



UNIVERSITY OF CALICUT

Abstract

MPhil (Mass Communication and Journalism)- syllabus - approved - implemented with effect from 2014 admission onwards- orders issued.

G & A - IV - B

U.O.No. 4526/2014/Admn

Dated, Calicut University.P.O, 08.05.2014

- Read:-*1. Minutes of the meeting of the Board of Studies in Journalism (PG) held on 22-11-2013(Item No,2)
2. Minutes of the meeting of the Faculty of Journalism held on 20-12-2013 (item No. 4)
3. Minutes of the meeting of the Academic Council held on 20-03-2014(item No. 11 H)

ORDER

Vide paper read first above, the Board of Studies in Journalism (PG) at its meeting held on 22-11-2013, vide item No.2 resolved to approve the syllabus of MPhil (Mass Communication and Journalism) for 2014 admission onwards.

Vide paper read second above, the Faculty of Journalism at its meeting held on 20-12-2013 vide item No. 4 resolved to approve item No.2 of the Minutes of the meeting of the Board of Studies in Journalism (PG) held on 22-11-2013.

Vide paper read third above, the Academic Council at its meeting held on 20-03-2014 vide item No. 11 H resolved to approve the minutes of the meeting of the Faculty of Journalism held on 20.12.2013 and the Minutes of the meeting of the various Boards of Studies coming under the Faculty.

Sanction has therefore been accorded to implement the syllabus of MPhil (Mass Communication and Journalism) with effect from 2014 admission onwards.

Orders are issued accordingly.

The syllabus is appended herewith.

Muhammed S
Deputy Registrar

To

The Head of the Department,
Department of Journalism.

Copt to:

Controller of Examinations/EX/EG// DR and AR, PG Sn/ EX IV/ Tabulation Section/ System
Administrator with a request to upload the Syllabus in the University website/ GA I F
Section/ Library/ SF/ FC/DSFC

Forwarded / By Order

Section Officer



UNIVERSITY OF CALICUT

MALAPPURAM, KERALA, INDIA - 673635

M.Phil. (Mass Communication & Journalism)

REGULATION AND SYLLABI

(with effect from 2014 Admission)

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M.PHIL. IN MASS COMMUNICATION & JOURNALISM

(with effect from 2014 Admission)

REGULATION, COURSE STRUCTURE, SYLLABI AND SCHEME OF EVALUATION

REGULATIONS

- 1 Duration of the course shall be one year, divided into two semesters. The course work is based on credit system. Three papers, each carrying four credits (total 12 credits), shall be the course requirements in the first semester. In the second semester the student should carry out a research project under the supervision of a research guide. The project shall be on the area of specialization, which he/she wishes to take subject to the approval of the research guide. The candidate need to submit a dissertation at the end of second semester and it carries 12 credits. In each paper there shall be an external and internal evaluation. The external evaluation shall be for 80% and internal for 20%.
- 2 **Selection and Eligibility** for Admission is based on the candidates' performance in the MPhil entrance examination as University rules. The candidates who have passed Masters Degree in Communication and Journalism recognized by the University of Calicut with not less than 55% marks is eligible can attend the Entrance Examination. Mark relaxation will be given to the eligible candidates as per University rules.
- 3 **Evaluation** of all semester theory papers will be on the basis of existing University norms.
- 4 **Dissertation & Viva-voce:** The Dissertation should be carried out in the second semester in the Department/Institution. Every student should do the research work individually. All the candidates are required to get the approval of their synopsis from the guide before commencement of the work. The research work will be reviewed periodically every month by the Department. At the end of the second semester the candidate shall submit the Dissertation (three bound copies and one soft copy) duly approved by the research guide. If dissertation is found to be not up to the expected standard, the examiners can ask the candidate to modify and resubmit the project report after incorporating the suggestions of the examiners. Such reports shall be resubmitted within the stipulated period suggested by the examiner(s). After the evaluation of the dissertation, there will be a viva voce examination, jointly conducted by the examiner and the supervising teacher.

Plagiarism, copyright violation and any kind breach of privilege of other authors will disqualify the candidate. The Dissertation shall be prepared in line with the styles suggested by the research guide.

