

**DEPARTMENT OF MASS COMMUNICATION
ASSAM UNIVERSITY:::::SILCHAR**

The DRC meeting of the Department of Mass Communication, Assam University, Silchar was held on 23rd March, 2018 in the Department of Mass Communication to discuss the matter related to the Ph.D course work syllabus.

The approved structure and the details of the syllabus

Sl No.	Course Code	Course Name	Credit	Maximum Marks
01	501	Research Methodology & Computer Application (School Level)	04	100
902	502	Communication Research	04	100
03	503	(Specialized paper in the area of Mass Communication) (A): Media, Society And Gender Issues (B): Information, Knowledge, Media Society, Art and Culture (C) Development and Rural Communication (D) International Communication (E): Film Studies and Indian Cinema (F): Public Relations and Advertising (G) Rural Communication	04	100
04	504	Term Paper	04	100

CWP- 501: Research Methodology & Computer Application (School level)

- Objectives:** The main objectives of the course are to:
- a. provide an understanding of research in its various dimensions.
 - b. familiarise the scholars as to different techniques and tools of data collection and computer application. and
 - c. present the style and method of preparing research reports and thesis.

Unit I: Methods of knowledge acquisition

- i. Modes of acquiring knowledge-authoritarian-mystical-rational-scientific
- ii. Research-definition-concept-functions-need.
- iii. Research process-concepts-constructs-definitions-variables
- iv. Research questions-hypotheses-literature review, ethics in research.

Unit II: Types and methods of research

- i. Basic and applied, quantitative and qualitative research
- ii. Action research, Survey research
- iii. Historical research, Experimental research
- iv. Longitudinal research, census

Unit III: Research design & Data collection

- i. Different types of data
- ii. Preparation of questionnaire and interview schedule,
- iii. Characteristics and components of research design
- iv. Classical research design, Observational method,

Unit IV: Computer Application and Analysis

- i. Data Coding and tabulation in Computer,
- ii. Use and preparation of different types of graphs- abstracts – visual techniques
- iii. Report preparation-structure-style-different sections-
- iv. Reference / bibliography – Importance and different styles

Reference:

1. Nachmias, David and Nachmias, Chava, Research Methods in Social Sciences, St. Martin Press New York, 1999.
2. Goode and Hatt, Methods in Social Research, Tata McGraw Hill Inc. US, 1952.
3. Kothari, C. R., Research Methodology , New Age International Pvt. Ltd. Publishers, 2004.
4. Creswell, W. Joh, Research Design- Qualitative, Quantitative and Mixed Methods Approaches, Sage Publication, 2003.
5. Kumar, Ranjit, Research Methodology- A step by step guide for beginners; Sage Publication, 2005.
6. Christensen, Larry B. Johnson, R. Burk and Tuner, Lisa A, Research Methods- Design and Analysis; Allyn and Bacon, 2010.

7. Marczyk, Geoffrey R., De. Matteo, David and Festinga, David, *Essentials of Research Design and Methodology*, Wiley New York, 2005.
8. Mallette, Marla H and Duke, Nell K. *Literary Research Methodology*; The Guild Food Press, 2011.
9. Teddlie, Charles B, *Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences*, Wards Worth Publishing, 2001.
10. Bryman, Alan, *Social Research Methods*, Oxford University Press, 2008.

CWP- 502: Communication Research

Objective: The objective of the present course is to:

1. Introduce various types of communication and media research
2. Introduce the tools and techniques of media research

Unit I: Various Types of Media and Allied Research

1. Research in print media, Research on Film, Traditional Media Research
2. Market research, Advertising research, Public Relations research
3. Poll Surveys
4. Audience research (Radio and Television), Research on television ratings, New media Research

Unit II: Select Research Techniques

1. Content analysis-factor analysis, path analysis- canonical analyses.
2. Observation methods, Interview Method,
3. Questionnaire, Case Study,
4. Ethnographic Research, Focus group

Unit III: Dimensions of Data and Data Collection for Media Research

1. Sampling Methods, Sample Frame, Stratification, Sample size, Sampling error.
2. Data quality- Assessment Parameters, Levels of Measurement- Nominal-Ordinal-Interval-Ratio
3. Scaling techniques-arbitrary, Thurstone, Likert Semantic, Differential
4. Tests of Validity- Tests of Reliability

