

UNIVERSITY OF RAJASTHAN

JAIPUR

SYLLABUS

M.A

- (i) Electronic Media Journalism**
- (ii) Journalism and Mass Communication**
- (iii) Public Relations and Advertising**

Semester Scheme

I/II Semester Examination	2016-2017
III/IV Semester Examination	2017-2018

Appen. B

University of Rajasthan, Jaipur
M.A. (JOURNALISM AND MASS COMMUNICATION)


Syllabus
Semester Scheme 2016-18

First Semester

S. No.	Subject Code	Course Title	Course Category	Credit
1	JMC 101	NEWS REPORTING AND WRITING	CCC	06
2	JMC 102	EDITING ,LAYOUT AND DESIGNING	CCC	06
3	JMC 103	WRITING FOR MEDIA	CCC	06
4	JMC 104	CONTEMPORARY INDIA	CCE	06
5	JMC 105	HISTORY OF JOURNALISM	CCE	06
6	JMC 106	GROWTH OF ELECTRONIC MEDIA	CCE	06

Second Semester

S. No.	Subject Code	Course Title	Course Category	Credit
1.	JMC 201	THEORIES OF COMMUNICATION	CCC	
2.	JMC 202	MEDIA LAWS AND ETHICS	CCC	06
3.	JMC 203	COMPUTER APPLICATIONS	CCC	06
4.	JMC 204	TELEVISION JOURNALISM	CCE	06
5.	JMC 205	RADIO JOURNALISM	CCE	06
6.	JMC 206	SCIENCE AND ENVIRONMENTAL COMMUNICATION	CCE	06



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Third Semester

S. No.	Subject Code	Course Title	Course Category	Credit
1.	JMC 301	MEDIA MANAGEMENT	CCC	06
2.	JMC 302	COMMUNICATION RESEARCH	CCC	06
3.	JMC 303	PAGE LAYOUT AND DESIGNING	CCC	06
4.	JMC 304	NEW MEDIA TECHONOLOGY	CCE	06
5.	JMC 305	DEVELOPMENT COMUNICATION	CCE	06
6.	JMC 306	HUMAN RIGHTS AND MEDIA	CCE	06

Fourth Semester

S. No.	Subject Code	Course Title	Course Category	Credit
1.	JMC 401	PHOTO JOURNALISM	CCC	06
2.	JMC 402	PROJECT WORK	CCC	06
3.	JMC 403	DISSERTATION OR PRACTICAL WORK	CCC	06
4.	JMC 404	ADVERTISING AND MARKETING COMMUNICATION	CCE	06
5.	JMC 405	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	CCE	06
6.	JMC 406	STATISTICAL METHODS IN COMMUNICATION RESEARCH	CCE	06


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Semester-I

JMC 101 : NEWS REPORTING AND WRITING

UNIT-I

Definitions of News, news values, sources of news, news gathering; categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper;

Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

UNIT-II

Niche Reporting-Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition, Conventions & Seminars; Political Events, Elections, Writing Obituaries.

UNIT-III

News Portals, Blogs. Definition and characteristics of Online Media- New media-as a tool for social change, interactivity and new media, Internet and impact on mass media, web newspapers, radio, and television

Books Recommended :

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
3. Sahay, Uday, Making News : Handbook of the Media in Contemporary India, Oxford University Press, New Delhi.
4. MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.
5. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
6. Aggawal, Veerabala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept Publishing Co., New Delhi.
7. Murthy, R.K., Freelancing. Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing. Gulf Publishing Co., Texas.
8. Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.
9. Mehta, D.S., Mass Communication and Journalism in India. Allied Publications Pvt. Ltd., Bombay.
10. Ray, Tapas, Online Journalism : A Basic Text, Cambridge University Press India Pvt Ltd.
11. Joshi, Prof V K, Online Journalism, Enkay Publishing House
12. Chauhan Swati, Pant N.C , Handbook Of Online Journalism, Kanishka Publishers Distributors
13. Craig Richard, Online Journalism : Reporting, Writing, And Editing For New Media, Wadsworth Publishing Company
14. Ward Mike, Journalism Online, Elsevier India
15. Rao N. & Meena Raghvendra, Feature Writing, PHI Learning Private Limited, New Delhi, 2012
16. Shrivastava K.M., Social Media in Business and Governance, Sterling Publishers, New Delhi
17. Ward, Mike, Journalism Online, Focal Press, Oxford
18. भानावत, डॉ. संजीव (संपादक), समाचार एवं फीचर लेखन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
19. माथुर, श्याम, वेब पत्रकारिता, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010
20. राजेन्द्र, संवाद और संवाददाता, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
21. त्रिखा, डॉ. नन्द किशोर समाचार संकलन और लेखन, उत्तरप्रदेश हिन्दी संस्थान लखनऊ ।
22. अग्रवाल, डॉ. रमेश, समाचार परीक्षण, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
23. चतुर्वेदी, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली।

