

**MOTHER TERESA WOMEN'S UNIVERSITY  
KODAIKANAL**

**DEPARTMENT OF VISUAL COMMUNICATION**

**M.Phil. MASS COMMUNICATION**

**SYLLABUS (for candidates admitted from 2018 onwards)**

**ELIGIBILITY:** M.A., Mass Communication, M.Sc., Visual communication

**MEDIUM:** English

| <b>S. No</b>       | <b>Subject code</b> | <b>Subject</b>  | <b>Credits</b> | <b>Formative</b> | <b>Summative</b> | <b>Total Marks</b> |
|--------------------|---------------------|---|----------------|------------------|------------------|--------------------|
| <b>SEMESTER I</b>  |                     |   |                |                  |                  |                    |
| 1                  | RMC11               | Research Methodology                                    | 4              | 40               | 60               | 100                |
| 2                  | RMC12               | Women and Media   | 4              | 40               | 60               | 100                |
| 3                  | RPS13               | Professional Skills                                     | 4              | 40               | 60               | 100                |
|                    |                     | <b>TOTAL</b>  | 12             | 40               | 60               | 100                |
| <b>SEMESTER II</b> |                     |   |                |                  |                  |                    |
| 4                  | RMC14               | Special paper related to Dissertation                   | 4              | 100              |                  | 100                |
| 5                  |                     | Dissertation (Evaluation 60: Internal 20, viva-voce 20) | 14(12+2)       | -                | -                | 100                |
|                    |                     | <b>TOTAL</b>  | 30             |                  |                  | 500                |

# **M.Phil. MASS COMMUNICATION**

## **SEMESTER I**

### **Paper I**

#### **RESEARCH METHODS**

##### **Objective**

To expose students to the tools of analysis for media studies based on the quantitative and qualitative approaches to media research

##### **UNIT I: Data Collection Methods Revisited**

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

##### **UNIT II: Research Design I- Content Analysis**

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

##### **UNIT III: Research Design II- longitudinal Research**

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

##### **UNIT IV: 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

#### **UNIT V: Publishing Research**

Avoiding writing traps–Synthesizing research for theory and practice–  
Writing quantitative research–Writing qualitative research

#### **REFERENCES**

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](http://www.media4exchange.com) and [thehoot.org](http://thehoot.org)
14. [www.agencyfaqs.com](http://www.agencyfaqs.com) , [imrbint.com](http://imrbint.com)

## **PAPER II**

### **WOMEN AND MEDIA**

#### **Objectives**

To expose students to feminist media theories and gender sensitization

#### **UNIT I:**

All media are constructions, media reality, media representation, problems in media representation, image and representation, Media representation of Society, stereotyping

#### **UNIT II:**

Women and Media. Contribution of women in communication development. Writing and women. Women media professionals, Glass ceiling, Problems in Agenda setting

#### **UNIT III:**

Representation of women in Media. Myths of feminism in the popular media, Voices off, women discourse and media. Enigma variations. Caring and sharing, sex and spicy, refashioning of the body.

#### **UNIT IV:**

Disciplined approaches. Cultural studies and the problems of representation of women in media Feminist approaches to media psychoanalysis and representation. Female desire. Media and Pleasure. Women as an object of desire and male gaze

#### **UNIT V:**

Sexist and non-sexist language–Dominant and counter ideology–`sensitivity, redefining feminists–feminist media interventions analyzing media texts using feminist concepts. Case Studies

#### **REFERENCES**

1. Representing Women—Myra Macdonald—Edward Arnold, London, 1995.
2. Women and Film, Kaplan E. A. Methun, London, 1983.

**Core III - (Theory)**  
**PROFESSIONAL SKILLS (Common Paper)**

**Objectives:**

**After completing the course, the scholars will be able to**

- Develop skills to ICT and apply them in teaching, learning contexts and research.
- Acquire the knowledge of communication skills with special reference to its elements, types, development and styles.
- Understand the terms: Communication technology, Computer Mediated Teaching and develop Multimedia/E-contents in their respective subjects.
- Develop different teaching skills for putting the content across to targeted audience.

**Unit I - Computer Application Skills**

Fundamentals of Computers and windows, Operating System – MS – Office Components; Word: Equation editor, Table Manipulation – Formatting Features – organizational Chart. MS – EXCEL: Statistical Functions – Number Manipulation – Chart Preparation with various types of graphs. MS PowerPoint: PowerPoint presentation with multimedia features. Internet and its applications: E-mail and attachments – working with search engines.

**Unit II - Communication Skills (English/Tamil/Both)**

**English:** Skills of Communication: Listening, Speaking, reading and Writing – Writing Synopsis, Abstract and proposals. Developing good language abilities – Public speaking – Writing Skills.

**Tamil:** பயிற்றுவிக்கும் திறன் - பேச்சுத்திறன் - வெளிப்பாட்டுத் திறன் - ஆய்வுத்திட்டம் - ஆய்வுச்சுருக்கம் தயாரித்தல்.

### **Unit III - Communication technology**

Computer Mediated Teaching: Multimedia, E – Content, Satellite Based Communication – EDUSAT and ETV channels. Web: Internet I Education.

### **Unit IV - Pedagogical Skills**

Micro teaching Skills: Skill of Induction, Skill of Stimulus Variation. Skill of Explaining, Skill of Probing Questions, Skill of Blackboard, Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills – Research Extension and Consultancy.

### **Unit V - Industrial Technology**

Lecture Techniques: Steps, Planning of a lecture, Lecture Notes, Updating, Delivery of Lecture. Teaching – Learning Techniques: Team teaching, Group Discussion. Seminar, Workshops, Symposium and Panel Discussion – Games and Simulations – Web Based Instructions.

### **References**

- Micael D. and William (2000). Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York.
- Information and Communication Technology in Education: A Curriculum for Schools and Programme of Teacher development. Jonathan Anderson
- Pandey S.K.(2005). Teaching communication. Commonwealth publisher, Delhi
- Sharma. R.A.(2006), Fundamentals of education technology, Surya publication, Meerut
- Kum Babu A. and Dandapani S. (2006), Microteaching,

Neelkamal Publications,Hyderabad

- Vanaja M and Rajasekhar S. (2006), Computer Education, Neelkamal Publications, Hyderabad