Unit IV: Data Analysis

1. Statistical applications- Univariate, Bi-variate and Multivariate Analysis- Parametric and non-parametric tests, SPSS, NVIVO
2. Measures of dispersion- Mean, Median, Mode and Standard deviation.
3. Test of Statistical Significance, Normal curve, Standard error, Variance,
4. Type I and Type II errors; Coding and Tabulation Use and preparation of different types of Graphs- Abstracts, Visuals

Reference:

1. Nafziger, Ralph O, & White, David Manning, Introduction to Mass Communication Research, Louisiana State University Press (Second Edition), 1958..
2. Priest, Susanna Hornig, Doing Media Research: An Introduction, Sage Publication, 2009.
3. Wimmer, Roger D, & Dominick, Joseph R, Mass Media Research: An Introduction, Thomson Wordsworth (8th edition)
4. Jensen, Klaus Bruhn, A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Routledge, 2002.
5. Berger, Arthur Asa, Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches, Sage Publication, 2010.
6. Krishnaswami, O. R. & Ranganatham, M. Methodology of Research in Social Sciences, Himalaya Pub. House, 2005
7. Krippendorff, Klaus, Content Analysis: An Introduction to its Methodology, Sage Publication (2nd Edition, 2004)
8. Levin, Jack, Fox James Alan & Forde, David R. Elementary Statistics in Social Research, 11th edition, Allyn & Bacon Pearson, 2009.
9. Have, Paul Ten, Doing Conversation Analysis, Sage Publications, 2nd edition, 2007.
10. Fairclough, Norman Language and Power, Longman, 2001.
11. Wodak, Ruth & Meyer Michael, Methods of Critical Discourse Analysis, Sage Publication, 2009.
12. Moran, Dermot, Introduction to Phenomenology, Routledge, 2002.
13. Barther, Roland., Elements of Semiology, Hill and Wang, 1977.
14. Mc Kee Alan, Textual Analysis: A Beginner's Guide, Sage Publication, 2005.
15. McQuarrie, Edward F., The Market Research Toolbox: A concise guide for beginners, Sage Publication, 2006.

Other references to be provided by the concerned Course Teacher/s.

CWP- 503 (A):Media, Society And Gender Issues

Objective: The course intends providing students with the knowledge of:

- a. Different types of societies
- b. Dynamics media and their functions
- c. Alternative social perspectives for a critical world view
- d. Various aspects of visual creativity.

Unit I: Production System, Society and Media

1. Political Economy of Society and Media: Core and periphery, Different types of Society, Capitalism, Imperialism, Information and post-industrial societies
2. Ideation, Communication and Creativity, Mediatization
3. Media and Political Systems: Polarised Pluralist Model, Democratic Corporatist Model, Liberal Model,
4. Crisis of the models of Media and Political System

Unit II: Media Dynamics

1. Media and Political Ideology, Media and Democracy, Media and Modernization
2. Media and popular movements
3. Impact of Globalisation on Third World Society, From Political Imperialism to Cultural Imperialism, Hegemony
4. Emergence of Digital Capitalism, Political Dissent And New Media

Unit III: Introduction to Media and Communication research

1. Communication research-definition-concept-characteristics
2. Evolution of communication research: global perspective
3. Trends in Research: Mono-disciplinary, Trans-disciplinary, Inter-disciplinary Research.
4. Sources of data for media and communication research

Unit IV: Emerging Areas

1. Semantics and Semiology
2. Discourse Analysis - Critical Discourse - Feminist Discourse
3. Textual analysis and inter-textual analysis
4. Conversational analysis, Phenomenology

Reference:

1. Lester, Paulm: Visual Communication: Images with Messages, Wadsworth Publishing Co. 1998.
2. Sitaram K. S. Cultural and Communication: A World View, Mac-Graw Hill, New York, 1995.
3. Bhabha, Homi K. ,The Location of Culture London, New York: Routledge, 1994
4. Burton, Galne, Media and Society: Critical Perspectives New Delhi: Tata McGraw Hill, 2010
5. Lurtis, Deborah Pratt, Introduction to Visual Literacy: A Guide to the Visual Arts and Communication, Englewood Liffs N J: Prentice Hall, 1987
6. Kellner, Douglas, Media Culture: Cultural Studies, Identity and Politics Between the Modern and Post Modern, Routledge, 1995.
7. Lester, Paul Martin Visual Communication: Images with Messages, Belmont Wadsworth Publishing, 1995.
8. Melkote, Srinivas R. & Steve, H. Leslie (2001) Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi: Sage Publication
9. Messaril, Paul (1994) Visual Literacy :Image, Mind and Reality, Bonlder Co: West View Press.
10. Rogers, E. M & Singhal, A., (2000) Communication Revolution in India: From Bullock Carts to Cyber Marts, Sage Publication.

