

INVERTIS UNIVERSITY, BAREILLY

Syllabus for Course Work of Ph.D for Mass Communication

Objectives of the Course

- To acquaint the students with scientific research methods and approaches.
- To acquaint the students with the latest trends in Mass Communication and Media Studies.

Paper I : PhDJMC 100 - Research Methodology (Common to All)

Paper II : PhDJMC 101 - Mass Communication Theory

Unit 1 : Development of Mass Communication

Development of Mass Communication, definition, Concept and importance of Mass Communication, effects and social change, Media audiences, Mass culture.

Unit 2 : Mass Communication Theories

Prominent Mass Communication theories, Western – Non-Western models of Mass Communication, Alternative approaches in Mass Communication, A study of some prominent scholars in Mass Communication.

Unit 3 : Mass Communication Research

Methods of Mass Communication research, Mass Communication research as a tool of reporting, Mass Communication research in India-Landmark studies related to SITE. New Trends in Mass Communication research Ethical perspectives of Mass Communication research.

Unit 4 : Communication and Mass Media

Media structure, Media content, Media audiences and Media effects, the future of Mass Communication.

References

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- Kumar J. Keval, (2008), Mass Communication in India, Third Edition, Mumbai: Jaico publication.
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- Singhal Arvind, Dearing James (Ed.2006) Communication of Innovations: A Journey- with Everett Rogers, Sage.
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- Redmon James, Trager Robert (2004) *Media Organization Management*, New Delhi: Biztantra.
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- MacBride Sean, (1980) ‘Many Voices, One World’ Paris, Kogan page/unipub/UNESCO.
- Melkote R. Srinivas, Steeves H. Leslie, (2001), *Communication for Development in the Third World*, New Delhi: Sage Publication.
- Straubhaar D. Joseph, (2007), *World Television from Global to Local*, New Delhi: Sage Publication.

Paper III : PhDJMC 102 - Advances in Media Studies

Unit 1 : Development of Media

Language and Society – development of language as a vehicle of Communication, Invention of Printing Press, Development of Printing in India, Early efforts to publish newspapers in different parts of India.

Role of press, during and after freedom movement, Press After 1947, social reformer & Journalist in India, prominent early newspapers, entry of foreign newspapers in India.

Media Convergence and its effects on Indian Newspapers Industry.

Evaluation and growth of Electronic Media-Radio, Television, Internet Mobile and Social Media, Historical perspective of Radio and Television in India, Radio and Television as Media of Communication, Grammar of Television and Radio, Different types of programmes, Basic of Radio and TV production Team and Role of Producer, Television anchoring, Writing for Radio and Television, Radio and Television Reporting, Visual languages, Camera movement Formats for Radio-Television-News, Documentaries Advanced editing and production Techniques.

Unit 2 : Development and International Communication

Origin and development of Development Communication, Definition, Concept, Role of Media in Development Communication, Social, Cultural and Economic barriers.

Development Support Communication, Development Communication Policy, Agricultural and Rural Communication, Development Communication Models.

Alternative approaches of Development Communication. Indian approaches, Role of folk media and ICT in Development Communication, Development Communication Theorist.

History and development of International Communication, International Communication in Pre Colonial and Colonial age, International Communication as an academic discipline, MacBride Report, Media Imperialism, International News agencies,

Satellite Communication, Role of UNESCO, effects of Globalization, Issues in International Communication.

Unit 3 : Public Relations / Corporate Communication

Evolution and growth of Public Relations, Definition, Concept, objectives and functions of Public Relations, PR in organizational structure, PR Public- Internal and external PR in Crisis Communication PR and Corporate Image, Corporate Social Responsibility, PR in Private, Public, Government, Corporate, Co-operative Education,

Defense and other sector, PR tools, writing for PR, Research in PR, Online PR, New Trends in Public Relations

Unit 4 : New Media Technology

Development of IT Industry in India, Growth of New Media, Types of New Media, Social Media-Social Network, Blogs online video, Social Tagging, Virtual World, Wikis, Definition and concept of New Media, Structure, Content, Challenges before Print Media, changing role of Journalist, Gatekeepers VS Navigators, Cyber Journalism, Online Editions of Newspaper, Cyber newspaper creation, Online editing and publishing, Media

Convergence and its impacts on Media Management, ICT and Indian Social change, ICT and poverty alleviation. Social effects, new media ethics.

References

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- Dr. Nisha Pawar, Chairman, Ad-hov Board, Mass Communication