

SHIVAJI UNIVERSITY, KOLHAPUR

M. Phil & Ph. D. Entrance Syllabus

Implemented from 2018

(Subject – Journalism /Mass Communication)

Important Note : Nature of Question Paper, Standard of passing & other rules shall be applicable as per new M. Phil./ Ph.D. Prospectus for the Academic Year : 2018-19.

Section - I

Research Methodology

(50% Part of Entrance Examination for M. Phil. & Ph.D. Admission)

Unit-I Fundamentals of research-

Meaning, Objectives, Research process, Methods and Methodology, Criteria of good research, Emergence of Mass Media Research, Communication Research

Unit-II Types of Research-

Pure research, applied research, Exploratory Research, Descriptive research, Diagnostic research, Quantitative and Qualitative research etc.

Unit-III Research Design-

Meaning, Need, Types of research design-Exploratory Research Design, components of research design and features of good research design.

Unit-IV Collection and Analysis of Data:

Types of data, Methods of data collection- Interview Method, Mailing Method, Observation Method, Survey Method etc.; Primary and secondary sources of data, Sampling- meaning and methods, Classification and Tabulation, Graphical presentation.

Unit-V Presentation of Research:

Citation Styles- APA, MLA etc., Research ethics and Plagiarism, Report writing steps in report writing, layout of report writing, reference and bibliography.

Reference Books:

- 1) George J. (1964), The Science of Education Research, Eurasia Publishing House, New Delhi
- 2) 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
- 3) Mariampolski H. (2001) Qualitative Market Research – A Comprehensive Guide Sage Publication, India Ltd, New Delhi
- 4) Black Thomas (2001), Understanding Social Science Research, Sage Publication, India Ltd, New Delhi
- 5) Fern Edward F.(2001) Advanced focus Group Research, Sage Publication, India Ltd, New Delhi
- 6) Michael V.P., ‘Research Methodology in Management’, Himalaya Publishing House, New Delhi.
- 7) Krishnaswami O.R. and Ranganatham M., ‘Methodology of Research in Social Sciences’, Himalaya Publishing House, New Delhi.

- 8) Kothari C.R., 'Research Methodology – Methods and Techniques', New Age International Publishers
- 9) Pauline V. Young, 'Scientific Social Surveys and Research', Prentice-Hall of Indian Pvt. Ltd., New Delhi.
- 10) Sachdeva J.K., Business Research Methodology, Himalaya Publishing House, 2nd revised, 2011.
- 11) Sadhu and Singh, Research Methodology in Social Sciences, Himalaya Publishing House, Mumbai.
- 12) Wilkinson and Bhandarkar (2002), Methodology and Techniques of Social Research.
- 13) Barker, Nancy and Nancy Hulg (2000), A Research Guide for Under Graduate Students: English and American Literature, New York: Norton
- 14) Miller, R. H. (1995), Handbook of Library Research, Meghuen.
- 15) Rengachari, S. & Rengachari, Sulochana, Research Methodology for English Literature, Bareilly
- 16) Sinha, M. P., Research Methods in English.
- 17) Sharma S R Research in Mass Media
- 18) Berger A. Media and Communication Research Methods
- 19) Roger D Wimmer (Author), Joseph R Dominick (Author) **Mass Media Research: An Introduction – 1 Jan 2010**, Wadsworth Publication, USA.

Section – II

Remaining 50% shall be based on Compulsory Subjects (Subject Specific) of concerned Master's Degree Programme

उर्वरित Subject specific साठी त्या – त्या विषयाच्या पदव्युत्तर अभ्यासक्रमातील आवश्यक Compulsory पेपरचा संपूर्ण अभ्यासक्रम राहिल.