Other references to be provided by the concerned Course Teacher/s.

CWP -503 (B): Information, Knowledge, Media Society, Art and Culture

Objectives: The course intends providing students with the knowledge of

- Information , Knowledge , Media Culture and Societies ;
- Information Communication Technologies and its applications in managing information , knowledge , Media , Art and Culture;
- Media and Communication dynamics and Research in globalization era;
- Different aspects of Librarianship using ICTs in managing knowledge , Library and Information Studies and Research; and
- Enabling students to develops perceptions pertaining to Alternative Social Perspectives and Visual creativity.

Unit- 1 : Information, Knowledge, Media , Culture and Societies

1. Information and Media Societies
2. Knowledge Society and Knowledge Economy in globalization era
3. National Knowledge Commission : Recommendations and implications on Information and knowledge societies
4. Mediated Culture and its impact on societies

Unit-2 : Impact of ICTs on Media ,Art and Culture and Knowledge Society.

1. Impact of ICTs on Media , Art and Culture and Knowledge Society.
2. Knowledge Creation , Knowledge Sharing and Knowledge Networks , Intellectual Property Rights (IPR) , Copyrights , Digital Rights Management (DRM).
3. Plagiarism and its impact on Academic output and research , Plagiarism Detecting Software
4. Bibliometrics, Scientometrics, Informatics, Webometrics

Unit-3 : Media Dynamics and Globalization

1. Media and Political Ideologies, Media and Popular Movements
2. Media and Impact of ICTs on Media Studies and Research
3. Theories of Semantics
4. From Political Imperialism to Cultural Imperialism

Unit-4 : Alternative Social Perspectives and Visual Creativity

1. Need , relevance , effect of Alternative Channels of Communication
2. Organic and Communitarian perspectives of Development , Women and Environmental Issues
3. Women as foci of Politico-Economic Discourse, Media Literacy Praxis
4. Visual Communication and Culture, Visual Grammar, Visual Literacy, Visual Elements ,Digital Design
5. Advertising and Creativity.

Books for reference:

1. Lester, Paulm: Visual Communication: Images with Messages, Wadsworth Publishing Co. 1998.
2. Sitaram K. S. Cultural and Communication: A World View, Mac-Graw Hill, New York, 1995.
3. Bhabha, Homi K. ,The Location of Culture London, New York: Routledge, 1994
4. Burton, Galne, Media and Society: Critical Perspectives New Delhi: Tata McGraw Hill, 2010
5. Lurtis, Deborah Pratt, Introduction to Visual Literacy: A Guide to the Visual Arts and Communication , Englewood Liffs N J: Prentice Hall, 1987
6. Cawkell, A.E., Ed. *Evolution of an Information Society*. London : ASLIB, 1987.
7. G. G. Chowdhury. *Introduction to Digital Libraries*. London : Facet Publishing, 2003.
8. Graham P. Cornish : *Copyright : Interpreting the law for libraries, archives and information services*. Rev. 3rd ed. London : Facet Publishing, 2001.

CWP- 503(C) Development and Rural Communication

The objective of this course is to provide an understanding of the concept of development and the different paradigms of development and the role of communication in development.

Unit-1: Development: Concept and Approaches

- 1. Relation of Development and communication; Development – meaning, indicators, theories; Development-concerns and issues. Characteristics of developing societies.*
- 2. Colonialism & drain of wealth; The context of formal discussion on development;*
- 3. Formation of organized efforts for development: UN family; Marshall Plan; Truman's □ Four Point Programme; Bilateral & Multilateral ODA.*
- 4. Liberation of erstwhile colonies; challenges before 'Third world'; Planning; Cold □ war and development; Emerging multilateral organisations; World Trade and development.*

Unit -2: Development Communication: Theory and Practice

- 1. Development communication- meaning, concept, definition, process; Key issues.*
- 2. Strategies in development communication; Daniel Lerner's modernization model of □ development, Everett Roger's Diffusion of Innovation model*
- 3. Social, cultural and economic barriers – case studies and experience*
- 4. Communitarian approach, Libertarian theory, Mass media and Modernisation □ approach; Social marketing of family planning; Corporatisation of development*

