

School of Journalism and Mass Communication

Affiliated to

Aryabhatta Knowledge University



Ph. D in Mass Communication

Course Curriculum
Ph.D. Course Work

(Effective from Academic Batch 2021-22 onwards)

Ph. D in Mass Communication

The School of Journalism and Mass Communication offers Doctor of Philosophy (Ph.D) in Mass Communication through which it contributes to extensive research in media studies.

Media Studies addresses the central role of media in arts, culture, society and politics, within our historical as well as local, regional, national and global contexts. The Ph.D course helps the researcher to acquire a comprehensive knowledge of media through theoretical, historical and critical framework.

The field of Mass Communication and Journalism requires professionals willing to seek out information and relay it to the public through newspaper articles, scholarly work or radio and television broadcasting apart from other new age technologies. Journalism is a field that requires individuals to be organized, hard-working, and detail-oriented.

The Ph.D in Mass Communication offers training for research into the main questions affecting the field of Mass Communication and Journalism and a vocation for providing a critical framework for thinking about issues concerning our global world. It is focused on the study and predictions of the current crises of paradigms in the field of communication and on the different changes (in terms of economic and professional changes, production, meaning, reception and consumption) that are taking place within media culture.

The goals of this programme are to train professional researchers who are capable of taking part in the current social and international debates, whether in universities and research institutes or areas of public or private management of communication and culture.

This orientation towards the social and cultural application of academic knowledge can be seen in the main lines of research included in the programme: Cultural Studies, the Economics and Structure of Communication, Communication Policies, Discourse Analysis and the Culture of Peace and conflict resolution, Theories of Information Society, Gender Studies and Literary Communication and Journalism with new focuses such as the new forms of journalism that have emerged as a result of the crisis and forecasts for globalisation and internet.

The Ph.D. in Mass Communication has as its principal aim to provide a research career introduction in this field that will allow an understanding of current changes in the sphere of interaction between new media and the societies in which they exist.

Through their Ph.D. programmes, students can specialize their academic studies in diverse areas, such as the following:

- Journalism studies
- Media law and ethics
- Film Studies
- Advertising and marketing
- Civic and political communication
- Health and environmental communication
- Information technology
- Intercultural/international communication
- Public relations
- Sports and media
- Other allied fields.

Common Ordinance and Regulations for the award of Ph.D. degree as per the University Grants Commission (Minimum Standards and Procedure for Award of Ph.D degree) Regulations 2016 for all the Universities of Bihar (except BAU, Sabour)

(Source: Governor's Secretariat, Bihar, Letter No. BSU-05/2010-2684/GS(I) dated 21.09.2017)

7. Course Work

- 7.1 The finally selected candidates would be required to submit the stipulated fees for admission to course-work only. This fee would include the fee for doing Course Work and the amount of fee would be decided by the School of Journalism and Mass Communication. All such candidates would be admitted in the Ph.D. Programme on the basis of the vacancy available in the concerned Department.
- 7.2 All admitted candidates shall undertake a course work for a minimum period of one semester as prescribed by the University.
- 7.3 The course work shall be treated as a part of the Ph.D. programme. It would include two papers. The first being a compulsory course on research methodology and may include quantitative methods and computer applications; reviewing of published research in the relevant field and other techniques/methods, specific for broad subject area. The second paper would include research methods specific to concerned subject.
- 7.4 The Ph.D. course work shall be of 08 credits: each paper of 04 credits.
- 7.5 All course prescribed for Ph.D. course work shall be in conformity with the credit hour instructional requirement and shall specify content, instructional and assessment methods. They shall be duly approved by the authorized academic bodies.
- 7.6 Ph.D. scholar has to obtain a minimum of 55% of marks or equivalent Grade in order to be eligible to continue in the programme leading to the completion of Ph.D. thesis. A Marksheet/Grade-Card would be provided by the University. Grades will be awarded on a seven-point scale as mentioned below:

SEVEN POINT SCALE	
GRADE	PERCENTAGE EQUIVALENT
'O'=Outstanding	75-100
'A'=Very Good	65-74
'B'=Good	55-64
'C'=Average	45-54
'D'=Below Average	35-44
'E'=Poor	00-24

- 7.7 If a candidate fails to qualify in the course work examination in first attempt, he/she will be given only one additional attempt (last) to clear the course work by appearing in the examination along with the next regular batch after paying due examination fees.
- 7.8 Completion of Course work successfully would be binding on all the Ph.D. candidates including teacher candidates.
- 7.9 Successful course work completion certificate has to be issued by the University/School in the prescribed format.

Ph. D. Course work syllabus

The Doctoral Programme in Mass Communication aims to develop a deep understanding of research and its application in the field of Mass Communication. As preliminary part of this programme, rigorous course work will help in building foundational understanding of research in the Ph.D. scholars so that they can be prepared as a cadre of professionals who can develop a specialized knowledge in various areas of Mass Communication.

