

# **PET Examination : 2016 onwards**

## **Mass Communication & Journalism**

### **SYLLABUS**

#### **PART-I : Communication Research Methodology**

**Unit-I:** Research & Development, Its importance, knowledge, concept, society, Concept for Foundations of Communication Research: The nature of scientific inquiry. Foundation of research in problem. Cross disciplinary issues in communication research. Research Designs, Objectivity in research. Major traditions in communication research. The Critical tradition in communication research. Qualitative and quantitative research, objectivity in research. Multidisciplinary research, survey of literature. Theory & facts – coreation.

**Unit-II:** Appraisal of quantitative research methods in Communication: Experimental research. Survey research. Content analysis. Cross sectional and longitudinal research. Field approach and applied research in broadcasting, advertising , PR and new media, Mata analysis, media-effect research, Development communication research.

**Unit-III:** Research methodology & Research designs, Appraisal of contemporary research methods in Communication: Ethnographic studies. Case study. Historical research. Policy research. Rapid rural appraisal. Participatory research. Research approaches in linguistic analysis of communication- semiotics, argument/discourse analysis. Interpretative and functional research, sampling techniques, Data collection techniques- questionnaire, interview & observation.

**Unit-IV:** Statistics Methods: Descriptive statistics-normal distribution, measures of central tendency, mean, median, mode, sampling issues, sampling error. Hypothesis testing, significance level. T-test, Z-test and Chi square test. Covariance and correlation Regression analysis, SPSS- Windows proficiency. Issues in statistical interpretation/ analysis.

**Unit-V:** Data analysis techniques, Data interpretation, research paper & research report writing, preparing research proposal, IPR, Patents, trade marks, Research Journals of repute, policy paper writing.

## **PART-II : Mass Communication & Journalism : Theories & Perspectives**

- Unit -I:** Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal communication, inter-personal communication, small group, public and mass communication.  
Models : SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbner, Newcomb, Convergent and gate-keeping communication and socialization. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.  
Media systems and theories : authoritarian, libertarian, socialistic, social responsibility, development, participatory. Brief History of Development of Media. Mass Media : Public opinion and democracy. Media culture and its production. Media organizations, media contents, market - driven media content - effects, sky vision, cultural integration and cultural pollution.
- Unit -II:** The Indian Press and freedom movement - Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; Hindi and Marathi important personalities of Indian journalism. Journalism and Indian languages, history of the language journalism of the region, Social reform movement & Newspapers - Satya Shodhak Press, Dr. B. R. Ambedkar & Dalit Press its Social importance. The press in India after independence; social political and economic issues and the role of the Indian press problems and prospects.
- Unit -III:** Evolution and growth of electronic media : radio, television and new media. Characteristics of radio, television and Internet as medium of communication-spoken, visual and multiple versions of information through links. Principles and techniques of audio-visual communication-thinking audio and pictures, grammar of sound, visuals and web production. Impact of social media.  
Technology and skills of linear and non-linear systems of audio-visual communication- sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, VCD, computer-graphics and studio equipment Transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies. ICTs (Information Communication Technologies)
- Unit -IV :** Development communication : Meaning- concept-definition- philosophy - process-theories- role of media in development communication - strategies in development communication - social cultural and economic barriers- case studies and experience-development communication policy - strategies and action plans- democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels. Social media, online journalism, web-newspapers, Impact of social media on the conventional media. Future of social media.

**Unit -V :** Role of mass media in developing water literacy, energy literacy, environment literacy, soil literacy & earth literacy. Green journalism in print, electronic media i.e. TV, Radio, new media, Need of environment feature & news services, awareness programmes such as exhibitions, lectures, educative folk art programmes, traditional media application in environment awareness. Special environment channels, programmes of TV & radio, international organizations, websites.

### **Reference Books:**

1. गोळवलकर-पोटदुखे रमा, जनसंवाद सिद्धांत आणि व्यवहार, मंगेश प्रकाशन, नागपूर, २००५
2. जोशी श्रीपाद भालचंद्र, जनसंवाद आणि जनमाध्यम: सैद्धांतिक संकल्पना, मंगेश प्रकाशन, नागपूर.
3. Basic Research Methods An Entry to social Science Research by Gerard Guthrie, SAGE publication PVT. Ltd, 2010.
4. Research Methodology, A step-by-step Guide for Beginners by Ranjit Kumar, SAGE publication, 2014
5. Mass Communication and Media Studies: Mass Communication by S.A. Chunawalla Himalaya Publishing House, 2010
6. New Directions in Interpersonal Communication Research, by Sandi Smith, Steven Wilson.
7. Quantitative Social Research Methods, By Kultar Singh, Sage publication, London, 2010
8. Research in Mass Media, S.R. Sharma, Anil Chaturvedi, Vishwavidhyalaya publication, Waranasi.
9. Research Methodology with SPSS (Statistical Package for the social Sciences) By,. Dr. A. Sanjeevan Rao, Dr. Deepak Tyagi.
10. Communication Theory and Research, Denis MCQuail, SAGE Publication, New Delhi.
11. Mass Communication in India By Keval J. Kumar, Jayco Publication House, Mumbai, 2015.
12. Dhiman A. K., Research Methodology: Basic of Research Methods, Tools & Techniques, 2015
13. संशोधन पद्धती : शैक्षणिक व सामाजिक, डॉ. मीनल नरवणे, UP युनिव्हर्सल प्रकाशन, पुणे, २०१६
14. सामाजिक संशोधन पद्धतीशास्त्र व तंत्रे, डॉ. प्रदिप आगलावे, श्री साईनाथ प्रकाशन, नागपूर, २०१०.

15. रिसर्च मेथडॉलॉजी मे सांख्यिकी एवं कंप्यूटर, डॉ. गोपाल (Statistics and Computer in Research Methodology) लाल जैन, श्रीनिवास पब्लिकेशन्स, जयपूर (भारत), २०१०
16. बोधनकर सुधीर, आलोनी विवेक, सामाजिक संशोधन पद्धती, श्री साईनाथ प्रकाशन नागपूर.
17. कोठारी सी. आर , गौरव गर्ग, रिसर्च मेथड्स अॅण्ड टेक्निक्स, न्यू एज पब्लिशर्स, नवी दिल्ली. २०१३
18. भांडारकर पु. ल., सामाजिक संशोधन पद्धती, महाराष्ट्र विद्यापीठ ग्रंथ निर्मिती मंडळ, नागपूर. १९८७.
19. संत.दु. का, शोध विज्ञानकोश साधन संदर्भ ग्रंथ, पूणे विद्यार्थी गृह प्रकाशन.
20. काचोळे दा. धो, सामाजिक संशोधन पद्धती, कैलाश पब्लिकेशन, औरंगाबाद.
21. मेथडॉलॉजी अॅण्ड टेक्निक्स ऑफ सोसल सायन्स रिसर्च, भांडारकर आणि विल्कीनसन.
22. पवार सुधाकर, संवादशास्त्र, मानसन्मान प्रकाशन, पुणे.
23. Mcquail Denis, Reader in Mass Communication Theory, Sage, London.
24. Schram Wilbur, The Science of Human Communication.
25. Andel N., Communication Theories & Models, Himalaya Publication, Mumbai.