

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

(Mass Communication)

SEMESTER – 3

Paper 11.

Media Laws and Ethics

Media Laws

Unit 1

Constitution of India: fundamental rights – freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media, provisions for legislature reporting; parliamentary privileges and media;

Unit 2

Brief history of press law in India – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity;

Unit 3

Official Secrets Act, 1923, vis-à-vis right to information – Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati Act; Copyright Act.

Ethics

Unit 4

Media's ethical problems and accountability, Press Council of India and Press Commissions, codes for radio, television, advertising and public relations.

Recommended Reading List:

Press Laws – Durgadas Basu

Paper 12.

Broadcast Media (Production Skills 1)

This segment will consist of practical work in an audio and an audio-visual production. Under guidance from the faculty the students will prepare an assignment (from idea generation to production). Their assignment will be evaluated by internal faculty. There will not be any external written exam but a continuous evaluation out of 100 marks throughout the semester. The audio and audio-visual assignment will be valued out of 50 marks each.

Paper 13.

Development Communication

Unit 1

Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Unit 2

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.

Unit 3

Agricultural communication and rural development, diffusion of innovation – case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment.

Unit 4

Development and rural extension agencies: problems faced in effective communication, micro-macro economic frame work available for actual development activities – case studies on development communication programmes.

Paper 14.

New Media Technology

This paper is a practical oriented paper in which the following topics will be covered by a introduction to the theory and practical exercises in the same:

1. Searching and downloading of information; 2. Establishing e-mail address; 3. Accessing, (receiving) sending and replying e-mail; 4. Sending and forwarding e-mail to multiple recipients; 5. Chatting over Internet; 6. Networking with special interest groups; 7. Designing home pages.

Paper 15.

Communication Research

Unit 1

Definition, elements of research, scientific approach, research and communication theories, role, function, scope and importance of communication research, basic and applied research. Research design components, experimental, quasi-experimental, bench mark, longitudinal studies, simulation, panel studies, co relational designs.

Unit 2

Methods of communication research, census method, survey method, observation method, clinical studies, case studies, content analysis.

Unit 3

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls, Random sampling methods and representative ness of the samples, errors and distributions in the findings.

Unit 4

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

Unit 5

Application of media research, evaluation, feedback, media habits, public opinion surveys, pre-election studies and exit polls, ethical perspectives of mass media research.

Recommended Reading List:

1. Mass Media Research – Wimmer and Dominick
2. Research Methodology in social Science – Devendra Thakur
3. Methodology in Social Sciences – G.C. Pande