

Shri Guru Ram Rai University

SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)



Syllabus of Ph.D Mass Communication Effective from Academic Session 2023-2024

Patel Nagar, Dehradun, Uttarakhand

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FINAL COURSE STRUCTURE- TOTAL CREDIT 18

Code	Subject	Credits L:T:P	Total Credit	Total Marks	Minimum Marks to be scored for successful completion
PRMC101	Research Methodology	2:1:1	4	80	40
PREC 102	Research and Publication Ethics (RPE)	1:1:0	2	40	20
PMCC103	Communication Theory & Concepts	2:1:1	4	80	40
Subject specific elective paper (Any one)		2:1:1	4	80	40
PMCE 104 A	Print Media Journalism and Press Laws				
PMCE 104 B	Advertisement and Public Relation				
PMCE 105	Field work (Compulsory) (Seminar /Conference Presentation/ Review literature, Journal club and other activities assigned)	0:2:2	4	80	40
Total			18	360	180

PRMC 101: Paper I: Research Methodology (Compulsory paper) (Credit-4)

Unit I -Concept of Research

Meaning and importance of Research – Types of Research – Selection and formulation of Research Problem – Research Design

Unit II – Types and Methods Research

Classification of Research, Pure and Applied Research , Exploring or Formularize Research, Descriptive Research , Diagnostic Research/Study ,Evaluation research/Studies , Action Research , Experimental Research , Analytical Study of Statistical Method , Historical Research, Surveys , Case Study , Field Studies General Survey of various Methods including Survey Method, Interdisciplinary Method, Cash Study Method, Sampling Method, Statistical Method, Observation Method, Interview Method, Schedule Method, Questinnarie Method, Documentary Method, Library Method, Historical Method and Scientific Method. Characteristic Features of Scientific Method; Empirical Verifiable, Cumulative, Self - Correcting, Deterministic, Ethical & Ideological neutrality (Value Free), Statistical Generalizability

Unit III - Data Collection and Data Analysis

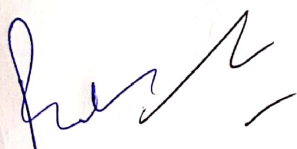
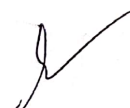
Collection, Objectives and Classification of Data, Aims, Methods and Objects of Tabulation of Data, Forms and Processes of Interpretation and Presentation of Data

Types of data- Primary, Secondary and Tertiary Data. Construction and adaptation of instruments, administration of questions and tests, Tabulation of data. Data organization in SPSS & Excel, Graphical representation of data

Analysis of Data- Definition and Aims of Content Analysis, Problems of Content Analysis, Computer and Content Analysis Discussion and Interpretation of results, Testing of Hypothesis: Logical and Statistical Techniques

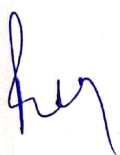
Unit IV- Report Writing

Locating Information on a Topic of Interest, Acquiring Copies of Articles of Interest The Nature of Scientific Variables, Conceptual Versus Operational Definitions of Variables, Levels of Measurement, Various Paradigms including Formism, Mechanism, Organicism, Pragmatism, The Basic Format for a Research Report, Identification of the Parts of a Research Report, Citation and Referencing Styles, Essentials of Report Writing, Aids for Writing Good Research Report.



References:

1. Bagchi, Kanak Kanti (2007) Research Methodology in Social Sciences: A Practical Guide, Delhi, Abijeet Publications.
2. Sharma, B.A.V., et al., (2000) Research Methods in Social Sciences, New Delhi, Sterling Publishers.
3. B.A.V. Busha, C. H and Harter, S. D (1980) Research Methods in Librarianship, New York, Academic Press.
4. Cooper, R. Donald and Pamela S. Schindler (2003) Business Research Methods, Delhi, Tata McGraw-Hill.
5. Flyvbjerg, Bent (2001) Making Social Science Matter: Why Social Inquiry Fails and How it can Succeed Again, United Kingdom, Cambridge University Press.
6. Ghosh, B.N. (1999) Scientific Method and Social Research, New Delhi.
7. Gilbert, Nigel (1993) Researching Social life, New Delhi, Sage Publication.
8. Goodde and Hatte (1952) Methods in Social Research, New York, McGraw – Hill.
9. Gopal, M.H (1970) An Introduction to Research Procedures in Social Sciences, Bombay, Asia Publishing House.