Unit-3: Development Discourse

- 1. Development support communication – constructs, processes and outcomes*
- 2. Participatory approach; RRA; PAR; decentralized planning; participatory planning.*
- 3. Deconstructing the dominant paradigm of development, biases of the dominant □ paradigm; religious, gender and environmental biases in the discourse of the □ dominant paradigm.*
- 4. Planning for development: The Indian experience: from colony to planned economy; □ Challenges of development and development communication in the age of Globalization and Liberalisation. Niti Ayog.*

Unit-4: Development & Development Communication- Alternative Perspectives

- 1. Alternative meanings of development; Human Development Approach; new*

indicators

2. *Development as freedom; Sustainable development;*
3. *Participatory action research to peoples' planning: varieties of participation,*
□ *strategic interventions*
4. *Development journalism: current trends; Sainath's Rural Reporting: PARI.*

CWP- 503(D) International Communication

The objective of this course is to provide an understanding of the concept of international communication and the issues related with media and society as well as the role of new technologies and their impact on international information flow.

Unit 1: International Information Flow and Imbalance

1. *International Relations-Realist Theory, Interdependence Theory, Critical Social Theory,*
2. *Political, economic and cultural dimensions of international communication*
3. *International information flow and imbalance in communication as a human right-*
□ *UNO's Universal Declaration of Human Rights*
4. *International news agencies and syndicates- their organisational structure and*
□ *functions*

Unit 2: Alternative Information Distribution System

1. *A critique of Western news values; UNESCO's efforts in removal of imbalance in news flow*
2. *Debate on New World Information and Communication Order (NWICO) and New International Economic Order (NIEO)*
3. *Mac Bride Commission's Report*
4. *Alternative News Information Distribution System- Non-aligned News Agency Pool*
□ *(NANAP)- its working, success, failure*

Unit 3: New Technology and International Information Flow

1. *Impact of new communication technology on news flow; Information super highways, international telecommunication and regulatory organisations*
2. *Satellite communication-its historical background, status, progress and effects*

3. *The globalization of mass media organizations;*
4. *Transnational media ownership and issues of sovereignty and security- cultural*
 imperialism, hegemony

Unit 4: Global Civil Society and Other Forms of Communication

1. *Emergence of global civil society, news coverage of war and peace*
2. *Cosmopolitan democracy, global democratic theory, global public sphere*
3. *Transnational advertising, political economy of transnational advertising, issues*
 and debate relating to practice; Message system analysis, social and individual
 impact of transnational advertising,
4. *Global advertising agencies, global media corporations*

CWP 503(E): Film Studies and Indian Cinema

Objective: This course introduces students to the basics of “building blocks” and formal elements (narrative, mise-en-scene, cinematography, sound and editing) that make up the film as well as principles of film analysis, cinematic formal elements, genre, style, performance and storytelling and help students develop the skills to recognize, analyze, describe and enjoy film as an art and entertainment form.

Unit-1: Introduction to Film Studies

- 1. Basic Aspects of Film Language, Film Aesthetics and film narrative- textual analysis of film.*
- 2. National Cinema Movements - Soviet Montage, German Expressionism, Italian Neo-Realism, French New Wave, Indian New Wave*
- 3. Cinema and Genre*
- 4. Technical Innovations in films*

Unit-2: Cinema in Retrospect

- 1. Early history of cinema: Silent Cinema (1895-1930), Classical Hollywood cinema: The dominant film paradigm.*
- 2. World cinema: Iran, Latin America, East-Asia.*
- 3. Independent filmmaking, History of the documentary*
- 4. Major filmmakers of world cinema- Directors and texts.*

Unit-3: Film Theories

- 1. Classical film theory (Bazin, Eisenstein Arnheim et al)*
- 2. Post-Classical: Auteur theory / Apparatus theory*
- 3. Post-colonial approaches*
- 4. Contemporary film theories and criticism: May include structuralism, semiotics, psychoanalysis, cultural studies, and feminism, post-structuralism, queer theory.*

Unit-4: Indian film studies

- 1. Origin, growth and development of cinema in India.*
- 2. Bollywood and the New Indian Middle class.*

3. *Censorship and Indian cinema*

4. *Regional cinema in India.*

CWP 503(F): Public Relations and Advertising

The objective of the course is to facilitate and understanding of the concept, methods and strategies for public Relations and Advertising.

