

**M.A (JMC) Part-I (Sem – I & II) Distance Education
2021-22 & 2022-23 SESSIONS**

SCHEME

M.A (Journalism and Mass Communication) (Part-I)

Programme Code : JMCM2PUP

2021-22 & 2022-23 SESSIONS

SEMESTER-I					
<u>Core Papers</u>	<u>Subject Code</u>	<u>Core Subjects</u>	<u>Max. Marks</u>	<u>Theory</u>	<u>Internal Assessment</u>
PAPER-I	JMCM1101T	INTRODUCTION TO MASS COMMUNICATION	100	60	40
PAPER-II	JMCM1102T	WRITING AND REPORTING FOR MEDIA	100	60	40
PAPER-III	JMCM1103T	MEDIA STRUCTURE AND MANAGEMENT	100	60	40
PAPER-IV	JMCM1104T	GROWTH AND DEVELOPMENT OF PRINT MEDIA IN INDIA	100	60	40
SEMESTER-II					
<u>Core Papers</u>	<u>Subject Code</u>	<u>Core Subjects</u>	<u>Max. Marks</u>	<u>Theory</u>	<u>Internal Assessment</u>
PAPER-V	JMCM1201T	ADVERTISING	100	60	40
PAPER-VI	JMCM1202T	ELECTRONIC MEDIA	100	60	40
PAPER-VII	JMCM1203T	EDITING AND EDITORIAL WRITING	100	60	40
PAPER-VIII	JMCM1204T	RESEARCH METHODOLOGY	100	60	40

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**M.A (JOURNALISM AND MASS COMMUNICATION) PART-I
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**PAPER-I : INTRODUCTION TO MASS COMMUNICATION
SUBJECT CODE -JMCM1101T**

Max. Marks : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment : 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Communication Process: Definitions, Dimensions and Components; Communication and Language; Uses and Functions of Language; Functions of Communication; Communication and Information; Four Levels of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication; Verbal and Non-Verbal Communication: Functions and Categories; Intrapersonal Communication: Self and Self-Concept; Interpersonal Communication: Buber's Theory of Interpersonal Relationships; Stages in Interpersonal Relationships; Barriers to Effective Communication; Aristotle's Model of Communication and Rhetorical Triangle; Harold D Lasswell's Communication Theory (1948); Osgood and Schramm Model of Communication (1954); Shannon and Weaver's Model (1949); Gerbner's Model (1956); Theodore M Newcomb Model (1953); Westley and Maclean's Model (1957).

SECTION-B

"Mass" concept and Emergence of Mass Society Theory ; Mass Communication: Meaning and Functions; HUB Model of Mass Communication; Theories of Direct and Indirect Influences: Hypodermic Needle Approach or Bullet Theory, Paul F. Lazarsfeld's Two-step flow Theory; Multi- step flow Theory or Diffusion of Innovation by Elihu Katz ; Cognitive Dissonance Theory of Leon Festinger ;Joseph T. Klapper's Concepts of Selective Exposure, Selective Perception and Selective Retention; Elisabeth Noelle-Neumann's Spiral of Silence Theory; George Gerbner's Cultivation Theory; Agenda Setting Theory by Max McCombs and Donald Shaw; Uses and Gratification Theory by Jay Blumler and Elihu Katz ; Walter Lippmann's Theory of Public Opinion ;Four Theories of the Press or Normative Theories: Authoritarian Theory, Libertarian or Free Press Theory, Social Responsibility Theory and Soviet Communist Theory ,Democratic Participant Theory or Democratization Theory.



