

Shivaji University, Kolhapur
 New Syllabus/Revised Syllabus for Course Work
 Of Ph. D for Mass Communication
 Under the faculty of Social Sciences
Introduced from June 2011

Objectives of the Course:

1. To acquaint research student with scientific research methods and approaches.
2. To acquaint research students with the latest trends in Mass Communication and Media Studies.

Duration of the Course:

The Ph. D Course will be full time regular course of one year duration followed by maximum one year period for submission of dissertation.

Pattern of Examination

Ph. D Course in Mass Communication Examination will be Annual Examination.

Fee Structure:

1. Entrance Examination Fee : Rs. 650/- (Non-Refundable)
2. Course Fee : For Regular Students Rs.13600
3. The course fee will be applicable for Independent/SRF/JRF/Teacher Fellow/
Employed Person/Private and Govt. Organization/ Full Time Teacher at Jr.-Sr.
College/Foreign students as per the Shivaji University Rule.

Course Fee for Regular Students

Sr. No.	Particulars	In Rupees
1	Registration Fee	1000
2	Library Fee	1000
3	Library Deposit	1000
4	Thesis Examination Fee	3500
5	Thesis Deposit	1000
6	Medical Charges	100
7	Tuition Fee	3500
8	Internet Fee	2500
9	Annual Fee	13600

Eligibility for Admission:

1. A Candidate having minimum of 55% marks (50% for SC/ST Category) at Post – Graduate degree examination.
2. A Candidate should pass Entrance Examination of 100 marks.
3. All rules of admission and passing of Ph. D in Social Sciences will be applicable to Ph. D in Mass Communication.

Medium of Instruction

The medium of instruction shall be in English.

Structure of the Course Work:

The Ph. D Course in the subject will comprises of

- | | |
|--|-----------|
| 1. Three Papers of 100 Marks each – | 300 Marks |
| 2. Two Seminars - | 50 Marks |
| 4. One Research Article published in Journal | 50 Marks |
| 6. Total - | 400 Marks |

Sr. No.	Subject	Marks
1	Research Methodology and Media Research	100
2	Mass Communication Theory	100
3	Advances in Media Studies	100
	Total	300

Scheme of the Examination:

1. The examination shall be conducted at the end of each academic year.
2. The theory paper shall carry 100 Marks
3. The evaluation of the performance of the students in theory papers shall be on the basis of Annual Examination of 100 Marks.
4. Question Paper will be set in the view of the/in accordance with the entire syllabus and preferably covering each unit syllabi.

Standard of the Passing:

A candidate should secured 40% Marks for each theory paper and practical.

Nature of Question paper:

Question-1 Descriptive Type	20 Marks
Question-2 Short Answer Type (Any 2 out of 3)	20 Marks
Question-3 Answer in Brief (6 out of 8)	30 Marks
Question-4 Short Notes Type (6 out of 8)	30 Marks

(A Candidate shall solve three compulsory questions of 20 Marks each on sub section based on Paper III concerned on their Dissertation and to more questions from any other remaining subsections.)

Internal Assessment

1. The two seminars based on Paper I and Paper II each will carry of each 25 marks.
2. A Candidate should publish one research article in Journalism/Mass Communication Journal.

M. PHIL AND PH.D COURSE WORK**Compulsory Paper****COMMON SYLLABUS FOR**

**SOCIAL SCIENCES (ECONOMICS, SOCIOLOGY, POLITICAL SCIENCE, HISTORY, JOURNALISM,
MASS COMMUNICATION),**

COMMERCE AND MANAGEMENT,

EDUCATION, LAW, AND WOMEN STUDIES

Year of Implementation: from June, 2011

Paper –I (Compulsory)**Research Methodology, Quantitative Techniques, and Computer Application****Preamble:**

Research at M.Phil. / Ph.D course is essential for the subjects (i.e. History, Economics Commerce, Women studies and Journalism etc.). It finds selection to the problems in the field as well as equip the students with research theory and skills for conduct of research at doctoral, post doctoral levels and undertake need based research projects and for the development of the society as a whole. The transaction tools like; discussion, group work, seminar, use of web resources, library resources can be used for teaching the paper.

The course work of this paper will be taught in total 60 contact hours/days. Each unit will be taught in 15 contact hours/days. The contact hours allotted to each unit are adjustable to the total contact hours.

The course work for M.Phil./Ph.D is categorized into four components;

- (a) Research Methodology with 30 marks' weightage
- (b) Quantitative Techniques with 30 marks' weightage and
- (c) Computer Application with 20 marks' weightage
- (d) Practical on QTs and Software application with 20 marks' weightage.

