

**Pre Ph.D Course Work
Journalism & Mass Communication**

**SCHEME & SYLLABUS
(Scheem-2019)**



IKG PUNJAB TECHNICAL UNIVERSITY

PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION

Programme Code: PREPHDJMC

Core Courses	L T P (Total Credits)
PREPHDJMC –101 Research Methodology	4-0-0
PREPHDJMC–102 Communication Theories	4-0-0
PREPHDJMC–103 Relevant Knowledge in Area of Research/Seminar	3-0-0
INTERDISCIPLINARY:	
PREPHDJMC– 104 Computer Applications	4-0-0
Total Credits:	15 15

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PREPHDJMC–101 Research Methodology

PREPHDJMC –102 Communication Theories

PREPHDJMC –103 Relevant Knowledge in Area of Research/Seminar

PREPHDJMC –104 Interdisciplinary: Computer Applications

PREPHDJMC –101: Research Methodology**Credit 4-0-0****UNIT-I**

Research- Areas, Process, Hypothesis, Variables; Research design; Research Methods
 Methods of Data Analysis: measures of central tendency, measures of dispersion, correlation
 and co-efficient of correlation, Introduction to Statistics: descriptive and interpretive
 statistics. Introduction to Statistical software,

UNIT-II

Theoretical perspectives in evolving research paradigms in media such as Frankfurt School and
 American Empirical School, concept of heightened selectivity, theory of logical positivism.

UNIT-II

New trends in MCR- Mobile, social media, Applications used in research, Use of internet in
 research, Marketing Research, Case Studies.

Research Report, Bibliography, References, Index, Footnotes and Appendices

Books Suggested:

1. Research Methodology, C.R.Kothari.
2. Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar.
3. *Introduction to Mass Communication*: Gamble and Gamble.
4. *Communication Theories*: Severin, Warner J. and Tankard, James.
5. *Communication and Culture*: Holt, Rinchart and Winston.
6. *Fundamentals of Communication*: Jensen.
7. *Men, Women, Messages and Media*: Schramm, Wilbur, Porter William E.
8. *Dictionary of Journalism & Mass Communication*: Mann, Gurmeet.
9. *The Story of Mass Communication*: Mann, Gurmeet Singh.
10. *Content Analysis*: Krippendroff.
11. *Scientific Social Surveys and Research*: Young, P.V.
12. *Methodology and Techniques of Research*: Wilkinson and Bhandarkar.
13. *Research Methodology*: Kothari, C.R.
14. *Media Analysis Techniques*: Berger, Arther Asa.
15. *Mass Communication*: McGarthy, K. J.
16. *Research Methodology*: R. Cauvery, M. Girja Sudhanayak, Pub. S. Chander & Company.
17. *Media Research Methods*: Barrie Gunter.

PREPHDJMC –102: COMMUNICATION THEORIES**Credit 4–0–0****UNIT-I**

Functionalism- Media effects, propaganda, the magic bullet theory
 Structuralism- ownership, power and hegemony
 Semiotics- reading of media text
 Culturalist- the Frankfurt and Birmingham schools

UNIT-II

Psychoanalysis- Social learning theory, effects theory
 Post-modernism, post-structuralism
 Feminist Approach

UNIT-III

Marshal McLuhan- technological determinism, Media history, medium is the messages, hot and cool media, cultivation theory, theories of media and theories of society
 Moving cultures, diasporic identities Media influence:
 changing paradigm
 The Mass audience, opinion elites and information flow
 Reception analysis/Interpretive approaches to media audience

Books Suggested:

1. Mass Communication in India, Kewal J. Kumar, 2011, Jaico Books, Mumbai.
2. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication: De Fleur and B. Rokeach
5. Mass Communication Theory: Denis McQuail
6. Perspectives in Mass Communication : Agee, Ault, Emery
7. Mass Communication: Whitney, Wartella and Windohl
8. Review Yearbook (Vol. 3)
9. Issues in Mass Communication: JS Yadav & Pradeep Mathur
10. Reading in Mass Communication: Emery Smithe
11. Communication Models : Denis McQuail
12. Mass Media Today: Subir Ghosh
13. Communication and the: IIM
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PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION

17. Introduction to Mass Communication: William Francois
18. Studies in Communication: Asher Cashden & Martin Jordin
19. Communication Between Cultures: Larry A
20. Media and Society: R.K. Ravindran
21. Text book of Mass Communication: Uma Joshi
22. Modern Communication Technologies : Y.K. Dsouza
23. Foundations of Inter-cultural: Sitaram, Cogdell
24. Communication Theories in Indian Communication: Dua M.R., Vivek Gupta, Metropolitan Book Company.
25. Body Language: Lewis Hedwig, Sage Publication, New Delhi.
26. More effective Communication: William J.V. Sage Publication, New Delhi.
27. Business Communication Today: Bahl Sushil, Sage Publication, New Delhi.
28. The Art of Effective Communication: Charles J Margersions, Excel Books.
29. Perspectives in Mass Communication: Pradeep Kumar, Kalyani Publishers, NewDelhi.
30. Mass Communication Theory: Stanley J Baran : Dennis K. Devis
31. Effective Communication: Ravi Aggarwal : Sublime Publication, Jaipur (India).
32. Understanding Mass Communication: Dennis DeFleur, Houghton Mifflin Company, New York.
33. The Media of Mass Communication: John Vivian : Pearson Boston, New York
34. Mass Communication Theory & Practice: Dennis Stanley: J. Baran, Maffield Publishing Company.
35. The Dynamics of Mass Communication: Joseph R. Dominick : McGraw Hill Boston, IA Madison, WC New York.
36. Feminist Media Studies (Media Culture & Society series): Liesbet van Zoonen.

PREPHDJMC -103: Relevant Knowledge in Area of Research/Seminar**Credit 3–0–0**

This paper does not have a common syllabus for all as each research scholar is expected to gather background information about the topic chosen for Ph.D. Research scholars will seek guidance from their respective guides for this paper. By the end of the course each research scholar will present two term papers, one on any media related issue and another on the communication theories applied to media. Each student will also present seminars regarding his/her topic, which will be evaluated by the guide and head of the Department.

PRE Ph.D. COURSE IN JOURNALISM & MASS COMMUNICATION

INTERDISCIPLINARY: PREPHDJMC -104: **Computer Application**

Credit 4-0-0

UNIT-I

Computer and its various applications in Journalism; Reporting, Editing, New Media as tool of Mass Communication
Concept of Information Technology and Communication Technology (CT)
Internet – Types of networks, World Wide Web,

UNIT-II

Different generations of Wireless telephone technology: 2G, 3G, 4G, i-phone WAP, M-paper
Cyber Journalism: On-line editions of newspapers- Cyber newspapers, Online- editing and publishing, online Advertising

UNIT-III

Blogs, Social Networking Sites
Cyber Laws
Media and Citizen Journalism

Books Suggested:

1. Handbook of New Media, Liverow.
2. The ABC's of Internet, Crumlish, 1998, BPB Publications, New Delhi.
3. *A Journalist's Guide to the Internet: The Net as A Reporting Tool:* Callahan Christopher.
4. *Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web:* Andrew Bonim.
5. *ABC of the Internet:* Crumilish.
6. *Information Technology:* Danis P. Curtin.
7. *Illustrated World of Internet:* Anil Madan.
8. *How the Internet Works:* Preston Gralla.
9. *Old Media New Media:* Wilson Dizard, Jr.

