

Haridev Joshi University of Journalism and Mass Communication

SYLLABUS FOR Ph. D. COURSE WORK

Paper	Nomenclature	Credit	EoSE	Internal	Total
Paper I	Communication and Research Methodologies	4	80	20	100
Paper II	Review of literature	4	80	20	100
Paper III	Modern Trends in Journalism	4	80	20	100
Paper IV	Development Journalism	4	80	20	100
Paper V*	Research and Publication Ethics	2	80	20	100
	TOTAL	18			500

Paper V is advised by the UGC Letter No. F. 1-1/2018 (Journal/CARE) December, 2019

PAPER-I

COMMUNICATION AND RESEARCH METHODOLOGIES

(Note: There will be a EoSE and an Internal examination on paper-I. In EoSE examination, question paper will contain total 8 questions. Students will be required to answer total five questions. EoSE exam will be of 80 and Internal Exam will be of 20 marks.

Unit I

- 1.1 Communication Research: Meaning, definition and scope.
- 1.2 Criteria for Research: Reliability, validity and venerability.
- 1.3 Different variables
- 1.4 Types and Methods of Research.

Unit II

- 2.1 Various steps in Research: defining the research problem, reviews of literature, hypothesis.
- 2.2 Research design, Experimental, guide experimental, panel study.
- 2.3 Determining the appropriate method of data collection.
- 2.4 Types of sources, Analysis and interpretation of data and presentation of result.

Unit III

- 3.1 Statistic in research. (SPSS, R, Python)
- 3.2 Research approaches, qualitative, focus groups, case studies, field observation.
- 3.3 Quantitative. Survey, content analysis, experimental research, sample and sampling techniques.

3.4 Sampling procedure, probability and non-probability in sampling, advantages and disadvantages of survey.

Unit IV

4.1 Research tools, questionnaires, interview schedule levels of measurement, ANOVA (Analysis of Variance).

4.2 Different approaches in the Mass Communication research; Mass society.

4.3 Media effects; political, economy, public sphere, cultural hegemony, feminism, moving images, New Advance Research.

4.4 Readership surveys, Television audience measurement, TV rating, Media reach and access.

Suggested Readings :

- 1 Research Methodology: Methods and Techniques, C R Kothari, New Age International Publishing, New Delhi
- 2 Anusandhan Parichay (Hindi) (Paperback) by Parasnath Rai Publisher Lakshmi Narain Agarwal Educational Publishers.
- 3 Anusandhan Sandarshika Research Introductory (Hindi), Paperback by SP Gupta Publisher: Sharda Pustak Bhawan.
- 4 Anusandhan padhyatishashtra (Hindi, peperback, D.S.Baghel) Publisher: Kailash Pustak Sadan, Bhopal.
- 5 Handbook of Communication and Social Interaction Skills By John O. Greene, Brant Raney Burleson, Routledge, London.
- 6 Research Methodology: A Step-by-Step Guide for Beginners (Paperback) by Ranjit Kumar, SAGE Publications, New Delhi.

PAPER-II

REVIEW OF RELEVANT LITERATURE AND RESEARCH TECHNIQUES

This paper will be carried out on self-study basis by assigning library work, assignments etc. by the supervisors.

Review of Literature in the relevant subject.

PAPER-III

MODERN TRENDS IN JOURNALISM

(Note: There will be a EoSE and an Internal examination on paper-I. In EoSE examination, question paper will contain total 8 questions. Students will be required to answer total five questions. EoSE exam will be of 80 and Internal Exam will be of 20 marks.

UNIT- I

1.1 Contemporary journalism, meaning and concept

1.2 Historical Perspective

- 1.3 Characteristics of present news stories
- 1.4 Managing the news context, today's news room.

UNIT- II

- 2.1 Journalism and objectivity & Challenges to it
- 2.2 Credibility crisis in modern journalism
- 2.3 Distortions in journalistic methods
- 2.4 Ideology and journalism, Communication and Conflict
- 2.5 Data Journalism
- 2.6 Citizen Journalism

UNIT- III

- 3.1 Multi-perspective news – methods and audiences
- 3.2 Changing theory of news, affects on the audience
- 3.3 News biases and news of conflicts
- 3.4 Changing scenario of news reporting & role of reporters.

