

Savitribai Phule Pune University
Ph.D. Program in Communication and Journalism
Course Work Syllabus

Objectives of the course

Savitribai Phule Pune University is recognized as one of the premier universities in India. It is known for high-quality education and research in various academic disciplines. Communication and Mass Media Research, however, are relatively new research disciplines. With the rapid changes in the field of mass media in India, scientific inquiry into various aspects related to mass communication becomes necessary. Contemporary communication research by Indian scholars that meets international standards and can contribute relevant knowledge to understanding the various phenomena is, therefore, is the need of the hour.

The Ph.D. Course Work prescribed by Savitribai Phule Pune University for Communication and Journalism aims to acquaint research scholars with the latest trends in communication research and equip them to carry out scientific research with the rigor expected from research scholars of Savitribai Phule Pune University.

Note:

1. Ph.D. coursework shall be of 18 credits.
2. The coursework shall be treated as a prerequisite for the Ph.D. programme.
3. All candidates admitted to the Ph.D. programme shall be required to complete the course work, as approved by the Academic Council of the SPPU, during the initial one or two semesters.
4. A Ph.D. scholar has to obtain a minimum of 55% of marks (or its equivalent grade/ CGPA as per the university norms) in the course work in order to be eligible to continue in the programme and submit the thesis.

Savitribai Phule Pune University
Department of Communication and Journalism
Syllabus for Ph.D. Coursework

Outline of Coursework

Sr. no	Subject	Credits
CJ PH 1	Research Methodology	2
CJ PH 2	Writing & Presentation i. Writing Research Proposal for funding ii. Review of Literature iii. Seminars/conferences iv. APA referencing	4
CJ PH 3	Mass Communication Theories	2
CJ PH4	Academic Publications	2
CJ PH 5	Advance Research Methods i. Advanced Quantitative Methods ii. Advanced Qualitative Methods	4
CJ PH 6	Subject-specific advanced level course (any <u>ONE</u>) (Self-study mode; evaluation through assignments) i. Print Journalism ii. Audio/ Video Journalism iii. Film Studies iv. Advertising v. Public Relations vi. Digital Media vii. Development Communication (Or any other domain related to the research area)	2
CJ PH 7	Research & Publication Ethics	2

Particulars of the Syllabus

CJ PH 1	Research Methodology	2 Credits	50
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Course Objective:

The course is designed to identify and discuss the role and importance of research in social science studies. It will help research scholars to orient themselves to preliminary aspects of research studies and introduce them to various steps in the research process- from selecting a research problem, selecting an appropriate research design, and implementing a research project, also it would aid to identify and discuss the concepts and procedures of sampling, data collection, analysis, and reporting.

i) Elements of Research

- Evolution of Scientific Inquiry: Definition, characteristics, types, need of research, identify the problem, assess the problem's status, formulate the objectives, and prepare the design.
- Internal validity, External validity, Reliability
- Operational definitions of Concepts and Constructs
- Variables: Definition, Types: Discrete & continuous, independent & dependent, confounding, extraneous, intervening
- Hypothesis: Concept, function of hypothesis, types and significance
- Research Questions: Function and importance
- Nature & Level of Measurements: Nominal, ordinal, interval, and ratio; Attitude measurement, Likert, Semantic differential scales

ii) Research Approaches

- Advantages & disadvantages of different approaches & methods
- Quantitative methods: a) Survey b) Content Analysis c) Experimental Research
- Qualitative methods: a) Field Observation b) In-depth Interviews, c) Qualitative Content Analysis: Textual Analysis, critical analysis, semiotic analysis etc., d) Case Study
- Triangulation – Mixed Methods Research & procedures

iii) Data Collection & Sampling:

- Sources of Data – Primary, Secondary and Tertiary
- Types of Data – Categorical, nominal & ordinal
- Methods of Collecting Data: Observation, field investigations, Direct studies – Reports, Records, or Experimental observations.
- Population & Sample – Probability & Non-probability sampling, Sample Size, Sample Error, etc

iv) Data Analysis & Interpretation

Statistics for research: Descriptive Statistics, Measures of Central Tendency – Mean, Mode and Median; Tabulation and Generalization Measures of Dispersion, Variance and Covariance Standard Deviation Graphical presentation of Data – Bar, Pie & Line Graphs, Histograms, etc. Inferential Statistics – Z – test, T-test, Correlation Regression – linear and non-linear Chi-Square Test SPSS Statistical Graphics, etc.