Core Paper- PREC 102: Paper II: Research and Publication Ethics (RPE)
(Credit-2)

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

Theory

RPE01Philosophy and Ethics 04credit

RPE 02 Scientific Conduct 04credit

RPE 03 Publication Ethics 07 credit

Practice

RPE 04 Open Access publishing 04 credit

RPE 05 Publication Misconduct 04 credit

RPE 06 Databases and Research Metrics 07 credit

Theory

RPE 01Philosophy and Ethics (3 hours)

- 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 (5 hours)

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

RPE 03 Publication Ethics (7 hours)

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

Practice

RPE 04: Open Access Publishing (4 hrs.)

1. Open access publications and initiatives
2. SHERPA / RoMEO online resource to check publisher copyright and self-archiving policies
3. Software tools 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 (4 hrs.)

A. Group Discussion (2 hrs.)

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

B. Software tools (2 hrs.)

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

RPE 06 :Databases and Research Metrics (7 hrs.)

A. Databases (4 hrs)

1. Indexing databases
2. Citation databases: Web of Science, scopus, etc.

B. Research Metrics (3 hrs.)

1. Impact factor of journal as per journal Citation report, SNP, SJR, IPP, Cite score
2. Metrics: h-index, g index, i10 index, altmetrics

PMCC 103: Paper-III : Communication Theory & Concepts (Core paper)
(Credits-4)

Introduction and overview of latest scholarship and theories

- 1) **In different contexts:** advertising, broadcasting, public relations conflict communication, cultivation analysis, development, environmental communication, film, globalization, health communication, international communication, intercultural communication, journalism, media and mass communication, organizational communication, political communication etc.
- 2) **Related to information technology-** international and global concepts
- 3) **With non-western paradigm-** Asian Communication Theory, Indian Rasa Theory, Sadharanikaran Theory etc.
- 4) **Any other relevant and topical theory-** which may be dominating the discourse.

Suggested Reading:

1. Encyclopaedia of Communication Theory. (2009). Stephen W. Littlejohn and Karen A. Foss (Eds.) California: Sage.
2. Thussu, Daya. International communication: A Reader. (2010) New York: Routledge.
3. McQuail, Denis. McQuail's Mass Communication Theory. (6th Edition, 2006). London: ,
4. Williams, Kevin. (2003) Understanding Media Theory. London: Oxford University Press.

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PMCE 104 (A):Paper– III: Print Media Journalism and Press Laws

(Elective Paper Course, Credit-4)

Unit –I

Journalism – Historical Background: News : News Values and Sources, Feature and Article Writing: Editorial and Column Writing : Reviews – Books, Theatre and Film: Organization Set up of Newspaper; Citizen Journalism; Effectiveness and Impact of Print Media Journalism.

Unit – II

Principles of Reporting; Objective and Interpretative Reporting; Reporting- Crime, Accident , Sports, Political, Legislative, Culture, Court, Environment, Human Rights, Defiance and war; Sting Operations and its Ethical Issues .

Unit –III

Principles of Editing; Responsibilities and Duties of Editorial Staff; Lay Out and Page Makeup; Editorials and Editorial Policy

Unit – IV

Historical Background of Photo Journalism; Principles of Photo Journalism; Types of Photography – Nature Photography, Sports, Fashion and Socio- Cultural Photography.

Unit – V

Press Laws and Ethics; Freedom of Press; Reasonable Restrictions on Press Freedom; Privacy and Right to Information; Media Ethics; Press Commissions and Press Council of India; R.N.I; Wage Boards for Working Journalists; Cyber Laws.