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SUGGESTED READINGS

1. *Mass Communication Theory* by Denis McQuail, SAGE Publications.
2. *Communication Models* by Denis McQuail, Longman Publications.
3. *Introduction to Mass Communication* by William Francois, Tata McGraw Hill Publication.
4. *The Basic of Communication Research* by Leslie A. Baxter and Earl Babbie, Thomas
5. *Understanding Mass Communication* by DeFleur Dennis, Houghton Mifflin Company.
6. *Mass Communication Theory & Practice* by Dennis Stanley, Maffield Publishing Company.
7. *The Dynamics of Mass Communication* by Joseph R. Dominick, Mc graw Hill Boston.
8. *An Introduction to Communication Studies* by Sheila Steinberg, Juta.
9. *Introduction to Communication Studies* by John Fiske, Routledge.
10. *Introduction to Communication Theory* by Martin S. Roden, Pergamon Press.
11. *Handbook of Journalism and Mass Communication* by VirBala Aggarwal.
12. *Mass Communication in India* by Keval J. Kumar, Jaico Publishing House.
13. *Mass Communication : Living in a Media World* by Ralph E. Hanson, Sage Publications.
14. *Mass Communication Theory & Practice* by Dennis K. Davis & Stanley J. Baran, Maffield Publishing Company.

**PAPER-II : WRITING AND REPORTING FOR MEDIA
Subject Code -JMCM1102T**

Max. Marks : 100

Pass Marks : 35

Time allowed : 3 Hours

Theory : 60 Marks

Internal Assessment : 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Reporting and Writing for the Mass Media: Basic Techniques; News: Definition, Style and Functions; Inverted Pyramid Style of News Writing and the 5Ws and 1H rule of News Writing; Structure of News: Headline, Lead, Body and Conclusion; Types of Leads; Elements of News: Impact, Prominence, Proximity, Conflict, Bizarre or Unusual and Current; News Gathering Sources: Personal Sources, Observation, Stored Sources of Information and Data Bases, Interviews, Press Briefings, Press Conferences, Meet the Press; Specialized News Beats: Political News, Crime News, Courtroom Stories, Sports Stories, Business News, Education News, Agriculture Reporting , Rural Development Reporting, Science Reporting, Health Reporting and Environment Reporting; Interviewing: Structuring and Techniques.

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SECTION-B

Writing and Reporting for Radio and Television News: Characteristics and Story Structure; Digital Journalism; Writing and Reporting for Web; Writing and Reporting for Newspapers; The Changing Characteristics of Electronic and Print Media Newsrooms ; News Reports Types: Straight News Reports and Investigative or Interpretative Reports; Hard and Soft News; Exclusive News Story or Scoop; Attribution in News Writing; Follow Ups in News; Journalistic Skills; Citizen Journalism; Ethics and Responsibilities in Journalism; Tabloid Journalism; Qualities of a Reporter; Qualities of Good Writing; Mobile Journalism; Photo Journalism.

SUGGESTED READINGS

1. *The Complete Reporter* by Jullian Harris and others, Macmillan Publishing Co.
2. *Modern News Reporting* by Care H. Warren, Harper, New York.
3. *Mass Communication and Journalism in India* by D.S. Mehta, Allied Publishers Ltd., New Delhi.
4. *Handbook of Reporting and Communication skills* by V.S. Gupta, Concept publishing Company.
5. *The Professional Journalist* by John Hobenberg ,Oxford IEH Publishing Company.
6. *Functions and areas of Journalism* by Y.K.D. Souza, Wisdom Press.
7. *Media Writers's Handbook* by G.T.Arnold
8. *The Associated Press Stylebook and Libel Manual*
9. *Watch Your Language* by T.M.Bernstein
10. *Writing for the Mass Media* by James Glen Stovall
11. *The Responsible Journalist-An Introduction to News Reporting and Writing* by Jennie Dear and Faron Scott
12. *Reporting for the Mediaby* Fred Fedler, John R. Bender, Lucinda Davenport, Michael Drager

PAPER-III : MEDIA STRUCTURE AND MANAGEMENT
SUBJECT CODE -JMCM1103T

Max. Marks : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Media as an Industry and Profession; Newspaper Organisation and its important Departments: Editorial Department, Advertising Department and Circulation Department; Ownership Patterns in Media Organisations: Sole Proprietorship, Partnership, Joint Stock Companies, Trusts, Societies and Cooperatives; Transnational Media Ownership; Cross Media Ownership and Vertical Integration ; Media Concentration and Conglomeration: Advantages and Disadvantages; Monopoly and Oligopoly; A Brief Overview of Private and Public Broadcasting in India; Media and Entertainment Sector in India.

