



Chaudhary Charan Singh University, Meerut
Syllabus of Pre-Ph.D. Coursework in Journalism & Mass Communication_w.e.f. 2018-19

B.O.S. Dated 12/10/2018 at 10.00am

(For University Department only)

Objective of Course: The Pre-Ph.D. Coursework in Journalism and Mass Communication aims at development of research skills in the field of Journalism and Mass Communication. This programme focuses on increasing the capacity of scholars and professionals in research activities.

General Rules: The Pre-Ph.D. Coursework will have 2 papers. The first paper will be Communication Research Methodology and Second Paper will be Advance Study of Communication. Each paper will carry 100 marks. There will also be a Term Paper/ Seminar (5000-7500 words) which will be of 50 marks. Every student has to submit the Term Paper/ Seminar based on the Review of Literature.

Both of the Question Paper will be evaluated by the External Examiner whereas the Term Paper/ Seminar which is of 50 marks will be evaluated by the Coordinator and One External Examiner.

Selection and Eligibility: As per University Ph.D. Norms.



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Pre-Ph.D. Coursework

Course I- Communication Research Methodology	M.M.100 (External)
Course II- Advance Study of Communication	M.M. 100 (External)
Term Paper/Seminar	M.M.50



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C-I COMMUNICATION RESEARCH METHODOLOGY

Max Marks : 100(External)

Unit 1

Introduction to Communication Research: Development of communication research. Nature and scope of communication research. Characteristics of research. Elements of research: concepts and constructs; variables – dependent, independent and intervening; Levels of measurement – nominal, ordinal, interval and ratio; discrete and continuous variables.

Unit 2

Types of research: Pure research and applied research; action research; qualitative and quantitative research; ex post facto research; experimental research; survey research; content analysis; longitudinal studies; panel studies; case studies; formative and summative research.

Unit 3

Sampling methods: Probability sampling methods – simple random sampling, stratified random sampling, cluster

Sampling; systematic sampling – sample size; sampling error; non probability sampling methods – quota sampling,

Convenience sampling, purposive sampling; snowball sampling.

Unit 4

Research Procedures: Formulating research problem; literature review; stating objectives/research questions and

Hypotheses; developing data collection tools–questionnaires, interview schedules; scales–Likert, Guttman,

Thurstone and Semantic Differential scales. Validity and reliability; Data coding and analysis. Basic statistical procedures: Non parametric statistics–chi-square; contingency table, parametric statistics – the t- test, ANOVA, MANOVA; Spearman and Pearson correlation, Introduction to computerized statistical packages. SPSS

Unit 5

Research writing and publication: Writing research reports/Thesis – chapterisation; reference/citation styles. Summary / Synopsis writing. Communication research journals, Academic publishing procedures, peer review, post publication review, ISSN, ISBN, Bibliometrics: impact factor, h- index and other systems. Current trends in social science research.

References

1. Wimmer, Roger D. and Dominick, Joseph R : Mass Media Research: An Introduction.
2. Kerlinger, Fred N. : Foundations of Behavioural Research.
3. Kumar, Ranjit. : Research Methodology : A step-by-step guide for beginners.
4. Lowery, Shearon A. and De Fleur, Melvin L : Milestones in Mass Communication Research – Media effects.
5. Stempel III, Guido H. and Westley, Bruce H. (ed.): Research Methods in Mass Communication.
6. Dunleavy, Patrick. : Authoring a Ph.D. How to plan, draft, write and finish a doctoral thesis or dissertation.
7. Sparks, Glenn G. : Media Effects Research – A Basic Overview.
8. Reinard, John C. : Communication Research Statistics.
9. Clarke, Peter. (ed.) : New Models for Communication Research.
10. Anderson, James, A. : Communication Research Issues and Methods.
11. Stephens, Larry. J. : Schaum's Outline of Theory and Problems of Beginning Statistics.
12. Jensen, Kais Bruhn. : Handbook of Media and Communication Research, Routledge.



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C-II : ADVANCE STUDY OF COMMUNICATION

Max Marks:100(External)

Unit 1 : Theory: Meaning and Concept

Introduction to theory building, defining theory. Characteristics of theory, Objectives of theory, General and Specific Kinds of theory, How theories are developed? Conventional Criteria for identifying a good theory, Significance of theories, models and conceptual framework in research. Overview of human communication and mass communication theories.

Unit 2

Philosophy of Indian Communication : Introduction to Naraduni's Communication Formula. Concept and Process of Vasudhaiv Kutumbkam and Human Communication. Bharat Muni's Model of Drama. Sahridaya and Sadharinikaran (Tender Hearted and Simplification): Concept and Interpretation. Spiritual Communication,

Unit 3

Media-audience interaction : S-R theory, Perspectives of individual differences, social categories and social relations; concept of selectivity; One-step, two-step and multi-step flow; concept of Gate keeping; Gate keeping models of White and Galtung and Ruge, News flow models of McNelly, Bass and Mowlana.

Unit 4

Development Communication perspectives: Evolution of Development Communication Paradigms. Major Propositions of dominant paradigm. Daniel Lerner , Wilbur Schramm, Everett M Rogers and diffusion of innovation theory. Social marketing approach, Dependency Theory, Marxist/Socialist Paradigm, Participatory communication approach, , The Emancipatory Paradigm.

Unit 5

Mass Communication in Socio-cultural perspectives: Cultural Norms Theory, Mainstreaming / Synchronization Theory etc. Persuasion Theories, Media Violence Theories, Media Intrusion Theory, Social Semiotics, Theory, Information Processing Theory, Post-industrial society perspective, Surveillance society perspective, Informational Capitalist Perspective, Post-Modern Society Perspective

References

1. Agee, Warren K., Ault, Philip H. and Emery, Edwin: Introduction to Mass Communications.
2. Devito, Joseph A. : Communicology: An Introduction to the study of communication.
3. McQuail, Denis: McQuail's mass communication theory.
4. McQuail, Denis and Windahl, Sven : Communication models for the study of mass communications.
5. De Fleur, Melvin L. and Ball-Rokeach, Sandra J. : Theories of mass communication.
9. Swanson, David L. and Nimmo, Dan (ed.): New Directions in political communication – A resource book.
10. Nimmo, Dan : Political communication and public opinion in America.
11. Kumar, Keval J. : Mass communication in India.
12. Watson, James and Hill, Anne : Dictionary of Media and Communication Studies.
13. Baran, Stanley J and Davis, Dennis K, Mass Communication Theory, Thomson Wadsworth, Delhi



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Term Paper/ Seminar

Max Marks: 50

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