

**Course Work for Ph.D**  
**Paper 1 : Research Methodology**

**Unit I : Research: A way of thinking**

Definition, Characteristics of research, Process of research

Formulation of a research problem:

- |   |   |
|---|---|
| a) The importance of formulating a research problem | b) Sources of research problem                |
| c) Considerations in selecting a research problem   | d) Steps in formulation of a research problem |

Pure Research, Applied Research Descriptive Research, Exploratory Research,  
Correlational Research, Explanatory Research, Research ethics.

**Unit II : Research Design an Hypothesis**

Hypothesis Definition, Characteristics of a good hypothesis, alternative and null

Hypothesis

Research design

Research methods

Census Method, Sampling

**Unit III : Data Collection tools, techniques and analysis**

Survey, Audience surveys : NRS-IRS, IAM-IRP

Election related surveys : opinion poll, exit poll

National sample survey : collection of data by NSSO

Case study      3. Observation      4. Interview

Content analysis.

Quantitative 5) Qualitative

Construction of an Interview Schedule and Questionnaire

Computer assisted handling and use of statistical techniques in mass communication research:

Mean, Median, Mode, Correlation and Regression analysis

**Unit IV : Communication research**

- Message Analysis
- Discourse and Semiotic analysis
- Channel medium analysis: characteristics, access, appropriateness and coverage
- Audience analysis: quantitative and qualitative techniques
- Impact analysis: tools and techniques

**Unit V : Media Research**

Formative Research

Need assessment b) Development of audience profile C) Availability of audience segment

d) Access of the media e) Resource mapping

Feedback and summative research, writing research report.

## **Ph.D MCJ 102 : Credit-4**

### **Optional Paper : Film Studies**

The course offers an introduction to film appreciation, knowledge of visual language, brief history of Indian and world Cinema and work of some of the great film directors. The focus will be on seeing and understanding films.

#### **Objective:**

To understand various ways of film analyses;

To provide in-depth knowledge about film theories and develop the ability to produce academic paper on various aspects of cinema;

To develop knowledge of history of Indian and world cinema;

To acquire in-depth knowledge about style, work, of some of the greatest film makers across the globe.

#### **Method:**

The course content is designed in such a way that it would give opportunity to the scholars to not only listen lectures of experts but also participate in discussion, presentation and film viewing. Every Friday one Indian film/foreign film would be screened. This screening will focus on one aspect of cinema followed by review writing.

#### **Course Content”**

##### **History of World Cinema:**

**German Expressionism** *The Cabinet of Dr. Caligari* by Robert Wiene (1920)

**Russian Film** *The Battleship Potemkin* by Sergei Eisenstein (1925)

**French Avant-Garde Film:** *Un Chien Andalou* by Luis Bunuel (1928);

**Italian Neo-Realism** *Bicycle Thieves* by Vittorio de Sica (1928).

**American Film Noir** *Sunset Blvd.* by Billy Wilder (1950).

**Bergman & Existentialism** *The Seventh Seal* by Ingmar Bergman (1956).

**French New Wave** *The 400 Blows* by Francois Truffaut (1959). *Breathless* by Godard

**Modernism**

**Post Modernism**

**History of Indian Cinema: Form Silent era to talkies**

**Raja Harish Chandra; Alam Aara; Achhoot Kanya; Do Ankhe Barah Hanth**

**The post independent Era : 1950-1960**

**1960-70: The first super star: Rajesh Khanna**

**1970-80: Emergence of Angry young Man**

**Parellel Cinema**

**Neo Realism: Satyajit Ray**

*Pather Panchali, Aparajito and Apoor Sansar*

**Indian New wave cinema**

**Indian Directors: Shyam Benegal, V.Shantaram, Ritwik Ghatak, Mani Kaul,**

**Ph.D MCJ102 : Credit-4**  
**Optional Paper : Television Content Studies**

1. Basis of Semiotics
2. News & Current affairs: News, Current affairs, Panel discussions, other such programmers
3. Reality TV Programmes/ Shows
4. Fiction & Entertainment Programmes
5. Educational, Community/Public Service TV Programmes

**Ph.D MCJ 102**  
**Optional Paper : Communication & Society**

The course offered comprehensive study of social changes & development through various vehicles of mass communication.

**Objective:**

To provide inclusive knowledge about various communication research approaches in social sphere.

**Course content:**

**Development of mass media:**

Folk media  
Print media  
Electronic media  
New media

**Society & mass media:**

Social Movements & mass media  
Public opinion & mass media  
Social change & mass media  
Reflection of new, views & entertainment on society.

**Development communication & national development:**

Cultural development  
Political development  
Economical development  
Educational development  
Globalization  
Multiculturalism & cross-cultural communication

**Ph.D MCJ 102 : Credit 4**  
**Optional Paper : ADVERTISING RESEARCH**

**Unit I Advertising and Creativity**

Creativity in advertising, Style of Thinking: Fact v/s Value based thinking

Creative Pyramid: Attention, Interest, credibility, Desire, Action, Advertising Pyramid

Transforming Concepts (Idea) in to copy, Guidelines for creative copy

The nine Point Creative strategy, Advertising Appeal and its types.

