



**J.C. Bose University of Science and Technology, YMCA,  
Faridabad, Haryana, India**

**Department of Communication & Media Technology**

**Scheme for Ph.D. (Journalism and Mass Communication)**

**Compulsory Paper: Each student will study the following compulsory papers:**

Paper Code	Course Title	Teaching Schedule			Marks for Sessional	Marks for End Term Examination		Total Marks	Credits
		L	P	Total		Theory	Practical		
PHD-100A	Research Methodology	4	0	4	25	75	0	100	4
CPE-RPE	Research and Publication Ethics	2	0	2	25	75	0	100	2

**#Optional Papers: Students have to choose one optional paper out of the followings:**

Paper Code	Course Title	Teaching Schedule			Marks for Sessional	Marks for End Term Examination		Total Marks	Credits
		L	P	Total		Theory	Practical		
PHD JMC-01	Recent Advances in Communication & Media Research	4	0	4	25	75	0	100	4
PHD JMC-02	New Media Trends & Aesthetics	4	0	4	25	75	0	100	4

<b>PHD JMC-03</b>	<b>Social Media &amp; Communication</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>0</b>	<b>100</b>	<b>4</b>
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**Note: Exam duration will be of 3 hours**

**Subject: Research Methodology**

**Paper Code: PHD-100A (Common Subject)**

**No. of Credits: 4**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Sessional: 25 Marks**

**Theory Exam: 75 Marks**

**Total: 100 Marks**

**Duration of Exam: 3 Hours**

**Course Objectives:**

- To familiarize students with basic of research and the research process.
- To enable the students in conducting research work and formulating research synopsis and report.
- To inculcate knowledge of core areas of research in media and communication.
- To acquaint students with Statistical packages such as SPSS.
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation.

**Course Outcomes:**

The aim of the course is to provide students with an introduction to research methods, research design, Statistical packages such as SPSS, and report writing. Upon successful completion of the course you are expected to:

**CO1** Students will be able to understand various kinds of research, objectives of doing research, research process, research designs and sampling.

**CO2** Students will learn about quantitative and qualitative research techniques.

**CO3** Students will be able to understand the research methods associated with the Journalism and Mass Communication.

**CO4** Students will get adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.

**CO5** Students will get deep learning of data analytics skills and meaningful interpretation.

## **Unit 1: Fundamental of Communication Research**

1. Introduction to Communication Research
2. Introduction and Development of Mass Media Research
3. Changing Paradigm in Media and Information
4. Overview of Research Process
5. Concepts, Construct, Hypotheses, Variables, Nature and levels of measurement, Measurement scales and Research Questions

## **Unit 2: Research Design and Data Collection**

1. Different types of data, Principles and Techniques of Sampling
2. Research Design, Questionnaires and Experimental Research
3. Quantitative methods: Survey, Content analysis
4. Qualitative approach: Field Observation, In-depth Interviews, Case Study, Critical Content Analysis, Participatory Research Methods
5. Ethics in Communication and Media Research

## **Unit 3: Core Areas of Research in Media and Communication**

1. Research in Print Media- Content, Readership and Coverage, Media Framing and Priming
2. Audience Research in Radio, Television and New Media, Context of Content Consumption and Production
3. Advertising Research and Public Relations Research
4. New Media Research, New Media Education Research
5. Research in Alternative Media and Practices

## **Unit 4: Statistical Data Analysis**

1. Descriptive statistics, parametric and non-parametric statistics
2. Basic concepts in statistics: data distribution, hypothesis testing
3. Chi-square test, t-test and Z-test
4. Introduction to SPSS and its applications
5. Issues in statistical interpretation/analysis

## **Unit 5: Computer Application and Analysis**

1. Data Coding and tabulation in Computer
2. Use and preparation of different types of graphs, abstracts and visual techniques
3. Report preparation, structure, style, and different section
4. Indexing, Citation, and Bibliography, Reference- Importance and different styles
5. Plagiarism- an overview

## **REFERENCES**

- Mass Media Research: An Introduction. Roger D Wimmer and Joseph R Dominick. Cengage Learning, Inc; 9th ed. edition (1 January 2010)
- Tro Chim, William M.K. (1985). Research Design for Programme Evaluation London, Sage Publications.
- Signorielli, Nancy (1990). Cultivation Analysis: New Directions in Media Effect Research, London Sage Publication
- Banks, Marcus (2001). Visual methods in Social Research, London Sage Publications.
- Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi
- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches: Arthur Asa Berger; Sage: 1933.
- Research Methods in Mass Communication, Guido Hermann Stempel, Bruce H. Westley, Prentice Hall, 1989
- Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact by Sarah J. Tracy, Wiley-Blackwell; 1 edition (January 4, 2013)

