FACULTY OF ARTS & SOCIAL SCIENCES

SYLLABUS

FOR

Pre Ph.D Course in Journalism & Mass Communication
(Credit Based Evaluation and Grading System)

Examinations: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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(ii) Subject to change in the syllabi at any time.
Please visit the University website time to time.
### Programme Code: JMC
### Course No. C/OC/I Course Title Credits

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Course Code</th>
<th>Course Title</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total Credits</th>
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</thead>
<tbody>
<tr>
<td>Core Courses</td>
<td>JML –901 C</td>
<td>Research Methodology</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Core Courses</td>
<td>JML– 902 C</td>
<td>Computer Application</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Other Courses (3 Credits each)</td>
<td>JML–903 E</td>
<td>Communication Theories</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Other Courses (3 Credits each)</td>
<td>JML–904 E</td>
<td>Media Issues and Concerns</td>
<td>3</td>
<td>0</td>
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<td>3</td>
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<tr>
<td>Other Courses (3 Credits each)</td>
<td>JMS–905 E</td>
<td>Relevant Knowledge in Area of Research/Seminar</td>
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<td>0</td>
<td>1</td>
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<tr>
<td>Interdisciplinary / Optional Courses (3 Credits)</td>
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<td>Interdisciplinary students may do it from any other department</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits:** 16

* The students will have to do both core courses and is compulsory for everyone. Those students who have done M.Phil. will have to opt for one Elective Course along with Relevant knowledge in area of research/Seminar of one credit.
**Instructions:**
The Programme has to be completed in One Semester.
All those students who have done M.Phil are expected to clear four papers one of which will be from the allied subjects, whereas the other students will have to choose two courses from each semester and they have to opt for the fifth course from the allied subject. The list of each course is appeared at the end. The details are as follows:-

- JML–901 Research Methodology
- JML–902 Computer Application
- JML–903 Communication Theories
- JML–904 Media Issues and Concerns
- JMS–905 Relevant Knowledge in Area of Research/Seminar
- JML–051 Interdisciplinary
PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION
(Credit Based Evaluation and Grading System)
JML–901: Research Methodology

Credit 3-0-0
Time: 3Hrs.                                                                                                         Total: 100 Marks
Mid Semester: 20 Marks                                                                                               End Semester: 80 Marks
Mid Semester Examination: 20% weightage                                                                               End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A
Meaning and scope of communication research, areas of communication research, process of research, new trends in MCR, Internet and its use in MCR
Theoretical perspectives in evolving research paradigms in media such as Frankfurt School and American Empirical School concept of heightened selectivity, theory of logical positivism.

Section-B
Methods of Data Collection: historical, experimental, survey, case study, content analysis, laboratory studies comprising exploratory studies and focus groups, longitudinal studies, interview and observation.

Section-C
Methods of Data Analysis: measures of central tendency, measures of dispersion, correlation and co-efficient of correlation

Section-D
concept of heightened selectivity, theory of logical positivism, Writing a Research Report, significance of bibliography, references, index, footnotes and Appendices.

Books Suggested:
11. Scientific Social Surveys and Research: Young, P.V.
13. Research Methodology: Kothari, C.R.
PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION  
(Credit Based Evaluation and Grading System)  
JML-902: Computer Application

Credit 3–0–0  
Time: 3Hrs.  

Total: 100 Marks  
Mid Semester: 20 Marks  
End Semester: 80 Marks  
Mid Semester Examination: 20% weightage  
End Semester Examination: 80% weightage

Instructions for the Paper Setters:  
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A  
Computer and its various applications in Journalism; reporting, editing  
New Media as tool of Mass Communication

Section-B  
Concept of Information Technology and Communication Technology (CT)  
Internet – Types of networks,  
World Wide Web

Section-C  
Different generations of Wireless telephone technology: 2G, 3G, 4G, i-phone WAP, M-paper  
Cyber Journalism: On-line editions of newspapers- Cyber newspapers, Online- editing and publishing, online Advertising

Section-D  
Blogs, Social Networking sites, Cyber Laws, Media and Citizen Journalism

Books Suggested:  
1. Handbook of New Media, Liverow.  
5. ABC of the Internet: Crumilish.  
7. Illustrated World of Internet: Anil Madan.  
PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION
(Credit Based Evaluation and Grading System)
JML–903: COMMUNICATION THEORIES

Credit 3–0–0

Time: 3Hrs.

Total: 100 Marks
Mid Semester: 20 Marks
End Semester: 80 Marks

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A
Functionalism- Media effects, propaganda, the magic bullet theory
Structuralism- ownership, power and hegemony
Semiotics- reading of media text
Culturalist- the Frankfurt and Birmingham schools

Section-B
Psychoanalysis- Social learning theory, effects theory
Post-modernism, post-structuralism
Feminist Approach

Section-C
Marshall McLuhan- technological determinism, Media history, medium is the messages, hot and cool media, cultivation theory, theories of media and theories of society

Section-D
Moving cultures, diasporic identities
Media influence: changing paradigm
The Mass audience, opinion elites and information flow
Reception analysis/Interpretive approaches to media audience

Books Suggested:

4. Theories of Mass Communication: De Fleur and B. Rokeach
5. Mass Communication Theory: Denis McQuail
6. Perspectives in Mass Communication: Agee, Ault, Emery
8. Issues in Mass Communication: JS Yadav & Pradeep Mathur
9. Reading in Mass Communication: Emery Smithe
10. Communication Models: Denis McQuail
11. Mass Media Today: Subir Ghosh
12. Communication and the: IIMC
   Traditional Media
13. Approaches to Human Communication: Budd and Rohen
15. Studies in Communication: Asher Cashden & Martin Jordin
16. Communication Between Cultures: Larry A
17. Media and Society: R.K. Ravindran
19. Modern Communication Technologies: Y.K. Dsouza
20. Foundations of Inter-cultural: Sitaram, Cogdell
PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION
(Credit Based Evaluation and Grading System)
JML–904: MEDIA ISSUES & CONCERNS

Credit: 3–0–0
Time: 3Hrs.
Total: 100 Marks
Mid Semester: 20 Marks
End Semester: 80 Marks
Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A
Media and Development, Media and Ethics, Media and Censorship,

Section-B
Media and RTI, Media and Violence/Conflict

Section-C
Media and women, Media and Human Rights, Public Service Broadcasting

Section-D
Media and Environment, Media and Minorities/Dalits, Media and politics

Books Suggested:
Credit 1–0–0
Total: 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 and present one seminar on the subject concerned.