Course work for

Ph.D. Programme

**Department of Communication Studies
University of Pune**

August, 2010

PH.D PROGRAMME IN COMMUNICATION STUDIES

Duration of the course work
The duration of the course work will be one semester, spread over six months
Coinciding with the academic calendar of the university

Programme Structure
The Ph.D. course work, which carries a total of 15 Credits, has three components:

(i) Basic Course (BC) (5 Credits)(compulsory)

BC: 01 Elements in Research Methodology
This course provide the knowledge base in the theory and practice of research.

(ii)): Optional Courses (OC) (4 Credits)

OC: 01 Communication and Culture
OC: 02 New media and Information Technology
OC: 03 Media Effects and Audiences
OC: 04 Film Studies
OC: 05 Media Management

Any **TWO** courses can be chosen by the student from the above course list.

(iii) Auxiliary Courses (AC) (6 Credits)

AC:01 Media Seminar (2 Credits)
Conducted in an interactive and intensive seminar format, students examine special media topics by organizing a seminar at national level leading to class discussion and engaging in original research. Possible topics include, but are not limited to: new media and communication technologies; media and social movements; topics in cultural studies; media and democracy; media and community; audience reception of media and participatory media culture.

AC: 02   Mini Dissertation (Topic other than chosen for Ph.D prog.)(2 Credits)

AC: 03   Publishing an article in peer reviewed Journal/ Presenting a paper in National/International Seminar (2 Credits)

The structure of the course work, thus, is as follows:

Course No.	Course Title	Credits
BC 01	Elements of Research Methodology	5
OC 01	To be chosen from the offerings in the department	2
OC 02	To be chosen from the offerings in the department	2
AC 01	Media Seminar	2
AC 02	Mini Dissertation	2
AC 03	Article/ Paper Presentation	2
	Total	(15)

In order to successfully complete the programme, a scholar will have to obtain minimum Grade Point Average (GPA) of 3.05 on a 6-Point Scale for each course Separately as per university rules. A scholar failing in any course will have to repeat that course.

Syllabus for the Courses

BC:01 Elements in Research Methodology

1. **Science and Research Methods**

   - Different method of knowing
   - Concept of research
   - Nature of scientific enquiry
   - Historical development of research methods
   - Lessons learnt form scientific methods

2. **Elements of Research**

   - Variables and constants
   - Hypothesis
   - Concepts and constructs
   - Measurements and scales
   - Theories and facts

3. **The Research Process**

   - Identifying interest areas and prioritizing
   - Research issues and considerations in selection of the topic
   - Importance of theory, literature review
   - Scholarly arguments, support and relevance of the study

   - Aims and objectives
   - Approaches to research
   - Methods of data collection
   - Analysis to conclusions

4. **Types of Research**

   - Basic and Applied Research

   - Historical Research

   - Descriptive research Methods-survey, case study, correlational study, content analysis, Narrative and genre analysis, semiotic analysis, discourse analysis, Causal –comparative research

   - Experimental Research, Quasi experimental research

   - Qualitative research, ethnography, Evaluative research

   - Participatory research, Action research

   - Sociological approach of research

5. Sampling

- Basic concept
- Representativeness
- Probability and non probability sample- concepts
- Types of probability and non probability samples
- Practical guidelines for sampling

6. Data Collections Methods

- Quantitative surveys
- Focus Group Discussion
- Personal Interviews
- Field Observations
- Comparative advantages and disadvantages

7. Statistical Analysis

- Importance of statistics in media research
- Descriptive statistics
- Correlations
- Inferential statistics- chi square, t test
- Practical examples
- Introduction to SPSS
- Use of Internet
- Usages of research journals, abstracts
- Evaluating research projects

8. Qualitative Research Methods

- Description, Conceptual ordering and theorizing
- Analysis through microscopic examination of data
- Asking questions and making comparisons
- Different coding methods
- Emerging Applications of qualitative methods

9. Research Applications

- Nature of Internet medium
- Research and Internet- a background
- Data Collection approaches
- Various issues for internet research
- Challenges of internet research
- Importance of policy research
- Policy research process
- Multi-pronged strategy
- Recommendation
- Communicating policy research to policy makers

10. Publishing Research
- Avoiding writing traps
- Synthesizing research for theory and practice
- Writing quantitative research
- Writing qualitative research
- Writing critical essays, abstracts

Books Recommended:

1) Mass Media Research- Roger Wimmer & Joseph Dominick
2) Mass Communication Research Methods- Hsia H.J.
3) The Practice of Social Research- Babbie E. R.
4) Methods in Social Research- Kothari C. R
5) Basics of Qualitative Research- Strauss Anselm, Corbin Juliet
6) How to Publish Communication Research- Edt- Alison Alexander et al
7) Qualitative research methods in Public Relations and Marketing Communication- Daymon Christine and Holloway Immy

