



Doctor of Philosophy (Ph.D.) (Effective from Academic Session 2024-25)

Program Overview

The Ph.D. Program offered by the University is rigorous, multi-disciplinary and broad in scope. The 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 Media, 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 program educational objectives of the Ph.D. program are:

- PEO1.** To develop quality research skills and expertise in the core area of specialization.
- PEO2.** To prepare graduates to design and conduct valuable research in the area of specialization.
- PEO3.** To equip graduates with high professional research ethics and to provide analytical skills needed for life-long learning and professional development.

Ph.D. Program Learning Outcomes (PLOs)

After completion of the program scholars, will be able to:

- PLO1.** Demonstrate sound knowledge and research skills in the area of specialization.
- PLO2.** Acquire the ability to identify pertinent research problems and to formulate a research plan.
- PLO3.** Demonstrate critical thinking, research skills and abilities required for conducting original research.
- PLO4.** Acquire the ability to communicate the research study and results clearly and effectively.
- PLO5.** Demonstrate in-depth understanding of the high ethical standards in media research, teaching and services.
- PLO6.** Demonstrate the ability to teach university-level courses in their area of specialization.

**Ph.D. COURSE WORK
PROGRAM CURRICULUM**

(Effective from Academic Session 2022-23)

Sl. No.	Course Code	Compulsory Courses	L	T	P	Credits
1.	PHDC 701	Research Methodology	4	0	0	4
2.	PHDC 702	Research and Publication Ethics	2	0	0	2
3.	PHDC 703	Media and Communication: Theory and Concepts	4	0	0	4
4.	PHDC 704	Research Report Writing	1	0	2	2
5.	PHDC 705	Seminar	0	0	0	2
	Total Credits		11	0	2	14
	Total Periods		13			

Total Credits -14

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

Course: RESEARCH METHODOLOGY			
Course Code: PHDC 701	L T P	4 0 0	Credits: 4

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.		
LEARNING OUTCOME	<p>Upon successful completion of the course, students will be able to: Upon successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the elements of research, different types of research and the basic framework of Research process. 2. Identify various sources of information for literature review and data collection. 3. Clearly identify and formulate the research problems, research objectives and hypothesis. 4. Critically analyze and apply the different research designs, methods and techniques to a specific research problem. 5. Inculcate knowledge about the structure of report writing, citation and reference style. 		
COURSE DETAILS	Module No	Topic	Hours
	1	Introduction to Research Meaning and importance of Research, Types of Research, Selection and formulation of Research Problem, Hypothesis, and Literature Review.	06
	2	Research Design and Research Methods Concept of Research Design and types, Research Methods: Quantitative and Qualitative, Survey, Content analysis, Experimental Research, Field Observation, Case Study.	08
	3	Sample Design and Data Collection 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.	12

	4	Measurement and Scaling 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.	10
	5	Data Analysis Data Analysis: Descriptive and Inferential statistics; Parametric and Non-parametric Statistics, Basic concepts in statistics: Data distribution, Measure of central tendency: mean, median, mode, Standards deviation, Variance and Coefficient of variation, Analysis of Variance (ANOVA), Data management using SPSS, Inferential Statistics and Multivariate analysis using SPSS.	12
	6	Interpretation and Presentation of Result Interpretation: Meaning and importance, Techniques of Interpretation, important considerations and precautions in Interpretation of results, Ethical perspectives of research, Aspects of Copyright Law, Testing plagiarism.	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> Priest, S. H. <i>Doing Media Research: An Introduction</i>. Sage Publications. Wimmer, R. D., & Dominick, J. R. <i>Mass Media Research</i>. Wadsworth Cengage Learning. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Anderson, J. A. <i>Communication Research: Issues and Methods</i>. McGraw Hill. Berger, A. A. <i>Media and Communication Research Methods</i>. Sage Publications Brennen, B. S. <i>Qualitative Research for Media Studies</i>. Routledge. Cauvery, R., & Sudhanayak, M. G. <i>Research Methodology</i>. S. Chand & Sons. Kothari, C. R. <i>Research Methodology: Method and Techniques</i>. New Age International Publishers. 		

