

MASTER OF JOURNALISM

One Year

PAPER-I

TRENDS IN COMMUNICATION THEORY AND INTERNATIONAL COMMUNICATION

Unit I: Model and Theories of Communication - Human Communication and Society - Concepts of mass society, mass communication and information Society. Linkage between theory and practice.

Unit II: Major developments in Communication theory. Dominant Western and Eastern perspectives. Marxian, structuralism, neo-Marxian - approaches. Alternative perspectives.

Unit III: Communication theory, use of communication for education. Development issues in theory, policy and practice, Dissemination of information to vital areas of development, interpersonal communication process.

Unit IV: Theories of social change. Orthodox theories of modernization. State theories, Index theories, Differentiation, Diffusion theories. Concept of achieving Society, alternative concepts of Social change - Gandhi, Schumacher, Paulo Friere.

Unit V: Theories of media effects, media as all powerful, media as having limited effects, media as having some impact. Social - structural approach, agenda setting, uses and gratification, approach cultivation analysis.

Unit VI: Political communication, Political systems and role of information in Society. Information as power, Public opinion and propaganda.

Unit VII: International news flow. Efforts towards free, fair and balanced flow. International broadcasting, BBC, NBC, CBS, Voice of America, CNN, News agencies - Inter Press Transnational News Agencies, Reuters, AP, DPA. Kyodo, Xinhua, AFP.

Unit VIII: Emerging trends in international communication, World communication and communication order. McBride Commission report, media technology, globalization, and Satellite communication, efforts towards regulating dominance of transnational and transponder data flow.

Unit IX: Nature and concept of inter-cultural communication. Effect of culture on communication. Theoretical perspectives on inter-cultural communication.

Unit X: International communication organizations — ITU, WARC, UNESCO, INTERSAT, IPDC, ILC, Inter-regional media cooperation — AMIC, Press Foundation of Asia, ABU, AIBRD, SAARC and ASEAN.

PAPER-II

COMMUNICATION RESEARCH METHODS AND APPLICATION

Unit I: Research methods in social sciences. Development of mass media research and scientific method, Social science research and mass media research.

Unit II: Research process, formulation of the problem, survey of literature familiarization with source materials like bibliographic, indexes, abstracts, monographs etc., rationale for the study and hypotheses.

Unit-III: Elements of research. Concepts and constructs, types of variables, measurement - nature and levels, scaling (Thurstone, Guttman, Semantic Differential), reliability and validity.

Unit IV: Research methods: Experiment, Survey, qualitative research (field observation, focus group, intensive, interviews, and case studies), content analysis, longitudinal Studies, and historical studies.

Unit V: Tools data collection: questionnaires, interview schedule, case study and observation, schedule categorization and measure of content.

Unit VI: Sampling methods: probability & non-probability sampling procedures. Types of sampling methods, sample size, sample error, sample weightage.

Unit VII: Data analysis: Introduction to statistical procedures, chi-square tests, non-parametric, T-tests, analysis of variance and two-way anova, correlation, partial correlation, simple linear regression, multiple regression.

Unit VIII: Areas of research: mass media analysis - research in print, audio visual media, advertising and public relations. Ethics in media research, Media research institutions. Media effect research: antisocial and pro-social effects. Major approaches to media effects: research uses and gratification, agenda setting, cultivation studies.

Unit IX: Report-writing: topic outline, cauterization, note-taking, documentation, foot notes, end notes, references, bibliography, Types of reports, importance of style manuals.

Unit X: Current communication research in India and developing countries, problems of communication research in India

PAPER –III

DEVELOPMENT COMMUNICATION – MEDIA LAWS AND ETHICS

Unit- I : Development-Different concepts -causes for under development -theories of Development - economic theory —wait Rostow —Sociological theory — Modernization. Theory —Dependency theory — Dominant paradigm-New paradigm of development-sustainable development-Development dilemmas - Millennium development goals. Diffusion of innovations-An over view.

Unit-II: Development journalism-origin-growth-development journalism -concepts-case Studies development news-Different news- Different concepts -Development - Reporting -problems -Indian press and Development journalism.

Unit-III: Development communication -definitions-nature-Scope- merits and demerits-case Studies of SITE and juba development communication project-Development-Support communication –an Overview-Communication and Human development-Literacy-population control-Sanitation- Grampanchayat – AIDS.

Unit-IV: Participatory development-Communication-participation and development - Community development-social capital-and theories-participatory Communication. Research-case Studies.

Unit-V: Multi media approach to development issues-interpersonal Communication-Traditional Communication-Mass Communication-Radio-Video-films-case studies.

Unit-VI: Indian constitution-salient features-fundamental rights-Article 9 (1)(A)-freedom Of the press.

Unit-VII: Official secrets Act, 1923-Books and Registration of newspapers Act, 1956-Working Journalism Act, 1955 press and publication (parliamentary proceedings) Act, 1976.