(Important Note: *Teaching can be shared by couple of Departments; means the Department, which is unable to teach this paper, can send their students to other*

Departments with request to a particular Department and a copy sent to the University office. While doing so the number of students in the combine class should not go more than 50.)

Unit- 1: Fundamentals of research

- (a) Basic principles of research
- (b) Theory building, facts, concepts, constructs and definitions
- (c) Valuable and its attributes
- (d) Ethics in research
- (e) Preparation of proposal
- (f) Review of literature, formation and types of hypothesis and testing of the hypothesis
- (g) Research designs, sampling designs, methods, techniques and tools of research
- (h) Creativity, innovation, originality and advancement of knowledge and application to the society

Unit- 2 Communication and evaluation of research

- (a) Report writing and the writing of research papers
- (b) Presentation of research proposals
- (c) Evaluation of research report
- (d) Presentation of research : Oral and Written (abstracts/synopsis)

Unit- 3 Quantitative Method

- (a) Use of quantitative method in research
- (b) Types and sources of data
- (c) Data analysis for specific type of data
- (d) Tabulation and graphical representation
- (e) Central tendency
- (f) Dispersion
- (g) Correlation
- (h) Regression
- (i) Use of chi square
- (j) Steps involved in applying chi—square test
- (k) Non parametric or free distribution tests
- (l) Testing of hypothesis for non parametric data

Unit- 4 Computer application for research

- (a) Word processing

- (b) Data processing
- (c) Graphical processing
- (d) Use of web-2 tools for research
- (e) Use of excel
- (f) Use of SPSS
- (g) Use of graphical software
- (h) Use of multimedia tools

References

Gupta S.C., Fundamentals of Statistics, Himalaya Publication House, Bombay

Rajaram V. (1996), Fundamentals of computers, Prentice Hall of India, New Delhi

Sanders D.H. (1981), Computer Today, McGraw Hill, New York.

Sinha P.K. (1992), Computer Fundamentals, BPB Publications, New Delhi.

Engelhart Max D. (1972), Methods of educational Research, Rand McNally and Company, Chicago

Coburn Peter and others (1982), Practical guide to Computers in Education, Addison Wesley Publication Company, California

Entistle, N.J. (1974), The Nature of Educational Research, Educational studies, A third level course, Methods of Educational enquiry, Block 1, The Open University Press, Walton Hall, Milton Kenya.

Galtung Johan, (1974), Theory and Methods of Social Research, George Allan and Unwin Ltd., New Delhi

Kothari C.R.,(2008), Research Methodology- Methods and Techniques, Wiley and Eastern Ltd., New Delhi,

Mason Emanuel J. and William J. Bramble (1978), Understanding and Conducting Research, Applications in education and the Behavioral Sciences, McGraw Hill Book Company, New York

Mouly George J. (1964), The Science of Education Research, Eurasia Publishing House, New Delhi

William Philip at. Al (1973), Evaluation and Assessment of educational Studies: A third level course methods of educational enquiry, The Open University Press, Walton Hall Blethaley Buckinghamshire

Mariampolski H.(2001) Qualitative Market Research – A Comprehensive Guide Sage Publication, India Ltd, New Delhi

Black Thomas (2001), Understanding Social Science Research, Sage Publication, India Ltd, New Delhi

Fern Edward F.(2001) Advanced focus Group Research, Sage Publication, India Ltd, New Delhi

Paper II

Title of the Paper: Mass Communication Theory

Unit 1

(No. of Lectures: 15)

Development of Mass Communication, definition, Concept and importance of Mass Communication, effects and social change, Media audiences, Mass culture.

Unit 2

(No. of Lectures: 15)

Prominent Mass Communication theories, Western – Non-Western models of Mass Communication, Alternative approaches in Mass Communication, A study of some prominent scholars in Mass Communication.

Unit 3

(No. of Lectures: 15)

Methods of Mass Communication research, Mass Communication research as a tool of reporting, Mass Communication research in India-Landmark studies related to SITE. New Trends in Mass Communication research Ethical perspectives of Mass Communication research.

Unit 4

(No. of Lectures: 15)

Media structure, Media content, Media audiences and Media effects, the future of Mass Communication.

