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शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४. महाराष्ट्र

दूरध्वनी : (ईपीएबीएक्स) २६०९०००, अभ्यास मंडळे विभाग २६०९०९४ तार:युनिशिवाजी

फॅक्स : ००९१ - ०२३१ -२६९१५३३ व २६९२३३३: e-mail : bos@unishivaji.ac.in

4. बी.ए. विभाग 5.दूरशिक्षण विभाग
जा.क./अ.मं/सा.शा./एम.फील/8571

दिनांक 12 / 12 / 2012

प्रति,
अधिविभागप्रमुख,
वृत्तपत्रविद्या व संवादशास्त्र अधिविभाग,
शिवाजी विद्यापीठ, कोल्हापूर.

विषय:- सामाजिकशास्त्रे विद्याशाखेअंतर्गत वृत्तपत्रविद्या व संवादशास्त्र विषयाच्या एम.फील./पीएच.डी. कोर्सवर्कबाबत.

महोदय,

उपरोक्त विषयसंदर्भात आपणास विद्यापीठ अधिकार मंडळाच्या मान्यतेस अनुसरून आदेशान्वये कळविण्यात येते की, शैक्षणिक वर्ष 2012-13 पासून लागू होणारे सामाजिकशास्त्रे विद्याशाखेअंतर्गत वृत्तपत्रविद्या व संवादशास्त्र विषयाचे एम.फील./पीएच.डी. कोर्सवर्क सोबत सी.डी. मधून पाठविण्यात येत आहे.

विद्याशाखा	एम.फिल./पीएच.डी.कोर्सवर्क
सामाजिकशास्त्रे विद्याशाखेअंतर्गत	वृत्तपत्रविद्या व संवादशास्त्र

सदर एम.फिल./ पीएच.डी. कोर्सवर्क विद्यापीठाच्या www.unishivaji.ac.in या संकेतस्थळावर उपलब्ध करण्यात आले आहे.

उपरोक्त बाब सर्व संबंधित शिक्षक व विद्यार्थ्यांच्या निदर्शनास आणावी.

आपला विश्वासू,

सही / -

उपकुलसचिव

प्रत:-

- स्वीय सहाय्यक - मा.परीक्षा नियंत्रक, मा.संचालक बी.सी.यु.डी.
 - अधिष्ठाता, सामाजिकशास्त्रे विद्याशाखा
 - अध्यक्ष वृत्तपत्रविद्या व संवादशास्त्र अस्थायी मंडळ
 - बी.एस्सी. परीक्षा विभाग
 - परीक्षक नियुक्ती विभाग
 - पीजीबीयुटीआर विभाग
 - संलग्नता विभाग
 - संगणक केंद्र
- यांना माहितीसाठी व पुढील आवश्यक त्या कार्यावाहीसाठी

SHIVAJI UNIVERSITY, KOLHAPUR



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Accredited By NAAC

Revised Syllabus For M. Phil/Ph.D. Course Work

Faculty of Social Sciences

(Subject to the modifications to be made from time to time)

Syllabus to be implemented from 2012 – 2013 Onwards.

**[Department of Journalism & Communication Science,
Shivaji University, Kolhapur]**

SHIVAJI UNIVERSITY , KOLHPUR

SYLLABUS

New/Revised Syllabus For Course Work of M. Phil/Ph. D. Programme in Journalism and Communication Science.

1. TITLE :- JOURNALISM AND COMMUNICATION SCIENCE

Under the Faculty of Social Sciences

2. YEAR OF IMPLEMENTATION :- The revised Syllabus will be implemented from Academic Year 2011-12 onwards.
3. PREAMBLE :- The present revision in M. Phil/Ph.D. in Journalism and Communication Science syllabus has been done keeping in view the continuous developments in Journalism and Communication Science, in its growing knowledge resources and improvements in pedagogic methodologies, the UGC guidelines and thrust areas of research in Department of Journalism and Communication Science.

The present exercise of revision of M. Phil/Ph.D. in Journalism and Communication syllabus is guided by three broad teaching orientations ; (1) job orientation to prepare students (to make use of employment opportunities) (2) knowledge orientation (development of personality and sharpening of intellectual skills among the students), and (3) social orientation (inculcation of social commitment among the students and making them responsible citizens).

Keeping these teaching orientations in mind, syllabus revision has been done with the following objectives of Journalism and Communication Science (i) to bring adequate correspondence

While revising the Journalism and Communication Science curriculum, we have kept in mind the relevance of Journalism for policy formulation and evaluation of policies of the regional and national level. Updating the reading lists and introduction of practical/fieldwork component and innovation in the instructional methodologies (supplementing the lecture method with group discussions and seminar presentations, use of audio-visual aids, use of computers/internet in research)

The course structure consists of two broad components into which various papers have been classified. There are two core courses/papers which are compulsory, Secondly; there are optional papers from which a student will have to select any one. Besides three theory papers, Seminar presentations and dissertation and viva voce examination also constitute important components of M.Phil/Ph. D. course.

The M.Phil/Ph.D. course work shall involve three papers Viz.

- i. Research Methodology.
- ii. Advances in communication and mass communication theories .
- iii. Any one of the following optional papers based on specialization.

Paper III - Optional - A	Development Communication
Paper III – Optional – B	Print Media
Paper III – Optional – C	Electronic Media (Radio & Television)
Paper III – Optional – D	Film Studies
Paper III – Optional – E	Public relations and advertising
Paper III – Optional – F	ICT (Information & Communication Technology) and New Media .

