

University of Pune

Faculty of Mental, Moral & Social Sciences

Detailing of syllabus for Sem. III of MJMC (Master of Journalism and Mass Communication) under credit-point based course which was introduced in Department of Communication and Journalism, University of Pune in July 2010 for the subject Communication and Journalism.

MJMC Sem. III:

No.	Title	Credits	Marks		
			Int.	Exam	Total
301	Communication: Theory and Practice	4	50	50	100
302	Media Research Methods	2	25	25	50
303	World View: Issues, Ideas and Challenges (3)	2	25	25	50
	Any two out of 304, 305, 306	2	25	25	50
	Students will have to continue the same two subjects chosen in Sem. II (i.e. 206/207/208)	2	25	25	50
304	TV Journalism (2)				
305	Radio Journalism (2)				
306	New Media (2)				
	Any one out of 307, 308, 309, 310	2	25	25	50
307	Agriculture Journalism				
308	Development Journalism				
309	Environment Journalism				
310	Science Journalism				
311	Practical work	2	25	25	50
	Total	16	200	200	400

MJMC (Sem. III)

301: Communication: Theory and Practice (Credits 4, Lectures: 60)

Total Marks: 100 (Internal Assessment: 50, sem-end examination: 50)

Unit 1- The Rise of Mass Communication: Media as an important social institution, Concept of 'Mediation', Development of media technologies, The concepts of 'Mass' and 'Mass Society', the process and characteristics of 'Mass Communication', Development of communication models and thoughts, Modernity and mass communication.

Unit 2- Media: Role and Functions: The functionalist and normative issues, Theories of the Press, Media Norms: Range and levels of expressions of norms, The political-economic perspectives, Marxist view and the concept of cultural hegemony, persuasion and propaganda, Media as a democratic institution.

Unit 3- Media Structure and Organizations: Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Protection, Diversity, Public interest, economic pressures and cultural issues, Media Organization: Forms and goals, Pressure groups and dynamics of interests, Relations with society, clients and audiences.

Unit 4- Media Content: Freedom and gate-keeping, Content production- cultural production, Standardization and Genres, Issues: Bias, Representation, Commercialization, Ideologies: Modernity and post-modernity, Analyzing media content: Range of methods.

Unit 5- Audiences and Media Effects: Centrality of audiences in communication discourse, Audience behavior- Uses and gratification, Need to reach, know and measure audiences, three traditions of audience studies, Media Effects: The premise of the central concern, phases of effect discourses, Agenda setting, Framing, Cultivation, Diffusion, Spiral of silence.

Unit 6- Media Convergence: Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions, Implications to 'Mass Communication'.

Unit 7- Political Communication: Communication as power relationship, media as a source of new political power, Modernity and new political thought, Propaganda, publicity and public relations, Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional parties, economic reforms.

Unit 8- International and Political Communication: Issues of NWICO, Multinational ownership of media, media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism.

Internal Assessment: Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

Suggested reading:

McQuail, Denis. *McQuail's Mass Communication Theory*. (2000). London: Sage.

MJMC (Sem. III)

302: Media Research Methods (Credits: 2, Lectures: 30)

Total Marks: 50 (Internal Assessment: 25, sem-end examination: 25)

Unit 1- What is research? Characteristics of scientific research, history, relevance and nature of media research. Research procedures: determining topic, stating hypothesis, elements of research, variables.

Unit 2- Qualitative research methods: nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process

Unit 3- Quantitative research methods: nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments.

Unit 4- Sampling: population and sample, probability and non-probability samples, measuring sampling error. Introduction to Statistics: descriptive and interpretive statistics. Introduction to Statistical software.

Unit 5- Allied issues: Research ethics. Research report writing, bibliography, in-text citations etc.

Internal Assessment: Preparing a questionnaire, analyzing content, studying research papers, dissertations, using statistical techniques etc.

Suggested Reading:

Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.

Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.

Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.

Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.

Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.

Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).

Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition).

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303: World View: Issues, Ideas and Challenges (3) (Credits: 2, Lectures: 30)

Total Marks 50 (Internal Assessment: 25 and sem-end examination: 25)

Part 1: Global Politics

Unit 1- Insight into the 20th Century: European Imperialism and World Wars, Cold War and Post Cold War, Ideological divides, Emergence of super powers, Third World and Non Aligned Movement Regional Cooperation Towards a new world order

Unit 2- International Actors: UN, IMF, World Bank, WTO, GATT and World Trade, Regional Organisations like SAARC, ASEAN, etc.

Unit 3- Major Issues: Globalisation, Changing nature of Capitalism; International conflicts like War, Ethnicity or Fundamentalism, Terrorism, Environment and Climate Change
Human Rights and other contemporary issues

Part 2: Current events during the study period

Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.

