

**Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya**  
**Raipur (Chhattisgarh)**

**Scheme of Examination**

**The M.Phil. in Journalism course will consist of two Semester as follows:-**

**Semester –I**

<b>Paper Code &amp; Name</b>		<b>Scheme of Marks</b>		<b>Credit</b>
		<b>Max. Mark</b>	<b>Min. Mark</b>	
MPJ-1.1	Research Methodology	100	50	4
MPJ-1.2	Communication Technology in Research	100	50	4
MPJ-1.3	Contemporary Media Scenario	100	50	4
MPJ-1.4	Review of literature	100	50	4
	<b>Total</b>	<b>400</b>	<b>200</b>	<b>16</b>

**Semester –II**

<b>Paper Code &amp; Name</b>		<b>Scheme of Marks</b>		<b>Credit</b>
		<b>Max. Mark</b>	<b>Min. Mark</b>	
MPJ-2.1	Dissertation & Viva-voce	200	100	8
MPJ-2.2	Phylosophy of Communication	200	100	8
	<b>Total</b>	<b>400</b>	<b>200</b>	<b>16</b>

## Paper –MPJ-1.1

### Paper -1

#### Research Methodology

Maximum Marks – 100  
Minimum Passing Marks - 50

#### Unit- I

Research: Meaning, Definition, Concept, role and objective of research, Types of research; Qualities of a good researcher, Formulation and statement of research problem, Objectives of research, Formulation of Hypotheses preparation, Research design.

#### Unit –II

Types of Data: Primary and secondary, Review of literature, Sampling techniques, Merits and Limitation.

#### Unit-III

Data collection tools and techniques, Observation, Survey, Content analysis. Case study.

#### Unit-IV

Designing Questionnaire, Schedule and Interview Data Analysis and Diagramatic representation, SPSS: feature & applications.

#### Unit-V

Research report writing, plagiarism, Shodha ganga and Shodha gangotri, Research Paper, Footnotes and References, Bibliography.

#### ***Reference Books and Suggested Readings:***

1. Mass Communication Research Methods - Hansen, Anders
2. Research Methodology- Kumar Ranjith
3. Research Methodology : An Introduction- Kothari :
4. Research Methodology : Tools & Techniques - Purohit H.C.
5. Qualitative Communication Research Methods - Lindolf, Thomas R.
6. An Integrated Approach to Communication Theory and Research -Stacks, Don W. and Michael B. Salwen.
7. Mass Media Research - Wimmer, Roger D. and Joseph Dominick.
8. Introduction to Mass Communication Research - Borman
9. Method of Social Science Research - Wilkinson & Bhandarkar
10. भानावत, डा. संजीव (2003). संचार शोध प्रविधियां, जनसंचार केन्द्र, जयपुर, राजस्थान विश्वविद्यालय
11. दयाल, डा. मनोज (2006). मीडिया शोध, पंचकूला, हरियाणा साहित्य अकादमी
12. National and international communication journals, monographs, conference papers

**Paper –MPJ-1.2**  
**Communication Technology in Research**

Maximum Marks – 100  
Minimum Passing Marks - 50

Unit- I

Communication Technology: Concept & Scope, CT, IT & ICT, similarities & differences; Importance of Communication Technology in Media Research.

Unit- II

Computer Fundamentals, Types of Software, Introduction to MS Office – Word, Excel, Power Point. Introduction to Indesign.

Unit- III

New media technology, websites, webpage, home page, blogs, portals, Role of search engines in research.

Unit- IV

Brief history and services of Internet, ethical & security issues on internet.

Unit- V

Online Research journal, Google scholar, JSTOR, Slide Share, Research Ethics, Copy right, Plagiarism.

***Reference Books and Suggested Readings:***

1. The Internet – Commer PHT
2. Computer Fundamentals – Sinha, BPB Publications
3. Multimedia systems – S.K.Bansal
4. माइक्रोसाफ्ट आफिस – गोपाल हेमंत कुमार
5. एच.टी.एम.एल. – जैन सिद्धार्थ
6. Online Journalism: A basic text: Tapas Ray
7. How to use the internet-Roger (Tech media)
8. Internet right from the start: Heath Cote BPB Publications

**Paper –MPJ-1.3**  
**Contemporary Media Scenario**

Maximum Marks – 100  
Minimum Passing Marks - 50

**Unit- I**

Newspapers: New trends in newspaper publishing, Indian newspaper industry, Major Indian newspapers-The Times of India, Dainik Bhaskar, Malayala Manorama.

**Unit- II**

Radio: Akashwani, FM Radio, Private FM channels; Community Radio, Social concern of radio, reach & effects.

