

Doctor of Philosophy (Ph.D.) in Media Management

SYLLABUS



**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM AND COMMUNICATION, BHOPAL**

Arzay Kaur



Syllabus

Doctor of Philosophy (Ph.D.) In Media Management

Scheme of Ph.D. Course Work

S. No.	Course Code	Course Name	Credits	Marks			Total
				Theory	Practical	Internal	
1.		Research Methodology for Media Management	4	80	-	20	100
2.		Media Management	4	80	-	20	100
3.		Literature Review & Synopsis Preparation	4	50	30	20	100
4.		(A) Research and publication Ethics (2 Credit)	4	25	15	10	50
		(B) Dissertation (2 Credit)		-	40	10	50
		Total	16	235	85	80	400

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Programme Educational Objectives (PEOs)

After successful completion of the Ph.D. coursework, the scholar will be able to:

1. Develop advanced knowledge in media management, communication and research methodologies.
2. Demonstrate independent and critical research abilities in media and management studies.
3. Apply appropriate qualitative, quantitative and mixed research approaches to media-related research problems.
4. Critically evaluate and synthesize scholarly literature to identify relevant research gaps and develop research proposals.
5. Utilize digital technologies, AI tools and research software ethically for academic and research activities.
6. Uphold research integrity, publication ethics and academic standards in research and scholarly communication.
7. Conduct original and relevant research that contributes to media knowledge, industry practices and society.
8. Communicate research outcomes effectively through dissertations, research papers, presentations and academic forums.

Programme Learning Outcomes (PLOs)

On completion of the programme, scholars will be able to:

1. Explain advanced concepts in media management, communication and research.
2. Design research studies using appropriate research methodologies and techniques.
3. Conduct systematic literature reviews and critically evaluate scholarly research.
4. Identify research gaps and formulate research questions, objectives and hypotheses.
5. Apply appropriate tools and techniques for data collection, analysis and interpretation.
6. Use AI tools, digital technologies and research software responsibly in academic research.
7. Demonstrate ethical research practices and maintain academic and publication integrity.
8. Prepare and present original research work through research proposals, dissertations and scholarly publications.



Paper -1

Research Methodology for Media Management

COURSE 1	Marks: 100			Credits: 4		
Research Methodology for Media Management	Th	P	I			
				L	T	P
	80	-	20	3	1	-

Course Objectives

- To understand the basics of research.
- To develop skills in research problem formulation.
- To understand research design and sampling methods.
- To develop skills in data collection and basic data analysis.
- To introduce digital and AI tools used in research.
- To develop skills in research proposal and report writing.

Learning Outcomes

After completing the course, the scholar will be able to:

- Explain the basic concepts and types of research.
- Formulate research problems, questions and objectives.
- Select suitable research designs and sampling methods.
- Apply basic methods of data collection and analysis.
- Use digital and AI tools for research activities.
- Prepare research proposals and reports using academic standards.

Unit	Course Content
Unit – I	Introduction to Research – Meaning, Nature and Importance of Research, Objectives, Characteristics and Scope of Research, Types of Research (Basic, Applied, Qualitative & Quantitative), Research Process, Research Plan, Research Ethics, Research Problems in Management.

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Unit – II	Research Design – Identification of Research Problem, Research Questions and Objectives, Research Hypothesis, Research Design (Exploratory Vs Conclusive, Descriptive and Experimental), Variables (Independent & Dependent), Sampling: Meaning, Need, Types (Probability & Non-Probability), Sample Size.
Unit – III	Data Collection and Analysis – Methods of Data Collection (Questionnaire, Interview, Observation, Secondary Data), Questionnaire Design, Measurement Scales, Data Editing, Coding and Tabulation, Correlation, Chi-square Test and t-test (Basic Concepts only).
Unit – IV	AI Tools in Research –Google Scholar, Google Gemini Notebook (NotebookLM), Perplexity AI, MS Excel for Data Analysis, Introduction to SPSS, Reference Management Tools, Ethical Use of AI in Research.

