



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Sector – 16C Dwarka, New Delhi – 110078

F.No. IPU/JR(C)/42nd AC/2016/204

Dated: 30.11.2016

Subject- Proceedings of the 42nd meeting of Academic Council.

Please find enclosed herewith the proceedings of the 42nd meeting of Academic Council of Guru Gobind Singh Indraprastha University held on 28th November, 2016, Monday at 11.30 a.m. in the Conference Hall of the University, Administrative Block-'A' wing, Dwarka Campus, New Delhi-110078 for approval.

Observations, if any may kindly be communicated to the office of the undersigned within a week, consequent to no observation(s), communicated, the proceedings will be assumed as deemed approved.

c. Jain

Registrar

coordination112@gmail.com
09868527302/011-25302135

Dated: 30.11.2016

F.No. IPU/JR(C)/42nd AC /2016 /204

- 1) All Deans and Directors of Guru Gobind Singh Indraprastha University
- 2) Prof.P.K.Julka, Dept. of Clinical Oncology, AIIMS, New Delhi.
- 3) Prof.M.C.Sharma, School of Education, (IGNOU), New Delhi.
- 4) Prof.M.P.Gupta, Department of Management Studies, IIT, Delhi.
- 5) Prof.A.K.Maitra, Former Director, School of Planning & Architecture, Delhi.
- 6) Prof.Karmeshu, School of Computer & System Sciences, JNU, New Delhi.
- 7) Prof. Surender kumar, Deptt. of Chemical Technology, IIT Roorkee, Uttarakhand.
- 8) Prof.J.P.Khurana, Dept. of Plant Molecular Biology, Faculty of Interdisciplinary & Applied Sciences, University of Delhi, South Campus.
- 9) Prof. Lallan Prasad, Retired Head and Dean of Dept. of Business Economics, Faculty of Applied Social Sciences, University of Delhi, South Campus.
- 10) Shri Arvind Misra, Former Dean, Faculty of Law, Dr. B.R. Ambedkar University, Agra, Ex.Director /Head, Post Graduate Deptt. of Law Agra College, Agra Former OSD (Law) to H.E. the Governor of UP, Lucknow.
- 11) Shri Sandeep Gupta, CEO, Academy of Embedded Technology, Delhi.
- 12) Prof. J.K. Garg, Professor, University School of Environment Management
- 13) Dr.Amar Pal Singh, Professor, University School of Law & Legal Studies.
- 14) Dr. Manpreet Kang, Associate Professor, University School of Humanities & Social Sciences
- 15) Dr. Meenu Kapoor, Associate Professor, University School of Biotechnology
- 16) Dr. Vaishali Singh, Associate Professor, University School of Basic and Applied Sciences

Copy for kind information of the Competent Authority:

- (i) AR to the Vice Chancellor GGSIP University
- (ii) SO to the Pro-Vice Chancellor GGSIP University
- (iii) AR to the Registrar GGSIP University

c. Jain

Registrar

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09868527302/011-25302135



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

42ND MEETING OF THE ACADEMIC COUNCIL

DATE : 28th NOVEMBER, 2016 (MONDAY)
TIME : 11:30 a.m. onwards
VENUE : VC Secretariat; CONFERENCE ROOM

PROCEEDINGS

SECTOR – 16C, DWARKA, NEW DELHI-110078

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Signature

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Agenda Item No.AC42.07 : To ratify the revised course content of 1st semester & detailed course content of 3rd semester of M.A. (Economics) programme of University School of Humanities and Social Sciences .

The revision in course content of 1st semester & detailed course content of 3rd semester of M.A. (Economics) programme of University School of Humanities and Social Sciences have been made. The revised course content of 1st semester & detailed course content of 3rd semester of M.A. (Economics) programme of University School of Humanities and Social Sciences have been implemented w.e.f. academic session 2016-2017.

The Academic Council considered and ratified the revised course content of 1st semester & detailed course content of 3rd semester of M.A.(Economics) programme of University School of Humanities and Social Sciences.

The revised course content of 1st semester & detailed course content of 3rd semester of M.A. (Economics) programme as ratified by the Academic Council are annexed as **Annexure 'F'** (Page F- 01 to F-20) of Agenda Item No.AC42.07.

