

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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PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION
(Credit Based Evaluation and Grading System)

Programme Code: JMC

Course No. C/OC/I Course Title Credits

Core Courses	L T P (Total Credits)
JML –901 C Research Methodology	3-0-0
JML– 902 C Computer Application	3-0-0
*Other Courses (3 Credits each)	
JML–903 E Communication Theories	3-0-0
JML–904 E Media Issues and Concerns	3-0-0
JMS–905 E Relevant Knowledge in Area of Research/Seminar	1-0-0
Interdisciplinary / Optional Courses (3 Credits)	
Interdisciplinary students may do it from any other department	3-0-0
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.

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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

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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:

1. Research Methodology, C.R.Kothari.
2. Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.
3. *Introduction to Mass Communication*: Gamble and Gamble.
4. *Communication Theories*: Severin, Warner J. and Tankard, James.
5. *Communication and Culture*: Holt, Rinchart and Winston.
6. *Fundamentals of Communication*: Jensen.
7. *Men, Women, Messages and Media*: Schramm, Wilbur, Porter William E.
8. *Dictionary of Journalism & Mass Communication*: Mann, Gurmeet.
9. *The Story of Mass Communication*: Mann, Gurmeet Singh.
10. *Content Analysis*: Krippendroff.
11. *Scientific Social Surveys and Research*: Young, P.V.
12. *Methodology and Techniques of Research*: Wilkinson and Bhandarkar.
13. *Research Methodology*: Kothari, C.R.
14. *Media Analysis Techniques*: Berger, Arther Asa.
15. *Mass Communication*: McGarthy, K. J.
16. *Research Methodology*: R. Cauvery, M. Girja Sudhanayak, Pub. S. Chander & Company.
17. *Media Research Methods*: Barrie Gunter.

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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.
2. The ABC's of Internet, Crumlish, 1998, BPB Publications, New Delhi.
3. *A Journalist's Guide to the Internet: The Net as A Reporting Tool*: Callahan Christopher.
4. *Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web*: Andrew Bonim.
5. *ABC of the Internet*: Crumilish.
6. *Information Technology*: Danis P. Curtin.
7. *Illustrated World of Internet*: Anil Madan.
8. *How the Internet Works*: Preston Gralla.
9. *Old Media New Media*: Wilson Dizard, Jr.

PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION
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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

Marshal 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:

1. Mass Communication in India, Kewal J. Kumar, 2011, Jaico Books, Mumbai.
2. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication: De Fleur and B. Rokeach
5. Mass Communication Theory: Denis McQuail
6. Perspectives in Mass Communication : Agee, Ault, Emery
7. Mass Communication: Whitney, Wartella and Windohl Review Yearbook (Vol. 3)
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

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14. Introduction to Mass Communication: William Francois
15. Studies in Communication: Asher Cashden & Martin Jordin
16. Communication Between Cultures: Larry A
17. Media and Society: R.K. Ravindran
18. Text book of Mass Communication: Uma Joshi
19. Modern Communication Technologies : Y.K. Dsouza
20. Foundations of Inter-cultural: Sitaram, Cogdell
21. Communication Theories in Indian Communication: Dua M.R., Vivek Gupta, Metropolitan Book Company.
22. Body Language: Lewis Hedwig, Sage Publication, New Delhi.
23. More effective Communication: William J.V. Sage Publication, New Delhi.
24. Business Communication Today: Bahl Sushil, Sage Publication, New Delhi.
25. The Art of Effective Communication: Charles J Margersions, Excel Books.
26. Perspectives in Mass Communication: Pradeep Kumar, Kalyani Publishers, New Delhi.
27. Mass Communication Theory: Stanley J Baran : Dennis K. Devis
28. Effective Communication: Ravi Aggarwal : Sublime Publication, Jaipur (India).
29. Understanding Mass Communication: Dennis DeFleur, Houghton Mifflin Company, New York.
30. The Media of Mass Communication: John Vivian : Pearson Boston, New York
31. Mass Communication Theory & Practice: Dennis Stanley: J. Baran, Maffield Publishing Company.
32. The Dynamics of Mass Communication: Joseph R. Dominick : McGraw Hill Boston, IA Madison, WC New York.
33. Feminist Media Studies (Media Culture & Society series): Liesbet van Zoonen.

PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION
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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:

1. E.M. Rogers (Ed.) (1971). Communication and Development: A Cross-Cultural Approach, New York, Free Press.
2. Jurgen Habermas (1976). Communication and the Evolution of Society, Boston: Beacon Press.
3. McLuhan, Marshall (1964): Understanding Media. New York: McGraw-Hill
4. McQuail, Denis (2002) Mass Communication Theory. London: Sage
5. Schramm, Wilbur (1971). The Process and Effects of Mass Communication. Urbana: University of Illinois Press.
6. Stevenson, Nick (1995): Understanding Media Cultures: Social Theory and Mass Communication, London: Sage.

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JMS-905: Relevant Knowledge in Area of Research/Seminar

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.