24. सुमन, हंसराज एवं विक्रम एस, वेब पत्रकारिता, नटराज प्रकाशन, दिल्ली।

25. सुमन, स्वर्ण, सोशल मीडिया सम्पर्क क्रान्ति का कल, आज और कल, हार्परकॉलिंग्स पब्लिशर्स इंडिया, नौएडा

JMC 102 : EDITING, LAYOUT AND DESIGNING

UNIT-I

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor.

UNIT-II

Heading: various types and art of writing

Text-breakers and their use for dressing copy writing.

Photo journalism, Pictures: selection and editing, writing captions.

UNIT-III

Concept of reader's editor and Ombudsmen.

Editorial page and opinion writing.

Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.

Books Recommended :

1. George, T.J.S. Editing, A Handbook for Journalists. IIMC, New Delhi
2. Hides, Michael., The Sub-editor's Companion. Press Institute of India, New Delhi.
3. Evans, Harold., Editing and Design (5 Volumes). William Heinemann, London.
4. The Active Newsroom (IPI Manual). International Press Institute, Zurich.
5. Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press, Ames, Iowa.
6. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
7. Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc., New York.
8. Maghdam, Dineh., Computers in Newspaper Publishing. Marcel-Dekker Inc., New York
9. Collin, D.H., Dictionary of Printing & Publishing. Peter Collin Publishing Ltd., Middlesex.
10. Worlock, Peter., The Desk Top Publishing Book. Heinemann, London.
11. Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.
12. Parthasarathy, Rangaswami, Basic Journalism, MacMillan India Ltd., New Delhi.
13. Krishnamoorti, R., Copy Preparation & Proof-reading. Northern Book Centre, New Delhi.
14. भानावत, डॉ. संजीव (संपादक), सम्पादन एवं मुद्रण तकनीक, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर, 2009
15. लिडबडे, मुद्रण सामग्री प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
16. नारायणन, के.पी. सम्पादन कला, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
17. शर्मा, देवदत्त, शर्मा, विनोद कुमार, मुद्रण एवं सज्जा, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
18. ओझा, प्रफुल्लचन्द्र, मुद्रण परिचय, बिहार हिन्दी ग्रन्थ अकादमी, पटना।
19. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं प्रयोग, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
20. कोठारी, गुलाब, फोटो पत्रकारिता, पंचशील प्रकाशन, जयपुर।

JMC 103 : WRITING FOR MEDIA

UNIT-I

Principles and methods of effective writing for mass media. , Difference between writing for different medium—TV, Radio, Newspaper, Magazines & Web.

UNIT- II

Writing features- Meaning and concept of features. ; Types of features, ingredients of feature writing

UNIT-III

Writing for Various Target Audiences. ; Different types of writings : Travelogues, biography, Memoirs, film review

Books Recommended :

1. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
2. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
3. Raman, Usha, Writing for the Media, Oxford University Press, New Del
4. रैणा, गौरीशंकर, संचार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
5. शर्मा, मीना, हिन्दी भाषा, मीडिया और सर्जनात्मक लेखन, तरुण प्रकाशन, गाजियाबाद
6. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंचशील प्रकाशन, जयपुर
7. बाला, सुस्मिता, जन माध्यमों की लेखन विधाएं, कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर्स, नई दिल्ली
8. त्रिपाठी, डॉ. रमेश चन्द्र और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

JMC 104-CONTEMPORARY INDIA

UNIT-I

Mass Media and Democracy, Salient features of the Indian Constitution: fundamental rights and duties, directive principles of state policy, Parliament and State Legislative Assembly & Council.

UNIT-II

Electoral System and Reforms Strengthening of democracy, National integration. Centre-State Relations. Panchayati Raj, Lokpal.

UNIT-III

India's foreign policy, Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry.

