



**Department of Mass Communication
Rajiv Gandhi University
Rono Hills, Itanagar- 791112**

**Course Structure and Syllabus
Ph.D. in Mass Communication
2017**

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Ph.D. Course Structure

The Ph.D. programme of the Department of Mass Communication will have two components- Course Work of one semester along with a thesis and viva-voce. The Course Work has two theory papers of 100 marks each (75 marks for Semester End Exam and 25 marks for Internal Assessment). After qualifying the semester exam they must submit the final synopsis to the HOD which will be forwarded to the Academic Branch for external evaluation and based on the satisfactory report of the external examiner the proposal of the thesis topic will be permitted to carry out the research.

Ph.D. COURSEWORK SYLLABUS

Paper - MCIPP-601 Basic Research Methods	100 Marks
Paper - MCIPP -602 Media, Society and Culture	100Marks

RESEARCH OUTPUT

Thesis

Viva-Voce

Ph.D. scholars are required to do research work on a specific topic approved by the Department Research Board. A thesis on his/ her research work is to be submitted after the completion of the minimum prescribed duration of research work. External experts will evaluate the thesis and the viva-voce will be conducted by outside experts for considering the award of the degree.

Note: Scholars admitted to the Ph.D. programmes are expected to teach at post-graduation level course offered by the Department as part of their internal assessment. Teaching topics will be assigned by the Department in the beginning of the academic year. Time duration of class is one hour $1 \times 10 = 10$ hours. Students have to submit a report of those 10 lectures and a softcopy of the teaching contents or power point presentations.


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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. Nachmias, 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.

Paper code: MCIPP602

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



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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

Books of reference:

1. Lester, Paul M.: Visual Communication: Images with Messages, Wadsworth Publishing Co 1998
2. Burton, Galne, 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-GrawHill , New York.



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