

**RAJIV GANDHI UNIVERSITY
RONO HILLS :: DOIMUKH**



**Course structure & Syllabi for
M.Phil and Ph.D in Mass Communication(W.e.f.2017-18)**

Paper code: MCIPP-601

Basic Research Methods

Full marks:100

Objectives:

The main objectives of the course are to:

- (a) Provide an understanding of research in its various dimensions,
- (b) Familiarise the scholars as to different techniques and tools of data collection,
- (c) Introduce the research students to dynamics of data analysis and
- (d) Present the style and method of preparing research reports and thesis

UNIT I: Methods of knowledge acquisition

- (a) Modes of acquiring knowledge-authoritarian-mystical-national-scientific
- (b) Research-definition-concept-functions-need.
- (c) Research process-concepts-structures-definitions-variables
- (d) Research questions-hypotheses-literature review
- (e) Theories of ethics in research

UNIT II: Types and methods of research

- (a) Basic and applied
- (b) Action research
- (c) Survey research
- (d) Historical research
- (e) Experimental research

UNIT III: Research design

- (a) Characteristics and components of research design
- (b) Classical research design
- (c) Experimental and quasi-experimental designs, Solomon (Four Group Post Test Only)
- (d) Longitudinal research, census, trend study, panel, correlation design
- (e) Selection criteria of research design

UNIT IV: Data Collection

- (a) Observational methods
- (b) Laboratory experiments-simulation-field experiments-focus group
- (c) Case study-Delphi technique
- (d) Preparation of questionnaire and interview schedule-impersonal methods
- (e) Field study and focus group

UNIT V: Data analysis

- (a) Sampling methods, sample size, sampling error
- (b) Measures of dispersion-mean, median, mode and standard deviation,
- (c) Coding and tabulation; levels of measurement
- (d) Use and preparation of different types of graphs-abstracts
- (e) Report preparation-structure-style-terminal sections-reference bibliography

Books for Reference

1. Nāchmias, David and Nachmias, Chava, Research Methods in Social Sciences, St. Martin Press New York, 1999.
2. Goode and Hatt, Methods in Social Research, Tata McGraw Hill Inc. US, 1952
3. Kothari, C.R. Research Methodology, New Age International Pvt. Ltd. Pub, 2004
4. Creswell, W. Joh, Research Design-Qualitative, Quantitative and Mixed Methods Approaches, Sage Pub 2003.
5. Kumar Ranjit, Research Methodology-A step by step guide for beginners:Sage Pub 2005
6. Bryman, Alan, Social Research Methods, Oxford University Press, 2008.

Media, Society and Culture

Full marks:100

Objectives: The course intends providing students with the knowledge of:

- a. Different types of societies
- b. Dynamics media and their functions
- c. Alternative social perspectives for a critical world view
- d. Various aspects of visual communication

UNIT I: Types of societies

- (a) Information and post-industrial societies
- (b) Knowledge society and knowledge economy
- (c) Mediatization and technological determinism
- (d) Total quality management in a telematic society-principles-and techniques
- (e) Mediated culture and its impact on society

UNIT II: Media dynamics

- (a) Media and political ideology
- (b) Media and Modernization
- (c) Media and popular movements
- (d) Media and ICT
- (e) Theories of semantics

UNIT III: Media and globalization

- (a) Impact of globalization on Indian society
- (b) Human resource management
- (c) Models of knowledge management
- (d) From political imperialism to cultural imperialism
- (e) Emergence of digital capitalism

Books of reference:

1. Lester, Paul M L: Visual Communication: Images with Messages, Wadsworth Publishing Co. 1998
2. Burton, Gralné, Media and Society: Critical Perspectives New Delhi: Tata McGraw Hill, 2010
3. Rogers, E. M & Singhal, A., (2000) Communication Revolution in India: From Bullock Carts to Cyber Marts, Sage Publication.
4. Kellner, Douglas, (1995) Media culture: Cultural Studies, Identity and Politics Between the Modern and Post Modern Routledge.
5. Sitaram K S (1995) Cultural and Communication: A World View, Mac-Graw Hill , New York.

UNIT IV: Alternative social perspectives

- (a) Need, relevance, effects of alternative channels of communication
- (b) Organic and mechanistic communication perspectives of development
- (c) Women and issues of environment
- (d) Women as foci of politico-economic discourse
- (e) Media literacy praxis

UNIT V: Visual literacy

- (a) Visual communication and culture
- (b) Visual grammar-visual imagery
- (c) Visual elements space, line, form, shape, texture, light, colour, rhythm, movement, balance, harmony, variety-digital design
- (d) Semiological signification process-visual narratives-aesthetic configuration
- (e) Principle of visual literacy

Paper code: MCIPP611

Communication Research

Full marks:100

Objective: The objective of the present course is to:

1. Introduce the various facts of communication and media research to the prospective students of doctoral research
2. Help them understand the tools and techniques of media research
3. Prepare them for the profession of media research which is fast expanding in India

UNIT I: Introduction to communication research

- (a) Communication research-definition-concept-characteristics
- (b) Evolution of communication research: global perspective
- (c) Status of communication research in India
- (d) Sources of communication research
- (e) Theoretical and philosophical dimensions of communication research

UNIT II: Core areas of application

- (a) Research in print media
- (b) Audience research (Radio and Television)
- (c) Research on television ratings
- (d) New media as a research area
- (e) Research in traditional media

UNIT III: Research in allied sectors

- (a) Market research
- (b) Advertising research
- (c) Public Relations Research
- (d) Poll surveys
- (e) Research organizations-public sector and private sector

