

SYLLABUS



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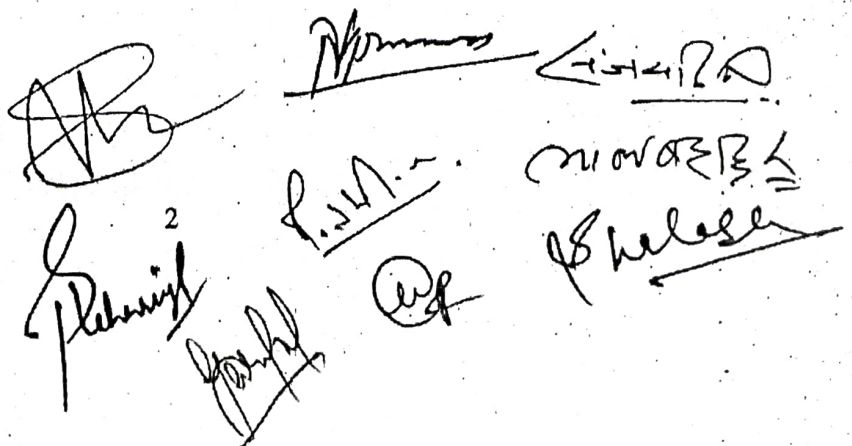
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Programme Educational Objectives (PEOs)

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

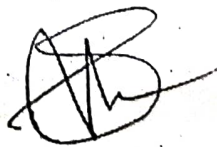
1. Develop advanced theoretical and methodological expertise in communication research.
2. Demonstrate independent, critical, and interdisciplinary research abilities.
3. Apply qualitative, quantitative, and mixed-method research approaches in communication studies.
4. Integrate Indian Knowledge Systems (IKS) with global perspectives in research practices.
5. Utilize digital technologies, AI tools, and emerging media platforms ethically in academic research.
6. Uphold research integrity, publication ethics, and responsible scholarly practices.
7. Conduct original research that contributes to academic knowledge, media industry practices, and society.
8. Effectively communicate research findings through scholarly publications, conferences, and dissertations.

A collection of handwritten signatures and initials in black ink. On the left, there is a large, stylized signature. Below it, the name 'P. S. N.' is written. To the right of this, there are several other signatures and initials, including one that appears to be 'P. S. N.' and another that looks like 'P. S. N.' with a checkmark. There are also some illegible handwritten notes and marks.

Programme Learning Outcomes (PLOs)

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

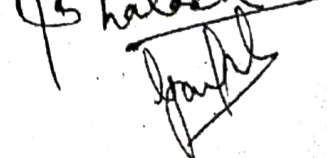
1. Explain advanced concepts and epistemologies in communication studies.
2. Design research projects using appropriate research methodologies.
3. Conduct systematic and critical literature reviews.
4. Analyze communication data using statistical and qualitative research tools.
5. Apply AI and digital technologies in communication research.
6. Demonstrate ethical research practices and responsible publication standards.
7. Produce original and academically valuable research outcomes.
8. Address contemporary media and communication challenges through evidence-based research.



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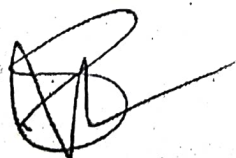
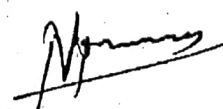
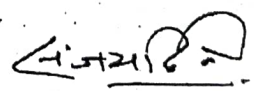

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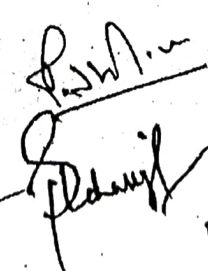
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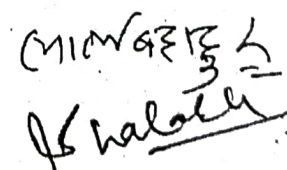
Doctor of Philosophy in Mass Communication

Ph.D. Course Work

S. No.	Course Name	Credits	Marks			Total
			Theory	Practical	Internal	
1.	Research Methodology for Mass Communication	4	80	-	20	100
2.	Research in Mass Communication	4	80	-	20	100
3.	Literature Review & Research Synopsis : Mass Communication	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

COURSE 1	Marks:100			Credits:4		
Research Methodology for Mass Communication	Th	Pr	Ia	Contact hrs		
				L	T	P
	80	-	20	3	1	-

Course Objectives

- To develop foundational understanding of research.
- To enable students to understand the scope and applications of communication.
- To develop research planning and design skills.
- To provide knowledge of diverse research methods and sampling techniques.
- To train students in data collection, analysis, interpretation, and reporting techniques.

