

BHARATHIAR UNIVERSITY : COIMBATORE – 641 046

M.Phil. / Ph.D. – JOURNALISM AND COMMUNICATION

For the year 2008 – 09 and onwards

PART – I SYLLABUS

**PAPER I - TEACHING TECHNIQUES IN JOURNALISM
AND COMMUNICATION**

**PAPER II - RESEARCH METHODOLOGY AND TRENDS IN
JOURNALISM AND COMMUNICATION**

PAPER III - MEDIA USES AND EFFECTS

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M.Phil. – Part – I : Paper : I

TEACHING TECHNIQUES IN JOURNALISM AND COMMUNICATION

Objectives:

At the end of the course, the scholars will be able to

1. Understand the meaning, scope and concept of Education, Educational Technology, Instructional Technology & Educational Evaluation.
2. Appreciate the contributions made by philosophers and psychologists to the field of education.
3. Review the relative effectiveness among the different methods and techniques of teaching and learning in Higher Education.
4. Discriminate among different types of tests meant for students' evaluation, diagnose the learning problems of the students and take remedial measures.
5. Be aware of the web based communication strategies for professional development and be benefited of the e-resources in Education.

SYLLABUS

UNIT – I Higher Education and Learning

Historical Perspectives ... Objectives and Role of Higher Education ... Learning and Learning Hierarchy ... Information Processing ... Learning Events and Outcomes ... Motivation.

UNIT – II Teaching Technology : Designs

Teaching Technology: Meaning, concept and scope ... Instructional Designs: Objective based, Skill based, Competency based, Learning style based and Model based.

UNIT – III Methods and Techniques of Teaching

Large Group Techniques: Lecture, Modified Lecture, Seminar, Symposium, Panel Discussion, Team Teaching, Project Approach and Workshop ... Small Group Techniques: Group Discussion, Simulation, Role Playing, Buzz Technique, Brain Storming, Case Discussion and Assignment ... Systems Approach in Education.

UNIT – IV Measurement and Evaluation in Education

Educational Evaluation: A Conceptual Framework... Methods of Evaluation ... Self Evaluation and Student Evaluation in Higher Education ... Question Banking Diagnostic Testing and Remedial Teaching.

UNIT – V Electronic Media in Education

Instructional Media: Concept, Selection, Use and Variety E-Learning V Resources : e-Learning, e-books, e-journals, etc ... Web-based Learning: Access and Teaching Issues.

TEXT BOOKS

For Units I to IV

Vedanayagam, E.G. (1989) Teaching Technology for College Teachers. New Delhi: Sterling Publishers (P) Ltd.

For Unit V

Rajasekar, S. (2005) Computer Education and Educational Computing, Hyderabad: Neelkamal Publications.

BOOKS FOR REFERENCE :

Kumar, K.L. (1997) Educational Technology, New Delhi: New Age International (P) Ltd. **Sampathkumar, K., Paneerselvam, A and Santhanam, S. (1990) Introduction to Educational Technology,** New Delhi: Sterling Publishers (Pvt.) Ltd.
Tony Bates, A.w. (2005) Technology, e-Learning and Distance Education, New York: Routledge.

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**PART – I PAPER II – RESEARCH METHODOLOGY AND TRENDS IN
JOURNALISM AND COMMUNICATION**

UNIT I

Components of Research : Concepts, Constructs, Variables, Hypothesis – problems of Causation : Linear and Circular – Analytical Framework – Scope and Limitations of Research. Approaches in Communication Research : Quantitative and Qualitative Research – Theory and Concepts Action Research Interview ; types Content Analysis, Survey, Descriptive, Analytical, Experimental and Case Study. Data Analysis – Levels of Measurement – Measures of Central Tendency – Concepts, Validity and Reliability – Statistical tools – Report Writing and Presentation of Findings.

UNIT II

Areas of Research – Communication and Society – Process and Product Aspects – Media problems and Issues – Mass media and Traditional media – Research problems in Information and Communication society : Telecommunication – Convergence of technologies – Media ownership and Regulation aspects.

