

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046
M.Phil. / Ph.D – JOURNALISM AND MASS COMMUNICATION
PART – I PAPER I-RESEARCH METHODS IN COMMUNICATION

UNIT 1

Concept of research; Meaning, definition and nature of research; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research.

UNIT 2

Methods/techniques of research; Hypothesis and variables; Research design and its types Types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources

Methods of research – Census, Survey, Random; Sampling - meaning, types and problems ; Survey research, experimental and field research, panel research; Reliability, validity and objectivity

UNIT 3

Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale

Sampling Design; Some basic Terms; Advantages of Sampling; Disadvantages of Sampling; The sampling process; Sampling methods; Characteristics of Good Sampling Design; sampling and non sampling errors; Sample size calculation (Numerical expected); Practical considerations in determining sample size.

Tools and methods of research; Sources of data - primary and secondary source ; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of audio and video

UNIT 4

Areas of Research – Communication and Society – Process and Product Aspects – Media problems and Issues – Mass media and traditional media – Research problems in information and Communication society; Telecommunication – Convergence of technologies – Media ownership and Regulation aspects. Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting

UNIT 5

Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing

REFERENCES

- Mass media research by Dominick and Wimmer
- Research methods in social relations by Clarie Selitz et al
- Mass media and the national experience: essays in communication history by Farrpr and Stevens
- Trends in content analysis by Pool
- Media analysis techniques by Klaus krippendrof
- Research methods in mass communication by Westley and Stemple
- Content analysis: Handbook of social psychology by Bernard Berelson
- Content Analysis by Stone
- The modern research by J.Greff and Henry
- Research in social science byt david nachmias et al
- Communication yearbook series
- Communication research in Asia by Goonasekara et al
- Methods in social research by Kothari

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046
M.Phil. / Ph.D – JOURNALISM AND MASS COMMUNICATION
PART – I PAPER II – COMMUNICATION THEORIES AND ISSUES

UNIT – I

Nature of Theory – Relationship between Theory and Research – Theorizing in Communication – Western and Eastern perspectives.

UNIT –II

Theories in Communication: Normative Theories – Aristotle, Shanon and Weaver, Lazarsfeld, Lass well, Ber;p; Eastern approaches – response of Third World research Culture and alternative approaches; Theories in Learning – perception, Persuasion, Attitude and Public Opinion formation and Change – Dissonance – Balance and Congruity – Behaviouristic and Cognitive approaches – Yale communication Research.

UNIT – III

Effects of Mass Communication – Bullet Theory; Limited, Moderate, Powerful Effects Model, Information Seeking Paradigm, Uses and Gratifications, Agenda Setting, Cultural Norms Theory; Issues in Communication: Media Effects – Learning – Change – Socializing – Cultural Violence and Cultivation aspects – Catharsis – Gender and weaker section perspectives.

UNIT – IV

Diffusion Theories – Elements, consequences and critique of diffusion of innovation model; Communication Models – evolution of communication models in developing countries; Critical evaluation of Schramm, Westley and McClean, Gerber, Jacobson New approaches to communication theory –Dominant Paradigm, The paradigm shift.

UNIT – V

New Media Theory – perspectives, Technological Determinism, constructivism, Fuctionalism, Postmodernism; Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information co modification: new consumption norms – knowledge gap.

REFERENCES

- The dynamics of Mass Communication – By Dr. Joseph Dominick. McGraw Hill, 1993
- Communication Theories – By J.Severin and Tankard, hasting House, NY,1979
- Using Communication Theories – By Swen Windal et al., sage, 1992.

