

M. A. I Journalism and Mass Communication

JMC 101 Fundamentals of Communication and Print Journalism

JMC 102 Journalism: Principles, Process and Practice and Audio and Video Journalism

JMC 103 Understanding Society (1) and Digital Journalism

JMC 104 Media Technology and Research Methodology

JMC 101 Fundamentals of Communication and Print Journalism

Unit 1. Language: beginning and development; oral and written forms; importance in communication and in mass media; standard language; impact of technology on language.)

Unit 2. Language skills for media-written (English and Marathi): writing styles-audience/subject/medium/writer driven; vocabulary- conversational, journalistic, literary; grammar: basic rules and their application; spellings: basic norms, standard rules of writing.

Unit 3. Language skills for media-spoken (English and Marathi): pronunciation, intonation, inflection, enunciation, pace, pauses, pitch.

Unit 4. Interpersonal communication: informal and formal situations; gestures, posture, facial expression; personal space; tactile communication; interview skills

Unit 5. Group communication: public speaking; presentations: with or without external aids; group discussion- attentive listening, expressing agreement/disagreement.

Unit 6. Mediated communication: Difference from face-to-face communication; types-written, audio, audio-visual; etiquettes; do's and don't's.

Unit 7. Organization of the Newsroom: Basic features of newspapers and magazines; target audience and page structures (including special sections, supplements); organization of single/multi-edition/multi-media newspaper; coordination and management functions; structure of traditional and modern newsrooms; role and responsibilities of the Editor and others; changes in technology and work practices, challenges before print organizations.

Unit 8. News Writing: what is news; changes in news values; transition from basic to advanced news writing (storytelling and new forms); news reporters: categories, rights, roles and responsibilities; news beats: introduction, mapping and new beats; cultivating sources; investigative and development reporting; use of Internet, new media and technology for reporting; use of RTI for reporting; reporting for digital editions.

Unit 9. News Editing: importance of editing; value addition to news stories; news desks: roles and responsibilities; sorting and selection of agency copies; sources of news; basics of news translation; editing different types of copies; writing and editing developing stories; writing headlines and types of headlines; Visual journalism: selecting and editing photos; writing captions; photo features/stories/essays; info-graphics; designing news pages and redesign of a newspaper; Write-edit-design philosophy; editing in convergent and multimedia setup, multi-media assignment desk.

Unit 10. Feature and editorial writing: Difference between news and views; basic elements of features; types of features, news pegs and story ideas; research and references; writing columns and editorials; feature writing for special supplements; editing features and articles; freelance feature writing and running a feature agency.

Unit 11. Magazine journalism: Newspaper supplement and magazines; periodicity, special interest and niche magazines; registration process and positioning of a magazine; writing for and editing a magazine; mentoring and developing writers; planning regular and special issues; economics and management of a magazine; magazines in India and Maharashtra.

Unit 12. History, trends and challenges: Early history of journalism; invention of printing and emergence of newspapers; brief history of newspapers in India, brief history of Marathi journalism, role of Indian press in freedom struggle; role of the Press in democracy, development and nation-building; impact of technology on media and journalism, challenges before newspapers and media organizations.

Suggested reading:

