

**Ph.D. Course work
(Journalism and Mass Communication)**

SCHEME

**PH.D. COURSE WORK (JOURNALISM AND MASS COMMUNICATION)
2020-2021 ONWARDS**

	SEMESTER				
Code	Title of Paper	Credits	Internal Assessment	Theory Marks	Time
Paper –I	Media Research Methodology (Compulsory)	04	20	80	3 Hrs
Paper-II	Media Issues (Compulsory)	04	20	80	3 Hrs
Paper-III	Elective, and one of the following: 1. Television and Film Studies 2. Media Writing and Production	04	20	80	3 Hrs
Paper-IV	Research Ethics (2 Credits)	02	20	30	2 Hrs.

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SYLLABUS

**JOURNALISM AND MASS COMMUNICATION
CH. DEVI LAL UNIVERSITY, SIRSA
PH.D. COURSE WORK**

PAPER- I MEIDA RESEARCH METHODOLOGY (COMPULSORY) (04 CREDITS)

MAXIMUM TIME- 3 HOURS

MAX. MARKS :- 80

PASS MARKS:- 40%

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of five sections ABCD and E Sections ABC and D will have two questions from the respective sections of the syllabus and section E will have eight short answer type questions from the entire syllabus uniformly. All the sections ABCD and E carry equal marks.

INSTRUCTIONS FOR THE CANDIDATES

The candidates are required to attempt one question each from the selections ABC and D of the question paper and five from section E.

SECTION-A

Communication Research: Meaning, definition and scope.

Criteria for Research

Reliability, Validity and Vulnerability.

Different variables

Types and Methods of Research

SECTION-B

Various steps in Research

Defining the research problem

Review of literature

Hypothesis.

Research design, Experimental, Exploratory, Descriptive, Panel study, Longitudinal.

Determining the appropriate method of data collection.

Types of sources of data, Analysis and interpretation

SECTION-C

Statistics in research

Qualitative & Quantitative

Focus Groups

Case studies

Field observation, Participatory observation.

Quantitative & Quantitative Research

Survey

Content analysis

Sample and sampling techniques.

Sampling procedure, probability and non-probability in sampling

Advantages and disadvantages of various methods of Research.

SECTION-D

Research tools: questionnaires, interview schedule, levels of measurement, ANOVA (Analysis of Variance).

New Trends in Mass Communication Research.

Readership surveys, Television audience measurement

Dissertation/thesis writing

Different styles of reference and bibliography writing (MLA/APA style)

Language of report writing.

Index, footnotes, references and citations.

Books for study:

BOOKS RECOMMENDED

1. Research Methodology : C.R. Kothari
2. Research in Mass Media : S.R. Sharma & Anil Chaturvedi Scientific Social Survey and Research : Young, P.V.
3. Methodology and Techniques of Research : Wilkinson and bhandarkar
4. Audiences Analysis : Denis MC Quail
5. Visual Methodologies : Gillian Rose
6. Milestone in Mass Communication Research : Loery & DeFleur
7. Mass Communication Research Methodology : Andres Hausen & Others
8. Introduction to Mass Communication Research : John C.Reinard
9. Mass Communication Research : Wimmer and Dominick
10. Media and Communication Research : Berger, Arthur Asa (2000),
11. Introduction to Research Methods : Robert, B. Burns.
12. Doing Media Research : Susanna Horining Priest:
13. Experimental Design Methods : Lewins Beck, Michael S (1994)
14. Research Methods in Mass Communication : Stempel and Westley:
15. मीडिया शोध : डॉ० मनोज दयाल
16. संचार शोध प्रविधियां : डॉ० संजीव भनावत
17. सामाजिक अनुसंधान व सुयोजन : राजेन्द्र मिश्र

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PAPER- II MEDIA ISSUES (COMPULSORY) (04 CRDITS)

MAXIMUM TIME- 3 HOURS

MAX. MARKS :- 80

PASS MARKS:- 40%

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of five sections A,B,C,D and E Sections ABC and D will have two questions from the respective sections of the syllabus and section E will have eight short answer type questions from the entire syllabus uniformly. All the sections ABCD and E carry equal marks.

INSTRUCTIONS FOR THE CANDIDATES

The candidates are required to attempt one question each from the selections A,B,C and D of the question paper and five from section E.

