



**Department of Mass Communication and Media Studies**  
School of Information and Communicative Sciences

## Syllabus for Ph.D. Coursework

<b>Duration:</b> One to two semesters					
<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
JMC701	Communication Theory	4	0	0	4
JMC702	Research Methodology	4	0	0	4
JMC703	Computer Applications in Research	2	1	1	4
JMC704	Applied Communication Research	2	1	1	4
JMC799	Seminar	0	1	1	2
	Total				18

**Central University of Punjab**

City Campus, Mansa Road, Bathinda-151001

Website: [www.cup.ac.in](http://www.cup.ac.in)

# **JMC701 Communication Theory**

## **Block I Basics of Theory**

- Unit 1: Theory: meaning, need and importance, the process of theory building
- Unit 2: Relationship between theory and research
- Unit 3: Concepts of communication in ancient Indian texts
- Unit 4: Asian perspectives of communication

## **Block II Models of Communication**

- Unit 1: Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)
- Unit 2: Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)
- Unit 3: Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)
- Unit 4: Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004),

## **Block III Theories of Communication**

- Unit 1: Psychological and Individual Difference Theory, Limited Effects Theory
- Unit 2: Personal influence theory, Social learning theory, Cognitive Dissonance, Selective Perception
- Unit 3: Sociological Perspectives: Agenda Setting, Cultivation Theory, Diffusion of Innovation, Knowledge-Gap Hypothesis, Democratic Participation Theory, Spiral of Silence, Uses and Gratification Theory, Media Systems Dependency Theory
- Unit 4: Normative theory, Mass Society Theory, Propaganda Theory, Theory of Public Opinion Formation, Social Responsibility Theory, Social Marketing Theory

## **Block IV Ideologies, Media and Communication**

- Unit 1: Frankfurt School, Political Economy Theory, Cultural Studies,
- Unit 2: Critical Theory, Marxist Theory, textual analysis and literary criticism
- Unit 3: Medium is the Message and Manufacturing Consent, Power and Hegemony
- Unit 4: Media as culture industry and media literacy movements

## **Suggested Readings:**

- Stanley J. Baran and Dennis K. Davis, **Mass Communication Theory: Foundations, Ferment and Future**, fourth edition, Thomson Wadsworth, 2006
- Jack Rosenberry and Lauren A. Vicker, **Applied Mass Communication Theory: A Guide for Media Practitioners**, Pearson 2009
- Denis McQuail, **Mass Communication Theory-An Introduction**, Sage Publication, 2010
- R. John Bittner, **Mass Communication, an introduction, Theory and practice of mass media in society**, Prentice Hall, 1989
- Rowland Lorimer and Paddy Scannell, **Mass Communications: A Comparative Introduction**, Manchester University Press, 1994
- Melvin DeFleur and Sandra BallRokeach, **Theories of Mass Communication**, Longman Publisher, 1982
- Arthur Asa Berger, **Essentials of Mass Communication Theory**, Sage Publication Inc, 1995.
- Vijaya Somasundaram, **Principles of Communication**, Authors Press, 2006.
- Uma Narula, **Dynamics of Mass Communication (Theory and practice)**, Atlantic Publisher, 2006.
- Marshal T. Poe, **A History of Communications: Media and Society from the Evolution of Speech to the Internet**, Cambridge University Press, New York, 2011

# **JMC702 Research Methodology**

## **Block I Historical Perspectives**

Unit 1: Evolution and growth of communication research in the world

Unit 2: Major research traditions in the communication discipline

Unit 3: Brief review of research in the field of various media and communication for development (C4D)

Unit 4: Contemporary scenario and challenges of communication research in India

## **Block II Processes of Research**

Unit 1: Defining research problem, framing title of the research, literature review, formulating hypothesis, research design, sampling techniques, defining variables,

Unit 2: Various research approaches and process of theorizing research

Unit 3: Survey, observation, experiment, case study, content analysis, policy research

Unit 4: Ethnographic studies, studying visuals and moving image, historical research, meta-analysis

## **Block III Data Collection & Processing**

Unit 1: Questionnaire, schedule, interview, observation, focus group,

Unit 2: Handling and analyzing qualitative data

Unit 3: Collecting and handling quantitative data

Unit 4: Presentation and interpretation of data

## **Block IV Presentation of Report**

Unit 1: Formatting and planning for report writing

Unit 2: Citation and referencing, APA style, indexing, research archives, impact factor

Unit 3: Research ethics, writing a research paper and synopsis, getting research published

Unit 4: Communication/Media/Journalism Research Journals, studying research papers