Unit – V	Research Report and Proposal Writing – Structure of Research Proposal, Report Writing Format, Referencing and Citation (APA Basics), Plagiarism and Academic Integrity, Presentation of Research Findings, Viva-Voce Preparation, Copyright and Patent (Introduction).
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Suggested Readings:

- Anderson, J. A. (1987). *Communication research: Issues and methods*. McGraw-Hill.
- Berger, A. A. (1998). *Media research techniques* (2nd ed.). SAGE Publications.
- Gunter, B. (2000). *Media research methods: Measuring audiences, reactions and impact*. SAGE Publications.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques* (2nd ed.). New Age International.
- Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners* (5th ed.). SAGE Publications Ltd.
- Priest, S. H. (2010). *Doing media research: An introduction* (2nd ed.). SAGE Publications.
- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning.

E-resources:

- <https://Mass-Media-Research-Roger-Wimmer/dp/143908274X>
- https://www.researchgate.net/publication/356782229_Use_of_Statistics_in_Research
- <https://open.umn.edu/opentextbooks/textbooks/1191>
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC5037948/>
- <https://www.questia.com/read/103346758/a-handbook-of-media-and-communication-research-qualitative>

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Paper -2
Media Management

COURSE 2	Marks: 100			Credits: 4		
Media Management	Th	P	I			
				L	T	P
	80	-	20	3	1	-

Course Objectives

- To understand the basic concepts of management.
- To understand management practices in media organizations.
- To introduce major print, electronic and digital media platforms.
- To understand marketing and branding in media.
- To understand human resource practices in media organizations.
- To introduce financial management in media organizations.

Learning Outcomes

- After completing the course, the scholar will be able to:
- Explain the basic principles and functions of management.
- Describe the structure and functions of media organizations.
- Analyze major print, electronic and digital media platforms.
- Apply marketing and branding concepts to media businesses.
- Explain HR practices in media organizations.
- Explain basic financial management practices in media organizations.

Unit	Course Content
Unit - 1	Basics of Management • Evolution of Management Thoughts • Functions & Principles of Management • Role of Motivation and Leadership • Basics of Communication – process, Forms and Barriers • Entrepreneurship Development Program – Objectives & Problems

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Unit - 2	Media Management • Introduction to Print Media; Concept, Hierarchy and Functions. • Introduction to Electronic Media - Radio, Television in India • Introduction to New Media Platforms; Facebook, Twitter and Instagram. • Cinema Industry, it's work culture and Functions • Basic Elements of Media Readership & Circulation, ABC, NRS, GRP, TRP, HUT
Unit - 3	Marketing Management • Introduction to Marketing • 7Ps of Marketing • Promotion Mix and Branding • E- Commerce & Digital Marketing • Consumer Behaviour & CRM.
Unit - 4	Human Resource Management • Concepts of Human Resource Management • Process and Level of Human resource planning • Functions and Significance of HRM • Process of Job Analysis and recruitment Strategies • Human Resource Development – HRD, Performance Appraisal, Techniques of Training and development, career Planning
Unit - 5	Financial Management • Introduction to financial management • Function of Financial Management • Objectives of financial management
	• Sources of finance – long term & Short term, • Overview of Financial Market

Suggested Readings:

- ❑ Koontz, H., & Weihrich, H. (2010). *Essentials of management: An international perspective* (8th ed.). McGraw Hill.
- ❑ Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2017). *Fundamentals of management* (10th ed.). Pearson.
- ❑ Albarran, A. B. (2010). *The media economy*. Routledge.
- ❑ Doyle, G. (2013). *Understanding media economics* (2nd ed.). SAGE Publications.

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- Wirtz, B. W. (2020). *Media management: Strategy, business models and case studies*. Springer.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Principles of marketing* (19th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson.
- Dessler, G. (2020). *Human resource management* (16th ed.). Pearson.
- Aswathappa, K. (2013). *Human resource management: Text and cases* (7th ed.). McGraw-Hill Education.
- Brigham, E. F., & Ehrhardt, M. C. (2017). *Financial management: Theory & practice* (15th ed.). Cengage Learning.

E-resources:

- [Press Information Bureau, Government of India](#) — Useful for current information and developments relating to Indian media and communication.
- [Ministry of Information and Broadcasting, Government of India](#) — Useful for information on India's print, broadcasting, film and digital-media sectors.
- [Press Council of India](#) — Useful for understanding the Indian print-media environment, standards and press related regulations.
- [TRAI](#) — Useful for information and reports relating to broadcasting, telecommunications and digital communication in India.
- [Reserve Bank of India](#) — Useful for financial-market and financial-management information relevant to the Financial Management unit.