This course provides a firm foundation to those wishing to carry out research in communication studies. The curriculum is a combination of theory and practice and is designed with an objective to equip the Ph.D. scholars with a judicious blend of knowledge, skills and attitude to become a communication researcher with social commitment. The course takes care of the needs of the ever-changing media industry as well as the social ecology. The course work is designed to impart intensive knowledge and training in communication theory, research methodologies and computer applications in research.

Programme Specific Outcomes (PSO):

This course work programme is designed to achieve the following Specific Outcomes:

- **PSO-1:** Build a critical understanding of academic discourse in the Ph. D. scholars.
- **PSO-2:** Enable them to develop and demonstrate research writing skills.
- **PSO-3:** Promote thesis visualization, development and writing skills.
- **PSO-4:** Develop abilities in the Ph.D. scholars to teach specific courses and engage in tutorials and other practical task.

Credit requirement and Duration:

Total 08 credits 01 Credit = 15 hours of teaching 01 credit = 25 marks	Duration: Six Months Total 120 hours of teaching Minimum 08 hours of teaching per week for fifteen weeks
<i>Note: No candidate will be allowed to appear in the theory examination unless he/she attends 75% classes and completes all related practicum assignments</i>	

Structure of the Ph. D Coursework Programme:

The course work is having two papers of 04 credits each, total 08 credits.

**Proposed Syllabus for Ph. D course work in Mass Communication in the SJMC,
AKU Patna**

Structure of the Ph. D Coursework Programme:

The course work is having two papers of 04 credits each, total 08 credits.

Course		Title of the Course	Credit	Marks
Paper 1	Part-A	Research Methodology	2	100
	Part-B	Research and Publication Ethics	2	
Paper 2	Part-A	Communication Theory	2	100
	Part – B	Practicum	2	
		Total	8	200

Paper 1

Credits: 04

Marks: 100

Objectives

The objective of this paper is to enable research scholars understand the importance of research in media studies. This paper deals about various historical, theoretical and practical aspects of communication research. Also this paper aims at the necessary knowledge and skills required for communication researchers and prepare them to pursue research in their respective interest areas.

Part A: Research Methodology

Module I Historical Perspectives

Unit 1: Evolution and growth of communication research in the world

Unit 2: Major research traditions in the communication discipline

Unit 3: Brief review of research in the field of various media and communication for development (C4D)

Unit 4: Contemporary scenario and challenges of communication research in India

Module II Processes of Research

Unit 1: Defining research problem, framing title of the research, literature review, formulating hypothesis, research design, sampling techniques, defining variables,

Unit 2: Various research approaches and process of theorizing research

Unit 3: Survey, observation, experiment, case study, content analysis, policy research

Unit 4: Ethnographic studies, studying visuals and moving image, historical research, archival research, meta-analysis

Module III Data Collection & Processing

Unit 1: Questionnaire, schedule, interview, observation, focus group,

Unit 2: Handling and analyzing qualitative data

Unit 3: Collecting and handling quantitative data

Unit 4: Presentation and interpretation of data

Module IV Presentation of Report

Unit 1: Formatting and planning for report writing

Unit 2: Citation and referencing, APA style, indexing, research archives, impact factor

Unit 3: Research ethics, writing a research paper and synopsis, getting research published

Unit 4: Communication/Media/Journalism Research Journals, studying research papers

Suggested Readings:

C.R Kothari, Research Methodology: Methods and Techniques, New Age International, 2004
Dominick and Wimmer, Mass Media Research- Processes, Approaches & Applications, Cengage Learning, 2011

J.S Yadava, Communication Research: Some reflections, IIMC Mineo

Ranjit Kumar, Research Methodology– A Step-by-Step Guide for Beginners, Pearson, 2005

Gerard Guhrie, Basic Research Methods: An Entry to Social Science Research, SAGE, 2010

Vijayalaxmi and Sivapragasam, Research Methods, Tips and Techniques, MJP Publisher, 2008

Horning Priest Susanna - Doing Media Research, SAGE, 1996
Ram Ahuja, Research Methods, Rawat Publications, Jaipur 2009
Arthur Asa Berger, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications, 2000
Anders Hansen, Simon Cottle, Ralph Begrine and Chris Newbold, Mass Communication Research Methods, MacMillan Press, London, 2004

Part – B- Research and Publication Ethics

Unit I – Philosophy and Ethics

- 1.1 Introduction to philosophy of Social Science Research: definition, nature and scope, concept, branches
- 1.2 Ethics : definition, moral philosophy, nature of moral judgments and reactions

Unit II – Scientific and Conduct

- 2.1 Ethics with respect to science and research
- 2.2 Intellectual honesty and research integrity
- 2.3 Scientific misconducts: Falsification, Fabrication, and Plagiarism (FPP)
- 2.4 Redundant publications: duplicate and overlapping publications, salami slicing
- 2.5 Selective reporting and misrepresentation of data

Unit III- Publication Ethics

- 3.1 Publication ethics: definition, introduction and importance
- 3.2 Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
- 3.3 Conflicts of interest
- 3.4 Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types

Unit IV – Publication Misconduct

- 4.1 Violation of publication ethics
- 4.2 Identification of publication misconduct, complaints and appeals
- 4.3 Predatory publishers and journals
- 4.4 Use of plagiarism software like Urkund and other open source software tools

Suggested Readings:

Bird, A. (2006). Philosophy of Science. Routledge.
MacIntyre, Alasdair (1967) A Short History of Ethics. London.
P. Chaddah, (2008) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN: 978-9387480865
National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
Resnik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN: 978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf

Paper 2

Credits: 04

Marks: 100

Objectives

The objective of this paper is to develop and enhance students' understanding of basic concepts about communication in specific reference to the research. It also provides grounding in the basic as well as advanced models and theories of communication to enable research scholars relate various concepts and ideologies to their research work. The second part of the paper is aimed for students to gain practical skills in research.

