

PERIYAR UNIVERSITY
SALEM-636 011



MASTER OF PHILOSOPHY IN
JOURNALISM AND MASS COMMUNICATION
(CBCS)

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

REGULATIONS & SYLLABUS

(For the Candidates admitted from the academic year

2009-2010 and onwards)

MASTER OF PHILOSOPHY (M.Phil) IN JOURNALISM AND MASS COMMUNICATION

REGULATIONS

The following are the regulations of the M.Phil. Journalism and Mass Communication in the Periyar University, Salem from the academic year of 2009-10 and thereafter;

FULL –TIME

1. Eligibility:

Candidates who have qualified for the post graduate degree of this University or any other University recognized by the syndicate as equivalent thereto shall be eligible to register for the Degree of Master of Philosophy (M.Phil) in their **respective subject** and undergo the prescribed course of study in an approved institution or department of this University.

Candidates who have qualified their postgraduate degree on or after **1 st January** post graduate degrees to become eligible to register for the Degree of Master of Philosophy (M.Phil) and undergo the prescribed course of study in an approved institution or department of this University.

For the candidates who seek admission into M.Phil course shall have obtained a **minimum of 55%** of marks in their respective post graduate degree

However, for the candidates belonging to SC/ST community and those who have qualified for the Master's degree before 01.01.1991 the minimum eligibility marks shall be 50% in their Master's degree

2. Duration:

The duration of M.Phil course shall extend over a period of one year from the commencement of the course.

3. Course of study:

The course of the study for the degree shall consist of (a) Part-I comprising three written paper according to the syllabus prescribed from time to time;(b) Part- II Dissertation.

Part-I shall consist of **Paper-I** Research Methodologies and **Paper-II** Communication for Development. There shall also be a third paper which shall be the back ground paper

relating to the proposed research area conducted internally by the guide/supervisor. Dissertation shall be submitted through the college/Departments.

4. **Scheme of examination:**

Part-I Written examination: Papers I, II, & III

The examination of papers I, II, & III shall be held at the end of the year. The duration for each paper shall be three hours carrying a maximum of 100 marks. There will be two valuations, one by the department faculty and the other by an external examiner.

Part-II Dissertation:

The exact title of the Dissertation shall be intimated within one month after the completion of the written examination. Candidates shall submit the Dissertation to the University through the **Supervisor and the Director** at the end of the year from the commencement of the course which shall be valued by internal examiner (supervisor) and one external examiner appointed by the University form a panel of four names sent by the Supervisor through the Director at the time of submitting the dissertation.

The examiners who value the Dissertation shall report on the merit of candidates as “Highly commanded” (75 % and above) or commanded (50% and above and below 75%) not commended (below 50%)

If one examiner commends the dissertation and other examiner, does not commend, the Dissertation will be referred to a third examiner and the third valuation shall be final. Submission or resubmission of the Dissertation will be allowed twice a year.

5. **Passing Minimum:**

A candidate shall be declared to have passed Part-I of the examination, if he/she secures **not less than 50%** of the marks in each paper including Paper-III for which examination is conducted internally.

A candidate shall be declared to have passed Part-II of the examination if his/her dissertation is at least commended.

All other candidates shall be declared to have failed in the examination.

6. **Restriction in number changes:**

No candidate shall be permitted to reappear for the written examination in any paper in more than **two occasions** or to resubmit a **Dissertation more than once**. Candidates shall have to qualify for the degree passing all the written papers and dissertation within a **period of three years from the date of commencement of the course**.

7. **Conferment of Degree:**

No candidate shall be eligible for conformed of the M.Phil degree unless he/she is declared to have passed both the parts of the examination as per the regulations.

8. Qualification for person's conduction the M.Phil Course:

No Teacher shall be recognized as a Supervisor unless he/she possesses a Ph.D degree or two years of PG teaching experience after qualifying for M.Phil degree.