**Subject: Research and Publication Ethics**

**Paper Code: JMC-RPE**

**No. of Credits: 2**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

**Sessional: 25 Marks**

**Theory Exam: 75 Marks**

**Total: 100 Marks**

**Duration of Exam: 3 Hours**

**Course Objectives:**

- To provide students with knowledge of basics of philosophy of science and ethics, research integrity and publication ethics.
- To conduct Hands on sessions are designed to identify research misconduct and predatory publications.
- To inculcate students about Indexing and citation databases, open access publications, research metrics (citations, h index, Impact Factor etc).
- To acquaint and guide students in presenting plagiarism tools for a valid and ethical research report.
- To enable the students for using of plagiarism software like Turnitin

**Course Outcomes:**

**CO1** Student will have awareness about the publication ethics and publication misconducts.

**CO2** Students will have awareness about redundant publications: duplicate and overlapping publications.

**CO3** Students will understand about publication misconduct, violation of publication ethics, authorship and contributor ship.

**CO4** Students will access the online resource to check publisher copyright and self-archiving policies.

**CO5** Students will learn about Indexing and citation databases, open access publications, research metrics (citations, h index, Impact Factor etc).

## **Unit 1: Philosophy and Ethics**

1. Introduction to Philosophy: definition
2. Nature and scope, concept, branches
3. Ethics: Definition, Moral philosophy,
4. Nature of moral judgments and reactions.

## **Unit 2: Scientific Conduct**

1. Ethics with respect to science and research
2. Intellectual honest and research integrity
3. Scientific misconducts: falsification, fabrication, and plagiarism.
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data.

## **Unit 3: Publication Ethics**

1. Publication ethics: definition, introduction and importance
2. Best practices/standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior an vice verse, types
5. Violation of publication ethics, authorship and contributor ship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

## **Unit 4: Open Access Publishing**

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright and self-archiving policies.
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.

## **Unit 5: Publication Misconduct**

### **A. Group Discussions**

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

**B. Software tools:** Use of plagiarism software like Turnitin, Urkund and other open source software tools.

## **Unit 6: Databases and Research Metrics**

### **A Databases**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

### **B. Research Metrics**

Impact Factor of journal as per journal citation report, SNIP, SJR, IPP, and Cite Score.

Metrics: h-index, g index, i10 index, altmetrics

## **REFERENCES**

- Alexander M. Novikov & Dmitry A. Novikov, *Research Methodology: From Philosophy of Science to Research Design*, CRC Press Taylor & Francis Group, (2013).
- C. R. Kothari, *Research Methodology: Methods and Techniques*, New Age International (P) Ltd., New Delhi (2004).
- David Bridges, *Philosophy in Educational Research: Epistemology, Ethics, Politics and Quality*, Springer International Publishing AG (2017).
- Deepak Chawla & Neena Sondhi, *Research Methodology: Concepts and Cases*, VIKAS® PUBLISHING HOUSE PVT LTD, New Delhi (2015).
- Paul Smeyers & Marc Depaepe, *Educational Research: Ethics, Social Justice, and Funding Dynamics*, Springer International Publishing AG, (part of Springer Nature) (2018).
- Peter Pruzan, *Research Methodology: The Aims, Practices and Ethics of Science*, Springer International Publishing Switzerland (2016).
- Ranjit Kumar, *Research Methodology: a step-by-step guide for beginners*, SAGE Publications India Pvt Ltd, New Delhi (2011).
- Richard Pring, *Philosophy of Educational Research*, Continuum, London (2000).
- Robyn Brandenburg & Sharon McDonough, *Ethics, Self-Study Research Methodology and Teacher Education*, Springer Nature Singapore Pte Ltd. (2019).
- S. K. Yadav, *Elements of Research Writing*, UDH Publishers and Distributors, New Delhi (2015).



- Surbhi Jain, *Research Methodology in Arts, Science and Humanities*, Society Publishing, Oakville, Canada (2019).
- Vinayak Bairagi and Mousami V. Munot, *Research Methodology A Practical and Scientific Approach*, CRC Press Taylor & Francis Group, New York, NY (2019).

