MANONMANIAM SUNDARANAR UNIVERSITY

TIRUNELVELI 627 012.

Syllabus for Ph.D., Course Work in Communication

(with effect from the academic year 2018-2019 onwards)

Following is the list of 10 courses carrying 4 credits each available to the Ph.D., candidates of Communication for selection according to their requirements:

S.No.	Course
1	Research Methods in Communication
2	Media Uses and Effects
3	Journalism
4	Semiotics
5	Development Communication
6	New Media Studies
7	Media, Gender and Human Rights
8	Film Studies
9	Media Audience Studies
10	Mini Project

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Paper 1 - RESEARCH METHODS IN COMMUNICATION

UNIT 1

Introduction to Communication Research

Fundamentals of research- Basic principles of research, Theory building, facts, concepts, constructs and definitions, Variable and its attributes, Ethics in research, Preparation of proposal, Review of literature, formation and types of hypothesis and testing of the hypothesis, Research designs, sampling designs, methods, techniques and tools of research.

14 L

UNIT 2

Research Approaches

Methods/techniques of research; Hypothesis and variables; Research design and its types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources.

12 L

UNIT 3

Sampling Techniques

Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale.

Sampling Design; Some basic Terms; Advantages of Sampling; Disadvantages of Sampling; The sampling process; Sampling methods; Characteristics of Good Sampling Design; sampling and non sampling errors; Sample size calculation (Numerical expected); Practical considerations in determining sample size.

Tools and methods of research; Sources of data - primary and secondary source; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of audio and video.   **12 L**

UNIT 4

Research Applications, Analysis and Report

Areas of Research – Communication and Society – Process and Product Aspects – Media problems and Issues – Mass media and traditional media – Research problems in information and Communication society; Telecommunication – Convergence of technologies – Media ownership and Regulation aspects. Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting. Application of Statistics; Data analysis, Inferential statistics: Indexing, citation and bibliography; Research report writing.

12 L

UNIT 5

Methodology of Teaching

Teaching Objectives of Teaching, Phases of Teaching - Teaching Methods: Lecture Method, Discussion Method, Discovery Learning, Inquiry, Problem Solving Method, Project method, Seminar- Integrating ICT in Teaching: Individualized Instruction, Ways for Effective Presentation with Power Point- Documentation - Evaluation: Formative, Summative & Continuous and Comprehensive Evaluation Later Adolescent Psychology: Meaning, Physical, Cognitive, Emotional Moral Development - Teaching Later Adolescents, Social and Moral Development - Teaching later Adolescents.

10 L

REFERENCES

- Mass media research by Dominick and Wimmer
- Research methods in social relations by ClarieSelitz et al
- Mass media and the national experience: essays in communication history by Farrpr and Stevens
- Methods in social research by Kothari
- Sampath,K., Panneerselvam, A. & Santhanam, S. (1984). Introduction to educational technolog. (2nd revised ed.). New Delhi: Sterling Publishers.
- Sharma, S.R.(2003). Effective classroom teaching modern methods, tools & techniques. Jaipur: Mangal Deep.
- Vedanayagam, E.G. (1989). Teaching technology for college teachers. New York: Sterling Publishers.

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Paper 2 -MEDIA USES AND EFFECTS

UNIT I

Present media context: Socio, Economic, Political and Cultural changes New Communication Technologies: Cable and Satellite Television, Telecommunications and Internet.   **14 L**

UNIT II

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.
                                                                                                                                     12 L

UNIT III

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.
                                                                                                                                     12 L

UNIT IV

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.
                                                                                                                                     12 L

UNIT V

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations   **10 L**

REFERENCES

• Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996
• Information and Communication Technology in Development: Cases from India –Ed. By SubhashBhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000
• Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
• Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997

• New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
• World Communication Report: The media and the challenge of the new technologies – Ed. By AlaineModouz, UNESCO Publishing 1997
• Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001

• Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
• The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001
• Media morphosis – By Roger Fidler, Sage publications, 1998
• New media – By Ronald Rice, Sage Publications, 1984
• Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
• Media performance – By Denis McQuail, Sage Publications London, 1992
• New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
• Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
• New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
• E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004

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Paper 3 - JOURNALISM

UNIT I

Imperialism and globalization; Media and cultural studies; Critical attitudes to the Four theories of the Press; Media as political subjects; Media ethics studies; Globalization theories and media Internationalization: a critical appraisal ; Globalizing media law and policy.   **14 L**

UNIT II

Origin and development of press – importance of Hudson to the rise of modern journalism – Guard dog theory of journalism - black era of Indian press – Indian media in the age of Globalization – characteristics of yellow journalism.   **12 L**

UNIT III

Historical perspective of mass media laws – press commissions – objects and functions of press council: general powers, guidelines and policy formulations - Report on Deshar Katha, Ayodhya, AIDS and Media, etc. – impropriety and press freedom – code of conduct for newspapers – Small and Medium Newspaper Development Corporation – protection of confidential sources of information – controversies over confidentiality   **12 L**

UNIT IV

Ethical Issues and Challenges of Electronic News Gathering (ENG) – news in the global public space - peak and valley theory of producing - opening and closing the package: merits and demerits – off-the-record comments – Freedom of Information Act - Government control of media – leak, trial balloon, false light, back time - developing sources.   **12 L**

UNIT V

Thick Journalism – formation of public opinion – emerging chaos of global news culture – the local press and the McDonaldization thesis - centrality of banal journalism in news discourse – gendered news practices in different national contexts – Concepts and case studies: Annotative reporting – Interpretative and Investigative journalism - Chequebook journalism - political, international relations, current affairs - journalism of record emerging forms and practices of online journalism – basic tools of computer assisted reporting.   **10 L**

REFERENCES:
• Boyd- Barrett, O. & Rantanen, T (eds) (1999) The Globalization of News. London: Corwin Press
• Clausen, L (2003) Global News Production. Copenhagen: Copenhagen Business School Press
• Elliott, W.A. (1986) Us and Them: A Study of Group Consciousness. Aberdeen: Aberdeen University Press.
• Franklin, Bob et al (2005) Key Concepts in Journalism Studies. New Delhi: Vistaar Publications
• Keeble, Richard (2009) The newspapers handbook. NY:Routledge
• Singh, Manorama (2007) History of Journalism. New Delhi: Discovery Publishing House
    • White, Ted (2005) Broadcast news: Writing, Reporting and Producing. USA: Elsevier

Paper 4 - SEMIOTICS

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UNIT 1:
Definitions - Origins of semiotics – semiotics and the philosophy of language, Russian formalism, Bakhtin school, Prague structuralism, Jacobson's communication paradigm, the advent of structuralism, post-structuralism - Buhler and intimations of semiotics, Sebeok's Thomism, branches and scope of Peirce's semiotic.   **14 L**

UNIT II:
Signs as the medium of semiotic - concept - sign systems: vocabulary, function, syntax, psychological aspects of signification - critique of sign – theories: principle of difference, paradigmatic-syntagmatic relationships, code-message, denotation-connotation, anchorage-relay, modality-representation, literary Semiotics-Doctrine of Signs - sign production: semiotics and factual elements, the problem of a typology of signs, critique of iconism, typology of modes of production.   **12 L**

UNIT III:
Textual analysis - aesthetic text as invention - the models: discursive, narrative, deep or abstract.
                                                                                                         12 L

UNIT IV:
Codes – the sign function, expression and content, message and text, content and referent, meaning as cultural unit, the interpretant, KF model, Q model, over coding under coding, interplay of codes, message as an open form.   **12 L**

UNIT V: Possessions and commercial communication - Cine-semiology: the cinematic sign, syntagmatic types, codes-subcodes, semiotics of narrative, cinematic realism, the nature of reflexivity - Decoding advertisements: role of semiotics in consumer aesthetics research, advertising as social discourse: positioning and image creation, immunization - Television drama: the naturalism debate, Morse code, emergence of expressionism - Crisell's semiotics of radio drama - Esslin's radio drama signs - Marketing and semiotics: defining the scope, ideology of consumption, product conceptualization and design, signs in consumer aesthetics, consumer identity.   **10 L**

