



## **Ph.D. in Mass Communication** **(Effective from Academic Session 2020-21)**

### **Program Overview**

The Ph.D. Program in Mass Communication offered by the University is rigorous, multi-disciplinary and broad in scope. This Doctor of Philosophy program is targeted at research scholars, members of the teaching fraternity in universities and institutions of higher learning, and professionals from private and public sector. The intensity of the program demands energy and zeal in the pursuit of greater insight into the chosen topic and a willingness to master all essential components of academic research. It covers doctoral research in a variety of mass communication related areas such as media communication, political communication and contemporary journalism studies.

The main objective of the Ph.D. program is to promote higher learning and advanced research in areas related to Journalism and mass communication and allied disciplines.

The Ph.D. program (both full-time and part-time) has mandatory course work requirements to be completed before final registration for the Ph.D. thesis work.

## **Ph.D. Program Educational Objectives (PEOs)**

The objectives of the Ph.D. program will allow students to:

- Develop substantive knowledge in their area of specialization.
- Master the analytical and methodological skills required to evaluate and conduct research in their area of specialization and related areas.
- Design and conduct original research in their area of specialization.
- Demonstrate the ability to communicate the results of their research in a clear and effective manner.
- Demonstrate an ability to work effectively with other people from various ethnic, educational, and work experience backgrounds.
- Demonstrate an understanding and concern for the high ethical standards in media research, teaching, and service.
- Demonstrate the ability to teach college-level courses in their area of specialization.

## **PhD Program Outcomes (PLOs)**

- Graduates will demonstrate a detailed knowledge of their areas of specialization.
- Graduates will master the analytical/methodological skills needed to evaluate and conduct research in their areas of specialization.
- Graduates will demonstrate their ability to design and conduct original research in their chosen fields of specialization.
- Graduates will be able to teach college-level courses in their areas of specialization.
- Graduates will be able to communicate the results of their research in a clear and effective manner.

**PHD COURSE WORK IN MASS COMMUNICATION  
PROGRAM CURRICULUM**

**(Effective from Academic Session 2020-21)**

| <b>Sl. No.</b> | <b>Course Code</b> | <b>Compulsory Courses</b>       | <b>L</b>  | <b>P</b> | <b>Credits</b> |
|----------------|--------------------|---------------------------------|-----------|----------|----------------|
| 1.             | PHDC-101           | Research Methodology            | 3         | 2        | 4              |
| 2.             | PHDC-102           | Research and Publication Ethics | 2         | 0        | 2              |
| 3.             | PHDC-103           | Communication and Media Studies | 4         | 0        | 4              |
| 4.             | PHDC-104S          | Report Writing and Presentation | 0         | 0        | 2              |
|                |                    | <b>Total Credits</b>            | 9         | 2        | <b>12</b>      |
|                |                    | <b>Total Periods</b>            | <b>11</b> |          |                |

**Total Credits -12**

**Doctor of Philosophy (Ph.D.)  
PROGRAM SYLLABI**

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|-------------------------------------|--------------|--------------|-------------------|
| <b>Course: RESEARCH METHODOLOGY</b> |              |              |                   |
| <b>Course Code: PHDC-101</b>        | <b>L T P</b> | <b>4 0 0</b> | <b>Credits: 4</b> |

**Course Objective:** To enable the students to understand the fundamentals of research, process and methodology to explore their research skills and contribute to future research in the field of media and mass communication.

**Course Learning Outcomes:** Upon successful completion of the course, students will be able to:

- CO1. Understand the elements of research, different types of research and the basic framework of Research process.
- CO2. Identify various sources of information for literature review and data collection.
- CO3. Clearly identify and formulate the research problems, research objectives and hypothesis.
- CO4. Critically analyze and apply the different research designs, methods and techniques to a specific research problem.
- CO5. Inculcate the knowledge about the structure of report writing, citation and reference style.

**SYLLABUS**

|   |           |
|---|-----------|
| <b>Introduction to Research</b>   | <b>6</b>  |
| Meaning and importance of Research, Types of Research, Selection and formulation of Research Problem, Hypothesis, and literature review.  |           |
| <b>Research Design and Research Methods</b>   | <b>8</b>  |
| Concept of Research Design and types, Research Methods: Quantitative and Qualitative, Survey, Content analysis, Experimental Research, Field Observation, Case Study.   |           |
| <b>Sample Design and Data Collection</b>  | <b>12</b> |
| Census and sample, Sampling design: Universe, Sampling unit, sampling frame, Sample size, Sampling error, Classification of sampling techniques: probability and non-probability, Primary & Secondary Data Sources, Data collection techniques: Questionnaire: Questionnaire design process, Pre-testing questionnaire, Interview and Schedule. |           |

**Measurement and Scaling** 10

Theory of measurement, Primary scales of measurement, Comparative scaling, Non-comparative scaling, Reliability and validity, Data Processing: Editing of data, Coding, Tabulation and Graphical data presentation.

