

 Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52	SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA PHONE : EPABX – 2609000, BOS Section – 0231-2609094, 2609487 Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४. २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in	 
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Ref.: SU/BOS/ IDS / 254

Date: 09 /07/2026

The Principal,
 All concerned Affiliated Colleges/Institutions,
 Shivaji University, Kolhapur

The Head/Co-ordinator/Director,
 All concerned Department,
 Shivaji University, Kolhapur.

Subject : Regarding revised syllabi of **Ph. D. Course Work in Journalism and Mass Communication** under the Faculty of Inter- Disciplinary Studies as per NEP-2020.

Sir/Madam

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi (nature of question paper, equivalence etc.) of **Ph. D. Course Work in Journalism and Mass Communication** under the Faculty of Inter- Disciplinary Studies as per National Education Policy, 2020.

This syllabus, (nature of question paper, equivalence etc.) shall be implemented from the academic ear **2026-2027** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (Online Syllabus)

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,



Dy Registrar

Encl. : as above

Copy to: For information and necessary action

1	The I/C Dean, Faculty of IDS	7	Affiliation T. 1 & T. 2 Section
2	Director, Board of Examination and Evaluation	8	P.G.Admission Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	B. Sc. Exam Section	10	P.G.Seminar Section
5	Eligibility Section	11	I. T. Cell
6	Computer Centre	12	Internal Quality Assurance Cell (IQAC)

SHIVAJI UNIVERSITY, KOLHAPUR



Established: 1962

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Revised Syllabus For

**Ph.D. Course Work in Journalism and Mass
Communication**

UNDER

Faculty of IDS

(TO BE IMPLEMENTED FROM ACADEMIC YEAR 2026 ONWARDS)

SHIVAJI UNIVERSITY, KOLHAPUR
Doctor of Philosophy [Ph. D.]

SHIVAJI UNIVERSITY, KOLHAPUR
Doctor of Philosophy [Ph. D.] Ph.D.
Coursework COURSE STRUCTURE

(To be implemented from Academic Year 2024 Onwards)

A) Pre-Registration Coursework:

Sr. No	Paper Title	Examination Scheme				
		No. of credit	Theory		Minimum passing 40%	Total Marks
			Continuous Assessment	Written Examination		
1	2	3	4	5	6	7
1	Research and Publication Ethics (RPE)	2	20	30	20	50
Written Exam: MCQ TYPE / To be Conducted faculty wise through Examination Section						

Before the confirmation of registration, the scholar has to complete Pre - Registration Coursework.

Continuous Assessment will be done through tutorials, assignments, quizzes and group discussions, Weightage will be given for active participation. Final written examination will be conducted at the end of the course

B) After Registration Pre Ph.D.-Coursework:

1) Total No. of Compulsory Papers as per UGC Guideline:

Sr. No.	Subjects / Papers	Marks
1	Research Methodology, Quantitative Techniques and Computer Application.	100
2	Recent Trends in the subject concerned	100
3	Optional Paper (Based on Specialization).	100
	Total	300

2) SCHEME OF TEACHING:

Sr. No.	Paper Title	Teaching Scheme			
		Lectures in Hours	Seminars in Hours	Library Work in Hours	Total Hours
1	Research Methodology, Quantitative Techniques and Computer Application	40	10	10	60
2	Mass Communication Research Methods	40	10	10	60
3	Recent Trends in Journalism and Mass Communication	40	10	10	60

3) SCHEME OF EXAMINATION:

Sr. No.	Paper Title	Examination Scheme				
		No. of credit	Theory Marks	Internal Marks	Minimum Passing 40%	Total Marks
1	Research Methodology, Quantitative Techniques and Computer Application	4	80	20	40	100
2	Mass Communication Research Methods	4	80	20	40	100
3	Recent Trends in Journalism and Mass Communication	4	80	20	40	100
						300

Theory Examination: is to be conducted by the university with duration of 3 hours per paper.
Internal Examination is to be conducted by the concerned departments or research centers in the following form:

1. For paper 1 and 2 the internal evaluation will include 2 Seminars of 10 Marks each

2. For paper – 3 the internal evaluation will be as follows:

a) Seminars (Submission and Presentation)- 10 marks

b) Review s Literature: Submission and Presentation- 10 marks

(Papers will have separate passing head for theory examination and internal evaluation 32+8=40)

Programme Outcomes:

PO 1: Demonstrate a comprehensive understanding of both quantitative and qualitative research designs, advanced sampling techniques, and statistical tools (like SPSS/SAS) to execute structurally sound and rigorous media research.

PO 2: Critical Evaluation of Media trends analyze and critically evaluate emerging shifts in journalism, digital media, public relations, and artificial intelligence (AI) to contextualize contemporary research within the evolving global media landscape.

PO 3: understanding copyright regulations, and maintaining data privacy compliance in digital research environments.