GENEAL OBJECTIVES OF THE COURSE :-

1. To equip the students with latest of Journalistic and Communication field knowledge pertaining to various sub fields within the discipline of Journalism and Communication Science.
2. To orient the students for comprehending, analyzing and critically assessing the social reality from the perspectives of communication science.
3. To inculcate the analytical ability, research aptitude and relevant skills in the students useful for their social and professional life.
4. To prepare the students for undertaking research, jobs in Colleges/Universities/Research Institutions, various Government Departments and Non-governmental organizations.

4. DURATION :-

- The M.Phil Programme shall be a full time regular course.

- The duration of M. Phil/Ph.D. Course shall be as per Shivaji University, Kolhapur rules and regulations.

5. PATTERN :-

The pattern of examination will be Annual in respect of M.Phil/(Including dissertation) Semester in respect of Ph. D.

6. FEE STRUCTURE :- As applicable to the regular course.

- Entrance Examination Fee (If applicable) – As fixed by the University authorities.
- Course Fee – As per the University rules/norms.

Particulars	Rupees
Tuition Fee	Rs.
Laboratory Fee	Rs.
Computer Fee	Rs.
Annual/Semester Fee – Per Students	Total Rs.

Other fee will be applicable as per University rules/norms.

7. ELIGIBILITY FOR ASMISSION

As per the eligibility criteria prescribed for each course and the merit list in the qualifying examination.

8. MEDIUM OF INSTRUCTION :

The medium of instruction shall be English.

9. STRUCTURE OF THE COURSE WORK FOR M.PHIL/PH.D. IN JOURNALISM AND COMMUNICATION SCIENCE.

Paper No.	Title of the Paper	Marks
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Paper I	Research Methodology.	100
Paper II	Advances in Communication and Mass Communication Theories .	100
Paper III Optional Specialization (Any One.)	The following will be the optional specialization . Every students shall select any one of the following papers	
Paper III - Optional - A	Development Communication	100
Paper III – Optional – B	Print Media	100
Paper III – Optional – C	Electronic Media (Radio & Television)	100
Paper III – Optional – D	Film Studies	100
Paper III – Optional – E	Public relations and advertising	100
Paper III – Optional – F	ICT (Information & Communication Technology) and New Media .	100

10.SCHEME OF TEACHING AND EXAMINATION ;

Sr. No.	Paper Title	Teaching Scheme (Hrs. Per Week)	Total Marks
Paper I	Research Methodology.	Theory Lecture = 04 + 01 Practical	100
Paper II	Advances in Communication and Mass Communication Theories .	Theory Lecture = 04 + 01 Seminar	100
Paper III Optional Specialization (Any One.)			
Paper III - Optional - A	Development Communication	Theory Lecture = 04 + 01 Seminar	100
Paper III – Optional – B	Print Media	Theory Lecture = 04 + 01 Seminar	100
Paper III – Optional – C	Electronic Media (Radio & Television)	Theory Lecture = 04 + 01 Seminar	100
Paper III – Optional – D	Film Studies	Theory Lecture = 04 + 01 Seminar	100
Paper III – Optional – E	Public relations and	Theory Lecture = 04 + 01 Seminar	100

Optional – E	advertising		
Paper III – Optional – F	ICT (Information & Communication Technology) and New Media .	Theory Lecture = 04 + 01 Seminar	100

11. SCHEME OF EXAMINATION:

- . The examination shall be conducted at the end of each academic year
- . The Theory paper shall carry 100 marks.
- . The evaluation of the performance of the students in theory papers shall be on the basis of Annual Examination of 100/ Marks.
- . Question paper will be set in the view of the/in accordance with the entire Syllabus and preferably covering each unit of syllabi.

12. STANDARD OF PASSING:

As prescribed under rules and regulation for each degree /programme from time to time.

13. NATURE OF QUESTION PAPER AND SCHEME OF MARKING:

There will be six questions in the question papers pertaining to 02 theory papers. Each question will carry 25 marks. The candidates will be asked to write answers to any four out of six questions. Each unit covered under syllabus will carry minimum 25 marks.

NATURE OF QUESTION PAPER AND SCHEME OF MARKING**M. Phil/Ph.D (SOCIOLOGY) EXAMINATION, -----**

PAPER No. -----

Paper Title-----

Day and Date :

Total Marks: 100

Duration : 03 Hours

- Instructions: 1) Attempt any four out of six questions given below.
2) All questions carry equal marks.

Question No. 1: Descriptive/analytical long answer type question. 25

Question No. 2: Descriptive/analytical long answer type question. 25

Question No. 3: Descriptive/analytical long answer type question. 25

Question No. 4: Descriptive/analytical long answer type question. 25

Question No. 5: Descriptive/analytical long answer type question. 25

Question No. 6: Descriptive/analytical long answer type question. 25

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For paper No. III (Optional Specializations)

Important Note: 80 marks for theory exam and 20 Marks for presentation of review of published papers in National /International journals for Ph.D course work and 10+10 marks for seminar and review of published papers respectively for M.Phil. Course.

1. EQUIVALENCE IN ACCORDANCE WITH TITLES AND CONTENTS OF PAPERS - (FOR REVISED SYLLABUS):

Sr. No.	Title of old Papers	Title of New Papers
1		
2		
3		
4		
5		
6		

Shall be submitted later, if required.

15. SPECIAL INSTRUCTIONS, IF ANY. NIL**16. OTHER FEATURES:****1. INTAKE CAPACITY / NUMBER OF STUDENTS:**

Every year, the intake of students will depend on the number of vacant seats with

University recognized research guides in Sociology.

