

Central University of Punjab



Ph.D. Coursework (Mass Communication and
Media Studies)

2022

Department of Mass Communication and Media Studies

Programme Graduate Attributes

1. Graduates will be able to critically analyse communication models and theories.
2. Graduates will be able to design communication strategies for government, NGO and industry.
3. Graduates will be able to discuss, analyse and predict emerging trends in media industry.

Syllabus for Ph.D. Coursework

Course Code	Course Name	L	T	P	Total Credits
JMC.701	Communication Theory	4	0	0	4
JMC.702	Research Methodology	4	0	0	4
JMC.703	Computer Applications in Research	3	1	0	4
JMC.751	Research and Publication Ethics	2	0	0	2
UNI.753	Curriculum, Pedagogy and Evaluation	1	0	0	1
JMC.752	Teaching Assistantship	0	0	2	1
	Total				16

Course Code: JMC.701
Course Title: Communication Theory

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcome of the course:

- Learners will be able to

CLO1: Explain various models and theories of communication.

CLO2: Compare various models and theories of communication.

CLO3: Predict trends and development in the field of communication.

Units/Hours	Contents	Mapping with CLOs
I 15 Hours	Basics of Theory <ul style="list-style-type: none"> • 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 	CLO1 & CLO2
II 15 Hours	Models of Communication <ul style="list-style-type: none"> • 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) 	CLO1 & CLO2
III 15 Hours	Theories of Communication <ul style="list-style-type: none"> • Mass Society Theory and Propaganda • Psychological and Individual Difference Theories • Sociological Theories • Normative theories 	CLO1 & CLO2
IV 15 Hours	Ideologies, Media and Communication <ul style="list-style-type: none"> • Frankfurt School • Symbolic Interactionism • Technological Determinism • Relating theories with research 	CLO1 , CLO2 & CLO3

Suggested Readings:

- Baran, S.J. & Davis, D. (2020). *Mass Communication Theory: Foundations, Ferment, and Future*. Oxford University Press.

- Berger, A. A. (1995). *Essentials of mass communication theory*. Sage Publications.
- Berlo, D. (1960). *Process of Communication: Introduction to Theory and Practice*. Holt, Rinehart & Winston of Canada Ltd.
- Castells, M. (2014). *Communication Power*. Oxford University Press.
- Castells, M. (2000). *The Rise of the Network Society: The Information Age: Economy, Society and Culture*. Wiley-Blackwell.
- Herman, E. S. & Chomsky, N. (2002). *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon.
- McQuail, D. (2015). *McQuail's mass communication theory*. Sage publications, London.
- McQuail, D. & Dueze, M. (2020). *McQuail's Media and Mass Communication Theory*. Sage Publications.
- McLuhan, M. (2011). *The Gutenberg Galaxy*. University of Toronto Press
- McLuhan, M. (2018). *Understanding Media*. Routledge.
- Schramm, W. (2012). *Communications in Modern Society: Fifteen Studies of The Mass Media*. Literary Licensing, LLC.
- Schramm, W. (1972). *Process and Effects of Mass Communication*. University of Illinois Press.
- Severin, W. & Tankard, J. (2013). *Communication Theories: Origins, Methods & Uses in the Mass Media*. Pearson.
- Siebert, F., Peterson, T. & Schramm, W. (1963). *Four Theories of the Press: The Authoritarian, Libertarian, Social Responsibility, and Soviet Communist Concepts of What the Press Should Be and Do*. University of Illinois Press.
- Singhal, A., & Rogers, E. M. (2001). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research: An Introduction*. Cengage Learning.

Web Resources:

- www.zeepedia.com
- www.manage.gov.in
- <https://epgp.inflibnet.ac.in/>
- www.americanpressinstitute.org
- www.cjr.org

Course Code: JMC.702
Course Title: Research Methodology

L	T	P	C
4	0	0	4

Total Hours: 60

Learning outcomes of the course:-

- Learners will be able to :-

CLO1: Discuss research problems in the field of media and communication.

CLO2: Explain various research approaches, methods and tools.

CLO3: Compare various research approaches, methods and tools.

CLO4: Formulate various research problems related to media.

Units/Hours	Contents	Mapping with CLOs
I 15 Hours	<p>Historical Perspectives</p> <ul style="list-style-type: none"> • 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 	CLO1
II 15 Hours	<p>Processes of Research</p> <ul style="list-style-type: none"> • 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, Semiotic Analysis, Rhetoric Analysis, Discourse Analysis 	CLO2
III 15 Hours	<ul style="list-style-type: none"> • Questionnaire, schedule, interview, observation, focus group, • Handling and analyzing qualitative data • Collecting and handling quantitative data • Presentation and interpretation of data 	CLO3
IV 15 Hours	<ul style="list-style-type: none"> • Formatting and planning for report writing • Citation and referencing, APA style, indexing, research archives, impact factor 	CLO3 & CLO4

	<ul style="list-style-type: none"> • Research ethics, writing a research paper and synopsis, getting research published • Communication/Media/Journalism Research Journals, studying research papers 	
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Suggested Readings:

- Anderson, J. A. (2013). *Media Research Methods: Understanding Metric and Interpretive Approaches*. Sage.
- Andrew, B. & David, P. (2005). *Analysing media texts*. Continuum.
- Berger, A.A. (2013). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage.
- Bryman, A. (2018). *Social Research Methods*. Oxford Publication, London.
- Creswell, J. W. (2011). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage.
- Denzin, N.K., & Lincoln, Y.S. (Eds.). (2000) *Handbook of Qualitative Research*. Sage
- Juliet, C. & Anselm, S. (2015). *Basic of qualitative research: Techniques and procedures for developing grounded theory*. Sage.
- Fairclough, N. (2011). *Analysing discourse: Textual analysis for social research*. Routledge.
- Flick, U. (2017). *An Introduction to Qualitative Research*. Sage.
- Gerard, G. (2010). *Basic research methods: An entry to social science research*. Sage.
- Kerlinger, F. (2019). *Foundations of Behavioural Research*. Surjeet Publications.
- Kothari, C.A. (2019). *Research Methodology: Methods and Techniques*. New Age International.
- Matt, H. (2017). *A critical introduction to social research*. Sage.
- Neuman, W.L. (2010). *Social Research Methods: Qualitative and Quantitative Approaches*.
- Singh, A.K. (2019) *Tests, Measurements and Research Methods in Behavioural Sciences*. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research : An Introduction*. Cengage Learning.