SECTION-A

Communication and Mass Communication: A historical perspective
Media in Post-modernist World
The Rise of Global Media
Corporatization of Global and National Media
Media Conglomerates

SECTION-B

Transnational Media, Cultural Identity and Social Change
Media and Popular Culture
Media and Cultural Studies
Manufacturing reality: Trivialization and Sensationalism

SECTION-C

New Perspectives in Inter-Cultural Communication
Media management in an era of Globalization and Liberalization
Ownership Patterns
Cross Media Ownership
Media and Market forces: Challenges and Opportunities

SECTION-D

Ethics in Changing Media Scenario
Media Regulations and Self regulations
Need for ethics: Issues related to Accuracy, balance, Clarity, Bias, Privacy etc.
Trial by Media
Sting Operations
Obscenity, vulgarity and violence

BOOKS RECOMMENDED

1. Mass Communication in India : Kumar, Kewal J.
2. Media Credibility : Aggarwal, S.K.
3. Mass Media: Laws and Regulations : Rayudu, C.S.
4. Press and Pressure : Mankakar, D.R.
5. Media Ethics and Laws : Jan R. hakeculdar
6. The Media in your life : Jean Folkerts.
7. Media Media Management in India : Dibakar Panigrahy
8. Newspaper Management in India : Gulab Kothari
9. Global Media : Herman and Mc Chesney
10. International Communication and Globalization :Mohammad, Ali

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JOURNALISM AND MASS COMMUNICATION

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PH.D. COURSE WORK

PAPER- III TELEVISION AND FILM STUDIES (ELECTIVE-I) (04 CREDITS)

MAXIMUM TIME- 3 HOURS

MAX. MARKS :- 80

PASS MARKS:- 40%

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of five sections A,B,C,D and E Sections ABC and D will have two questions from the respective sections of the syllabus and section E will have eight short answer type questions from the entire syllabus uniformly. All the sections ABCD and E carry equal marks.

INSTRUCTIONS FOR THE CANDIDATES

The candidates are required to attempt one question each from the selections A,B,C and D of the question paper and five from section E.

SECTION-A

Television and the power of visual culture
Major programming trends
24x7 news culture
Prime time television entertainment segments
Reality shows

SECTION-B

Television as cultural indicator
Measuring television ratings
Convergence of Media
Television as a Cultural Industry

SECTION-C

Evolution of movies
Arrival of new technologies
The economics of the movie business
Basic film theories

SECTION-D

Production, distribution and exhibition of movies
Multiplex culture
Cross-border cinema
New trends in film promotion and publicity

BOOKS RECOMMENDED

1. Mass Media and Society : Curran & Gurevitch (ED.)
2. Modern Media and Communication : Joseph
3. Radio and TV Journalism : K.M. Shrivastava.
4. The Grammar of Television Production : Davis & Weller
5. TV Camera Operation : Millerson
6. Indian Broadcasting : Luthra
7. Script to Screen : Sharda Kaushik
8. Broadcast Journalism : Basic Principles, S.C. Bhat, Anand Publications
9. Global Media : Herman and Mc Chesney
10. Radio, TV & Modern Life : Paddy Scannell; Blackwell Publishers

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PAPER- III MEDIA WRITING AND PRODUCTION
(Elective-II) (04 Credits)

MAXIMUM TIME- 3 HOURS

MAX. MARKS :- 80

PASS MARKS:- 40%

INSTRUCTIONS FOR THE PAPER-SETTER

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INSTRUCTIONS FOR THE CANDIDATES

The candidates are required to attempt one question each from the selections A,B,C and D of the question paper and five from section E.

SECTION-A

Writing as a creative process
Literary vs journalistic writing
Fiction vs fact
Different writing styles and techniques
Factors influencing writing
General Principles of effective writing

SECTION-B

Language as a tool
Standardization of language
Types of writing: Descriptive, expository, argumentative and analytic
Translation on as an art
Problems of translation

SECTION-C

Media Production: Concept and Scope
Script to screen
Screen grammar
Radio picture
Creative use of sound and visuals

SECTION-D

Producing the printed word
Modern printing and production processes
Principles of layout and design
Latest trends in printing

BOOKS RECOMMENDED

1. News Writing : HAUGH GEORGE A.
2. Broadcast News Writing, Reporting and Production : Ted White, Adrian J. Meppen & Steve Young
3. The Television Writers Handbook : Nash & Oakey
4. Broadcasting Writing : Walters
5. Modern Feature Writing : Dewelt Reddick, Harper, New York.
6. The Art & Craft of Feature Writing : William E. Blundell. Plume
- 7.

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PAPER- IV RESERARCH ETHICS
(2 CREDITS)

MAXIMUM TIME- 2.00 HOURS

INTERNAL ASSESSMENT: - 20

EXTERNAL EXAM:- 30

PASS MARKS -40%

Scheme of the paper:- The students will attempt three questions in all. 1st question will be compulsory. It will consist of six questions in all out of which the student will attempt any four in about 50-70 words (2.5x4=10). There will be four other questions, two from each of the units. The students will be attempt any two selecting one from each unit.

SECTION-A

Ethics:- Philosophy: Definition, Moral Philosophy,
Nature of Morals judgment and Reactions
Principals of Ethics in Research
Significance of Ethics in Research
Intellectual honesty Publication Ethics and research integrity

SECTION-B

Publication Ethics: Introduction, Definition, Significance
Violation of Publication Ethics
Identification of publication misconduct
Planning for Ethical Research
Metrics: Plagiarism, Conflict of Interest, index, G index, i 10 index, almetries.