- Handbook of Radio and Television Broadcasting – By James Fletcher (1982)
- Many Voices One World – UNESCO (1982)
- Communication for Tomorrow; Policy Perspectives – Ed. By Glen O Robinson
- Television as a social force – by Richard Adler et al. Preagar Publishers
- The Story of Mass Communication : An Indian Perspective – By Gurmeet Singh Mann (1987)
- INSAT Effects study – By Arbind Sinha and K.M. Parmer (ISRO 1995)
- Handbook of New Media: Social Shaping and Consequences of ICT – by University of California Los Angeles, London School of Economics and Political Science, Sage Publications Inc
- Media Technology and Society, A History: From the Telegraph to the Internet – by Brian Winston, Routledge Publications, 1998
- Information Inequality: the deepening social crisis in America – by Herbert I Schiller, Routledge Publications London, 1996.
- Mass Communication: An Introduction – by John R. Bittner, Prentice Hall Inc. NJ 1980
- Mass Communication: Theory and Practice – by Uma Barykam Gar – Anand publications Pvt. Ltd., New Delhi, 1994
- Handbook of Communication – Ed. By Ithiel De Sola Pool et al, R and McNally College Publishing Company, 1973.
 - Mass Communication Theory – by Denis McQuail, Sage Publications, 2005

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M.Phil. / Ph.D – JOURNALISM AND MASS COMMUNICATION
PART – I PAPER III – MEDIA USES AND EFFECTS

UNIT I

Present media context: Socio, Economic, Political and Cultural changes New Communication Technologies: Cable and Satellite Television, Telecommunications and Internet

UNIT II

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives

UNIT III

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors

UNIT IV

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information

UNIT V

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations

REFERENCES

- Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
- Information and Communication Technology in Development: Cases from India –Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
- Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
- Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
- New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
- World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997
- Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
- Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
- The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001
- Media morphosis – By Roger Fidler, Sage publications, 1998
- New media – By Ronald Rice, Sage Publications, 1984
- Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
- Media performance – By Denis McQuail, Sage Publications London, 1992
- New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
- Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
- New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
- E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004

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PART –I PAPER III- ADVERTISING

UNIT I

Understanding Marketing Communication: The marketing communication mix, , Integrated marketing communication : The IMC Planning process, The marketing strategy, Understanding Consumer behavior, Understanding the Communication process, Structure of the Advertising and Promotion World, Promotion Tools: Sales Promotion, Direct Marketing, Public Relations, Publicity and Corporate advertising, Unconventional promotional media. The media planning and strategy: Print Media, Broadcast media, Out of home media, and developing the media plan

UNIT II

Culture and cultural studies: materialism and non reductionism, culturalism and structuralism, post structuralism, psycho analysis, ideological analysis, mass culture , popular culture , creative consumption, culture ideology hegemony, Saussure and semiotics , Discourse and discipline, Language and psychoanalysis, The manipulative model, the pluralist model, the hegemonic model, agenda setting, media imperialism, consumer culture, digital imperialism

UNIT III

Communication theory, Rhetorical tradition, Semiotic tradition, Phenomenological tradition, Cybernetic tradition, Sociopsychological tradition, Social cultural tradition, critical tradition , Behavioral theories, cognitive theories, developmental theories, human theories, social psychology theories

UNIT IV

Advertising Research : Target market research, positioning research, Research to measure brand strength, message research, pretest message research, post test message research, Audience research, Conducting research to measure communication effectiveness, The advertising testing process, Post testing tool and techniques, The DAGMAR approach to setting objectives and measuring advertising effectiveness

UNIT V

Advertising media : Perspectives, Technological Determinism, Constructivism, Functionalism, Post modernism, characteristics of New media- Uses, adoption ICT and social transformation- Socio-technical paradigm, information commodification new consumption norms- knowledge gap. New media issues: invasion of privacy, information bill regulations, New media and the economics of information, new media and trade policy, the regulation of digital content

REFERENCE:

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- Clarke, J. Hall, S., Jefferson, T. and Robert, B. (1976) ‘ subcultures, Cultures and class’ in S.Hall and T.Jefferson (eds) Resistance through Rituals: youth subcultures in post – war Britain. London: Hutchinson
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- Kruti Shah (2008), Advertising and Promotions an IMC perspective, Tata McGraw-Hill Publishing Company Limited New Delhi
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- Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
- Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
- Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
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- Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
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- New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
- Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
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UNIT I

