

School of Media & Communication

8th April 2017

Minutes of the Board of Studies (BOS) Meeting held on 8th April 2017 at Board Room of Faculty Block 2 on 4.00 p.m. The following were present in the meeting:

Chair: Dr. Rayaz Hassan, HOD J&MC. (Chairman)

1. Prof. Ravi Chaturvedi, Director J&MC (Member)
2. Prof. Rajan Mahan (External Member)
3. Dr. Subhash Kumar (Member)
4. Dr. Ramesh Kumar Rawat (Member)
5. Dra Richa Arora (Nominated Member)
6. Prof. Kusum Sharma (Member) could not attend the meeting

In view of the recommendations of the Board of Studies of Journalism and Mass communication held on 30/6/2015, the Board of Studies discussed the revised syllabus and scheme of **BA (J&MC) and MA (J&MC) courses, keeping the requirement of industry and suggestions from academic peers.**

This was unanimously recommended that:

- Course HI1101 General Hindi be replaced by '**Hindi Bhasha evam Media**'
- Course EN1112— General English be replaced by '**English for Journalism & Media**'
- Course Syllabus revised – **JC2101** – **Communication Theory and Practice**
- Course Syllabus revised – **JC2105** – **History of Indian Media**
- Course Syllabus revised – **JC2202** – **Broadcast Media**
- Course Syllabus revised – **JC2203** – **Media Research Methods**
- The examination scheme and the detailed syllabus is enclosed.

Meeting ended with a vote of thanks to the Chair.

HOD JOURNALISM AND MASS COMMUNICATION
Dr. Rayaz Hassan
HOD J&MC. (Chairman)

MA (Journalism and Mass Communication)

Course: JC2101 – Communication Theory and Practice

Syllabus prior to revision	Syllabus post revision
<p>Unit One: Communication; Definition; Nature and Scope of Communication – Sociological and Psychological aspects of communication and media – Levels of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication</p> <p>Unit Two: Diffusion process- One step, Two step, Multi step flow of Information; Mass Media and Society – Mass Culture</p> <p>Unit Three: Philosophies of Communication - Different communication models – Different approaches to media analysis– Modernism and Post-modernism- Globalisation and media</p> <p>Unit Four: Communication Theories; Cognitive Dissonance, Normative Theories, Selective Exposure, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches</p> <p>Unit Five: Communication and Behavioural Skills – Communication, Persuasion, Motivation; Communication and Leadership; Group Dynamics and Communication</p> <p>References: 1. Communication Theories, Origins, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications. 2. Communication models for the study of Mass Communication – Denis McQuail and S. Ven Windall, Longman, Singapore Publications. 3. Theories of Mass Communication – Melvin L Defluer and Sandra J Ball, Longman Publications. 4. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi.</p>	<p>Unit One: Definition; Nature and Scope of Communication – Sociological and Psychological aspects of communication and media – Levels of Communication;</p> <p>Unit Two: Communication models; Approaches to media analysis - Modernism and Post-modernism- Globalisation and media; Mass Media and Society-Mass Culture;</p> <p>Unit Three: One step, two step, Multi step flow of Information; Diffusion of Innovation process</p> <p>Unit Four: Psychological theories of communication; Normative Theories; Uses and Gratification Approach, Cultivation Approach; Framing, Dependency theories;</p> <p>Unit Five: Communication, Persuasion, Motivation; Communication and Leadership; Group Dynamics and Communication</p> <p>References: 1. Communication Theories, Origins, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications. 2. Communication models for the study of Mass Communication – Denis McQuail and S. Ven Windall, Longman, Singapore Publications. 3. Theories of Mass Communication – Melvin L Defluer and Sandra J Ball, Longman Publications. 4. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi</p>

MA (Journalism and Mass Communication)

