



Ph.D. Course Work

Syllabus

Course Description

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.

Course Outline			
Duration: One to two semesters			
S.N.	Paper	Credit	Marks (Theory + Sessional)
1.	Communication Theory	4	60+40=100
2.	Research Methodology	4	60+40=100
3.	Computer Applications in Research	4	60+40=100
	Total	12	300

Centre for Mass Communication

School of Mass Communication and Media Technologies

Central University of Jharkhand

(Established by an Act of Parliament of India, 2009)

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Communication Theory

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 scholar relate various concepts and ideologies to their research work.

Block 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 in ancient Indian texts

Unit 4: Asian perspectives of communication

Block 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),

Block 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

Block 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

Research Methodology

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.

Block 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

Block 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, meta-analysis

Block 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

Block 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 Guhrle, **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

Computer Applications in Research

Objectives

The objective of this paper is to help the research scholar learn various application parts of information technology. This paper provides basic knowledge and skills related to computer required for communication researchers and enable them to handle text, data and graphics efficiently on computer with a thrust upon learning various statistical tools.

Block I Basics of Computer

Unit 1: Components and functioning of computer

Unit 2: Microsoft Office- MS Word and MS PowerPoint

Unit 3: Handling text, image and graphics

Unit 4: Practicing error-free computer typing

Block II Application of Statistics in Research

Unit 1: Basics of statistics, measuring central tendency – mean, median and mode,

Unit 2: Frequency, dispersion and skewness, standard deviation, error in sampling, test of significance

Unit 3: Parametric and non-parametric tests

Unit 4: Cross tabulation, correlation, regression

Block III Statistical Software

Unit 1: Use of MS Excel for data handling

Unit 2: Statistical Programme for Social Sciences (SPSS)

Unit 3: Feeding and analyzing data in SPSS

Unit 4: Importance and application of statistical tests in research

Block IV Internet Use for Research

Unit 1: Basics of Internet and its functioning

Unit 2: Techniques of searching online resources efficiently and data mining

Unit 3: Use of social media for academics and research

Unit 4: Online networks of Indexing and database, checking plagiarism

Suggested Readings:

- Paul Mallery and Darren George, **SPSS for Windows Step by Step – A Simple Guide and Reference**, Pearson Education 11th Edition,
- Sheridan J. Coakes and Clara Ong, **SPSS Version 18⁰ for Windows: Analysis without Anguis**,
- Thomas W. Pierce and Jeffery E. Aspelmeier, **SPSS: A User-Friendly Approach for Versions 17 and 18**, W.H. Freeman & Company
- Agryrous, **Statistics for Research**, Sage Publications, London
- Jack Levin James A Fox, **Elementary Statistics in Social Research**, The Essential, Pearson Education
- David R. Forde, James A Fox and Jack Levin, **Elementary Statistics in Social Research**, Pearson Education
- Pradeep Sinha and Priti Sinha, **Computer Fundamentals**, BPB Publications, New Delhi
- R S Salaria, **Computer Fundamentals**, Khanna Book Publishing, New Delhi