



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) – FOURTH SEMESTER

Fourth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Media Globalization	5	100
2	Audience Survey and Research Techniques	5	100
3	News Bulletin Management	5	100
4	Travel Journalism	4	100
5	Project	5	100
Total		24	

Subject Name: MEDIA GLOBALIZATION

Introduces globalization processes, social movements, new technologies and regulation within Digital communications, while exploring implications for access to information and freedom of Expression on an international level.

This semester's theme is: Social Media and the 2016 Presidential Campaign. We will examine how social media has been used by: candidates (primaries and general election); the Republican National Committee; Democratic National Committee; media organizations; polling organizations; and the public.

Subject Name: AUDIENCE SURVEY AND RESEARCH TECHNIQUES

AUDIENCE SURVEY

Solutions to problems related to communication channels, content, users, and audiences sought daily by media and communication professionals to understand what the public thinks, feels, and does about ideas, events, and trends; learn about audience needs; ways to improve or change content; systematic and methodical ways to investigate problems and figure out how best to tackle communication problems related to media content, audiences, media practice, and media institutions.

RESEARCH TECHNIQUES

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: NEWS BULLETIN MANAGEMENT

Newness, Commodity, Tone, Newsworthiness, Folk news, Government proclamations, Newswire, Radio and television, Internet, News media today, News agencies, Global news system, New World Information and Communication Order, Further transformation in global news flow, Social organization of news

production, News consumption, Public sphere, News events, News making, Psychological effects, Influence.

Subject Name: TRAVEL JOURNALISM

Unit I

1. Pioneers in Travel writing
2. Great travel narratives of Marco Polo
3. Travel narratives of Huientsang, Ibn Battuta, Al Beruni
4. Travel narratives of V.S. Naipaul, Rahul Sankratayan, William Darlymple

Unit II

1. Travel Journalism : Meaning, concept
2. Travel journalism : Writing Skills
3. Types of Travel Writing, Travelogues (Travel Guides)
4. Articles on Travels

Unit III

1. Travel & Tourism Features, Food Writing & review(s)
2. Creative Travel writing – Techniques of travel writing
3. Writing for travel magazines
4. Travel P.R. Writing, Travel promotional writing

Unit IV

1. Global Trends in Travel Writing
2. Travel & Tourism Blogging
3. Important Travel Magazines, noted books on Travel Writing
4. Prominent Current Travel Writers & Bloggers

Subject Name: PROJECT

Note: The Normal Rule and Regulation pertaining to the Examination and other issues will be applicable in Faculty of Arts as per Arunachal University of Studies Act 2012, Subsequent Statute and Rules & Regulations.