Web sources:-

- <https://epgp.inflibnet.ac.in/>
- <http://www.wimmerdominick.com/>

Course Code: JMC.703

L	T	P	C
3	1	0	4

Course Title: Computer Applications in Research

Total Hours: 60

Learning outcomes of the course:-

- Learners will be able to :-

CLO1: Apply statistical tools used in research.

CLO2: Choose appropriate statistical tool for particular set of data.

CLO3: Analyze data in SPSS and MS Excel.

CLO4: Discuss applicability of statistical tools.

Units/Hours	Contents	Mapping with C Learning Outcome
I 15 Hours	Basics of Computer <ul style="list-style-type: none">• Components and functioning of computer• Microsoft Office- MS Word and MS PowerPoint• Handling text, image and graphics• Practicing error-free computer typing	CLO1
II 15 Hours	Application of Statistics in Research <ul style="list-style-type: none">• 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	CLO1
III 15 Hours	Statistical Software <ul style="list-style-type: none">• 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	CLO2 & CLO3
IV 15 Hours	Internet Use for Research <ul style="list-style-type: none">• 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	CLO4

Suggested Readings:-

- Berger, A.A. (2013). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage.
- Bryman, A. (2018). *Social Research Methods*. Oxford Publication, London.
- Creswell, J. W. (2011). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage.
- Flick, U. (2017). *An Introduction to Qualitative Research*. Sage.
- Kerlinger, F. (2019). *Foundations of Behavioural Research*. Surjeet Publications.
- Kothari, C.A. (2019). *Research Methodology: Methods and Techniques*. New Age International.
- Neuman, W.L. (2010). *Social Research Methods: Qualitative and Quantitative Approaches*.
- Singh, A.K. (2019) .*Tests, Measurements and Research Methods in Behavioural Sciences*. Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research : An Introduction*. Cengage Learning.

Web sources:-

<https://epgp.inflibnet.ac.in/>

<http://www.wimmerdominick.com/>

Course Code: JMC.751
Course Title: Research and Publication Ethics

L	T	P	C
2	0	0	2

Total Hours: 30

Learning outcomes of the course:

- Learners will be able to:-

CLO1: Interpret intellectual honesty and research integrity.

CLO2: Use various open access publications

CLO3: Evaluate predatory publications and journals.

Units/Hours	Contents	Mapping with CLOs
I 3 Hours	<p>Philosophy and Ethics</p> <ul style="list-style-type: none"> • Introduction to Philosophy : definition, nature and scope, content, branches • Ethics : definition, moral philosophy, nature of moral judgements and reactions 	CLO1
II 5 Hours	<p>Scientific Conduct</p> <ul style="list-style-type: none"> • Ethics with respect to science and research • Intellectual honesty and research integrity • Scientific misconducts : Falsification, Fabrication, and Plagiarism (FFP) • Redundant publications : duplicate and overlapping publications, salami slicing • Selective reporting and misrepresentation of data 	CLO1
III 7 Hours	<p>Applied Research in Media Studies</p> <ul style="list-style-type: none"> • Publication ethics : definition, introduction and importance • Best practices/ standards setting initiatives and guidelines : COPE, WAME, etc. • Conflicts of interest • Publication misconduct : definition, concept, problems that lead to unethical behaviour and vice versa, types • Violation of publication ethics, authorship and contributorship • Identification of publication misconduct, complaints and appeals • Predatory publishers and journals 	CLO1

<p style="text-align: center;">IV 4 Hours</p>	<p>Open Access Publishing Open access publications and initiatives</p> <ul style="list-style-type: none"> • SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies • Software tool to identify predatory publication developed by SPPU • Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggester, Etc. 	<p style="text-align: center;">CLO2</p>
<p style="text-align: center;">V 4 Hours</p>	<p>Publication Misconduct</p> <ul style="list-style-type: none"> • Group Discussions: Subject specific ethical issues, FFP, authorship; conflicts of interest; complaints and appeals: examples and fraud from India and abroad • Software tools: Use of plagiarism software like Turnitin Urkund and other open source software tools 	<p style="text-align: center;">CLO3</p>
<p style="text-align: center;">VI 4 Hours</p>	<p>Databases and Research Metrics</p> <ul style="list-style-type: none"> • Databases: Indexing databases; Citation database: Web of Science, Scopus etc. • Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics : h-index, g-index, i10 index, almetrics 	<p style="text-align: center;">CLO1 & CLO2</p>

Suggested Readings:

- Gregory, Ian. (2003). *Textbook of Research Ethics- Theory and Practice*. Continuum: London.
- Oliver, P. (2003). *The Student's Guide to Research Ethics*. Open University Press.
- Shamoo, A.E., & Resnik, D.B. (2003). *Responsible Conduct of Research*. Oxford University Press.
- Stanley, B.H., Sieber, J.E., & Melton, G.B. (1996). *Research Ethics: A Psychological Approach*. University of Nebraska.
- Wimmer, R.D. & Dominick, J.R. (2015). *Mass Media Research : An Introduction*. Cengage Learning.

Web sources:-

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