

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
MANGALORE UNIVERSITY

ದೂರವಾರ್ತೆ / Phone : 0824-2287276  
ಫ್ಯಾಕ್ಸ್ / Fax : 0824-2287424

ಕುಲಸಚಿವರ ಕಛೇರಿ  
ಮಂಗಳಗಂಗೋತ್ರಿ - 574199  
Office of the Registrar  
Mangalagangothri - 574199

ಕ್ರಮಾಂಕ / No.: MU/ACC/CR-20/2011-12/A2

ದಿನಾಂಕ / Date : 12/7/2011

**NOTIFICATION**

Sub: Syllabus of Course Work for Ph.D. in M. C. J.

Ref: Academic Council resolution No. 1-26, dated: 16-6-2011.

\* \* \* \* \*

The Syllabus of Course Work for Ph.D. degree programme in Mass Communication and Journalism [MCJ] which approved by the Academic Council at its meeting held on 16-06-2011 is hereby notified for implementation with effect from the academic year 2011-12.



M.S. Group  
Link (Fug)

To:

- (1) The Chairman of the concerned Department, Mangalore University/ Head of the Research Institution recognised by Mangalore University.
- (2) The Registrar [Evaluation], Mangalore University.
- (3) The Chairman, PG BOS, Mass Communication and Journalism, Mangalore University
- (4) The Superintendent, Academic Section, O/o the Registrar, Mangalore University.

19/07/2011



**Mangalore University**  
**Department of Mass Communication and Journalism**  
**Mangalagangothri - 574 199**

**Ph.D Programme Course Work**

**Paper - I Communication Research Methods**

**Unit - I**

Research - Definition, Concept, Scope, types of Research, origin and development of Media Research, Research procedures, Communication research in print, electronic, advertising and public relations.

**Unit - II**

Elements of Research - types of variables, levels of measurement - Nominal, Ordinal and Interval level, Scaling Techniques - Liker Scale, Thurston Scale, Guttman, Semantic differential scales.

**Unit - III**

Selection of research topic, developing research proposal, review of literature, search engines, e - research.

**Unit - IV**

Research approaches - experimental method, Scientific method, Survey research, Content Analysis, Observation, Focus Groups, Historical, Descriptive research, Qualitative and Quantitative analysis, Case Study.

Data Collection techniques, Construction of Questionnaire, Interview Schedule, Opinion Polls, TRP's.

#### Unit – V

Sampling techniques – Probability and Non – Probability method, data analysis techniques, Coding, tabulation, use of computer for data analysis – use of SPSS, Statistical applications – Standard Deviation Chi Square, ANNOVA and t-Test, Writing Research report.

#### Book for Reference

1. Baymon C & Holloway I. (2011) Qualitative Research Methods in Public Relations and Marketing Communications New York, Routledge.
2. Berger A.A (2002): Media and Communication Research Method: An Introduction to qualitative and quantitative approaches, New Delhi Sage.
3. Bryman Alan (2004) Social Research, Methods, Oxford University Press
4. Johari JC (1988) Introduction to the methods of Social Sciences, Sterling Publishers, New Delhi.
5. Krippendroff. K. (2004): Content Analysis: An Introduction to its methodology, New Delhi Sage.
6. Kumar A, (1997) Social Research Method, Amol Publications Pvt. Ltd New Delhi.
7. Laws Sophie (2007) Research for Development: A Practical guide Vistaar Publications, New Delhi.

8. Laws Sophie (2007) Research for Development: A Practical Guide, New Delhi, Vistaar.
9. Merrigan. G. Hustan C.L (2008): Communication Research Methods, Oxford University Press.
10. Thakur Devendra (2009) Research Methodology in Social Sciences, Deep & Deep Publications.
11. Wimmer D. Roger and Dominick R. Joseph (2010): Mass Media Research: An Introduction, Thomson publications.