Books Recommended:

1. India Year Book. Publications Division, New Delhi.
2. Kagzi, M.C.J. The Constitution of India, Metropolitan Book Company, Delhi.
3. Basu, DD, Introduction to the Constitution of India, LexisNexis, Gurgaon, Haryana

4. Datt and Sundaram, Indian Economy, S. Chand, New Delhi
5. प्रभाकर, डॉ. मनोहर, भानावत, डॉ. संजीव (संपादक), समकालीन भारत, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
6. भानावत, प्रो. (डॉ.) संजीव, विलुप्त होती बेटियां एक परिदृश्य, जन संचार केन्द्र, राजस्थान विश्वविद्यालय, जयपुर 2009
7. चन्द्र, बिपिन, मुखर्जी, मृदुला और मुखर्जी आदित्य, आजादी के बाद का भारत, दिल्ली विश्वविद्यालय, दिल्ली
8. गुहा, रामचन्द्र, भारत गांधी के बाद, पेंगइन बुक्स
9. कश्यप, सुभाष, भारतीय संविधान, एन.सी.ई.आर.टी., नई दिल्ली

JMC 105: HISTORY OF JOURNALISM

UNIT-I

Concept of Journalism-nature, scope, function and types (such as advocacy, campaign, investigative, immersive and citizen journalism)

UNIT-II


Origin and development of the press and news agencies in India. The press and freedom movement, Press : problems and prospects. New trends in journalism after independence. Rise and growth of journalism in Rajasthan.

UNIT-III

Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry. Ways and means to keep them alive in the face of popularity of the electronic media.

Books Recommended :

1. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
2. Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.
3. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
4. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
5. मिश्र, डॉ.कृष्ण बिहारी, हिन्दी पत्रकारिता लोक भारती प्रकाशन, इलाहाबाद
6. वैदिक, डॉ. वेदप्रताप (संपा.), हिन्दी पत्रकारिता विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।
7. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता (1780-1900) लाभचन्द्र प्रकाशन, इन्दौर।
8. भानावत, डॉ. संजीव (संपादक), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
9. भानावत, डॉ. संजीव (संपादक), पत्रकारिता का इतिहास एवं जन संचार माध्यम, युनिवर्सिटी पब्लिकेशन, जयपुर


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JMC 106: GROWTH OF ELECTRONIC MEDIA

UNIT-I

A historical perspective of Radio in India. FM and community Radio-state and private initiatives. Public Service broadcasting & Commercial Broadcasting.

UNIT-II

- A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.

UNIT-III

Advent and development of Hindi cinema - Indian cinema after Independence;

Documentaries, Issues and problems of Indian cinema. History of Internet.

Books Recommended :

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. Kazmi, Nikhat, The Dream Merchants of Bollywood. UBS Publishers, New Delhi.
3. Reuben, Bunny, Follywood Flashback. Indus: An imprint of Harper Collins Publishers India Pvt. Ltd., Delhi.
4. Rangoonwala, Firoz., A Pictorial History of Indian Cinema. Hymlyn, London.
5. Ramchandran, T.M. (Ed.), 70 Years of Indian Cinema (1913-1983), Cinema India-International, Bombay.
6. Gokulsing, K. Moti and Dissanayake, Wimal, Indian Popular Cinema (A Narrative of Cultural Change), Orient Longman Limited, New Delhi.
7. Chabria, Suresh (Ed.), Light of Asia (Indian Silent Cinema-1912-1934), Wiley Eastern Ltd., New Delhi.
8. Valicha, Dr. Kishore, The Moving Image-A Study of Indian Cinema, Orient Longman Ltd., Bombay.
9. Bose, Mihir, Bollywood: A History, Roli Books Pvt. Ltd., New Delhi.
10. Anantharaman, Ganesh, Bollywood Melodies : A History of he Hindi Film Song, Penguin Books India, New Delhi.
11. Garga, B.D., So Many Cinemas - The Motion Picture in India, Varaity Book Depot, New Delhi.
12. Murti, DVR, Gandhi and Journalism, Kanishka Publishers & Distributors, Delhi, 2013
13. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्मसः उद्भव विकास, राज पब्लिशिंग हाउस,दिल्ली।
14. मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली, 2011
15. भानावत, डॉ. संजीव (संपादक), इलेक्ट्रोनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
16. माथुर, श्याम, सिने पत्रकारिता, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
17. माथुर, श्याम, सिनेमा का सफर, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2013

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SEMESTER II

JMC 201 : THEORIES OF COMMUNICATION

UNIT A

Communication: Definitions, meaning and scope, elements and process, functions. Types of communication: Verbal and Non-verbal; Intrapersonal, Interpersonal, Group and Mass Communication, Public Opinion and Propaganda.