Learning Outcomes

- Students will be able to understand the fundamental concepts, significance and different approaches of research with special reference to communication research.
- Students will be able to develop the ability to formulate research problems, objectives and appropriate research designs.
- Students will be able to apply various research methods, sampling techniques, and approaches for conducting effective communication and media research.
- Students will be able to demonstrate the ability to collect, evaluate, and manage research data using appropriate tools and techniques while ensuring reliability and validity.
- Students will be able to analyze and interpret research data using statistical methods and develop skills in presenting meaningful research findings.

Unit -I Etymology of research

- Meaning, Nature and Significance of Research
- Types of Research: Academic and Applied, Qualitative and Quantitative
- Introduction of Communication Research
- Area of Communication Research: Mass Media Analysis, Research in Print, Audio Visual Media, Advertising, Public Relations, Corporate Communication, Internet and Social Media. Research in Media Effects: Anti-Social and Pro-Social Effects

Unit -II Research Design

- Objectivity in Research
- Formulation of Research Problem, Research Objectives, Literature Review, Identifying Variables, Constructing Hypothesis, Research Questions
- Research designs and its types, Criteria for Good Research design
- Types of Research: Experimental, Quasi-experimental, Ex post facto, Exploratory, Confirmatory, Panel studies, Longitudinal, Historical studies, Simulation studies

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Unit –III Research Methods

- Research Methods: Census, Survey Method, Case Study, Content analysis,
- Research Methods: Focused Group Studies, Interview, Holistic research, Narrative Analysis, Historical Methods
- Universe/Population, Hypotheses and Variables
- Sampling and its types

Unit –IV Methods of Data Collection

- Tools of Data Collection: Primary and Secondary data
- Questionnaire / Schedules, Observation- Participatory and Non – Participatory
- Interviews and its types
- Reliability and Validity in Data Collection

Unit –V Data Analysis and interpretation

- Statistical analysis and data interpretation
- Distribution and its significance, Bi-variate analysis, Multivariate analysis
- Tests of Significance (t-test, chi-square test), Tests of correlation (Pearson Spearman's), Factor analysis , SPSS.
- Referencing & Bibliography. Presentation of research reports

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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COURSE 2	Marks:100			Credits:4		
Research in Mass Communication	Th	Pr	Ia	Contact hrs		
				L	T	P
	80	-	20	3	1	-

Course Objectives

- To develop an advanced understanding of communication epistemology, theories, knowledge production.
- To introduce students to Indian Knowledge Systems (IKS) and indigenous research traditions for understanding diverse approaches to knowledge creation and inquiry.
- To enhance students' understanding of the scope, applications, and emerging trends in media research across media platforms.
- To equip students with knowledge of Artificial Intelligence tools and technologies used in communication.
- To develop awareness of media laws, ethical practices, cyber regulations, and responsible communication in the contemporary digital environment.

Learning Outcomes

- Students will be able to analyze communication theories, epistemological perspectives.
- Students will be able to understand and apply concepts from Indian Knowledge Systems and indigenous research methods in contemporary research contexts.
- Students will be able to evaluate the scope and impact of media research across various communication platforms.
- Students will be able to utilize Artificial Intelligence tools and technologies.
- Students will be able to demonstrate understanding of media laws, ethical principles, cybersecurity, privacy concerns, and responsible communication practices.