References:
- Allen, Robert C. (1992) Channels of Discourse, Reassembled: Television and Contemporary Criticism. University of North Carolina Press.
- Beasley, Ron & Danesi, Marcel (2002) Persuasive Signs: The Semiotics of Advertising. Berlin: Walter de Gruyter GmbH & Co.
- Buckland, Warren (2000) The Cognitive Semiotics of Film. UK: Cambridge UniversityPress.
- Chandler, Daniel (2007) Semiotics –the Basics. NY: Taylor and Francis.
- Crook, Tim (1999) Radio Drama: Theory and Practice. NY: Routledge
- Deely, John (2004) Basics of semiotics. St. Augustine's Press.
- Eco, Umberto (1979) A theory of semiotics. Milan: Indiana University Press.
- Holbrook, Morris B. & Hirschman, Elizabeth .C. (1993) The Semiotics of Consumption: Interpreting Symbolic Consumer Behavior in Popular Culture and Works of Art. Berlin: Walter de Gruyter GmbH & Co. Innis, Robert E. (1985) Semiotics - An Introductory Anthology. Milan: Indiana• University Press.

- Jean, Donna & Sebeok, Umiker (1987) Marketing and Semiotics: New Directions in the Study of Signs for Sale Berlin: Walter de Gruyter GmbH & Co
- Krampen, Martin (1981) Classics of semiotics
- Lidov, David (1999) Elements of Semiotics. NY: St. Martin's Press
- Martin, Bronwen (2006) Key Terms in Semiotics. Continuum books
- Page, Adrian (2000) Cracking Morse Code: Semiotics and Television Drama. UK: University of Luton Press
- Stam, Robert, Robert Burgoyne, Sandy Flitterman, Lewis (1992) New Vocabularies in Film Semiotics: Structuralism, Post-Structuralism and Beyond. NY: Routledge.
- Tejera, Victorino (1988) Semiotics from Peirce to Barthes: A Conceptual Introduction to the Study of Communication, Interpretation and Expression. Netherlands: E.J.Brill, Leiden

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Paper 5 - DEVELOPMENT COMMUNICATION

UNIT I

Development: meaning, concept, process - Evolution of the theory and practice of development communication - Critical perspectives - characteristics of developing societies, development dichotomies, gap between developed and developing societies - Critique of communication approaches in Third World development - Enterprise of modernization and the dominant discourse of development - Liberation theology and development - Communication strategies for empowerment - Agricultural communication and rural development. **14 L**

UNIT II

Demography as development indicators - political profile (Indian constitution, Parliament, Legislative, Judiciary, political processes, centre-state relations, local governments: urban and rural) - Right to Information, Human Rights - Social stratification: development implications in rural-urban context - Pluralism and its implications - Conflict and Consensus in Indian Society - Development of behaviour, perception, learning, motivation and attitude. **12 L**

UNIT III

Changing structure of Indian economy: Role and performance of agriculture - Organized and unorganized sectors - Poverty and Unemployment problems - Liberalization and Globalization - Consumer movements and Environmental movements - Role of government - Foreign investments and Role of multinational corporations - International organizations for development such as World Bank, UNDP, IMF. Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behaviour, Regional culture and ethnic identity.