Course: JC2105 – History of Indian Media

Syllabus prior to revision	Syllabus post revision
<p>Unit One. Pre-Print Era & Print Media : Characteristics of oral cultures and communication. Brief history of printing; Growth and development of press in India. Newspaper-types of newspaper-contents. Magazines- characteristics and types. Book as a medium of communication.</p> <p>Unit Two. Radio: Radio as a medium of mass communication; Early years of sound recording industry, telegraphy and wireless. AIR, FM radio, community radio. Contemporary trends in broadcasting.</p> <p>Unit Three : Television : History and development of television in India. Education TV channel in India. Emergence of foreign satellite channels and cable network. Current issues of autonomy, deregulation and DTH.</p> <p>Unit Four : Indigenous Press and its contribution : Rise and expansion of Hindi Journalism. Urdu and Persian Journalism: Rise and Contribution Vernacular Press and its role in Freedom movements. Vernacular Language Press and International scenario.</p> <p>Unit Five : Overview of Press Bodies, Commissions and Contemporary media : Introduction of Press Commission, Press Council, DAVP, INS, ABC, PIB, RNI, Prasar Bharti, Central Board for Certification. Press Commissions in different phases. Analysis of Post-independence & Contemporary Indian media.</p> <p>References/Text Books:</p> <ol style="list-style-type: none"> 1. Joshi Uma, Mass Communication and Media, Anmol Prakashan, 1997. 2. Rajan Nalin, 21st Century Journalism in India, Sage publisher, New Delhi, 2011. 3. Keval J Kumar, Mass communication in India. Mumbai, Jaico publishing, 2002. 	<p>Unit One. Pre-Print Era & Print Media : Characteristics of oral cultures and communication. Brief history of printing; Growth and development of press in India. Newspaper-types of newspaper-contents. Magazines- characteristics and types. Book as a medium of communication.</p> <p>Unit Two : Indigenous Press and its contribution : Rise and expansion of Hindi Journalism. Urdu and Persian Journalism: Rise and Contribution Vernacular Press and its role in Freedom movements. Vernacular Language Press and International scenario.</p> <p>Unit Three : Overview of Press Bodies, Commissions and Contemporary media : Introduction of Press Commission, Press Council, DAVP, INS, ABC, PIB, RNI, Prasar Bharti, Central Board for Certification. Press Commissions in different phases. Analysis of Post-independence & Contemporary Indian media.</p> <p>Unit Four. Radio: Radio as a medium of mass communication; Early years of sound recording industry, telegraphy and wireless. AIR, FM radio, community radio. Contemporary trends in broadcasting.</p> <p>Unit Five : Television : History and development of television in India. Education TV channel in India. Emergence of foreign satellite channels and cable network. Current issues of autonomy, deregulation and DTH.</p> <p>References/Text Books:</p> <ol style="list-style-type: none"> 1. Joshi Uma, Mass Communication and Media, Anmol Prakashan, 1997. 2. Rajan Nalin, 21st Century Journalism in India, Sage publisher, New Delhi, 2011. 3. Keval J Kumar, Mass communication in India. Mumbai, Jaico publishing, 2002.

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Course: JC2202 – Broadcast Media

Syllabus prior to revision	Syllabus post revision
<p>Unit One: Evolution and growth of electronic media; Radio and Television; Characteristics of various electronic media; print Vs electronic media; Public Vs commercial broadcasting;</p> <p>Unit Two: Principles of writing for radio and television; Broadcasting writing techniques and styles; Scripts; formats for radio talks, reports and features, documentaries, drama etc.; Preparing story boards; Gathering, constructing, writing and editing of radio and TV news.</p> <p>Unit Three: Basic principles of Radio programme production techniques; Digital broadcasting; Types of microphones; Field & studio recording; Production of radio news, features, magazines programme etc.; Editing & mixing.</p> <p>Unit Four: Principles of video production; Basic TV production techniques; Preliminary, final and Shooting scripts; The basics of screen grammar; Five c's of cinematography; Basic principles and techniques of editing; Direction.</p> <p>References: 1. Michael H. Adams, and Kimberly K. Massey, Introduction to Radio: Production and Programming, McGraw-Hill Humanities/Social Sciences/Languages; 1994. 2. Bob Gilmurray, Media Student's Guide to Radio Production, Mightier Pen Publishing, 2013. 3. K.M. Shrivastava, News Writing for Radio and T.V., Sterling Publication, New Delhi, 2012. 4. Gerald Millerson. Effective TV Production. 3rd ed. Oxford: Focal Press; 2016. 5. Jarvis, Peter. The Essential TV Director's Handbook. Oxford: Focal Press; 1998.</p>	<p>Unit One: Basics Evolution and growth of electronic media- Radio and Television; Characteristics of various electronic media; print Vs electronic media; Public Vs commercial broadcasting;</p> <p>Unit Two: Video Principles of video production .Principles of writing for television- Broadcasting writing techniques and styles; Scripts; Preparing story boards; Gathering, constructing, writing and editing of radio and TV news.</p> <p>Unit Three: Television -Basic TV production techniques; Preliminary, final and Shooting scripts; The basics of screen grammar; Five c's of cinematography; Basic principles and techniques of editing; Direction.</p> <p>Unit Four: Radio Principles of writing for radio, Basic principles of Radio programme production techniques- Digital broadcasting; Types of microphones; Field & studio recording; formats for radio talks, reports and features, documentaries, drama etc.; Production of radio news, features, magazines programme etc.; Editing & mixing.</p> <p>References: 1. K.M. Shrivastava, News Writing for Radio and T.V., Sterling Publication, New Delhi, 2012. 2. Gerald Millerson. Effective TV Production. 3rd ed. Oxford: Focal Press; 2016. 3. Jarvis, Peter. The Essential TV Director's Handbook. Oxford: Focal Press; 1998.</p>