M. PHIL AND PH.D COURSE WORK
Compulsory Paper
COMMON SYLLABUS FOR
SOCIAL SCIENCES (ECONOMICS, SOCIOLOGY, POLITICAL SCIENCE,
HISTORY, JOURNALISM, MASS COMMUNICATION),
COMMERCE AND MANAGEMENT,
EDUCATION, LAW, AND WOMEN STUDIES

Year of Implementation: from June, 2011

Paper –I (Compulsory)

Research Methodology, Quantitative Techniques, and Computer Applications

Preamble:

Research at M.Phil. / Ph.D course is essential for the subjects (i.e. History, Economics Commerce, Women studies and Journalism etc.). It finds selection to the problems in the field as well as equip the students with research theory and skills for conduct of research at doctoral, post doctoral levels and undertake need based research projects and for the development of the society as a whole. The transaction tools like; discussion, group work, seminar, use of web resources, library resources can be used for teaching the paper. The course work of this paper will be taught in total 60 contact hours/days. Each unit will be taught in 15 contact hours/days. The contact hours allotted to each unit are adjustable to the total contact hours.

The course work for M.Phil./Ph.D is categorized into four components;

- (a) Research Methodology with 30 marks' weight age
- (b) Quantitative Techniques with 30 marks' weight age and
- (c) Computer Application with 20 marks' weight age
- (d) Practical on QTs and Software application with 20 marks' weight age.

(Important Note: Teaching can be shared by couple of Departments; means the Department, which is unable to teach this paper, can send their students to other Departments with request to a particular

Department and a copy sent to the University office. While doing so the number of students in the combine class should not go more than 50.)

Unit- 1: Fundamentals of research

- (a) Basic principles of research
- (b) Theory building, facts, concepts, constructs and definitions
- (c) Valuable and its attributes
- (d) Ethics in research
- (e) Preparation of proposal
- (f) Review of literature, formation and types of hypothesis and testing of the hypothesis
- (g) Research designs, sampling designs, methods, techniques and tools of research
- (h) Creativity, innovation, originality and advancement of knowledge and application to the society

Unit- 2 Communication and evaluation of research

- (a) Report writing and the writing of research papers
- (b) Presentation of research proposals
- (c) Evaluation of research report
- (d) Presentation of research : Oral and Written (abstracts/synopsis)

Unit- 3 Quantitative Method

- (a) Use of quantitative method in research
- (b) Types and sources of data
- (c) Data analysis for specific type of data
- (d) Tabulation and graphical representation
- (e) Central tendency
- (f) Dispersion

- (g) Correlation
- (h) Regression
- (i) Use of chi square
- (j) Steps involved in applying chi—square test
- (k) Non parametric or free distribution tests
- (l) Testing of hypothesis for non parametric data

Unit- 4 Computer application for research

- (a) Word processing
- (b) Data processing
- (c) Graphical processing
- (d) Use of web-2 tools for research
- (e) Use of excel
- (f) Use of SPSS
- (g) Use of graphical software
- (h) Use of multimedia tools

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Paper – II

Advances in Communication and Mass Communication Theories –

- Unit I - Evolutionary history of man and Martial world, The Earth and the environment, origin of man, Homo sapiens and Homo ludens etc. Social history of mankind and the development of a society, Brief introduction to classics and social and political thinkers – Descartes Erasmus Darwin, Lamarck, Charles Darwin, Wallace, Herbert Spencer, Emmanuel Kant, Auguste Comte, Max Weber, G. H. Mead, C. H. Cooley, Ferdinand Tönnies, Herbert Marcuse, Talcott Parsons etc. Socrates, Plato, Aristotle, Hobbs, Lock, Hegel, J.S. Mill, Thoreau, Marx, Nietzsche, Freud, Keynes, Erich Fromm, Noam Chomsky, Amartya Sen, Phuley, Shahu, Ambedkar and a brief sketch of their ideas about the formation of society.
- Unit II - Advances in Communication Theory, Understanding Human Communication and Human Behavior, Trans-Per Framework and communication contexts- Intrapersonal, Interpersonal, Group and organizational communication and some Theoretical approaches-Heider's Balance theory, Osgood's principle of congruity, Festinger's theory of Cognitive Dissonance, Attribution Theory, Game Theory, Social Comparison Theory, Newcomb's Balance Theory etc. Trans-Per and Conformity, Roles, Leadership, Conflict, Decision making power etc.
- Unit- III Summary of Models and modeling of communication: Models of transmission of messages (process school) i.e. structuralism models – Jacobson's Model, C. S. Peirce's F. De Saussure's, OGD and Richards Basil Bernstein's Classification of Transmission and Structuralist models. The Basic Models of Communication and Mass Communication: Lasswell's, Shannon and Weaver's Osgood and Schramm's, Gerbner's, Wilbur Schramm's, Maletzke's etc. Personal influence, Diffusion and effects models, Mass Communication effects on culture and society models.

Unit- IV Advances in mass media communication definitions, Mass communication and social change – Some theoretical approaches, alternative approaches to mass communication theory, media society linkages, theories of function and purpose, Uses and Gratifications in society, production of media culture, media content studies, media audiences studies, processes of media effects, The themes and the future of media theory. A brief review of communication theories and alternatives: Indian communication theories and Latin American approaches etc. Advances in Communication technology and the information society, Imperialism through information: Myths and realities: Technology and post industrial culture: The reality and the myths of information etc.