12 L

UNIT IV

Comparing communication profiles and policies of Developed and Developing countries - Population, Health, Agriculture, Education, Communication/media, Industrial, Economic, Science and technology, Environment, National integration, Communalism, Religion and politics, Class and Caste conflict, Gender equality, Minimum needs, Child labour - Major Development Programmes such as Tribal development, Watershed management. **12 L**

UNIT V Media credibility, Ethics, Code and Analysis – impact of new communication technology: Quality of life, Access to information, Privacy, Interactive communication, Rich-poor divide, New World Information and Communication order – Emerging issues: influence on Women, Children, Religion - Foreign channels, Commercialization, Globalization, etc. **10 L**

REFERENCES

- Agunga, R.A. (1997) Developing the Third world. A communication approach. Commack, NY: Nova Science.
- Altafin, I. (1991) Participatory Communication in Social Development Evaluation. Community Development Journal, 26 (4), 312-314.
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- Beltrán, L.R. (1976) Alien premises, objects, and methods in Latin American communication research. In E. M. Rogers (Ed.) Communication and development: Critical perspectives (pp. 15-42). Beverly Hills: Sage.
- Bowes, J.E. (1997) Communication and community development for health information: Constructs and models for evaluation, www.nnlm.nlm.nih.gov/pnr/eval/bowes/
- Brawley, E.A. &. Martinez-Brawley, E.E. (1999) Promoting Social Justice in Partnership with the Mass Media, Journal of Sociology & Social Welfare, 26 (2), 63-86.
- Buchanan, D.R., Reddy, S. & Hossian Z. (1994) Social marketing: A critical appraisal, Health promotion international, 9 (1), 49-57.
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- Diaz-Bordenave, J. (1977) Communication and rural development. Paris: Unesco.
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- Hagen, E. (1962) On the theory of social change. Urbana, IL: University of Illinois Press.
- Hamelink, C. (1990) Integrated approaches to development communication: A study and training kit, Journal of development communication.
- Holder, H.D. & Treno, A.J. (1997) Media advocacy in community prevention: News as a means to advance policy change,
- Hornik, R.C. (1989) Channel effectiveness in development communication programs. In Rice, R.E. & Atkin, C. K. (Eds.) Public information campaigns, 2nd edition, (pp. 309- 330). Newbury Park: Sage.
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- Kavinya A., Alam S. & Decock A. (1994) Applying DSC methodologies to population issues: A case study in Malawi. Rome: FAO.
- Kotler, P. & Zaltman, G. (1971) Social marketing: An approach to planned social change, Journal of marketing, 35, 3-12.
- Kotler, P. & Roberto, E. (1989) Social marketing: Strategies for changing public behavior. New York: Free Press.
- Lerner D. (1958) The passing of traditional society. New York: Free Press.
- McKee, Neill (1999) Social Mobilization & Social Marketing in Developing Communities: Lessons for Communicators. Southbound.
- Melkote, S.R. (1991) Communication for development in the Third world. Newbury Park: Sage.
- Mita, R. & Simmons, R. (1995) Diffusion of the culture of contraception: Program effects on young women in rural Bangladesh, Studies in family planning, 26 (1), 1-13.

- Mlama, P.M. (1991) Women's participation in "communication for development": The popular theater alternative in Africa, Research in African Literatures, 22 (3), 41-53.
- Mody, B (1991) Designing messages for development communication: An audience participation-based approach. Newbury Park, CA: Sage.
- Ogundimu, F. (1994) Communicating knowledge of immunization for development: A case study from Nigeria, in Moemeka, A.A. (Ed.) Communicating for development
- Zinanga, A. & Ikim, Y.M. (1992) Changing men's attitudes and behavior: The Zimbabwe male motivation project, Studies in Family Planning 23 (6), 365-375.
- Quarmyne, W. (1991) Towards a more participatory environment: Cross-linking establishment and alternative media, In K. Boafo (Ed.), Communication processes: Alternative channels and strategies for development support. Ottawa: IDRC.
- Rockefeller Foundation (1999) Communication for social change: A position paper and conference report. New York: Rockefeller Foundation.
- Rogers, E.M. (1976) Communication and development: The passing of the dominant paradigm, Communication research 3 (2), 213-240.