Suggested assignments:

- **Review of published research** in the relevant field, training, fieldwork
- Review of theses that have been awarded Ph.D.
- Pilot Study/Digital Ethnography – Presenting the result

Suggested Readings:

- Allen, M., Titsworth, S., & Hunt, S (2009), Quantitative Research in Communication. Sage Publications.
- Berger, Arthur Asa. (2005). Media Analysis Techniques (Third Edition). California: Sage.
- Bertrand, I., Hughes, P., Bertrand, I., Hughes, P. (2018). Media Research Methods: Audiences, Institutions, Texts. United Kingdom: Bloomsbury Publishing.
- Boyle, M. P., & Schmierbach, M. (2015). Applied communication research methods: Getting started as a researcher. Routledge.
- Brennen, Bonnie S. (2013). Qualitative Research Methods for Media Studies. Routledge.
- Creswell, John W. (2011). Research design: Qualitative, Quantitative, and Mixed Method Approaches. Thousand Oaks, Calif.: Sage Publications,
- *Flick, Uwe. (2014) An Introduction to Qualitative Research.* London: Sage Publications.
- Hansen, Anders, et al. (2004). Mass Communication Research Methods. 1998: Macmillan.
- Lindolf, Thomas R. (1995). Qualitative Communication Research Methods. California. Sage.
- Murthy, DVR. (ED.) (2008). Media Research: Themes and Applications. New Delhi: Kanishka.
- Rubin, Rebecca B. et al (Eds.) (2009). Communication Research Measures: A Sourcebook. New York: Routledge.
- Sparks, Glenn B. (2006). Media Effects Research (Third Edition) Boston: Wadsworth (International Edition).
- Stack, Don W and Michael B. Salwen. (Eds.) (2009). An Integrated Approach to Communication Theory and Research. New York: Routledge.
- Wimmer, Roger D. and Joseph Dominick. (2006). Mass Media Research. New Delhi: Wadsworth (Indian Edition).
- National and International Communication journals, Monographs, Conference papers, etc.

CJ PH 2 Writing and Presentation

4 Credit

100

Course Objective: This course is curated with details regarding how basic research writing is academically structured for various purposes, right from proposals for funding to conference paper presentations. The aim is to make the research scholar include reading materials in their academic scholarly articles. It also aims to orient the research scholars about the current development in various research areas.

- Review of Literature:** Introducing and explaining the significance of the topic. Examining various methods for evaluating and interpreting data collected in the research process, developing an understanding of the various statistical methods that can be used to analyze data retrieved for research purposes. Summarise, analyze, and discuss the area of your research study, analyze previous theories and contested claims, Bodies of works relevant to your research question(s), and, in the process, demonstrate the gaps or shortcomings in previous research.

- ii. **Writing Research Proposal:** The research scholars are expected to prepare a concise and coherent research proposal for financial assistance from national funding agencies. It would relate to the research area/subject that the candidate has selected for his/her Ph.D. work. Preparation of Project Proposal - Title, Abstract, Introduction – Rationale, Objectives, Methodology – Time frame and work plan – Budget and Justification – References
- iii. **Seminars (2 National/International):** In this component, the research scholars are expected to attend at least 2 seminars/conferences specific to their own research field subject. Attending a seminar/conference is essential, the research scholars may not submit any papers or give presentations immediately. Once the research scholar has attended, he/she is expected to submit a summary of proceedings learned during the course of the attended seminar/conferences.
- iv. **APA referencing:** American Psychological Association. (2020) Publication Manual of the American Psychological Association (7th Ed.). Research scholars will have to learn how to write references for all the academic work that they refer to. The guide shall give some basic practical exercises for the same.