UNIT B

Communication models of Harold Lasswell, Charles Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley & MacLean.

Psychological Theories : Concepts of Selective Exposure, Selective Perception and Selective Retention.

Sociological Theories : Cultivation, Agenda-Setting, Uses and Gratification, Spiral of Silence, Media System Dependency.

Normative Media Theories: Authoritarian, Libertarian, Communist, Social Responsibility.

Marshall MacLuhan's approach.

UNIT C

Theories: Bullet, Balance : Congruity and Cognitive Dissonance.

Personal Influence Theories : Two-step Flow and Multi-step Flow.

Social Scientific Theories: Mass Society, Marxist and Structural-Functional.

Books Recommended:

1. Ma Quail, Denis., Mass Communication Theory: An Introduction. Sage, London.
2. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
3. McQuail, Denis and Windhl. Communication Models for the Study of Mass Communication. Longman, London.
4. Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. Longman, London.
5. सिंह, डॉ. श्रीकान्त संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैलाबाद।
6. सिंह,ओम प्रकाश,संचार के मूल सिद्धान्त,क्लासिकल पब्लिशिंग कम्पनी नई दिल्ली।
7. हिंगड आशा, जैन मधु, पारीक सुशीला, संचार के सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009

JMC 202 : MEDIA LAWS AND ETHICS

UNIT A

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court., Law of defamation. Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867.

UNIT B

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.

Copyright Act. Press Council Act. Indecent Representation of Women Act. Cable Television

Act, Information Technology Act, Drugs and Magic Remedies Act.

UNIT C

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Guidelines for broadcast Media.

Accountability and independence of media.

Books Recommended :

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
4. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
5. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. Rayudu, C.S. & Rao Dr.Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.
- 9.
10. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication, Singapore.
- 11.
12. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.
13. Nordenstreng, Kaarle and Hifti Topuz (Eds.). Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.
14. Kataria, Dr.S.K.Right to Information, National Publishing House, New Delhi
15. Meelamalar M., Media Law and Ethics, PHI Learning Private Limited, New Delhi, 2010
16. Johal, Prof. Navjit Singh, Media Ethics : Issues and Concerns, Publication Bureau, Punjabi University Patiala, 2012.
17. Shrivastava K.M., Media Ethics: Veda to Gandhi and Beyond, Publication Division, New Delhi.
18. Shrivastava K.M., The Right to Information A Global Perspective, Lancer Publishers & Distributors, New Delhi.
19. Kataria, Dr. Surendra, Right to Information : Lessons and Implications, National Publishing House, New Delhi.
20. पाण्डेय अरुण,हमारा लोकतंत्र और जानने का अधिकार वाणी प्रकाशन ,नई दिल्ली।
21. त्रिखा, डॉ.नन्द किशोर,प्रेस विधि ,विश्वविद्यालय प्रकाशन,वाराणसी।
22. सहाय, नन्दिनी, व राजगढिया, विष्णु, सूचना का अधिकार, मिक्की, नई दिल्ली।
23. ओझा, अरुण कुमार व मंगलानी डॉ.रूपा, सूचना का अधिकार: सिद्धान्त और व्यवहार ,सेन्टर फॉर गुड गवर्नेंस,राजस्थान राज्य लोक प्रशासन संस्थान,जयपुर
24. भानावत, डॉ. संजीव, माथुर क्षिप्रा (संपादक), समाचार पत्र व्यवसाय एवं प्रेस कानून, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
25. शर्मा मदन, रेडियो नाटक, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2012

JMC 203 : COMPUTER APPLICATIONS

UNIT-A

Definition, Generation and basic Components of Computer
Input/output devices, Memory and other peripherals
Introduction to Operating Systems

Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

UNIT - B

Introduction to MS Office Suit Introduction to Word Processing
MS Word documents Tools and Menus
Document editing and formatting, Mail Merge and other tools

UNIT – C

3.1 Introduction to MS Excel Interface, Tools and Menus
3.2 Creating Spreadsheet, Use of functions, Charts and Graphs
3.3 Introduction to MS Power Point-Interface, Tools and Menus
3.4 Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

JMC 204 : TELEVISION JOURNALISM

UNIT A

General principles of writing for TV, Visual language and grammar, writing and editing news, basics of news anchoring. TV report, interview, discussions and documentaries, Reality Shows, Customise Programme and Infotainment Programmes.