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Paper 6 - NEW MEDIA STUDIES

UNIT I:
Foundations and theories of media, technology, & culture-Historical Foundations of New Media: What is Technology? Digitization, Remediation, & Convergence.   **14 L**

UNIT II:

Theories of Media Technology-Technological Determinism, Social Construction of Technology, Social and Technical Affordances, Diffusion of Innovation, Information Society, Network Society, Networked Individualism, Social Networks, Networked Publics.   **12 L**

UNIT III:
Using the networks- Social production of knowledge, creative cultural production, Identity formation, Sociality , connectivity, social media, locative and mobile media. Identity formation, the body and information technology- selfies, blogs, wearable devices.   **12 L**

UNIT IV:
Controlling the networks- Governance of Infrastructures and Platforms, Surveillance and Privacy, Race Online, Economics and Ownership, youth media, Digital Literacy, Digital Education.   **12 L**

UNIT V:
Digital Inequality: Social, political and infrastructural contexts, Public sphere, polarization, citizen journalism, digital activism, Cyber culture.   **10 L**

REFERENCES:
1. *Understanding Digital Culture*, Vincent Miller
2. *The Culture of Connectivity: A critical history of social media*, Jose Van Dijck
3. *Seeing Ourselves through Technology*, Jill Walker Rettberg
4. *Spreadable Media: Creating value and meaning in a networked culture*, Jenkins, Ford, & Green
5. *Smartphones as Locative Media* –Jordan Frith
6. Tim O'Reilly and John Battelle – "Web Squared: Web 2.0 Five Years On"
7. Frank Webster – "Theories of the Information Society" (Ch. 1-3)
8. David R. Brake – "Are we all online content creators now?: Web 2.0 and digital divides"
9. Niels van Doorn – "Digital spaces, material traces: how matter comes to matter in online performances of gender, sexuality and embodiment"
10. Jill Walker Rettberg – Seeing Ourselves through Technology
11. Henry Jenkins, Sam Ford, & Joshua Green – *Spreadable Media: Creating value and meaning in a networked culture*
12. David Buckingham – "Is there a digital generation?"
13. Mark Deuze – "The changing context of news work: liquid journalism and monitorial citizenship"
14. Heather Horst, Becky Herr-Stephenson, & Laura Robinson – "Media Ecologies"
15. Jose van Dijck – "Users like you?: theorizing agency of user-generated content"

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Paper 7 - Media, Gender and Human Rights

Unit I

Gender - Understanding gender – Sex and Gender – Types of gender - Gender roles – Social construction of feminity and masculinity - Feminist theories –First wave-Second wave and Third wave feminists thinkers Feminist language – Post Modern Feminist thoughts – Masculinities – Queer theory – Transgender politics, cyber feminism – Feminism in Indian context – Tamilnadu – Periyar and Bharathiar - Feminism in literature – writers.

14 L

Unit II

Feminist Communication Theories- Feminist epistemology – empiricism – feminist ethnography – The Structuralist Paradigm – muted group theory – standpoint theory –Critical theories of communication – Sociological theories of mass communication - Judith Butler, Gaye Tuchman, Laura Mulvey, - Foucault – Derrida - intersectionality – Framing – Discourse analysis – Popular culture.

12 L

Unit III

Human Rights - Human rights –Meaning – Nature - Principles of Human Rights – Characteristics of Human Rights - UN – - UDHR - Classification of human rights– International Human Rights Conventions – Special focus to CEDAW – Indian constitution and human rights –Protection of Human Rights Act 1993 - National and international Human rights institutions – Role of civil society organizations – Human rights organizations – national and international – human rights of marginalized people

12 L

Unit IV

 Media stereotypes and popular culture - Media stereotypes in entertainment media – news media – representation – film, serials, news, reality shows, advertisements etc – Commercialization and Objectification **12 L**

Unit V

Human Rights Reporting - Role of mass media in protection of human rights – monitoring techniques – complaint mechanism - Media and Contemporary Issues on Human Rights: Children's Rights - International standards on reporting human rights violations relating to Women's Rights - Dalit's Rights - Bonded Labour and Wages - Refugees - Capital Punishment

10 L

REFERENCES
1. Gaye Tuchman, "The Symbolic Annihilation of Women by the Mass Media
2. Laura Mulvey, "Visual Pleasure and Narrative Cinema" (GMR)
3. Sandra Lee Bartky, "Femininity, Foucault and the Modernization of Patriarchal Power"
4. Marita Sturken and Lisa Cartwright, "Spectatorship, Power and Desire"

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Paper 8 - Film Studies

Unit I

Film theories- Film form – film language - Film theory – realist and formalist film theory – neo formalism - auteur theory- structuralism- Marxist film theory - psychoanalysis – Freudian film theory – feminist film theory - film and identity – audiences and spectatorship – modern film theory.