Unit-I: Concept of public relations

- 1. Definition, nature, objectives, elements, scope of Public Relations.*
- 2. Growth and development of Public Relations with special reference to India.*
- 3. Models of Public Relations; Public Relations as a management discipline*
- 4. Public Relations in government sector, private sector, NGO's and political sector*

Unit-2: Public relations process

- 1. Public in public relations; concept of public, dealing with multicultural and divergence public,*
- 2. Role of research in PR, PR campaign-need, importance, steps,*
- 3. PR tools-for external and internal communication, New technologies and PR; Web management and building relationships online*
- 4. Media relations, community relations, event management and Conflict management*

Unit -3: Advertising Basics

- 1. Definition, meaning, role, functions, nature and scope of advertising*
- 2. A brief history of advertising in India and the world*
- 3. Classification of advertising on the basis of target audience, geographical area, □medium, purpose*
- 4. Advertising strategy, various stages of advertising campaign*

Unit-4: Advertising as Communication and marketing tool

- 1. Advertising as a communication tool, models of advertising communication- AIDA, DAGMAR, Maslow's Hierarchy Model*
- 2. Advertising as a marketing tool- product marketing process, market segmentation process; target marketing process,*
- 3. Advertising and product, price, place, promotion and branding elements.*

4. Advertising research: consumer, market and product

CWP 503 (G) Rural Communication

UNIT I: Growth and Development, Rural Development Theories

- Rural Development –Meaning, Nature and Scope-Factors affecting Rural Growth
- Approaches to rural development-programmes and agencies
- Physical Quality of Life Index, Human Development Index
- WW Rostow's Theory of Stages of Development, Lewis-Fei-Ranis Model, Gandhian Approach to Rural Development

UNIT II: Rural Community, Communication Needs and Engagement

- Communication Structure in Rural Settings-Folk and Conventional Media, Radio in Rural Communication, Intercommunity Communication, Intra-community Communication and Regional and Local Factors influencing communication
- Media and Communication Habits among Rural Communities, Media Penetration and Changing Ruralities
- Rural Communication Channels- Village Meetings, Village Market, Community Clubs, Religious Gatherings
- Theories & Concepts of Community Media- Habermas, Paulo Freire, Ronald Robertson

UNIT III: Communication for Rural Development

- Phases and steps in the ComDev planning process-
- Situation analysis, KSAP analysis, PRCA methodology, tools,
- Strategic design : design of ComDev strategy and plan -- identifying and profiling priority stakeholders
- Development and testing, monitoring and evaluation, sustainability

UNIT IV: Rural reporting

- Development Reporting by Indian Media: Case Studies from India
- Constraints of rural reporting: challenging market forces and common stereotypes in rural reporting
- Media reporting- Reporting Skills, Writing skills, Feature documentation, Niche reporting, Photo Journalism& Television reporting , radio programming in rural
- Media tools: Case study, Interview, FGD

CWP- 504 Term Paper

Students of IPP are required to submit a term paper, preferably research oriented, at the end of the course work, under the supervision of any qualified research supervisor in the department:

The possible areas of term paper are:

1. Media and society
2. Mediated culture
3. Information imperialism
4. Media and Development
5. Media portrayal of women
6. Advertising effects
7. Case Studies in Corporate Communication
8. Media, social change and modernization
9. Effects of television on children
10. New media and cultural implications
11. Media and politics
12. Media and gender sensitivity
13. Media and feminist discourse
14. Media laws
15. Knowledge society and intellectual property rights
16. Phenomenological studies in media
17. National media/ communication policies.
18. New International Information and Communication World Order and UNESCO
19. Communication as a human right.
20. A critique of Prasar Bharathi
21. Emerging trends in media management
22. Philosophical dimensions of communication
23. Issues before media in India
24. Indian cinema: past, present and future
25. Visual culture
26. Semiological studies in mediated communication
27. Media and language
28. Theoretical grounds of communication.
29. Speech communication
30. Legal and ethical dimensions of advertising and publications
31. Code of ethics
32. Trade unionism in media
33. Status of media/communication research in India
34. Peace journalism and conflict resolution
35. Issues of advocacy in Indian journalism
36. Investigative journalism in India
37. The Press Council of India: A Review of its Role and Functions
38. Online journalism
39. Social network as a new medium of communication
40. Media and Public Sphere
41. Media and agenda-setting
42. Political advertising

43. Social advertising
44. Corporate social responsibility and media
45. Marketing communication
46. Event management
47. Media literacy
48. Emerging areas of media research
49. Media history.
50. Online media

Note: The list is only indicative not exhaustive.