MA (Journalism and Mass Communication)

Course: JC2203 – Media Research Methods

Syllabus prior to revision	Syllabus post revision
<p>Unit One: Science and scientific approach. Role of theory. Definition of research, nature and scope. Statement of problem. Research proposal. Hypothesis statement and testing. Constructs, variables and definitions. Research classification, basic and applied research.</p> <p>Unit Two: Theory of probability. Sampling procedure and types of samples. Validity and reliability. Levels of measurement. Statistics, purpose, approach and methods. Research process and principles.</p> <p>Unit Three: Methods and tools of research-quantitative and qualitative types. Tools for data collection-questionnaire, interview guide, Q-method and observation techniques. Research design, meaning and purpose-types of research designs.</p> <p>Unit Four: Types of research- Experimental, Ex-post-facto, Survey research. Content analysis, principles and techniques. Observation research techniques. Historical research. Data analysis- descriptive and inferential analysis of data. Parametric and non-parametric data analysis.</p> <p>Unit Five: Use of statistics in research analysis. Statistical tools for media research – Frequency Distributions, Graphic representations and Percentages. Central tendency, Standard Deviation. Application of statistical tests- Chi-square, Correlation, ANNOVA, Mann-Whitney test, t-test, Factor Analysis. Application of computer for data analysis. Principles and techniques of research report writing.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Arthur Asa Berger: Media Research Techniques - Sage Publications; 1998. 2. Klaus Krippen Dorff : Content Analysis: An Introduction To Its 	<p>Approach of Science: Science and scientific approach; Role of theory; Definition of research, nature and scope; Constructs, variables and definitions; Research classification, basic and applied research; Hypothesis statement and testing; Statement of problem; Research proposal.</p> <p>Probability Principles and Techniques. Theory of Probability; Sampling procedure; Descriptive and Inferential analysis of data. Parametric and Non-Parametric data analysis.</p> <p>Types of research- Research design, meaning and purpose- types of research designs; Experimental, Ex-post-facto, Survey research. Content analysis, Observation research techniques. Historical research.</p> <p>Measurement techniques: Levels of measurement; Methods and tools of research; Tools for data collection; Validity and Reliability;</p> <p>Analysis and Interpretation: Statistics, purpose, approach and methods: Statistical tools for media research; Application of statistical tests- Parametric and Non-Parametric tests; Application of computer for data analysis; Principles and techniques of research report writing.</p> <p>Media research applications: Print media; Electronic media; Advertising and Public Relations; New media;</p> <p>Text books: Roger D. Wimmer, Joseph R. Dominick: Mass Media Research: An Introduction</p> <p>Reference books: Anders Hansen; Others: Mass Communication Research Methods - Macmillan Press Ltd; 1998 Arthur Asa Berger: Media Research Techniques - Sage Publications; 1998. Klaus Krippen Dorff : Content Analysis: An Introduction To Its Methodology - Sage Publications; 1997. Susanna Hornig Priest : Doing Media Research : An Introduction - Sage Publications.1995</p>

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<p>Methodology - Sage Publications; 1997.</p> <ol style="list-style-type: none">3. Susanna Hornig Priest : Doing Media Research : An Introduction - Sage Publications.19954. James H Watt, Sjeff A Vanden BerAllyn & Bacon : Research Methods For Communication Science; 2002.5. Anders Hansen; Others : Mass Communication Research Methods - Macmillan Press Ltd; 1998.	<p>James H Watt, Sjeff A Vanden BerAllyn & Bacon: Research Methods For Communication Science; 2002.</p>
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