1. Crystal, David. 1997. *English as a Global Language*. Cambridge.
2. Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.
3. Seely John. *The Oxford Guide to Writing & Speaking*.
4. Cambridge Advanced Learner's Dictionary.
5. Oxford Learner's Word finder Dictionary.
6. Evans, Harold. 1972. *Newsman's English*. Heinmann Publication.
7. Menon K.S.R.. 1990. *Stylebook for Journalists & Writers*. Konark Publishers
8. Hicks, Wynterd. 1993. *English for Journalists*. Routledge Publication.
9. Thakur, Kiran. *Newspaper English*. Vishwakarma Publications.
10. Carnegie, Dale. *The Art of Public Speaking*. Rupa Publications.
11. वाळिंबे, मो. रा. सुगम मराठी व्याकरण लेखन. नितिन प्रकाशन: पुणे.
12. सामंत, सत्त्वशीला. 2014. मराठी भाषा आणि शुद्धलेखन. डायमंड पब्लिकेशन्स: पुणे.
13. Kamath, M. V. '*The Journalist's Handbook*'. (Reprint). Vikas: New Delhi.
14. Barns, Margarita. '*The Indian Press*'. George Allen and Unwin Ltd.
15. Contractor, Huned. '*The art of feature writing*'. Icon Publications: Pune.
16. Natrajan, S. '*A History of the Press in India*'. Asia Publishing House, Mumbai.
17. Carole, Rich '*Writing and Reporting News A Coaching Method*'. Wadsworth
18. George T.J.S. '*Editing: A Handbook for Journalists*'. IIMC, New Delhi.
19. Garcia, Mario R. '*Contemporary Newspaper Design: A Structural Approach*'. Prentice Hall, USA
20. Quinn, Stephen and Filak, Vincent F. (2005). '*Convergent Journalism: An Introduction*'. Focal Press, Oxford, UK.
21. लेले, रा. के. (2009). *मराठी वृत्तपत्रांचा इतिहास*. (तृतीय आवृत्ती). कॉन्टिनेंटल प्रकाशन, पुणे.
22. कुलकर्णी, एस.के. (2009). *पत्रकारिता मार्गदर्शक*. (सुधारित तिसरी आवृत्ती) पुणे विद्यार्थी गृह प्रकाशन, पुणे.
23. कुलकर्णी एस.के. (2004). *वातमीदारी*. पुणे विद्यार्थी गृह प्रकाशन, पुणे.
24. गोखले, अरविंद व्य. (2011). *संपादन*. (पुनर्मुद्रण). टिळक महाराष्ट्र विद्यापीठ, पुणे.
25. अकलूजकर, प्रसन्नकुमार. *फीचर रायटिंग*. श्रीविद्या प्रकाशन, पुणे.
26. तळवलकर, गोविंद. 1981. *अग्रलेख*. प्रेस्टिज पब्लिकेशन्स, मुंबई.
27. पाध्ये, प्रभाकर. *पत्रकारितेची मूलतत्त्वे*. (पुनर्मुद्रण) मेहता पब्लिशिंग हाऊस, पुणे.

Useful links:

<http://grammar.about.com>
<http://www.editteach.org/>

JMC 102 Journalism: Principles, Process and Practice and Audio and Video Journalism

Part 1 Journalism: Principles, Process and Practice:

Unit 1. Basics of Journalism: Journalism as a form of mass communication; Gathering, assessing, creating and presenting news and information; difference between news and views; importance on analysis of news for empowering the informed; helping audiences make correct choices; elements of journalism: truth, independence, objectivity, fairness, loyalty to citizens etc; role and function of journalism in a society and democracy;

Unit 2. Development of journalism:

a) India: journalism in pre-independence era; journalism after independence: supporting development process, during emergency, in globalised environment; role of radio in disseminating news; changes brought about by Doordarshan news; rise and spread of news channels; impact on newspaper journalism; internet and journalism: internet edition, e-paper to news portals; convergent journalism.

b) World: role of journalism in major events in different countries (Vietnam War, Pentagon papers, Watergate, Panama Papers, Wikileaks etc.).

c) Types of journalism: investigative, in-depth, advocacy, citizen etc.

Unit 3. The journalist: Qualities, skills and competencies required for different types of journalistic work; developing an area of specialisation; role and function in the organisation and society; progression as a journalist; responsibilities, risks and privileges; future of journalism.

Unit 4. Understanding News:

a) Criteria defining news: new, unusual, significant, about people; news areas and their relevance: conflicts, disasters and tragedies, crime, progress and development, economy, health, weather, religion, sports etc.; news in different forms: breaking, developing, follow-up, speculative etc.

b) News sources: coverage by reporters and correspondents: tools, developing sources, developing nose for news; publicity mechanism of government and private entities; websites; social media feeds; informers; news agencies etc.

c) News processing: selection- audience, relevance, utility; verification; presentation: accuracy, clarity, objectivity, balance, directness; media-specific requirements- photos, audio clips, visual material, hyperlinks etc.