**Data Analysis** 12

Data Analysis: Descriptive and Inferential statistics; parametric and non-parametric statistics, Basic concepts in statistics: Data distribution, Measure of central tendency: mean, median, mode, Standard deviation, Variance and Coefficient of variation, Analysis of Variance (ANOVA), Data management using SPSS, Inferential Statistics and multivariate analysis using SPSS.

**Report Writing** 8

Structure of research report, Essentials of Report Writing, Citation and References Styles, Ethical perspectives of research, Aspects of Copyright Law, Testing plagiarism.

**Suggested Readings:**

1. Anderson, J.A.; *Communication Research: Issues and Methods*; McGraw Hill
2. Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
3. Brennen, Bonnie S.; *Qualitative Research for Media Studies*; Routledge
4. Cauvery, R.; Sudhanayak, M. Girja; *Research Methodology*; S. Chand & Sons
5. Gunter, Barrie; Cauvery, R.; Sudhanayak, M. Girja; *Media Research Methodology*; S. Chand & Sons
6. Cooper, Donald; Schindler, Pamela; *Business Research Methods*; McGraw Hill
7. Kothari, C.R. ; *Research Methodology: Method and Techniques*; New Age International Publishers
8. Neuman, W. Lawrence. 2000. *Social research methods: qualitative and quantitative approaches*. Boston: Allyn and Bacon
9. Priest, Susanna Hornig; *Doing Media Research*; Sage Publication
10. Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Wadsworth Cengage Learning

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|--|--------------|--------------|-------------------|
| <b>Course: RESEARCH AND PUBLICATION ETHICS</b> |              |              |                   |
| <b>Course Code: PHDC 102</b>                   | <b>L T P</b> | <b>1 0 1</b> | <b>Credits: 2</b> |

**Course Objective:** This course is through blended sessions of theory and practice is focused on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

**Course Learning Outcomes:** Upon successful completion of the course, students will be able to:

- CO1. Describe and apply theories and methods in ethics and research ethics.
- CO2. Acquire an overview of important issues in research ethics, like responsibility for research, ethical vetting, and scientific misconduct.
- CO3. Acquire skills of presenting arguments and results of ethical inquiries.
- CO4. Develop an understanding of the ethical dimensions of conducting research.

### SYLLABUS

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|--|----------|
| <b>Philosophy and Ethics</b>   | <b>4</b> |
| Introduction to philosophy: definition, nature and scope, concept, branches, Ethics: definition, moral philosophy, nature of moral judgments and reactions.  |          |
| <b>Scientific Conduct</b>  | <b>4</b> |
| Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data.   |          |
| <b>Publication Ethics</b>  | <b>7</b> |
| Publication ethics: definition, introduction and importance, Best practices / standards setting initiatives and guidelines: COPE, WAME, etc., Conflicts of interest, Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types, Violation of publication ethics, authorship and contributor ship, Identification of publication misconduct, complaints and appeals, Predatory publishers and journals. |          |
| <b>Open Access Publishing (Practice Sessions)</b>  | <b>4</b> |
| Open access publications and initiatives, SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies, Software tool to identify predatory publications developed by SPPU, Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.  |          |
| <b>Publication Misconduct (Practice Sessions)</b>  | <b>4</b> |
| (A) Group Discussions: Subject specific ethical issues, FFP, authorship, Conflicts of interest, Complaints and appeals: examples and fraud from India and abroad.  |          |
| (B) Software tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools.   |          |

**Databases And Research Metrics (Practice Sessions)**

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Databases: Indexing databases, Citation databases: Web of Science, Scopus, etc., Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score, Metrics: h-index, g index, i10 index, altmetrics.