UNIT B

Television programme production-production techniques, formats, camera, lighting, audio-mixing, video tape recording, post production editing, special effects, studio lighting, sound effects, editing for television: linear and non linear editing.

UNIT C

Use of TV for education and development,

Socio Cultural implications and impacts of satellite channels, and social sites, audience research and feedback, TRP.

Books Recommended :

1. Singh, Chandrakant P., Before the Headlines : A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.
3. Saxsena, Gopal, Television in India, Vikas Publishing House, New Delhi.
4. Acharya, R.N., Television in India, Manas Publication, Delhi.
5. French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective. Sage, New Delhi
6. Ninan, Sevanti., Through the Magic Window: Television and Change in India. Penguin Books, New Delhi.
7. Dahlgren, Peter, Television and the Public Sphere: Citizenship, Democracy and the Media. Sage, London.
8. Dhar, V.P., The Art of Movie Making, Young Books, Jaipur, 2012
9. Shrivastava K.M., Broadcast Journalism in the 21st Century, Sterling Publishers, New Delhi

10. भानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
11. असगर, बजाहत एवं प्रभात रंजन, टेलीविजन लेखन, राधाकृष्ण प्रकाशन, दिल्ली
12. अमर, डॉ. अमरनाथ, टेलीविजन-साहित्य और सामाजिक चेतना, आलेख प्रकाशन दिल्ली
13. नन्दा, डॉ. वर्तिका, टेलीविजन एण्ड क्राइम रिपोर्टिंग, राजकमल प्रकाशन, दिल्ली
14. सिन्हा, कुलदीप, पटकथा लेखन के तत्व, चित्राश्रम प्रकाशन, मुम्बई
15. मिश्र, डॉ. स्मिता, इलेक्ट्रॉनिक मीडिया के बदलते आयाम, भारत पुस्तक मंदिर, दिल्ली, 2010
16. जोशी, मनोहर श्याम, पटकथा लेखन एक परिचय, राजकमल प्रकाशन, नई दिल्ली, 2000
17. रैणा, गौरीशंकर, टेलीविजन : चुनौतियाँ और सम्भावनाएँ, वाणी प्रकाशन, 2012
18. पचौरी, सुधीश, टेलीविजन समीक्षा सिद्धान्त और व्यवहार, नई दिल्ली, 2006
19. जैदी, एच.एच. मुस्तफा, टेलीविजन समाचार : लेखन और वाचन, सुलभ प्रकाशन, लखनऊ, 2001
20. तिवारी, विनोद, टेलीविजन पटकथा लेखन, परिदृश्य प्रकाशन, मुंबई, 2002
21. वजाहत, असगर, रंजन प्रभात, टेलीविजन-लेखन, राधाकृष्ण प्रकाशन, दिल्ली, 2001

JMC 205 : RADIO JOURNALISM

UNIT A

General principles of writing and editing for radio scripts

Radio News writing and editing, characteristics, comparison with news in print media.

UNIT B

Radio report, newsreel, talk, interview, discussions and features & documentaries. Special audience programmes, Radio Commentary, Basics of news reading. Radio anchoring & RJing producing programmes, Community Radio, Radio for Social Change, Infotainment Programmes.

UNIT C

Radio program production- basics of audio production, formats, features, news based programs, talks, radio drama, phone-in, documentaries, indoor and outdoor recordings, sound design, principles of radio editing, educational programmes.

Books Recommended :

1. Chatterjee, P.C., Broadcasting in India, Sage, New Delhi.
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India, New Delhi.
3. Bhatt, S.C., Broadcast Journalism: Basic Principles. Har-Anand Publications, New Delhi.
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Jain, S.P., Art of Broadcasting, Intellectual Publishing House, New Delhi.
6. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
7. Chatterji, P.C., Broadcasting in India, Sage, New Delhi.
8. Shrivastava K.M., Broadcast Journalism in the 21st Century, Sterling Publishers, New Delhi
9. गंगाधर ,मधुकर, रेडियो लेखन,बिहार, हिन्दी ग्रंथ अकादमी ,पटना।
10. विश्वकर्मा, रामबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली।
11. चतुर्वेदी, राधानाथ, प्रसारण के लिए समाचार लेखन,

12. मंजुल, मुरली मनोहर, प्रसारण की विविध विधाएं, साहित्य संगम, इलाहाबाद।
13. भानावत, डॉ. संजीव (संपादक), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
14. श्रीमाली, डॉ. इन्द्रप्रकाश, सामुदायिक रेडिओ, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2013
15. राजस्थानी, इकराम, संचालन कैसे करें, साहित्यागार, जयपुर

JMC 206: SCIENCE AND ENVIRONMENT COMMUNICATION

UNIT A

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

UNIT B

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

UNIT C

Writing science news stories, important media for communicating science, writing and producing science based programs on radio television and internet, writing features on science, Training for science and technology communicators, communicating science to rural audiences.