Agenda Item No.AC42.08: To ratify the revised course content & scheme of examination of Ph.D programme of University School of Mass Communication.

The revision in course content & scheme of examination of Ph.D. programme of University School of Mass Communication have been made. The revised course content & scheme of examination of Ph.D programme of University School of Mass Communication have been implemented w.e.f. academic session 2016-2017.

The Academic Council considered and ratified the revised course content & scheme of examination of Ph.D programme of University School of Mass Communication.

The revised course content & scheme of examination of Ph.D programme of University School of Mass Communication as ratified by the Academic Council are annexed as **Annexure 'G'** (Page G-01 to G-18) of Agenda Item No.AC42.08.

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**UNIVERSITY SCHOOL OF MASS COMMUNICATION
GGs INDRAPRASTHA UNIVERSITY, NEW DELHI -110 078**

**Ph.D. COURSE OUTLINE & SCHEME OF EXAMINATION FOR
MASS COMMUNICATION**

SEMESTER – I

SN	Course Code*	Title of The Course	Teaching Hours Per Week			Credits	Mode of Examination
			L	T	P/S		
1	MC PhD 801	Research Methodology	3	-	-	3	University Exams
Elective (Any one of the following)							
1.	MC PhD 803	Discourses in Advertising and Public Relations Research	3	-	-	3	University Exams
2.	MC PhD 805	Communication and Development Issues	3	-	-	3	University Exams
3.	MC PhD 807	Analyzing Media Messages & Audiences	3	-	-	3	University Exams
4.	MC PhD 809	Journalism Studies	3	-	-	3	University Exams
5.	MC PhD 811	Issues & discussions in Hindi Cinema Studies	3	-	-	3	University Exams
6.	MC PhD 813	Issues in Media Economics	3	-	-	3	University Exams

SEMESTER – II

SN	Course Code	Title of The Course	Teaching Hours Per Week			Credits	Mode of Exam
			L	T	P/S		
1	MC PhD 802	Research Writing and Ethics	3	-	-	3	University Exams
Field Work and Project							
2	MC PhD 852	Seminar	-	3	-	3	University Exams

- i. Approved by the Academic Council in its 42nd meeting held on 28/11/2016 vide agenda item 42.08
ii. To be effective from the Academic Session 2016-17 onwards.

**UNIVERSITY SCHOOL OF MASS COMMUNICATION
GGG INDRAPRASTHA UNIVERSITY, NEW DELHI- 110078
Ph. D. Course (Mass Communication)
Semester I**

Paper Code: MC PhD 801

Nomenclature of the Paper:

Research Methodology

Lectures: 2, Tutorial : 1

Total Credits: 3

Mode of Exam: UES

Total Marks: 100 Marks

Objective: To accoutre the students with conceptual understanding of media research ; to enable them to use various research methodologies and tools

Detailed Course Content

UNIT-1: Media Research: An Introduction

Nature and Scope of Mass Communication Research, Discourses in Media Research (Various Schools of Thought)

UNIT 2: Research Design & Methods

Empirical and Exploratory design in Mass Communication Research, Methodologies: Survey Research, Content Analysis (Quantitative & Qualitative), Critical Discourse Analysis, Case Study Method, Participant Observation, Focus Group, Panel Studies.

UNIT3: Media Research Tools & Analysis

Sampling, Tools of Data Collection , Use of Statistics for Data Analysis , Introduction to SPSS and its application

UNIT 4: Assignments

Assignments and Case Studies in Media Research

Recommended Reading:

1. De Fleur, Melvin & Ball-Rokeach, Sandra J., (1989). *Theories of Mass Communication*. New York: Longman.
2. Littlejohn, Stephen W. (1983). *Theories of human communication*. Belmont: Wadsworth.
3. Van Dijk, Teun A (1997). The Study of Discourse. In Teun A. van Dijk (Ed.), *Discourse studies: a multidisciplinary introduction*, London: Sage Publication.
4. Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
5. Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
6. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.