Unit 5. Views and comment: Importance: traditional and in present 24 hour connectivity era; journalism and opinion making; formats in different media: features, editorials, panel discussions, interviews, open forums, interactive chats; influences on views: individual ideologies, organisational beliefs/interests, government restrictions, commercial interests etc.; importance of audience feedback;

Unit 6. News Media Management: structure of news media organisations: newspaper, radio news room, TV new channel, digital platform; laws and rules governing ownership, investment, newsprint/bandwidth etc.; cross-media ownership; present hiring policies.

Unit 7. Legal and ethical Framework: constitutional provisions; various laws governing journalism-IPR, defamation, sedition, slander, IT Act etc.; ethical norms set by, and role of statutory and self-regulatory bodies (PCI, NBA etc.)

Part 2: Audio Journalism

Unit 8. Understanding audio: Types: conventional radio, internet radio, convergent news production; importance of sound and spoken word in audio journalism; using sound

effectively in audio journalism; News Services Division of AIR; news on other types of radio; news podcasts; BBC, NPR etc.

Unit 9. Writing for the ear: simple, conversational, clutter free writing; difference between writing to be read and writing to be heard; writing to suit the listeners' needs and consumption pattern; addressing linearity of presentation in radio scripts

Unit 10. News-based programmes: types of news presentations: duration, frequency, coverage, topic; structure of a news programme; selection of news; use of actuality, sound bytes and reports etc.; Other formats: interviews, features, documentaries, live commentaries, magazines, news reels etc.

Part 3: Video Journalism

Unit 11. Understanding the medium: invention and development; strengths and weaknesses of the medium; Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, breaking news; MOJO.

Unit 12. Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers; Convergent Newsroom; Backroom researchers, reference

library or archives people, graphic artists.

Unit 13. TV writing style and news presentation: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information; structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor; screen presence, presence of mind, interview skills etc.

Unit 14. TV Interview and TV Documentary: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format; indoor/outdoor; personality, opinion, informative interviews; Talk shows, discussions, debates etc.; Role and responsibility of the interviewer; TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production;

Unit 15. Overview of News Television Industry and Its Impact on Society: Major Indian and international news channels; regional language Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organisational structure of the news room Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends. Impact on society, Overview and introduction of all programme formats in fiction, non-fiction/news based/ entertainment, role and effect of TV on society, Television Ratings.

Suggested reading:

1. Rangaswami, Parthasarathy. *Basic Journalism*. Macmillan India.
2. Rich, Carol. *Writing and Reporting News A Coaching Method*. Wadsworth Cengage Learning. 2010
3. *The Handbook of Journalism Studies*. Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch. Routledge. 2009
4. De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books.
5. Ciignel, Hugh. *Key Concepts in Radio studies*. Sage.
6. Hyde, Stuart. *Television and Radio Announcing*. Kanishka.
7. Masani, Mehra. *Broadcasting and the People*. National Book Trust.

8. Awasthi, G. C. *Broadcasting in India*. Allied Publications.
9. Fiske, John. *Television Culture*. Routledge
10. Mehta, Nalin. *India on Television*. Harper Collins
11. Yorke, Ivor. *Basic TV Reporting*. Focal Press
12. Millerson, Gerald and Jim Owens. *Television Production* Focal Press.
13. Wurtzel, Alan. *Television Production* McGraw-Hill.
14. Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
15. Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.
16. Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
17. Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.
18. Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
19. Boretzky, R. A. and Yarovsky A. *Television Journalism*. International Organisation of Journalists.
20. Lewis, Bruce. *Technique of Television Announcing*. Focal Press.
21. अकलूजकर, प्रसन्नकुमार. वृत्तपत्रविद्या. श्रीविद्या प्रकाशन
22. माळी, सुनील. २०१८. बातमीदारी.

