



Department of Communication & Journalism
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)
Ph.D. Course Work Syllabus (2021-22)

Ph.D. (Mass Communication)

Full Time Research Programme

SYLLABUS **(Course Work)** **(2021-22)**



Department of Communication & Journalism
(School of Arts and Information Sciences)

Doctor Harisingh Gour Vishwavidyalaya

(A Central University)
Sagar (MP) India- 470003



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Ph.D. (Mass Communication)

The department offers the research programme in mass communication. Dr. Harisingh Gour Vishwavidyalaya is recognized as one of the premier universities in India. It is known for high quality education and research in various academic disciplines. Communication and Mass Media Research, however, are relatively new research disciplines. With the rapid changes in the field of mass media in scientific enquiry into various aspects related to mass communication becomes necessary. Contemporary communication research is being done in various institutes in the field of communication and journalism to meet the international standards which can contribute relevant knowledge to the understanding of the various phenomena. The Ph.D. Course Work prescribed by the University for Communication and Journalism aims to acquaint research scholars with the latest trends in communication research and equip them to carry out scientific research with the rigor expected from research scholars of the University.

Eligibility- Post Graduate Degree in Mass Communication/Public Relations/Electronic Media/Media Management/Journalism or other relevant subject with 55%. Relaxation and reservation as per rules and regulations of the university.

Admission Procedure- Through All India Entrance Test/Interview and other criteria prescribed by the University from time to time.

Duration- Duration of the course work will be one semester.



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Structure of Course Work

Course Code	Title of the paper	Credit
CMJ-CC-141	Research Methodology	04
CMJ-CC-142	Theoretical Approaches to the Media, Communication & Culture	04
CMJ-EC-143 Or CMJ-EC-144 Or CMJ-EC-145	Media & Development Or Advertising Or Public Relations	04
CMJ-CC-146	Credit Through Review of Published Work	04
RPE-CC-147	Research Publication and Ethics	02
Total		18



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CMJ-CC-141	SEMESTER-I	LTPC-4004	CREDIT-04
Research Methodology			

UNIT-I Fundamentals of Research

- Basic Principles of Research
- Theory Building, Concepts, Facts, Definitions
- Validity and Variables of Research
- Communication Research
- Areas of Communication Research and Process of Research

UNIT-II Approaches of Research

- Qualitative and Quantitative Approaches of Research
- Advantages of Approaches and Methods
- Methods of Data Collection and Selection
- Research Design
- Tools and Techniques of Research

UNIT-III Components of research

- Review of Literature
- Developing Concepts and Hypothesis
- Preparation of Proposal
- Sources of Data and Ethics in research

UNIT-IV Use of ICT in Research

- Basics of Computer Application
- Use of Computer in Research
- Various Software of Research
- Internet and Social Networking Sites

UNIT-V Presentation & Report Writing

- Analysis and Interpretation of Data
- Diagrammatic Presentation of Data
- Graphic Presentation of Data
- Result Forecasting and Preparing of The Report
- Research Reference and Bibliography , Indexing

Suggested Readings-

- Understanding The Research Process By Paul Oliver, Sage Publication
- Introducing Communication Research By Donald Treadwell, sage Publication
- Sanchar Shodh By Dr. Manoj Dayal
- Shodh Pravidhi, Vinay Mohan Sharma
- Research Methodology, C.R.Kothari
- Media Research Methods: Barrie Gunter



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CMJ-CC-142	SEMESTER-I	LTPC-4004	CREDIT-04
Theoretical Approaches to the Media, Communication & Culture			

UNIT-I Thinkers of Communication

- Aristotle and Communication
- Frankfurt School
- Marshall McLuhan's Theory of Communication
- Different Models of Communication

UNIT-II Theories of Communication

- Bullet Theory, Hypodermic Needle Theory
- Cognitive Consistency, Agenda Setting, Cultivation Theory
- Media System Dependency Theory
- Selective Perception, Selective Retention, Selection Exposure

UNIT-III Normative Theories of Communication

- Authoritarian Theory
- Libertarian Theory
- Soviet Communist Theory
- Social responsibility Theory
- Democratic Participation Theory

UNIT-IV Different Ideologies in Mass Media

- Political Economy of Mass Media
- Gramsci and Concept of Hegemony
- Noam Chomsky and Manufacturing Consent
- Raymond Williams and Information Revolution
- Feminism and Mass Media

UNIT-V Mass Media, Culture & Society

- Communication & Public Opinion
- Media Audiences
- Information Technology & Society
- Mass Communication & Culture

Suggested Readings-

- Mc Quail, Denis. **Mass Communication Theory**, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Littlejohn, W. Stephen. **Theories of Human Communication**, 3rd ed., Belmont, California, 1989.
- Kincaid, D. Lawrence. **Communication Theory – Eastern and Western Perspectives**, Academic Press Inc., San Diego, 1987.
- Kumar. J. Kaval. **Mass Communication in India**, Jaico Publishing house, Bombay, (New Ed.)
- Rajgadhiya, Vishnu. **Jansanchar : Siddhant Evam Anuprayog**, Radhakrishna Publication, New Delhi



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CMJ-EC-143	SEMESTER-I	LTPC-4004	CREDIT-04
Media & Development			

UNIT-I Introduction to Development

- Concept of Development
- Dimensions of Development (Economic, Social, Psychological and Political etc.)
- Issues and measures / Indexes of Development
- Development Dichotomies

UNIT-II Different Approaches of Development

- Gandhian Approach to Development
- Marxist Theory of Development
- Alternative Models of Development
- Development Policies and Planning

UNIT-III Development Communication

- Definition, Concept, Need and Philosophy
- Origin and Growth of Development Communication
- Diffusion of Innovation
- Mass Media & Modernization

UNIT-IV Development Issues and Indian Perspective

- Issues of Rural Development
- Population, Women and Child Development
- Issues of Development of Deprived Society
- Tribal rights, Land Reforms and wildlife conservation
- Health, Education, Poverty, Unemployment etc.