**Unit II Copy Writing for Print Media**

Basics of Advertising copy writing, Copy Platform, Blocks to creativity

Models of Creativity: Roger won model, Graham Walls model, James Young Model

Role of Advertising Artist for print: Art director, Graphic designer, Illustrators, Photographers etc.

Use of Layouts for print media, The print design process: Thumbnail, Rough, Dummy etc.

Types of Headlines and body copy

**Unit III Copy Writing for Electronic Media**

Writing Effective Radio Copy

Writing Effective T.V. Commercial: Slice of life, life style, animation, straight

Announcement, Presenter, Testimonial, Demonstration, Musical etc.

**Unit-IV Advertising Campaign Planning**

Advertising Campaign Planning: Market research, product research, Campaign objectives

Measuring effectiveness of advertising campaign, Steps in campaign Planning

Media planning, Creativity in media planning.

**Unit V Consumer Behaviour and Advertising Research**

Consumer Behaviour Analysis : Meaning & importance

External Influences on Consumer Behaviour, Analyzing Human Behaviour

Models of Consume behavior, Market Segmentation Strategy, Positioning strategies.

Advertising Research: Pre and post research methods.

Lifestyle advertising, Value and lifestyle survey

Lifestyle and psychographic segmentation, Application of Semiotics in advertising research.

## **MPH 103**

### **New Media**

The course offers an introduction and comprehensive study of new media technology and their role and other uses and implications.

#### **Objectives- Following are main objectives for students.**

- Providing an understanding of the historical context, current trends and future projections of new media technology and communication methods.
- Develop awareness about possible intended and unintended consequences of new media technology.
- Become a critical consumer of new media technology
- Become good researchers and analytical thinkers of new media subject
- Develop skill in use of new media technology.

#### **Method-**

The course content is designed in such a way so that students may be able to critically study and review various aspects of new media Technology. They may develop skill to do research and make effective theoretical and practical use of knowledge in this subject.

#### **Unit - I**

Internet and New media technology, Introduction, Background and growth, Relation between Technology and Society, Role of digital media in contemporary society, New media terminologies.

#### **Unit –II**

New media in communication and journalism, Convergence of new and old media, News, Content writing and management for new media, Citizen Journalism, Blogs, Various interactive social media tools and their applications, Online advertising and marketing.

#### **Unit – III**

Current trend and scenario of Internet and new media in India and World, New tools and technology, Mobile, E-book and e-publishing, Digital games, Search engine and SEO, Designing web page.

#### **Unit – IV**

Studies related with new media, Role of new media and their social, political, economical and cultural consequences and impact. Cyber crimes, Cyber law, Copy right and Ethics.

#### **Books-**

- New Media: A critical introduction, Martin Lister and Others, Routledge, 2009
- New Media Cultures, P. David Marshall, Oxford University Press, 2004
- The New Media handbook, Andrew Dewdney and Peter Ride, Routledge, 2006
- Journalism Online, Mike Ward, Focal Press, 2002
- Excellence in Online Journalism, David A. Craig, Sage, New Delhi, 2011
- The New Digital Age, Eric Schmidt & Jared Cohen 2013
- Producing Online News: Stronger Stories, Ryan M Thornburg, CQ Press, Washington, 2011
- Internet And New Media Technology, A.K. Singh, Adi Books, New Delhi, 2017
- Modern Media : Technique and application, A.K. Singh, University Publication, New Delhi, 2017

# DPH/MPH 104

## Communication for Development

Credit: 4

### **Unit I: Genesis of Communication for Development**

Concepts of Development, Theory Development, Development Indices, The concept of Development Communication, Development Dynamics, Social issues for Development Communication, Media globalization and Economic Development.

### **Unit II: Theories of Development Communication**

The Dominant Paradigm of Development, Modernization Theory, Dependency Theory, Diffusion of Innovation Theory, Social Marketing Theory, Media Advocacy Theory, Globalization Theory, Alternative approaches to development, Indian Models of Development and Planning.

### **Unit III: ICT for Development**

Digital Divide and Digital Opportunities, SITE: Indian Experiences from SITE, Kheda Communication Project, Jhabua Development Commn. Project, Communication Convergence and Development, E-commerce, Information and Education

### **Unit IV: Communication Policy for Development**

Rural Development: Policies and Implications, Communication Strategies for Rural Development, Media in Development Journalism, Community Radio, New Media in Development, Agricultural Communication, Health Communication, Women Empowerment, Policy for Development Support Communication, Participatory Communication and PRA Strategy, Perspectives of Robert Chambers and Paulo Freire.

### **Unit V: Ecological Conservation, Communication and Sustainable Development**

Ecological Protection: Indian Experience, Environment and Communication, Effects of Development on Environment, Communication for Sustainable Development.

### **Text and Reference Books**

1. Srinivas Melkote, & Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage.
2. Serrvaes, J., Jacobson, T. & White, S.A. (EDS.), (2006) Participatory Communication for Social change. Thousand Oaks: Sage.
3. Wilkins, KG. (Ed.) (200). Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers.
4. McPhail, T.L. (2009). Development communication: Reframing the role of media. UK: Wiley Blackwell.
5. Huesca, R., 2003, 'Participatory Approaches to Communication for Development inMody, B., (ed)International and Development Communication: A21st Century Perspective. Clifornia:Sage.
6. Nair S.K. & White S.A, (eds) 1993, Perspectives on Development Communication, California: sage