PO 4: Scholarly Communication and Pedagogy Develop high-level skills in drafting research reports, literature reviews, and peer-reviewed articles suitable for high-impact citation indexes (Scopus/Google Scholar), alongside building effective instructional/teaching capabilities.

Course Outcomes (COs)

CO 1: Master Data Analysis and Analytical Software (Mapping to Paper I)

Formulate testable research hypotheses and apply appropriate advanced computer applications and statistical metrics to analyze big data and visualize complex research problems.

CO 2: Execute Multi-Platform Media Industry Evaluations (Mapping to Paper II)

Design and implement precise audience measurement frameworks, content analyses, and readership/listenership surveys across traditional (print, radio, TV) and computerized/digital media platforms.

CO 3: Critically Analyze Technological Transformations in Media (Mapping to Paper III)

Examine the impact of disruptive innovations—including generative AI, algorithmic Public Relations, OTT systems, and data journalism—on traditional concepts of news values and media production.

CO 4: Synthesize Literature and Formulate Research Designs (Mapping to Internal & Practical Evaluations) Conduct exhaustive literature reviews to systematically spot existing knowledge gaps, present independent scholarly work through academic seminars, and design comprehensive conceptual frameworks for a doctoral thesis.

STANDARD OF PASSING:

- i) The scholar should secure minimum 40% marks to complete the course work in individual paper. M. Phil. / Ph.D. scholar has to obtain a minimum of 55% of marks or its equivalent grade in the UGC 7 - point scale in the course work in order to be eligible to continue in the programme and submit the dissertation / thesis (as per R.D. 11.9). the candidate will be allowed to reappear the examination for one, two or three papers if he / she could not achieve 55% aggregate in coursework examination.
- ii) The examination shall be conducted at the end of each academic year.
- iii) The evaluation of the performance of the scholars shall be as per

scheme of examination.

- iv) Question Paper shall be set in the view of the / in accordance with the entire syllabus and preferably covering each unit of syllabus.

NATURE OF QUESTION PAPER AND SCHEME OF MARKING:

The nature of question paper for the subject/paper shall be as indicated below:

- a. Short answered questions (Any Two Out of Four Questions) (20 Marks)*
- b. Long answered questions (Two Questions) (20 Marks)*
- c. Short notes (Any Two Out of Four Questions) (20 Marks)*
- d. Problems/ Cases/Exercise Oriented Questions. (One Question) (20 Marks)*

Note: There shall be equal weightage to each unit in the syllabus while setting question paper.

Note: Question Paper should focus on all units in the syllabus

A) Training in Teaching/Education / Pedagogy (4 Credits) during their doctoral Period as Follow.

Sr. No	Paper Title	No. of Credit	Theory Marks	Internal Marks	Minimum Passing 40%	Total Marks	Remark
1	Training in Teaching (Theory)	2	40	10	20	50	E- Content Prepared by BOS Education
2	Training Teaching (Practical)	2	50	---	20	50	Seminar
	Total	4	90	10	40	100	

Training is to be conducted at University department and the consequent evaluation and assessment is to be done as per the curricular framework.

(Papers will have separate passing head for theory examination and internal evaluation 32+8=40)

Paper-I: Research Methodology, Quantitative Techniques and Computer Application

Unit I- Fundamentals of Research Methodology:

Meaning, definition and importance of research, Types of research, Identification of research problem Literature Review, identifying knowledge gaps, Research Design, Types of Research Design, Research ethics

Unit II- Quantitative vs. Qualitative Techniques:

Quantitative data Advantages: Experiment, Surveys, Experiments, Observation Statistical Tests: Chi square test, t-test, F-test Qualitative Research, Types of qualitative research methods: in-depth interviews, documents, focus groups, case study research, and ethnography, Mixed methods research: Quantitative research and Qualitative research

Unit III: Data Collection and Data Analysis:

Tools for Data collection: Questionnaire, Online Surveys and Questionnaires; experiments, and participant observation, Sampling methods, Importance of Hypothesis, Types of Hypotheses, testing of Hypothesis, Citation styles: APA (American Psychological Association), MLA (Modern Language Association), Chicago (Notes and bibliography vs. Author-date system), Research Report writing, Plagiarism

Unit IV- Advanced Computer Applications in Mass Media Research

Data Analytics and Visualization: latest version of SPSS (Statistical Package for the Social Sciences) SAS (Statistical Analysis System); Big Data and Predictive Analytics in Media Research, Research Metrics and Citation Indexes: Scopus & Google Scholar Citations – h-Index, i10 Index - Research Gate Score

References:

1. Ahuja Ram, (Reprint- 2017), Research Methods, Rawat Publication, Jaipur.
2. Hans Raj (2000) Theory and Practice in Social Science Research, Surjeet Publications, Delhi.
3. Kothari, C. R. (2008) Research Methodology: Methods and Techniques, New Age International

Paper-II Mass Communication Research Methods

Unit-I Introduction to Mass Media Research:

