

**AJK Mass Communication Research Centre
Jamia Millia Islamia, New Delhi**

23.7.2010

NOTICE

The inaugural for formal teaching session for Ph.D. scholars has been scheduled at 11.00 a.m. on 26th July, 2010 at Conference Room, AJKMCRC. The Syllabus of the papers offered for the coursework are as follows:

Paper-I	Communication Research and Evaluation
Paper-II	Communication Theory

**Sd/-
(Prof. M. Obaid Siddiqui)
Offtg. Director**

PAPER-I: COMMUNICATION RESEARCH AND EVALUATION

Course Objectives:

- To acquaint research scholars with scientific research methods and approaches
- To train the scholars in qualitative and quantitative analytical techniques
- To familiarize students with the current research writing styles

Module-1

1. Introduction to research in communication studies
2. Functional typology of research studies.
3. Qualitative and quantitative approaches
4. Research Design
 - a. Plan of Research; different steps in preparing a research design.
 - b. Different types of research design; principles and uses; some advantages and drawbacks of different research designs.
 - c. Defining the problem; operationalizing distinction between a programme related problem and a research problem; identifying different dimensions of the research problem
 - d. Enunciating objectives of the study.
 - e. Identifying different variables and describing their assumed correlation; formulating hypothesis.
 - f. Defining the study universe; target population; unit of study.
 - g. Selection of study type and study methods.
 - h. Brief description of the sampling plan.
 - i. Deciding the instruments of data collection. Constructing the tabulation plan.
5. Hypothesis
 - a. Defining Hypthesis
 - b. Types of Hypothesis
 - c. Methods of hypothesis - testing.
6. Sampling: Brief Overview
 - a. Definition; utility.
 - b. Types of sampling
 - b. Criteria of good sample design.
 - c. Sampling frame.
 - d. Different methods of sampling
 - e. Sampling error.
 - f. Non-Response.
 - g. Steps in selecting sample units.

Module 2

7. Research Methods, techniques and tools
 - a. Activities associated with field work, e.g., planning, theoretical orientation, practical preparation.

- b. Pre-field work activities, e.g., review of relevant literature, description of the study universe, team-building, establishing rapport.
- c. Survey - Definition; different types, advantages and limitations; steps in planning and conducting the surveys, do's and don'ts. Ex-Post Facto, summative, imparts evaluation.
- d. Observation - Definition; advantages and limitations; different types of observation studies; necessary steps in conducting observation studies; guiding principles; Dos and Don'ts.
- e. Case Studies - Definition; advantages and limitations; steps in conducting case studies; guiding principles; Dos and Don'ts
- f. Experiments - Definition; advantages and limitations; different types of experiments; steps in conducting the case studies; guiding principles; Dos and Don'ts.
- g. Panel Studies - Definition; advantages and limitations; different types; steps in conducting the case studies; guiding principles; Dos and Don'ts.
- h. Telephone and Mail Surveys: Definition, advantages and limitation; steps in conducting telephone surveys; Guiding Principles; Dos and Don'ts
- i. Focus Group Discussion : Definition, advantages and limitation; steps in conducting the Focus Group Discussions; Guiding Principles;
- j. Individual and Group Interviews - Definition; advantage and limitations; different types; steps in conducting interviews; guiding principles; Dos and Don'ts.
- k. Audience Research :Feed – forward, audience ratings
- l. Content Analysis: Overview of Content Analysis, Methods of conducting content analyses;
- m. Ethnographic studies

Module 3

8. Data collection and analysis

- a. Preparatory steps.
- b. Guiding principles.
- c. Quality control and minimising errors in recording; eliminating subjective bias.
- d. Do's and Don'ts
- e. Questionnaire and Interview schedule; types.
- f. Interview guide for in-depth and formant interviews.
- g. Guide for observation studies.