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SECTION-B

Organisational Structure of a Newspaper Newsroom; Role and Responsibilities of Newsroom Functionaries; Organisational Structure of Electronic Newsroom; Role and Responsibilities of its Functionaries; Emergence of OTT Platforms; Digital Journalism Start-ups in India; Advertisements as Source of Revenue for Media Organisations; Gate keeping and Journalism.; Role and Responsibilities of Ministry of Information and Broadcasting in India; Different Wings of Ministry of Information and Broadcasting; Objectives and Main Features of Information Technology Act 2000; Intellectual Property Rights in India.

SUGGESTED READINGS

1. *Organisational Behaviour* by Stephen P. Robbins, Timothy A. Judge, Neharika Vohra/Pearson.
2. *Essentials of Management* by Harlod Koontz, Heinz Weihrich/ McGraw Hill.
3. *Media for Managers* by Frank M. Corrado, Prentice Hall PTR.
4. *Balancing on the Wire – The Art of Managing Media Organizations* by Redmond, James, Trager, Robert, Cengage Learning.
5. *Leaving Readers Behind – The Age of Corporate Newspapering* by Roberts, Gene, University of Arkansas Press.
6. *Management of Electronic Media* by Alan B. Albarran, Wadsworth Publications.
7. *Media Management in India* by Dibakar Panigraphy, Kanishka Publishing House.
8. *Media Management in the Age of Giants* by Dennis F. Henrick, UNM Press.
9. *Media Management* by S. Kundra, Anmol Publication Pvt. Limited.
10. *Latest Report of FICCI on M&E Sector*

PAPER-IV : GROWTH AND DEVELOPMENT OF PRINT MEDIA IN INDIA
SUBJECT CODE -JMCM1104T

Max. Marks : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment : 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

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SECTION-A

Invention of Paper and Printing Press ; Development of Press in India ; Role of Press in Freedom Struggle of India ; Role of James Augustus Hickey, Raja Ram Mohan Roy, Ghosh Brothers, Mahatma Gandhi, James Silk Buckingham, Bal Gangadhar Tilak, B.G Horniman in Indian Journalism ; Origin and role of Vernacular Press as an agent of Social Change ; Vernacular Press Act 1878; Development and Contribution of Punjabi Press; Leading Punjabi Newspapers in Present Times : Ajit, Punjabi Tribune, Punjabi Jagran, Jag Bani, Nava Zamana, Desh Sewak and Spokesman ; Leading English Dailies in India : The Times of India, The Hindu, The Tribune, The Indian Express ,Hindustan Times and The Telegraph ; Leading Hindi Newspapers : Dainik Jagran, Dainik Bhaskar, Amar Ujala and Hindustan; Eminent Personalities of Post Independent India : Khushwant Singh, Kali Nath Ray, Sadhu Singh Hamdard, Palagummi Sainath and Kuldeep Nayyar; History of Indian News Agencies: Sanchar, PTI, Bhasha, UNI, Univarta, ANI, IANS.

SECTION-B

Press as Fourth Estate; Registrar of Newspapers for India; Press Council of India : Objectives, Structure and Functions; Brief History of Press Laws in India leading to enactment of Press and Registration of Books Act 1867; Cinematograph Act 1952; Copyright Act 1957; Civil and Criminal Law of Defamation; Contempt of Court Act 1971; Official Secrets Act 1923; Prasar Bharti Act 1990; Cable TV Networks Regulation Act 1995; Right to Information Act 2005; Sedition Law under IPC Section 124A; Indecent Representation of Women (Prohibition) Act, 1986; Drugs and Magic Remedies (Objectionable Advertisement) Act 1954; Article 352 of the Indian Constitution declaring National Emergency and its Effects on Media; Fundamental Rights as enshrined in the Constitution of India ; The Right To Freedom of Speech and Expression under Article 19(1) (a) and Restrictions under Article 19(2) of the Constitution.