Only the post graduate departments of affiliated colleges and departments of the university will be recognized for conducting the M.Phil course; provided however, the Syndicate shall have the power to decide any other institutions of the higher learning/research within the University area for conducting the M.Phil course on merits.

PART –TIME

9. Eligibility:

- 1) Teacher candidates working in the University Departments
- 2) Teacher candidates working in the affiliated colleges and whose qualifications are approved by the University
- 3) Teacher candidates working in Polytechnics approved by the Director of Technical Education or in Higher Secondary Schools or High Schools approved by the state Board of Secondary Education or Educational Institutions of IAF (within Periyar University area) who possess a Master's Degree. For the Master's Degree qualified **prior to 01.01.1991**, no minimum marks is prescribed, but on or **after 01.01.1991**, a minimum of 55% of the marks is prescribed, provided that for the candidates belonging to SC/ST community a concession of **5% marks will be given in** the minimum eligibility marks prescribed.
- 4) Executives working in corporate and reputed media organizations having minimum 3 years of experience after post graduation, with 55% marks

10. Duration:

The course of study shall extend over a period of two years from the commencement of the course. The examination for Part-I shall be taken at the end of the first year and Part-II Dissertation at the end of the second year.

11. Course of study:

The regulations governing the full-time M.Phil course with regard to course of study, scheme of examinations, passing minimum, etc and qualifications of guide conducting the M.Phil. course shall apply to part-time candidates also.

12. Restriction in number of chances:

No candidates shall be permitted to re-appear for the written examination in any paper on more than **two occasions** or to resubmit a dissertation **more than once**. Candidates shall have to qualify for the degree passing all the written papers and dissertation within a period of four years from the date of commencement of the course.

13. Evaluation:

The students will be evaluated for 100 marks in each subject of study as detailed below:

External Examination	-75 Marks
Internal Marks	-25 Marks

The components of Internal Assessment for 25 Marks are:

Test	-15 Marks
Seminar	-05 Marks
Assignments	-05 Marks
Total	-25 Marks

Dissertation Marks

Dissertation	—	150 Marks
Viva Voce	—	50 Marks

14. Question Paper Pattern

Time: 3 Hours

Max.Marks:75

Part A (5X5=25 Marks)

All questions carry 5 Marks each

1. (a) or (b)
2. (a) or (b)
3. (a) or (b)
4. (a) or (b)
5. (a) or (b)

Part B (5X10=50 Marks)

All questions carry 10 Marks each

6. a) or (b)
7. a) or (b)
8. a) or (b)

9. a) or (b)

10. a) or (b)

15. M.Phil (Communication) Subject code

Subject code	Subject Title
MPJMC 01	Research Methods in Communication
MPJMC 02	Development Communication
MPJMC 03	Specialized Paper
MPJMC 04	Dissertation and Viva-voce

MPJMC 01**RESEARCH METHODS IN COMMUNICATION****UNIT I**

Nature and scope of social science research, types of research, formulation of research problem, hypothesis, research procedures, elements of research, research ethics, nature and scope of communication research, literature review, communication variables, foot notes, end notes, bibliography,

UNIT II

Case study, survey, historical research, discourse analysis, semiotic analysis, ethnography, readership surveys; television audience measurement; television rating research, public opinion poll, pre election and exit poll, action research, formative, process and summative research, data collection tools,

UNIT III

Field observations: focus groups, participant observation, intensive interviews; quantitative methods- content analysis, steps in content analysis, universe-sample-unit of analysis-constructing content categories, coding of contents, analysis and interpretation, reliability, validity, content analysis in print and electronic media, qualitative and quantitative methods of data collection,

UNIT IV

Descriptive and analytical survey, probability and non probability samples, measurement and scaling, construction of questions, questionnaire design and question order, layout, design, research design and its types, basic experimental designs-pretest-post test control group, post test-only control group, solomon four group designs, factorial studies, quasi experimental designs, field experiments,

UNIT V

Statistics in research: descriptive and inferential statistics: SPSS and other related soft wares for analysis,

