

**DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION
SYLLABUS OF Ph.D. PROGRAMME**



RAMA DEVI WOMEN'S UNIVERSITY
Vidya Vihar, Bhubaneswar-751022, Odisha
Website: <https://rdwu.ac.in>

PG Department of Journalism and Mass Communication

Syllabus for Ph.D in Journalism and Mass Communication



Munishankar
20.10.23.
Controller of Examinations
R.D. Women's University
Bhubaneswar

Rama Devi Women's University,
Vidya Vihar, Bhubaneswar

Course Structure for PhD in Journalism and Mass Communication

SL No	Course code	Course title	Unit	Credits	Marks
1	JMC/PhD/01	Research Methodology and Computer Application (T&P)	4	4	100
2	JMC/PhD/02	Communication Theory	4	4	100
3	Centrally (III)	Review of related Literature (Practical)	4	4	100
4	Centrally (IV)	Research and Publication Ethics (T&P)	4	4	100
	Total		16	16	400

PROGRAMME OUTCOMES (POs)

1. They would develop their knowledge about the different theories of communication.
2. They could learn about the schools of thoughts and be able to identify the changes in society.
3. They could study how the different aspects (like multiculturalism, post enlightenment, truth and post truth etc.) of philosophy affect the research work.
4. Scholars will get knowledge about the concept of research, definition of research and characteristics of it.
5. It develops the idea to formulate a research problem.
6. It introduces research ethics (ethics of planning, conduct and reporting of research).

PROGRAM SPECIFIC OUTCOMES (PSOs):

1. To make scholars understand the meaning and definition of different communication theories, which they can follow and apply in their research work.
2. To help the scholars to understand the different perspectives of the theorists, which can enhance their creativity to think in a different way.
3. To develop the research knowledge of scholars.
4. To learn various methods and techniques of conducting research.

Course Title: **Research Methodology and Computer Application**

Course Code: JMC/PhD/01

Course Credit: 4

Full Marks: 100

Course Outcomes:

- *To help the scholars to learn various methods and techniques of conducting research*
- *To Impart the skills of research tools during research*
- *To understand the ethics of research*
- *To train in writing the manuscripts.*
- *To train on research technology and update softwares.*

Unit -I

Meaning, Definitions and Nature of Research, Objectives, Characteristics of Research, Types of Research, Research Philosophy and Scientific thinking in Research, Research Problem, Research Design, Review of Literature, Sources of Problems, Define a Problem & Evaluation, Research Hypothesis, Meaning and Importance of Hypothesis, Sampling techniques.

Unit -II

Methods of Data Collection – Survey, Observation, Experiment, Case study, Content, Questionnaire, Schedule Interview, Focus Group Discussion, Ethnographic Studies, Bibliography, Citations, References Style and Dissertation/ Project Writings, Brief Review of Research in the field of Various Media, Studying Visuals and Moving images.

Unit- III

Research Ethics- Introduction to ethics, Philosophy and Ethics, Scientific Conduction, Intellectual Honesty and research integrity, Data collection ethics, Plagiarism, Copyrights.

Unit IV-

Use of computer applications in media Research- Useful tools (softwares) in media research, Tools and Applications in Quantitative and Qualitative research (SPSS, NVio, Monkey learn etc.) Google research tools (**Practical Oriented**)

CO/PO Mapping

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	5	5	2	2	2	2	2	2	2
CO2	5	4	2	4	4	4	4	2	4
CO3	2	2	2	2	4	5	2	2	2
CO4	2	2	2	2	2	2	2	2	5

Course Title: **Communication Theory**

Course Code: JMC/PhD/02

Course Credit: 4

Full Marks: 100

Course Outcomes:

- *To teach various communication theories at the time of writing the manuscript.*
- *To understand the implementation of models and theories in conducting research.*
- *To discuss on various school of thoughts in the light of communication theories.*
- *To train on research philosophies are to be used in the process of research.*

UNIT I:

Communication Theory & Models- Definition, meaning, concept of hypothesis, model, theory, law and axiom, Communication Models- SMCR, Shannon–Weaver, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, Gate-keeping, Convergence model, Ecological model

UNIT II:

Communication Theories:

Hypodermic Needle, Two step, multi-step flow, Agenda setting, Spiral of silence, Uses and gratification, Cultivation, Dependency, Cognitive dissonance, Normative theories of Press

UNIT III:

Schools of Thoughts :

Bretton Woods, Latin American, Indian, African, Los Banos and the Communication for

Development and Social Change schools.

UNIT IV:

Research Philosophies:

What is philosophy: definition, scope, nature and importance. Multiculturalism, structuralism and functionalism. Truth and post truth. Post enlightenment. Realism, positivism, post positivism etc.

Suggested Readings:

1. D. Stacks & M.Salwen. (2009) An integrated approach to communication theory and research 2nd ed. New York, NY: Routledge.
2. In G.H. Stempel III, D.H. Weaver, & G.C.Wilhoit (Eds.) Mass communication research and theory (pp. 267-298).
3. Thorson, E., Wicks, R., & Leshner, G. (2012). Experimental methodology in journalism and mass communication research. Journalism and Mass Communication Quarterly 89(1), p. 112-124.
4. R. K. (2014). Case study research: Design and methods. Thousand Oaks, CA: Sage.
5. Morgan, D. L. (1998). The focus group guidebook. Thousand Oaks, Sage.
6. Charmaz, K. (2006). Constructing grounded theory. Thousand Oaks, CA: Sage.
7. Gubrium, J. F., & Holstein, J. A. (2009). Analyzing narrative reality. Thousand Oaks, CA:Sage.
8. Bhatia, V., Flowerdew, J., & Jones, R. H. (2008). Approaches to discourse analysis.
9. Bhatia,V.,J. Flowerdew, & R. H. Jones (Eds.). Advances in discourse studies. London: Routledge.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	5	5	2	4	2	4	2	2	2
CO2	2	2	5	2	2	4	2	2	2
CO3	2	2	2	2	5	2	5	2	2
CO4	2	2	2	2	2	2	2	5	5