

Ph. D. Course Work Course Structure
(With effect from the 2020 – 2021 batch admitted in 2021)

COURSE STRUCTURE

Sl. No.	Paper Code	Title	Paper Type	Credit Hours	Marks [Internal + End Term]
1	Jmc/PhD 701	Research Methodology and Computer Applications	Theory	6	100 [40+60]
2	Jmc/PhD 702	Recent Trends/ Advances in _____ (Subject Specific Paper)	Theory	6	100 [40+60]
3	Jmc/PhD 703	Research and Publication Ethics	Theory and Practical	2	50 [20+30]
4	Jmc/PhD 704	Literature Review	Project	6	100
5	Jmc/PhD 705	Preparation of Research Proposal/ Synopsis	Project	4	50
Total				24	400

MARKING PATTERN

Paper Sl. No.	Internal Evaluation				End Term Examination				Total
	Home Assignment	Presentation	Quiz	Written	Written *	Presentation	Report	Viva-Voce	
1	10	NA	10	20	60	NA	NA	NA	100
2	10	NA	10	20	60	NA	NA	NA	100
3	10	05 (GD)	05	NA	30	NA	NA	NA	50
4	NA	NA	NA	NA	NA	20	60	20	100
5	NA	NA	NA	NA	NA	10	30	10	50

* Includes experiments in case of practical papers

Scheme of Internal Evaluation (Theory):

Each theory paper consists of five units and irrespective of the credit hours assigned, will be of 100 marks, out of which, 40 will be internal marks (continuous evaluation) and 60 will be end term examination marks. There will be three components of internal evaluation – Quiz, Mid Term Written Test and Home Assignment as per the details below.

Component	Unit(s)	Marks	Remarks
Quiz – I	I	10	Best of the two quizzes will be considered
Quiz – II	III	10	
Mid Term (Written)	I & II	20	There will be no internal evaluation for the last unit (V)
Home Assignment	IV	10	
Total	I – IV	40	Q – 10 + HA – 10 + W – 20

BOARD OF EXAMINERS

Sl. No.	Section	Examiner(s)
01	Home Assignment and Quiz	Internal Course Teacher/ Instructor from the University P. G. Department
02	Seminar Presentation	A board of examiners consisting of faculty members of the University P. G. Department, who are members of the SRC in the subject. The proposed Supervisor, if from outside the University Campus, may be coopted as a member examiner.
03	Written (Mid Term)	Internal Course Teacher/ Instructor from the University P. G. Department
04	Report	A board of examiners consisting of faculty members of the University P. G. Department, who are members of the SRC in the subject. The proposed Supervisor, if from outside the University Campus, may be coopted as a member examiner.
05	Viva-Voce	A board of examiners consisting of faculty members of the University P. G. Department, who are members of the SRC in the subject. The proposed Supervisor, if from outside the University Campus, may be coopted as a member examiner.
06	Written (End Term)	Examiner as appointed by the Board of Studies

PASSING PERCENTAGE & DURATION

Passing Marks in Individual Paper: 50% (End Term and Internal Marks taken together) in each Theory/ Practical/ Project paper

Passing Marks in Aggregate: 55%

Division: No Division; Only Pass or Fail

Duration: One semester

Back/ Improvement: There is no provision for back/ improvement in the Ph. D. Course Work.

Ph.D Course Work Syllabus

JMC-601 COMMUNICATION RESEARCH & APPLICATIONS

Unit I: Introduction to communication and media research

- 1.1 methods of acquiring knowledge- perception, inductive and deductive logics; positivism and post positivism
- 1.2 research- meaning and concept, types of research- basic analytical-applied-descriptive-exploratory-historical: quantitative and qualitative research elements of research- reliability, validity, variables, hypotheses, scaling, sampling
- 1.3 evolution of communication research: global perspective; communication research in India
- 1.4 Research design types- structure-component; longitudinal research, panel study, trend study, ethnography, survey research: questionnaire construction

Unit II: Core & Applied areas of research in media and communication

- 2.1 Research in print media- content, readership & coverage; media framing & printing
- 2.2 Audience research-radio-television-new media; context of content consumption and production
- 2.3 Research on television ratings, advertising research, public relations research
- 2.4 New media research, new media education research in folk and alternative media practices

