

Devi Ahilya Vishwavidyalaya, Indore

Syllabus for Ph.D./M.Phil. Entrance Test

Subject: JOURNALISM AND MASS COMMUNICATION

The Doctoral Entrance Test will have the question paper in two parts. **Part-A shall consist of 50 objective type compulsory questions of 1 mark each based on research methodology.** It shall be of generic nature, intended to assess the research aptitude of the candidate. It will primarily be designed to test reasoning ability, data interpretation, and quantitative aptitude of the candidate. Part-B shall also consist of 50 objective type compulsory questions of 1 mark each based on the syllabus of the subject at Masters level. **In Part-B following topics will be covered:**

मीडिया शोध का पाठ्यक्रम

Unit I Concept of Research Meaning and importance of Research – Types of Research – Selection and formulation of Research Problem – Research Design

इकाई 1 शोध का अर्थ एवं महत्व, शोध के प्रकार, शोध समस्या तथा शोध संरचना का निर्धारण।

Unit II – Difference between social & scientific research, Types and Methods Research, Classification of Research. Research tools.

इकाई 2 वैज्ञानिक शोध तथा सामाजिक शोध में अंतर (शोध के प्रकार, शोध का वर्गीकरण, शोध विधि के प्रकार। शोध उपकरण तथा शोध उपकरण के प्रकार।

Unit III - Data Collection and Data Analysis, Objectives and Classification of Data, Aims, Methods and Objects of Data, Forms and Processes of Interpretation and Presentation of Data. Hypothesis meaning, importance, types & testing Techniques.

आंकड़ों का संकलन तथा विश्लेषण (आंकड़ों का अर्थ, महत्व, प्रस्तुतिकरण तथा प्रकार (परिकल्पना अर्थ, महत्व, प्रकार तथा परिकल्पना परीक्षण की तकनीकें।

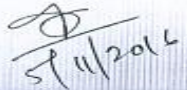
Unit IV : Report Writing Locating Information on a Topic of Interest, Acquiring Copies of Articles of Interest The Nature of Scientific Variables, Conceptual Versus Operational Definitions of Variables, Levels of Measurement, The Basic Format for a Research Report, Identification of the Parts of a Research Report, Citation and Referencing Styles, Essentials of Report Writing

इकाई 4
रिपोर्ट लेखन, लेखन के प्रकार, अच्छे शोध प्रतिवेदन के तत्व (ब्रकर अर्थ, शोध में महत्व तथा प्रकार।

Unit V: Electronic media research, Film studies research, Print Media research.

इकाई 5
इलेक्ट्रॉनिक मीडिया शोध, फिल्म अध्ययन शोध, प्रिंट मीडिया शोध।

- Bagchi, Kanak Kanti (2007) Research Methodology in Social Sciences: A Practical Guide, Delhi, Abijeet Publications.
- Sharma, B.A.V., et al., (2000) Research Methods in Social Sciences, New Delhi, Sterling Publishers.
- B.A.V. Busha, C. H and Harter, S. D (1980) Research Methods in Librarianship, New York, Academic Press.
- Cooper, R. Donald and Pamela S. Schindler (2003) Business Research Methods, Delhi, Tata McGraw-Hill.
- Flyvbjerg, Bent (2001) Making Social Science Matter: Why Social Inquiry Fails and How it can Succeed Again, United Kingdom, Cambridge University Press.
- Ghosh, B.N. (1999) Scientific Method and Social Research, New Delhi. • Gilbert, Nigel (1993) Researching Social life, New Delhi, Sage Publication.
- Goodde and Hatte (1952) Methods in Social Research, New York, McGraw – Hill.
- Gopal, M.H (1970) An Introduction to Research Procedures in Social Sciences, Bombay, Asia Publishing House.
- Henn, Matt; Mark Weinstein and Nick Foard (2006) A Short Introduction to Social Research, New Delhi, Vistaar Publications.


5/11/2016