

Detailed Syllabus for M. Phil/PhD in Mass Communication

MAS C 601: Research Methodology

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-rational-scientific
- (b) Research-definition-concept-functions-need
- (c) Research process-concepts-structure-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: parametric and non-parametric tests (Chi-square, ANOVA, t-test, Pearson's correlation, Spearman's rank-order correlation}
- (c) Coding and tabulation; levels of measurement
- (d) Use and preparation of different types of graphs
- (e) Report preparation-structure-style-terminal sections-reference-bibliography, abstracts

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.

MAS C 602: Research and Publication Ethics (RPE)

As per the directives of UGC vice DO no. F.1-1/2018(Journal/CARE) dated December 2019.

Overview

This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Pedagogy

Class room teaching, guest lectures, group discussions, and practical sessions.

Evaluation

Continuous assessment will be done through tutorials, assignments, quizzes, and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

Course structure

The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit Title	Teaching Hours	Credit
Theory			2
RPE 01	Philosophy and Ethics	4	
RPE 02	Scientific Conduct	4	
RPE 03	Publication Ethics	7	
Practical			
RPE 04	Open Access Publishing	4	
RPE 05	Publication Misconduct	4	
RPE 06	Databases and	7	

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05/7/2021

	Research Metrics		
	Total	30 hrs	2

Syllabus in detail

THEORY

RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)

- 1.Introduction to philosophy: definition, nature and scope, concept, branches
- 2.Ethics: definition, moral philosophy, nature of moral judgements and reactions

RPE 02: SCIENTIFIC CONDUCT (5hrs.)

- 1.Ethics with respect to science and research
- 2.Intellectual honesty and research integrity
- 3.Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
- 4.Redundant publications: duplicate and overlapping publications, salami slicing
- 5.Selective reporting and misrepresentation of data

RPE 03: PUBLICATION ETHICS (7 hrs.)

- 1.Publication ethics: definition, introduction and importance
- 2.Best practices / standards setting initiatives and guidelines: COPE, W AME, etc.
- 3.Conflicts of interest
- 4.Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
- 5.Violation of publication ethics, authorship and contribution
- 6.Identification of publication misconduct, complaints and appeals
- 7.Predatory publishers and journals

PRACTICAL

RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)

- 1.Open access publications and initiatives
- 2.SHERP A/ROMEO online resource to check publisher copyright & self-archiving policies
- 3Software tool to identify predatory publications developed by SPPU
- 4.Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

RPE 05: PUBLICATION MISCONDUCT (4hrs.)

A.Group Discussions (2 hrs.)

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

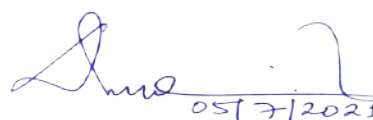
Software tools (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open-source software tools

RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)

A.Databases (4 hrs.)

- 1.Indexing databases



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- 2.Citation databases: Web of Science, Scopus, etc.
- B.Research Metrics (3 hrs.)
- 1Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
- 2.Metrics: h-index, g index, i10 index, altmetrics

References

- Bird, A. (2006). Philosophy of Science. Routledge.
- MacIntyre, Alasdair (1967) A Short History of Ethics. London.
- P.Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978-9387480865
- 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.
- 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>
- Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- 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](http://www.insaindia.res.in/pdf/Ethics%20Book.pdf)

MAS OE 611 - Science Communication

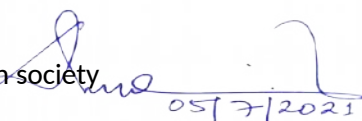
Objectives:

The main objectives of the course are to:

1. Provide the scholars with an understanding of effective science communication and its dynamics through different types of media and scientific literature.
2. Familiarize the scholars with different techniques of reviewing and evaluating science presentations available across various media from popular mass media to professional scientific journals.
3. Impart skills required for scientific communication processes from prewriting to final edits and analyzing audience.
4. Develop expertise in using popular, professional written and audio-visual communication formats for presenting scientific information through various media.

UNIT I: Understanding Science Communication

- (a) Basic understanding of science and human behavior, science and technology
- (b) Concept, principles and scope of science communication
- (c) History of science communication and science popularization
- (d) Scientific application in modern day life
- (e) Role of media in creating scientific temperament in society


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UNIT II: Media Technology and Science Communication

- (a) Science literature: fiction and non-fiction, scientoons
- (b) Science films: fiction and non-fiction
- (c) Science through radio and television
- (d) Science through Internet, social media, blogosphere
- (e) Science through folk media, science festival and science fairs, museums etc.