COURSE STRUCTURE AND SCHEME OF EVALUATION

SEMESTER 1

Sl.No	Course Code	Course	Instructional		Duration of examination (Hrs)	Marks			Credits
			Hrs/week Lecture	Tutorial		Theory Ext.	Int.	Total	
1	MPMCJ1C01	Communication Research Methods	3	1	3	80	20	100	4
2	MPMCJ1C02	Advanced Study of Communication Theories	3	1	3	80	20	100	4
3	MPMCJ1C03 /...	Elective	3	1	3	80	20	100	4
Total			9	3		240	60	300	12

Electives

Sl.No.	Course Code	Course
1	MPMCJ1C03	Development Communication
2	MPMCJ1C04	Television & Film Studies
3	MPMCJ1C05	New Media and Society
4	MPMCJ1C06	Political Communication

SEMESTER 2

Sl.No	Course Code	Course	Marks			Credits
			Theory Ext.	Int.	Total	
1	MPMCJ2C03	Dissertation	120	30	150	12
		Viva voce	40	10	50	
Total			160	40	200	12

M.PHIL. IN MASS COMMUNICATION & JOURNALISM
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GRADING

The minimum required Cumulative Grade Point Average (CGPA) in each semester should be 5.5 out of a 10-point scale. The grading shall be as follows:

Percentage of Marks	Grade	Grade Points
90 and above	A+	10
80-89	A	9
70-79	B+	8
60-69	B	7
50-59	C	6
Below 50	D	Nil

Note : 0.5% Marks and above will be rounded to the next number.

DETAILED SYLLABI

MPMCJ1C01: COMMUNICATION RESEARCH METHODS

Unit 1

Introduction to Communication Research: Development of communication research. Nature and scope of communication research. Milestones in mass communication research. Characteristics of research. Deductive and inductive reasoning. Elements of research: concepts and constructs; variables – dependent, independent and intervening; Levels of measurement – nominal, ordinal, interval and ratio; discrete and continuous variables.

Unit 2

Types of research: Pure research and applied research; action research; qualitative and quantitative research; ex post facto research; experimental research; survey research; content analysis; longitudinal studies; panel studies; case studies; formative and summative research.

Unit 3

Sampling methods: Probability sampling methods – simple random sampling, stratified random sampling, cluster sampling; systematic sampling – sample size; sampling error; non probability sampling methods – quota sampling, convenience sampling, purposive sampling; snowball sampling.

Unit 4

Research Procedures: Formulating research problem; literature review; stating objectives/research questions and hypotheses; developing data collection tools-questionnaires, interview schedules; scales-Likert, Guttman, Thurstone and Semantic Differential scales. Validity and reliability; Data coding and analysis.

Unit 5

Basic statistical procedures: Non parametric statistics-chi-square; contingency table, parametric statistics – the t-test, ANOVA, MANOVA; Spearman and Pearson correlation, Introduction to computerized statistical packages.

Unit 6

Research writing and publication: Writing research reports/Thesis – chapterisation; reference/citation styles. Summary / Synopsis writing. Communication research journals, Academic publishing procedures, peer review, post publication review, ISSN, ISBN, Bibliometrics: impact factor, h- index and other systems. Current trends in social science research.

References

1. Wimmer, Roger D. and Dominic, Joseph R : Mass Media Research: An Introduction.
2. Kerlinger, Fred N. : Foundations of Behavioural Research.
3. Kumar, Ranjit. : Research Methodology : A step-by-step guide for beginners.
4. Lowery, Shearon A. and De Fleur, Melvin L : Milestones in Mass Communication Research – Media effects.
5. Stempel III, Guido H. and Westley, Bruce H. (ed.): Research Methods in Mass Communication.
6. Dunleavy, Patrick. : Authoring a Ph.D. How to plan, draft, write and finish a doctoral thesis or dissertation.
7. Sparks, Glenn G. : Media Effects Research – A Basic Overview.
8. Reinard, John C. : Communication Research Statistics.
9. Clarke, Peter. (ed.) : New Models for Communication Research.
10. Anderson, James, A. : Communication Research Issues and Methods.
11. Stephens, Larry. J. : Schaum's Outline of Theory and Problems of Beginning Statistics.
12. Jensen, Kais Bruhn. : Handbook of Media and Communication Research, Routledge.

MPMCJ1C02: ADVANCED STUDY OF COMMUNICATION THEORIES

Unit 1

Introduction to theory building , Defining theory. Characteristics of theory, Objectives of theory, General and Specific Kinds of theory, How theories are developed? Conventional Criteria for identifying a good theory, Significance of theories, models and conceptual framework in research. Overview of human communication and mass communication theories.

