

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



# University of Mysore

(Estd.1916)

**Ph. D. in JOURNALISM AND MASS COMMUNICATION**



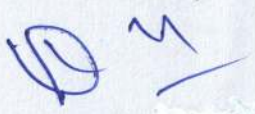
**UNIVERSITY OF MYSORE**

**Department of Studies in Journalism and Mass Communication**

**Manasagangothri, Mysuru-570 006**

**Regulations and Syllabus**

**Ph. D. in JOURNALISM AND MASS COMMUNICATION**

  
Chairman - BOS  
DOS in Journalism and Mass Communication  
Manasagangothri, MYSURU-570 006

**UNIVERSITY OF MYSORE**  
**GUIDELINES AND REGULATIONS**  
**LEADING TO**

**Ph.D. IN JOURNALISM AND MASS COMMUNICATION**

Programme Details

Name of the Department	:Department of Studies In Journalism and Mass Communication
Subject	:Journalism and Mass Communication
Faculty	: Arts
Name of the Programme	: Ph.D.

**Ph.D. Course Work in Journalism and Mass Communication**

**Programme Outcomes**

The students who complete this programme will be able to:

- Identify the current trends of research and profession in Journalism.
- The area of research chosen by the candidate will be justified in the thesis.
- The candidate will be able to apply the concepts, theories, models, research techniques and other facets required for their ensuing research area,
- The candidate will gain knowledge about literature and databases suitable for their research work,
- Envisage and appreciate the possible challenges in their area of research, and
- Come out with research proposal with suitable research design.



## Syllabus for Ph.D. Course Work in Journalism and Mass Communication

The course work shall be the following pattern (as per 6.1 of Ph.D regulations – 2017)

Sl. No.	Course Title	Credits in L:T:P	Credit Value	Formative Assessment Marks	Summative Assessment Marks	Total marks	Minimum to be scored for successful completion
1	Research Methodology	2:3:0	5	30	70	100	50
2	Literature review in the area of research	1:4:0	5	30	70	100	50

### Formative assessment and Summative assessment

#### Paper 1 - Research Methodology:

The candidate's performance will be assessed continuously based on performance in tutorials/ seminars/ assignment/ practical - practice sessions/ discussions / review test(s). A 3 hour duration main theory examination will be held.

#### Paper 2 - Literature review in the area of research:

Assessment of the performance of the candidate will be made in a continuous mode based on identifying a broad area for research and making a proposal, justifying the need and tracing the motivation and relevance, material / literature collection, discussion and seminar, preparation of a draft report, identifying an approximate statement of the research problem and discussion. The summative assessment is based on Report and Formal presentation and defence.

#### Paper 1 – Research Methodology

#### Course Outcomes

The student who completes this programme will be able to:

- Acquire skills required to identify the knowledge gaps in any given area of research in their domain.
- Conduct research review in the area of their research,
- Acquire the ability to formulate the research topic, hypotheses, and research design,
- demonstrate the ability to choose and apply appropriate statistical techniques,

- use the statistical packages required for their research,
- Improve their skills in data accumulation and the presentation of data and findings using appropriate tables, graphs, charts and other methods, and
- Learn about citation styles for in-text and bibliographical references and apply them.

### **Pedagogy**

- Lecturing and demonstrations methods are used.
- Hands-on method is used to apply statistical techniques and use statistical packages.
- Learning through exploring the past research work in their specified fields.

## **UNIT-WISE CONTENTS**

### **Unit-1**

Research: Meaning, Definition, Purpose. Types of Research. Steps in Research Process. Criteria of Good Research. Research Ethics- Importance, Principles/ Guidelines. Major Ethical Issues. Ethics Committees. Publication Ethics. Concept of Academic Integrity. Avoiding Plagiarism. Plagiarism Detection Tools. Intellectual Property Right, Copyright, Indian Copyright Act.

Identification and Formulation of Research Problems. Literature Review: Its Purpose and Objectives in Research. Organizing the Related Literature. Sources and Search Techniques. Formulation of Hypothesis. Research Design. Writing Research Proposals.

### **Unit-2**

Research Methods, Tools and Techniques in Communication, Journalism and Music research. Qualitative & Quantitative Methods: Surveys - Use of Primary and Secondary Documentary Sources, Interviewing, Focus Groups, Case Studies, Diaries, Observation, Evaluation, Delphi Method, Discourse Analysis, Visual Analysis, Analysis of Records (bibliometrics, system logs, content analysis) and Experimentation. Interviewing Techniques, Questionnaire Design. Variables, Samples and Sampling Techniques. Validity, Reliability and Representativeness of Data.

