

List of Courses Focus on Employability/ Entrepreneurship/  
Skill Development

**Department : *Journalism and Mass Communication***

**Programme Name : *Ph.D.. in JMC***

***Academic Year : 2019-20***

***List of Courses Focus on Employability/ Entrepreneurship/Skill Development***

Sr. No.	Course Code	Name of the Course
01.	101	Research Methodology
02.	102	Computer Application for Research
03.	103	Advanced Media Studies

## **Scheme and Syllabus**

**PhD course work syllabus in Journalism and Mass Communication  
with University regulation  
Department of Journalism and Mass Communication  
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)**

The syllabus of Ph.D. course work in Journalism and Mass Communication of Department of Journalism and Mass Communication of Guru Ghasidas Vishwavidyalaya shall consist of three theoretical papers and one seminar presentation. The three papers shall be compulsory. The duration of the course will be of six months. There shall be no internal assessment for all three theory papers. The examination will be conducted at the end of semester and evaluation after completion of six months course work with minimum 75 % attendance. The minimum passing marks for individual paper is 40 % and however, in an aggregate it should not be less than 60% (as per University PhD regulation). The seminar will be mandatory but qualifying on recommendation of DRC and approval of chairman of DRC as per university issued from time to time.

**The evaluation process of seminar will be as follows:-**

- |                                       |     |
|---------------------------------------|-----|
| 1. Valuation of the subject content-  | 40% |
| 2. Presentation skill -               | 20% |
| 3. Students attendance and Behaviour- | 10% |
| 4. Viva - Voce-                       | 20% |
| 5. Applicability of the subject-      | 10% |

Paper Code	Paper	Total marks	Passing marks
101	RESEARCH METHODOLOGY	100	40%
102	COMPUTER APPLICATIONS FOR RESEARCH	100	40%
103	ADVANCED MEDIA STUDIES	100	40%
	<b>Total</b>	<b>300</b>	<b>60%</b>
	<b>Seminar</b>	<b>Qualifying</b>	<b>As per regulation</b>

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16/04/19

## RESEARCH METHODOLOGY

Credit 4

### UNIT-I

Meaning and scope of communication research, process of research, new trends in mass communication research, over view of research methods.

### UNIT-II

Theoretical perspectives in evolving research paradigms in media such as Frankfurt School and American Empirical School, Concept of heightened selectivity, theory of logical positivism

### UNIT-III

Methods of Data Collection: historical, experimental, survey, case study, content analysis, focus group discussion, exploratory studies, longitudinal studies, interview, observation, sampling, ethnography and grounded theory.

### UNIT-IV

Methods of Data Analysis: measures of central tendency, measures of dispersion, correlation and regression, reliability and validity of questionnaire, scaling techniques, writing a research report, bibliography, references, index, footnotes and appendices.

#### Books Suggested:

1. Research Methodology, C.R.Kothari.
2. Sanchar KhojVidhi, Sewa Singh Bajwa,2004, Paradise Publishers, Jalandhar.
3. Introduction to Mass Communication: Gamble and Gamble.
4. Communication Theories: Severin, Warner J. and Tankard, James.
5. Communication and Culture: Holt, Rinchart and Winston.
6. Fundamentals of Communication: Jensen.
7. Men, Women, Messages and Media: Schramm, Wilbur, Porter William E.
8. Dictionary of Journalism & Mass Communication: Mann, Gurmeet.
9. The Story of Mass Communication: Mann, Gurmeet Singh.
10. Content Analysis: Krippendorff.
11. Scientific Social Surveys and Research: Young, P.V.
12. Methodology and Techniques of Research: Wilkinson and Bhandarkar.
13. Research Methodology: Kothari, C.R.
14. Research Methodology: R. Cauvery, M. GirjaSudhanayak.
15. Communication Research: wimmer & Domnick

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## COMPUTER APPLICATION FOR RESEARCH

Credit 4

### UNIT-I

Computer and its various applications in mass communication research, computer assisted reporting (CAR), Computerised editing, new media, ICT.

### UNIT-II

Microsoft Excel, Data processing, Graphical processing, Use of web-2 tools for research.

### UNIT-III

Use of SPSS and other statistical tools.

### UNIT-IV

Blogs, social media and social networking sites, data journalism, cyber journalism: online advertising

#### Books Suggested:

1. Gupta S.C- Fundamentals of Statistics, Himalaya Publication House, Bombay
2. Rajaram V- (1996), Fundamentals of computers, Prentice Hall of India, New Delhi
- Sanders D.H - (1981), Computer Today, McGraw Hill, New York.
3. Sinha P.K- (1992), Computer Fundamentals, BPB Publications, New Delhi.
4. Engalhart Max D-(1972), Methods of educational Research, Rand McNally and Company,
5. Kothari C.R-(2008), Research Methodology- Methods and Techniques, Wiley and Eastern Ltd., New Delhi,
6. Mariampolski H-(2001) Qualitative Market Research - A Comprehensive Guide Sage Publication, India Ltd, New Delhi
7. Black Thomas- (2001), Understanding Social Science Research, Sage Publication, India Ltd, New Delhi

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## ADVANCED MEDIA STUDIES

Credit 4

### UNIT-I

Mass Communication: effects and social changes, media audiences, media ecology, future journalism.

### UNIT-II

Advancement in Radio and Television production, writing for radio and television, film appreciation and criticism, documentaries.

### UNIT-III

Development communication and Indian approaches, role of media and ICT in development communication, development communication theorist, agriculture and rural communication.

### UNIT-IV

Media convergence, new trends in corporate communication, advancement of paradigms in advertising, ethical and legal aspects of media.

### Books Suggested:

1. Mass Communication in India, Kewal J. Kumar, 2011, Jaico Books, Mumbai.
2. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication: De Fleur and B. Rokeach
5. Mass Communication Theory: Denis McQuail
6. Perspectives in Mass Communication: Agee, Ault, Emery
7. Mass Communication: Whitney, Wartella and Windohl
8. Issues in Mass Communication: JS Yadav & Pradeep Mathur
9. Reading in Mass Communication: Emery Smithe
10. Mass Media Today: Subir Ghosh
11. Introduction to Mass Communication: William Francois
12. Studies in Communication: Asher Cashden & Martin Jordin
13. Communication Between Cultures: Larry A
14. Media and Society: R.K. Ravindran
15. Text book of Mass Communication: Uma Joshi
16. Dr Varma and Agarwal. Advertising Management
17. Vilanila m, J.V. and A.K. Verghese. Advertising Basics
18. Chunawala and Sethia. Foundation of Advertising
19. Jethwaney, Jaishri & Jain, Shruti, (2012). Advertising Management. OUP.
20. Sachdeva, Iqbal S. (2009). Public Relations – Principles and Practices. OUP.
21. Narula, Uma. Development Communication.
22. Murty, DVR. Development Communication-Theory & Practice.
23. Gupta, V.S. Communication Technology, Media Policy and National Development

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