Books Recommended:

1. Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.
2. पटैरिया, डॉ. मनोज कुमार, हिन्दी विज्ञान पत्रकारिता, तक्षशिला प्रकाशन, नई दिल्ली।
3. पटैरिया, डॉ. मनोज कुमार, विज्ञान संचार, तक्षशिला प्रकाशन, नई दिल्ली।
4. भानावत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010
5. पटैरिया डॉ. मनोज, भानावत डॉ. संजीव (संपादक), वैज्ञानिक दृष्टिकोण और संचार माध्यम, जन संचार केन्द्र, राजस्थान विश्वविद्यालय, जयपुर एवं राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद्, विज्ञान एवं प्रौद्योगिकी विभाग, नई दिल्ली, 2006

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SEMESTER – III

JMC 301: MEDIA MANAGEMENT

UNIT A

Principles of Management practices in media industry- Different types of newspaper ownership patterns in India, FDI.

Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

UNIT B

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership.

UNIT C

Newspaper economics, circulation and advertising as sources of revenue.

Newspaper as an industry and as a public forum.

Problems of small newspapers.

Measures for the press to cope with the challenges from electronic media and internet.

Introduction to major Indian professional organisations of media : INS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUJ.

Books Recommended :

1. Report of the Enquiry Committee on Small Newspaper (1965).
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
3. Sindhvani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.
4. Mathur, B.S., Principles of Management. National Publishing House, New Delhi.
5. कोठारी, गुलाब, समाचार-पत्र, प्रबन्धन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
6. जैन, सुकुमाल, भारतीय समाचार-पत्रों का संगठन और प्रबन्ध, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
7. पटैरिया, शिवअनुराग, समाचार पत्र प्रबंध, म.प्र. हिन्दी ग्रन्थ अकादमी, भोपाल
- 8.
- 9.

JMC 302 : COMMUNICATION RESEARCH

UNIT A

Communication. Research: Definition, Development, Process and Scope of Communication Research.

Paradigms of Communication Research: Positivist, Interpretivist and Critical Paradigms.

Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Methods Research. Readership surveys, TAM and Listenership.

UNIT B

Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs.

Theory Building in Communication Research: Definition, Elements: Concepts, Variables and Hypothesis.

Conduct of Research in Print Media, Electronic Media and Advertising; New Media(Internet).

UNIT C

Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types;

Determining Sample size

Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study,

Field Observations and Content Analysis.

Research Report Writing: General Principles and Styles; Communication Research Ethics.

Books Recommended:

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A.(2010,2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.
4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London: Macmillan Press.
6. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.
7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA; Allyn and Bacon.
8. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi:McGraw-hill.
11. Stewart Thomas (2002) Principles of Research in Communication. USA: Allyn and Bacon.
12. Treadwell Donald (2010) Introducing Communication Research. USA: Sage Publications.
13. Weaver and Wilhoit (2003) Mass Communication Research and Theory. USA: Allyn and Bacon.
14. Wimmer,R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
15. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009
16. आहुजा, राम ,सामाजिक सर्वेक्षण एवं अनुसंधान, रावत प्रकाशन,जयपुर
17. दयाल, डॉ. मनोज , मीडिया शोध ,हरियाणा साहित्य अकादमी, पंचकूला

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JMC 303 : DESKTOP PUBLISHING

UNIT-A

Prepare your resume using MS Word
Create good report using picture, chart and graph etc
Create chart & Graph, Using Title, axis, Value and Label etc.
Create good presentation using picture, chart and graph etc.
Introduction to Quark Xpress
Text editing and formatting in Quark Xpress
Create Page layout in Quark Xpress
Insert Picture and create links in page

UNIT – B

Introduction to InDesign
Create Box Item in an Article and use of fonts
Insert Picture box in Text Box
Use of Picture Box insert Picture Box Giving
Title On and Below Picture Box

UNIT - C

Prepare DUMMY of Newspaper
Introduction to Photoshop Interface, Tools & Menus
Use of Layers in Photoshop document
Understand use of mask and effect of mask on Picture

JMC 304 : NEW MEDIA TECHNOLOGY

UNIT – A

Ownership and administration of Internet, ISPs, WAP, types of Internet Connection: Dial-up, ISDN, lease line.
Multi Media; Meaning, concept, systems, elements and applications.
Convergence: Need, nature and future of convergence.
Introduction to HTTP, HTML,

Unit-B

Web page development, inserting, linking, writing, editing, publishing, locating, promoting and maintaining a website.
Concept of Netizens, online newspapers and magazines, periodicals, blogging, social networking sites, Social Media.

