

UNIVERSITY OF BURDWAN

DEPARTMENT OF MASS COMMUNICATION

PH.D. COURSE WORK SYLLABUS: 2021

CBCS-BASED COURSE CURRICULUM

CW 101 (CORE)

RESEARCH METHODOLOGY [4 CREDITS]

Basics of Communication Research	Communication Research- history and evolution; Objective, types and approaches ;Research philosophy; Definition of research problem ; Epistemology, ontology, realism and constructivism , Different types of research design; Research Institute - Pew Research Centre , Institute of Communication Research in Illinois University , IAMCR, Communication Research Institute in William Penn University, Data Science Institute in Columbia University, Digital Media Research Centre in Institute for Public Relations, AMIC, Research Sphere of IIMC .
Sample Design	Different types of sample design; Stapes in Sampling; Research measurement and scaling technique; Construction and types of research scale.
Data Collection and Analysis	Concept, Types of Data; Data collection methods-questionnaires, schedule, interview, participatory observations, case study method, secondary data collection- historical / archival data , meta analysis, Data Analysis- Statistical analysis, dispersion, regression, correlation , Concept of standard error.
Hypothesis	Types of hypothesis ; Research questions (RQ) and hypothesis ; Testing of Hypothesis ; Testing mean value; Chi- square test and ANOVA technique.

Media Research Method	Research on audiences- rating, effect studies, gratification study, Qualitative and quantitative analysis; Interpretation- positivism, post-positivism, behaviorism and functionalism
Computer Applications & Report Writing	Application of open source software—Using the Internet for Research—Databases and file management—Spread Sheet Solutions – Basic features and uses of Spreadsheets—Creating Presentations—Working with statistical software and qualitative data analysis software—Writing a Research Proposal—Writing a Research Report—Reference Styles, Bibliography and Reference Management Software.

Reading List:

1. Media and Communication Research Method, Arthur Asa Berger , (3rd Ed.) 2014, Sage
2. Wimmer& Dominick: Mass Media Research. Cengage Learning.2013 2. Berger A: Media Research Techniques. Sage.1998
3. Media Research Methods: Audiences, Institutions, Texts, Ina Bertrand, Peter Hughes, Palgrave, 2017.
4. Kothari CR: Research Methodology: Methods and Technique, New Age International 2004
5. A Handbook of Media and Communication Research, (ed.), 2002 Klaus Bruhn Jensen, Rutledge.
6. Media Research Method , Barrie Gunter, 2000, Sage
7. Media Research Methods- audience, Institution, Texts, Ina Bertrand and Peter Huges, Palgrave, 2005.
8. A Handbook of Media and Communication Research-Qualitative and Quantitative Methodologies (ed.) ,Klaus Bruhn Jensen, Routledge , 2012.

CW 102 (CORE)

RESEARCH AND PUBLICATION ETHICS [2 CREDITS]

<i>Theory</i>	
Philosophy of Ethics	Introduction of philosophy: Definition, Nature and scope, concept, branches; Ethics: Definition, moral philosophy, nature of moral judgments and reactions
Scientific Conduct	Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: Falsification and Fabrication, and Plagiarism (FFP);. Redundant publications: Duplicate and overlapping publications, Salami Slicing;5. Selective reporting and misrepresentation of data
Publication Ethics	Publication ethics: Definition, introduction and importance; Best practices/standards setting initiatives and guidelines: COPE, WAME, etc.;. Conflicts of interest;4. Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice-versa, types;5. Violation of publication ethics, authorship and contributorship;6. Identification of publication misconduct, complaints and appeals;. Predatory publishers and journals
<i>Practice</i>	
Open Access Publishing	.Open access publications and initiatives;. SHERPA/RoMEO online resource to check publisher copyright & self-achieving policies;. Software tool to identify predatory publications developed by SPPU; Journal finder/journal suggestion tool viz., ZAME, Elsevier journal Finder, Springer journal suggester, etc.

<p>Publication Misconduct</p>	<p>A. Group discussion (2 hr)</p> <ol style="list-style-type: none"> 1. Subject specific ethical issues, FFP, authorship 2. Conflicts of interest 3. Complaints and appeals: Examples and fraud from India and abroad <p>B. Software tools (2 hr)</p> <ul style="list-style-type: none"> • Use of plagiarism software like Turnitin, Urkund and other open source software tools
<p>Databases and Research Metrics</p>	<p>A. Databases</p> <p>Indexing databases; Citation databases: Web of science, Scopus, etc.</p> <p>B. Research Metrics</p> <p>Impact Factor of journal as per journal Citation report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, g index, i10 index, altmetrics</p>

Reading List:

1. Research Ethics in the Digital Age-Ethics for the Social Sciences and Humanities in Times of Mediatization and Digitization(ed), Farina Madita Dobrick, Jana Fischer & Lutz M. Hagen, Springer, 2018.
2. Communication Ethics and Universal Values (ed.), Clifford G. Christians & Michael Traber , Sage, 1997 .
3. Global Media Ethics: Problems and Perspectives Stephen J. A. Ward, Wiley, 2013.
4. The Routledge Handbook of Mass Media Ethics (ed.) , Lee Wilkins & Clifford G. Christians, 2nd Ed. Routledge, 2020
5. Research Ethics , Deni Elliott & Judy Stern , University Press of New England , 1997
6. Ethics and Education Research, Rachel Brooks ,Kitty te Riele & Meg Maguire, Sage, 2014.