Unit III: Theoretical and Analytical Discourses

- 3.1 Semiotic interpretation, Bricolage research
- 3.2 discourse analysis- critical discourse-feminist discourse. Ideological discourse
- 3.3 textual analytical and inter-textual analysis, transtextuality, heteroglossia
- 3.4 conversational analyses

Unit IV: Media research applications & data processing

- 4.1 early experiments on media effects, researching media effects in the field
- 4.2 audience uses of media studying media use among different social groups, media socialization and group identity
- 4.3 effects research: news and politics, researching the nature of news, media agenda setting, ideological effects of the media; media violence, media and sexual behavior, new media and their impact: socio-political impact of the internet
- 4.4 factor analysis, path analysis- canonical analysis, statistical application- univariate, bivariate and multivariate analysis-parametric and non parametric tests, SPSS and other statistical packages

JMC-602 RECENT ADVANCES IN MEDIA & COMMUNICATION RESEARCH

Unit I: New Media studies

- 1.1 theoretical approaches in new media
- 1.2 new media and cultural practices: participatory culture, culture of convergence, emerging narratives of self and identity; representation of self on web and social media; cyborgs, the mediated body
- 1.3 new media and public sphere, technological mediation, embedded networks, new media activism, new media and social movements virtual nationalism
- 1.4 new media- impact on knowledge construction and education; open source, public access movement; new media monopoly

Unit II: Media Anthropology

- 2.1 key concepts in media anthropology: ritual, myth and religion; methods in media anthropology, visual anthropology
- 2.2 ritual approaches in media studies: studies of media events, media-myths, mythification
- 2.3 media and religion: strands in media and religion studies; television and religion, religion in reality shows; online platforms and religion
- 2.4 studying myth in media: myth in news making, study of news as cultural narrative

Unit III Approaches to Mass communication and Journalism Theory

- 3.1 cultural approaches, behavioral approach, critical approach, media centric approach
- 3.2 prestige press, political press, popular press, data journalism, community and alternative journalism
- 3.3 challenges in journalism- debate on objectivity, gender issues in journalism- issues of women journalists
- 3.4 journalism and society; journalism and democracy; journalism and politics; journalism social change & development

Unit IV: Culture representation and impact of globalization

- 4.1 mass culture and popular culture, high culture and low culture, the Frankfurt school and the culture industry, BCCS, politics of representation-structure & agency
- 4.2 Gender discourse in media; media representation-class-caste-race, and religion; stereotypes
- 4.3 Understanding Globalization. The Dominant Economic and political paradigm, alternative ways of conceptualizing Globalization.
- 4.4 media and Globalization- Theoretical approaches, globalization and culture-cultural imperialism; disjunction, differences in the global order; new media and polycentrism

JMC – 604 LITERATURE REVIEW

Students will write a formal research paper designed to broaden students' perspectives and to provide an opportunity for the integration of course concepts. Emphasis will be placed on methods of interpretation, writing and critical thinking related to topics/issues.

THEORY

- **RPE 01: PHILOSOPHY AND ETHICS (3hrs.)**
 1. Introduction to philosophy: definition, nature and scope, concept, branches
 2. Ethics: definition, moral philosophy, nature of moral judgments 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 (7hrs)**
 1. Publication ethics: definition, introduction and importance
 2. Best practices/ standard settings 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 contributionship
 6. Identification of publication misconduct, complaints and appeals
 7. Predatory publishers and journals

PRACTICE

- **RPE 04: OPEN ACCESS PUBLISHING (4hrs)**
 1. Open access publications and initiatives
 2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
 3. Software tool to identify predatory publications developed by SPPU
 4. Journal finder/ journal suggestions tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

- **RPE 05: PUBLICATION MISCONDUCT (4hrs)**
 - A. Group Discussions (2hrs)
 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 (2hrs)
 - C. Use plagiarism software like Turnitin, Urkund and other open sources software tools
- RPE 06: DATABASES AND RESEARCH METRICS (7hrs)
 - A. Databases (4hrs)
 1. Indexing databases
 2. Citation databases: Web of science, Scopus, etc.
 - B. Research Metrics (3hrs)
 1. Impact Factor of journal citation report, SNIP, SJR, IPP, Cite Score
 2. Metrics: h-Index, g-index, i10 index, altmetrics