

School of Journalism and Mass Communication

Devi ahilya University Indore

Ph.D. Mass Communication

Course code PH01 Mass Media Studies

Course code PH02 Review of published research in the relevant field

Course Code-PH03 Research Methodology

Course code PH04 Computer Application

Unit I Media and Mass Society

Indian society and positions of media, Emergence and impact of new media technologies, Assessment of the role of media (TRF), Future development of media, Future character of mass society in India. Media studies- Cultural and political economy perspectives. Theories of popular culture- Concept of culture, popular studies, classical culture, American and western culture, British cultural studies, theories of multi culturalism; Pornography and culture: rock music and culture, Political economy theories – media as cultural industries, hegemony, cultural imperialism, globalization.

Unit II: Approaches to Study of Radio and Television

Content based study of television- semiotics, structuralism and television, Audience oriented study of TV- ratings research, uses and gratifications, effects research, Birmingham school, psychoanalysis and TV, Post modernism and TV, TV and consumerism, Genre Study and TV, Study of Television as cultural industry; Ideological analysis and TV, market analysis, Studies of television from policy perspective: regulation of industry, technology, content, advertising, intellectual property rights. Public broadcasting v/s private broadcasting, Radio and television in education - national and international experiences, Radio and television in development- national and international experiences, Community television and community radio, Case studies of national and international projects, Study of new media in education and development.

Unit III Approaches to Film Studies

Film and Reality; Film content -Trends in cinema ; Film genre, Film language, theatre and literature, Major film directors, Film and society, Film industry- economics of film production, distribution, exhibition, Film as a cultural industry\ impact on other media, Social impact of cinema , film audiences

Unit IV: Press Sociology

Journalism and Society. Journalism as social production and social construction of Reality, Various approaches to press sociology and their limitations, The realistic Economic approach, organizational and cultural approach, Journalism and socio-cultural change in India, Freedom of Expression, media and law. Press freedom and national interest, Covering war, communal riots and insurgency. Press and Human Rights. News Values in perspective: Problems of fact finding. Different views of same event. Different views from the same source. Changing concept of news values. News value of the Third Worlds. The rational nature of news, Prejudging labeling, Package Journalism, Tunnel vision, coping with pressure for good stories

Unit-V Indian Press and Issues

Critical studies in Indian Press, Imbalance growth. Low diffusion rate, Observations made by commissions, Studies of media audience, Concentration of Ownership. Media performance under cross-media ownership, Impact of television on newspaper Journalism, Changing News Paper Scene, Future of News Papers. Ethical theories and concept, Press ethics and core code of conduct problems of implementation, Ethics and politics of media conflicting views on fairness-case studies, Right to privacy and Right to know, Honesty in Investigative Journalism, some ethical questions, Ethical issue in war reporting. Problems of infrastructure and trained human resources, poverty, The challenges of Third World Journalists, Govt. and the Press in the third world, Problems of Press freedom.

Suggested Readings:

- Murthy, Ndig, Krsihna, *Indian Journalism, from Ashoka to Nehru*, Mysore University, Prasaranga, 1966.
- Natarajan, J., *History of Indian Journalism*, new Delhi, Publications Division, Government of India, 1955.
- Parthasarthy, Rangaswami, *Journalism, in India; From the Earliest Times to the Present Day*, New Delhi, Sterling Publishers Private Limited, 1991.
- Jeffrey, Robin, *India's Newspaper Revolution*, Oxford University Press, New Delhi, 2000.
- William, Herbert Lee, *newspaper Organization and Management*, Delhi Surjeet Publications.
- McQuail, Dennis, 'Media Performance', Sage Publications.
- Lowery, Shaearon A. and Melvin L.Defleur, *Mile Stones in Mass Communication Research*, Newyork, Longman, 1988.
- Gupta Om (2006) *Encyclopeida of Journalism of Mass Communication*, Isha Books, Delhi.
- Fiske, John and John Hartley. 1996. *Reading Television*. Rutledge. London.
- Benyahia, Sarah Casey, Freddic Gaffney and John White. 2006. *As Film studies: the Essential Interdiction*, Rutledge, London.
- Thoroval, Yves. 2000. *the Cinemas of India*. Macmillan, Delhi.
- Barnouw, Eric and S. Krishna Swamy, 1980. *India Film*, Columbia University Press, New York.
- Vasudev, Aruna, 1986. *The New India Cinema*, Macmillan, New Delhi.
- Chatterji, P.C.1987. *Broadcasting In India*. Sage, New Delhi.
- Rangoonwala, Firoz 1983. *Indian Cinema: Past and Present*. Clarion Books, New Delhi.
- Acharya, P.N.1987 *Television in India*, Manas Delhi.
- Andrew, J. Dudley, 1976. *The Major Fuilms Theories: An Introduction*, Oxford University Press, London.
- Manaco, James 1977, *How to Read a Film* Oxford University Press, London. 5