Recommended Books :

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51. Mortensen, C. D., "Communication: The study of Human Interaction, New York Mc Graw Hill, 1972.
52. Murphy D., "The silent watch dog" London : Constable, 1974.
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56. Oxford Dictionary of Modern Thinkers.
57. Osgood C. E. Suci, G.J. and Tannenbaum, P. H. "The measurement of meaning", Urbana : University of Illinois Press, (1957).
58. Peirce C. S. (1931 – 58) "Collected Papers", Cambridge M. A. : Harvard University Press.
59. Pool Itheil De Sola, "Technologies of Freedom" Cambridge M. A. Belknap Press of Harvard University Press, 1983.
60. Pye L. W., "Communication and Political Development ", Princeton N. J. : Princeton University Press 1963.
61. Redding W. C., "Communication Within the organization " New York: Industrial communication council 1972.
62. Rogers E. M. and Shoemaker F., "Communication of Innovations", New York: Free Press, 1973.
63. Rogers E. M., "The diffusion of Innovations" Glencoe: III. Free Press 1962.
64. Schramm W. "Four Theories of the Press", Urbana: University of Illinois Press, 1956.
65. Schiller H., "Mass Communication and American Empire", New York: Augustus M. Kelly, 1969.
66. Schramm Wilbur, (ed) "The process and Effects of Mass Communication": Urbana: University of Illinois Press, 1954.
67. Sereno Kenneth K. and Bodaken Edward M. "Trans – Per: Understanding Human Communication" Boston: Houghton Mifflin Company 1975.

68. Shannon C and Weaver W., "The Mathematical Theory of communication "Urbana: University of Illinois Press, 1949.
69. Shaw M., "Group Dynamics" New York Mc Graw Hill 1971.
70. Singer B. D. " Feedback and Society, Lexington Mass: Lexington Books, 1973.
71. Steiner G., "the people Look at Television " New York: Alfred Knopf. 1963
72. Traber, M. And Nardenstreng K., "Few Voices Many Worlds" London: World Association for Cristian Communication (1993).
73. Tuchman, G. "Making News: A study in Construction of Reality", New York: Free Press 1978.
74. Watzlawick Paul, Beavin Janet H. and Jackson Don D. "Progmatics of Human Communication", New York: W.W. Norton and Company, Inc., 1967.
75. Wenburg J. and Wilmot W., "The personal Communication Process" New York: John Wiley 1973.

Paper – III

Any one of the following optional papers based on specialization.

(A. Development communication, B, Print Media, C. Electronic Media.(Radio and TV), D. Film Studies, E. Public Relations, and F. ICT (Information & Communication Technology) and New Media).

Paper III – Optional - A - Development Communication :

- Unit – I -** Nature of development communication, development support to communication and development Journalism. Genesis of organizer development assistance: Multi literal development assistance 1945. Marshal plan INF world bank special agencies of UNO.
- Unit – II -** Development of emerging third world 1950. First decade of development 1960. Second decade of development, Alternative concept of development. Alternative models of development, Role of opinion leaders in development communication.
- Unit – III -** Communication and Social change in the Third World, A Historical view and Advances in Development Communication, US president Harry S. Truman's 1949 Point Four Programme and Development, Pro-Transfer of Innovations Period, Pro Persuasion and Pro-Rop Down Baises, Pro-Mass Media and Pro-Literacy Biases, Mass Communication as a Social System,
- Unit – IV -** Developing Country Research: From Cultural Arrogance to Ignorance, Ethnocentrism and Cultural Relativism, Developing Country vs Modern Society, India's Information Revolution and Development Study of Daniel lerner Everett Rogers, Wilbur Schramm, Fredric Frey, Lucien Pye, Laxman Rao, Mahatma Jotirao Phule, Dr. B. R. Ambedkar, Joseph Ascroff, Ithiel de Sola Pool, Vikram Sarabhai McClelland Vavid, Sam Pitroda, Amartya Sen and their contributions to development communication, Rethinking of Development Communication and Alternative Paradigms for Rural Development.

Paper III – Optional - B - Print Media:

Unit I -

Birth of printing technology and its impact on spread of knowledge in Europe as well as in India; Founders of Press in India like James Augustus Hicky, Raja Ram Mohan Roy, Ghosh Brothers etc, Mutiny (Revolt) of 1857 and Press Regulation in India, Rise of language NPs in India special reference to Marathi newspapers, Connections of social reform movements and agitations for political emancipation in the press in India and in Maharashtra.

Unit II -

Special studies on the life and work of some prominent Journalists and Social reformers viz. Jambhekar, Lokhiwadi, Agarkar, Ambedkar and Others. Chain newspapers and their impact on small and medium marathi press a special study of Lokhitwadi Gopal Hari Deshmukh's "Shatpatre", Narayan Lokhande & Krishnarao Bhalekar's "Deenbandhu", Shreepathrao Shinde's "Vijayi Maratha" Dr. Ambedkar's "Meoknayak & Bahishkrit Bhart"

Unit III -

The various trends in Indian Journalism: The shift of Indian Journalism from Newspapers to Newspapers in 20th Century, patterns of newspapers ownership and their impact on freedom of the press, The shift of 21st Century Press from Edutainment to Entertainment and sensationalism, Online Newspapers and their socio – political impact; Globalization and newspapers.

Unit IV -

Birth of new concept of newspapers as citizen Journalism and open-door journalism etc. Study and analysis of columns of newspapers and magazines including photography and advertising. The changing scenario of NPS in 21st century, NPS as commercial platform etc.