## **Suggested Readings:**

- C.R Kothari, **Research Methodology: Methods and Techniques**, New Age International, 2004
- Dominick and Wimmer, **Mass Media Research- Processes, Approaches & Applications**, Cengage Learning, 2011
- J.S Yadava, **Communication Research : Some reflections**, IIMC Mineo
- Ranjit Kumar, **Research Methodology– A Step-by-Step Guide for Beginners**, Pearson, 2005
- Gerard Guhrie, **Basic Research Methods: An Entry to Social Science Research**, SAGE, 2010
- Vijayalaxmi and Sivapragasam, **Research Methods, Tips and Techniques**, MJP Publisher, 2008
- Horning Priest Susanna - **Doing Media Research**, SAGE, 1996
- Ram Ahuja, **Research Methods**, Rawat Publications, Jaipur 2009
- Arthur Asa Berger, **Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches**, Sage Publications, 2000
- Anders Hansen, Simon Cottle, Ralph Begrine and Chris Newbold, **Mass Communication Research Methods**, MacMillan Press, London, 2004

# **JMC703 Computer Applications in Research**

## **Block I Basics of Computer**

Unit 1: Components and functioning of computer

Unit 2: Microsoft Office- MS Word and MS PowerPoint

Unit 3: Handling text, image and graphics

Unit 4: Practicing error-free computer typing

## **Block II Application of Statistics in Research**

Unit 1: Basics of statistics, measuring central tendency – mean, median and mode,

Unit 2: Frequency, dispersion and skewness, standard deviation, error in sampling, test of significance

Unit 3: Parametric and non-parametric tests

Unit 4: Cross tabulation, correlation, regression

## **Block III Statistical Software**

Unit 1: Use of MS Excel for data handling

Unit 2: Statistical Programme for Social Sciences (SPSS)

Unit 3: Feeding and analyzing data in SPSS

Unit 4: Importance and application of statistical tests in research

## **Block IV Internet Use for Research**

Unit 1: Basics of Internet and its functioning

Unit 2: Techniques of searching online resources efficiently and data mining

Unit 3: Use of social media for academics and research

Unit 4: Online networks of Indexing and database, checking plagiarism

## **Suggested Readings:**

- Paul Mallery and Darren George, **SPSS for Windows Step by Step – A Simple Guide and Reference**, Pearson Education 11<sup>th</sup> Edition,
- Sheridan J. Coakes and Clara Ong, **SPSS Version 18<sup>0</sup> for Windows: Analysis without Anguis**,
- Thomas W. Pierce and Jeffery E. Aspelmeier, **SPSS: A User-Friendly Approach for Versions 17 and 18**, W.H. Freeman & Company
- Agryrous, **Statistics for Research**, Sage Publications, London
- Jack Levin James A Fox, **Elementary Statistics in Social Research**, The Essential, Pearson Education
- David R. Forde, James A Fox and Jack Levin, **Elementary Statistics in Social Research**, Pearson Education
- Pradeep Sinha and Priti Sinha, **Computer Fundamentals**, BPB Publications, New Delhi
- R S Salaria, **Computer Fundamentals**, Khanna Book Publishing, New Delhi

# **JMC704 Applied Communication Research**

## **Block I Basics of Communication Research**

Unit 1: Changing paradigms of communication research in the world and Media Literacy.

Unit 2: Major Research traditions in communication discipline.

Unit 3: Understanding various schools of thoughts of Mass Communication Research- Frankfurt School and American Empirical School etc.

Unit 4: Medium is the message, Hot and Cold Media and Manufacturing consent

## **Block II New Trends in Communication Research**

Unit 1: Hate Spin, Spin Doctrine, Post Truth and Public Sphere

Unit 2: Effects theory and Media Research Payne Fund Studies and Psychology of panic

Unit 3: Semiotic Analysis, Rhetoric Analysis, Discourse Analysis

Unit 4: Multiculturalism, Functionalism and Structuralism and Media

## **Block III: Applied Research in Media Studies.**

Unit 1: Research in Newspaper and Magazines.

Unit 2: Research in Electronic Media

Unit 3: Research in New Media

Unit 4: Research in Cinema

## **Block IV Applied Research in Media Studies**

Unit 1: Research in Media Literacy and Media Education

Unit 2: Research in Media Laws and Ethics

Unit 3: Research in Advertising

Unit 4: Research in Public Relations

## **Suggested Readings:**

- Dominick and Wimmer, **Mass Media Research- Processes, Approaches & Applications**, Cengage Learning, 2011
- Marshan McLuhan, **Understanding Media**, Rutledge Classics, 2001
- Horning Priest Susanna - **Doing Media Research**, SAGE, 1996
- David E Gray, **Doing Research in the real world**, SAGE, 2014
- Cherian George, **Hate Spin: The manufacture of religious offence and its threat**, The MIT Press, 2016
- Noam Chomsky and Edward S Herman, **Manufacturing Consent: The Political Economy of the mass media**, Pantheon Books, 1988
- Stanley Baran and Dennis Devis, **Mass Communication Theory: Foundations, Ferment and future**, Wadsworth Publishing, 2014
- Marshal McLuhan, **The global village: Transformation in world life and media in the 21<sup>st</sup> Century**, Oxford University Press, 1981

## **Web Resources:**

- [www.wimmerdominick.com](http://www.wimmerdominick.com)
- [www.cengagebrain.com](http://www.cengagebrain.com)

## **JMC799 Seminar**

### **Introduction**

During the pre-Ph.D. coursework research scholar will give a presentation/seminar on his/her proposed research topic.