**Subject: Recent Advances in Communication & Media Research**

**Paper Code: PHDJMC-01**

**No. of Credits: 4**

**L T P Total**

**4 0 0 4**

**Sessional: 25 Marks**

**Theory Exam: 75 Marks**

**Total: 100 Marks**

**Duration of Exam: 3 Hours**

**Course Objectives:**

- To familiarize students with new approaches in media and communication.
- To inculcate students with new approaches to mass communication theory.
- To acquaint students with media globalization, gender discourse in media, media and representation.
- To impart knowledge for enabling students about methods in media anthropology and visual anthropology.
- To orient students about development journalism, development support communication and role of media in solving environmental problems.

**Course Outcomes:**

**CO1** Student will have awareness with new approaches in media and communication.

**CO2** Students will have awareness about new approaches to mass communication theory.

**CO3** Students will understand about cultural imperialism and global media debate.

**CO4** Students will understand the concept of media and religion: strands in media and religion studies, television and religion, religion in reality shows.

**CO5** Students will learn about environmental education at the grass root, imbalance in global communication.

**Unit 1: New Media Studies**

1. New approaches in Media and Communication
2. Cultural Practice and New Media, Convergence Culture

3. New Media and the Public Sphere, Technological Mediation, Embedded Networks
4. New Media Activism, New Media Monopoly
5. New Media and Social Movements

## **Unit 2: Approaches to Mass Communication Theory**

1. Cultural Approach, Behavioural Approach, Critical Approach and Media Centric Approach
2. Political Press, Popular Press and Data Journalism
3. Community and Alternative Journalism
4. Challenges in Journalism, Debate on Objectivity
5. Gender Issues in Journalism, Issues of Women Journalists

## **Unit 3: Media Globalization**

1. Cultural Imperialism, Global Media debate
2. Gender Discourse in Media, Media and Representation and Stereotype
3. New media and Polycentrism
4. Differences in the Global Order
5. Alternative Ways of Conceptualizing Globalization

## **Unit 4: Media Anthropology**

1. Methods in Media Anthropology, Visual Anthropology
2. Media and Religion: Strands in Media and Religion Studies
3. Television and Religion, Religion in Reality Shows
4. Online Platforms and Religion
5. Study of News as Cultural Narrative

## **Unit 5: Communication and Development Issues**

1. Development Journalism, Development support communication
2. Problems of environment in global perspective
3. Role of media in solving environmental problems, Environmental education at the grass root
4. Imbalance in global communication
5. Community newspaper and their role, Folk Media

## REFERENCES

- Dayan, D., & Katz, E. (1985). Electronic ceremonies: Television performs a royal wedding. In M. Blonksy (Ed.), *On Signs* (pp. 16-32). Baltimore: John Hopkins University Press
- Erjavec, k. & Zajc. (2011). A historical overview of approaches to journalism studies. *Medi.Istraj*, 17 (1-2), 9-29.
- Fuchs, C. (2008). *Internet and the Society*, London: Routledge
- Fuchs, C. (2017). *Social Media: A Critical Introduction*, London: Sage
- Fuchs, C., and Mosco, V. (eds) (2016). *Marx and the Political Economy of Media*, Boston: Brill
- Hall, S. (1997). *Representation: Cultural Representations and Signifying Practices*,
- London: Thousand Oaks
- Rejinders, Stijin (2007). ‘Media Rituals and Festive Culture: Imagining the nation in Dutch Television Entertainment’ in *International Journal of Cultural Studies*. pp 225 -242. New Delhi: Sage

**Subject: New Media Trends & Aesthetics**

**Paper Code: PHDJMC-02**

**No. of Credits: 4**

**L T P Total**

**4 0 0 4**

**Sessional: 25 Marks**

**Theory Exam: 75 Marks**

**Total: 100 Marks**

**Duration of Exam: 3 Hours**

**Course Objectives:**

- Students will explore the effects of new media and its growth in development of communication.
- To enable students to understand theoretical concepts related to new media ecology.
- To enable students to gain an analytical insight into AI and Aesthetics.
- To enable students to understand the concept of Digital Media Cultures in mass communication today.
- Students will become proficient in the use of various social media tools for professional objectives and incorporate solving real-world concerns.

**Course Outcomes:**

CO1 Students will comprehend theoretical concepts related to new media as a form of communication.

CO2 Students will apply theoretical concepts into research frame work.

CO3 Students will be able to analyze audience usage patterns of varied new media applications.

CO4 Students will be able to frame new media concepts for creative ideas.

CO5 Students can effectively utilize multiple forms of social media to publish real-time updates and engage with relevant communities.