Paper III – Optional – C - Electronic Media (Radio and Television) :

Unit I -

Introduction to broadcasting : Radio as a medium of mass communication. Role and function of radio news and topical programmes, Evolution and growth of all India Radio News Services division of all India Radio structure and types of Radio news bulletins. Radio in education and development skills for Radio announcer and commentator.

Unit II -

The history and development of electronic media i. e. Radio and Television with special reference to India, special targeted audience programmes on Radio and Television, soap operas in America and in India, History of news on Radio and TV, viewing of soap operas and T.V. serials as a compulsory activity for analysis, Current affairs programmes on Radio and Television with special reference to Asian countries viewing and analyzing them on regular basis TV programmes and Leisure time activities.

- Unit III - Introduction to broadcasting: Television as a medium of mass communication
Role and function of Television news structure and types of television news bulletins skills for television news reporter and editor. Critically comparing news on different channels.
- Unit IV - How TV viewing is affecting the social relations among the people in a society etc., Effect of Television violence on youth and its consequences on overall society. Effect of television on New World Information and Communication Order – (E.g. viewing of Q TV, Geo. TV and Indian TV programmes)
Television in building public opinion, TV and Election polls and political campaigns, poll surveys by Television in India –Pre-poll, Exit poll and their impacts on election processes. Impact of Radio on the listeners with, special reference to India, Developmental, edutainment and entertainment programmes on Radio and their impact on Indian, society.

Paper III – Optional – D - Film Studies :

Unit I - Film Communication –

- Definition of film -
- Film technology –
- Element of film – Script, Cinematography, editing music & direction.
- Process of film making – Shooting, editing, clubbing, mixing, married print.
- Film theory – Language of cinema: Image & sound codes, forms.
- Film marketing – Economics, finance & business of film, film distribution, import & export of films.
- Film criticism – Classical, Structuralist, Psychoanalytical, Political, Sociological & Social Glehere, Auteur, Mise-en scene, Feminist, Audience & Reception
- Film Appreciation -
Film and Theory, History of Film, Origin and development of films with special reference to Indian cinema a. Origin and history of language cinema with special reference to Marathi cinema, Hindi cinema and Impact of Hindi film music on Indian audience, Talkies era, Film society movement in the World and in India.

Unit II - Film History –

- Film media a Mass communication development.
- Brief history of the development of film in Europe, USA of India.
- History of film society movement in India & World.
- Talkies erd (Indian)

- Film society – Influence on India cinema culture of Indian cinema, Report of the film enquiry committee, Report of the working group on national, film policy, Dilemma of film censorship – khosla committee report on censorship.

Unit III - Absolute film, Abstract film, Art film, Advent gande, Black comedu, B picture, cinema novo, cinema verity, Direct cinema, Docudrama, Dramatization, Epic theatre, Exploitation film, Expressionism, Film Noir, Formalism, Film Gener, German Expressionism, Materialist cinema, Minimal cinema, Neorealism, Neue Kino, New American, cinema, New wave or Nou velle vague, Realism, Screwball comedy, spaghetti western, strucaturalist film, Surrealism, Theatre of cruelty, Third cinema .
Recorded music Industry, National Film Archives in India, FTII, Art Film, Commercial parallel films, Commercial Language cinema in Maharashtra, Documentary films on socio – political reality, Animation films in India, Film production Technology, Basics of photography, History of photography, History of Camera, Video Cameras – its parts and functions, Movie camera and camera movements in brief.

Unit IV - **Film Institutions & Directors –**

- Institutions of film – Film Division, NEDC (FFC), FTII, NFAI, Film Festivals, Children’s Film Society, Sensor Board,
- Eminent Directors in the world India D. W. Griffith , S. M. Eisenstein, Robert Flaherty, Vittorio de Sica, Walt Disney Charlie chaplin, Orson Walles, Alfred Hitchcock, Ingimar Bergmay, Jean Cocteau, Jean Renoir, Alan Reshais, Federico Fellihi, Akira Kurosawa, Francois Truffaut, Nagisa Oshima, Yasusiro Ozu, Jean-Luc, Glodara Andre Wajda, Andreg Trakovsky, K Zanussie spielber & others.
- Indian Directors – Satyajit Ray, Retwik Ghatak, Rajkapoor, Gura Datt, Adzoor Gopalkrishnan, Shym Benegal, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Girish Karanad, Maniratnam & Others.
- Brief history of film direction, Eminent Directors in the World, Directors of Hindi and language (Marathi) cinema.

Brief revise of acting: Actors, Actresses and their contributions to respective cinema, Brief sketch of script writing and script writers, Film editing and film editors, studios etc.

Paper III – Optional – E - Public relations and advertising :

Unit I - Origin and History of public relations; Communications theories and public relations, Strategic Public relations, Evolving role of public relations, public relations and convergence of media, Case studies in effective public relations,

- media and public relations, branding and marketing through public relations, public relations and social activism (NGO's and Corporate sector).
- Unit II - PR in HRD management, internal PR audience, internal PR Programmes and techniques, External PR – Financial Communications and investor relations, PR for other external audiences : community, customers, Suppliers, interest and pressure groups, Public relations & social responsibility, PR & crisis management, crisis and the media Research methods for PR Research influences on PR, Evaluating PR research, PR in various sectors Government.
- Unit III - Advertising: Origin and Development of advertising: History of Indian Advertising Advertising and public relations, advertising in business communication, advertising production diffusion and utilization processes, Modern Advertising, Advertising agencies, Advances in Advertising, Role of Advertising and Relations in the Advancement of a Society.
- Unit IV - Evolution and regulation of advertising copy research in advertising, Importance of Research in advertising, Pre and Post testing of advertising qualitative and quantitative research strategies, limitations of research.