Part A: Communication Theory

Module I Basics of Theory

Unit 1: Theory: meaning, need and importance, the process of theory building

Unit 2: Relationship between theory and research

Unit 3: Concepts of communication

Unit 4: Various perspectives of communication

Module II Models of Communication

Unit 1: Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)

Unit 2: Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)

Unit 3: Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)

Unit 4: Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004),

Module III Theories of Communication

Unit 1: Psychological and Individual Difference Theory, Limited Effects Theory

Unit 2: Personal influence theory, Social learning theory, Cognitive Dissonance, Selective Perception

Unit 3: Sociological Perspectives: Agenda Setting, Cultivation Theory, Diffusion of Innovation, Knowledge-Gap Hypothesis, Democratic Participation Theory, Spiral of Silence, Uses and Gratification Theory, Media Systems Dependency Theory

Unit 4: Normative theory, Mass Society Theory, Propaganda Theory, Theory of Public Opinion Formation, Social Responsibility Theory, Social Marketing Theory

Module IV Ideologies, Media and Communication

Unit 1: Frankfurt School, Political Economy Theory, Cultural Studies, Critical Theory, Marxist Theory, textual analysis and literary criticism

Unit 2: Medium is the Message and Manufacturing Consent

Unit 3: Multiculturalism, Functionalism and Structuralism

Unit 4: Media as culture industry and media literacy movements

Suggested Readings:

Stanley J. Baran and Dennis K. Davis, Mass Communication Theory: Foundations, Ferment and Future, fourth edition, Thomson Wadsworth, 2006

Jack Rosenberry and Lauren A. Vicker, Applied Mass Communication Theory: A Guide for Media Practitioners, Pearson 2009

Denis McQuail, Mass Communication Theory-An Introduction, Sage Publication, 2010

R. John Bittner, Mass Communication, an introduction, Theory and practice of mass media in society, Prentice Hall, 1989

Rowland Lorimer and Paddy Scannell, Mass Communications: A Comparative Introduction, Manchester University Press, 1994

Melvin DeFleur and Sandra BallRokeach, Theories of Mass Communication, Longman Publisher, 1982 Arthur Asa Berger, Essentials of Mass Communication Theory, Sage Publication Inc, 1995.

Vijaya Somasundaram, Principles of Communication, Authors Press, 2006.
 Uma Narula, Dynamics of Mass Communication (Theory and practice), Atlantic Publisher, 2006.
 Marshal T. Poe, A History of Communications: Media and Society from the Evolution of Speech to the Internet, Cambridge University Press, New York, 2011.
 Manufacturing Consent: The Political Economy of the Mass Media by Edward S. Herman, Noam Chomsky
 Grand Hotel Abyss: The Lives of the Frankfurt School by Stuart Jeffries
 Media and Cultural Studies by Angela McRobbie, Ariel Dorfman, Noam Chomsky, et al

Part 2: Practicum

Unit-1: Book Review

- Analysis of book reviews
- Process of reviewing a book
- Writing review of a book

Unit-2 : Review of related literature

- Analyzing research reviews
- Understanding Process of Literature Review
- Writing Literature Reviews on research topics

Unit-3: writing a Research Paper

- Analysis of educational research papers
- Various structures and types of research papers
- Process of writing research papers in reputed journals

Unit-4: Development and Standardization of Research Tools

- Analysis of Research tools
- Developing a Research Tool
- Process of Tool Standardization

Unit-5: Ph.D. Research Proposal

- Analysing Research Proposals
- Understanding the structure of a research proposal
- Process of writing research proposal/synopsis/SOP
- Preparing a Research proposal

Evaluation of Practicum Assignments		Marks
1.	Review of one reference book (related to your area of interest/proposed area of research)	5
2.	Literature Survey on the chosen problem	10
3.	Writing a research paper on an educational topic	10
4.	Development and standardization of one of the tools for data collection (qualitative/quantitative)	5
5.	Writing a Research Proposal based on the chosen problem	10
6.	Coursework presentation in Seminar	10
Total		50

Suggested Readings:

Dahlberg, L., & McCaig, C. (2010). *Practical research and evaluation: A start-to-finish guide for practitioners*. SAGE Publications Ltd

English for Writing Research Papers (English for Academic Research) 2nd ed. 2016 Edition
by Adrian Wallwork, Springer

Writing Academic Papers: A Resource Manual for Beginners in Higher-Learning Institutions and Colleges by [Elia Shabani Mligo](#), [Trygve Wyller](#)