**Unit 1: New Media Ecology**

1. Introduction to the New Media Ecology
2. Emergence of Social Media and Technological Environments
3. New Genres for New Media Storytelling
4. Creating Immersive Environments, 360 video, VR, AR, MR and XR
5. Understanding Transmedia Narratives across Multiple Media Platforms

## **Unit 2: Introduction to Digital Media Cultures**

1. Theories and Practice of New Media Convergence
2. Digitextuality and Transformation of Image
3. Search and the Database of Intentions/Desires
4. Interacting with the Digital World of Media Matrix
5. Digital production and new art practice

## **Unit 3: AI and Aesthetics**

1. AI in Creative Production
2. AI in every day Media
3. Mapping and GPS in New Media Productions
4. Introduction to Media Projects by MIT, Google etc.
5. Interactive Storytelling through AI

## **Unit 4: Digital Cinematography, Editing and Sound**

1. Working with multiple cameras and formats
2. Creative use of Digital effects
3. Sound and the Aural Imagination
4. Softwares and creative manipulation
5. Interactive Workshops

## **UNIT 5: Trends in Social Media**

1. Social media and News Platforms, Social Media Strategies
2. Using Social Media Platforms to build audiences
3. Social Media in Education – strengths, weaknesses, and potential
4. Making news from social media and live events, Ethics of Social Media Usage
5. Use of metrics, and analytics like Google Analytics and Chartbeat

## **REFERENCES**

- Paul Adams. Grouped: How small groups of friends are the key to influence on the social web (Voices That Matter).
- The Social Media Bible by Lon Safko and David Brake 2009, Publisher: John Wiley & Sons.
- The Big Book of Social Media: Case Studies, Stories, Perspectives by Robert Fine, 2010. Publisher: Yorkshire Publishing.
- Theories of Information Society by Frank Webster, 2002, Published by Routledge.
- McQuail's Mass Communication Theory, 2010, Published by Sage Publications.

**Subject: Social Media & Communication**

**Paper Code: PHDJMC-03**

**No. of Credits: 4**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Sessional: 25 Marks**

**Theory Exam: 75 Marks**

**Total: 100 Marks**

**Duration of Exam: 3 Hours**

**Course Objectives:**

- Students will explore the effects of our emerging Social media and its growth in development communication.
- To enable students to understand theoretical concepts related to social media as a form of communication.
- To enable students to gain an analytical insight into research framework in Social Media.
- To enable students to understand audiences and usage patterns of social media in communication studies.
- Students will become proficient in the use of various social media tools for professional objectives and incorporate solving real-world concerns.

**Course Outcomes:**

CO1 Students will comprehend theoretical concepts related to social media as a form of communication.

CO2 Students will apply theoretical concepts into research frame work.

CO3 Students will be able to analyse audience usage patterns of varied social media applications.

CO4 Students will be able to frame new media concepts for creative ideas.

CO5 Students can effectively utilize multiple forms of social media to publish real-time updates and engage with relevant communities.

**Unit: 1 Communication & New Media**



1. Computer Mediated Communication, New Media-Internet
2. Information Society Theories, Social Media Definition
3. Introduction to: SNS, Face book, Instagram, Pinterest, Twitter, Blogs, You Tube, WhatsApp
4. Chronology of New Media Technological Development
5. Social Presence Theory

## **Unit 2: Communication Theory**

1. Media Richness theory, Social Penetration Theory
2. Self-Presentation Theory, Technological Determinism
3. Diffusion of Innovation, Technology Acceptance
4. Social Media Audiences- India- USA- Europe Asia- Other parts of the world
5. Audience Profile, Youth, other age groups

## **Unit 3: Social Media Applications**

1. Social Media Applications and Usage
2. Social Media and Marketing
3. Social Media and Learning
4. Social Media and Ethics
5. Affiliate Marketing, Usage

## **Unit 4: Social Media and Society**

1. Facebook and Social Connections, The Power of the Twitter
2. Social Media's Positive and Negative Impact
3. Writing for Social Media messages
4. Role of data visualisation in society
5. Social Media in Healthcare

## **Unit 5: Social Media Trends and Impact**

1. Measuring, Monitoring and Analysing Social Media trends and Impact
2. Application Domains - Case studies and review of published articles
3. Crowd Sourcing and the News, Social Media Organizations

4. Social Media Activism

5. Case studies and review of published articles

## **REFERENCES**

- Paul Adams. Grouped: How small groups of friends are the key to influence on the social web (Voices That Matter).
- The Social Media Bible by Lon Safko and David Brake 2009, Publisher: John Wiley & Sons.
- The Big Book of Social Media: Case Studies, Stories, Perspectives by Robert Fine, 2010. Publisher: Yorkshire Publishing.
- Theories of Information Society by Frank Webster, 2002, Published by Routledge.
- McQuail's Mass Communication Theory, 2010, Published by Sage Publications.

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