## **Paper – II: Theoretical Foundations in Mass Communication**

### **Unit – I**

Communication, its types, Semiology, Models of Communication, Characteristic of print and electronic media, media and society, media uses and effects, Mass Media System Paradigms. Agenda Setting, Normative Media Theories.

### **Unit – II**

Film Language, Theories of Cinema– Media Monopoly, Corporatisation of Media, Paid News, Socio Political and Cultural Impact of Global Media – Mass Audience, Media Criticism.

### **Unit – III**

Changing news values – Embedded Journalism, sting Operations, Media Advocacy, Media Imperialism, Imbalance of Global news flows, news agencies in developing world.

### **Unit – IV**

Media and its impact – Media, Society and Culture, Media and Violence, Cultivation Analysis, Social Impact of Internet, Social Media effects, Cyber Laws.

### **Unit – V**

New Media Technology, Information Super Highway, e – learning, Media and Peace, Media and Mass Movements, Empowerment of Women and Media, Media and Human Rights.



### Books for Reference

1. Armand Mattelart and Michele MatteLart, (1998) The Theories of Communications, Sage Publications.
2. Crowley David and Mitchell David (1994) Communication Theory Today, Stanford University Press.
3. Everett Anna and Caldwell T John (2003) New Media, Theories and Practices of Digitextuality.
4. Laughey Dan (2008) Key Themes in Media Theory, Rawat Publication.
5. Mc. Quail - D (2005): Mc Quails Mass Communication Theory, Fifth Edition, Vistaar, New Delhi.
6. Sharma S.R. (1996) Research in Mass Media, Radha Publications
7. Wimmer D. Roger and Dominick R. Joseph, (2003) Mass Media Research, Thomson Publications



### **Paper – III Current and Critical issues in Mass Communication**

#### **Unit – I**

Online Newspapers, e – zines, News Portals, Convergence of media, writing for digital media, DTP – Pagination, Designing, graphics, softwares, Page Maker, Photoshop, Corel draw, Quark express.

#### **Unit – II**

Development of Digital Radio, Sky Radio, Worldspace, Digital audio Broadcasting, Podcasting, Softwares in Audio Programme Production, Cool-Edit, Adobe Audition and Soundbooth and Sound tract pro, Protocols, Community Radio and Campus Radio with special reference to India.

#### **Unit – III**

Audio - Visual Media- Linear and Non - Linear editing, film industry, 3D Films, Animation Films, Special Effects, Multiplex theaters, Satellite film distribution Network, High Definition TV System, Satellite Communication, Digital Broadcasting, Cyber laws, New TV Technology.

#### **Unit – IV**

Digital Media – Still, Video and Television- CATV, Pay TV, 24x7 News Channels, Reality TV, Television Regulation, Interactive Television. Copyright issues in Digital Media.

#### **Unit – V**

Contemporary Issues – Foreign Direct Investment in Indian Media, Media and Consumerism, Media and Violence, Media and Religion, Terrorism and Media, Women in Media, Citizen Journalism, Media Ethics.

### Books for Reference

1. Boyle Karen (2005) Media and Violence, Sage Publications.
2. Burtan Graeme (2005) Media and Society, Rawat Publications, New Delhi.
3. Collins Richard and other (1986) Media, Culture and Society, Sage Publications.
4. Liverouw A Leah and Livingstone Sonia (2007) The Handbook of New Media, Sage Publications.
5. Melkote R. Srinivas and Rao Sandya (2001) Critical Issues in Communication, Sage Publications
6. Mowlana Hamid (1997) Global Information and World Communication, Sage publications.
7. Sharma Rashmi (2007) Electronic Media, Regal Publications.
8. Singh, Uma (2001) New Women and Mass Media, Surabhi Publications.
9. Sparks Collin (2007) Globalization, Development and the Mass Media, Sage Publication.
10. Verma N.K. (2006) Media Ethics, Summit Enterprises