14 L

Unit II

Film form and culture -Image and reality – formal structures of film – film narratives – Film in the realm of culture – theories of culture – Cultural meanings - The Frankfurt school – the critique of American popular culture – high culture, masscult and midcult – The Birmingham School of Cultural Studies – Cultural criticism – Modernity, modernism and the postmodernism.   **12 L**

Unit III

Film and representation -Encoding and decoding - Representation – Stuart Hall – Representations of Race – Class – Caste – Gender – physically challenged – Muslim representation – minority representation – constructions of social reality – intersectionality.   **12 L**
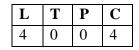
Unit IV

Film and society- Film – popular culture – Cinema and propaganda - film and politics – film and everyday life - influence studies –crime films and society – film in different political contexts around the world – film festivals.   **12 L**

Unit V

Research methodology in Film studies - Content analysis – Critical Discourse Analysis (CDA) in Film - Reception studies in film – Reception and negotiation - Intertextuality and postmodernism.

10 L

REFERENCES

1.   Adorno,Theodor (2002) The Culture Industry, Routledge.
2.   Baskaran, Theodore (1981)The Message Bearers: The Nationalist Politics and the Entertainment Media in South India, Cre-A.
3.   David Bordwell and Kristin Thompson (2010), Film Art: An Introduction, McGraw Hill.
4.   John Hill and Pamela Church Gibson (1998), The Oxford Guide to Film Studies, Oxford,1998.
5.   Hayward,Susan (1996) Key Concepts in Cinema Studies, Routledge.

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Paper 9 – Media Audience Studies

UNIT I-
Introduction to Media Audiences - Early Audience Research - The Effects Tradition Introduction to audience analysis - Patterns of audiences: nature and characteristics - Audience demographics Audience lifestyles and psychographics.

14 L

UNIT II-
Cultural Studies and the Audience - Cross-cultural audiences: "the rest" look at the west and Cross-cultural audiences: the west looks at "the rest" - Theorizing the pleasures of popular culture - The scary world of television: Cultural Indicators & Cultivation theory.

12 L

UNIT III-
Audiences as publics Audiences, identification, and realism Audiences, - Fans and Fandom - Theories and applications of the active audience - Conceptual models of the audience - Measuring Audiences: The Role of the Media Industry **12 L**

UNIT IV-
Race, Identity and Media Consumption - Audiences and modernity - Audiences and new media technologies - New Media Audiences: Interactivity and Fragmentation - Media ethnography: a contested concept **12 L**

UNIT V-
Trends in consumer habits and response - Media impact on audiences Techniques and strategies of collecting information - Design of a basic audience research survey - Data analysis, interpretation techniques, and research application: audience rating and experimental research

12 L

REFERENCES

1. Culture, Media, Language edited by Stuart Hall, Dorothy Hobson, Andrew Lowe and Paul Willis, London: Hutchinson, 1980
2. Beville,H.M.., Jr. (1988). Audience ratings: Radio, television, cable (rev.ed). Hillsdale, NJ, Lawrence Erlbaum Associates
3. Buckingham, D. (1993). Reading Audiences: Young people and the media. Manchester and New York, Manchester University Press.
4. Livingstone, S. (1998). Making Sense of Television: The Psychology of Audience Interpretation. London, Rouledge.
5. Moores, S. (1993). Interpreting audiences: The ethnography of media consumption. Thousand Oaks, CA, Sage.

Paper 10 - Mini Project

For dissertation the student has to take up a research study with the permission and approval from the guide allotted. He/she 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.