micro – Macro – Economic Frame Work Chap. 23 : Case Studies on Development Communication Programmes Chap. 24 : Specific Requirements of Media Writing

MEDIA RESEARCH

Paper IV



SCHOOL OF STUDIES IN DISTANCE EDUCATION

JIWAJI UNIVERSITY

Gwalior, MP

INDIA

Syllabus

Media Research

UNIT 1	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● Methods of media research – census method, survey method, observation method – clinical studies – case studies – content analysis.
UNIT 3	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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.

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Media Research

UNIT 1	Chap. 1 : Definition and Elements of Research Chap. 2 : Scope and Importance of Communication Research Chap. 3 : Research Design Its Components
UNIT 2	Chap. 4 : Methods of Media Research Chap. 5 : Case studies on Content Analysis.
UNIT 3	Chap. 6 : Tools of data collection Chap. 7 : Random sampling methods and Representativeness of the samples Chap. 8 : Sampling Errors and Distributions
UNIT 4	Chap. 9 : Report Writing and data analysis Techniques Chap. 10 : Coding and Tabulation Non-Statistical Methods Chap. 11 : Tests of Significance Levels of Measurement Chap. 12 : Central Tendency Chap. 13 : SPSS and Other Statistical Packages
UNIT 5	Chap. 14 : Media Research And Evaluation, Chap. 15 : Media Research and Tool of Reporting. Chap. 16 : Readership and/ Audience surveys Chap. 17 : Ethical perspectives of Mass media Research

INTERNATIONAL COMMUNICATION

Paper V



SCHOOL OF STUDIES IN DISTANCE EDUCATION

JIWAJI UNIVERSITY

Gwalior, MP

INDIA

Syllabus

International Communication

UNIT 1	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● Impact of new communication technology on news flow● Satellite communication● Its historical background – status – progress – effects – information super highways
UNIT 4	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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.

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International Communication

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UNIT 2	Chap. 5 : Communication as a Human Right Chap. 6 : UNO's Universal Declaration of Human Rights and Communication Chap. 7 : International News Agencies and Syndicates Chap. 8 : Their Organizational Structure and Functions
UNIT 3	Chap. 9 : Impact of new communication technology on News Flow Chap. 10 : Satellite Communication
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UNIT 5	Chap. 14 : Issues in International Communication Chap. 15 : Communication Research Chap. 16 : Violence Against Media Persons Chap. 17 : International Intellectual Property Rights Chap. 18 : International Media Institutions and Professional Organizations.

MEDIA MANAGEMENT

Paper VI



SCHOOL OF STUDIES IN DISTANCE EDUCATION

JIWAJI UNIVERSITY

Gwalior, MP

INDIA

Syllabus

Media Management

UNIT 1	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

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Media Management

UNIT 1	Chap. 1 : Principles of media management and their significance Chap. 2 : Ownership patterns of mass-media in India Chap. 3 : Policy formulation and planning and control Chap. 4 : Organisation theory, delegation, decentralization, motivation, control and co-ordination
UNIT 2	Chap. 5 : Hierarchy, functions and organizational structure of different departments Chap. 6 : General management and finance, circulation Chap. 7 : DAVP, INS and ABC Chap. 8 : Changing roles of editorial staff and other media persons. Chap. 9 : Editorial Response system.
UNIT 3	Chap. 10 : Economics of print and electronic media-management Chap. 11 : Budgeting and finance, capital costs, production costs and commercial polity
UNIT 4	Chap. 12 : Planning and execution of programme production Chap. 13 : Administration and programme management in media Chap. 14 : Employee / employer and customer relations services Chap. 15 : Human research development for media.
UNIT 5	Chap. 16 : Foreign equity in Indian media and Press Commissions on Indian

Media Technology

Paper VII



SCHOOL OF STUDIES IN DISTANCE EDUCATION

JIWAJI UNIVERSITY

Gwalior, MP

INDIA

Syllabus

Media Technology

UNIT 1	<ul style="list-style-type: none">● Communication Technology (CT): concept and scope● CT and IT: similarities and differences – telephony – electronic digital exchange, C- Dot - Pagers, Cellular Telephone.
UNIT 2	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● WEB PAGE, Websites, Homepages.● Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website.
UNIT 4	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● 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.

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Media Technology

UNIT 1	Chap. 1 : Communication Technology Concept and Scope Chap. 2 : CT and IT Similarities and Differences
UNIT 2	Chap. 3 : Internet LAN, MAN, WAN, E-mail Web Chap. 4 : Ownership and Administration of Internet, Chap. 5 : Types of Internet Connections Chap. 6 : Optical fiber Structure, advantage and application Chap. 7 : Protocols of Internet
UNIT 3	Chap. 8 : WEB PAGE And Websites. Chap. 9 : Web Page Development and maintaining a Website
UNIT 4	Chap. 10 : Introduction to HTTP, HTML, ELP, DNS, JAVA Chap. 11 : Browsing and Internet Browsers Chap. 12 : Video conferencing and Telephony Chap. 13 : Advertising on Internet.
UNIT 5	Chap. 14 : Cyber Journalism Chap. 15 : Cyber Newspapers Creation Chap. 16 : Online Editing, E-publishing; Security Issues on Internet



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