Emergence of Media Research, Pioneers in Mass Media Research, Types of Mass Media Research, Development of Media Research in India

Unit-II Mass Communication Research:

Areas of Communication Research: Media Effects, Audience Analysis, Content Analysis
Media Production, New Trends in Mass Communication Research

Unit-III Data Collection Methods for Print, Radio and Television

Content Analysis, Case Study Research, Readership Survey Research Techniques: Surveys, interviews, and focus groups to gather data on reader demographics, interests, and behaviors, Television Rating Points, Diary method, People meters, Surveys, Interviews, Focus Groups
Radio Listenership Research Methods: Radio listenership surveys, diaries, and electronic measurement tools to assess listenership trends and program effectiveness, Portable People Meters (PPMs) track listening habits automatically, providing real-time data on radio consumption

Unit-IV- Data Collection Methods for Social and Digital Media

Data Collection Methods for Social and Digital Media, Social Media Analytics: Tools for social media research (e.g., Facebook Insights, Twitter Analytics), Computerized methods for TRP (Television Rating Points) measurement, Digital Tools for Radio Listenership and Digital Media Engagement Tracking, Ethical and Legal Considerations in Digital Research: Data privacy laws

References:

1. Berger, Arthur Asa [1998] Media Research Techniques, Thousand Oaks, CA: Sage
2. Berger, Arthur Asa [2013] Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches
3. Gunter, Barrie [2000] Media Research Methods: Measuring Audiences, Reactions and Impact, Sage Publication
4. Priest, Susanna Hornig Doing Media Research: An Introduction (Thousand Oaks, CA: Sage, 2010)
5. Tamara Witschge, C.W. Anderson, David Domingo, Alfred Hermida [2016] The SAGE Handbook of Digital Journalism
6. Woodfield, Kandy [2024] Researching social media: Internet Research and Social Media Research
7. Bredl, Klaus & Hünninger, Jessica [2017] Big Data and Media Research: Texts, Methods, and Applications

Paper-III Recent Trends in Journalism and Mass Communication

Unit I- Advances in Print Media Journalism

Latest trends in printing technology, News gathering and editing software's, Latest Pagination software's, Use of New media technology for newspapers, social media and newspapers, Latest advertising trends in newspapers, Advanced Photo journalism, Changing concept of news values, data visualizations for newspaper. Graphic design, Digital Transformation, Multimedia Storytelling and Desktop Publishing Techniques, Data Journalism, Niche Publications, QR codes, Augmented reality: Animation floating up from print pages, Development Journalism and Health Journalism

Unit II- Advances in Electronic Media

New trends in Radio - Shift to digital platforms and streaming, DAB + (Digital Audio Broadcasting plus), Use of data analytics to target specific audience, Automated Visual Radio, Audio on Demand (Applications), advertisement opportunities, Podcasting, Cloud-based media production solutions, Streamlining AI Integration, Radio audience measurement system.

New trends in TV: Evolving content delivery methods, Enhancements in Audio & Video Technologies, Personalization, Live Streaming, Expansion into OTT delivery systems, VoD and digital platforms, Convergence of Broadcasting and social media, Challenge of fake news, Rise of User-Generated Content, Enhanced Utilization of Artificial Intelligence (AI) and Machine Learning (ML), Immersive Interactive TV Experiences, Integration of Virtual and Augmented Reality

Unit III- Advances in PR and Advertising

The rise of influencer marketing, Use of social media for Public Relations, artificial intelligence in public relations, Digital PR, Data-driven PR, Algorithm- driven public relations, The Convergence of PR and Marketing, Crisis Management in the Digital Age, Emphasis on Ethics and Transparency Artificial Intelligence (AI) and Machine Learning Shaping the Advertising, The Rise of Personalized Advertising, Impact of Social Media on Advertising, Green Advertising, Mobile Advertising, The Role of Big Data in Advertising,

Unit IV- Advances in social and Digital Media

Digital Journalism, Mobile Journalism, Green Journalism, citizen journalism and beyond, The rise in the use of Artificial Intelligence (AI), Big Data, Internet of Things (IoT) and other technological advancements. Big Data, Invasion of Privacy, Cybercrimes and Pornography, IT policies, Information Act and Regulation, Emergence of Digital Capitalism, Political Dissent and New Media.

References:

1. Usha M. Rodrigues and Maya Ranganathan [2020] Indian News Media: From Observer to Participant, Sage Publications India
2. Kevin Kawamoto [2021] The Newspaper Revolution: Journalism in the Age of Social Media and Mobile Platforms, Oxford University Press
3. Editors: Bob Franklin, Scott Eldridge II [2017] The Routledge Companion to Digital Journalism Studies, Routledge
4. S. Das & S. Gochhait [2021] Electronic and Digital Media: Accountability in the Age of AI and Digitalization, Publisher: Springer
5. Sumit Ghosh, Eli Blevis [2021] Artificial Intelligence and Digital Media: Advances in Technology and Ethical Implications, Springer