Paper III – Optional – F - ICT (Information & Communication Technology) and New Media:

- Unit I - Use of Computer in newspaper and New Media, multimedia definitions, Digital Multimedia applications Information Technology and Information Communication Technology. Information Technology culture in India, Use of Information Technology in print and electronic media.
- Unit II - Web specific communication models and impact, Importance and Scope of ICT. Internet Development (Format transition from Print to Net) Emergence and history of web journalism process, public opinion in cyber space, blogging etc. Social impact of Internet, Digital Divide, Online Communities (Advantages and disadvantages of Internet)
- Unit III - Regulation and control of Internet – Organizational policies and Government laws, Challenges of New Media, Copyrights and Ethics, Media Convergence- New Media i.e. web journalism and its entry or scope in other areas of communication studies like PR, Advertising, web Radio, Web TV, Web Online journalism etc.
- Unit IV - Interdisciplinary aspects of Internet Journalism-Sociology, Psychology, Political Science, Economics, Languages etc. Use of satellite, Telecommunications and computer in the process of Internet journalism – Print to off print process i. e. Goodbye Gutenberg Journalism etc.

Recommended Books :

Paper III – Optional - A –

1. Desai M. V., “Communication Policies in India” Paris: UNESCO 1977.
2. Hagen Everett F., “On the Theory of Social change”, Chicago: Dorsey 1962.
3. Joshi, P. C. “Communications and Nation Building Perspectives and Policy” New Delhi: Publications Division 1985.
4. Kunczik Michael, “Communication and Social change” Bonn (FRG): Friedrich Ebert Stiftung, 1992.
5. Kuppswamy B., “Communication and Social Development in India, Bombay: Sterling, 1976.
6. Lerner Daniel, “The Passing of Traditional Society Modernizing the middle “ East Glengoe II., Free Press 1958.
7. Melkote Shrinivas R. “Communication for Development in the Third World – Theory and Practice” New Delhi: Sage Publications, 1991.
8. Narula Uma and Pearce W. B., “Communication and Indian Agriculture”, New Delhi: Sage Publications 1989.
9. Rogers Everett M and Arvind Singhal, “Indian Information Revolution” New Delhi: Sage Publications 1989.
10. Rogers Everett M. “Modernization among Peasants”, New York: Holt Rinehart and Winston, 1969.
11. Rogers Everett M., “Communication technology”: “The New Media in society”, New York: Free Press 1986.
12. Rogers Everett M., “Diffusion of Innovations” New York: Free Press 1962 & 1983. (Third Edition).
13. Rostow W, Watt W, “The stages of Economic Growth”, Cambridge England, Cambridge University Press 1960.
14. Schramm Wilbur, “Mass Media and National Development”, Stanford University Press, 1964.
15. Sinha Arvind, “Mass Media and Rural Development “, New Delhi: Concept 1985.
16. Verghese George, “Project Chhatra, : “ An Experiment in Development Journalism”, AMIC, 1976.

Paper III – Optional - B –

1. Bhargava G. S., “The Press in India and Overview “ New Delhi, National Book trust, 2005.
2. DeBough Hugo (Ed.), “Making Journalist”, New York: Routledge, 2005.
3. Hough George A, “News Writing”, Boston : Houghton Mifflin Company 1988 / Indian Edition New Delhi : Goysaab, 1991.
4. Jogalekar K. G. “The Press Freedom : An Indian study New Delhi : Publication Division Ministry of Information and Broadcasting, 2005.
5. Kamarth M V, “Professional Journalism”, New Delhi : Vikas 1980.

6. Karkhanis Sharad, "Indian Politics and the press" New Delhi : Vikas 1980.
7. Kelkar N. C. Vritpatra Mimansa, Pune : Nilkantha Prakashan, 1965.
8. Lele R. K. "Marathi Vritpatrachha Itihas, Pune : Continental Prakashan, 1984.
9. Lippmann Walter, "Public opinion, New York : Free Press, 1997.
10. MacBride Sean and others, " Many voices, one world" Paris UNESCO, 1980.
11. McLuhan Marshall "Gutenberg Galaxy", Toronto : University of Toronto Press, 1962.
12. Natrajan J., "History of Indian Journalism", New Delhi : Publication Division Ministry of I and B, 1955.
13. Underwood Doug, "When MBA's rule the Newsroom How Marketers manager are reshaping Todays India ?" New York : Columbia University Press, 1993.
14. Vilanilam John, "Growth and Development of Mass Communication in India", New Delhi, National Book Trust, 2003.