UNIT III

Nature of Theory –Four eras of Media Theory – Mass Society and Mass Culture – Gemeinschaft – Gesellschaft. Normative Theories – Aristotle, Shannon and Weaver, Lazarsfeld, Lasswell, Berlo ; Theories in Learning – Perception, Persuasion, Attitude and Public Opinion – Propaganda – Mathematical Theory of C – Functional analysis approach.

UNIT IV

Effects of Mass Communication – Bullet Theory ; Limited, Moderate, Powerful Effects Model, Information Processing and flow, Uses and Gratifications, Agenda Setting, Cultural Norms Theory, Critical theory ; Media Effects – Learning – Change – Socializing – Cultural Violence and Cultivation aspects – Catharsis – Audience theories : Source to perspective.

UNIT V

Diffusion Theories – Phenomenistic Theory - diffusion of innovation model; Systems models; Critical evaluation of Schramm, Westley and McClean, Gerbner, Jacobson – Dominant Paradigm, - The paradigm shift.

REFERENCES

1. The dynamics of Mass Communication – By Dr. Joseph Dominick. McGraw Hill, 1993
2. Communication Theories – By J. Severin and Tankard, Hasting House, NY, 1979
3. Using Communication Theories – By Swen Windal et al., Sage, 1992

4. Handbook of Radio and Television Broadcasting – By James Fletcher (1982)
5. Many Voices One World - UNESCO (1982)
6. Communication for Tomorrow: Policy Perspectives – Ed. By Glen O Robinson
7. Television as a social force – By Richard Adler et al. Preagar Publishers
8. The story of Mass Communication: An Indian Perspective – By Gurmeet Singh Mann (1987)
9. INSAT Effects study – By Arbind Sinha and K.M. Parmer (ISRO 1995)
10. Handbook of New Media: Social Shaping and Consequences of ICT - by University of California Loss Angeles, London School of Economics and Political Science, Sage Publications Inc
11. Media Technology and Society, A History: From the Telegraph to the Internet- by Brain Winston, Routledge Publications, 1998
12. Information Inequality: The deepening social crisis in America – by Herbert I. Schiller, Routledge Publications, London, 1996
13. Mass Communication: An Introduction – by John R. Bittner, Prentice Hall Inc, NJ, 1980
14. Mass Communication: Theory and Practice – by Uma Narula, Har-Anand Publications Pvt. Ltd, New Delhi, 1994
15. Handbook of Communication – Ed. By Ithiel De Sola Pool et al, Rand McNally College Publishing Company, 1973
16. Mass Communication Theory by Denis McQuail, Sage Publications, 2005
17. Mass media research by Dominick and Wimmer
18. Research methods in social relations by Claire Selitz et al
19. Mass media and the national experience : essays in communication history by Farror and Stevens
20. Trends in content analysis by Ethiel de Sola Pool
21. Media analysis techniques by Klaus krippendrof
22. Research methods in mass communication by Westley and Stemple
23. Content Analysis : Handbook of social psychology by Bernard Berelson
24. Content Analysis by Stone
25. The Modern research by J.Greff and Henry
26. Research in social science by david nachmias et al
27. Communication yearbook series
28. Communication research in Asia by Goonasekara et al
29. Methods in social research by Kothari
30. Qualitative Research Methods for the Social Sciences by Bruce L. Berg
31. Research in Psychology; Methods and Design by C. James Goodwin.

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PART – I PAPER III – MEDIA USES AND EFFECTS

UNIT I

Present media context: Socio, Economic, Political and Cultural changes New Communication Technologies: Cable and Satellite Television, Telecommunications and Internet

UNIT II

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives

UNIT III

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors

UNIT IV

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information

UNIT V

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations

REFERENCES

1. Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
2. Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
3. Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
4. Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
5. New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
6. World Communication Report: The media and the challenge of the new technologies – Ed. By Alain Modouz, UNESCO Publishing 1997
7. Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
8. Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
9. The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001
10. Media morphosis – By Roger Fidler, Sage publications, 1998
11. New media – By Ronald Rice, Sage Publications, 1984
12. Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
13. Media performance – By Denis McQuail, Sage Publications London, 1992
14. New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
15. Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
16. New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
17. E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004