SUGGESTED READINGS

1. *Journalism in India* by R. Parthasarthy, Sterling Publishers Pvt. Ltd.
2. *The Press in India* by M. Chalopathi Rau, Allied Publishers.
3. *Mass Communication & Journalism in India* by D.S. Mehta, Allied Publishers.
4. *Punjabi Patarkari Nikas* by Sandhu & Johal (ed.), Vikas Te Samasiavan.
5. *History of Press, Press Laws and Communication* by B.N Ahuja, Surjeet Publications.
6. *Laws of the Press* by Durga Das Basu, Lexis Nexis India.
7. *The Press under Pressure* by D.R. Mankekar, Indian Book Publications.
8. *Modern History of Indian Press* by Sumit Ghosh, Cosmo Publications.
9. *History of Indian Journalism* by J.Natarajan.
10. *Journalism in India: History, Growth, Development* by K.C Sharma.
11. *Indian Journalism in New Era: Changes, Challenges and Perspectives* by Shakuntala Rao.

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SEMESTER-II

PAPER-V : ADVERTISING

Subject Code: JMCM1201T

Max. Marks : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Advertising: Definition, Functions, Types and Evolution; History of Indian Advertising; Theories of Advertising: Starch Model, AIDA, DAGMAR Model; Understanding Theory of Cognitive Dissonance and Maslow's Hierarchy of Needs Model in context of Advertising; Brand Building and Advertising: Defining Brand, Brand Image, Brand Equity, Brand Positioning and Brand-Consumer Relationship; Advertising Agency: Structure, Functions, Types and Indian Scenario; Creative Strategy: Creativity, Creativity Brief, Creating an Appeal, Colour Psychology, Typography and Layout; Media Strategy: Media Characteristics, Media Selection and Scheduling.

SECTION-B

Marketing: Definition, Concept, Objectives and Role of Advertising; Four Ps of Marketing Mix; Promotional Mix: Advertising, Publicity, Personal Selling and Sales Promotion; Market Segmentation: Geographic, Demographic, Psychological, Socio-Cultural and Behavioristic; Consumer Behavior and Role of Social Psychology, Culture and Subcultures; Importance and Objectives of Consumer Research, Market Research and Advertising Research; Socio-Economic Impact of Advertising; New Media and Advertising; Advertising and Ethics; ASCI Code of Self Regulations; Advertising and Law.

SUGGESTED READINGS

1. *Advertising Management* by Jaishri Jethwaney and Shruti Jain, Oxford University Press.
2. *Consumer Behaviour* by Leon G. Schiffman and Leslie Lazar Kanuk, Pearson Prentice Hall.
3. *Foundations of Advertising* by S.A. Chunawala and K.C. Sethia, Himalaya Publishing house.
4. *Marketing Management* by Philip Kotler, Northwestern University.
5. *Essentials of Advertising* by Louis Kaufman, Harcourt Brace Jovanovich, Inc.
6. *The Fundamental of Advertising* by John Wilmshurst, M.E. Sharpe, Routledge.
7. *Contemporary Advertising* by William, F. Arens, Tata McGraw Hill.
8. *Vigaypan kala* by H.S. Dilgeer (Language Punjabi).
9. *Advertising, Promotion and New Media* by Stafford and J.Faber.
10. *Ogilvy on Advertising* by David Ogilvy.