References

1. Melvin, Mencher (2003): News Reporting and Writing, Mc Graw Hill, N.Y. USA
2. Macdougall (1977): Interactive Reporting (7th ed), Macmillian, N.Y. USA
3. Fedler, Fred, Harcourt, Bruce (1979) : reporting for Print Media (2nd ed), Bruce Jovanovich Inc. N.Y. USA
4. Vaidik, Ved Pratap, (1997): Hindi Patarkarita Vividh Ayam, Hindi Book Centre , New Delhi
5. Kamath, M.V.(2003) : Professional Journalism, Vikas Pub, Delhi
6. Hakemulder et.al, Jan (1988) : Professional Journalism, New Delhi.
7. Chauhan and Chandra Navin (1997): Journalism Today, Kanishka Pub, New Delhi.
8. Pant, NC and Kumar, J. (1995): Dimensions of Modern Journalism, Kanishka Pub.
9. Lorenz, Alfred L. and Vivian, John (2006) News Reporting and Writing: Pearson Education, New Delhi.
10. Stovall, James Glen, (2008): Writing for the Mass Media , Pearson Education, New Delhi.



PMCE 104 (B): Paper- III Advertising and Public Relation

(Elective Paper Course, Credit-4)

Unit – I

Historical Background of Advertising: National and Global Context; Types of advertising; Latest Trends in Advertising; Advertising Media ; Copy Writing; Visualizing; Layout; Advertising Appeals; Advertising Campaign; Agency- Client Relationship; Advertising Agency- Structure, Management and Functions.

Unit – II

Consumer Behavior; Consumerism- Pros and Cons; Brand Management; Brand Analysis, Brand Image, Brand Equity, Brand Promotion, Strategies, Loss and Ethics of Advertisement.

Unit – III

Historical background of Public Relations: Publicity , Public Relation and Propaganda; Public Relations – Objectives and Functions ; P.R. Tools, P.R. Agencies; Laws and Ethics of PR

Unit – IV

Fundamentals of Corporate Communication; Crises Management; Image Building; Role of Corporate Communications in Crises and Disaster Management. E.P.R – Concepts and Objectives

Unit – V

P.R. in Government, Semi Government, Private and Non Government Organizations (NGOs); Advertising Effectiveness ; Advertising Impact Studies – Socio- Economic, Political and Developmental – Case Studies

References

1. Kleppner, Otto (1980): Fundamentals of Advertising, Prentice Hall, New Jersey, USA.
1. Hart, Norman (1990): The Practice of Advertising (3rd Edn) Heinemann Pub, London
2. De Mooij, Marieke (1998): Global Marketing and Advertising: Understanding Cultural Paradoxes, Sage Publications, New Delhi
3. De Mooij, Marieke (1994): Advertising Worldwide (2nd Edn) Prentice Hall . USA.
4. Wernick, Andrew (1994): Promotional Culture: Advertising, Ideology, Symbolic Expression, Sage Publication ,
5. Gupta, Sen (1990): Brand Positioning, Tata McGraw Hill, New Delhi.
6. Haskins & Kendrick (1991): Successful Advertising Research Methods, NTC Business Books.
7. Kazmi, SHH, Batra Satish.K.(2004): Advertising and Sales Promotion, Excel Books Publication.
8. Gupta, Om, (2005); Advertising in India : Trends and Impact, Kalpaz Publication.
9. Kaptan, S.S (2002): Advertising: New Concepts. Sarups and Sons, New Delhi.
10. Rajendra (1972): Loksampark, A.L. Printers, Pratap Bhavan , New Delhi.

PMC105 - Field Work - (Compulsory paper) - Credit 04

1. Seminar / Conference Presentation/Assignment/Field Work Report/ Review literature, Journal club and other activities assigned).
2. Visit to Print Media Houses, Electronic Media Houses, Public Relation Houses, Advertising Agency
3. Submit Field work report and presentation for evaluation as required by program
4. Report of each visit should be with reliable pictures.