Internal assessment: Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

Suggested reading:

1. Huntington, Samuel P . *The Clash of Civilizations and the remaking of world order*. Viking
2. Menon, K.P.S. *Twilight in China*. Bhartiya Vidhya Bhavan.
3. Kenendy, Paul. *The Rise and Fall of the Great Powers*. Harper Collins.
4. Stiglitz, Joseph. *Globalization and Its Discontents*. Penguin Books
5. Chomsky, Noam. *World Orders: Old and New*. Oxford.
6. Major national and regional newspapers
7. News periodicals
8. Watching news bulletins and news-based programmes on TV.

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304: TV Journalism (2), (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 25 and sem-end examination: 25*)

Unit 1- TV Interview: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer

Unit 2- TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production;

Unit 3-News Channels: Major Indian and international news channels; regional language Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organisational structure of the news room

Unit 4-Overview of TV industry in India: Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends

Unit 5-Impact of TV on society

Overview of and Introduction to all programme formats in fiction, non-fiction/ news-based/entertainment Role and effect of TV on society

Internal assessment: TV interview exercise, watching and analysing documentaries; critical analysis of TV programmes; small research projects to understand impact of TV etc.

Suggested reading: (*apart from that suggested for 206*)

1. Skornia, Harry J. *Television and Society*. McGraw Hill.
2. Barry, Cole. *Television Today: A Close up View*. Oxford University Press.
3. Schramm, Wilbur. *Television in the Lives of Our Children*. Stanford University Press.
4. Fiske, John. *Television Culture*. Methuen.

MJMC (Sem. III)

305: Radio Journalism (2), (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 25 and sem-end examination: 25*)

Unit 1- Production technology: audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting etc.

Unit 2- All India Radio/Akashwani: Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations
News Services Division: functioning, network, Regional News Units
Critical evaluation of contemporary programming strategy, reach and impact

Unit 3- Opening up of skies: Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station
Community Radio: need for it in India, success stories, rules and regulations,
educational radio: Gyanwani, other university radio channels

Unit 4- Radio programme formats: overview of and introduction to all programme formats in fiction, non-fiction/ news-based/entertainment
RJing, talks, talk shows, phone-in programmes

Unit 5- Radio Advertising: advantages, disadvantages; types, appeal
Programme promos, Public Service Announcements

Internal assessment: Visits to FM channels and community radio stations; production of radio ads and promos; critical analysis of radio programmes etc.

Suggested reading: (*apart from that suggested for 207*)

1. Ward, Qual L. *Broadcasting Management: Radio and Television*. Communication Arts Books.
2. Gandhi, Ved Prakash. *Broadcasting and Development Communication*. Kanishka.

MJMC (Sem. III)

306: New Media (2), (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 25 and sem-end examination: 25*)

Unit 1- Alternative Journalism: The new breaking news medium; Changing role of E-journalist: Impact on news values; Global or Local or Glocal; Presenting the news and views; Basics of web designing

Unit 2- New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends

Unit 3- Riding the Cyber wave: Multimedia storytelling on individual and group blogs; Media research and Internet.

Unit 4- Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues

Unit 5- Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.

Internal Assessment: Comparative study of websites of newspapers and news channels; Research projects in groups.

Suggested reading: (*same as 208*)

MJMC (Sem. III)

307: Agriculture Journalism (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 25 and sem-end examination: 25*)

Unit 1- New trends in agriculture: emerging fields related to agriculture. Trends of 'Bio's in Agriculture (Bio-tech, Bio-fertilizers, bio-control, bio-fuel, etc). Advents in genetic engineering in agriculture and its effects and media coverage thereof.

Unit 2- Agriculture as applied science: Introduction of Closely related sciences, various subjects comprising agriculture in totality. Allied subjects including livestock, poultry, fishery, sericulture etc. Understanding crop trends and market trends. Introduction to Urban agriculture, agricultural legislation.

Unit 3- Importance of allied businesses in agriculture: Various agri-based industries and their coverage in livelihood of farmer.

Horticulture, Forestry and other streams like Apiculture, Olericulture, Pomology etc...

Unit 4- What is Agro-journalism? Scope of Agro-journalism in various media. Understanding various sources of information in agriculture, use of research journals and original contribution for exclusiveness of information, understanding agro-climatic regions and significance; problems of famers with respect to it.

Internal Assessment: Study of media coverage of agriculture, visits to farms and agricultural research centres, interviews with farmers etc.

MJMC (Sem. III)

308: Development Journalism (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 25 and sem-end examination: 25*)

Unit 1- Development: Evolution of the concept, ideology and reality, individual and society, change, progress, reason, present usage in the social sciences, material progress, modernization, industrialization, colonization, westernization. Dialectical and dialogical nature of the development, linear world views of development (the mainstream paradigm, the counter-revolution paradigm, the structuralist, the orthodox Marxist), non-linear world views of development (populist and neo-Marxist, liberation theology, social development, human potential, participatory development, basic needs approach). Redevelopment in the 1990's, sustainable development, Human development index, the declaration of the right to development. Alternative approaches to the development: Gandhian meta model, Mahatma Phule and empowerment, emancipation, Ernest Friedrich Schumacher, appropriate development, spirituality and development, people centered development, people's self development, autonomous and holistic development. Indian development model, pre and post independence