**Suggested Readings:**

1. Ethics by Paul Olives, Open University Press, 2003
2. The Ethics of Teaching and Scientific Research by Miro Todorovich; Paul Kurtz; Sidney Hook Prometheus Books, 1977
3. Research Ethics: A Psychological Approach by Barbara H. Stanley; Joan E. Sieber; Gary B. Melton University of Nebraska Press, 1996
4. Lost Paradises and the Ethics of Research and Publication by Francisco M. Salzano; A. Magdalena Hurtado Oxford University Press, 2004

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|--|--------------|--------------|-------------------|
| <b>Course: COMMUNICATION AND MEDIA STUDIES</b> |              |              |                   |
| <b>Course Code: PHDC-103</b>                   | <b>L T P</b> | <b>4 0 0</b> | <b>Credits: 4</b> |

**Course Objective:** To develop an in-depth understanding of the theoretical aspects of communication, different forms of media, including their important roles in development. This course aims to provide an overview of all kinds of media with a new emphasis to choose the specific area to carry out their research work.

**Course Learning Outcomes:** Upon successful completion of the course, students will be able to:

- CO1. Understand and critically analyze the communication and different media theories.
- CO2. Inculcate the sound knowledge of principles of journalism and different dimensions of media.
- CO3. Gain knowledge and clearly identify the media practices.
- CO4. Demonstrate the specialized knowledge in the different fields of media.

**Conceptualizing Communication 14**

Communication: Concepts, elements and process, Main characteristic and functions of communication in society, Dimensions of communication, Media systems and Theories: Sociological perspective theories- Agenda setting theory, Uses and gratification theory, Cultivation theory, Media dependence theory, Four theories of the press.

**Journalism and Print Media 10**

Journalism and objectives, Principles of journalism, Different forms of journalism, Challenges before journalism, Media and democracy: the Fourth Estate, Freedom of press and restrictions, Print media and its different forms, Print Media and society, Print Media in digital age.

**Radio 10**

Characteristics of radio, Different types of radio: AM (Medium & short wave), FM, Community radio, DRM and Internet radio broadcasting, Web radio, Role of community radio in community Empowerment, Radio and culture, Radio and society, Radio and contemporary Issues.

**Television and Film 10**

Development of television as a medium of mass communication, Role of television in culture and society, Role of television in rural area, Cable television in India, Film as a mass medium, Issues and problems of Indian cinema, Cinema and society, Documentary: role and importance.

**New Media 12**

Development of new media, Convergence, Web journalism and its different dimensions, Trends in web reporting and editing, Impact of web journalism on media and society, Security Issues on Internet: Social, Political and ethical issues related to ICT, Media and social marketing, Alternative media and main stream media.

**Suggested Readings:**

1. McQuail, Dennis; *Mass Communication Theory*; Sage Publications
2. Baran, Stanley J; Davis, Dennis K; *Mass Communication Theory*; Wadsworth Publications
3. Boyd, Andrew; *Broadcast Journalism*; Taylor & Francis



4. Harrower, Tim; *Inside Reporting*; McGraw Hill
5. Harcup, Tony; *Journalism: Principles and Practice*; Sage Publication
6. Stewart, Peter; Chantler, Paul; *Basic Radio Journalism*; Focal Press
7. Nelmes, Jill; *Introduction to Film Studies*; Routledge Publication
8. Scannell, Paddy; *Radio, TV & Modern Life*; Blackwell Publishers
9. Lezzi, Frank; *Understanding Television Production*; Pearson Education
10. Siapera, Eugenia; *Understanding New Media*; Sage Publications
11. Thronburg, Kyan; *Producing Online News*; Sage Publications
12. Pachauri, Sudhir ; *Cyberspace and Media*; Praveen Pachauri Publications

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| <b>Course: REPORT WRITING AND PRESENTATION</b> |              |              |                   |
| <b>Course Code: PHDC-104S</b>                  | <b>L T P</b> | <b>0 0 0</b> | <b>Credits: 2</b> |

**Objective:** To understand the process of conducting research, various key considerations and parts of report writing. The course will impart knowledge for enabling students to produce and present the research report.

**Course Learning Outcomes:** Upon successful completion of the course, students will be able to:

- CO1. Clearly identify and demonstrate the process and structure of report writing.
- CO2. Have competency in planning, conducting, evaluating and presenting a research project.
- CO3. Express oneself using evidence-based arguments in well-structured oral and written presentations.

Under this course, each student will write a research report and defend it through the presentation. The student will consult the respective supervisor to select the topic and collect the relevant literature, collate the information and write a research proposal with the proper incorporation of references.

The student will identify a problem on which he/she would be able to work, identify the scope of research on the chosen topic and will frame the objectives, research methodology, and type of research tools for field work to be addressed in the project through a work plan. Each student will be required to make a presentation and defend the proposed project including literature available, objective sought and work plan as described above. Evaluation will be done on the basis of research report and its presentation.