

## Paper-I: Research Methods (Compulsory)

### Unit-I: Concepts in Media Research

Research-definition and elements; basic and applied research; Areas of Communication Research-evaluation, feedback, media habits, public opinion surveys, pre-election opinion pools and exit polls.

Research design components-experimental, quasi-experimental, bench mark, longitudinal studies-simulation-panel studies-corelational designs

Research question, selection of topic, review of literature, statement of hypotheses

### Unit – II: Research Methods

Research methods- Census method, survey method, experimental and laboratory research, field studies, case studies, content analysis, discourse analysis

### Unit-III: Sampling and Data Collection

Importance and principles of sampling-representativeness of sampling; methods of sampling; tools of data collection-media source books, questionnaire and schedules, peoples meter, diary method, field studies, logistic groups, focus groups, telephone surveys, online polls.

### Unit-IV: Data Analysis and Interpretation

Data analysis techniques; coding and tabulation; non-statistical methods-descriptive, historical; statistical analysis-parametric and non-parametric, uni-variate, bi-variate and multi-variate, tests of significance, levels of measurement- central tendency-tests of reliability and validity-spss and other statistical packages.

### Unit-V: Research Report Preparation

Thesis preparation- style of writing, presentation of contents/chapterisation; introduction; main body; conclusions and recommendations; bibliography, references, and notes; appendix; writing research paper; ethical perspectives of media research.

### Books Recommended

1. Frey, Lawrence R. (2000). *Investigating communication*, Boston, Allyn and Bacon Publishers.
2. Wimmer, Roger D. (1983). *Mass Media Research: an Introduction*, Belmont, Wadsworth Publishers.
3. Berger, Arthur Asha (2005). *Media Analysis Techniques*, Thousand Oaks, Sage Publications.
4. Tro Chim, William M.K. (1985). *Research Design for Programme Evaluation* London, Sage Publication.
5. Signorielli, Noncy (1990). *Cultivation Analysis: New Directions in Media Effect Research*, London, Sage Publication.
6. Banks, Marcus (2001). *Visual Methods in Social Research*, London, Sage Publication.

## Paper-II: Print Media Studies (Optional)

### Unit-I

The rise of the mass media; concepts and models of mass communication; theories of media and society; new media theory; normative theory of media and society; media structure and performance, principles and accountability; media economics and governance; global mass communication.

### Unit-II

Media content: issues, concepts and methods of analysis; media genres and texts; audience theory and research; audience formation and experience; process and models of media effects, social and cultural effects; news, public opinion and political communication; techniques of interpretation.

### Unit-III

Origin and growth of printing press; Birth and Growth of the English Press in India; Birth and Growth of The Language Press in India; Role of the Indian Press in the Freedom Movement; Role and Functions of Newspapers in the Indian Socio-Economic Context; Press Commissions; Press Council of India; the RNI; Role and Impact of Different Types of Magazines,.

### Unit-IV

Concept of News; News as social construct; Types of Newspaper Contents-News, Feature, Articles, Editorial and Opinion Pieces; Newspaper coverage of various Issues-Political, Crime, Business and Economic, Developmental, Healthcare, Sports, Entertainment, Education, Science, Conflicts; Print Media and the Issues of Specialized Audiences-Women, Children, Minorities; News And Feature Agencies; Contemporary Trends in Newspaper Make-Up and Design.

### Unit-V

Newspaper Ownership Pattern; Structure and Functions of Various Departments of a newspaper; Freedom of Press in India; Problems and Prospects of Indian Press; FDI in Indian Print Media; Impact of Electronic Media on Print Media; Print Media and Journalistic Ethics; Contemporary Trends in The Print Media Research.

### Books Recommended:

1. Murthy, Nadig Krishna, *Indian Journalism: from Ashoka to Nehru*, Mysore University, Prasaranga, 1966.
2. Natarajan, J., *History of Indian Journalism*, New Delhi, Publications Division, Government of India, 1955.
3. Parthasarathy, Rangaswami, *Journalism in India: From the Earliest Times to the Present Day*, New Delhi, Sterling Publishers Private Limited, 1991.
4. Jeffrey, Robin, *India's Newspaper Revolution*, Oxford University Press, Newdelhi, 2000
5. William, Herbert Lee, *Newspaper Organization and Management*, Delhi, Surjeet Publications,
6. McQuail, Dennis, 'Media Performance', Sage Publications
7. Lowery, Shaearon A. and Melvin L. DeFleur, *Mile Stones in Mass Communication Research*, Newyork, Longman, 1988.

## Paper-III: Electronic Media Studies (Optional)

### Unit-I

The rise of the mass media; concepts and models of mass communication; theories of media and society; New media theory; Normative theory of media and society; media structures and performance, principles and accountability; media economics and governance; global mass communication.

### Unit-II

Media content: issues, concepts and methods of analysis; media genres and texts; audience theory and research; audience formation and experience; process and models of media effects; social and cultural effects; news, public opinion and political communication; Techniques of Interpretation.

### Unit-III

Origin, growth and development of radio television, internet, and cinema. Genesis and Growth of Electronic Media in India; committees and Commissions; broadcasting code and the codes for commercial advertising; cinema censorship.

### Unit-IV

Broadcasting Research: Signs and code of television, role and functions of television; impact of the internet on society; content analysis; Audience analysis; rating and non-rating research, research in radio; production research.

### Unit-V

Film studies; Film language and genres; film theories: aesthetic, formalist, semiotic, ideological; psycho-analytic; film audiences; Issues and trends in Indian cinema.

### Books Recommended:

1. Fiske, John and John Hartley. 1996. Reading Television. Routledge. London.
2. Benyahia, Sarah Casey, Freddie Gaffney and John White. 2006. As Film Studies: The Essential Introduction. Routledge. London.
3. Thoroval, Yves. 2000. The Cinemas of India. Macmillan. Delhi.
4. Barnouw, Eric and S. Krishnaswamy. 1980. Indian Film. Columbia University Press. New York.
5. Vasudev, Aruna. 1986. The New Indian Cinema. Macmillan. New Delhi.
6. Chatterji, P.C. 1987. Broadcasting in India. Sage. New Delhi.
7. Rangoonwala, Firoze 1983. Indian Cinema: Past and Present. Clarion Books. New Delhi.
8. Acharya, P.N. 1987. Television in India. Manas Delhi.
9. Andrew, J. Dudley. 1976. The Major Film Theories: An Introduction. Oxford University Press. London.
10. Monaco, James. 1977 How to Read a Film Oxford University Press. London