

**Department of Journalism and Mass Communication
Himachal Pradesh University, Summer Hill, Shimla – 171005**

Ph.D. (Journalism and Mass Communication)

Syllabus for Course-work

**Approved by Board of Studies in Journalism and Mass Communication
on 3rd October, 2013-10-02**

Ph.D. (Journalism and Mass Communication) Course-work Structure

The course-work for Ph.D. in Journalism and Mass Communication shall comprise of two courses.

Each course will span over one semester. The scheme of examination and the detailed syllabi for the two courses will be as follows:

Course No.	Course Title	Maximum Marks	Marks distribution	
			Internal Assessment	Theory Examination
1.	Communication Research Methods	100	20	80
2.	Communication Research Trends	100	20	80

Course 1 – Communication Research Methods

Course No.	Course Title	Maximum Marks	Marks distribution	
			Internal Assessment	Theory Examination
1.	Communication Research Methods	100	20	80

Instructions:

To successfully complete this course a candidate will have to secure at least 50 percent of the maximum marks in aggregate. Besides, it shall be compulsory to obtain at least 40 percent as pass-marks in both internal assessment and theory exam, i.e. eight marks in internal assessment and 32 marks in theory exam.

Instructions for theory exam:

The theory examination for this course will be of three-hour duration for a maximum of 80 marks. The examination paper will be in three parts as follows:

Part	Contents	Marks
I	Eight very-short answer type questions of two marks each; Each question to be answered in not more than 50 words; Two questions each from all four units; All questions will have to be answered.	8 x 2 = 16
II	Eight short answer type questions of eight marks each; Each question to be answered in not more than 200 words; Two questions each from all four units; Candidates will have to answer five questions.	8 x 5 = 40
III	Five long answer type questions of 12 marks each; Each question to be answered in not more than 1000 words; One question each from all five units; Candidate will have to attempt two of these questions.	2 x 12 = 24

Course Contents

UNIT - I

RESEARCH METHODS AND DESIGNS

Research: meaning, types and objectives; Scientific research: need, process and challenges;
Research problem: Defining and selecting a research problem;
Research design: meaning, need and importance; Census and sample surveys;
Comparison of quantitative and qualitative research approaches.

UNIT - II

APPROACHES TO COMMUNICATION RESEARCH

Message- or Artefact-Oriented Research: Archival/Documentary Research (library/documentary research, historical research, legal/policy research, secondary data analysis, meta-analysis); Textual Research (Critical/Cultural Approaches, Textual Analysis, Conversation/Interaction Analysis, Content Analysis).

People- or Behaviour-Oriented Research: Survey Research (Data Collection and Interviews, Questionnaires, Polls and Ratings, Intensive Interviews, Focus Groups); Observational Research

(Ethnography, Participant Observation, Unobtrusive Observation, Network Analysis, Verbal and Nonverbal Coding, Pre-experimental Designs, Experimental Designs, Laboratory and Non-laboratory Research).

UNIT - III

QUANTITATIVE RESEARCH CONCEPTS

The Data: Meaning and types of data, issues of reliability and validity; methods of collecting primary and secondary data.

The Sample: Population and sample, Sampling error, Sample size, Sample designs: Probability and Non-probability sampling designs; Problems of sampling in social research.

Hypothesis: Development and structure; Methods of hypothesis formulation; Hypothesis Testing.

Data classification and presentation of data: Frequency distribution and graphic representation;

Experimentation: Experiments in the social sciences: Laboratory experiments and field experiments, Experiments and quasi-experiments; advantages and limitations of experimentation.

Causality: The concept of cause, empirical corroboration of the causal relationship.

UNIT-IV

QUALITATIVE RESEARCH CONCEPTS

Qualitative Techniques: Participant Observation, Observation vs. participant observation; Fields of application and recent developments in participant observation; Overt and covert observation: access and informants; What to observe; Recording observations; Analysis of empirical material; Observation in micro sociology; Limitations.

Qualitative Interview: Collecting data by asking questions; Quantitative and qualitative interviewing; Types of interview; Conducting interviews; Analysis of empirical material;

Use of Documents: Reading social traces; Personal documents; Institutional documents.

UNIT - V

REPORT WRITING AND PRESENTATION

What is a scientific paper? How to: prepare the title; list the authors and addresses; prepare the abstract; write the introduction; write the materials and methods section; write the results; write the discussion; cite the references; state the acknowledgments

Thesis: Thesis writing in English as a second language; Writing a research proposal; The overall shape of theses and dissertations; Writing the Introduction; Writing the background chapters; Writing the Methodology chapter; Writing the Results chapter; Writing Discussions and Conclusions; Writing the Abstract and Acknowledgements.