UNIT I: Advanced Communication Epistemology

- Foundations of Communication Epistemology: Meaning and scope of epistemology, Nature and sources of communication knowledge, Effective communication, Communication as an interdisciplinary field
- Communication as Discourse: Foucault, Derrida, and the Construction of Meaning
- Major Communication Theories, Classical communication theories, Critical and cultural theories
- Knowledge Production in Communication: Social science paradigms, Positivism, interpretivism, Contemporary debates in communication research
- Communication Ethics: Ethics in communication, Media responsibility, Freedom of speech and expression, Communication and democracy

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UNIT II: Indian Research Methods

- Concept and philosophy of the Indian Knowledge System (IKS) in research, Contemporary relevance of Indian Research Methods
- Ancient Indian literature as a source of knowledge , communication in Vedas and epics like Ramayana, Mahabharata and their relevance in present time
- Scientific contributions in Ayurveda, Astronomy, Mathematics, Grammar, Philosophy, and Political Science. Contributions of scholars such as Panini, Kautilya, Charaka, Sushruta, Aryabhata, Varahamihira, Patanjali, and Bhartrihari
- Bharat Muni's Natyashastra and communication
- Indigenous methods of inquiry(anveshan), debate(shastrarth), experience (anubhav), observation (pratyaksh avlokan), and documentation (vyavasthit pralekhan)

UNIT III: Scope of Research in Media

- Print Media, Electronic Media and Cinema
- Advertising, Public Relations, Corporate Communication and Media Management
- Media Effects and Audience Studies
- Digital Media, Major Social Media platforms ,Content creation , Creator Economy, Data Journalism, Influencer communication
- Online news portals, Mobile journalism , Multimedia storytelling

UNIT IV: Artificial Intelligence (AI) in Communication

- Introduction to Artificial Intelligence: Fundamentals of AI , Machine learning , Deep learning , Generative AI, Large Language Models (LLM)
- AI in Journalism and Media: Automated journalism, AI-assisted news production, AI in content recommendation , AI-driven personalization
- AI Tools for Communication: AI writing assistants, AI image and video generation, Speech recognition, Translation technologies
- Tools: NotebookLM – Research synthesis and note generation ,Google Pinpoint – Analysis of large collections of documents for investigative reporting , ChatGPT – Writing, editing, and ideation
- Tools: Google Gemini – Research, multimodal content creation, and reasoning , Perplexity AI – AI-assisted search and research

UNIT V: Laws and Ethics

- Significance of Media Laws
- Significance of Media Ethics
- Values and Ethics of Journalism
- Cyber laws , Privacy and data protection , Cybersecurity
- AI regulations , Responsible AI practices

Suggested Readings:

- Bathgate, G. (2020). *Radio broadcasting: A history of the airwaves*. Pen & Sword Books.
- Biswal, S. K., & Kulkarni, A. J. (2024). *Exploring the intersection of artificial intelligence and journalism*. Routledge India.
- Darr, T. (2019). *Combating plagiarism*. Libraries Unlimited.
- Duggal, P. (2026). *Artificial intelligence in Indian media: Law, ethics, and practice*. Universal Law Publishing.
- Jeffrey, R., & Doron, A. (2013). *Cell phone nation: How mobile phones have revolutionized business, politics and ordinary life in India*. Hachette India
- Larrey, P. (2017). *Connected world*. Penguin Books.
- Littlejohn, S. W. (1989). *Theories of human communication* (3rd ed.). Wadsworth Publishing Company.
- McQuail, D. (2000). *McQuail's mass communication theory* (4th ed.). SAGE Publications Ltd.
- McQuail, D., & Siune, K. (2012). *Media policy: Convergence, concentration and commerce*. SAGE Publications Ltd.
- Orr, T. B. (2017). *The invention of Facebook and Internet privacy*. Cherry Lake Publishing.
- Palaghat, Y. S. (2024). *Prompt engineering: The art of asking*. Notion Press.

E- resources:

- https://www.researchgate.net/publication/266839816_International_Communication
- https://www.researchgate.net/publication/360189706_A_BRIEF_REVIEW_OF_COMMUNICATION_STUDY
- https://www.researchgate.net/publication/384016458_Indian_Knowledge_Systems
- https://www.academia.edu/128011083/INDIAN_KNOWLEDGE_SYSTEM
- Cyber Journalist: Technology, Tools & Ethics: <http://cyberjournalist.org.in/index.html>
- <https://journaliststudio.google.com/>
- <https://support.google.com/pinpoint/>
- <https://notebooklm.google/>

Liara R.P.

COURSE 3	Marks:100			Credits:4		
Literature Review & Research Synopsis : Mass Communication	Th	Pr	Ia	Contact hrs		
				L	T	P
	50	30	20	3	-	2

Course Objectives

- To develop skills for systematic literature review.
- To critically evaluate scholarly works.
- To identify research gaps.
- To prepare research synopsis.
- To improve academic presentation skills.