CJ PH 3	Mass Communication Theories	2 Credit	50
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Course Objective: This paper would be very theory specific; every research scholar is expected to gather background information about the topic that has been selected for research. They are expected to seek guidance from the respective guides in understanding which theories relate to their studies.

- i. **Theorizing Communication** – Western and Eastern perspectives: Culture Industry and The Frankfurt School, Chicago School of Media Theory, Cultural Model – Toronto School, Semiotics, Birmingham School, New Media & Feminists Issues in Media, Press Theories, Grounded Theory
- ii. **Non-Western Paradigms:** Asian Communication Theory, Sadharanikaran and Indian Rasa Theory, Communication from an Indian perspective, Vedic & Non-Vedic perspectives, Bhaktri movement, etc. Buddhist Communication Theory, Islamic Communication Theory, Confucius perspectives & other non-western theories
- iii. **Theories in specific research context:** Advertising, Public Relations, Digital Communication, Visual Communication, Broadcasting, Peace and Conflict Resolution Communication, Cultivation Analysis, Development Communication, Environmental Communication, Film studies, Health Communication, International & Intercultural Communication, Organizational Communication, Political Communication, etc.
- iv. **Towards a Digital Culture:** Concept of ‘Digital Culture’, Impact of digital technology on society, Rise of Knowledge Society and ‘Digital Divide’, Digitization

CJ PH 4	Paper Publication	2 Credit	50
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Course Objective: This course would help every Ph.D. Scholar to write papers for various peer-reviewed journals, which is also a mandatory consideration for the completion of every final thesis submission. Based on the internal standards Savitribai Phule Pune University has made it compulsory to have a minimum of 2 papers published inUGC-

approved peer-reviewed journals, hence this course would help every research scholar to accomplish the rule.

- i. Selection of Paper Title/Subject
- ii. Understanding publication guidelines
- iii. Writing the research papers
- iv. Using tables, figures, charts etc.
- v. Proofreading and editing

CJ PH 5 Advanced Research Methods	4 Credits	50
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Course Objective: Every research scholar would select a different methodology for their research, this elective subject would offer every research scholar to select an advanced understanding of either of the methodology of their choice. This would aid the Ph.D. candidate to not only study but acquire in-depth knowledge of the method.

- i. **Quantitative Studies:**
 - Advanced Study: Multivariate data analysis, Positivism, and Post-positivism,
 - Statistical practices: Standard hypothesis testing procedures in parametric and nonparametric set-ups, ANOVA, ANCOVA, and Research Fallacies
 - Research Design: Different approaches and emerging types of research designs, Experimental designs, Hybrid Experimental Designs, and Quasi-Experimental Design
- ii. **Qualitative Studies**
 - Conversational Analysis, Critical discourse studies, Rhetorical analysis, Textual and Intertextual analysis, Evolving practices in internet and digital research, Analysing social media data,
 - Digital Ethnography, Phenomenology, Narrative Inquiry

CJ PH 6 Subject-specific courses	2 Credits	
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Course Objective: Ph.D. scholars have to select one of the papers from below as per their domain of Ph.D. research. This will be primarily a self-study subject the details of which will be finalized by the HoD & the Research supervisors. In case the research scholars have any other subject to study for research purposes he/she can select any other domain subject related to the research area.

- i. Print Journalism
- ii. Audio Video Journalism
- iii. Film Studies
- iv. Advertising
- v. Public Relations
- vi. Digital Media
- vii. Development Communication

CJ PH 7 Research & Publication Ethics	2 Credits	
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Course Objective and Procedure: This is a compulsory course module designed and implemented by Savitribai Phule Pune University. All the research scholars are expected to enrol for the course within the given time frame and submit the certificate awarded in the department.

Appendix

Recommended Software and resources for Research

1. Qualitative Analysis

- NVivo
- ATLAS.ti
- Provalis
- Quirkos
- MAXQDA
- Dedoose
- Monkey Learn
- Taguette

2. Quantitative Analysis

- SPSS
- Stata
- SAS
- R

3. General Research Resources

- Google Scholar
- Google trends
- Social Mention
- Twitter Analysis
- Facebook Analysis
- YouTube Studio
- Instagram Analysis
- Zotero