Reading list

1. Mcquail Denis, (2005), Mass Communication Theory, New Delhi: Vistaar Publication.
2. Kumar J. Keval, (2008), Mass Communication in India, Third Edition, Mumbai: Jaico publication.
4. Fiske John (1975) Introduction to Communication Studies, London: Methuen.
5. Narula Uma, (2009), Mass Communication Theory and practice, New Delhi: Her-Anand publication.
6. Dissanayake Wimal (1988) Communication Theory: The Asian Perspective, Singapore: AMIC
7. Singhal Arvind, Dearing James (Ed.2006) Communication of Innovations: A Journey- with Everett Rogers, Sage.
8. Agee Warren, Ault Philip, Emery Edwin (1985) Introduction to Mass Communication, New York: Harper and Row Publication.
9. Dua M. R., Manonmain T. (1997) Communication and Culture, New Delhi: Galgotia Publishing Company.
10. Redmon James, Trager Robert (2004) Media Organization Management, New Delhi: Biztantra.
11. Chattee Steven, Rogers Everett (Ed.2003) "The Beginning of Communication Study in America: A personal Memoir," Sage.
12. MacBride Sean, (1980) 'Many Voices, One World' Paris, Kogan page/unipub/UNESCO.
13. Melkote R. Srinivas, Steeves H. Leslie, (2001), Communication for Development in the Third World, New Delhi: Sage Publication.
15. Straubhaar D. Joseph, (2007), World Television from Global to Local, New Delhi: Sage Publication.

Paper III

Title of the Paper: Advances in Media Studies

Unit 1	A. Development of Media
Unit 2	B. Development and International Communication
Unit 3	C. Public Relation / Corporate Communication
Unit 4	D. New Media Technology

Unit 1 (A) Development of Media

(No. of Lectures: 15)

Language and Society – development of language as a vehicle of Communication- Invention of Printing Press-Development of Printing in India- Early efforts to publish newspapers in different parts of India. Role of press during and after freedom movement Press After 1947 social reformer Journalist in India- prominent Newspaper in Marathi- Entry of foreign newspapers in India Media Convergence and its effects on Indian Newspapers Industry.

Evaluation and growth of Electronic Media-Radio, Television, Internet Mobile and Social Media, Historical perspective of Radio and Television in India, Radio and Television as Media of Communication, Grammar of Television and Radio Different types of programmes, Basic of Radio and TV production Team and Role of Producer, Television anchoring, Writing for Radio and Television, Radio and Television Reporting, Visual languages, Camera movement Formats for Radio-Television-News, Documentaries Advanced editing and production Techniques.

Reading List

1. Priyolkar Anant, (1958) The Printing Press in India, Bombay: Marathi Sanshodhan Mandal.
2. Kurian George, (1981) World Press Encyclopedia Vol. 1, 2, New York: Facts on File Inco.
3. Government of India, Ministry of I & B, (-) Report of the Second press Commission, New Delhi.
4. Murthy Krishna Nadig, (1966) Indian Journalism from Asoka to Nehru Prasara, Mysore: University of Mysore
5. Ninan Sevanti, (2007) Headlines from the Heartland, Sage, New Delhi.
6. Bhattacharjee Arun, (1972) The Indian Press Profession to Industry, New Delhi: Vikas Publication.
7. Bhargave G.S., (2005) The press in India An overview, National Book Trust New Delhi
8. Khandekar - Kolhi Vanita, (2010) The Indian Media Business, The revised third edition, New Delhi: Response.
9. Ghosh, Bhaskar (2010) Doordarshan Days: New Delhi.
10. Chatterjee P.C. (1987) Broadcasting in India, New Delhi: Sage.
11. John Harley, Fiske John (1978) Reading Television, London: Methuen.
12. Boyd Andrew (1990) Broadcast Journalism: oxford Heinemann professional publishing.
13. Boyd Andrew (1997) Broadcast Journalism, Oxford, focal press

14. Wilby Pete (1996) *The Radio Handbooks*, London: Routledge
15. York Ivor (1990) *Basic Television Reporting*, London: Focal Press
16. Fraser, Colin and Estrada Rastrepo Sonia (2001) *Community Radio Handbook*, Paris: UNESCO
17. Malik Kanchan, Pavarala Vinod (2007) *Other Voices*, New Delhi: Sage
18. Aiyer Balakrishna (2005) New Delhi, Authors Press
19. Wulfemeyer Timk (2005) *Beginning Radio – TV News Writing* New Delhi: Surjeet Publication
20. Gaur M.M. (2006) *Electronic Media*, New Delhi: Omega Publication.