JMC 103 Understanding Society (1) and Digital Journalism

Note – Students from other states and other countries should learn the unit 6 as the history of their own states/countries.

Unit 1. Conversation with the society: Jack of all and master of few!, Journalists' profession to educate masses, New challenges every day, growing complexity and need for specialization, interdisciplinary approach in education

Unit 2. Understanding the Universe and environment: The Cosmos: Our galaxy and the Solar system, Our planet, basic concepts in geography, the evolution and biodiversity, natural resources and their exploitation, fundamentals of climatology and Indian Monsoon, environment and its protection, Geography of India: Major Physical Regions: Geology, Geomorphology and Drainage, Global warming, climate change and related challenges, laws and treaties related to environment, NASA, ISRO and space missions, reporting nature, space missions and environmental issues

Unit 3. Basics concepts in sociology: Community, society, religion and culture, development of languages; social organizations, social structure, concept of agency, social stratification, caste and class, socialization and media's role; understanding Indian society through sociological concepts.

Unit 4. Understanding philosophy: What is philosophy? Importance of philosophy in human life, Western thinkers and philosophy, Oriental thinkers and philosophy, Vedic literature (Veda, Upanishads and Six Darshanas, Advait philosophy), Charvak and atheist views, Bauddha, Jain and other traditions, Basic tenets of Christianity and Islam, Modernism and post-modernism, secularism.

Unit 5. Understanding science and technology: What is science? What is technology? Role of science and technology in human development, the scientific temperament, fundamentals of physics (Newton's principles), chemistry (Basic elements and periodical table) and biology (Nature of evolution, human body, etc.), Major science magazines and websites, how to report science and technology (Nobel prizes, space endeavours, etc).

Unit 6. Understanding history:

The world: Timeline of history, ancient civilizations, characteristics of medieval society; industrial revolution, European renaissance and colonization, French and American revolutions, the World Wars and the cold war.

India: Timeline of Indian history, major dynasties and empires in India, Foreign invasions and its socio-political impact, British rule and its consequences, overview of Indian freedom struggle and Indian renaissance, Indian Constitution: Preamble and major features, India after independence: Major landmarks.

Maharashtra: Timeline of Maharashtra's history, major dynasties and rulers, saint-poets and social transformation; Chatrapati Shivaji, Hindavi Swarajya and Maratha Confederation, Maharashtra's contribution in freedom struggle; social reforms in Maharashtra, linguistic states and the fight for Samyukta Maharashtra, Contemporary Maharashtra: Achievements and challenges. **Revision:** Holistic and interdisciplinary approach to learn current affairs

Unit 7. Introduction to Digital Journalism: What do you mean by Digital media?; Concept of internet and its functioning; Concept of Web 2.0 and concept of interactivity; Mobile 2.0; Social networking websites; Concept of media convergence; Four types of convergence in media – technological, business, professional, content ; What is multimedia content?; Web browsers and RSS Feed; Journalism and digital media; Digital Journalism in India- e-newspapers, websites for newspapers and TV channels, emergence of online news portals.

Unit 8. Digital Story Telling: Introduction to cross-media news production processes; Understanding the basics of content management systems (CMS); Multi-media content generation techniques-Interactive content generation; News stories with audio-visual inputs; Call-to-action (CTA) enabled script writing and its importance; Use of interactive infographics; Use of Crowdsourcing and aggregation; Use of Social Media platforms; Use of hyperlinks and related data while writing and presenting a new story.

Unit 9. Data Journalism: Defining Data Journalism; Concept and its use in current scenario; Importance of data journalism; Understanding and finding data sources; Defining data story; Playing with numbers and presenting them into words; Data Analysis and understanding Data Patterns; Writing data story; Data visualisation and its importance; Introduction to softwares like MS Excel, Infogram etc.

