

Course Name: Ph. D. in Journalism and Mass Communication**Course Code:**

L	T	P	Cr
3	1	0	4

COURSE OBJECTIVES

The objective of this course is to make the scholars aware of the advances in economic theory and policies. They will also be forecast the future course of changes and development through their knowledge of policies and programs set by the governments and other development agencies. A scholar would be able to appreciate the macroeconomic developments and its implications fairly well, at the end of the course.

UNITS	CONTENTS	Contact Hrs.
I	An Overview of Communication, Function of Communication, Effective Communication; Principle and Barriers to Communication, Concept of Journalism and mass communication, mass communication in India, History, growth and development of print and electronic media, Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches, Information and knowledge societies.	
II	Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences, Development and social change. Issues and post-colonial conceptions, Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models, Corporatisation of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates.	
III	Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising, Theories and models of communication in advertising, Brand management, Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting, Advertising and creativity, language and translation, Advertising campaign and marketing, Advertising and marketing research, Public Relations and Corporate Communication - definition, concept and scope, Structure of PR in State, Public, Private and non-government sectors	

IV	Concept of law and ethics in India and rest of the world, The Constitution of India, historical evolution, relevance, Concept of freedom of speech and expression in Indian Constitution, Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986.	
V	ICT and media - definition, characteristics and role, Effect of computer mediated communication, Impact of ICT on mass media. Digitization, Social networking, Economics and commerce of web enabled media, Mobile adaption and new generation telephony by media, ethics and new media, ICT in education and development in India, online media and e- governance, Animation - concepts and techniques, Film and television theory.	

REFERENCE BOOKS:		
1.	<i>Gunter, B. (2000). Media research methods: Measuring audiences, reactions and impact, London, Thousand Oaks, New Delhi: Sage.</i>	
2.	<i>Jensen, K.B. (Eds.) (2002). A handbook of media and communication research: Qualitative and quantitative methodologies, London and New York: Routledge.</i>	
3.	<i>Frey, L.R. and Cissna, K.N. (Eds.) (2009). Routledge handbook of applied communication research, London and New York: Routledge.</i>	
4.	<i>Paxson, P. (2010). Mass Communications and Media Studies: An Introduction, London and New York: Continuum.</i>	
5.	<i>Wimmer, R.D. and Dominick, J.R. (2011). Mass media research: An introduction, Boston: Wadsworth.</i>	