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Paper -3
Literature Review and Synopsis Preparation

COURSE 2	Marks: 100			Credits: 4		
Literature Review and Synopsis Preparation	Th	P	I			
				L	T	P
	50	30	20	3	-	2

Course Objectives

- To understand the concept and purpose of literature review.
- To develop skills in scholarly literature search.
- To develop skills in critical evaluation of research papers.
- To develop skills in research gap identification.
- To develop academic writing and referencing skills.
- To develop skills in synopsis preparation.

Learning Outcomes

- After completing the course, the scholar will be able to:
- Explain different types of literature review.
- Search relevant scholarly literature using research databases.
- Evaluate research papers critically.
- Identify research gaps from existing literature.
- Organize and synthesize relevant literature.
- Prepare and present a draft research synopsis.



Unit I	Conceptual and Fundamental Understanding of Literature Review
	Meaning, Nature, Objectives and Significance of LR, Types of LR; Narrative, Systematic, Integrative, Meta-analysis, Scoping. Role of Literature Review; (Developing knowledge and theoretical foundations; formulating research questions, objectives & Hypothesis; identifying research gaps).
Unit-II	Searching, Selection and Evaluation of Scholarly Literature
	Sourcing of Literature; (Primary/Secondary, Research Journals, Books, Theses/Dissertations, Govt/Institutional Reports and Open-access literature). Scholarly Research Databases; (Academic, Bibliographic and Citation databases), Search Platforms; (Scopus, Web of Science, Google Scholar, EBSCO, ProQuest) Literature Search Strategies; Boolean operators, Truncation and wildcards, search string development, Citation searching. Selection of Literature; (Inclusion and exclusion, Relevance/quality assessment, Screening). Critical Evaluation of Research Papers; (Relevance and theoretical contribution; methodological rigor; sampling and measurement; data analysis; validity and reliability; findings and limitations). Comparative Analysis of Studies.
Unit-III	Synthesis of Literature and Identification of Research Gap
	Concept of Synthesis: Meaning and importance; thematic and theoretical synthesis Organizing Literature: Chronological, thematic and conceptual organization Identification of Research Gaps; (Knowledge, Theoretical, Empirical, Methodological, Contextual, Contradictory findings) Developing Research Gap; (From broad research problem to specific gap; evidence-based identification and justification of gaps; linking the identified gap to the proposed research)
Unit- IV	Scholarly Writing in LR
	Academic Writing of LR; (Structure and organization of the written LR; thematic presentation; critical discussion; and conclusion) . Referencing and Scholarly Communication; (Citation and referencing, APA style, Reference management tools; Zotero, Mendeley, Paraphrasing and summarization), Application of LR to Proposal Development

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Unit-V	Research Mapping and AI-Assisted Literature Review
	Research mapping, Bibliometric/Scientometric Analysis (VOSviewer). AI-Assisted and Digital Tools for Literature Review; Elicit→AI-assisted, Perplexity→AI-powered (both for Literature discovery) SciSpace → AI-assisted (for paper understanding) Scite → AI-assisted (for Citation/context analysis) ResearchRabbit → digital/algorithmic (for research mapping)

Suggested Readings:

Booth, A., Sutton, A., & Papaioannou, D. (2016). *Systematic approaches to a successful literature review* (2nd ed.). SAGE Publications.

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

Creswell, J. W., & Creswell, J. D. (2022). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.

Hart, C. (2018). *Doing a literature review: Releasing the research imagination* (2nd ed.). SAGE Publications.

Machi, L. A., & McEvoy, B. T. (2022). *The literature review: Six steps to success* (4th ed.). Corwin.

Ridley, D. (2012). *The literature review: A step-by-step guide for students* (2nd ed.). SAGE Publications.

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339.

Webster, J., & Watson, R. T. (2002). Analyzing the past to prepare for the future: Writing a literature review. *MIS Quarterly*, 26(2), xiii–xxiii.

Paul, J., & Criado, A. R. (2020). The art of writing literature reviews: What do we know and what do we need to know? *International Business Review*, 29(4), 101717.

Page, M. J., McKenzie, J. E., Bossuyt, P. M., et al. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ*, 372, n71.

E-resources:

[PRISMA 2020 – Official Statement and Resources](#) — Useful for systematic literature review, reporting standards, checklist and flow diagram.

[Snyder \(2019\) – Literature Review as a Research Methodology](#) — Particularly relevant to Management/Business research, covering literature-review types, synthesis and evaluation.

[Creswell & Creswell – Research Design, 6th Edition](#) — Useful for connecting literature review with research questions, hypotheses, research design and proposal development.

