

**Himachal Pradesh University, Shimla – 5**

**Department of Journalism and Mass Communication**

**PhD (Journalism and Mass Communication)**

**Programme Learning Outcomes**

1. On completion of the programme, research students will be able to gain knowledge about doing research, show intellectual abilities and techniques to carry out excellent academic research.
2. On completion of the programme, research students will have a thorough knowledge of the literature and a clear understanding of methods and techniques which is applicable to research.
3. On completion of the programme, research students will be able to give quality research publication which satisfies peer review.
4. On completion of the programme, research students will be able to apply a significant range of advanced and other specialised skills related to research and be able to act autonomously in the planning and administration of research.
5. On completion of the programme, research students will be able to practice a self-critical and self-reflective approach in the area of research and develop professional relationships with others in the field of research.
6. On completion of the programme, research students will be able to demonstrate the problem and conflict resolving qualities through communication and working effectively with others Research organisations.
7. On completion of the programme, research students will be able to present and defend original research results and outcomes of the study.
8. On completion of the programme, research students will be able to demonstrate the quality of team work, leadership and to work collaboratively with stakeholders.

**Programmes Specific Outcomes**

PSO 1: To Critically apply theories, methodologies, techniques and knowledge in the area of research.

PSO 2: To Pursue research of significance in the discipline or an interdisciplinary subject.

PSO 3: To Demonstrate skills in oral and written communication sufficient to publish and present work in their area of academics.

PSO 4: To Follow the principles of ethics in the field of Research and in academia.

## **Course Outcomes**

### **Communication Research Methods**

**After Completion of Course, the students will be able to:**

CO 1: Describe various approaches to communication research.

CO 2: Explain Research meaning, types and objectives.

CO 3: Explain Research design, meaning, need and importance and quantitative and qualitative research approaches.

CO 4: Describe research methods and various research designs.

CO: 5 Explain the Data, Meaning and types of data, issues of reliability and validity, methods of collecting primary and secondary data.

CO 6: Describe the Sample, Sampling error, Sample size, Sample designs.

CO 7: Describe Experimentation, Experiments in the social sciences, Laboratory experiments and field experiments.

CO 8: Explain and describe various Qualitative research methods and Qualitative techniques.

CO 9: Explain and describe scientific paper, Report writing and Proposal writing.

### **Communication Research Trends**

**After Completion of Course, the students will be able to:**

CO 1: Describe Humanities Research Traditions and Researching the text.

CO 2: Describe Social Science Research Traditions: Positivism, interpretive social science and critical social science.

CO 3: Interdisciplinary developments in communication research: Post modernism, feminism, cognitivism and cultural studies approach.

CO 4: Describe Quantitative Audience Research and Qualitative Audience Research.

CO 5: Describe Content Analysis, Experimental Research on media output and quantitative content analysis.

CO 6: Describe Key audience measures and data capture techniques.

CO 7: Describe Print Media Research and Electronic Media Usage

CO 8: Describe Media Response Research, Cognitive Response and Cognitive Impact.