Paper III – Optional - C –

1. Acharya R. N., "Television in India", New Delhi : Atmaram and Sons, 2000.
2. Akash Bharati (National Broadcasting trust) : "Working Groups on Autonomy for Broadcasting", New Delhi : Publication Division I and B Ministry, 1978.
3. Awasthy G. G., "Broadcasting in India", Bombay : Allied 1965.
4. Baruah U. L., "This is All India Radio ", New Delhi : Sage 1987.
5. Burrows Thomas D, Wood Donald N and Lymen Schafer Cross, "Television Production : Discipline and Technologies", IOWA : WC Brown 2001.
6. Chanda Committee Report, New Delhi ;: Publications Division, 1966.
7. Chatarjee P. C., "Broadcasting in India", New Delhi : Sage 1987 & 1992.
8. Dharma O. P. and Bhatnagar O. P. "Ducation and Communication for Development" New Delhi : Atmaram and Sons 1995.
9. Fieden Lionel, "The Natural Bent", London: Methuen, 1960.
10. Fiske John and Harley John, "Reading Television", London: Methuen, 1978.
11. Fiske John, ""Television Culture" London: Mithuen 1987.
12. Flichy Patrice, "Dynamics of Modern communication", New Delhi: Sage, 1995.
13. Freud, Sigmund, "The Origins of Psychoanalysis : Letters to Wilhelm Fleiss, Trans. Eric Mosbacher and James Strachry. New York: Basic Books, 1954.
14. Hilliard Robert I., "Writing for Television, Radio and Film", Belmont Calif : Wadsworth 2001.
15. Luthra H. I., "Indian Broadcasting in India", Bombay Allied 1965.
16. Massani, Mehra, "Broadcasting and the People", New Delhi: National Book Trust, 1985.
17. Melkote Shrinivas, Agrawal Binod and Shield Peter, "Satellite Television in Asia", American Press Association 1998.

18. Merton Robert, "Mass Persuasion : The Social Psychology of a war bond Drive"
New York: Harper, 1946.
19. Narayanan Andal, "Effects of Television on the Indian Family", Bombay: Somaya
1985.
20. Raymond William, "Television Technology and Cultural Form",
21. Roloff Michael and Miller Gerald, "Persuasion : New Directions in Theory and
Research :, Beverly Hills Calif : Sage 1980.
22. Shramm Wilbur, Lyle Jock and Parker Edwin "Television in the lives of our
children Stanford University Press, 1961.
23. Ward Hiley H., "Professional News Writing", Belmont : Wadsworth, 1998.
24. Zett, Herbert, "Television Production Handbook", Belmont Wadsworth 1998.

Paper III – Optional - D –

1. Report of the Film Inquiry Committee" New Delhi: Govt. Of India 1951.
2. Ang Ien, "Living Room Wars: Rethinking Media Audience for a Postmodern"
Historical survey Harmondsworth Penguin 1974 London: Routledge, 1996.
3. Amheim Rudolph, "The Art of Film", University of California Press 1966.
4. Bellone Julius (Ed) " Renaissance of the film " London : Collier Books, Mac
Millon Ltd. 1966.
5. Berkley : University of California Press, 1985.
6. Bornouw Erisk and Krishnaswamy S. "Indian Film" Oxford: Oxford University
Press 1980.
7. Chakravorty S., "National Identity in Indian Popular Cinema (1947 – 87) "
Bombay : Oxford University Press, 1996.
8. Dasgupta C. "The Pointed face India's popular cinema " New Delhi Roli Books
1979,
9. Dasgupta Chidanand, "Talking about films ", Bombay : Orient Longman 1977.
10. Dubley Andrew, "Andre Bazin" New York : Oxford University Press 1978.
11. Dubley Andrew, "Concepts in film Theory" New York: Oxford University Press
1984.
12. Dudley Andrew, "The Major Film theoriesw" New York" Oxford University
Press, 1976.
13. Eisentein Sergee, "The Film form and Film Meridian " 1957.
14. Ellis Jack C, " A History of Film " London : Allyn and Bacon 1995.
15. Ferro Marc, "Cinema and History" Berkley : University of California Press, 1985.
16. Foucault Michel, "The History of Sexuality", New York: Panthen 1978.
17. Freud Sigmund, "The Origin of Psychoanalysis Letters to Wilhelm Fleiss " Trans.
Eric Mosbacher and James Schrachy, New York: Basic Books, 1954.
18. Jacobs Lewis "As Introduction to the arts of Movies", New York: Noonday 1960.

19. Jacobson, Roman and Morris Halle "Fundamentals of languages" The Hague mouton Press 1956.
20. Jagmohan, "Documentary Films and Indian Awakening", New Delhi: Publication Division 1990.
21. Oman M. A. And Joseph KV. "Economics of film Industry in India" Bombay Academy Press, 1981.
22. Perkins V. F. "Film as Film Understanding and Judging " Movies Penguin Books 1997.
23. Ramchandran T. M. "70 years of India Cinema (1913 – 83)", Bombay Cinema India International, 1985.
24. Ray Satyjit "Our Films Their Films" Bombay : Orient Longman.
25. Ray Satyjit, Barrow, Eric and S. Krishnaswamy, "Indian Film" Columbia University Press, 1963.
26. Report Indian Cinematography Committee 1927 – 28. Vol 1 – 4 New Delhi : Govt. of India Central Publication Branch 1928.
27. Rhode, Eric, " A History of the Cinema", Penguin Books 1969.
28. Roy Armes, "Film and Reality" "An Historical Survey" Harmondsworth Penguin, 1974.
29. Roy Armes, "Third World Film Making and The West" Berkeley University of California Press, 1987.
30. Stam Robert and Miller Toby, "Film and Theory An Anthology", New York Blackwell 2000.
31. Vasudev Aruna, " The New Indian Cinema" New Delhi: MacMillan 1996.