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11. *Essentials of Consumer Behaviour* by Debra L. Stephens.
12. *Advertising and Promotion* by George Edward Belch, Michael A. Balch.
13. *Advertising* by Tony Yeshin, Thomson.
14. *The Advertising Age Encyclopedia of Advertising* by John McDonough, Karen Egolf.
15. *Global Marketing and Advertising Understanding Cultural Paradoxes* by Marieke de Mooij.

PAPER-VI : ELECTRONIC MEDIA
Subject Code: JMCM1202T

Max. Marks : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Electronic Media: Meaning, Characteristics and Types; Radio and Television as Hot and Cool Media; Understanding Role of Electronic Media in Mass Communication in Lasswell and Wright's Perspectives: Surveillance of the Environment, Correlation of Parts of Society, Cultural Transmission and Entertainment; History of Radio and Television in India; Prasar Bharati: Mission & Objectives; AIR Services: External Services Division, FM Services, Vividh Bharati Service; A Brief Overview of Doordarshan Networking; Media Convergence and Multimedia Advantages; Public and Private Broadcasting in India; Community Radio: Concept and Scope; Social Marketing Theory and Broadcasting ; Digital Technology Trends: Video Streaming & OTT, Video on Demand and Digital Radio & Television.

SECTION-B

Spoken Word and Formats of Radio Programs: Announcements, Radio Talks, Radio Interviews, Radio Discussions, Radio Documentary, Radio Drama, Running Commentaries, Radio Magazine, Phone-in Programs, Radio Bridge and Radio News; Importance of Music and Sound Effects in Radio; Television Program Strategies; Writing for Radio and Television: Techniques and Differences; Various Formats of TV Programs: Non -Fictional and Fictional; Narrowcasting vs Broadcasting; Television Content and Concerns; AIR Broadcast Code; Indian Broadcasting Foundation and BCCC; Importance of Audience Research in Broadcasting; Role of Electronic Media in Socio-economic Development; Key Terms: Sign off, Rundown, Promo, News Package, Ticker, Cutaway, Aston, Location Bug.

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SUGGESTED READINGS

1. *A Dictionary of Communication and Media Studies* by Watson & Hill, Hodder Education Publisher.
2. *Evolution of American Television* by George Comstock, SAGE Publications.
3. *Television in America* by George Comstock, SAGE Publications.
4. *Winning the Global TV News Game* by Johnston, Focal Press.
5. *New Media Politics* by McQuail & Siune (Ed.), SAGE Publications.
6. *Mass Media and Society* by Curran & Gurevitch (Ed.), Bloomsbury Academic.
7. *The Television Writers Handbook* by Nash & Oakey, Barnes and Noble Books.
8. *Modern Media and Communication* by Joseph, Anmol Publications.
9. *Electronic Media* by John & Graft : Frederick, Wordsworth Thomson Learning United States.
10. *Broadcast News Writing* by Ted White, Adrian J. Meppen & Steve Young.

PAPER-VII : EDITING AND EDITORIAL WRITING

Subject Code: JMCM1203T

Max. Marks. : 100
Pass Marks : 35
Time allowed : 3 Hours

Theory : 60 Marks
Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Editing: Nature, Need, Principles and Objectives; Ethics, Ethos and Aesthetics of Editing; News Editing Techniques; Stages of Production; Fundamentals of Audio Editing: Frequency, Noise, Balanced and Unbalanced Audio; Audio Formats: MP3, M43, M4A, AIFF; Audio Editing Process; Hardware and Software Tools for Audio Editing; Video Editing: Acquisition, Visual Effects and other Effects; Video Editing with Sound and Music; Color Grading: Hue, Brightness, Saturation and Rendering; Exporting and Publishing to Media Formats; Role and Responsibilities of Non-Linear Editor.