OC: 1 Communication and Culture

1. **Theories of Media, Culture and Society**

   - Media as mediators
   - Academic origin and concerns
   - Culture, Technology, Economy, Power and Effects
   - Media as an important social institution
   - Normative theories of media performance
   - Issues of freedom, Equality, Diversity and Information quality

2. **Media And Culture**

   - Culture, Ideology and Popular culture
   - Mass culture
   - The concept of 'mass'
   - Structuralism
   - Post Structuralism
   - Marxism
   - Post modernism

3. **Media Structure and Institution**

   - Features of media economy
   - Organizational structure and performance
   - Ownership and control
   - Policy issues: Freedom, Regulation, Protection, Diversity
   - Public interest, economic pressures and cultural issues
   - Content: Freedom and gate-keeping
   - Relations with society, clients and audiences
   - Professional views, dilemmas and conflicts

4. **Media Content**

   - Content production- cultural production
   - Standardization and Genres
   - Issues- Bias, Representation, Commercialization

5. **Intercultural and Transnational Communication**

   - Interrelationship between media commercial interest and concepts of modernity
   - Cultural Imperialism
   - Globalization of media
   - Issues of transnationalisation, cultural imbalance and cultural identity in media content

6. Popular Media and Issues of Identity and Representation
- Cultural Identities and media representations
- Representations of gender and sexuality
- Media and technology (new media)
- Globalization

Books Recommended:

1) The Audiences and Its Landscape- Hay James et al (Westview Press)
2) Desperately Seeking the Audiences- Ang Ien (Routledge Publications)
3) www.thehoot.org
4) Mass Communication Theory- McQuail Denis (Sage Publication)
5) Questioning the Media: Downing John et al (Sage Publication)
6) Mass Communication in India- Kumar Keval (Jaico publication)
7) www.indiantelevision.com
8) www.media4exchange.com
9) www.agencyfaqs.com
10) www.mediawatch.com

OC: 02 New Media and Information Technology

1. Information Technology
- Meaning, Nature and Scope of Information Technology
- Emergence of Information Technology
- Applications of Information Technology

2. Information and Knowledge Management Systems
- Nature and Scope of Information Systems and Knowledge Management System
- Tools and Techniques
- Applications

3. Effective searching on internet
- Effective information searching
- Downloading and uploading of data
- Organizing downloaded content

4. Information Technology in Education
- Impact on Emerging Instructional Technology esp. e-learning

5. Knowledge Management in Education
- Introduction to Learning Management Systems
- Introduction to Course Management Systems
- Introduction to LCM Systems

6. Learning Content Management Systems (LCMS)
- Emergence of Learning Content Management Systems
- Design, Development and Deployment Tools and Techniques related to LCMS
- Authoring Tools (Special Emphasis)
- Tracking Tools
- Evaluation / Feedback tools
- Certification Tools
- Preview, Review and Revision Tools

7. Social Media
- Social Networking sites in research
- Various tools of social media
- Applications of social media

8. Digital Library
- Understanding various digital media and file formats
- Organizing the downloaded content in CMS
- Digitization of existing content and integrating in CMS
- Backup and storage of the digital data.

9. Virtual Classroom

- Satellite communication and Internet Technology in virtual classroom
- Live Video transmission
- Use of Interactive whiteboards while lecture delivery
- Storage, backup of video content for re-transmission

10. Communication Technology

- Synchronous communication
- Asynchronous communication
- Social Media
- Support system

Books Recommended:

1. IBM, PC, XT User' Handbook
2. Personal computer Book- Robin Bradbeer
3. Computer Handbook- Peter Rodwell
4. ET & T Series (Windows, Word, Excel, PowerPoint, Access)
5. Basic programming –A.P. Stephenson
6. The Beginner's Computer Handbook –USBORNE
7. Comprehensive Computer Studies – by Peter Bishop

OC:03 Media Effects and Audiences

1. **History of Audiences**

   - Origin of mass audience
   - Discovery of Audience as a group
   - Centrality of audiences in communication discourse
   - Academic origin and concerns
   - 'Audiences' as an important socio-cultural phenomenon

2. **Development and characteristics of Audiences**

   - 'Receivers' to 'Audiences'- a media continuum
   - From 'Group' to 'Market'- a social continuum
   - 'Mass-ness' of audience
   - 'Audience-hood' in people, places, content and experiences
   - Audiences as different constructs'

3. **Understanding Mass Audiences**

   - A typology of mass audiences- society- media & micro-macro
   - Mass audiences in critical perspectives
   - Revisiting Structural tradition- Too simple?
   - Revisiting Behavioral tradition- Questioning U&G
   - Revisiting Cultural tradition –Escaping effects?