**University School of Mass Communication
GGS Indraprastha University, New Delhi**

Ph.D Course (Mass Communication)

SEMESTER I

Paper Code: MC PhD 803 (Elective)

Nomenclature of the paper: Discourses in Advertising & Public Relations Research

Lectures: 2, Tutorials: 1

Total Credit: 3

Mode of Exam: UES

Total Marks: 100

Objective: Integrate the understanding of various research areas in the field of advertising and PR with its social, cultural and market effects; to review the existing knowledge on executions, planning and evaluation of promotional communication; bring in awareness regarding ethical issues and ad regulatory mechanisms.

Detailed Course Content

Unit 1: Advertising as a Socio-Cultural System

1. Contemporary approaches in Marketing Communications
2. Advertising Uses and Gratifications
3. Reflections on (un)intended consequences of advertising , laws and self-regulation
4. Advertising literacy and advertising effects research

Unit 2: Advertising: Ideas, Interpretation & Ideology

1. Deep Insights into Consumer Research & Semiotics in South Asia
2. Deconstructing advertising messages : Reading ads vis –a vis making ads
3. Postmodern Advertising (Texts and Visuals): Gender Agenda , representations of class, race, colour, region and rights
4. Debates on Changes in Advertising with New Media

Unit 3: Composite Study of Public Relations

1. How Public Relations deals with problems and opportunities: Conceptual Approaches
2. Functional Approaches: Identity, Image and Reputation Management
3. Public Opinion Research
4. Gaps in PR Research

Unit 4: PR, Society & Technology

1. PR and Social Responsibility :Researches into Corporate Citizenship, CSR

2. Case Studies on Public Affairs and Corporate Affairs in India post globalization.
3. Ethical Public Relations.
4. Academic Scholarship in Public Relations and the Social Web.

Recommended Readings:

1. Berger, Arthur. A (2011). *Ads, Fads and Consumer Culture*, United Kingdom: Rowman and Littlefield Publishers.
2. Goldman, R. (1992). *Reading Ads Socially*, London: Routledge.
3. Hackley, C. (eds) (2010). *Advertising Management1*. London: Sage Publications.
4. Hackley, C. (eds) (2010). *Advertising Management2*. London: Sage Publications.
5. Leiss, W., Kline, S. And Jhally, S. (1990). *Social Communication in Advertising*. Toronto; Methuen.
6. Dyer, G. (1982). *Advertising As Communication*, London: Routledge, pp. 23-28.
7. Jethwaney, J. (2010). *Corporate Communication*, Oxford University Press
8. Joep Cornilleison (2010) *Corporate Communication*, Sage Publications

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**PhD Course (Mass Communication)
SEMESTER I**

Paper Code: MC PhD 805 (Elective)

Nomenclature of the paper: Communication and Development Issues

Lectures: 2, Tutorials: 1

Total Credit: 3

Mode of Exam: UES

Total Marks: 100

Objective: 1.To acquaint the scholars with various issues of development; to make them understand the intervention of research in development communication.

Detailed Course Content

Unit 1: Development Concepts

Changing paradigms of development, Theories, Programmes, Indicators of Development, Development Initiatives, Sustainable Development, Researches in Development.

Unit 2 : Development Issues

Issues in developed and emerging developing economies, Development for deprived, underprivileged and differently abled people, Emerging Issues.

Unit 3: Communication for Development

Development Communication and Development Support Communication, Participatory approach, Extension, Mass Communication System and Development, Researches in Development Communication.

Unit 4 : Programme Development and Intervention

Designing development programmes, social marketing, advocacy, social mobilization and communication. Implementation and evaluation of intervention programme for different target groups.

Recommended Readings:

1. Drez, J and Sen A.K. [1995] *India Economic Development and Social Opportunities*, New Delhi, Oxford
2. Todaro, M.P. and Smith S. [1985] *Development in the Third World*, New Delhi, Orient Longman.
3. Gedam, R [1991] *Development Planning : Origin and Growth*, New Delhi, Akashdeep Publications
4. Mikkelsen,C, [1995] *Methods of Development Work and Research*, New Delhi, Sage Publication.

