

University of Pune
Department of Communication and Journalism
Syllabus for Ph.D. Course Work

Objectives of the course

University of Pune is recognised as one of the premier universities in India. It is known for high quality education and research in various academic disciplines. Communication and Mass Media Research, however, are relatively new research disciplines. With the rapid changes in the field of mass media in India, scientific enquiry into various aspects related to mass communication becomes necessary. Contemporary communication research by Indian scholars which meets international standards and which can contribute relevant knowledge to the understanding of the various phenomena is, therefore, the need of the hour.

The Ph.D. Course Work prescribed by University of Pune for Communication and Journalism aims to acquaint research scholars with the latest trends in communication research and equip them to carry out scientific research with the rigour expected from research scholars of University of Pune.

Note:

1. Most of the Course Work is of self-study nature. However some lectures may be arranged over the week-end and it will be mandatory for research scholars to attend such lectures. Interaction during these lectures will be evaluated.
2. A research scholar must finish the required Course Work within one term. The Internal Assessment work has to be completed within 15 weeks from the beginning of the Course Work term and as per schedule announced by the department. End-of-term Written Examination (where applicable) will be conducted within two weeks after the term is over.
3. A research scholar has to score at least 40% marks separately in Internal Assessment and end-of-term examination to pass the course work.
4. If a research scholar fails to complete the Course Work in the stipulated time, he/she may be given another chance, if it is felt necessary based on the guide's report. However if the research scholar fails to complete the Course Work within one year from the beginning of the Course Work Term, the head, place of research may strongly recommend cancellation of his/her Ph.D. admission.
5. The Reading list provided here is only indicative and not exhaustive. Relevant reading material will be suggested during the course work.

University of Pune
Department of Communication and Journalism
Syllabus for Ph.D. Course Work

Outline of Course Work

CJ PH 1	Research Methodology	5 credits	100 marks
CJ PH 2	Communication Theory	5 credits	100 marks
CJ PH 3	Relevant knowledge in area of research	5 credits	100 marks
CJ PH 4	Reviews, presentations etc.	5 credits	100 marks

Details of syllabus

CJ PH 1	Research Methodology	5 credits	100 marks
---------	----------------------	-----------	-----------

1. Elements of research
Validity: internal, external; Reliability; concepts and constructs; Variables; hypothesis and research questions; nature and levels of measurement; measurement scales.
2. Sampling
Population and sample; probability and nonprobability samples; sample size; sampling error
3. Qualitative and Quantitative Research Approaches
Advantages and disadvantages of different approaches and methods; 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
4. Research applications
Research in various fields: print, electronic, advertising, public relations, Internet
Integrating theory and research: review of various research studies regarding effects, agenda-setting, gatekeeping, uses and gratifications, feminist theory etc.
Research measures: tests, scales and indices.
5. Statistical data Analysis: Descriptive statistics; parametric and non-parametric statistics. Basic concepts in statistics: data distribution; hypothesis testing; chi-square test, t-test; Introduction to SPSS and its application.

Suggested Reading:

- Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.

- Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.
- Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).
- Stacks, Don W. and Michael B. Salwen. (Eds.) (2009). *An Integrated Approach to Communication Theory and Research*. New York: Routledge.
- Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition).
- National and international communication journals, monographs, conference papers etc.

CJ PH 2 Communication Theory 5 credits 100 marks

Introduction to and overview of latest scholarship and theories

- 1) in different contexts: advertising, broadcasting, public relations conflict communication, cultivation analysis, development, environmental communication, film, globalisation, health communication, international communication, intercultural communication, journalism, media and mass communication, organisational communication, political communication etc.
- 2) with different orientations: critical, cultural, feminist, semiotic and semiological
- 3) related to information technology, international and global concepts
- 4) with non-western paradigm: Asian Communication Theory, Indian *Rasa* Theory, Sadharanikaran Theory etc.

Suggested Reading:

1. *Encyclopaedia of Communication Theory*. (2009). Stephen W. Littlejohn and Karen A. Foss (Eds.) California: Sage.
2. Thussu, Daya. *International communication: A Reader*. (2010) New York: Routledge.
3. McQuail, Denis. *McQuail's Mass Communication Theory*. (2000). London: Sage.
4. Williams, Kevin. (2003) *Understanding Media Theory*. London: Oxford University Press.

CJ PH 3 Relevant knowledge in area of research 5 credits 100 marks

This paper does not have a common syllabus for all as each research scholar is expected to gather background information about the topic chosen for Ph.D. Research scholars will seek guidance from their respective guides for this paper. By the end of the term each research scholar has to submit drafts for first two chapters of the thesis, namely Introduction and Review of Literature, which will be evaluated by the guide and one external examiner appointed by the head, place of research.

CJ PH 4 Reviews, presentations etc. 5 credits 100 marks

1. Reviewing one Ph.D. thesis, that has been awarded Ph.D.
2. Reviewing one recent book, recommended by the guide, related to the Ph.D. topic
3. Presenting results of Pilot Study in a seminar.
4. Exercises in using APA referencing style