4. **Reaching Mass Audiences**

   - Audience in a flux
   - Forces of change: Social, Economic and Technological Factors
   - Abundance and Fragmentation: Moving away from 'Mass'?
   - Need to 'reach' audiences and 'know' them too
   - Scheduling and packaging

5. **Measuring Mass Audiences**

   - Various pressures for measuring audiences
   - Key concepts for measurement-viewer, reader, listener

- The history and economics of audience measurement
- The rating systems and business
- Measurement Tools and Techniques for Television
- Measurement Tools and Techniques for Print Media
- Circulation and Readership
- Key measures: Average Issue Readership and Reading

6. Typologies of Audiences

- A Structural approach to audience formation
- The concept of active audience
- Use and Gratification: Functionalist model
- A pragmatic model of audience choice
- Negotiating Meanings: Semantic Differential Method
- Audience Composition
- Fragmentation
- The Transnational audience

7. Audience practices and social uses of media

- Media use and every day life
- The construct of Media Usage: Event, Value and Interpretation
- Media Usage as Ritual/ Routine, Public and Pvt. Nature of Experience
- Social Factors: Subculture, Gender, Social Agent etc
- Normative Framing of Media Use
- Media and disadvantaged
- Towards a holistic understanding of audience-hood
- Future of the audience –New challenges

Recommended resources:

1) Audience Analysis- McQuail Denis (Sage Publications)
2) Mass Communication Theory- McQuail Denis (Sage Publication)
3) Introduction to Communication Studies- Fiske John
4) Electronic Meter Ratings- Buzzard Karen (Focal Press)
5) Measuring Media Audiences- Kent Reymond (Routledge Publications)
6) The Audiences and Its Landscape- Hay James et al (Westview Press)
7) A Handbook of Qualitative Research Methods for Mass Communication – Jensenr K.B et al (Routledge Publications)
8) Desperately Seeking the Audiences- Ang Ien (Routledge Publications)
9) Questioning the Media- Downing John et al (Sage Publication)
10) Mass Communication in India- Kumar Keval (Jaico Publication)
11) Women Viewing Violence- Schlesinger Philip (Routledge Publications)
12) www.media4exchange.com and thehoot.org
13) www.agencyfaqs.com, imrbint.com

OC: O5 Media Management

1. Principles of Management
- Functions of Management
- Planning-Its importance and coordinating
- Organizational Behavior
- Structure
- Systems
- Strategies
- Inter-personal relations
- Human Resources Development
- Motivation incentives/rewards and punishment
- Management tools: for planning, Budgeting, Scheduling
- Budgeting and Financial Systems and the use of Computers.
- Management information Systems and the use of Computers.
- Marketing/Promoting: Costing and pricing.

2. Features of Media (Focus on TV and Radio):
- Characteristics of different Media.
- Structure of electronic Media in India.
- Structure of typical Programme production set up
- Present and emerging technologies.
- Role and functions of each position in a media set up
- Needs for team efforts.

3. Management of Media Organizations:
- Role of the manager.
- Creativity and management of creativity
- Planning and Scheduling.
- Financial aspects.
- Inventory management.
- Making use of the Research and Feedback.

Books Recommended:

1) Media and Communication Management-C.R. Rayudu
2) Management Principles and Practice-S. B. Banerjee.
3) Management – An Integrated Approach -(ed.) R. S. Dwivedi, Nahal Publishing House
4) Gems of Management - Mrutunior Banerjee, Jaico.
5) Management Principles and Practice- Dalton E. McFarland.
6) Essentials of Advertising – J. S. Chauhan, Jagajit Singh, P. N. Malhan, Oxford and IBH Publishing Co.
7) Advertising and Communicating Management: Michael L. Ray, Prentice Hall
8) Organizing Educational Broadcasting: David Hawkridge and John Robinson, UNESCO/Croom Holm, U.K.
9) Essential of Management: Harold Koony and Heilg Weihrich.
10) Principles and Practice of Management – Dr. P. C. Shejwalkar & Dr. A. A. Ghanekar

OC:04 Film Studies

1. **Why Study Cinema?**
   - Basic Concepts
   - Macro and micro structure
   - Image composition
   - Organization of time and space and event in composition
   - Narrative structures and elements

2. **History of Film**
   - History of world cinema, trends and changes
   - Indian Cinema
   - 'Popular cinema

3. **Film Theories**
   - Soviet theories
   - European theories
   - Feminist theories

2) **Kinds of films**
   - Documentaries
   - Docu-drama
   - Political films
   - Educational films
   - Animation and short films
   - Children's cinema

Recommended resources:

1) How to read a Film- James Monaccoe (Sage Publications)
2) Mass Communication Theory- McQuail Denis (Sage Publication)
3) Introduction to Communication Studies- Fiske John
4) Major film theories- Dudley Andrew
5) Teach yourself media studies -Downes Brend
6) Women Viewing Violence- Schlesinger Philip (Routledge Publications)
7) www.media4exchange.com and thehoot.org
8) www.agencyfaqs.com, imrbint.com