5. Cracknell, B.E. (2000) *Evaluating Development Aid-Issues Problems and Solutions*. New Delhi: Sage Publications.
6. Estrella, M. (ed). (2000). *Learning from change: Issues and experiences in participatory monitoring and evaluation*. London: IT Publications.
7. Kumar, S (2002) *Methods for Community Participation: A Complete Guide for Practitioners*. New Delhi: Vistaar Publications
8. Kusek; Jody, Z; Ray, C (2004) *Ten Steps to a Results-Based Monitoring and Evaluation System: A Handbook for Development Practitioners*. World Bank
9. Reidar, D. (2004) *Evaluating Development Programmes and Projects*. New Delhi: Sage Publications.
10. Worthen, B.R.; Sanders, J.R.; Fitzpatrick, J.L. (1997) *Program Evaluation*. USA: Longman Publishers.
11. Alex, G; Derek, B. (2000) *Monitoring and Evaluation for AKIS Projects: Framework and Options*. World Bank
12. Mody, B. (1991). *Designing Messages for Development Communication*. New Delhi: Sage Publications.
13. Servaes, J. (2008). *Communication for development and social change*. New Delhi: Sage
14. Jetwaney, Jaishri (2016), *Social Sector Communication in India- Concepts, Principles and Case Studies*, New Delhi, Sage

**University School of Mass Communication
GGS Indraprastha University, New Delhi**

**PhD Course (Mass Communication)
SEMESTER I**

Paper Code: MC PhD 807 (Elective)

Nomenclature of the paper: Analyzing Media Messages & Audiences

Lectures: 2, Tutorials: 1

Total Credit: 3

Mode of Exam: UES

Total Marks: 100

Objective: To facilitate the scholar in deconstruction of mass media messages in print, radio and TV; to provide insight into various concepts of audience research; to equip them with knowledge on Radio & Television and Internet Audience Measurement.

Detailed Course Content

Unit I: Media Content & Codes

The content of popular music and dance , violent content in media , effects of news and Political Content , Media and Conflicts , Media Stereotypes , Sexual content in mass media

Unit II: Media Usage & Consumption

Who is a media consumer; active Vs passive consumption, Newspaper reading habits, Television viewing, Internet and Mobile usage, social surfing, media multitasking

Unit III: Media Literacy

What is media literacy, Theoretical approaches, need for media literacy, techniques of media literacy, media literacy education (developing media skills in children, adolescents and adults)

Unit IV : Audience Measurement

Concept of Audience Measurement, TAM & BARC, RAM, IRS, Social Media Analytics , Cross media analysis. Assignments and Case Studies

Recommended Readings

1. Glen.G. Sparks (2013)*Media Effects Research* , A Basic Overview , Fourth Edition,Boston ,Wadsworth Cenage Learning
2. Biagi,(2010)*Media/Impact: An introduction to Mass Media*, Tenth Edition, ,Boston ,Wadsworth Cenage Learning
3. Baran, Stanlay (2010) *Introduction to Mass Communication: Media Literacy and Culture with Media World 2.0 Dvd – Rom*. McGraw Hill Publications
4. James Potter,(2010) *Media Literacy: Keys to Interpreting Media Messages*, 7th Edition, Sage.

5. Art Silverblatt, Ellen M. Enright Eliceiri,(1997) *Dictionary of Media Literacy* , USA,Greenword Press
6. Diggs-Brown(2012), *Strategic Public Relations : Audience Focused Approach*, Boston ,Wadsworth Cenage Learning
7. Jennings Bryant & Mary Beth Oliver,(2009) *Media Effects* , Advances in Theory and Research , Third Edition, New York, Routledge
8. Hobbs , Renee,(1999) *The Seven Great Debates in the Media Literacy Movement*,Journal of Communication
9. Fairclough, Norman (1995). *Media Discourse*. London: Edward Arnold.
10. John. L. Sullivan (2012) *Media Audiences: Effects, Users, Institutions, and Power*, UK,Sage Publications.
11. Williams, Raymond.(1985). *Keywords: A Vocabulary of Culture and Society*. Oxford University Press
12. James G. Webster , Patricia F. Phalen , Lawrence W. Lichty, (2013) *Ratings Analysis: Audience Measurement and Analytics* ,Routledge Communication Series

**University School of Mass Communication
GGS Indraprastha University, New Delhi**

**PhD Course (Mass Communication)
SEMESTER I**

Paper Code: MC PhD 809 (Elective)

Nomenclature of the paper:

Journalism Studies

Lectures: 2, Tutorials: 1

Total Credit: 3

Mode of Exam: UES

Total Marks: 100

Objective: To familiarize scholars with current trends in Journalism and enable them relate propounded theories of journalism with practice. To instil deeper understanding of advanced journalism and make them understand the utility of research and studies in the field.