UNIT- IV

- 4.1 Editorial control of the news
- 4.2 Editorial planning and strategy
- 4.3 Managing the circulation
- 4.4 The status of today's editor

Suggested Readings :

1. Rahul Mudgal, Emerging Trends in Journalism Swaroop and Sons, New Delhi.
2. V.S. Gupta, Communication Technology, Media Policy & National Development, concept Pub., Company, New Delhi.
3. Suhas Chakraborty, Press and Media, Kanishka Publishers, Distributors, New Delhi.
4. K. S. Padhy, The Muzzled Press, Introspect and Retrospect, Kanishka Publishers, Distributors, New Delhi.
5. Rahul Mudgal, Contemporary Issues in Journalism, Vols. 1-2, Sarup & Sons, New Delhi.

PAPER-IV

DEVELOPMENT JOURNALISM

(Note: There will be a EoSE and an Internal examination on paper-I. In EoSE examination, question paper will contain total 8 questions. Students will be required to answer total five questions. EoSE exam will be of 80 and Internal Exam will be of 20 marks.

UNIT- I

- 1.1 Development and Society
- 1.2 Concept of development
- 1.3 Indicators of development

- 1.4 Development and social changes
- 1.5 Development as a site of conflict

UNIT- II

- 2.1 Communication and development, their inter-relationship
- 2.2 Development communication: Concept and process
- 2.3 Models of development communication
- 2.4 Participatory model of development communication

UNIT- III

- 3.1 Mass Media and Development
- 3.2 Role of Akashwani, Doordarshan, Field publicity, DAVP Films, Division, PIB, Sound & Drama Division
- 3.3 Role of Newspaper in development
- 3.4 Traditional and other alternative modes of development

UNIT- IV

- 4.1 Health and family welfare and Mass Media
- 4.2 Science Technology and Mass Media
- 4.3 Agricultural development and Mass Media
- 4.4 Environment and Mass Media, Rural society, Panchayati Raj, Empowerment and Mass Media

Suggested Readings :

- 1. Media Communication : Suresh Chandra Sharma, Rawat Publication, Jaipur
- 2. Media Utilization for the Development of women & children, B. S. Thakur, Binod C. Aggarwal, Concept Publishing Company, New Delhi
- 3. Perspective on Development Communication :M. Sadahandan Nair, Sage Publilcation, New Delhi
- 4. Media & Development : M. R. Dua, Har Anand Publication, New Delhi

PAPER-V

RESEARCH AND PUBLICATION ETHICS

(Note: There will be a EoSE examination on paper-V. In EoSE examination, question paper will contain total 8 questions. Students will be required to answer total five questions. EoSE exam will be of 80 and Internal Exam will be of 20 marks.

UNIT- I

- 1.1 Introduction to philosophy: definition, nature and scope, concept, branches
- 1.2 Ethics: definition, moral philosophy, nature of moral judgements and reaction
- 2.1 Ethics with respect to science and research

- 2.2 Intellectual honesty and research integrity
- 2.3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
- 2.4. Redundant publications: duplicate and overlapping publications, salami slicing
- 2.5. Selective reporting and misrepresentation of data

UNIT- II

- 3.1. Publication ethics: definition, introduction and importance
- 3.2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
- 3.3. Conflicts of interest
- 3.4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
- 3.5. Violation of publication ethics, authorship and contributorship
- 3.6. Identification of publication misconduct, complaints **and** appeals
- 3.7. Predatory publishers and journals

UNIT- III

- 4.1. Open access publications and initiatives
- 4.2 SHERPARoMEO online resource to check publisher copyright & self-archiving policies
- 4.3. Software tool to identify predatory publications developed by SPPU
- 4.4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

UNIT- IV

A. Group Discussions

- 1. Subject specific ethical issues, FFP, authorship
- 2. Conflicts of interest
- 3. Complaints and appeals: examples and fraud from India and abroad

B. Software tools

Use of plagiarism software like Turnitin, Urkund and other open source software tools

C. Databases

- 1. Indexing databases
- 2. Citation databases: Web of Science, Scopus, etc.

D. Research Metrics

- 1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
- 2. Metrics: h-index, g index, i10 index, altmetrics