

**Central University of Punjab,  
Bathinda**



**Department of Mass Communication and  
Media Studies**

**2019 - 20**

**School of Information and Communicative  
Sciences**

## Syllabus for Ph.D. Coursework

<b>Duration:</b> One to two semesters					
<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
JMC701	Communication Theory	4	0	0	4
JMC702	Research Methodology	4	0	0	4
JMC703	Computer Applications in Research	2	1	1	4
JMC704	Applied Communication Research	2	1	1	4
JMC799	Seminar	0	1	1	2
	<b>Total</b>				18

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## **JMC701 Communication Theory**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
4	0	0	4

### **Learning outcome of the course:**

- Students will be familiar with evolution of human communication, its concepts, origin and development.
- They will be able to understand process of theory building.
- They will have an over view of various communication theories and models communication
- Students will be able to see the contrast of western and eastern perspectives of communication.

### **Unit I Basics of Theory**

- Theory: meaning, need and importance, the process of theory building
- Relationship between theory and research
- Concepts of communication in ancient Indian texts
- Asian perspectives of communication

### **Unit II Models of Communication**

- Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)
- Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)
- Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)
- Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004),

### **Unit III Theories of Communication**

- Psychological and Individual Difference Theory, Limited Effects Theory
- Personal influence theory, Social learning theory, Cognitive Dissonance, Selective Perception
- 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
- Normative theory, Mass Society Theory, Propaganda Theory, Theory of Public Opinion Formation, Social Responsibility Theory, Social Marketing Theory

### **Unit IV Ideologies, Media and Communication**

- Frankfurt School, Political Economy Theory, Cultural Studies,
- Critical Theory, Marxist Theory, textual analysis and literary criticism
- Medium is the Message and Manufacturing Consent, Power and Hegemony
- 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

### **JMC702 Research Methodology**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
4	0	0	4

Learning outcomes of the course:-

- Students will be familiar with research methodology in the field of communication and media.
- Students will learn various techniques of research problem formulation, analysis and report writing.
- Students will be able to apply the knowledge of Mass Communication Research
- Students will learn the various ethical consideration of MCR

### **Unit I Historical Perspectives**

- Evolution and growth of communication research in the world
- Major research traditions in the communication discipline
- Brief review of research in the field of various media and communication for development (C4D)
- Contemporary scenario and challenges of communication research in India

### **Unit II Processes of Research**

- Defining research problem, framing title of the research, literature review, formulating hypothesis, research design, sampling techniques, defining variables,

- Various research approaches and process of theorizing research
- Survey, observation, experiment, case study, content analysis, policy research
- Ethnographic studies, studying visuals and moving image, historical research, meta-analysis

### **Unit III Data Collection & Processing**

- Questionnaire, schedule, interview, observation, focus group,
- Handling and analyzing qualitative data
- Collecting and handling quantitative data
- Presentation and interpretation of data

### **Unit IV Presentation of Report**

- Formatting and planning for report writing
- Citation and referencing, APA style, indexing, research archives, impact factor
- Research ethics, writing a research paper and synopsis, getting research published
- 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

## **JMC703 Computer Applications in Research**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
2	1	1	4

Learning outcomes of the course:-

- Students will be familiar with basics of computer application in research
- Students will learn various techniques of data encapsulation.
- Students will be able to apply the statistics in research.
- Students will learn the usage of software packages of research.

### **Unit I Basics of Computer**

- Components and functioning of computer
- Microsoft Office- MS Word and MS PowerPoint
- Handling text, image and graphics
- Practicing error-free computer typing

### **Unit II Application of Statistics in Research**

- Basics of statistics, measuring central tendency – mean, median and mode,
- Frequency, dispersion and skewness, standard deviation, error in sampling, test of significance
- Parametric and non-parametric tests
- Cross tabulation, correlation, regression

### **Unit III Statistical Software**

- Use of MS Excel for data handling
- Statistical Programme for Social Sciences (SPSS)
- Feeding and analyzing data in SPSS
- Importance and application of statistical tests in research

### **Unit IV Internet Use for Research**

- Basics of Internet and its functioning
- Techniques of searching online resources efficiently and data mining
- Use of social media for academics and research
- 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 11<sup>th</sup> Edition,
- Sheridan J. Coakes and Clara Ong, SPSS Version 18.0 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

### **JMC704 Applied Communication Research**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
2	1	1	4

Learning outcomes of the course:

- Introduce students to the concept of Communication theories and Models.
- Make them familiar with recent advances in the field of Communication Theories.
- Introduce students with the emerging theories of Communication Research.
- Make them familiar with advancement of research in various fields of Media.

#### **Unit I Basics of Communication Research**

- Changing paradigms of communication research in the world and Media Literacy.
- Major Research traditions in communication discipline.
- Understanding various schools of thoughts of Mass Communication Research- Frankfurt School and American Empirical School etc.
- Medium is the message, Hot and Cold Media and Manufacturing consent

#### **Unit II New Trends in Communication Research**

- Hate Spin, Spin Doctrine, Post Truth and Public Sphere
- Effects theory and Media Research Payne Fund Studies and Psychology of panic
- Semiotic Analysis, Rhetoric Analysis, Discourse Analysis
- Multiculturalism, Functionalism and Structuralism and Media

#### **Unit III: Applied Research in Media Studies**

- Research in Newspaper and Magazines
- Research in Electronic Media
- Research in New Media
- Research in Cinema

#### **Unit IV Applied Research in Media Studies**

- Research in Media Literacy and Media Education
- Research in Media Laws and Ethics
- Research in Advertising
- Research in Public Relations

**Suggested Readings:**

- Dominick and Wimmer, Mass Media Research- Processes, Approaches & Applications, Cengage Learning, 2011
- Marshan McLuhan, Understanding Media, Rutledge Classics, 2001
- Horning Priest Susanna - Doing Media Research, SAGE, 1996
- David E Gray, Doing Research in the real world, SAGE, 2014
- Cherian George, Hate Spin: The manufacture of religious offence and its threat, The MIT Press, 2016
- Noam Chomsky and Edward S Herman, Manufacturing Consent: The Political Economy of the mass media, Pantheon Books, 1988
- Stanley Baran and Dennis Devis, Mass Communication Theory: Foundations, Ferment and future, Wadsworth Publishing, 2014
- Marshal McLuhan, The global village: Transformation in world life and media in the 21<sup>st</sup> Century, Oxford University Press, 1981

**Web Resources:**

- [www.wimmerdominick.com](http://www.wimmerdominick.com)
- [www.cengagebrain.com](http://www.cengagebrain.com)

**JMC799 Seminar****Introduction**

During the Pre-Ph.D. coursework, research scholar will give a presentation/seminar on his/her proposed research topic.

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
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