REFERENCES

1. Jason S.Wrech et al, Quantitative research methods for communication, Oxford University press, New Delhi, 2009
2. Roger D Wimmer, Joesph R.Dominick, Mass Media Research, Wards worth Publishing Company,2000

3. C R Kothari, Research Methodology, Methods & Techniques, Willy Eastern Ltd, New Delhi
4. Barrie Gunter, Media Research Methods: Measuring audiences, Reactions and impact, sage publications – New Delhi
5. Arthur Asa Berger, Media Research Techniques, Sage Publications, New Delhi

MPJMC 02**DEVELOPMENT COMMUNICATION****UNIT I**

Definition- nature and concept of development - old and new paradigm of development - Indian concept of development - characteristics of developing societies; gap between developed and developing societies,

UNIT II

Development communication - definition, origin - development of the concept of development communication - role of media in development communication - strategies in development communication - case studies and experience,

UNIT III

Indian development efforts - five year plans - first generation economic reforms - second-generation economic reforms - development communication efforts and effects,

UNIT IV

Development communication planning strategies and action plans - decentralization, panchayat raj institutions and communication, problems faced by governmental and non-governmental agencies in development communication - diffusion of innovation, models in agricultural communication - case studies of communication support to agriculture,

UNIT V

Writing development stories in areas like family welfare - health - education - environment and development, writing development messages for rural audience; specific requirements for writing development stories for media like newspapers, magazines radio and television,

REFERENCES

1. Communication for development in third world - Srinivas R. Melkata
2. India's information revolution - M. Rogers and Ana Aravind Singhlal.
3. Design and development message - Bella Modi.
4. Development commercial - Uma Navula.
5. Interdependent development - Naoold Brookfield.

MPJMC 03**GUIDE PAPER / SPECIALIZATION PAPER**

Students have to write an examination in his area of specialization designed by the concerned research supervisor.

MPJMC 04**DISSERTATION**

For dissertation the student has to take up a research study with the permission and approval from the guide allotted. He should Choose from the broad field of Journalism and Mass Communication and submit the research report. The viva-voce will be held at the end of the semester.

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**List of Examiners / QP Setters for Master of Arts Programme**

1. Dr. Govindaraju
Professor & Head

Department of Communication

Manonmaniam Sundaranar University

Tirunelveli
2. Dr. Ravindran
Professor & Head

Department of Mass Media and Communication Studies

University of Madras

Chennai - 5
3. Dr. M. Vijayakumar
Reader
Department of Journalism and Mass Communication
Kerala University
Kariavattam
Trivandrum – 695 034.
4. Dr. V. Natarajan
Reader

Department of Communication

Manonmaniam Sundaranar University

Tirunelveli
5. Dr. Madhizhalagan
Reader

Department of Communication

P S G College of Arts & Science

Coimbatore _ 641 014

6. Dr. P.E. Thomas
Reader & Head

Department of Mass Communication and Media Studies

Bharathiar University

Coimbatore - 46
7. Dr.I. Arul Aram
Assistant Professor

Department of Media Science

Anna University

Chennai - 25
8. Mr.S. Nandhakumar
Lecturer

Department of Mass Media and Communication Studies

University of Madras

Chennai -5
9. Mr. Leo
Lecturer

Department of Mass Media and Communication Studies

University of Madras

Chennai -5
10. Dr. Sri Hari
Lecturer

Department of Mass Communication and Media Studies

Bharathiar University

Coimbatore - 46

11. Dr. G. Balasubramania Raja
Lecturer and Head i/c

Department of Journalism and Mass Communication

Periyar University

Salem-636011

12. Mr. Maa. Thamizhpparitthi
Lecturer

Department of Journalism and Mass Communication

Periyar University

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13. Dr. R. Subramani
Lecturer

Department of Journalism and Mass Communication

Periyar University

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14. Dr. M. Anuradha
Lecturer

Department of Journalism and Mass Communication

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