Learning Outcomes

- Students will be able to conduct systematic literature review.
- Students will be able to critically analyse scholarly literature.
- Students will be able to identify research gaps.
- Students will be able to prepare research synopsis.
- Students will be able to present data in effective manner.

There will be 10 questions in the question paper. Two questions from each Unit Examinee will be required to answer one question from each Unit. This paper will be based on the presentation by the students in the presence of teachers. All books must be covered extensively. Each question will carry 16 marks.

Critical study of the following books :-

Unit –I

- The Process of Communication - David Berlo
- Understanding One Another- Communicating Interpersonally - Thomas F. Mader and Diane C. Mader
- Media Performance – Denis Mc Quail
- Communications and Political Development - Ed. Lucian W Pye

Unit – II

- Social Change – M.N. Srinivas
- Communication and Change in Developing Societies - Ed. Daniel Lerner and Wilbur Schramm
- Diffusion of Innovations – E.M. Rogers

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Unit – III

- India's Newspaper Revolution – Robin Jeffrey
- India's Communication Revolution – Rogers and Singhal
- Indian Media Business - Vanita Kohli-Khandekar
- Mass Media Research: An Introduction – Wimmer and Dominick

Unit -IV

- संस्कृति के चार अध्याय – रामधारी सिंह दिनकर
- नाट्य शास्त्र – भरत मुनि
- नारद के भक्ति सूत्र
- यंत्र बुद्ध – बालेन्दु शर्मा दाधीच

Unit - V

- Prasar Bharati Act - 1997.
- Right to Information Act- 2005
- Information Technology Act - 2002

सिंहधारी

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

Course Objectives

- To promote responsible research practices.
- To understand publication ethics.
- To use plagiarism detection and indexing tools.
- To apply research metrics.
- To complete the research work ethically.

Learning Outcomes

- Students will be able to explain research ethics and integrity.
- Students will be able to identify unethical publication practices
- Students will be able to use plagiarism detection and journal selection tools.
- Students will be able to evaluate research impact using bibliometric indicators.
- Students will be able to produce ethical and publishable research.

RPE01: Philosophy and Ethics

1. Introduction to Philosophy: Definition, nature and scope of philosophy, Concept, Branches
2. Ethics : Definition, Moral philosophy, Nature of moral judgments and reactions

RPE02: Scientific Conduct

1. Ethics with respect to science and research.
2. Intellectual honesty and research integrity.
3. Scientific misconduct: Falsification, Fabrication and Plagiarism (FFP)
4. Redundant publications: Duplicate publication, Overlapping publication, Salami slicing
5. Selective reporting and misrepresentation of data

RPE03: Publication Ethics

1. Publication ethics: Definition, Introduction , Importance
2. Best practices, standards, and guidelines: COPE , WAME etc.
3. Conflicts of interest.
4. Publication misconduct: Definition, Concept, Problems leading 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

Signature

PRACTICE

RPE04: Open Access Publishing

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

RPE05: Publication Misconduct

A. Group Discussions

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

B. Software Tools

Use of plagiarism software like Turnitin, Urkund (now Ouriginal), Other open-source software tools.

RPE06: Databases and Research Metrics

A. Databases

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

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

Dissertation

RESEARCH DISSERTATION

Each student will carry out a research project during the course and submit the dissertation within 15 days of the last theory examination. Topic of the research project will be selected and decided in consultation with the University faculty. Ph. D. Coursework Advisory Committee (to be appointed by the Vice Chancellor) will allocate a Guide to each student. Copy of the approval of the topic by the University with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor will have to be attached in the dissertation. It will also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation will be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 Pt. for English and font size 14 for Hindi. It will NOT be spiral bound. Line space will be single, borders maximum 2" on binding, 1.5" on the other three sides. For headings, titles and subtitles bigger font size can be used. One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the computer listing of data and computer generated tables and other rough work will be presented at the time of viva voce examination. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else.

During the viva-voce examination each student will make a short PowerPoint presentation (not more than 15 minutes) of her or his work. Viva-voce will be held by the same evaluator.

Any copying, repetition, plagiarism will be punishable by cancellation of the enrollment and cancellation of the certificate even if detected after the award of the certificate.

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