**Unit- III**

Television: Prominent News Channels Doordarshan, Republic TV, AajTak, NDTV, Role of BARC, NBA, TRAI, Audience Resrach.

**Unit- IV**

Films: Case studies of contemporary films, Audience research & survey, detailed review and analyses of current films, economics of Indian cinema, film promotion activities, box office.

**Unit- V**

Digital Media: History of Internet, Emerging trends-Digital editions of newspapers, digital news channels, magazines, Blog, Impact on society, future of digital media, Mobile Journalism.

**Reading List :**

1. History of Journalism in India - J. Natrajan
2. Press in India - Chalapati Rao
3. समग्र भारतीय पत्रकारिता - विजयदत्त श्रीधर
4. हिन्दी पत्रकारिता- इतिहास एवं प्रश्न - कृष्ण बिहारी मिश्र
5. इलेक्ट्रानिक माध्यम - रेडियो एवं दूरदर्शन - डा. राममोहन पाठक
6. इलेक्ट्रानिक मीडिया - डा. संजीव भानावत
7. Radio Production - Robert Mcleish
8. Television Production Handbook - Herbert Zettle
9. Understanding Digital Media and Weblog Journalism – Dr. Anil K Rai
10. E-journalism New Media and News Media – Kiran Prasad
11. ई- जर्नलिज्म - डा. अर्जुन तिवारी
12. Film as an art and film appreciation – (NCERT, New Delhi)
13. भारतीय सिनेमा का अंतःकरण - विनोद दास

**Paper –MPJ-1.4**

## **Review of Literature**

Maximum Marks – 100  
Minimum Passing Marks – 50

Each scholar will have to study & review 2 Books, 2 PhD Thesis, 2 M.Phil. Dissertations and 4 Research Papers suggested to him during the term. He/she has to make a written submission on the basis of this study. The evaluation method shall be decided by the DRC.

**Semester – II**

## **Paper –MPJ-2.1**

### **Dissertation and Viva- Voce**

Maximum Marks – 200

Minimum Passing Marks – 100

The scholars will be asked to prepare a dissertation based on emerging and contemporary media issues. The dissertation may be divided in to following chapters.

- Introduction
  - Literature Review
  - Methodology
  - Data Analysis and Interpretation
  - Finding and Discussion
  - Summary, Conclusion, Suggestions and Limitations
- References and Bibliography  
Appendix.

Four copies of the dissertation will be submitted through supervisor before end of the semester. The scholar shall make a presentation on dissertation which shall be followed by a viva voce. This shall be examined by a panel of two examiners consisting of one faculty member (Supervisor) and one examiner appointed by the DRC.

## **Paper –MPJ-2.2**

### **Philosophy of Communication**

**Minimum Passing Marks – 100**

**Unit-1** Traditional media in India - Folk media: Uniqueness, importance and Historical overview, Folk media forms -Katha, Kirtan, Satsang, Drama, Natak, Puppet, mela, festivals, Folk Literature, With special reference to folk media in Chhattisgarh.

**Unit-2** Philosophical and cultural background of India - *Dharama, Artha, Kaam, Moksha, Meditation (Upasana), Yagna, Sanskara, Parva-tyohar.*

**Unit-3** Communication Crisis and conflicts (Indian and Global) - Threat to Nation's unity and Integrity, Globalization & post globalized world, Cultural conflicts & challenges, Need and importance of Intercultural dialogue.

**Unit-4** Intercultural communication - Concept, definition, process, basics, importance and Challenges, Barries in inter-cultural Communication, Role of UNESCO in promoting Intercultural communication . Globalisation effects on culture and communication.

**Unit-5** Spiritual communication and Global peace and Harmony - Spiritual communication – Concept, importance, Scope and challenges,  
Indian tradition of Spiritual communication -Narda, Vyasa to Vivekanadna Spiritual communication and contemporary media.

***Reference Books and Suggested Readings:***

1. Basic concepts of Intercultural Communication: Selected Readings, Milton J. Bennett.
2. Communication Between Cultures - Larry A. Samovar, Richard E. Porter
3. Intercultural Competence: Interpersonal Communication Across Cultures - Myron W. Lustig and Jolene Koester
4. Intercultural communication, Indian Context, Ramesh N. Rao & Avinash Thombre, Sage
5. An Introduction to Intercultural communication, Fred E. Jandt, Sage Publication
6. Inter Cultural and Development - Communicative a 21 Century Perspective - Bella mody
7. Clashes of Civilization, Samuel P. Huntington, Simon and Schuster Publication.
8. Mass Communication in India – Keval J Kumar, Jaico Pub House
9. Folk Arts and Social Communication – Durga Das Mukhopadhyay
10. Indian Drama – Publication Division, I & B Ministry