

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M Phil in Journalism and Mass Communication commencing from the year 2011-12

Introduction

The University offers two P G programmes: P G Diploma in Journalism and M A (Mass Communication). The P G Diploma in Journalism Programme was started in 1986 and till today more than 700 students have completed this programme and are working in various media organizations both in Gujarat and outside the state. In 2001 one year P G Diploma in Mass Communication (Self-Finance programme) was started which was upgraded to a four semester M A Mass Communication in 2007-08. Till date two batches of students have completed the M A Programme and the third batch will complete in 2012. There is a demand from students who have completed their M A Mass Communication for commencement of M Phil in the subject of Journalism and Mass Communication. Further students of other universities too make enquiries for M Phil programme at our Department. For the academic growth of the department there is need to offer an **M Phil programme in Journalism and Mass Communication** at the Department.

Proposal

We propose an **M Phil in Journalism and Mass Communication** from the academic year 2011-12. This programme will be of 2 years duration: one year course work and one year of dissertation work.

Eligibility:

A Postgraduate from a recognized university in Journalism, Communication, Mass Communication, Media Studies, Mass Media, Advertising, and Public Relations with 50 % marks can apply for M Phil in Journalism and Mass Communication.

Duration: This will be a two year programme.

Medium of Instruction: English

Total Intake of Students: Two per guide per year.

Course Work:

This will consist of 3 papers of 100 marks each as follows:

Teaching methodology:

In the first year the programme will consist of lectures, assignments, library work and seminars by the students. There will be an exam at the end of the first year. In the second year the students will work on the dissertation that will be submitted at the end of the second year. He/she will have to regularly (at least once a week) meet the guide and report on the progress of the Dissertation.

First year	Marks
1. Mass Communication Theory	100
2. Research Methodology	100
3. Trends in Mass Communication	100
Second Year	
• Dissertation	300

Syllabus:**Mass Communication Theory**

Evolution of communication as a subject of study, Media-society relationship, relationship between models and theories, mainstream analysis of communication, early and later models of communication, propaganda: concept and theory, system theory, information theory, cognitive and consistency theories, attitude change theories, interpersonal and mass communication theories, advanced theories, agenda setting, cultivation theory and uses and gratification theory, knowledge gap hypothesis and media hegemony theory, Frankfurt school and emergence of critical theory, phase of ferment in the field and aftermath, normative theories, development communication and various alternative perspectives, Indian perspective / context of communication.

Research Methodology

Perspectives of positivism and realism, evolution of scientific inquiry, Induction and Deduction debate.

Philosophical perspectives of the media, structuralism, functionalism, political economy, mass society, technological determinism, empiricism, post modernism.

Nature and Significance of Research Problems, the Literature Review, Research Design and Methods, Data Analyses and Presentation.

Format of writing proposal for research project, writing papers for seminars, research papers for journals.

Trends in Mass Communication

Latest trends in mass media at the global level, trends in technology of radio, television, print media, Trends in digital media, convergence of technology: DTH, HDTV, availability of media content on cell phones, and computer.

Trends in conglomeration, mergers and acquisitions of media at global and national level. Efforts in alternative media, community media at global and national level.

Trends in media with reference to women, public space, consumerism, advertising, celebrity culture, corporate communication, trivialization, tabloidisation of media, ideology of cinema, television.

Evaluation System:

1. Each Paper will be of 100 marks. Internal evaluation will consist of 30 marks and external evaluation will be of 70 marks.
2. Internal evaluation will be done on the basis of assignments, seminar presentation, research proposal preparation and so on.

Other Rules

The rules regarding enrolment, registration, fee structure, fee refund, eligibility certificate, application, administration of the M.Phil degree programme entrance procedure, examination rules, standards for passing, eligibility of supervising teachers progress report, extension of the time limit and submission of dissertation, viva voce, evaluation, award of degree honorarium and so on will be as per the University rules in force from time to time.