

M.Phil. in Mass Communication & Journalism

In world that is rapidly changing, communication acts as a important binding factor. In our MMCJ course. Aim is to develop socially committed and professionally efficient media professionals. Gradually we realize larger and wider space and scope in the area of communication and research. So since 2010 we are offering M.Phil in Mass Communication and Journalism.

M.Phil in Mass Communication and Journalism is oriented mainly for typical media method used in media industries. M.Phil course is for study and discover some thing in a systematic manner. Respective of the disciplines, practices and applications, research students stand for systematic thinking organize abilities, progressiveness and above all – an open, honest and objective mind set. In this course we try to enhance research qualities and human values in the students along with the methods.

Admission Criteria

- Candidate who have pass master degree in mass communication at the first attempt from Gujarat University and equable any university with at least second class shall be eligible to apply.
- Seats Maximum five seats are available for this courses (Including reserve seats).
- Admission will be solely on the bases of merit. Parameter for the Merit is likely to be like this
 - 50% weight age to master degree percentage
 - 25% weight age to NET/ SLAT qualification
 - 25% weight age for the entrance test

Duration of the course: One academic year + maximum 6 months for Dissertation work.

Tuition fees : Complete self finance payment seats 25,000/-

Syllabus : There are four compulsory paper

Paper no.	Name of the Paper	Marks
1.	Advanced Research Methods	100
2	Media Study	100
3	Media Teaching (Practical)	100
4	Dissertation + viva (100+50)	150
	Total Marks	450

Data Collection Methods Revisited

- Sampling issues.
- Focus group- discussions.
- In-depth interviews.
- Observation methods.
- Interplay between quantitative and qualitative methods.

Research Design I- Content Analysis

- Definition and quantitative orientation.
- Uses and limitations.
- Steps in content analysis.
- Categories and analysis.
- Reliability and validity.

Research Design II- longitudinal Research

- Development.
- Types of longitudinal research.
- Panel design.
- Mixing both the approaches.
- Policy research.

Qualitative Research methods

- Review of literature. Description, conceptual ordering and theorizing
- Analysis through microscopic examination of data
- Asking questions and making comparisons
- Different coding methods
- Emerging application of qualitative methods

Why Study Mass Audiences?

- Centrality of audiences in communication discourse
- Rise of media of mass communication
- Academic origin and concerns
- Demands from media industries
- ‘Audiences’ as an important socio-cultural phenomenon

Measuring Mass Communication

- Various pressures for measuring audiences
- Key concepts for measuring audiences
- The history and economics of audience measurement
- The rating systems and business
- Indian context of measurement – TAM, INTAM, NRS, IRS etc.

Marketing Communications

- Quantitative methods in PR – media survey
- Relevance of qualitative methods
- Case studies
- Discourse analysis

Publishing Research

- Avoiding writing traps
- Synthesizing research for theory and practice
- Writing quantitative research
- Writing qualitative research
- Writing critical essays, abstracts

Resources Recommended:

- 1) Mass Media Research – Roger Wimmer & Joseph Dominick
- 2) Mass Communication Research Methods – Hsia H.J.
- 3) The Practice of Social Research – Babbie E.R.
- 4) Methods in Social Research – Kothari C.R
- 5) Basics of Qualitative Research – Strauss Anselm, Corbin Juliet
- 6) How to Publish Communication Research – Edt- Alison Alexander et al
- 7) Qualitative research methods in Public Relations and Marketing Communication – Daymon Christine and Holloway Immy
- 8) Audience Analysis – McQuail Denis (Sage Publication)
- 9) Mass Communication Theory – McQuail Denis (Sage Publication)
- 10) Introduction to Communication Studies- Fiske John
- 11) Electronic Meter Ratings- Buzzard Karen (Focal Press)
- 12) Measuring Media Audiences- Kent Reymond (Routledge Publications)
- 13) www.media4exchange.com and thehoot.org
- 14) www.agencyfaqs.com , imrbint.com

Students are advised to read following books or visit following websites for this paper. However, their reading should not be limited to these books only.

Paper 2 – Media Study
Part – I

Mark 100

Minimum 20 Case studies from field of the media industries or area of communication research. Student has to study the concept to impact level study in the area of communication. Every year department will assign you these topics of case studies. For this paper student has to do library work, field work and class room interaction as well. In this paper student suppose to do self study with the guidance of teacher.

- 1) Two Case studies of media marketing.
- 2) Two Case studies of media society.
- 3) Two Case studies of media policy.
- 4) Two Case studies of media credibility.
- 5) Two Case studies of media trial.
- 6) Two Case studies of media history.
- 7) Two Case studies of media advertisement.
- 8) Two Case studies of media camp.
- 9) Two Case studies of media language.
- 10) Two Case studies of new experiment in media.

Note: As per the requirement department will may change the different weigh age of various case studies. This curriculum is just a guide line.

Paper 3 – Media Teaching (Practical)

Mark 100

Candidates admitted to the M.Phil level course are to take at list 20 lectures during his/her academic term. Teaching topics will be assigning by the department in the beginning of the academic year. He/She suppose to teach at post graduation level course MMCJ offered by the department. (Time duration of class is one hour 1 x 20 = 20 hours teaching)

Student has to submit CD (Compact disc) of teaching content/recorded lectures or power point presentation which has delivered by M.Phil student. They have to submit written report of those 20 lectures. As per the teaching performance student will secure his/her marks. Students teaching performance will assess by expert examiners. There will be no reduction in this paper.

Paper 4 -Dissertation

Mark: 150

Candidates for M. Phil. study should select the topic for dissertation relating to media /mass media profession or relevant with communication industry.

- Candidates should final the title /topics of their dissertation after discussion with their guide.
- Students have to finish their course work/research on the beginning of the first term, and submit the concept paper for the dissertation within one month.
- After final examination, department can grant maximum six months for submission of final copy of the dissertation.
- Total Marks: Dissertation + viva (100+50) Total: 150 marks.