SECTION-B

Structure of Editorial: Intro, Lead and Body; Types of Editorials: Interpretative, Persuasive, Criticism and Appreciation; Editorial Writing Process: Selecting a topic, Pre-Writing a draft, Editing the draft, Finalizing the copy; Functions of Editorial: Explaining the News Event, Filling the Knowledge Gap, Forecasting Future, Moral Judgement; Characteristics of Good Editorial; Importance of Editorial Page and Op-ed Page; Contents of Editorial Page: Editorials, Articles, Middle and Letters To Editor; Role and Responsibilities of Editor, Deputy Editor, Assistant Editor and Editorial Staff; Key Terms: Sub-Editing, Front Page Editorial, Classified Display, Syndicated Column, Gutter Space.

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SUGGESTED READINGS

1. *Color Grading 101: Getting Started Color Grading for Editors, Cinematographers, Directors, and Aspiring Colorists - 2020* by Charles Haine (Author)- Routledge
2. *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One, 2014* by focal Press
3. *Motion Picture and Video Lighting-2018* by Blain Brown – Focal Press
4. *Introduction to Video Production: Studio, Field, and Beyond Hardcover – 2016-* by Routledge
5. *Editorials and Editorial-Writing* by Robert Wilson NealFiliquarian Publishing, 2012
6. *Dynamics of Media Editing* byVincent F. Filak - University of Wisconsin-Oshkosh, USA
7. *Modern Feature Writing* by Dewelt Reddick, Harper.
8. *Mass Communication and Journalism in India* by D.S. Mehta, Allied Publishers.
9. *The Art & Craft of Feature Writing* by William E. Blundell, Plume.

PAPER-VIII : RESEARCH METHODOLOGY

Subject Code: JMCM1204T

Max. Marks : 100

Pass Marks : 35

Time allowed : 3 Hours

Theory : 60 Marks

Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Research: Definition and Types; Mass Communication Research: Nature and Scope ; Research Designs: Types and Purpose; Inductive Research and Deductive Research; Approaches of Research: Qualitative, Quantitative and Mixed Methods; Research Process: Nature and Elements; Formulating Research Synopsis: Selecting and Writing the Research Problem; Importance of Delimiting Research Problem, Significance of Review of Literature, Types of Source Material in Writing, Objectives of a Study, Research Questions and Hypotheses; Importance of Synopsis in the Research Study; Qualities of a Good Research; Principles of Ethically Acceptable Research

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SECTION-B

Quantitative Research Design; Variables and Types; Measurement of Variables: Central Tendency, Dispersion and Skewness; Defining Surveys and Experimental Studies: Pre-Experimental Designs, Quasi Experimental, True Experimental, Single Subject Designs; Importance of Independent, Dependent and Control Variables; Content Analysis, Descriptive and Analytical surveys; Sampling Designs and its importance; Types of Sampling Designs: Probability and Non-Probability Sampling; Guidelines for making a Good Questionnaire; Qualitative Research: Focus Groups, Observation Research and Case Study; Research Report Writing: Definition, Types and Components.

SUGGESTED READINGS

1. *Media Research Methods* by Barrie Gunter. Sage Publications (2000).
2. *Mass Communication: Theory and Practice* by Uma Narula, Har- Anand Publications.
3. *Research in Mass Media* by S.R. Sharma & Anil Chaturvedi, Radha publications.
4. *Methodology and Techniques of Research* by Wilkinson and Bhandarkar, Himalaya publishing house.
5. *Introducing Mass Communication* by Michel Gamble & T.K. Gamble, Mc Graw hill publications.
6. *Understanding Audiences* by Andy Ruddock, SAGE publications.
7. *Audience's Analysis* by Denis McQuail, SAGE publications.
8. *Visual Methodologies* by Gillian Rose, SAGE publications.
9. *Mass Communication Research Methodology* by Andres Hausen & others.
10. *Introduction to Mass Communication Research* by John C. Reinard, Mc Graw Hill publications.
11. *Research Design: Qualitative, Quantitative and Mixed Methods* by John Creswell, Sage Publications.
12. *Introducing Research Methodology* by Uwe Flick