Unit 2

Communication process and models: Definitions and elements of communication; types of communication – intrapersonal, interpersonal, group and mass communication. Concept of "Mass" in mass communication; mass communication process and models – models of New Comb, Westley and MacLean, Riley and Riley and Maletzke.

Unit 3

Media-audience interaction : S-R theory, Perspectives of individual differences, social categories and social relations; concept of selectivity; One-step, two-step and multi-step flow; concept of Gate keeping; Gate keeping models of White and Galtung and Ruge, News flow models of McNelly, Bass and Mowlana.

Unit 4

Mass Communication theories: Mass communication functions; Normative theories of the press/mediaMedia dependency theory; Agenda-setting and agenda building, agenda melding; uses and gratifications theories; Cultivation theory, Social learning theory, Media effects – cognitive, affective and behavioural effects. new media theories.

Unit 5

Development Communication perspectives: Evolution of Development Communication Paradigms. Major Propositions of dominant paradigm. Daniel Lerner , Wilbur Schramm, Everett M Rogers and diffusion of innovation theory, Social marketing approach, Dependency Theory, Marxist/Socialist Paradigm, Participatory communication approach, Paulo Freire' model, Patron-Client Model, The Emancipatory Paradigm.

Unit 6

Mass Communication in Socio-cultural perspectives: Cultural Norms Theory, Mainstreaming / Synchronisation Theory etc. Persuasion Theories, Media Violence Theories, Media Intrusion Theory, Social Semiotics, Theory, Information Processing Theory, Post-industrial society perspective, Surveillance society perspective, Informational Capitalist Perspective, Post-Modern Society Perspective

References

1. Agee, Warren K., Ault, Philip H. and Emery, Edwin: Introduction to Mass Communications.
2. Devito, Joseph A. : Communicology: An Introduction to the study of communication.
3. McQuail, Denis: McQuail's mass communication theory.
4. McQuail, Denis and Windahl, Sven : Communication models for the study of mass communications.
5. De Fleur, Melvin L. and Ball-Rokeach, Sandra J. : Theories of mass communication.
9. Swanson, David L. and Nimmo, Dan (ed.): New Directions in political communication – A resource book.
10. Nimmo, Dan : Political communication and public opinion in America.
11. Kumar, Keval J. : Mass communication in India.
12. Watson, James and Hill, Anne : Dictionary of Media and Communication Studies.
13. Baran, Stanley J and Davis, Dennis K, Mass Communication Theory, Thomson Wadsworth, Delhi

MPMCJ1C03: DEVELOPMENT COMMUNICATION (Elective)

Unit.1

Concept of development: Definitions, Indicators, Theories and Approaches: Adam Smith, Ricardo, Maltheus, Rostow, Marx, Mahatma Gandhi, Modernization and the Dominant Discourse of Development, Sustainable development. Development in third world, Development and globalization. Development and communication- Approaches to development communication. Daniel Learner, Everett M. Rogers, Schramm, Participatory model of development communication- critical consciousness - active social and political involvement of beneficiaries. Communication Approach in the Modernization of the Third World, Liberation Theology and Development- Communication and Spirituality in Development

Unit 2

Communication for Development- Indian scenario, Development journalism- role of radio and television, newspapers, field publicity, DAVP, Films Division, PIB, Sound & Drama Division, IIMC, Traditional and other alternative modes of development, Case studies- Sonagachi Project, The Kheda Communication Project (KCP) and SITE, Project Chhatera - an experiment in development journalism, etc.

Unit 3

Communication for Rural Development: Alternative paradigms of development, Rural development policy in India - action plan, integrated rural development, democratic decentralization, Panchayati Raj, Planning at national, state, regional, district, block and village levels, Development support communication: case studies in agriculture, health, education, population, environment, literacy and education, science popularization. , Women in development (WID), Gender and development (GAD).

Unit 4

UN and Development Agenda, United Nations and specialized agencies, United Nations Development Programme (UNDP); United Nations Educational, Scientific, and Cultural Organization (UNESCO); United Nations Conference on Trade and Development (UNCTAD) and the World Intellectual Property Organization (WIPO); World Summit on the Information Society (WSIS); World Social Forum (WSF) - movement opposed to neo-liberalism and US hegemony; UNDP's Human Development Report- content and use, UNESCO and World Heritage; UNESCO's Communication and Information Sector (CI); International Programme for Development of Communication (IPDC), ADB, IMF, World Bank and other relevant initiatives and international collectives like G8.