Course: RESEARCH AND PUBLICATION ETHICS			
Course Code: PHDC 702	L T P	2 0 0	Credits: 2

OBJECTIVE	To enable scholars to learn the 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.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Describe and apply theories and methods in ethics and research ethics. 2. Acquire an overview of important issues in research ethics, like responsibility for research, ethical vetting, and scientific misconduct. 3. Acquire skills of presenting arguments and results of ethical inquiries. 4. Develop an understanding of the ethical dimensions of conducting research. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Philosophy and Ethics Introduction to philosophy: definition, nature and scope, concept, branches, Ethics: definition, moral philosophy, nature of moral judgments and reactions.	04
	2.	Scientific Conduct 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.	05
	3.	Publication Ethics 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.	05
	4.	Open Access Publishing (Practice Sessions) 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.	04

		JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.	
	5.	Publication Misconduct (Practice Sessions) (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.	04
	6.	Publication Misconduct (Practice Sessions) (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.	04
	7.	Databases and Research Metrics (Practice Sessions) 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.	04
		Total Hours	30
TEXT BOOK	<ul style="list-style-type: none"> • <i>Academic Integrity and Research Quality</i>. University Grants Commission. • <i>Guidance Document: Good Academics Research Practices</i>. University Grants Commission. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Stanley, B. H., Sieber, J. E., & Melton, G. B. <i>Research Ethics: A Psychological Approach</i>. University of Nebraska Press. • Salzano, F. M., & Hurtado, A. M. <i>Lost Paradises and the Ethics of Research and Publication</i>. Oxford University Press. 		

Course: MEDIA AND COMMUNICATION: THEORY AND CONCEPTS			
Course Code: PHDC 703	L T P	4 0 0	Credits: 4

OBJECTIVE	To develop an in-depth understanding of the theoretical aspects of communication, different forms of media, including their important roles in development. The course aims to provide an overview of all kinds of media with an emphasis on the specific area chosen to carry out their research work.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Understand and critically analyze the communication and different media theories. 2. Inculcate sound knowledge of principles of journalism and different dimensions of media. 3. Gain knowledge and clearly identify media practices. 4. Demonstrate specialized knowledge in the different fields of media. 		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Conceptualizing Communication 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.	12
	2.	Journalism and Print Media 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.	12
	3.	Radio 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.	12
	4.	Television and Film 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.	12

	5.	New Media 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 mainstream media.	12
		Total Hours	60
TEXT BOOK	<ul style="list-style-type: none"> • McQuail, D. <i>Mass Communication Theory</i>. Sage Publications. • Baran, S. J., & Davis, D. K. <i>Mass Communication Theory</i>. Wadsworth Publications. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> • Boyd, A. <i>Broadcast Journalism</i>. Taylor & Francis. • Harrower, T. <i>Inside Reporting</i>. McGraw Hill. • Harcup, T. <i>Journalism: Principles and Practice</i>. Sage Publication. • Stewart, P., & Chantler, P. <i>Basic Radio Journalism</i>. Focal Press. • Nelmes, J. <i>Introduction to Film Studies</i>. Routledge Publication. • Scannell, P. <i>Radio, TV & Modern Life</i>. Blackwell Publishers. • Lezzi, F. <i>Understanding Television Production</i>. Pearson Education. • Siapera, E. <i>Understanding New Media</i>. Sage Publications 		

Course: RESEARCH REPORT WRITING			
Course Code: PHDC 704	L T P	1 0 2	Credits: 2

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.		
LEARNING OUTCOME	Upon successful completion of the course, students will be able to: 1. Clearly identify and demonstrate the planning process and structure of report writing. 2. Have competency in writing and preparing quality research report covering all steps and parts of research report.		
COURSE DETAILS	Module No.	Topic	Hours
	1.	Research Report Writing Research Report: meaning and Importance, Different Types of reports, significance of report writing, Different steps in writing Report, Structure and different parts of research report: Planning and writing a research report, Research Proposal, Segmenting and Scheduling Different Chapters: Introduction, Art of doing Literature Review, Methodology, Presentation and Analysis of Data: Qualitative and Quantitative, Interpretation and discussion of Results, Writing Conclusions, Bibliography, Referencing and foot notes, referencing styles with special reference to APA style, Referencing tools.	15
	2.	Practicals: Practice-based training and learning will be provided to every student in the area of research report writing covering its all-necessary dimensions and various aspects.	30
		Total Hours	45
TEXT BOOK	<ul style="list-style-type: none"> Berger, A. A. <i>Media and Communication Research Methods</i>. Sage Publications. Wimmer, R. D., & Dominick, J. R. <i>Mass Media Research</i>. Wadsworth Cengage Learning. 		
REFERENCE BOOK/ SUGGESTED READING	<ul style="list-style-type: none"> Anderson, J. A. <i>Communication Research: Issues and Methods</i>. McGraw Hill. Brennen, B. S. <i>Qualitative Research for Media Studies</i>. Routledge. Cauvery, R., & Sudhanayak, M. G. <i>Research Methodology</i>. S. Chand & Sons. Kothari, C. R. <i>Research Methodology: Method and Techniques</i>. New Age International Publishers. 		