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UNIT V

Media in Digital Age- Digitextuality : Click theory- Digitextual aesthetics- Augmented space- Interactivity- Userflows- Narrative Mapping-Tulip Theory

REFERENCES

- Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
- Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
- Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
- Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
- New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
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- Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
- Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
- The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.
- Media morphosis – By Roger Fidler, Sage publications, 1998
- New media – By Ronald Rice, Sage Publications, 1984
- Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998

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- Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
- New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
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PART –I PAPER III- FILM STUDIES

UNIT I

Film and art: Nature of Art- Abstraction-Modes of Discourse- Determinants of Arts – Film and other Arts: Painting, Novel, Theatre, Music and Environmental Arts.

UNIT II

Film as medium: Characteristics –Film Perception; Levels of Understanding – Film theory and semiotics-formalism and neo formalism- Film language – Film and psycho-analysis –film and cultural identity; hermeneutics, reception aesthetics and film interpretation

UNIT III

Film forms: narrative and non-narrative- acting, costume, and music –Film and post modernism- post structuralism and deconstruction, Impressionism, expressionism and surrealism –Fiction: realism, symbolic simulation-typology genres of fiction-subjectivity, causality and time.

UNIT IV

Film production: Visualization –Script writing –characterization –storyboard-tool & techniques, Continuity style: Composing shots- spatial (mise en scene) - temporal (montage) – Camera shots: pan, crane tracking, and transition, Sound in Cinema: dimensions and functions- Film audience – Review and appreciation of film.

UNIT V

Cinema and Identities – Representation: Gender, Lesbian and gay-National and Regional Identities – Bollywood Vs others. World Cinema- American, British, Italian, French and Japanese

REFERENCES:

- History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009
- Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
- Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
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- Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
- Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
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- Practical photography – O.P. Sharma – Hind pocket books.
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- Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London .
- [Film Theory and Criticism](#) by Leo Braudy and Marshall Cohen (Paperback - Jan. 14, 2009)
- Film Studies edited by Jill Nelemes (1996): Routledge
- How to read a film; James Monaco (2009) Oxford University Press

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PART –I PAPER III- DEVELOPMENT COMMUNICATION

UNIT I

Development: meaning, concept, process - Evolution of the theory and practice of development communication - Critical perspectives - characteristics of developing societies, development dichotomies, gap between developed and developing societies - Critique of communication approaches in Third World development - Enterprise of modernization and the dominant discourse of development - Liberation theology and development - Communication strategies for empowerment - Agricultural communication and rural development.

UNIT II

Demography as development indicators - political profile (Indian constitution, Parliament, Legislative, Judiciary, political processes, centre-state relations, local governments: urban and rural) - Right to Information, Human Rights - Social stratification: development implications in rural-urban context - Pluralism and its implications - Conflict and Consensus in Indian Society - Development of behaviour, perception, learning, motivation and attitude.

UNIT III

Changing structure of Indian economy: Role and performance of agriculture - Organized and unorganized sectors - Poverty and Unemployment problems - Liberalization and Globalization - Consumer movements and Environmental movements - Role of government - Foreign investments and Role of multinational corporations - International organizations for development such as World Bank, UNDP, IMF.

Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behaviour, Regional culture and ethnic identity.

UNIT IV

Comparing communication profiles and policies of Developed and Developing countries - Population, Health, Agriculture, Education, Communication/media, Industrial, Economic, Science and technology, Environment, National integration, Communalism, Religion and politics, Class and Caste conflict, Gender equality, Minimum needs, Child labour - Major Development Programmes such as Tribal development, Watershed management, etc

UNIT V

Media credibility, Ethics, Code and Analysis – impact of new communication technology: Quality of life, Access to information, Privacy, Interactive communication, Rich-poor divide, New World Information and Communication order – Emerging issues: influence on Women, Children, Religion - Foreign channels, Commercialization, Globalization, etc.