Unit 5

Research themes in Development Communication: ICT for development, Environmental communication, Science communication, Health communication, Agricultural communication, Educational communication, , Women in development (WID), Gender and development (GAD, Current trends in development communication research.

References

1. McPhai, Thomas L. I Development Communication: Reframing the Role of the Media McPhai, Thomas L. I, BlackWell
2. Srinivas R. Melkote, *Communication for Development in the Third World* New Delhi/Newbury Park/London: Sage Publications
3. Rogers, Everett M. Inquiry in development communication. In Molefi Kete Asante & William B. Gudykunst (Eds.), *Handbook of international and intercultural communication* (pp. 67-85). Newbury Park, CA: Sage.
4. Flor, Alexander G. *Development Communication Praxis*. University of the Philippines Open University
5. Hedebero, Goran. *Communication and social change in developing nations: A critical view*. Ames, IA: Iowa State University Press.
6. Gumucio-Dagron, Alfonso & Tufte, Thomas (Eds.). *Communication for social change anthology: Historical and contemporary readings*. Communication For Social Change Consortium.
7. Mefalopulos, Paolo, *Development Communication sourcebook: Broadening the Boundaries*, World Bank
8. Lerner, Daniel : *The Passing of Traditional Society; Modernizing the Middle East*
9. Edgar and Rahim : *Communication Policies in Development Countries*

10. Majid Tehranian : Communication Policy for National Development
11. Dube, S.C. : India's Changing Villages, Human Factors in Community Development
12. Vilanilam, John V. Development communication in practice. New Delhi:Sage
13. Mody, Bella. International and development communication. Thousand Oaks :Calif
14. Stevenson, Robert L. Communication, development, and the third world. Longman:New York

**M.PHIL. IN MASS COMMUNICATION & JOURNALISM
UNIVERSITY OF CALICUT**

MPMCJ1C04: FILM AND TELEVISION STUDIES (Elective)

Unit 1

Studying television - Television Histories, Television Cultures, Television Texts, Television in Everyday Life, programming and Narratives

Unit 2

Television genres, Origin, Conventions, Television Representation, Feminist Criticism and Television, Case of Soap Opera-Text, Discourse and Social representations'.

Unit 3

Popular Television journalism-Probing the popular, old and new formats-Morality and dialogue, The social psychology of TV viewers, Effects of television, Reception theory, Reader-response criticism, Active viewer

Unit 4

Film and Media interfaces, networked media spaces, mass customization of everyday space. History of films, important film movements, Linear Perspective, Formation of Genres, Melodrama, Family, Gender, Standardization of Film Practices: Basic Techniques, Film semiotics, *mise en scene*, analyzing technical codes of film. Reading the visual, Representations, stereotypes, Changing Face of Cinema, Indian Cinema in the Context of Globalization, Discussing Cinemas' dependence on other Arts. Film Semiotics, Screen Theory, Narrative theories, Film and identity.

Unit 5

Research themes in film and television, television and violence, television and children, television and negotiation of culture, gender representation in films, Film and popular culture, Film and literature, Narrative discourse of Indian commercial movies.

References

1. Nelmes, Jill. Introduction to film studies. New York:Routledge
2. Benyahia, Sarah Casey. Doing film studies. New York:Routledge
3. Benyahis, Sarah Casey. As film studies .London:Routledge
4. Gillan, Jennifer. Television and new media . New York:Routledge
5. Verna, Tony. Global television . Boston :Focal Press.
6. Jonathan Grey,Amanda D Lotz, Television studies
7. Gary Burens, Robert Thompson: Television studies : Textual analysis
8. Bernadette Casey : Television Studies: The Key Concepts-, Routledge

MPMCJ1C05: NEW MEDIA AND SOCIETY -(Elective)

Unit 1

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.

Unit 2

Information and Knowledge society - Definitions and characteristics of Information Society, Post-industrial society - Information Society Theories, New media audiences: Elite, Mass, Specialized and Interactive - Uses and gratifications.

Unit 3

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 4

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

Unit 5

Media in Digital Age- Digitextuality : Click theory, Digitextual aesthetics, Augmented space- Interactivity- News room applications- User flows- Narrative Mapping. Current trends in new media communication and related research.

