PH.D COURSE WORK SYLLABUS
DEPARTMENT OF MASS COMMUNICATION
ASSAM UNIVERSITY:: SILCHAR

The DRC meeting of the Department of Mass Communication, Assam University, Silchar was held on 24th February, 2021 in the Department of Mass Communication to discuss the matter related to the Ph.D. course work syllabus and has approved as follows along with the approval of other statutory bodies.

The approved structure and the details of the syllabus are as follows:

Sl No.	Course Code	Course Name	Credit	Maximum Marks
01	501	Research and Publication Ethics (University Level)	02	100
02	502	Research Methodology & Computer Application (School level)	04	100
03	503	Communication Research (Departmental Level)	04	100
04	504	Term Paper	06	100

CWP-501: Research and Publication Ethics (University Level)

Unit I: **Philosophy and Ethics**

    i.   Introduction to Philosophy: definition, nature and scope, concept, branches
    ii.   Ethics: definition moral philosophy, nature of moral judgments and reactions.

Unit II: **Scientific Conduct**

    i.   Ethics with respect to science and research
    ii.   Intellectual honesty and research integrity
    iii.   Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
    iv.   Redundant publications: duplicate and overlapping publications, salami slicing
    v.   Selective Reporting and Misrepresentation of data/Report writing

Unit III: **Publication Ethics**

    i.   Publication ethics: definition, introduction and importance
    ii.   Best practices/standards setting initiatives and guidelines: COPE, WAME, etc.
    iii.   Conflicts of interest
    iv.   Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types.
    v.   Violation of publication ethics, authorship and contributor ship.
    vi.   Identification of publication misconduct, complaints and appeals.
    vii. Predatory publishers and journals.

Unit IV: **Open Access Publishing**

 i. Open access publications and initiatives
 ii. SHERPA/RoMEO Online resource to check publisher copyright & self-archiving policies.
 iii. Software tool to identify predatory publications developed by SPPU
 iv. Journal finder/journal suggestion tools viz., JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

Unit V: **Publication Misconduct (A) Group Discussions (B) Software Tools**

 i. Subject Specific ethical issues, FFP, authorship
 ii. Conflicts of interest
 iii. Complaints and appeals: examples and fraud from India and abroad
 iv. Use of Plagiarism software like Turnitin, Urkund
 v. Introduction to other Open Source Software Tools

Unit VI. **Databases and Research Metrics (A) Databases (B) Research Metrics**

 i. Indexing databases
 ii. Citation databases: Web of Science, Scopus, etc.
 iii. Citation Style
 iv. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
 v. Metrics: h-index, g index, i10 index, Altmetrics

CWP- 502: **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. Familiarize the scholars as to different techniques and tools of data collection and computer application.
 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 Mined 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- 503: Communication Research (Departmental Level)

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. Krippendorf, 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- 504: Term Paper

Students of IPP course 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 Society
4. Media and Development
5. Media portrayal of women
6. Advertising effects
7. Case Studies in Corporate Communication
8. Communication for Social Change
9. Media Effects
10. Media and Conflict
11. Media and politics
12. Media and gender
13. Community Media
14. Media Laws
15. Knowledge Society and Intellectual Property Rights
16. Digital Humanism
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, Visual Sociology
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 Journalism ethics
32. Trade unionism in media
33. Status of media/communication research in India
34. Peace Journalism
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, Media Anthropology.
50. Online media

Note: The list is only indicative not exhaustive.