Detailed Course Content

Unit 1: New Trends in News Media

Collection of data, facts and writing for Print, TV, Radio and New Media; interpretation for audience, understanding audience to meet their needs, Infographics.

Unit 2: Theories related to Journalism

Agenda setting: priming, framing of news; Two Step flow, limited effects, Spiral of silence, Third person effect, sociology of news.

Unit 3: Advance Journalism

Legislative, Development, Science, Sports, Conflict, Human Rights, Law, Politics, Economics, Coverage of routine stories; Interpretative and In depth analysis.

Unit 4: Research and Studies in Journalism

Normative phase, Empirical phase, Sociological phase, Global Comparative phase, review of notes by Noam Chomski.

Recommended Readings

1. Conboy, Martin.(2013). *Journalism Studies: The Basics*. London: Routledge.
2. Heinrich, Ansgard.(2011). *Network Journalism: Journalistic Practice in Interactive Spheres*. New York: Routledge.
3. Franklin, Bob, Martin Hamer, Mark Hanna, Marie Kinsey, and John E. Richardson. (2005). *Key Concepts in Journalism Studies*. London: Sage.

4. Zelizer, Barbie. (2004). *Taking Journalism Seriously: News and the Academy*. Thousand Oaks, CA: Sage.
5. Russell, Adrienne. (2013). *Networked: A Contemporary History of News in Transition*. Cambridge: Polity Press.
6. Becher, Tony, and Paul Trowler.(2001). *Academic Tribes and Territories: Intellectual Enquiry and the Culture of Disciplines*. 2nd ed. Buckingham: Open University Press.
7. Peters, Chris, and Marcel J. Broersma, ed.(2013). *Rethinking Journalism: Trust and Participation in a Transformed News Landscape*. Oxon: Routledge.
8. Tumber, Howard, ed.(2008). *Journalism*. Oxon: Routledge.
9. Wahl-Jorgensen, Karin, and Thomas Hanitzsch, ed.(2009). *Handbook of Journalism Studies*. Oxon: Routledge

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GGS Indraprastha University, New Delhi**

**PhD Course (Mass Communication)
SEMESTER I**

Paper Code: MC PhD 811 (Elective)

Nomenclature of the paper: Issues and Discussions in Hindi Cinema Studies

**Lectures: 2, Tutorials: 1
Mode of Exam: UES**

**Total Credit: 3
Total Marks: 100**

Objectives :

To create awareness and conceptual understanding about Hindi cinema studies. To make students sensitive about the intricacies involved in discussing sensitive issues in Hindi cinema. To develop an understanding about the technological growth of Hindi cinema.

Detailed Course Content

Unit 1:

1. Hindi Film Studies: An Introduction.
2. Cinematic content : What to study and why study Hindi Films.
3. Discussion on Film genres with respect to Hindi Films.
4. Understanding, discussions and analysis of mutually used terms like films, cinema, motion pictures and movies.

Unit 2:

1. Understanding the concept of research in Hindi Cinema.
2. Is research a mandatory aspect of a typical melodramatic Hindi film?
3. Role of research in preproduction, production and post production part of a film.
4. Discussions on different areas and scope of research with respect to Hindi Cinema.

Unit 3:

1. Discussions on issue based Cinema and Indian new wave.
2. Screening of films followed by discussions (Mandi, Garm hawa, Nishant, Mirch Masala, Kasba and Bawandar etc.).
3. Discussions on the issue on realistic cinema: Whether audience actually wanted this kind of Cinema ?
4. Understanding and discussions on shots juxta positioning and their meanings.