[PRISMA 2020 – Full-text article \(PMC\)](#) — Open-access resource for systematic-review methodology and reporting.

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Paper-4

Research & Publication Ethics (RPE) and Dissertation

COURSE 2	Marks: 100			Credits: 4		
(A) Research and publication Ethics (2 Credit)	Th	P	I			
				L	T	P
	25	15	10	1	-	2
(B) Dissertation (2 Credit)	-	40	10	-	-	4

Course Objectives

- To understand the principles of research ethics.
- To understand scientific misconduct in research.
- To introduce publication ethics and responsible publishing.
- To understand plagiarism and academic integrity.
- To introduce research databases and research metrics.
- To develop skills in dissertation preparation and presentation.

Learning Outcomes

- After completing the course, the scholar will be able to:
- Explain the basic principles of research ethics.
- Identify major forms of research misconduct.
- Apply ethical principles to academic publishing.
- Identify plagiarism and unethical research practices.
- Use research databases and basic research metrics.

Prepare and present a research dissertation.

• Unit I: PHILOSOPHY AND ETHICS

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

• Unit- II: SCIENTIFIC CONDUCT

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data



● Unit- III: PUBLICATION ETHICS

1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

● Unit IV: OPEN ACCESS PUBLISHING

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal Finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

● Unit V: PUBLICATION MISCONDUCT, DATABASES AND RESEARCH METRICS

PUBLICATION MISCONDUCT

I. Group Discussions (2 hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

II. Software tools (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open source software tools

DATABASES AND RESEARCH METRICS

I. Databases

1. Indexing and Citation databases: Web of Science, Scopus, etc.

II. Research Metrics

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics

Suggested Readings:

? Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, **489**(7415), 179–179. <https://doi.org/10.1038/489179a>

? Bird, A. (2006). *Philosophy of Science*. Routledge.

? Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019), ISBN:978-81-939482-1-7.

http://www.insaindia.res.in/pdf/Ethics_Book.pdf

? MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.

? National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.

? P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865

? Resnik, D. B. (2011). *What is ethics in research & why is it important*. National Institute of Environmental Health Sciences, 1–10. Retrieved from

E-resources:

? [Committee on Publication Ethics \(COPE\) — Useful for publication ethics, research misconduct, authorship, conflicts of interest, complaints and appeals.](#)

? [UGC – Academic Integrity and Research Quality — Useful for plagiarism, academic](#)



integrity, research ethics and quality of scholarly publications in the Indian context.

Directory of Open Access Journals (DOAJ) — Useful for understanding and identifying quality open-access journals and open-access publishing.

Web of Science — Useful for citation databases, citation analysis and research metrics.

Scopus — Useful for scholarly literature searching, citation analysis, author metrics and research evaluation.

<https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>

RESEARCH DISSERTATION:

Guidelines for Dissertation : Media Management

1. Technical Formatting Guidelines

Prior to structuring your content, ensure your document configuration adheres strictly to these administrative rules:

• Language & Font:

- English: Font Size 12 pt (Standard readable fonts like Times New Roman or Calibri).

- Hindi: Font Size 14 pt (e.g., Devlys / Mangal).

- Headings, titles, and subtitles may use larger, bold font sizes.

• Printing & Binding:

Typed on both sides of A4 paper. No spiral

Binding permitted (hardbound/softbound as per university rules).

• Margins:

- Binding side: 2.0 inches (5.08 cm)

- Top, Bottom, and Outer sides: 1.5 inches (3.81 cm)

- **Line Spacing:** Single-line spacing throughout the main body text.

- **Formatting Compliance:** The scholar bears full responsibility for any typos, layout errors, or formatting oversights.

2. Standard Dissertation Structure

Your dissertation should be organized into three distinct sections: Preliminary Pages, Core Chapters, and End Matter.

1. Preliminary Pages (Order of Assembly)

1. Cover Page & Title Page: Must list the exact title approved by the University, scholar's name, enrollment number, supervisor's details, and university seal.

2. Copy of Topic Approval Letter: Official approval from the University with supervisor assignment.

3. Copy of Approved Synopsis: Signed directly by the supervisor.

4. Supervisor Certificate: Declaration stating the work is original, approved, and conducted under their direct supervision.

5. Student Declaration (Plagiarism & AI Compliance): Stating the work is free from plagiarism, repetition, and unauthorized content, acknowledging that violations result in cancellation of enrollment.

