

**PROGRAM ARCHITECTURE, DURATION, SCHEME OF EXAMINATION,
WORKLOAD/ WEEK AND CREDITS FOR VARIOUS PROGRAMS RUN BY THE
UNIVERSITY**

Ph. D Course Work

Duration: Six months

Total Credit requirement: 14 credits

Program Structure: Ph. D Course Work in JMC

SEMESTER 1						
Course Code	Nomenclature of Course	Theory marks (end semester examination)	Internal Assessment marks	Maximum marks	Hours /Week	Credits
20JMCPH11C1	Research Methodology	80	20	100	4	4
20MPCC1	Research and Publication Ethics *	40	10	50	2	2
20JMCPH11C3	Modern Trends in Journalism	80	20	100	4	4
20JMCPH11C4	Media Issues	80	20	100	4	4
Total marks/ Credits				350		14

*The Compulsory Course on 'Research and Publication' shall be offered by Ch. Ranbir Singh Institute for Social and Economic Change for all UTDs/ Centres/ Institutes passed vide Resolution No. 27 of the 271st meeting of EC held on 29.07.2020.

Note:

Internal Assessment in each Theory Paper will comprise of Two Assignments (Term Paper & Seminar, etc.)

Internal Assessment will be of 20 marks in each theory paper, except in the paper- Research and Publication Ethics where the Internal Assessment will be of 10 marks.

Ph. D Course Work

PROGRAMME SPECIFIC OUTCOMES

Learning Objectives:

1. To impart conceptual and theoretical knowledge in research methodology as well as current trends in research.
2. To engage in critical intellectual enquiry so as to critically evaluate information and ideas from multiple perspectives for research work.
3. To familiarize the students with various facets of research in Journalism & Mass Communication.
4. To facilitate the students in identifying research problem(s) so that the students can work on the research problem(s).
5. To prepare students for designing, executing, analyzing and reporting research in Journalism and Mass Communication.

Learning Outcomes:

1. Students would gain conceptual and theoretical knowledge in research and research methodology.
2. Students would be able to do critically analyze ideas and issues related to research topics.
3. Students would be acquainted with varied aspects and emerging trends of research in Journalism & Mass Communication.
4. Students would be able to identify research problem(s), and do original research ideas on the topic.
5. Students would be able to design, execute/ conduct, analyze and report research in various fields of Journalism & Mass Communication.

Ph. D Course Wok Syllabus

Name of the Program	Ph. D Course Work	Program Code	JMCPH
Name of the Course	Research Methodology	Course Code	20JMCPH11C1
Hours/Week	4	Credits	4
Max. Marks.	80	Time	3 Hours

Note: The examiner has to set a total of nine questions (two from each unit and one compulsory question consisting of short answer from all units. The candidate has to attempt one question each from each unit along the compulsory question (5 x 16 = 80 marks)

Course Objectives:

1. To familiarize the students with conceptual knowledge of research.
2. To make students aware about the theoretical aspects of Communication Research.
3. To make the students aware about research design and research tools.
4. To familiarize students about the research approaches and methodology related to Journalism and Mass Communication.
5. To make the students aware about the media effects on society, and in various domains.

Course Outcomes:

1. Students would gain conceptual knowledge of communication research.
2. Students would be able to finalize research design, and use various research tools to conduct research.
3. Students would be able to conduct survey(s), use sampling techniques, and conduct quantitative research.
4. Students would be able to identify, and choose different approaches to mass communication research.
5. Students would be able to understand, assess and analyze media effects on various sections of society, and various domain areas.

Unit - I

Communication Research: Meaning, definition and scope, Criteria for Research: Reliability, validity and venerability, Different variables, Types and Methods of Research.

Unit - II

Various steps in Research: defining the research problem, reviews of literature, hypothesis, Research design, Experimental, guide experimental, panel study, Determining the appropriate method of data collection, Types of sources, Analysis and interpretation of data and presentation of result.

Unit - III

Statistic in research, Research approaches, qualitative, focus groups, case studies, field observation, Quantitative. Survey, content analysis, experimental research, sample and sampling techniques, Sampling procedure, probability and non-probability in sampling, advantages and disadvantages of survey

Unit - IV

Research tools, questionnaires, interview schedule levels of measurement, ANOVA (Analysis of Variance), Different approaches in the Mass Communication research; Mass society, Media effects; political, economy, public sphere, cultural hegemony, feminism, moving images, New Advance Research, Readership surveys, Television audience measurement, TV rating, Media reach and access.

References:

- 1** Berger, Arthur Asa (2000), Media and Communication Research
- 2** Robert, B. Burns, Introduction to Research Methods.
- 3** Anders Hensen, Simon Cottle, Ralph Negrine & Chris New bold: Mass Communication Research Methods.
- 4** Susanna Horning Priest : Doing Media Research
- 5** Lewins Beck, Michael S (1994) Experimental Design Methods.
- 6** Stempel and Westley : Research Methods in Mass Communication.