Unit 2- Development Journalism: Definitions, nature and scope, merits and demerits, evolution of development journalism, agriculture extension. World War II and development communication, information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, mass media effects, media advocacy, new age media and development journalism. Developing a strong news sense, recognizing a good story, participatory development journalism. Media ownership, gate keeping and development stories. Indian Press and development journalism in pre and post independence India

Unit 3- Development stories: Stereotyping development, a human face, content, development message, development news story and feature, writing headlines and captions, innovative leads. Addressing the audience, development language and semiotics, socio-linguistics, sociology and development language. Research and planning, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

Unit 4- Media specific development coverage: The differences in approach between print and broadcast development journalism, requirements of broadcast news presentation and the relevant technical terms, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites.

Unit 5- Issues in development: Economic development, liberalization, privatization and globalization. Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport. Globalization and democracies, pluralism, oppressive structures, gender equality, religious movements, etc.

Internal Assessment: Analysis of development news in the media, visit to development projects.

MJMC (Sem. III)

309: Environment Journalism (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 25 and sem-end examination: 25*)

Unit 1- Environment and development: What is environment? Basic concepts and perspectives, global and local issues. Environment and society, relation with development, economy and health, sustainable development. Need of environment journalism, future prospective, National Geographic to New media.

Unit 2- National perspective: India's national environment policy, background, principles, instruments and institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, situation in Maharashtra. Role of NGOs, advocacy for environment protection, peoples rights and environment, traditional practices and modern ways to protect environment, public awareness

Unit 3- Climate change: Why and how of global warming, basic terminology. Impact of climate change, response of the communities and governments, need for international cooperation, the IPCC, Kyoto and other protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact of global warming on local level.

Unit 4- Biodiversity: What is biodiversity? importance and impact. Wild life, endangered species, need for conservation, natural habitats and communities. Reporting nature and bio-diversity, diversity of issues, style and format, India specific issues.

Unit 5- Water Pollution and Waste management: Water as a vital resource, pollution of water bodies, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, land degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.

Unit 6- Environment and Energy: Energy security, energy and development, hydro and coal power generation, it's impact on environment patterns of energy consumption, transmission losses and efficient use. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

Internal Assessment: Analysis of environment news in the media, quizzes on environment-related issues, essay-type assignments.

Suggested reading: Specialised publications about environment like Down To Earth. Watching programmes on Discovery, National Geographic. Watching documentaries about environment etc.

MJMC (Sem. III)

310: Science Journalism (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 25 and sem-end examination: 25*)

Unit 1- What is science? The method of science, scientific attitude, great ideas of science, development of technology. Role of science and technology in human development. Recent trends in science and technology. Science establishments in India and Maharashtra

Unit 2- Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact on framing policies at national and international levels. Science communication for popularization of science. Careers in science journalism

Unit 3- Doing Science Journalism: Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc. Science and language, science writing skills, understanding basic concepts. How to write a basic science story?, writing a feature story on science and technology. Interviewing scientists, science communicators. Visits to science and technology institutes. Attending science conferences and seminars, reading science journals like- Nature, Lancet, Current Science, etc.

Unit 4- Domain of Science Journalism: Health: Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agriculture: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.. crop patterns- Kharip and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed banks, irrigation and land use. Environment: Pollution (Air and water): Causes and solutions, Global warming and climate change, green house gases, possible effects on India, international efforts and agreements, emission standards, carbon credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions about environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation sources, Conventional and non-conventional sources, controversies, regulatory authorities

Unit 5- New research and technology: New research trends in various fields. Information communication technology: Computer, Internet, Mobile phones, i-pads, etc. Intellectual Property Rights.

Internal Assessment: Presentations, quizzes on latest developments in various fields, visits to scientific research institutes, debates on ethical issues in scientific advancements,

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311: Practical Work (Credits: 2, Lectures: 30)

Total Marks: 50 (Internal Assessment: 25, Sem-end evaluation by External examiner: 25)

	Internal assessment	25 marks
1.	Production of a magazine Students have to work in the production of a magazine, which can be a news-based magazine, a special issue or a research magazine. Students are expected to contribute to the content and lay-out of the magazine.	15
2.	Study Tour A study tour of considerable duration (4-7 days) has been arranged to a place (like a state or national capital) that will offer ample exposure to different media organisations, premier regulatory bodies, research institutions and prominent personalities. Marks have to be awarded for student's participation in the tour and report/test based on the tour.	10

	Sem-end evaluation	25 marks
External Examiner appointed by University of Pune will assess each student as per the details given below.		
1	Viva-voce Internship and other activities: This internship has to be done before the end of Sem. III. It is mandatory to do it in one of the organisations related TV/Radio/New Media. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of broadcast/uploaded and not broadcast/not uploaded material, and assessment by concerned authority); and all the written assignments for other subjects have to be submitted to the external examiner. Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.	25