Unit 2 (B) Development and International Communication

(No. of Lectures: 15)

Origin and development of Development Communication, Definition, Concept, Role of Media in Development Communication, Social, Cultural and Economic barriers, Development Support Communication, Development Communication Policy, Agricultural and Rural Communication, Development Communication Models. Alternative approaches of Development Communication. Indian approaches, Role of folk media and ICT in Development Communication, Development Communication Theorist.

History and development of International Communication, International Communication in Pre Colonial and Colonial age, International Communication as an academic discipline, MacBride Report, Media Imperialism, International News agencies, Satellite Communication Role of UNESCO, effects of Globalization, Issues in International Communication.

Reading List

1. Steeves Leslie, Melkote Srinivas, (2001) *Communication for Development in the Third World*, Second Edition, New Delhi: Sage.
2. Singhal Arvind, Dearing James, (2006) *Communication of Innovations*, New Delhi: Sage.
3. Narula Uma, (1999) *Development Communication Theory and Practice*, New Delhi: Har Anand Publication.
4. Chhabra S.S., Ahuja B.N. (2006) *Development Communication*, New Delhi: Surjeet Publication.
5. Everett Rogers, Singhal Arvind, *India's Information Revolution* (1989) New Delhi: Sage
6. Learner Daniel, (1958) "The Passing of Traditional Society: Modernizing the Middle press.
7. Atkins Joseph, (Ed 2005) *The Mission*, New Delhi: Surjeet Publications.
8. Schramm Wilbur (2003) *The Beginning of Communication Study in America: A personal Memoir*, London: Sage
9. Aoc Warren, Ault Philip, Emery Edwin, (1985) *Introduction to Mass Communication*, New York: Harpar and Row publication.
10. Mowlana Hamid, (1985) *International Flow of News: An Annotated Bibliography*, Paris: UNESCO

11. MacBride Sean, (1980) Many Voices, One World Paris: Kogan page/unipub/UNESCO
12. Evans, Charlotte (Ed 1995) History, Encyclopedia, London: Kingfisher.
13. Herman Edward (1998) The Global Media: The New Missionaries of Corporate Capitalism New Delhi: Madhyam Books.
14. Rodrigues Usha, Ranganathan Maya, (2010) Indian Media and Globalised World, New Delhi: Sage

Unit 3 (C) Public Relations / Corporate Communication

(No. of Lectures: 15)

Evolution and growth of Public Relations, Definition, Concept, objectives and functions of Public Relations, PR in organizational structure, PR Public- Internal and external PR in Crisis Communication PR and Corporate Image, Corporate Social Responsibility, PR in Private, Public, Government, Corporate, Co-operative Education, Defense and other sector, PR tools, writing for PR, Research in PR, Online PR, New Trends in Public Relations

Reading List

1. Sarkar N.N., Jethwaney Jaishri, (2009) Public Relations Management, New Delhi: sterling publishers
2. Fernandez Joseph, (2004) Corporate Communication New Delhi: Response Books
3. Black Sam, (1966) Practical Public Relations, London: Pitman
4. Sengupta Sailesh (1997) Management of Public Relations and Communication, New Delhi: Vikas Publications
5. Bahl Snshil, (1994) Making PR Work, New Delhi: Wheeler Publishing.
6. Center Cutlip, (1996) Effective Public Relations, New Jerrsey, Prentice Hall.

Unit 4 (D) New Media Technology (No. of Lectures: 15)

Development of IT Industry in India, Growth of New Media, Types of New Media, Social Media-Social Network, Blogs online video, Social Tagging, Virtual World, Wikis, Definition and concept of New Media, Structure, Content, Challenges before Print Media, changing role of Journalist, Gatekeepers VS Navigators, Cyber Journalism, Online Editions of Newspaper, Cyber newspaper creation, Online editing and publishing, Media Convergence and its impacts on Media Management, ICT and Indian Social change, ICT and poverty alleviation. Social effects, new media ethics

Reading List

1. Samarajiva Rohan, Zainudeen Ayesha (2008) ICT Infrastructure in Emerging Asia, New Delhi: Sage.
2. Gayathri V., Vijayabaskar M., Saith Ashwani (2008) ICTs and Indian Social Change, New Delhi: Sage.
3. Ramachandra Durai, (2005) Dictionary of Digital Media, New Delhi: Authors press.
- 4- Dentsu, (2010), Social Media Handbook, Mumbai Popular Publication,
5. Anna Everett & John t. Caldwell, (2003),New Media, ASI Film Readers

Dr. Nisha Pawar, Chairman, Ad-hov Board, Mass Communication