- h. Sources of data collection, steps in processing & classification, library and internet search
- i. Plagiarism

Module 4

9. Evaluation and writing

- a. Overview of summative evaluation;
- b. Uses and applications of summative evaluation;
- c. c. Conducting a post-production summative evaluation;

10. Writing the report

- a. a. Importance of the research report; presenting findings according to the requirements of to user groups.
- b. Preparing a synoptic outline, giving the format or structure of the report, e.g., introduction describing purpose, methodology etc.; presenting findings under different heads; conclusions etc.
- c. Identifying major findings, describing their importance and implications.
- d. Summarisation of findings and formulating recommendations indexing and reference to supportive evidence in the main body of the report.
- e. Appendices, such as, references to sources of data, instruments of data collection etc.

Assignments/ Workshops:

Module 1: Class assignments, Workshop-1 on proposal writing: Developing a proposal, familiarization with elements of research. Developing concepts, themes, and Identifying variables.

Module 2: Class assignments, Workshop-2 on audience research: Conducting Surveys, Polls, TRPs.

Module 3: Class assignments, Workshop-3 on statistical tools for data collection: Nature, types and problems of social research data Tools and techniques of data collection. Processing and analysis of qualitative and quantitative data. Introduction to data related software's EXCEL, SPSS, ATLAS-ti, SAP, Ethnography

Module 4: Class assignment, Workshop-4 on writing research reports: Developing Review of literature, different formats of review of literature, developing theoretical and conceptual frameworks, citations, foot notes, references APA, MLA, Chicago Manual Style, EPW's style etc and library research, Internet research.

Requirement of Time/classes

Module 1 will need 15 hours (5 classes of 3 hours each)

Module 2 will need 15 hours (5 classes of 3 hours each)

Module 3 will need 12 hours (4 classes of 3 hours each)

Module 4 will require 12 hours (4 classes of 3 hours each)

Total Course requires 18 classes- 54 hours (36 sessions)

Evaluation

Internal Assessment: 25 marks

Theory 75 marks

Total 100 marks

References: (Reading list will include more references as per the needs of the students during course work)

- Agarwal, Binod C., & al (1986) Television in Kheda: A Social Evaluation of SITE. New Delhi: Concept Publishing Company.
- Anderson, James A (1987).: Communication Reserach Issues and Methods. New York: McGraw - Hill, Inc.
- Berger, Arthur Asa (1982): *Media Analysis Techniques*. Newbury Park, CA: Sage.
- Chatterji. (1987) SITE Evaluation. 2Vol. ISRO, Sage.
- Desai, M.V. (1977). Communication Policies in India. Paris: UNESCO.
- Eapen, K.E.: The Media and Development.(1978). Leeds: J.A. Kavanagh & Sons. Ltd.
- Earl R. Babbie (2004) The Practice of Social Research, 10th Ed, Thompson.
- McQuail, Denis (2002) Mass Communication Theory. London: Sage
- Krippendorff, Klaus (1981). Content Analysis An Introduction to its Methodology. London: Sage Publications.
- Schramm, Wilbur(1964).: Mass Media and National Development. Stanford: Stanford University Press.
- Schramm, Wilbur(1971). The Process and Effects of Mass Communication. Urbana: University of Illinois Press.
- Stevenson, Nick (1995): Understanding Media Cultures: Social Theory and Mass Communication. London: Sage
- Stempel and Westley(2003) Mass Communication Theory and Research, Allyn and Bacon.
- Wimmer, R.D.,&Dominick, J.R. (1970). Mass Media Research: An Introduction, Thompson.
- Y.V.L.Rao (1963) Communication and Development, Minesota.

PAPER-II: COMMUNICATION THEORY

Course Objectives:

- To acquaint the research scholars with the theories of Mass Communication and development with special reference to various communication phenomena, issues and problems of present day context.
- To make the students understand the media environment through choices from the huge menu of cultural artifacts and channels of communication that surround them all the time.