Ph. D Course Work Syllabus

Name of the Program	Ph. D Course Work	Program Code	JMCPH
Name of the Course	Modern Trends in Journalism	Course Code	20JMCPH11C3
Hours/Week	4	Credits	4
Max. Marks.	80	Time	3 Hours
<p>Note: The examiner has to set a total of nine questions (two from each unit and one compulsory question consisting of short answer from all units. The candidate has to attempt one question each from each unit along the compulsory question (5 x 16 = 80 marks)</p>			
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To make students know about the characteristics features of Contemporary Journalism. 2. To familiarize the students with the trends and challenges of Contemporary Journalism. 3. To make students understand the ideological issues related to Journalism. 4. To familiarize the students with the editorial aspects of newspapers, and the role of Editor. 5. To make students aware about the multiple perspectives of news, and related issues. 			
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students would be able to relate to the emerging trends in the field of journalism. 2. Students would be able to analyze the various aspects of journalism with objectivity. 3. Students would be able to identify, assess, and analyze the ideological issues related to journalism. 4. Students would be able to understand the importance of the institution of editor, and aspects related to editorial policy. 5. Students would be able to understand various perspectives related to news. 			
Unit - I			
Contemporary journalism, meaning and concept, Historical Perspective, Characteristics of present news stories, Managing the news context, today's news room.			
Unit - II			
Journalism and objectivity & Challenges to it, Credibility crisis in modern journalism,			

Distortions in journalistic methods, Ideology and journalism

Unit - III

Multi-perspective news – methods and audiences, Changing theory of news, affects on the audience, News biases and news of conflicts, Changing scenario of news reporting & role of reporters

Unit - IV

Editorial control of the news, Editorial planning and strategy, Managing the circulation, The status of today's editor

References:

- 1 V.S. Gupta, Communication Technology, Media Policy & National Development, concept Pub., Company, New Delhi, 1999.
- 2 Suhas Chakraborty, Press and Media, Kanishka Publishers, Distributors, New Delhi, 1997.
- 3 K. S. Padhy, The Muzzled Press, Introspect and Retrospect, Kanishka Publishers, Distributors, New Delhi, 1994.
- 4 Rahul Mudgal, Contemporary Issues in Journalism, Vols. 1-2, Sarup & Sons, New Delhi, 1998.
- 5 F.N. Hoodgson, Modern Newspaper Practice, Heinemann, London, 1984.
- 6 Brewer Roy, An Approach to Print, Blanford Press, London, 1971.
- 7 पत्र-पत्रकार और सरकार, काशीनाथ जोगलेकर
- 8 मीडिया विर्मश – रामशरण जोशी
- 9 उत्तर आधुनिक मीडिया तकनीक – हर्षदेव (वाणी)
- 10 मीडिया और बाजारवाद – रामशरण जोशी (राधाकृष्ण)
- 11 सूचना समाज – जगदीश्वर चतुर्वेदी

Ph. D Course Work Syllabus

Name of the Program	Ph. D Course Work	Program Code	JMCPH
Name of the Course	Media Issues	Course Code	20JMCPH11C4
Hours/Week	4	Credits	4
Max. Marks.	80	Time	3 Hours
<p>Note: The examiner has to set a total of nine questions (two from each unit and one compulsory question consisting of short answer from all units. The candidate has to attempt one question each from each unit along the compulsory question (5 x 16 = 80 marks)</p>			
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To familiarize the students with conceptual and applied aspects of media studies. 2. To make the students know about the ethical issues related to media. 3. To familiarize the students about the dynamics of social media. 4. To make the students aware about the ethical aspects and challenges of electronic news gatherings. 5. To develop understanding in students about issues related to Freedom of Expression, and related issues. 			
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students would gain knowledge of media related important issues. 2. Students would be aware about the important ethical issues related to media. 3. Students would understand the dynamics of social media, and its functionality. 4. Students would be able to know the process of electronic news gathering. 5. Students would be able to comprehend the issues concerning Freedom of Expression, and related issues. 			
Unit - I			
<p>Media, Imperialism and globalization; Definition and Concept, Media ownership patterns, MMC's, Conglomerates, Crowd Funded journalism, Media and cultural studies; Media ethics; Indian media in the age of globalization – characteristics of yellow journalism.</p>			
Unit - II			
<p>Media ethics; Difference between media laws & Ethics, Ethical concerns, objectivity, credibility, Relevance, Truth, Trial by media, Sensational, Privatization, Fake News,</p>			

Misinformation, disinformation, Media Censorship, self censorship.

Unit - III

Social media: Definition, meaning & tools of Social media, Social and Psychological effects of social media with special reference to children and teenager, relevance of legacy media in the age of social media, Issue of social media , gate keeping in social media, Anti social face of social media.

Unit - IV

Ethical Issues and Challenges of Electronic News Gathering (ENG) – news in the global public space – Packaging TV News, Competition among TV Channels, especially news Channels, RTI Act, Freedom of Speech and Expression, Information Technology Act

Suggested Readings:

Boyd- Barrett, O. & Rantanen, T (eds) (1999) The Globalization of News. London: Corwin Press
Clausen, L (2003)
Global News Production. Copenhagen: Copenhagen Business School Press
Elliott, W.A. (1986) Us and Them: A Study of Group Consciousness. Aberdeen: Aberdeen University Press.
Franklin, Bob et al (2005)
Key Concepts in Journalism Studies. New Delhi: Vistaar Publications
Keeble, Richard (2009)
The newspapers handbook. NY:Routledge
Singh, Manorama (2007)
History of Journalism. New Delhi: Discovery Publishing House
White, Ted (2005)
Broadcast news: Writing, Reporting and Producing. USA: Elsevier
Nath, Shyam. Assessing the state of web Journalism. Authors press, New Delhi, 2002
Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi. 2004
Bhargava, PGopa. Mass Media & Information Revolution. Isha Book, New Delhi. 2004
Menon. The Communication Revolution. Nation Book Trust.
Palvik j.V. Media in the Digital Age. Columbia University press.
Newspaper & Magazine Articles about New Media
Neelamalar, M, Media Law and Ethics
PATTERSON, Philip,
Media Ethics: Issue and Cases
Ward, Stephen J.A. ward, global Media Ethics: Problems and Prespective