Paper III – Optional - E –

1. Biddlecombe Peter, "Financial Advertising and Public Relations" London Business Books Limited, 1971.
2. Black Sam, "Practical Public Relations" London Pitman publishing House 1966.
3. Black Sam, "the role of Public Relations in Management" Bath: Pitman Publishing 1972.
4. Burton Paul Corporate Public Relations London Pitman Publishing Corporation 1966.
5. Davies Martyn, "Effective Use of Advertising Media" London Business Books 1981.
6. Dubey V. K., "Public Relations Management]' New Delhi: Commonwealth Publishers, 1977.
7. Dayer Gillian, "Advertising as Communication" London Maheun 1982.
8. Hattwick Melvin, "Psychology for Better Advertising Montreal: International Text Book Company 1967.
9. Hepner Harry Walker, "Advertise Creative Communication With Consumer" New York: McGraw Hill, 1969

10. James Jeffrey, 'Consumers choices in the Third World' London, The Mc Millan Pres Ltd. 1983.
11. Jefkins Frank, "Introduction to marketing Advertising and public relations" London: Mac Millan 1982.
12. Jefkins Frank, "Planned public Relations", London Inter text books 1969.
13. Jefkins Frank, "Public Relations in World Marketing", London Crosby Lockwood and Son Ltd.
14. Kirkpatric C. A., "Advertising Mass Communication in Marketing" Boston Houghton Mifflin Company, 1959
15. Martson John E., "The Nature of public relations" New York: Mc-Graw Hill Book Company, 1963.
16. Meyerhoff Arthur E., "The Strategy of Persuasion", New York : Coward McCann Inc. 1965.
17. Moor Frazier H. and Confield Bertrand R, "Public Relations, Principles, Casses and problems" Homewood Illinois 1977.
18. Paperboy Ayaz S :Advertising and Research, Bombay: Corporation Pvt. Ltd" 1964.
19. Ries A. L. & Ries Laura, "The Fall of Advertising and the Rise of PR, New York: Harper Collins, 2002,
20. Robinson Edward J. "Public Relation and Survey Research" New York: Meredith Corporation 1969.
21. Ross Robert D., "Management of Public Relations" New York: John Wiley and Sons 1977.
22. Simon Raymond, "Public Relations Concepts and Practices", New York GRID Inc 1976.
23. Stephenson Howard, "Handbook of Public Relations" New York McGraw Hill Company 1960.

Paper III – Optional - F.—

2. "Report on Computers and Peripherals, Vol. I and II" New Delhi: Bureau of Industrial cost and prices, Govt. of India, 1989.
3. Divan Parag, ""Information system management " New Delhi: Deep and Deep Publishers 1977.
4. Dutton William H "Information and communication Technologies" Visions and Relaties, Oxford: Oxford University Press. 1996.
5. Herbert John, "Practicing Global Journalism Exploring Reporting Issues" Worldwide 2001.
6. Martin William, "The Global Information Society" London: Asib Gower 1995.
7. Mayer Paul A. "Computer Media and Communication – A Reader" First Edition, USA: Oxford University Press, 1999.

8. Moscow Vincent, "The pay Per Society Computers and Communication in the Information Age, New Jersey", Ablex 1989.
9. Pitroda Sam, "Exploding Freedom " New Delhi: Allied 1992.
10. Schweber William L., "Ditz Communication" New York: McGraw Hill Book Company, 1988.
11. Silverstone Roger, "Why study the media ?" New Delhi: Sage, 1999.
12. Smith Richard E., "Internet Cryptography" New York: Addison Wesley, 1999.
13. Subramanian c. R., "India and Computer. A study of Planned Development" New Delhi =: Oxford University Press, 1992.
14. Tanenbaum Andrew S., "Computer Networks" New Delhi: Prentice Hall of India 1989.
15. Whittaker Jason, "The Internet, The Basics" New York: Routledge, 2002.

Recommended Journals List –

1. Communication Research
2. Journalism Quarterly
3. Journal of Conflict Resolution
4. American Psychologist
5. Journal of Social Issues
6. Media, Culture and Society
7. Mass Communication Review Year Book
8. Public Opinion Quarterly
9. Mass Communication
10. European Journal of Communication
11. Social Forces
12. Journal of Psychology
13. Journal of Broadcasting and Electronic Media.
14. Journal of Peace Research
15. Journal of Communication
16. Discourse and Communication
17. British Journalism Review
18. Media, War and Conflict
19. Journal of Visual Culture
20. New Media and Society
21. Journal of Business and Technical Communication
22. Global Media and Communication
23. Theory Culture and Society
24. Television and New Media
25. Grammar and Culture
26. International Communication Gazette
27. Communication Abstracts

28. Journal of Creative Communications
29. Animation
30. Convergence
31. Management Communication Quarterly
32. Information Development
33. The Forester
34. Bioscan
35. Current Science
36. International Journal of Extension education
37. Journal of Extension Education
38. Bionotes
39. Nature
40. Yojana (Marathi, Hindi, English
41. Samaj Prabodhan Patrika
42. Communicator
43. Journal of Science Information
44. Journal of Rural Development
45. Kurukshetra (Hindi, English)
46. Journal of Extension Systems
47. International Journal of Communication
48. Indian Research Journal of Extension Education
49. Agriculture Today
50. Communication Today.
51. ICT for Education
52. Digital Learning
53. Deliberative Research
54. सुगावा
55. अस्मितादर्ष
56. प्रबोधन प्रकाशन ज्योती
57. परिवर्तनाचा वाटसरु
58. अखिल महाराष्ट्र इतिहास परिपद : संशोधन पत्रिका
59. समाजशास्त्र संशोधन पत्रिका
60. दक्षिण महाराष्ट्र साहित्य पत्रिका
61. शिक्षण आणि समाज