UNIT III: Science Journalism and Advocacy

- (a) Science journalism and public interest, climate change, socio-economic of the eastern Himalaya, sustainable development
- (b) SITE experiment, Kheda projects, Chambal projects and agricultural extension programmes, Nagaland empowerment of people through economic development (NEPED)
- (c) Government initiatives to promote science communication, public participation in science communication.
- (d) Science communication advocacy: CSIR-National Institute of Science Communication and Information Resources (CSIR-NISCAIR) and Vigyan Prasar. Indian Science Communication Society, Coalition on the Public Understanding of Science, British Association for the Advancement of Science.
- (e) Case study of popular science programme in various media

UNIT IV: Science Writing and Reporting

- (a) Important tenets of science writing, understanding oral narratives of scientific origin in tribal society.
- (b) Techniques used in science writing, presentation via graphical information.
- (c) Reporting techniques, news gathering on scientific developments.
- (d) Translations of scientific content from one language to another.
- (e) Organization of manuscript for final publication, and professional presentation of scientific results (oral, poster, news story, audio visual, animation, graphics).

Practical


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1. Writing summary on a chosen scientific topic for publication in print media.
2. Oral and poster presentation on the chosen scientific project.
3. Review and rewrite a scientific paper for popular media or write a manuscript on the chosen scientific project in a formal format for possible submission to a reputed journal.

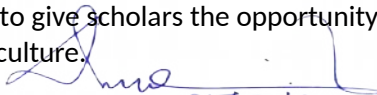
Books for Reference

1. Matthews JR, Matthews RW (2014) Successful Scientific Writing. A Step-By-Step Guide for the Biological and Medical Sciences. 4th ed. Cambridge University Press SBN-13: 978-1107691933 ISBN-10: 1107691931. (SSW)
2. Morgan SE, Reichert T, & Harrison, TR, (2001) From Numbers to Words: Reporting Statistical Results for the Social Sciences. Pearson ISBN-10: 080133280X | ISBN-13: 978-0801332807 (NTW)
3. Greene, Anne E. 2013. Writing Science in Plain English. University of Chicago Press.
4. McKibben, Bill (Editor). 2008. American Earth: Environmental Writing Since Thoreau. Library of America.
5. Bensaude-Vincent, Bernadette (2001). "A Genealogy of the Increasing Gap between Science and the Public". Public Understanding of Science. 10 (1): 99–113. doi:10.1088/0963-6625/10/1/307.
6. Bucchi, Massimiano (1996). "When Scientists Turn to the Public: Alternative Routes in Science Communication". Public Understanding of Science. 5 (4): 375–394. doi:10.1088/0963-6625/5/4/005.
7. Gregory, Jane & Miller, Steve (1998); Science in Public: Communication, Culture & Credibility (Cambridge, Massachusetts USA: Perseus Publishing)
8. Irwin, Alan and Wynne, Brian. (eds.) (1996). Misunderstanding Science? The Public Reconstruction of Science and Technology. Cambridge: Cambridge University Press.
9. Irwin, Alan. (1995). Citizen Science: A Study of People, Expertise and Sustainable Development. London and New York: Routledge.
10. Leach, Melissa, Scoones, Ian and Wynne, Brian. (eds.) (2005). Science and Citizens: Globalisation and the Challenge of Engagement. London and New York: Zed Books.
11. Varughese, Shiju Sam (2017). Contested Knowledge: Science, Media, and Democracy in Kerala. Oxford University Press. doi:10.1093/acprof:oso/9780199469123.001.0001. ISBN 9780199469123.

MAS OE 612: Theoretical Concepts: Media, Culture and Society

Objective:

The purpose of this course is to give you the opportunity to explore issues in the interaction between mass media and society. The course is aimed at develop critical perspectives on mass media as you consider the importance of interplay among media institutions, media content, audiences and society. The course is also intended to give scholars the opportunity to explore issues in the interaction between mass media and culture.


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UNIT I: Understanding Media and the Culture

- (a) Introduction to culture
- (b) Political economy/production/industry and ideology
- (c) From political imperialism to economic to cultural imperialism
- (d) Mediated culture and its impact on society

UNIT II: Media and Popular Culture

- (a) Meaning of popular culture
- (b) Popular culture and music
- (c) Film and popular culture
- (d) Popular culture and novel
- (e) Celebrity fan culture, brand name

UNIT-III: Understanding Media and the Society

- (a) Functions of mass media towards society
- (b) Types of societies: Information and post-industrial societies, modern and post-modern society, knowledge society
- (c) Media in the context of Indian society
- (d) Media and globalization: Impact of globalization on Indian society
- (e) Media content, control and consumers