CW 103 A (ELECTIVE I)

MEDIA AND SOCIETY [4 CREDITS]

[Students will opt either CW 103 A or CW 103 B as their Elective Paper]

Media and Society- Key Themes	Media and Society – Mass Society, Functionalism, Marxism, Social Constructionism, Technological determinism; Information Society Frankfurt School & Birmingham cultural theory, Postmodernism - Language, Power/Knowledge, Gender, Civil Society & Public Sphere – Habermas; Post modernity and information society.
Modernity and Medium Theory	Behaviourism and media effect- Laswell’s observation and propaganda technique; Mass Media and Development – Wilbur Schramm; Agenda setting and cultivation theory- George Gerbner ; Innis- Communication and negative dialogue; Bias of communication process. Diffusion of Innovation- E M Rogers, E-E Approach & Positive Deviance (PD) Approach- Arvind Singhal
Structuralism and Semiotics	Aristotelian Rhetorical Theory- A framework for analyzing print media ; Saussure and Berthes – Structural activity and structuralism ;Glasgow Media Group- Sociological approaches of content analysis on TV news .
Feminism and Gender	Concept of feminism, patriarchy and waves of feminism ; Four waves of feminism and human rights; Mulvey –The male gaze; Modleski – Mass produced fantasies from women; Ideology of teenage femininity; Butler- Gender trouble
Political Economy and Post Colonial Theory	Postcolonial Theory – An introduction; Cultural theory- Adorno; Media and cultural imperialism –Boyd and Barrett; Mapping global media flow and media culture- Daya Thussu; Narrative of

	post imperialism- Herbert Schiller; Manufacturing consent- Herman and Chomsky; Hegemony and cultural studies- Stuart Hall.
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Reading List:

1. Handbook of Communication and Development, S. R Melkote and Arvind Singhal, Edward Elger , 2021
2. Communication for Development by Srinivas R Melkote and H. Leslie Steeves, Sage 2nd Edition, 2001
3. Unthinking Modernity – Innis , McLuhan and Frankfurt School , by Judith Stamps, Mc Gill Queen 's University Press, 2001
4. Television and Popular Culture in India: A Study of the Mahabharat, Ananda Mitra , Sage, 1993
5. Entertainment- Education- A Communication Strategies for Social Change , Arvind Singhal , Routledge, 2011
6. Media Control – The Spectacular Achievement of Propaganda, Noam Chomsky, ETCH Publication, 2003
7. Media Metrics: An Introduction to Quantitative Research in Mass Communication, Manoj Dayal, Sage, 2019,
8. Cultural Theory and Popular Culture By John Storey, Routledge, 2021
9. Digital DNA: Social Networking and You , Ananda Mitra, Sage , 2014
10. International Communication, Daya Kishan Thusu (2nd Ed) , Routledge , 2012.
11. Introduction to Communication Studies by John Fiske, Routledge 2nd Edition, 1990
12. Cultural Theory and Popular Culture : An Introduction by John Storey, Person Longman 5th Edition, 2008
13. Semiotic the Basics by Daniel Chandler, Routledge 2nd Edition, 2007
14. 11. The Media Politics and Public Life , Geoffrey Craig , Allen & Unwin , 2007

CW 103 B (ELECTIVE II)

RESEARCH ON TEXT AND AUDIENCE ANALYSIS [4 CREDITS]

Researching Text	Research on textual content- Content analysis and semiotics; Research on textual structure – Discourse; Structuralism and post structuralism;; types of discourse- Narrative of discourse; Foucault- Discourse and disciplinary theory
Gathering and Analysis of Textual data	Narratology and discourse analysis; Qualitative analysis and Critical discourse analysis(CDA); CDA- Media mythology and languages;
Interpretation of Textual Data	Real world and representation- Theories and relationship; Real time media approach- Realism and idealism; Theories of relationship between text and audiences- Psychoanalysis and analytical psychology- Freud, Lacan and Carl Jung
Audience Analysis and Interpretation	Audience –; Mode of qualitative and quantitative analysis ; Interpretation- positivism, post positivism , empiricism, behaviourism and structural – functionalism; Theories of class and ideology – various forms of Marxism; Theorising gender – Various forms of feminism and identity politics

Reading List:

1. Mass Communication Theory and Practice by Stanley J Baren and Dennis k Devis, OUP, 2020
2. Applied Discourse Analysis: Popular Culture, Media and Everyday Life, Arthur Asa Berger, Palgrave Pivot, 2021.
3. Media Analysis Technique, Arthur Asa Berger, Sage, 2004
4. Communication of Innovation- A journey with EV Rogers (ed.) Arvind Singhal and James W Dearing, Sage, 2006.
5. Media Research Methods- audience, Institution, Texts, Ina Bertrand and Peter Huges, Palgrave, 2005

6. Psychoanalysis and Digital Culture Audiences, Social Media, and Big Data, Jacob Johanssen, Routledge, 2019.
7. Communicating Development with Communities , Linje Manyozo, Routledge, 2017
8. Key theme of Media Theory, Dan Laughey, Rawat Publication, 2008
9. Understanding the Media , (2nd ed), Eoin Devereux, Sage, 2007
10. Understanding Communication theory, Stephen M. Croucher, Routledge, 2016
11. Communication Power , Manuel Castells , Oxford, 2009
12. Media and Cultural Studies (ed.), Meenakshi Gigi Durham, Douglas M. Kellner, Blackwell Publication, 2001
13. Doing Cultural Theory, David Walton, Sage ,2012.
14. How to do Discourse Analysis, James Paul Gee, Routledge, London, 2011.
15. Semiotics - The Basic, Daniel Chandler, Routledge,2002.

CW 104 (CORE)

TERM PAPER ON LITERATURE REVIEW & VIVA VOCE [4 CREDITS]

- Student should submit a term paper on any research t o p i c that includes Introduction, Research Objectives, Hypothesis/ Research Questions, Research Design , Review of Literature and Bibliography ; Word limit 3000.
- An authentic Plagiarism Status Report should be submitted against their term paper.