



Name of School: School of Media & Mass Communication

Name of Program: Ph. D.

Ph. D. Program Structure

Program Objectives:

1. Contribute to the knowledge in the field of Media & Mass Communication.
2. Produce excellent researchers and teachers in their respective field of specialization.
3. Enhance academic research capabilities in India and abroad to participate and contribute in international standards of research.
4. Enrich scholarly research culture of School of Media & Mass Communication at APGSU, Shimla, India

Program Outcomes:

1. Develop substantive knowledge in the area of specialization
2. Master the analytical and methodological skills required to evaluate and conduct research in the area of specialization and related fields.
3. Design and conduct original research in the area of specialization.
4. Demonstrate the ability to communicate the results of research in a clear and effective manner.
5. Demonstrate an ability to work effectively with other people from various ethnic, educational, and work experience backgrounds

6. Demonstrate an understanding and concern for the high ethical standards in media research, teaching, and service.
7. Demonstrate the ability to teach college and University -level courses in the area of specialization with problem solving approaches.

Program Structure- Ph. D. Media & Mass Communication

Total Number of Credits in Ph.D. Course Work 12

FIRST SEMESTER

Course Code	Course Name (Compulsory)	L	T	P	C	CBL/PBL/RBL*
PHJ 101	Advanced Research Methodology	3	0	6	6	CBL
PHJ 102	Fundamentals of Journalism Studies (New Trends)	6	0	0	6	CBL

***CBL/PBL/RBL Course Based Learning/Project Based Learning/Research Based Learning
Course Curriculum**

Ph. D. Mass Communication

The Ph. D. Course work for Journalism & Mass Communication shall consist of two compulsory courses. The list of the courses given below:

Compulsory Courses:

1. Advanced Research Methodology

2. Fundamentals of Journalism Studies

Each paper will be of 100 marks consisting of 60 marks for End Term Examination and 40 marks for Internal Assessment.

PHJ 101	Advanced Research Methodology	L	T	P	C	CBL/PBL/RBL
Version1.0	Date of Approval: 5 th August,2017	3	0	6	6	CBL
Pre-Requisites	Compulsory Course					
Co-Requisites						

Course Objectives

The objective of the course is to provide students the procedure to conceptualize their Ph.D. work in terms of research questions and design, methodology, data collection, quantitative and qualitative analysis.

Learning Outcomes:

At the end of this course, students should be able to:

1. Identify and specify research problem.
2. Plan, organize, design and conduct research to help solving identified problem.
3. Identify and administer appropriate statistical tools and techniques with the help of statistical package.
4. Prepare and present research report/ dissertation.

Course Contents:

Paper I: Advanced Research Methodology

Unit I- Basics of Communication Research

Concept of Research, Basic and Applied Research, Meaning of Communication Research, Nature and scope of Communication Research, Various stages of Communication Research; Print, Electronic and New Media Research, Advantages of Communication Research.

Unit II Formulation of research Design

Review of Relevant Literature, Defining Research Problem, Identification of Research Objectives, Formulation of Hypotheses, Research Design, Study Area, Study Sample, Types of Sampling-Probability and Non-probability sampling, Tools of Primary Data Collection.

Unit III Qualitative and Quantitative Research Approaches

Methods of data collection; data analysis and interpretation

Quantitative methods: Survey, Content analysis, Experimental Research

Qualitative approach: Field Observation, In-depth Interviews, Case Study, Critical Content

Analysis. Hypothesis testing; chi-square test, t-test; Introduction to SPSS and its application.

Unit IV Report writing

Research Report Writing, Principles of Writing Research Report, Techniques Of presentation of findings, drawing of inferences, submission of implications of the study, Suggestions for future research, bibliographical references.

Text Books:

- 1 Kothari, CR, Research Methodology, New Age Publication New Delhi.
2. Monnippally, M.M, & Pawar, B.S (2010). Academic Writing, New Delhi: Sage publication.
3. Research Methods in Social Sciences: R.D.Sharma, National Book Organisation, New Delhi, 1988.
4. Mass Media Research –Wimmer and Dominick.

References:

1. Huff, A. (1999). Writing for scholarly publication, Sage publication.
2. Machi, L.A (2009), The literature review:six steps to Success. Corwin Press.
3. Hart, C. (2002). Doing a literature review. Sage publication.
4. Cooper, H. (2010). Research Synthesis and Meta Analysis: A step by Step Approach.

Relevant websites:

1. Researchgate.com
2. googlescholar.com
3. <http://jmcq.sage.com>

Mode of Evaluation:

Components	Unit wise assignments, Review Paper, presentation Minors, Attendance etc.	Major	Total Marks
Marks	40	60	100

Version: 1.0

Academic Council Approval Date:

APG (Alakh Prakash Goyal) Shimla University

PHJ 102	Fundamentals of Journalism Studies (New Trends)	L	T	P	C	CBL/PBL/RBL
Version1.0	Date of Approval: 5 th August,2017	6	0	0	6	CBL
Pre-Requisites	Compulsory Course					
Co-Requisites						

Course Objective: The course aims to develop understanding of the journalist thought and its historical development. The course aimed at understanding different approaches and their implication. To acquaint and up-to-date knowledge about new media, related technology and media convergence.

Learning Outcomes:

At the end of this course, students should be able to:

1. Grasp the whole concept of Journalism and Mass Communication – print, electronic and digital media and provide scientific and qualitative training to the scholars of new generation to cope up with local, national and international problems with innovative research.
2. Scope of gaining knowledge and application of digital media technologies.

Course Contents:

Unit I: New Journalism & Media study – Concept, Definition, Origin and growth, Types of journalism, New Involving Trends in Journalism, Journalism as a source for research studies, News Value, Continuity and Change, Developing and cultivating sources, Critical Understanding, Exclusive news items, Concept of Editing, Gate keeping, Coordination between editing and Reporting, Readers' editor/ Ombudsman.

Unit II: New Trends in communication research, Identifying issues of local, regional, national, global importance.

Unit III: Modern theoretical framework in Jo. E Media Studies: (1) Acto

Unit IV: Journalism for Development, Trends in web/online journalism, Participatory Journalism, Community Journalism, Dynamics of Journalism as a social media, Journalism for empowerment

Text Books :

Dr. R N Singh, “ Management Thought and Thinkers”, Sultan Chand & Sons, New-Delhi.

Dr. Prabhudutta Sharma,” management Thought & Thinkers”, Vishwabharti, Publication, New-Delhi.

References:

NavinMathur, “Management Thought”, National Publishing House, Choura Rasta,jaipur-302003.

Edward De Bono, “Lateral Thinking for Management”, McGraw-hill, Book Company, UK.

N K Sharma &Kapil Sharma, “Recent Management Theory”, RBSA Publishers, SMSHighway, Jaipur.

Mode of Evaluation:

Components	Unit wise assignments, Review Paper, presentation Minors, Attendance etc.	Major	Total Marks
Marks	40	60	100