Unit 10. Mobile Journalism: Understanding the features of Smart- phones; Telling compelling stories / photo stories using mobile devices, rich multi-media enabled apps, storytelling methods for mobile consumers; Tools and best practices for editing and posting videos for mobile platforms; Mobile Journalism and its advantages; Understanding the skills required for mastering in mobile journalism; Managing the journalistic work flow with mobile

Unit 11. Business of Digital Journalism: Understanding impact of digital media and social media on journalism; Shrinking size of newsrooms and digital news business; Economics of digital journalism; Understanding the business models for digital platforms, Emerging trends related with business of digital platforms; Corporate and their interests in Digital Journalism: Facebook Journalism Project, Google News Initiative.

Unit 12. Socio- Political impacts of Digital Journalism: Digital Journalism and digital social movements; Digital Journalism and Politics 2.0; Digital Media and Politics – Practises and impacts; Digital media and elections; Social media and elections in India

Suggested reading:

1. Warf, Barney. (2010). *'Encyclopaedia of Geography'*. Sage Publications, Thousand Oaks, California, USA.
2. Khullar D. R. (2011). *'India: A Comprehensive Geography'*. Kalyani Publishers, Ludhiana Mathur, H. S. (2003). *'Essentials of Biogeography'*. Pointer Publishers, Jaipur.
3. Mohanty, J.N. (1992). *'Reason and Tradition in Indian Thought'*. Clarendon Press, Oxford, UK. O'Connor, D.J. (1964). *'A Critical History of Western Philosophy'*. Collier Macmillan Publishers, London.
4. More, Dr. Sadanand.S. *'Gita as Theory of action'*. Satguru Publication, New Delhi.
5. Raghuramraju. (2006). *'Debating Gandhi'*. Oxford University Press, New Delhi.
6. Appelrouth & Edles. (2008). *'Classical & Contemporary Sociological Theory'*. Pine Forge Press, Thousand Oaks, USA.
7. Ritzer, George. (2008). *'Sociological Theory'*. McGraw –Hill, New York, USA.
8. Das, Veena. (2003). *'The Oxford Companion to Sociology and Social Anthropology, Vol. I and II'*.
9. Oxford University Press, New Delhi.
10. Deshpande, Satish. *'Contemporary India: Sociological Perspectives'*. Viking.
11. Dube, S. C. (1990). *'Indian Society'*. National Book Trust, New Delhi.
12. Kothari, Rajni. (1973). *'Caste in Indian Politics'*. Orient Longman, New Delhi.
13. Madan, T.N. (1991) *'Religion in India'*. OUP, New Delhi.
14. Chandra, Bipin. (1989). *'India's Struggle for Independence 1857-1947'*. New Delhi.
15. Chandra, Bipin; Mukherjee, Mridula and Mukherjee Aditya. (2008). *'India Since Independence'* (Revised and updated edition). Penguin Books, New Delhi.

16. Sunthankar, B. R. (1993). 'Maharashtra (1858-1920)'. Popular Book Depot, Pune
- Rajaram, Kalpana. Basic Concepts of Science and Technology. Spectrum Publication.
17. मोरे, डॉ. सदानंद. (2013). गर्जा महाराष्ट्र. सकाळ प्रकाशन, पुणे.
18. जावडेकर, आचार्य शं.द. (1938). आधुनिक भारत. (पुनर्मुद्रण 1998) कॉन्टिनेन्टल प्रकाशन, पुणे.
19. सांस्कृतिक महाराष्ट्र (खंड 1 व 2), महाराष्ट्र राज्य साहित्य व संस्कृती प्रकाशन, मुंबई
20. खडसे, डॉ. भा.कि. (1996). आधुनिक समाजशास्त्र. श्री मंगेश प्रकाशन, नागपूर.
21. Al Jazeera Media Training and Development Centre, *Mobile Journalism*.
22. Briggs, Mark. *Journalism 2.0*. J Lab and Knight Citizen News Network.
23. Feldman, Tony. *An Introduction to Digital Media*. Routledge.
24. Howard, Alexander. *The Art and Science of Data-Driven Journalism*, Tow Centre for Digital Journalism
25. *Handbook for Media, General Elections To The 17 th Lok Sabha 2019*, Election Commission of India
26. *New Media and Politics*, Sage
27. *Digital Journalism: Making News, Breaking News*, Open Society Foundation
28. *The Routledge Handbook of Developments In Digital Journalism Studies*
29. *The Handbook of Global Online Journalism*, Wiley-Blackwell
30. गरुड, विश्वनाथ (२०१९), डिजिटल पत्रकारिता, गमभन प्रकाशन.
31. बोराले, योगेश (२०१९), सोशल मीडिया, अथर्व प्रकाशन.