Essential Reading:

- Rubin, R.B., Rubin, A.M., Haridakis, P.M. and J.P., Linda (2010). *Communication research: Strategies and sources* (7th edn.), Boston: Wadsworth Cengage Learning.
- Wimmer, R.A. and Dominick, J.R. (2011). *Mass media research: An introduction* (9th edn.), Boston: Wadsworth Cengage Learning.
- Corbetta, P. [Bernard Patrick (Trans.)] (2003). *Social research: Theory, methods and techniques*, London, Thousand Oaks and New Delhi: Sage Publications.
- Kothari, C.R. (2004). *Research methodology: Methods and techniques*, New Delhi: New Age International (P) Limited, Publishers.
- Day, R.A. (1998). *How to write and publish a scientific paper*, Arizona: The Oryx Press.
- Paltridge, B. and Starfield, S. (2007). *Thesis and dissertation writing in a second language: A handbook for supervisors*, London and New York: Routledge.

Course 2 – Communication Research Trends

Course No.	Course Title	Maximum Marks	Marks distribution	
			Internal Assessment	Theory Examination
1.	Communication Research Trends	100	20	80

Instructions:

To successfully complete this course a candidate will have to secure at least 50 percent of the maximum marks in aggregate. Besides, it shall be compulsory to obtain at least 40 percent as pass-marks in both internal assessment and theory exam, i.e. eight marks in internal assessment and 32 marks in theory exam.

Instructions for theory exam:

The theory examination for this course will be of three-hour duration for a maximum of 80 marks. The examination paper will be in three parts as follows:

Part	Contents	Marks
I	Eight very-short answer type questions of two marks each; Each question to be answered in not more than 50 words; Two questions each from all four units; All questions will have to be answered.	8 x 2 = 16
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UNIT – I

THEORETICAL BACKGROUND OF COMMUNICATION RESEARCH

Humanities Research Traditions: Researching the Text (rhetoric, hermeneutics, phenomenology, semiotics); Disciplines in Humanistic Research: Art history, literary criticism, linguistics, film studies. Social Science Research Traditions: Positivism, interpretive social science, critical social science. Interdisciplinary developments in communication research: Post modernism, feminism, cognitivism, cultural studies approach.

UNIT – II

AUDIENCE RESEARCH METHODOLOGIES

Quantitative Audience Research: Surveys (*distinguished along* the purpose of the survey, the form of administration and the time span of the research), Experiments (*along with* type of experimental design), Quasi-experimental research

Qualitative Audience Research: Focus group, observational research (completely unstructured field studies, completely structured observation, semi-structured study, unstructured laboratory study)

UNIT – III

MEDIA OUTPUT RESEARCH

Content Analysis: Describing trends in media portrayals, testing hypotheses about the policies or aims of media producers, comparing media content with the real world, assessing the representation of particular groups in society, and drawing inferences about media effects; Experimental Research on media output: Typography and makeup research, readability research, television narrative analysis, analysis of television formats, linguistic codes within children's programmes, coders' perception and audiences' perception; Limits to quantitative content analysis; Qualitative Content Analysis: Structuralist-semiotic analysis, discourse analysis, rhetorical analysis, narrative analysis and interpretative analysis.

UNIT – IV

MEDIA EXPOSURE AND RESPONSE RESEARCH

Key audience measures and data capture techniques (questionnaires, diaries, electronic recording devices, experience sampling, observation and in-depth interviews); Print Media Research (readership research, and circulation research); Electronic Media Usage (ratings research, and audience measurement); Qualitative approaches to audiences.

Media Response Research: Affective Response: industry-driven affective research (off-line and on-line measures); Academic research (viewers' reaction, and viewers as editors);

UNIT – V

MEDIA RESPONSE RESEARCH

Cognitive Response: Off-line measures of attention and comprehension (survey interview measures, attention measurement in an experimental framework, focus group measures), Online measures (observational research, laboratory research for behavioural measures, physiological measures, and information-processing tasks)

Cognitive Impact: Agenda-setting research, cultivation of beliefs and opinions, factual learning from the media.

Essential Readings:

- Gunter, B. (2000). *Media research methods: Measuring audiences, reactions and impact*, London, Thousand Oaks, New Delhi: Sage.
- Jensen, K.B. (Eds.) (2002). *A handbook of media and communication research: Qualitative and quantitative methodologies*, London and New York: Routledge.
- Frey, L.R. and Cissna, K.N. (Eds.) (2009). *Routledge handbook of applied communication research*, London and New York: Routledge.
- Paxson, P. (2010). *Mass Communications and Media Studies: An Introduction*, London and New York: Continuum.
- Wimmer, R.D. and Dominick, J.R. (2011). *Mass media research: An introduction*, Boston: Wadsworth.