



Established by Govt. of Arunachal Pradesh vide Act 9 of 2012, the Arunachal University of Studies Act, 2012 Recognized as per u/s 2(f) of University Grants Commission Act, 1956  
NH-52, Namsai, Arunachal Pradesh -792103

## **MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION) – THIRD SEMESTER**

<b>Third Semester</b>			
<b>S. No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total Marks</b>
1	Internet & Web Journalism	5	100
2	Communications Research Methodology	5	100
3	Specialized Reporting	5	100
4	Photo Journalism, Film and Animation	5	100
5	Environment & Media	4	100
<b>Total</b>		<b>24</b>	

### **Subject Name: INTERNET & WEB JOURNALISM**

1. Internet –Introduction, History, evolution and development, Services of internet: e-mail, chatting, newsgroups,, Chat rooms, bulletin board services etc, Fundamentals of internet: WWW, IP, Web page, website, search engines. Working of internet : networking and its classification
2. The Fundamentals of Web Design: The web we know today, working of web, history of web, evolution of world wide web, now days the use of internet, sample web pages, how did they are constructed, function and stand point, hands on good web sites , browsing good websites, analyzing a sample site from a function standpoint.
3. The Principal of web Design: Well-designed site from a poorly conceived one, difference between web and print design, focusing on those issues a web designer, discover top tem web design, and critique a sample site from an aesthetic perspective.
4. Networking topologies, types of servers, server software ,Internet protocols (TCP/IP, FTP, HTTP)
5. Illustrations & Web Imaging Planning a website using a structured document. Site Navigation Types. Creating web illustrations like buttons, banners & Bars. Typography for Web. HTML/DHTML & HTML Editor tools : Dream weaver

### **Practical:**

- Subscribing to Internet, searching and downloading of information. Sending, receiving and forwarding e-mail. Writing for websites and homepages, desiging web page for various purposes or as directed by teachers.

### **Subject Name: COMMUNICATIONS RESEARCH METHODOLOGY**

#### **Unit I: An Overview of Research in Communication**

1. Origin of research in Communication; Administrative versus Critical research; Communication research versus Marketing research

2. Context in Communication Research
3. Significance of Communication research; the process of theory building
4. Aspects of research; and Before Research Begins

#### **Unit II: Steps for Conducting Communication Research**

1. Title, Introduction, Rationale, Problem, Aim & Objectives
2. Theoretical/ Conceptual/ Operational Framework; Hypothesis
3. Methodology: Design, Universe/ Population, Variables, Sample, Instrument, Types of Data, Data Collection, Time Schedule, Budget, Limitations, etc.
4. Data Analysis Methods, Writing of Report, Summary, Executive Summary, Conclusion and Recommendations

#### **Unit III: Contemporary Research Designs**

1. Qualitative, Quantitative, Interpretative, Basic and Applied
2. Experimental/ Naturalistic, Laboratory/ Field Research, Cross Section and Longitudinal.
3. Participant Observation; Non- participant Observation, Overt & Obtrusive
4. Content Analysis

#### **Unit IV: Sampling Methods**

1. Formative, Process and Summative Research: Probability & Non- Probability; Sample and Sampling; Pre-test and Pilot-test
2. Survey design in Probability Sampling: Simple Random, Systematic Random, Stratified, Multistage Cluster Sampling
3. Survey Design in Non- Probability Sampling: Purposive, Convenience and Quota Sampling; Designing of Instrument; ethical issues and current problems
4. Aspects of Media for Research

#### **Unit V: General Statistics**

1. Frequency Distribution and Measure of Location
2. Measure of Dispersion, Skewness and Frequency Distribution
3. Dispersion, Deviation, Variance, Standard Deviation Correlation and Regression
4. Some test of Significance

#### **Reading List:**

- Khotari, R.C. **Research Methodology: Methods and Technique**, Delhi: Wiley Eastern Ltd. 1985.
- Gupta S.C. and Kapoor K.V. **Fundamentals of Mathematical Statistics**, Sultan Chand & Sons, Delhi, 1994.
- Rebecca B. Rubin et.al. **Communication Research Measures**, The Guilfor Press, New York, 1994.
- Susanna, Horning Priest. **Doing Media Research: An Introduction**, Sage, New Delhi, 1996
- Arthur, A. Berger. **Media Research Techniques**, Sage, New Delhi, 1996.

**Subject Name:** SPECIALIZED REPORTING

**UNIT I : Introduction to Specialised Reporting**

1. Introduction
2. Objectives
3. a. What is Specialised Reporting?  
b. Who is a Specialised Reporter?
  - i. Academic Qualification
  - ii Professional Qualification and Experience
  - iii Personal Qualities
- c. How to Identify Specialised Reports

**UNIT II: Reporting from the Beats**

1. What is a Beat?
2. What is Beat Reporting?
3. Who is a Beat Reporter?
4. Types of Beats
5. Principles of Reporters on a Beat

**UNIT III: Online Reporting**

1. Qualities of Online Reporters
2. Online Websites Related to News Reporting and Journalism
3. Tools for Today's New Media Journalist

**UNIT IV: Follows**

1. The Second-Cycle Story
2. The Developing Story
3. The Update

**Subject Name:** PHOTO JOURNALISM, FILM AND ANIMATION

**Photo Journalism:**

Need and importance, subject of photo picture sources, picture selection enlarging, reducing, Insetting, clubbing, picture editing, photo developing.

**Camera:**

Basic functioning, Lens, Filter, Lighting Indoor & Outdoor, Different types of camera, computer in photography. Colour photography. Web photography other new technology in photography.

**Film:**

An introduction & understanding of Film culture and technique. Film based programmes.

**Animation:**

Introduction of animation. History and origin of animation. Principles Basics of animation, Principle and use of animation in multimedia. Early examples. Animation techniques.

**Practical:**

Camera handling, Taking photos for different occasions. Collection of photos, Preparation of photo feature. Caption writing, Cropping and retouching photos. Story presentation with help of photos. Other related activities.

**Subject Name:** ENVIRONMENT & MEDIA

**Unit I**

1. Environment Studies-Meaning & concept
2. Role & Relevance of Environment Studies
3. Impact of Development on Environment
4. Major Environmental issues: Global Warming, Pollution, etc.

**Unit II**

1. Prominent Environmental Movements-World & India.
2. Environmental Protection & the Role of NGOs
3. Chipko Movement
4. Narmada Bachao Andolan

**Unit III**

1. Nature & Coverage of Environmental issues/movements in media
2. Impact of Environmental Movements on Masses
3. Environment & Media – International Perspective
4. Green Peace & other International Environmental groups

**Unit IV**

1. Environmental crisis- Present state & Future Challenges
2. Various Government policies regarding environment
3. Environment related programmes in the media
4. Reports & features, film & documentaries on Environment, Prominent environment- activists.