Measuring Scientific Productivity: Citation Databases, Impact Factor and its variants, h-index, SNIP, SJR. Unique Author Identification Systems.

### **Unit 3**

Processing and Analysis of Data: Scales of Measurement, Measures of Central Tendency and Dispersion, Correlation and Regression Analysis. Testing of hypotheses. Chi-square Test, z-test, t-test, and Goodness-of-fit test. Level of Significance and Confidence Intervals. Multiple Regression Analysis, Factor Analysis, Discriminant Analysis. Analysis of variance and Co-variance. Curve Fitting. Introduction to the Statistical Packages: PSPP / SPSS/ R/ Excel. Validation of Data. Interpretation and Presentation of Data- Graphical and Tabular, Frequency Tables, Histogram, Frequency Curves.

#### **Unit 4**

Research Reporting and Thesis Writing: Structure, Components & Guidelines. Style Manuals. Functions & Features of Reference Management Systems. Practical Familiarity with APA Style Manual and one of the Reference Management Systems such as Mendeley & Zotero.

Presentation of Research Reports: Use of Visual Aids. Importance of Effective Communication of Research. Writing Research Papers for Journals, attending seminars and conferences. Evaluation of Research Reports and Scientific Papers

#### **References**

Books for reference:

- 1) Scientific Social Surveys and Research – Pauline V Young
- 2) Research: An Introduction – Robert Ross
- 3) Sociological Research Methods – William J Good, Paul K Gat
- 4) Research in Education – John H Best, James V Than
- 5) Experimental Design in Behavioral Research – K D Broota
- 6) Research Methodology Methods Techniques – C R Kothari
- 7) Mass Media and Rural development: A Study of Village Communication in Bihar – A K Singh
- 8) Communication Research for Development – The ISRO Experience – Joshi Aggarwal
- 9) Qualitative Communication Research Methods – Thomas R Linglog
- 10) Media Analysis Techniques – Arthur Asa Berger



- 11) Anthony, M., Graziano, A.M. & Raulin, M.L. (2009). *Research methods: A process of inquiry*. Allyn and Bacon.
- 12) Day, R.A. (1992). *How to write and publish a scientific paper*, Cambridge University Press.
- 13) Fink, A. (2009). *Conducting research literature reviews: From the Internet to paper*. Sage Publications
- 14) Garg, B.L., Karadia, R., Agarwal, F. & Agarwal, U.K. (2002). *An introduction to research methodology*, RBSA Publishers.
- 15) Goode, W.J. & Hatt, P.K. (1982). *Methods in social research*. McGraw-Hill, New York.
- 16) Leedy, P.D. & Ormrod, J.E. (2004). *Practical research: Planning and design*, Prentice Hall.
- 17) Roig, M. (2006). *Avoiding plagiarism, self-plagiarism, and other questionable writing practices: A guide to ethical writing*.
- 18) Satarkar, S.V. (2000). *Intellectual property rights and copy right*. Ess Ess Publications.
- 19) Sinha, S.C. & Dhiman, A.K. (2002). *Research methodology*. Ess Ess Publications. 2 volumes.
- 20) Wadehra, B.L. (2000). *Law relating to patents, trademarks, copyright designs and geographical indications*. Universal Law Publishing.
- 21) Willemse, I. (2009). *Statistical methods and calculation skills (Ed. 3)*. Juta. Cape Town.

## **Paper 2: Literature review in the area of research**

### **Course Outcomes**

The students will be able to:

- Conduct literature review on the topic selected,
- Critically evaluate the past literature,
- Identify the important researchers, sources, works, institutions, methods, limitations, and trends in the chosen area,
- Compile accurate and qualitative bibliography, and
- Substantiate with suitable reasoning the area chosen by them for research work.

### **Pedagogy**



- Discussion is the main method employed.
- Hands-on approach with databases for searching literature.
- Group interaction with research students in the department.
- Exploring the theses and dissertations from ETD portals.
- Self-directional learning (SDL) is emphasised in this course.

In this paper the research candidates have to:

1. Select a topic for research duly in consultation with his/her guide.
2. Identify the appropriate databases for literature survey and compile a working bibliography by adopting standard referencing style.
3. Prepare comprehensive and critical review of literature highlighting the growth, development, challenges, evolution and landmarks in the area of research. The review should result in identification of gaps in the existing literature and should form the basis to present the novelty, significance and need for the study. The objectives, methodology and findings of the earlier studies shall be examined in the context of the research topic chosen by the researcher.

