

	<ul style="list-style-type: none"> • Changing scenario of news reporting & role of reporters • Origins of research in print media • Types of print media research <ul style="list-style-type: none"> ○ Readership Research ○ Circulation Research ○ Newspaper Management Research ○ Typography and Make up research ○ Readability Research • Print Media Research and the Internet • Editorial control of the news • Editorial planning and strategy • Print Media and Citizen Journalism • Press and Development Studies • Managing the Circulation • Propaganda and Press • New Media Technology and Print Media • Scope and Challenges in Print Media Research 	30%
Examination Scheme	10 CT, 10 A, 05 P, 05 A, EE 70	
Text Books	<p>McQuail Denis, (2005), Mass Communication Theory, New Delhi: Vistaar Publication</p> <p>Rahul Mudgal, (1999), Emerging Trends in Journalism Swaroop and Sons, New Delhi,</p>	
Reference	<p>K. S. Padhy, The Muzzled Press, Introspect and Retrospect, Kanishka Publishers & Distributors, New Delhi, 1994</p> <p>Bottomore Tom, The Frankfurt School and Its Critics, Routledge Chapman & Hall</p> <p>F.N. Hoodgson, Modern Newspaper Practice, Heinemann, London, 1984.</p> <p>Fiske John (1975) Introduction to Communication Studies, London: Methuen</p> <p>Baran, Stanley J and Davis, Dennis K, Mass Communication Theory, Thomson Wadsworth, Delhi</p> <p>Rahul Mudgal, (1998), Contemporary Issues in Journalism, Vols. 1-2, Sarup & Sons, New Delhi,</p> <p>Thussu, Daya. International communication: A Reader. (2010) New York: Routledge.</p> <p>Singhal Arvind, Dearing James (Ed.2006) Communication of Innovations: A Journey- with Everett Rogers, Sage.</p>	