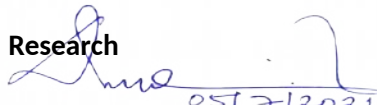
UNIT IV: Mass Media Effects

- (a) Effects of media upon society
- (b) Passive and active audience
- (c) Media and children
- (d) Violence and media, Media and politics
- (e) Trajectory of Media from propaganda to present day context

Suggested Readings:

1. Hodkinson, Paul, "*Media, Culture and Society: An Introduction*", Sage Publications, 2010.
2. Gentile, Douglas A., "*Media Violence and Children: A Complete Guide for Parents and Professionals*", Greenwood Publishing Group, 2003.
3. Osgerby, Bill, "*Youth Media*", Taylor & Francis, 2004.
4. Berger, Arthur Asa, "*Media and Society: A Critical Perspective*", Rowman & Littlefield Publishers, 2007. Potter, James W (1998) *Media Literacy*. Sage Publications
5. Grossberg, Lawrence et al (1998) *Media-Making: Mass Media in a Popular Culture*. Sage Publications
6. Berger, Asa Arthur (1998). *Media Analysis Technique*, Sage Publications
7. Hodkinson, Paul, "*Media, Culture and Society: An Introduction*", Sage Publications, 2010.
8. Morley, Dave, "*Television, Audiences and Culture Studies*", Routledge, 1992.
9. Laughey, Dan, "*Music and Youth Culture*", Edinburgh University Press, 2006.

MAS DE 621: Contemporary Trends in Communication Research


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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 with special reference to NorthEast.

UNIT III: Research in allied sectors

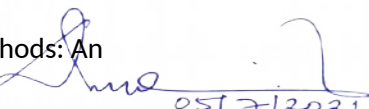
- (a) Market research
- (b) Advertising research
- (c) Public Relations Research
- (d) Poll surveys
- (e) Research organizations-public sector and private sector

UNIT IV: Emerging fields

- (a) Semiology,Media and gender issues
- (b) Discourse analysis-critical discourse-feminist discourse
- (c) Textual analysis and inter-textual analysis
- (d) Conversational analysis, Phenomenology
- (e) Contemporary critical approach to communication theory

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 (8th 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.


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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, 11th 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.

MAS DE 622: Philosophy of Mass Communication

UNIT I: Philosophy

- (a) Basics of Philosophy (Metaphysics, Ethics & Aesthetics)
- (b) Western Philosophy
- (c) Eastern Philosophy
- (d) Indian Philosophy
- (e) Philosophical dimensions of Mass Communication, philosophical dimension of the NorthEast

UNIT II: Mass Communication as Philosophy

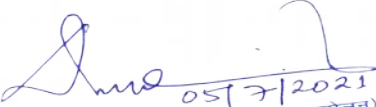
- (a) Mass Communication: A Philosophical discourse
- (b) Mass communication and existentialism for Massline communication.
- (c) Mass media, logic and language.
- (d) Phenomenological evaluation of Mass Communication
- (e) Philosophical dimensions of Media ethics

UNIT-III: Philosophy & Mass Communication

- (a) Mindful Journalism and News Ethics
- (b) Massline Communication
- (c) Indian Philosophical thinkers' approach to Peace Journalism
- (d) Media ethics, Media Aesthetics, Media and gender issues
- (e) Contemporary critical approach to communication theory

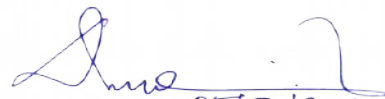
UNIT-IV: Digital Age and Communication Philosophy

- (a) Rise of Digital literacy
- (b) Digital Journalism and aesthetics
- (c) Ethical issues in digital communication
- (d) Social media and its philosophical communication design
- (e) Participatory media in the digital communication


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Suggested Readings:

1. Herbert Zettl, Sight, Sound, motion: Applied Media aesthetics, Cengage Publications, Boston, 2017.
2. KevalJ.Kumar., *Journalism and Mass Communication in India*, Jaico Publications, Mumbai, 2012
3. Kiran Prasad, *Philosophy of Mass Communication*, B.R.Publishers, New Delhi, 2008.
4. Ashes Nayak, *Dialectical Dimensions of Media literacy Discourse and Social Dynamics in India*, Assam University, 2015
5. Shelton A. Gunaratne, Mark Pearson & Sugath Senarath, *Mindful Journalism and News Ethics in the Digital Era*, Routledge Publications, New York, 2015.
6. RaminJahanbegloo, *The Disobedient Indian: Towards a Gandhian Philosophy of Dissent*, Speaking Tiger, 2018.



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