Major news portals. Data Mining through Web.

Unit-C

Web Journalism- on line editions of newspapers- management and economics.
Role of new media towards society, judiciary, executive and legislature.
New Media and Democracy.
Advantages, limitation and risk factors in new media.


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Debate on Cyber Security related to Economical, Cultural, Social and Political Issues.
Evolution, Limitations and possibilities.
Citizen Journalism in India.
Blogging: Concept, development and basic features
Role of blogging in alternative journalism.

Suggested Readings

1. Tripathi, Durgesh, Media and Youth, Manak Publication, New Delhi, 2016
2. Khatri, Neeraj Interactive Media and Society (2013), Kalpaz Publication, New Delhi
3. Naya Media Naye Rujhan-Shalini Joshi Shiv Prasad Joshi
4. How to Learn Computer Internet and Web designing

JMC 305 : DEVELOPMENT COMMUNICATION

UNIT A

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India.

Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development.

Role of Communication in Development.

UNIT B

Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

UNIT C

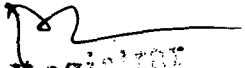
Development Communication: Concept and process, Dominant, Dependency and Participatory

Models of Communication.

Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

Books Recommended :


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1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client System. B.R. Publishing Corporation, Delhi.
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
4. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
5. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
6. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Mehta, S.R. (Ed.). Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
9. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
10. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.
11. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
12. Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har.Anand Publication, New Delhi.
13. Narula, Uma, Development Communication-Theory and Practice, Har.Anand Publication, New Delhi
14. Dua, M.R. and Gupta, V.S., Media and Development, Har.Anand Publication, New Delhi
15. Kuppuswamy, B. Communication and Social Development in India. Sterling Publishers, New Delhi.
16. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
17. The Way Forward, Centre for Mass Communication and UNICEF-Rajasthan (2016)
18. उपाध्याय ,अनिल कुमार ,पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर,वाराणसी।
19. भानावत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010
20. नन्दा वर्तिका, तिनका तिनका डासना, तिनका तिनका फाउंडेशन, 2016

JMC 306: HUMAN RIGHTS AND MEDIA

Unit- A

Human Right- concept, meaning and challenges.

Human Rights under UN Charter-Council on Human Rights- International Covenants on Human Rights.

Unit-B

UDHR 1948- Convention on Civil and Political Rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental Rights. 1966- India and Universal Declaration.

Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.

Unit-C

International Human and Civil Rights Organizations—Amnesty International

Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts.

Human Rights and Media

Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.

Assessment of reports- reporting and writing for Human Rights and courts.

Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.


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SEMESTER – IV

JMC 401 : PHOTO JOURNALISM

Unit 1:

History and development of photography-Camera Types - Box camera, Polaroid cameras, Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras ; Principles of composition, lighting; Photo-equipments- lens types and functions, film-types and functions, Tripod, lens-hood and reflectors. Shots, Focus, Aperture, Shutter speed, depth of field, focal length; White Balance; Exposure techniques; Filters and Exposure meter.

Unit 2:

Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay; Qualities essential for photo journalism; Internet Photo Journalism; Characteristics of Photojournalism.

Unit- 3:

Techniques of Photojournalism - blur, freeze, panning ; Selective focusing, Frame within frame; Zooming, long Exposure, Panorama; Fill in flash, flash away from camera, Candid Photography, Digital Photography

Books Recommended :

1. Carltna, Reuel Golden, Master of Photography,
2. Upton, John and Stone, Jim, Photography by Barbara Londen, (Prentice Hall)
3. Aiyer, Balakrishna, Digital Photojournalism
4. Chandra, PK, Visual Communication and Photojournalism, Swasti Publishers, New Delhi,
5. Langton, Loup, Photojournalism and Today's News: Creating Visual reality,

JMC 402 : PROJECT WORK

Project work – 75 marks

Viva – 25 marks

Attempt any three activities from the following Assignments -

- 1- Each student shall produce one single edition of 04 Pages newspaper on Computer(tabloid size)
- 2- Each student shall design and prepare a website containing 6 to 8 pages which are hyperlinked.
- 3- Design a cover page of any magazine (A-4 size) of your choice.
- 4- Prepare an advertisement (size A-4) based on social issue.
- 5- Design a photo feature (with minimum 8 photographs) on A-3 size sheet.

