

**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



**UNIT IV: Areas of specialization**

- (a) Content analysis-factor analysis, path analysis-canonical analysis
- (b) Scaling techniques-arbitrary, Thurstone, Likert-semantic differential.
- (c) Ethnographic research
- (d) Policy research
- (e) Statistical applications-uni-variate, bi-variate and multi-variate analysis-parametric and non-parametric tests, Also of SPSS and other statistical packages

**UNIT V: Emerging fields**

- (a) Semiology
- (b) Discourse analysis-critical discourse-feminist discourse
- (c) Textual analysis and inter-textual analysis
- (d) Conversational analysis
- (e) Phenomenology

**Books for reference:**

1. Nafziger, Ralph O &, White, David (1958) *Manning, Introduction to Mass Communication Research*, Louisiana State University Press (Second Edition)
2. Priest, Susanna Hornig, (2009) *Doing Media Research: An Introduction*, Sage Publication
3. Wimmer, Roger D, & Dominick, Joseph R, *Mass Media Research: An Introduction*, Thomson Wordsworth (8<sup>th</sup> edition)
4. Jensen, Klaus Bruhn, (2002) *A Handbook of Media & Communication Research: Qualitative and Quantitative Methodologies*, Routledge.
5. Berger, Arthur Asa, (2010) *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*, Sage Pub.
6. Krishnaswami O.R. & Rangantham, (2005) *M. Methodology of Research in Social Sciences*, Himalaya Pub House.
7. Krippendorff, Klaus, (2004) *Content Analysis: An Introduction to its Methodology*, Sage Pub.
8. Levin, Jack, Fox James Alan & Forde, David R. (2009) *Elementary Statistics in Social Research*, 11<sup>th</sup> edition, Allyn & Bacon Pearson.
9. Have, Paul Ten, (2007) *Norman Language and Power*, Longman.
10. Fairclough, (2001) *Norman Language and Power*, Longman,
11. Wodak, Ruth & Meyer Michael, (2009) *Methods of Critical Discourse Analysis*, Sage Pub.
12. Moran, Dermot, (2002), *Introduction to Phenomenology*, Routledge.
13. Barther, Roland, (1977) *Elements of Semiology*, Hill and Wang
14. Mckee Alan (2005), *Textual Analysis: A Beginner's Guide*, Sage Pub.
15. McQuarrie, Edward F. (2006) *The Market Research Toolbox: A concise guide for beginners*, Sage pub.

Paper code: MCIPP612

## Term Paper

Full marks:100

Students of IPP are required to submit a term paper, preferably research oriented, at the end of the course work, under the supervision of any qualified research supervisor in the department.

### The possible areas of term paper are:

1. Media and society
2. Mediated culture
3. Information imperialism
4. Media and Development
5. Media portrayal of women
6. Advertising effects
7. Case Studies in Corporate Communication
8. Media, social change and modernization
9. Effects of television on children
10. New media and cultural implications
11. Media and politics
12. Media and gender sensitivity
13. Media and feminist discourse
14. Media laws
15. Knowledge society and intellectual property rights
16. Phenomenological studies in media
17. National media/communication policies,
18. New International Information and Communication World Order and UNESCO
19. Communication as a human right
20. A critique of Prasar Bharathi
21. Emerging trends in media management
22. Philosophical dimensions of communication
23. Issues before media in India
24. Indian cinema: past, present and future
25. Visual culture
26. Semiological studies in mediated communication
27. Media and language
28. Theoretical grounds of communication
29. Speech communication
30. Legal and ethical dimensions of advertising and publications
31. Code of ethics
32. Trade unionism in media
33. Status of media/communication research in India
34. Peace journalism and conflict resolution
35. Issues of advocacy in Indian journalism
36. Investigative journalism in India

- 11
37. The Press Council of India: A Review of its Role and Functions
  38. Online journalism
  39. Social network as a new medium of communication
  40. Media and Public Sphere
  41. Media and agenda-setting
  42. Political advertising
  43. Social advertising
  44. Corporate social responsibility and media
  45. Marketing communication
  46. Event management
  47. Media literacy
  48. Emerging areas of media research
  49. Media history. The list is only indicative not exhaustive.