

Doctor of Philosophy (Journalism and Mass Communication)  
(Coursework syllabus)

Name of Program		Doctor of Philosophy (Journalism and Mass Communication)						
Abbreviation		Ph.D.						
Duration		3 years minimally in accordance with the UGC norms						
Eligibility Criteria		Master’s Degree in Journalism / Mass Communication subject						
Objective of Program		To provide the students research supervision with a suitable research methodology in view of the research topics selected, maintaining academic rigour.						
Program Outcome		PO1: To provide the students research supervision in an area of research, with the potential for meaningful research. PO2:To provide research supervision to the students with reference to the research methodology, suitable to the nature of the research project. PO3:To maintain the required degree of academic rigour in the doctoral research project. PO4:To contribute to society and nation building through exploring horizons of knowledge with its relevance to the present contexts.						
Program Specific Outcomes		PSO1: To train the students in research with a specific focus in all the areas of mass communication.  PSO2: To make the students competent for an academic job or a job in research in media studies.						
Mapping between POs and PSOs			PSO1	PSO2				
		PO1						
		PO2						
		PO3						
		PO4						
Medium of Instruction		English						
Program Structure		Ph.D. Coursework						
Course Code	Title	Teaching per week		Course Credits	University Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
Course: 01	Mass Communication Theory	4	0	4	2 hrs	50	50	100
Course: 02	Research Methodology	4	0	4	2 hrs	50	50	100

Course: 03	Trends in Mass Communication	4	0	4	2 hrs	50	50	100
	Total	12	0	12				

**Course: 01: Mass Communication Theory**

Course Code	Course: 01		
Course Title	Mass Communication Theory		
Credit	4		
Teaching per Week	4 hrs		
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)		
Effective From	June 2014		
Purpose of Course	To acquaint the students with various mass communication theories, critical and theoretical trends, and train them in the pragmatic application of theory.		
Course Objective	To acquaint the students with the varied theoretical developments and their pragmatic application in research.		
Course Outcomes	CO1: To acquaint the students with the various theories in mass communication. CO2: To familiarize the students with the developments in the mass communication theories. CO3: To initiate the students into further research, enabling them to apply research methods in the context of these theories.		
Mapping between COs with PSOs		PSO1	PSO2
	CO1		
	CO2		
	CO3		
Pre-requisite	Acquaintance with mass media theory.		

Course Content	<p>Unit 1: Evolution of communication as a subject of study, Media-society relationship, relationship between models and theories, mainstream analysis of communication,</p> <p>Unit 2: Early and later models of communication, propaganda: concept and theory, system theory, information theory, cognitive and consistency theories, attitude change theories,</p> <p>Unit 3: Interpersonal and mass communication theories, advanced theories, agenda setting, cultivation theory and uses and gratification theory, knowledge gap hypothesis and media hegemony theory,</p> <p>Unit 4: Frankfurt school and emergence of critical theory, phase of ferment in the field and aftermath, normative theories, development communication and various alternative perspectives, Indian perspective / context of communication.</p>
Reference Books	<p>Mass Communication Theory Denis Mcquail</p> <p>Handbook of Media and Mass Communication Theory</p> <p>Foundations of Critical Theory Christian Fuch</p> <p>Critical Theories of Mass Media: Paul Taylor, John Harris</p> <p>Ashcroft, B., Griffiths, G., Tiffin, H.(eds) 1995, The Postcolonial Studies Reader, Routledge, London.</p>
Teaching Methodology	Class work, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	Internal evaluation and university evaluation of 50 marks each.

#### Course: 02: Research Methodology

Course Code	Course: 02
Course Title	Research Methodology
Credit	4
Teaching per Week	4hrs
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)
Effective From	June2014
Purpose of Course	To acquaint students with the defining characteristics, tools of research methodology and train them in the application of mass media studies.
Course Objective	To acquaint students with the theory and tools of research and applied aspect of mass media.

Course Outcomes	CO1: To acquaint students with the defining features of research methodology in the context of mass media research . CO2: To familiarize students with various aspects and tools of research methodology. CO3: To train students in theoretical and pragmatic ways in the area of mass media research.			
Mapping between COs with PSOs		PSO1	PSO2	
	CO1			
	CO2			
	CO3			
Pre-requisite	Acquaintance with research papers and projects			
Course Content	Unit1: Perspectives of positivism and realism, Evolution of scientific inquiry, Induction and Deduction debate. Unit 2: Philosophical perspectives of the media,Structuralism, functionalism, political economy,Mass society, technological determinism, empiricism, post modernism. Unit 3: Nature and Significance of Research Problems, Literature Review, Research Design and Methods, Data Analyses and Presentation. Unit 4: Format of writing proposal for research project, writing papers for seminars, research papers for journals.			
Reference Books	Research Design: Qualitative, Quantitative and Mixed Methods: John Cresswell and David Cresswell Communication Research Methods: Wimmer and Dominic Content Analysis: Klaus Krippendorff Gibaldi, Joseph. MLA Handbook for Writers of Research Papers (7 <sup>th</sup> edition)			
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment			
Evaluation Method	Internal evaluation and university evaluation of 50 marks each.			

### Course: 03: Trends in Mass Communication

Course Code	Course: 03
Course Title	Trends in Mass Communication
Credit	4
Teaching per Week	4hrs
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)
Effective From	June 2014
Purpose of Course	To acquaint students with the latest trends in mass communication.

Course Objective	To acquaint the students with the salient theoretical and current developments and trends in mass communication.			
Course Outcomes	CO1: To acquaint the students with the latest trends in Mass Communication. CO2: To familiarize the students with the latest issues in Mass Communication.			
Mapping between COs with PSOs		PSO1	PSO2	
	CO1			
	CO2			
Pre-requisite	Acquaintance with importance issues in mass communication.			
Course Content	Unit 1: Latest trends in mass media at the global level, trends in technology of radio, television, print media, Unit 2: Trends in digital media, convergence of technology: DTH, HDTV, availability of media content on cell phones, and computer. Trends in conglomeration, mergers and acquisitions of media at global and national level. Unit 3: Efforts in alternative media, community media at global and national level. Trends in media with reference to women, public space, consumerism, advertising, Unit 4: Celebrity culture, corporate communication, trivialization, tabloidisation of media, ideology of cinema, television			
Reference Books	Understanding Media: Marshall McLuhan Alternative and Citizen Journalism: Chris Atton Journalism and Celebrity: Bethany Usher Consumer Culture and Media: Mehitalqani Consumer Culture and New Media: Matthew MCallister Globalisation, Development and the Mass Media: Colin Sparks			
Teaching Methodology	Class work, Discussion, Self-Study, Seminars and/or Assignment			
Evaluation Method	Internal evaluation and university evaluation of 50 marks each.			