JMC 403: DISSERTATION OR PRACTICAL WORK

The Dissertation/Practical Work is required to be submitted at least fifteen days before the commencement of the IV semester examination. Students will be required to submit a Dissertation on a Mass

Communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department.

JMC 404: ADVERTISING AND MARKETING COMMUNICATION

UNIT A

Definition of marketing, Importance of marketing, Marketing Mix - Product (Types, Levels and PLC), Price, Physical Distribution, Promotion, Integrated Marketing Communication.

Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

UNIT B

Evolution of advertising, concept, functions, classification, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, ethics of advertising (ASCI code of conduct), surrogate advertising, importance of self-regulation in advertising.

UNIT C

Advertising Agency-role, structure and functions, client agency relationship, media planning and budgeting, media selection, evaluation of advertising (pre-tests and post-tests)

USP, creative process, creative thinking, creative brief, advertising copy writing for various mass media, advertising campaign planning (types and phases).

Books Recommended:

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
8. Shrivastava, KM, Social Media in Business and Governance, Sterling Publishers, New Delhi, 2013
9. Prasad, Kiran, New Media and Pathways to Social Change, BR Publishers Corporation, New Delhi, 2013
10. Tripathi Durgesh, Advertising and Youth, Manak Publication, New Delhi, 2016e
11. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
12. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

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JMC 405 : PUBLIC RELATIONS AND CORPORATE COMMUNICATION

UNIT A

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

UNIT B

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, PR process (Race Approach), Qualities of PR personnel.

UNIT C

Crisis management- PR & corporate communication in damage control, third sector initiative

Opportunities, challenges and issues for PR and corporate communication in the media environment

Ethical issues of Public Relations and Corporate Communication –standards and Code of Ethics, professional organizations and councils

Books Recommended:

1. Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.
2. Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.
3. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.
4. Oxley, Harold, The Principles of Public Relations. Kogan Page, London.
5. Basu, Anil, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.
6. Kaul, J.M, Public Relations in India. Naya Prakash, Calcutta.
7. Mehta D.S., Handbook of Public Relations, Allied Publishers, New Delhi.
8. Sengupta, Sailesh, Management of Public Relations & Communication, Vikas Publishing House, New Delhi.
9. Black, Sam, Practical Public Relations, Universal Book Stall, New Delhi.
10. Jethwaney, Jaishri N., Public Relations : Concepts, Strategies, Sterling Publishers Pvt. Ltd., New Delhi.
11. Tiwari, Raghunath Prasad, Rajya Sarkar aur Jansampark. Makhanlal Chaturvedi Rashtriya
12. Patrakarita Vishwavidyalaya, Bhopal.
13. त्रिवेदी, सुशील एवं शुक्ला, शशिकान्त, जनसम्पर्क : सिद्धान्त एवं व्यवहार, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल।
14. भानावत, डॉ. संजीव (संपादक), जनसम्पर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010


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JMC 406: STATISTICAL METHODS IN COMMUNICATION RESEARCH

UNIT A

Statistics: Meaning, function and place of Statistics in communication research, process

Measurement: Meaning, levels of measurement, validity and reliability of measurement.

Data Processing : Classification, tabulation and coding.

UNIT B

Descriptive Statistics: Measures of Central Tendency (Mean, Median and

Mode); Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation).

UNIT C

Correlation/Association: Characteristics of Correlation, Measures of Correlation (Phi,

Crammer's V, Lambda, Spearman r, Goodman and Kruskal's Gamma and Pearson r.

Inferential Statistics: Difference Between Parametric and Nonparametric Statistical Tests; Steps in Hypothesis Testing, Chi-square Test.

Use of Computers in Data analyses

Books Recommended

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
4. Reinard John C. (2006) Communication Research Statistics. New Delhi: Sage Publications.
5. Wimmer, R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.
6. Wrench J.S. et al. (2009, Indian Edition) Quantitative Research Methods for Communication. New Delhi: Oxford University Press.
7. भानावत, डॉ. संजीव (संपादक), संचार शोध प्रविधियाँ, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2009


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