6. Acknowledgements: Formal recognition of academic, institutional, and personal support.

7. Abstract: Executive summary of the problem, theoretical framework, methodology, findings, and implications (300–500 words).

8. Table of Contents: Detailed breakdown with exact page numbers.

9. List of Tables & List of Figures/Visualizations: Separate listings for graphs, diagrams, and data charts.

10. List of Abbreviations & Key Terms: Standardized terminology used in media management contexts (e.g., TRP, OTT, GRP, CPM, CTR, PR, SEO, Social Media).



2. Main Chapter Breakdown

Chapter 1: Introduction & Research Problem

- Context & Background: Overview of the specific Media Management landscape being studied (e.g. Media Landscape, Media Types, Management, Business, Audience, Marketing).
- Statement of the Problem: Precise description of the core issue or phenomenon under investigation.
- Research Objectives & Questions: Clearly stated aims along with formal research questions (and testable hypotheses, if applicable).
- Rationale & Significance: Relevance to media practice, society, or policy.
- Operational Definitions: Key media-specific concepts defined in the context of the study.

Chapter 2: Literature Review & Theoretical Framework

- Scholarly Literature Review: Analysis of past and contemporary research relevant to the Topic.
- Identification of Research Gap: Explicit statement of what remains unknown or unaddressed in prior scholarship.
- Theoretical/Conceptual Framework: Theoretical models grounding the study (e.g., Uses & Gratifications, Diffusion of Innovations Theory, Media Dependency Theory, Stakeholder Theory, Resource-Based View (RBV)).

Chapter 3: Research Methodology

- Research Design: Methodological paradigm (Quantitative, Qualitative, or Mixed-Methods).
- Data Sources & Sampling: Target population, platform selection criteria, sample size, and sampling technique.
- Data Collection Tools: Description of research instruments (e.g., Survey Questionnaires, Interview Schedules, Codebooks for Content Analysis, Web Scraping protocols).
- Analytical Techniques: Quantitative statistical tests, qualitative thematic analysis, computational/data visualization methods.
- Research Ethics & AI Policy: Compliance with consent, anonymity, data protection, and adherence to responsible AI guidelines.

Chapter 4: Data Presentation & Analysis

- Descriptive Data & Profile: General characteristics of the dataset or sample group.
- Empirical Findings: Systematic evaluation of data aligned directly with each research objective/hypothesis.
- Visualizations & Tables: Charts, graphs, network maps, or thematic models illustrating empirical evidence.

Chapter 5: Discussion & Synthesis

- Interpretation of Results: Detailed analysis of what the findings mean within the broader Media Management ecosystem.
- Cross-Examination: Direct comparison of findings against existing theoretical frameworks and past scholarships.
- Critical Contextualization: Unpacking unexpected results, platform-specific variances, or algorithmic nuances.

Chapter 6: Conclusion, Implications & Scope

- Summary of Major Findings: Concise answers to the core research questions.
- Contributions & Implications: Theoretical, practical, and policy implications for Media Management.
- Limitations of the Study: Methodological or operational constraints encountered during research.
- Future Research Scope: Actionable suggestions for subsequent researchers in the field.



3. End Matter & Appendices

- References / Bibliography: Styled consistently in an assigned academic format (e.g., APA 7th Edition or MLA).
- Appendix A: Codebook: Full description of variable definitions, operational rules, and coding schemes (Mandatory if content/data analysis was conducted).
- Appendix B: Data Collection Tools: Blank copies of questionnaires, interview scripts, or survey forms (Mandatory if used).
- Supplementary Material: Note that raw computer listings, data printouts, and rough working files are not bound into the dissertation but must be kept organized and presented directly at the time of the viva voce.

Defense & Presentation Checklist (Viva-Voce)

1. PowerPoint Presentation: Prepare a concise deck designed for a maximum 15-minute presentation. Focus on: Problem statement, Methodology, Key Visualizations/Data, Theoretical Findings, and Major Contributions.
2. Physical Data Evidence: Bring all computer listings of raw data, processed spreadsheets, coding logs, and work files for evaluator inspection.
3. Plagiarism Verification: Ensure the final submission has passed institutional similarity checks (including proper attribution for AI tools utilized during data handling or analysis).

NOTE:

Students may also opt to complete the course through the SWAYAM Portal. They are required to submit the course completion certificate to the University for verification and record.

