

Berhampur University

Syllabus for University Research Eligibility Test (URET)

Journalism & Mass Communication [Part-I: Research Methodology (100marks)]

- 1.1 Introduction to Mass Communication research
 - 1.1.1 Development of Mass Communication research
 - 1.1.2 Mass Communication Research and Scientific methods
 - 1.1.3 Areas of Mass Communication research
- 1.2 Mass Communication Research Procedures
 - 1.2.1 Selection of Research Topics
 - 1.2.2 Determination of topic relevancy
 - 1.2.3 Reviews of available literature
 - 1.2.4 Statement of hypothesis
- 1.3 Research approaches in Mass Communication
 - 1.3.1 Experimental Design
 - 1.3.2 Field Research
 - 1.3.3 Survey Research
 - 1.3.4 Content Analysis
- 1.4 Sample Design
 - 1.4.1 Population and Sample
 - 1.4.2 Probability and Non-Probability sample
 - 1.4.3 Sample Size
 - 1.4.4 Sample Error
- 1.5 Measurement and Scaling Techniques
 - 1.5.1 Measurement in Research
 - 1.5.2 Measurement Scales
 - 1.5.3 Important Scaling Techniques
- 1.6 Processing and Analysis of Data
 - 1.6.1 Measures of Central Tendency
 - 1.6.2 Measures of Dispersion
 - 1.6.3 Co-relation and Regression
- 1.7 Hypothesis Testing
 - 1.7.1 Basic Concepts concerning Testing of Hypotheses
 - 1.7.2 Fundamentals of Chi-square Test
- 1.8 Multi-variate Analysis Techniques
 - 1.8.1 Growth of Multi-variate Techniques

P. Pattnaik
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1.8.2 Classification of Multi-variate Techniques

1.9 Introduction of Computer Analysis of Research data

1.9.1 Data Analysis using 'Excel'

1.9.2 Data Analysis using 'SPSS'

1.9.3 Diagrammatical Representation

1.10 Research Report Preparation

1.10.1 Presentation of Content/Chapterisations

1.10.2 Introduction to Main Body

1.10.3 Conclusions and Recommendations

1.10.4 Bibliography, References and Notes

1.10.5 Ethical prospective of Mass Communication research

Books Recommended:

1. Frey, Lawrence R. (2000). *Investigating Communication*, Boston Ally 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 Programmes Evaluation*, London, Sage Publications
5. Signorielli, Noncy (1990). *Cultivation Analysis: New Directions in Media Effect Research*, London, Sage Publication.
6. Banks, Marcus (2001). *Visual Methods of Social Research*, London, Sage Publication

Journalism & Mass Communication [Part-II: Subject Specific (100marks)]

2.1 Public Faith in Journalism

2.1.1 Print Media and the issues of specialized audiences women, children, minorities

2.1.2 Contemporary trends in newspaper make-up and design.

2.1.3 Market driven editorial content in Indian Newspaper industry- The Paid news syndrome

2.1.4 Print Media and Journalistic ethics

2.2 Prospects of citizen Journalism through community radio movements

2.2.1 Media Effects: Social and Cultural

2.3 Media trials in Indian Television

2.3.1 Audience Analysis in radio and production research.

2.4 Film Genres

2.4.1 Issues and Trends in Indian cinema

2.4.2 Film Theories: Aesthetic, Formalist, Semiotic

2.5 Indian Language Services in Internet

2.5.1 Impact of internet on society

2.6 Promotion of Public service advertising

2.7 Public Relations: A tool for Corporate Communication

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2.7.1 Various applications of Corporate Communication

2.8 Content Distribution through mobile phones

2.9 Hyper Local media, Cultural Media and Leaky journalism as future trends

2.10 Persuasive Journalism and Media Activism.

Books Recommended:

1. Murty, Nadig Krishna, *Indian Journalism: from Ashoka to Nehru*, Mysore University, Prasaranga, 1996.
2. Natarajan, J., *History of Indian Journalism*, New Delhi, Publications Division, Government of India, 1955.
3. Parthasarathy, Rangaswami, *Journalism in India: From earliest times to the present day*, New Delhi, Sterling Publishers Pvt. Ltd, 1991.
4. Jeffery, Robin, *India's Newspaper Revolution*, Oxford University Press, New Delhi, 2000.
5. William, Hebert Lee, *Newspaper Organisations and Management*, Delhi, Surjeet Publications,
6. Mc Quail, Dennis, *Media Performance*, Sage Publication.
7. Lowery, Shaearon A. and Melvin L. DeFleur, *Mile stones in Mass Communication Research*, New York, Longman, 1988.
8. Fiske, John and John Hartley, 1996, *Reading Television*. Routledge. London
9. Benyahia, Sarah Casey, Freddie Gaffney and John White. 2006. *As Film Studies: The Essential Introduction*. Routledge. London
10. Thoroval, Yves. 2000. *The Cinema of India*. Macmillan. New Delhi
11. Barnouw, Eric and S. Krishnaswamy. 1980. *Indian Film*. Columbia University Press. New York.
12. Vasudev, Aruna. 1986. *The New Indian Cinema*. Macmillan. New Delhi
13. Rangoonwala, Firoze. 1983. *Indian Cinema: Past and Present*. Clarion Books. New Delhi
14. Chatterji, P.C. 1987. *Broadcasting in India*. Sage Publication. New Delhi.
15. Acharya, P.N. 1987. *Television in India*. Manas Delhi.
16. Andrew, J. Dudley. 1976. *The Major Films theories: An introduction*. Oxford University Press. London
17. Monaco, James. 1977. *How to read a Film*. Oxford University Press. London

P. Patnaik
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