Module 1

Introduction to Mass Communication Theory – a historical overview

- a. Different types of communication
- b. The mass society
- c. The rise of mass media
- d. Concepts and models – process of communications
- e. Theories of media and theories of society
 - i. Functionalism – media effects, propaganda, the magic bullet theory.
 - ii. Structuralism – ownership, power and hegemony.
 - iii. Political economy versus the pluralist approaches
 - iv. Semiotics – reading of media text
 - v. Culturalist – the Frankfurt and Birmingham schools
 - vi. Psychoanalysis – Social learning theory, effects theory
 - vii. Post-modernism, post-structuralism
 - viii. Development communication
- f. Mass communication and culture
- g. Theorising gender and the private space
- h. New Media, networked society – new theory?

Module 2

Processes and structures in mass communication

- a. The media and the public sphere
- b. Trans-national media, ownership and control
- c. Broadcasting in the new millennium,
- d. Media organisations and changing dynamics
- e. Technology and convergence
- f. The production of media content
- g. The paradigm of globalisation
- h. Moving cultures, diasporic identities

Module 3

The study of mass media audiences

- a. Media Influence: Changing paradigm
- b. The Mass audience, opinion elites and information flow
- c. Persuasive communication
- d. Users and gratification
- e. Cultural indicator research and cultivation effects
- f. Agendas and the framing of public response
- g. Reception analysis/ Interpretive approaches to media audience
- h. Culture, identity and audience

Module 4

Contemporary issues in Media studies

This module will be presented as scholar led seminars. An introductory class will explain how to prepare and present seminars/ talks/ presentations etc. Each research scholar will be asked to choose a topic of interest and prepare a seminar on that, with guidance from the supervisor.

Topics will be decided keeping in mind some of the current political and social events and concerns. Scholars will be encouraged to relate the topics with their concerned research work.

Some of the topics that can be explored are:-

- a. Media and violence
- b. Media and development
- c. Media and conflict
- d. Media and censorship
- e. Media ethics
- f. Media and the environment
- g. Media and minorities
- h. Media and Dalits
- i. Public service broadcasting

Assignments/ Seminar

Module 1: Class assignments, Test

Module 2: Class assignments, developing annotated bibliography on and around the theme of research which must cover at least 10 books, or reviewing of at least 20 research papers in the relevant field, published in reputed/referred journals.

Module 3: Class assignments, review of relevant literature around the theme of research not older than three years.

Module 4: Preparing and conducting a seminar

Requirement of Time/classes

Module 1 will need 18 hours (6 classes of 3 hours each)

Module 2 will need 12 hours (4 classes of 3 hours each)

Module 3 will need 12 hours (4 classes of 3 hours each)

Module 4 will require 12 hours (4 classes of 3 hours each)

Total Course requires 18 classes- 54 hours (36 sessions)

Evaluation

Internal Assessment:	25 marks
Theory	75 marks
Total	100 marks

References: (Reading list will include more references as per the needs of the students during course work)

1. E.M. Rogers (ed.) (1971). *Communication and Development: A Cross-Cultural Approach*, New York, Free Press.
2. Hamid Mowlana and Lawrie J. Wilson (1990). *The Passing of Modernity: Communication and the Transformation of Society*, New York and London, Longman.
3. Hamelink, Cees J. (1983). *Cultural Autonomy in Global Communication*. New York: Longman.
4. Harper, Nancy L. (1979). *Human communication theory: The history of a paradigm*. Rochelle Park, NJ: Hayden Book Company.
5. Hodge, Bob and David Tripp. (1986). *Children and Television: A Semiotic Approach*. Palo Alto: Stanford University Press.
6. Jenkins, Henry. (1991). *Textual Poachers: Television Fans and Participatory Culture*. New York: Routledge.
7. Jurgen Habermas (1976). *Communication and the Evolution of Society*, Boston: Beacon Press.
8. Katz, John. (1997). *Virtuous Reality*. New York: Random House.
9. McLuhan, Marshall (1964): *Understanding Media*. New York: Mc Graw-Hill
10. McQuail, Denis (2002) *Mass Communication Theory*. London: Sage
11. Schramm, Wilbur(1971). *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press.
12. Seiter, Allen. (1999). *Television and New Media Audiences*. London: Oxford University Press.
13. Stevenson, Nick (1995): *Understanding Media Cultures: Social Theory and Mass Communication*. London: Sage