UNIT-V Mass Media & Development

- Role of Media in Development (Print and Electronic)
- Uses of New Communication Technology In Development
- Cinema and Development
- Use of Traditional and Folk media in Development

Suggested Readings-

- Prasad, Kiran. **Communication for Development**, Vol. 1-2, B.R. Publishing Corporation, New Delhi
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Kumar. J. Keval. **Mass Communication in India**, Jaico Publishing house, Bombay, (New Ed.)
- Vilanilam, J.V. **Development Communication in Practice: India and the Millennium Development Goals**, Sage Publication



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CMJ-EC-144	SEMESTER-I	LTPC-4004	CREDIT-04
Advertising			

UNIT- I Advertising: An Introduction

- Evolution of Advertising,
- Definition, Types and
- Functions of Advertising
- Advertising as 3D Art

UNIT- II Advertising: Creativity,

- Ad-Creativity,
- Creativity Thinking Process
- The Big Central Idea
- Paradigm shift

UNIT- III Advertising and Account Planning

- Client Servicing and Account Planning
- The Role of Advertising Agencies in Account Planning
- Advertising Budget
- Methods of Budget Allocation

UNIT- IV Copy Writing & Design

- Advertising Copy Writing
- Elements of Design and Layout Formats
- Visual Communication
- Storyboard, Script, Shooting and Recording and Editing of Radio & TV Commercials

UNIT- IV Message Placements: Communication/Message Support Media

- Elements of Media Planning
- Measurements Techniques of Media
- Other Promotional Instruments
- Media Buying and Scheduling

Suggested Readings-

- Aadhunik Vigyan By Dr. Premchand Patanjali, Vanee Prakasan ,New Delhi
- Advertising Theory and Practice By S.A. Chunawala, Keval J Kumar and K.C.Sethia
- Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
- Jansampark By Gulab Kothari, Patrika Publication, Jaipur.



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CMJ-EC-145	SEMESTER-I	LTPC-4004	CREDIT-04
Public Relations			

- UNIT-I Public Relation: An Introduction**
- PR: Concept and Principles
 - Origin and Development of PR
 - Publics in Public Relation
 - PR in Public Sector and PR in Private Sector
- UNIT-II Writing and Editing Skills in Public Relation**
- Multi News Release
 - House Journal,
 - Bulletin Board,
 - Backgrounders
- UNIT-III Public Relation Campaign**
- Essentials of PR Campaign
 - Preparing a PR Campaign
 - Campaign Evaluation
 - Media Tracking and Content Analysis
- UNIT-IV Strategic Public Relation**
- Publicity Management
 - Political and Civic Communication
 - Internal and External Communication
 - Propaganda and Publicity
- UNIT-V Applied Public Relation**
- Image and Reputation Management
 - Brand Management
 - Social Marketing and Event Management
 - Crisis Communication and PR

Suggested Readings-

- The Public Relation Handbook, Alison Theaker, Routeledge
- Sage Handbook of Public Relations, Robert L. Heath
- Public Relation By J.Jethawaney, N.D.Phinix, New Delhi
- Jansampark By Gulab Kothari, Patrika Publication, Jaipur
- Social Media and Public relations, Judy Motion, Robert L. Heath, Shirley Leitch



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CMJ-CC-146	SEMESTER-I	LTPC-0202	CREDIT-04
Credit Through Review of Published Work			

The scholar shall have to submit at least 08-10 book reviews related to his/her research area of interest. Evaluation of book reviews will be done as prescribed in ordinance of the University for Research Programme.



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RPE-CC-147	SEMESTER-I	LTPC-1012	CREDIT-02
Research and Publication Ethics			

UNIT-I PHILOSOPHY AND ETHICS

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

UNIT-II SCIENTIFIC CONDUCT

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

UNIT-III PUBLICATION ETHICS

- Publication ethics: definition, introduction and importance
- Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
- Conflicts of interest
- Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
- Violation of publication ethics, authorship and contributor ship
- Identification of publication misconduct, complaints and appeals
- Predatory publishers and journals PRACTICE

UNIT-IV OPEN ACCESS PUBLISHING

- Open access publications and initiatives
- SHERPA/ROMEO online resource to check publisher copyright & selfarchiving policies
- Software tool to identify predatory publications developed by SPPU
- Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

UNIT-V PUBLICATION MISCONDUCT

A. Group Discussions

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

B. Software tools Use of plagiarism software like Turnitin, Urkund and other open source Software tools

UNIT-VI DATABASES AND RESEARCH METRICS

A. Databases

- Indexing databases
- Citation databases: Web of Science, Scopus, etc.

B. Research Metrics

- Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score.
- Metrics: h-index, g index, i10 index, altmetrics.



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- The Ethics of Teaching and Scientific Research By Miro Todorovich; Paul Kurtz; Sidney Hook.
- Research Ethics: A Psychological Approach By Barbara H. Stanley; Joan E. Sieber; Gary B. Melton
- Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000
- Ethics and Values in Industrial-Organizational Psychology By Joel Lefkowitz Lawrence, Erlbaum Associates, 2003
- Beall, J. (2012). *Predatory publishers are corrupting open access*. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- Bird, A. (2006). *Philosophy of Science*. Routledge.
- Chaddah, P. (2018). *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*. ISBN: 978-938748086
- MacIntyre, Alasdair (1967). *A Short History of Ethics*. London.
- 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.