Unit-VIII: Press Council of India Act, 1978-Indian Cinematography Act, 1950-Law of Defamation — Contempt of court -Freedom of the press -Ramesh Tapar vs State of Madras-Brij Bhushan vs state of Delhi-Virendra vs state of Punjab - Ramji Lal Modi vs state of Uttar Pradesh -Sakal Newspapers vs Union of Indian-Benett Coleman And Co vs Union of India-Indian Express vs Union of India (1986).

Unit-IX: Censorship Law and Internet-emerging trends-Laws relating to cable and satellite TV -Cyber Law-Cyber Crime-Cyber Ethics-Convergence Bill-Communications, Communication of Indian (CCI).Intellectual property Rights-Right to privacy and Internet.

Unit-X: Journalism ethics-accuracy-fairness-completeness-code of ethics-journalism and Objectivity - the influence of news values-objectivity in practice-redefining, Objectivity-objectivity as a perspective use of language.

PAPER-IV

AUDIO VISUAL COMMUNICATION

Unit I: Media of production and dissemination, Television as information and cultural industry. Expansion and changes in Doordarshan, cable and satellite television, changes in legislation, impact of Radio.

Unit II: Television audience - rural and minority audience and issue-based programming. Types of television programmes. News and news-based programmes, documentaries, soaps and serials, telefilms. game shows, talk shows, variety shows.

Unit III: Television production: Theory, production process, pre and post production, Production team. Production elements. Principles of direction/editing. Shots, camera movements, audio. Lighting, set-designing, props and graphics.

Unit IV: Television scriptwriting. Thinking visually, language and style. Techniques of television adaption of plays, short stories, novels.

Unit V: Changing role of radio, Impact of new media on radio audience, Response of All India Radio to the new technologies. Use of new technologies. alternative formats and strategies in programming.

Unit VI: Little media, big media, their application in agriculture, industry and rural development.

Unit VII: Research for radio and television, Formative research. Rating research, semiotics and other counter based research.

Unit VIII: Nature of film experience. Film audience and gratifications. Film form and structure. Art, commercial and parallel cinema. Satyajit Ray and his films. Note Indian art and popular film makers. Use of film for education, entertainment and social change.

Unit IX: State of film in India. Economics of film production, distribution and exhibition. Entertainment film and its impact. Impact of new media technology on films. Impact of films on new media.

Unit X: Film appreciation, film criticism, ethics, laws and codes. Film certification. Role of film societies, NFCD, FTTI, Center for films for young and children. Films division.

PAPER –V
EDITING AND NEWS ANALYSIS

Unit I: Major trends in print journalism with particular reference to Telugu. Contemporary newspapers and magazines. Styles of editing.

Unit II: Editing function - spot news, features, business and finance news, mofussil copy.

Unit III: Sunday magazine and special sections and Special Supplements.

Unit IV: Slant, strengthening copy Suiting the target audiences. Rewriting, integration copy from different Sources.

Unit V: Principles of design - contemporary newspapers design, Relationship between writing, editing and design-use of charts, graphics, computers.

Unit VI: Planning the front page and inside pages. Designing special pages. Use of pictures and illustration; photo-cropping and caption photos.

Unit VII: Printing process - photo effect, gravure, rotary, Web fed offsets and ret gravure printing, Color processing and printing. Impact of new communication and computer technology on editing. DTP, VDT, facsimile.

Unit VIII: Magazine editing - characteristics of feature. Types of features: news features, regular columns. Specialized magazines. Tabloid editing, process and production.

Unit -IX: News analysis - print medium's competition with electronic, Supplementing analysis to hard news and analytical Writing.

Unit X: Techniques in collection and use of background material on Various events, Subjects, issues and problems, Limitation and pitfalls in interpreting news. Ethical dimensions, Impact editorial policy.

PAPER-VI

PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATION

Unit-I: Review of fundamentals in PR. Public opinion. Philosophy and functions of PR. Areas of PR practice. PR planning and campaigns. Tools of PR- relationship between PR and advertising.

Unit-II: Management functions of PR. PR as an advisory role. Managing change. Accountability and social role of PR. Trends in PR practice.

Unit-III: Concepts of issue analysis, issue management. Environmental analysis for building and influencing policy. Crises PR. Advance planning for crisis. Management and information dissemination.

Unit-IV: Public affairs, pressure groups, lobbying, engineering public opinion. Concept of social marketing. Adaptation of technology in contemporary PR. MIS PR dossiers, case studies of PR campaigns/departments in India. Research in problems and prospects.

Unit-V: Public information, management, concept of public information. Evolution of public information, management in India. Policies governing public information. Right to information.

Unit-VI: Organizational Communication, introduction to organizational communication, application and its relevance in India and elsewhere. Nature and types of organizations. Concept of boundary spanning.

Unit-VII: General systems approach influence of environment on organizations. Organizational structure and communication behavior.

Unit-VIII: Communication process in an organization. Types of communication, cliques, grapevine, rumour. Interpersonal relationship, organizational culture. Communication audit as an evaluation and maintaining system.

Unit-IX: Concept quality circles. Productivity. Human resource development. Redefining productivity and accountability.

Unit-X: Identification and formulation of communication projects. Concept of organizational development. Networks – importance and application of network techniques in organizational communication. Concept of equifinality, Network analysis.