REFERENCES

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Mlama, P.M. (1991) Women's participation in "communication for development": The popular theater alternative in Africa, *Research in African Literatures*, 22 (3), 41-53.

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Ogundimu, F. (1994) Communicating knowledge of immunization for development: A case study from Nigeria, in Moemeka, A.A. (Ed.) *Communicating for development*

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PART –I PAPER III- SEMIOTICS

UNIT I: Definitions - Origins of semiotics – semiotics and the philosophy of language, Russian formalism, Bakhtin school, Prague structuralism, Jacobson’s communication paradigm, the advent of structuralism, post-structuralism - Buhler and intimations of semiotics, Sebeok’s Thomism, branches and scope of Peirce’s semiotic

UNIT II: Signs as the medium of semiotic - concept - sign systems: vocabulary, function, syntax, psychological aspects of signification - critique of sign – theories: principle of difference, paradigmatic-syntagmatic relationships, code-message, denotation-connotation, anchorage-relay, modality-representation, literary Semiotics-Doctrine of Signs - sign production: semiotics and factual elements, the problem of a typology of signs, critique of iconism, typology of modes of production

UNIT III: Textual analysis - aesthetic text as invention - the models: discursive, narrative, deep or abstract

UNIT IV: Codes – the sign function, expression and content, message and text, content and referent, meaning as cultural unit, the interpretant, KF model, Q model, overcoding-undercoding, interplay of codes, message as an open form

UNIT V: Possessions and commercial communication - Cine-semiology: the cinematic sign, syntagmatic types, codes-subcodes, semiotics of narrative, cinematic realism, the nature of reflexivity - Decoding advertisements: role of semiotics in consumer aesthetics research, advertising as social discourse: positioning and image creation, immunization - Television drama: the naturalism debate, Morse code, emergence of expressionism - Crisell’s semiotics of radio drama - Esslin’s radio drama signs - Marketing and semiotics: defining the scope, ideology of consumption, product conceptualization and design, signs in consumer aesthetics, consumer identity

References:

- Allen, Robert C. (1992) *Channels of Discourse, Reassembled: Television and Contemporary Criticism*. University of North Carolina Press.
- Beasley, Ron & Danesi, Marcel (2002) *Persuasive Signs: The Semiotics of Advertising*. Berlin: Walter de Gruyter GmbH & Co.
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PART –I PAPER III- JOURNALISM

UNIT I

Imperialism and globalization; Media and cultural studies; Critical attitudes to the Four theories of the Press; Media as political subjects; Media ethics studies; Globalization theories and media internationalization: a critical appraisal ; Globalizing media law and policy

UNIT II

Origin and development of press – importance of Hudson to the rise of modern journalism – Guard dog theory of journalism - black era of Indian press – Indian media in the age of globalization – characteristics of yellow journalism

UNIT III

Historical perspective of mass media laws – press commissions – objects and functions of press council: general powers, guidelines and policy formulations - Report on Deshar Katha, Ayodhya, AIDS and Media, etc. – impropriety and press freedom – code of conduct for newspapers – Small and Medium Newspaper Development Corporation – protection of confidential sources of information – controversies over confidentiality

UNIT IV

Ethical Issues and Challenges of Electronic News Gathering (ENG) – news in the global public space - peak and valley theory of producing - opening and closing the package: merits and demerits – off-the-record comments – Freedom of Information Act - Government control of media – leak, trial balloon, false light, back time - developing sources

UNIT V

Thick Journalism – formation of public opinion – emerging chaos of global news culture – the local press and the McDonaldization thesis - centrality of banal journalism in news discourse – gendered news practices in different national contexts – Concepts and case studies: Annotative reporting – Interpretative and Investigative journalism - Chequebook journalism - political, international relations, current affairs - journalism of record emerging forms and practices of online journalism – basic tools of computer assisted reporting - implications for future

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