PH02 Review of published research in the relevant field

Objectives : Understand the basic philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom and how ? Be able to manage the process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. Be able to write a quality literature review with variations in references. Citation style. Examination Scheme: At the end of the semester the candidate has to submit a brief report on the literature review for evaluation, which will be done by two examiners.

Course Content – Understanding Review of literature: Relevance, Approach and Applications; Developing an outline for the literature review; Formulate key questions for review. Organizing a literature search : Identify which literature base to search; Developing the theoretical basis for the Research Question; Searching for , locating and organizing relevant professional. Conducting the Review : Abstract relevant information from appropriate studies in a systematic manner; Critically reviewing the literature; Rate the scientific quality of each study and the level of evidence for each question; Synthesizing the Review : Create evidence tables and summary tables; Interpret the pattern of evidence in terms of strength and consistency; Summarize the studies' findings. Writing the review : Writing a first draft; Writing references and citations; Obtaining, giving, and making productive use of feedback; the redrafting process; Professional formatting.

Course Code-PH03 Research Methodology

Objectives : This paper is helpful to understand the basic philosophical assumptions underlying research. Be able to manage the process of conducting a research including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing.

Examination Scheme : The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Unit 1. Meaning of research in Commerce : Types of Research (descriptive vs. analytical, fundamental vs. applied, qualitative vs. quantitative, conceptual vs. empirical, empirical vs. simulation based, conclusion oriented vs. decision oriented, historical vs. a-historical etc.)

Unit 2. Research Methodology, methods and Techniques – difference among them, the logical framework of investigation, the nature of problem and appropriate methodology, macrolevel vs. micro-level research, problems in aggregation, methodology leading to methods and then techniques, analysis of historical records, participant or nonparticipant observation, mass observation, questionnaires, personal interviews, group interviews, case studies, small group study.

Unit 3. Formulation of research problem- identification and rationalization of the problem, development of working hypothesis, preparation of research design, investigation in availability of information, sampling design, error minimization, evaluation of time and cost, Measurement scales, collection of information.

Unit 4. Processing of collected information, interpretation and generalization, systematization of findings, writing of report, reference and bibliography.

Unit 5. Simple concept of probability and theoretical frequency distribution, (Binomial, Normal & Poisson)

Reading List :

P.C. Tripathi; : A textbook of Research Methodology in Social Sciences, Sultan Chand & Sons

Goodle William J, Hatt Paul K, : Methods in Social Research, McGraw – Hill Book Company.
Bhattacharyya D.K. Research Methods, Excel Books

Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

Course code PH04 Computer Application

Objective : The candidate should gain sufficient practical knowledge for use of computer software for use in research work. Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems. Basic knowledge of application software's in MS-Office with focus on

Unit 1. MS-Word –its features and applications related to presentation of text in decent format and saving the same for further use. The practical knowledge of this software should enable the candidate to type and prepare the thesis in a presentable format.

Unit 2. MS- Excel – construction of worksheet and inserting data according to its characteristics, use of statistical tools and their presentation in the form of charts and graphs.

Unit 3. MS-Power point – Create power point presentation on topic related to the theme of thesis and use of different presentation techniques.

Unit 4. Use of SPSS – method of preparing data sheet and entering data according to its characteristics, use of various statistical tools on SPSS.

Unit 5. Use of internet for research work and exploring various websites and search engines for collecting quality literature review and secondary data etc. related to thesis work.