

**Department of Journalism and Mass Communication**  
**Guru Ghasidas Vishwavidyalaya**  
**(A Central University established by the Central University Act. 2009 No.**  
**25 of 2009)**  
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**Session 2018-19**

**Syllabus for VRET 2018-19 (Journalism and Mass Communication)**

**PART A : Research Methodology**

**Unit- 1**

- Research: Meaning, characteristics, purpose and Types.
- Research Methods: Historical, Descriptive, Survey and Experimental.
- Hypothesis: Meaning, Concept, Sources and Types,
- Qualities of a good researcher.

**Unit-2**

- Reasoning: Number series; letter series; codes.
- Relationships; classification
- Logical reasoning: Understanding the structure arguments
- Verbal analogies: Word analogy- Applied analogy.

**Unit- 3**

- Meaning, definition and purpose of a good research design.
- Characteristics of a good research design.
- Different types of research design.
- Advantages of designing a good research design.

**Unit -4**

- Meaning, need and importance of research proposal.
- Meaning, need and importance of research report.
- Thesis writing: its characteristics and format.
- Method of writing abstract and full paper for presenting in conference and to publish in journals.

**Unit-5**

- Meaning, need and purpose of data collection
- Questionnaire, interview and observation schedule
- Types of sampling techniques
- Advantages and disadvantages of sampling techniques

## **PART B (Subject)**

### **Subject: Journalism and Mass Communication**

#### **Unit – I**

Communication and Journalism – Basic terms, Concepts and definition, Nature and Process. Types of Communication. Mass Communication – Nature of Media and Content. Mass Communication in India – Reach, access and Nature of Audience.

#### **Unit – II**

Role of Media in Society. Characteristics of Indian Society – Demographic and Sociological impact of media in general. Impact of media on specific audiences – Women, children, etc. Mass media effects studies and their limitations. Mass campaigns for specific issues – Social concerns, environment, human rights, gender equality. The press, radio, television, cinema and traditional form of communication.

#### **Unit – III**

Journalism as a Profession. Journalists – Their role and responsibilities. Indian Constitution and freedom of press. Research Restrictions. Ethics and Journalism. Careers in Journalism and Mass Media. Training- problems, Perception, and response by the industry. Media management- principles and practices, professional organisations in Media. Media Laws in India.

#### **Unit – IV**

History of Print and Broadcast media in general with particular reference to India. Post – independent developments in print. Newspapers – English and Indian language press – major landmarks. Magazines – Their role, Book phase and contemporary situation. Small newspapers – Problems and prospects. Press Commission, Press Councils – Their recommendations and status. Development of Radio after independence – Extension role, radio rural forums and local broadcasting – General and specific audience programs. Development of Television – Perception, initial development and experimental approach; SITE phase and evaluation; Expansion of television- Post-Asiad phase, issues concerns and debate over a period of time. Committees in broadcasting – Background, recommendations and implementation. Cinema – Historical overview and contemporary analysis – Commercial, parallel and documentary genres – Problems and prospects for the film industry.

#### **Unit – V**

Communication and theories of social change. Role of media in social change – Dominant paradigms. Critique of the Dominant paradigm and alternative conception. Development initiatives – State, market and the third force (NGO sector). Participatory approaches and community media – Ownership and management perspectives.

#### **Unit – VI**

Introduction of research methods and process Mass communication research – Historical overview Administrative and critical traditions Effects research – Strengths and Limitations. Communication research in India – Landmark studies related to SITE. Content analysis – Quantitative and qualitative approaches. Market research and its relationship to Communication particularly advertising. Sampling techniques – Strengths and Limitations. Statistical methods of analysis basics.

**Unit – VII**

Colonial Structures of Communication. Decolonisation and aspirations of nations. Conflicts related to media coverage and representation. International news agencies – Critique. MacBride Commission – Recommendations and policy options. Contemporary issues related to transnational broadcasting and its impact on culture, various perspectives and cultural impact. Convergence of media – Problems and options. Media Policies in an International Context. India's position and approach to international communication issues.

**Unit – VIII**

Radio & TV and Video as Media of Communication. Grammar of TV & Radio and Video. The Production Team. Role of Producer. Different Types of Programs: Writing for Radio Writing for TV – Researching for Scripts. The Visual Language .Camera Movements Basic Theories of Composition – Cues and Commands. Formats for Radio – Television – News, Sitcoms, Features, Commercials, Operas, Documentaries, Cinema, Theatre, Drama. Editing Theory and Practice. Sound Design, Microphones, Sets and Lighting. Satellite, Cable television, Computers, Microchips.

**Unit – IX**

Advertising. Marketing. Ad copy and Layout. Public Relations. Public Opinion. Propaganda.

**Unit – X**

The techniques. Different forms of writing. Printing Technology and Production methods. News agencies. Syndicates and Freelancing. Specialised areas of Journalism.