JMC 104 Media Technology and Research Methodology

Unit 1. Word processing

Word and Image Processing: Desktop Publication; Text Editing Tools; Page Layouts; types of Pages; Fonts; Text alignments; Content links; Design Infographics; Panelling; Header/Skyline; Anchor/ Side Story/ Main Lead/ Second Lead/ Short News Still Camera and DSLR; functions of still camera • Camera: Aperture, ISO and Image sensor • Single-lens Reflex (SLR) camera; functions of DSLR • Digital SLR camera; Images file Formats; Photo Editing; Photo Captions; Final Copy, Print, Export as Image, PDF,; Share/ Link file with various formats, File Compressions. Software's- Adobe InDesign/Quark express/Corel Draw/Photoshop/Photo Edit.

Unit 2. Audio Technology

Audio: Advanced Tools (Hardware and Software); Standard Operating Procedures; Sound Recorders; Functions of Sound Recorder; Record Sound using various gadgets and tools; Sound Recording; Sound Editing; Sound Editing tools; Audio Filters; Mics; Audio Project; Sound Mixer; Sound Editing Softwares: Audacity, Sound Forge and mobile based applications; Audio Presentations; Input-Process-Output-Share; File Formats; File Compressions.

Unit 3. Video Technology

Audio-Visual: Advanced Tools (Hardware and Software); Components of camera; Types of camera: ENG/ EFP cameras; Demonstration of video camera, its anatomy and functions; Operational characteristics; Video camera handling practice on tripod, shoulder & hand; Teleprompter; understanding sound, light and colour; Video recording formats; Camera, Shots and Composition; Practicing different type of shots, movements, angles, and composition; multi camera shooting; Colour video system - NTSC, PAL, SECAM; Editing Using Final-Cut-Pro, Adobe Premier and Various Mobile Application; Input-Process-Output-Share; kinds of File Formats; Codec; aspect ratio, Pixel Ratio. File compressions.

Unit 4. Digital Technology

Digital Media: Advanced Tools (Hardware and Software); Standard Operating Procedures; Data/ Content Processing; Multimedia Content; Website management; designing; SEO; Data retrieval and analytics; Cloud storage; Media Sharing; Content Sharing; Links Formation and Short Links; File Formats; File Compressions; Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols - Search resources - Web Page Development, Inserting, Linking; Editing and Publishing, fact checking.

Unit 5. Basics of research: Characteristics of scientific research, history; relevance and nature of media research; areas of media research; types of research; importance of review of literature; placing the research in a theoretical framework; hypothesis or research questions; types of variables etc.

Unit 6. Qualitative research methods: nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process.

Unit 7. Quantitative research methods: nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments.

Unit 8. Sampling: universe, population and sample; types of sampling methods: probability and non-probability sampling and their sub types; their advantages and disadvantages; measuring sampling error.

Unit 9. Statistics for research: importance of statistical analysis; descriptive and inferential statistics; basic statistical terms and tests: central tendency, standard deviation, Chi square, T test, hypothesis testing etc.

Unit 10. Allied issues: Research ethics; research report writing; bibliography; in-text citations etc.

Suggested Reading:

1. Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
2. Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
3. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
4. Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.
5. Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.
6. Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).
7. Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition).
8. <http://www.copyeditor.com/>
9. <http://www.poynter.org/>