References

1. Barrie Oxford and Richard Huggins, New media and Politics: Sage Publications,
2. Paschel Preston , Reshaping Communications: Technology, Information and Social change :, Sage
3. Mark Hukill, Electronic Communication Convergence: Policy challenges in Asia -Sage
4. Lister, Martin ,New Media: A Critical Introduction- Sage
5. Cormode, G. and Krishnamurthy, B. Key differences between Web 1.0 and Web 2.0.First Monday, vol. 13 (2008). pp. 6
6. Couldry, N. (2003). Media rituals: A critical approach. London: Sage.Everett, A. (2003).
7. Digitextuality and click theory: Theses on convergence media in the digital age.In A. Everett, ed. & J. Caldwell (Eds.), New media: Theories and practices of digitextuality (pp. 1-28). New York: Routledge.
8. Hassan, Robert. Media,politics and the network society. New York: Open University Press
9. W. W. Norton. Jenkins, H. (Ed.). (2006). Convergence culture: Where old and new media collide. New York: New York University Press.
- 10.Understanding new digital media: Medium theory or complexity theory. European Journal of Communication, vol. 21 (2006). pp. 345-356.
- 11.Winston, B. (2005). Messages: Free expression, media and the west from Gutenberg to Google.New York: Routledge

MPMCJ1C06: POLITICAL COMMUNICATION (Elective)

Unit 1

Basics of Political Communication : Definitions of political communication by Denton and Woodward and Dan Nimmo; delineating the field; Elements of political communication-political organisations, media and citizens; Media and political communication process; reconstruction of reality, manufacturing of consent; political communication - rhetoric, propaganda, advertising, persuasion, political campaigns and debates.

Unit 2

Political Communication Sphere: Audience of political communication-political parties/actors, media and the public. Process of public opinion formation; political communication and Noelle-Neumann's theory of the spiral of silence; political communication effects, public opinion and voting behaviour.

Unit 3

Major Areas of Political Communication Research: Media and politics; coverage of news, election communication, political behaviour; voting behaviour studies, political information and learning, political participation, political cynicism and alienation, agenda-setting research ,priming and framing, political rhetoric, political advertising, political campaign debates, coverage of international politics, government and media, politically disadvantaged groups.

Unit 4

Study of Televised political debates: Approaches to the study of televised campaign debates from the perspectives of Democratic theory, Agenda-setting theory, Uses and gratifications theory and Argumentation and debate theories. Empirical research and televised debates in the areas of cognitive effect, affective effect and behavioural effect.

Unit 5

Current trends in political communication. Research themes and issues in political communication.

References

1. Watson, James and Hill, Anne: Dictionary of Media and Communication Studies.
2. Baran, Stanley J., & Davis, Dennis. K. Mass Communication Theory. Foundations, Ferment, and Future.
3. McQuail, Denis. Mass Communication Theory An Introduction.
4. McQuail, Denis and Windahl, Sven: Communication models for the study of mass communications.
5. De Fleur, Melvin L. and Ball-Rokeach, Sandra J: Theories of mass communication.
6. Lowery, Shearon A., & De Fleur, Melvin L. Milestones in Mass Communication Research: Media Effects.
7. McNair, Brian: An Introduction to Political Communication.
8. Kaid, Lynda Lee (ed.): Handbook of Political Communication Research.
9. Nimmo, Dan D. and Sanders, Keith R. (ed.): Handbook of Political Communication.
10. Swanson, David L. and Nimmo, Dan (ed.): New Directions in political communication - A resource book.
11. Nimmo, Dan: Political communication and public opinion in America.
12. Graber, Doris A. Media Power in Politics.
13. Kaid, Lynda Lee., & Holtz-Bacha, Christina. Encyclopedia of Political Communication.
14. Kraus, Sidney., & Davis, Dennis. The Effects of Mass Communication on Political Behavior.
15. Steven H. Chaffee (ed.), Political Communication Issues and Strategies for Research.

Developed by

DR. MUHAMMADALI N
DEAN, FACULTY OF JOURNALISM & CHAIRMAN, BOARD OF STUDIES- JOURNALISM (PG)
UNIVERSITY OF CALICUT

Acknowledgement: Content for Political Communication (Elective) contributed by Abdul Muneer V, (Chairman, Board of Studies, Journalism UG and Member, Board of Studies, Journalism, P, University of Calicut)

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MODEL QUESTION PAPER

First Semester M.Phil. Degree Examination : Mass Communication and Journalism,Month-Year

Course no.:

Course Code & Title (Credits)

[Note: Answer any five questions. Each question carries 16 marks.]

Time: 3 Hours

Maximum Marks: 80

1. (a)
2. (a)
3. (a)
4. (a)
5. (a)
6. (a)
7. (a)
8. (a)