Unit 4:

1. Understanding and discussions on the film medium as a globally understood language
2. Understanding and discussions on the changing aspects of Hindi cinema.
3. Understanding and discussions on the promotional strategies with respect to marketing in Hindi films.
4. Understanding and discussions on the role of technology in the growth of Hindi cinema.

Recommended Readings:

1. Saari, A. (2010) *Hindi cinema: An Insider's View*, New Delhi: Oxford University Press
2. Juluri, V. (2013) *Bollywood Nation India through its Cinema*, New Delhi, Penguin Books
3. Ghosh, T.K. (2013) *Bollywood Baddies Villains, Vamps and Henchmen in Hindi Cinema*, New Delhi, Sage
4. Mazumdar, R. (2007) *Bombay Cinema*, USA, University of Minnesota Press

**University School of Mass Communication
GGS Indraprastha University, New Delhi**

**Ph D Course (Mass Communication)
SEMESTER I**

Paper Code: MC PhD 813 (Elective)

Nomenclature of the paper: Issues in Media Economics

**Lectures: 2, Tutorials: 1
Mode of Exam: UES**

**Total Credit: 3
Total Marks: 100**

Objective: To understand how media firms and industries operate at different levels (individual, household, national, global) from the perspective of economic while keeping in view the other factors (globalization, technology, regulation and society) influencing them.

Unit 1: Introduction

1. Key concepts
2. Theories and Approaches.
3. Evolving Markets
4. Multi-platform Enterprises

Unit 2: Factors influencing Media Economy

1. Technology
2. Globalization
3. Regulation
4. Social Aspects

Unit 3: Issues and Trends

1. Private Profit vs Public Interest
2. Audience as Consumer vs Audience as Citizen
3. Mass Media vs Consumer Media
4. Basket Payments vs Micro Payments

Unit 4: Assignment

Recommended Readings :

1. Albaran, A B(2003). *Media Economics*.Delhi; Surjeet Publications
2. Hendricks JA (editor).(2010) *The Twenty-first Century Media Industry : Economic and Managerial Implications in the Age of New Media*. USA, Lexington Books.
3. Kaye & Quinn,(2010) *Funding Journalism in the Digital Age*.USA, Peter Lang.
4. Croteau & Hoynes.(2003) *Media/ Society: Industry, Images and Audiences*.USA, Pine Forge Press
5. Bagdikian.(1997) *The Media Monopoly*, USA, Beacon.
6. Khandekar VK.(2014) *India Media Business*. New Delhi, Sage.

**University School of Mass Communication
GGS Indraprastha University, New Delhi**

**Ph D Course (Mass Communication)
SEMESTER II**

Paper Code: MC PhD 802

Nomenclature of the paper: Research Writing and Ethics

**Lectures: 2, Tutorials: 1
Mode of Exam: UES**

**Total Credit: 3
Total Marks: 100**

Objective: To impart knowledge about the ethical issues in research; to help the scholars in drafting a research proposal/ synopsis; to explain the various components of a research report.

UNIT 1: Research Ethics

Need for ethics in research, Plagiarism in academic research, Law on Intellectual Property Rights, various softwares to check academic theft.

UNIT 2: Thesis Writing: Elements of a research report

Selecting a topic, Identification of a research problem, Literature Survey, Framing Research Questions /Hypothesis, Methodology, Data Presentation & Interpretation, Discussion of results, Conclusion

UNIT 3: Thesis Writing: Syntax and Style

Basic writing skills, APA style sheet, use of end notes and footnotes in referencing, cross referencing, in text- citations, bibliography, use of tables, graphs and images

UNIT 4: Assignments:

Writing an abstract, book review and writing a case

Recommended Readings

1. Hannah, Farrimond, (2012) *Doing Ethical Research*, UK, Palgrave Macmillan Publications
2. Day, Robert, and Barbara Gastel. (2012). *How to Write and Publish a Scientific Paper*. 7th ed. Cambridge: Cambridge University Press.
3. Körner, Ann M. (2008). *Guide to Publishing a Scientific Paper*. Oxon: Routledge. .
4. Wayne , C. Booth, (1995), *The Craft of Research (Chicago Guides to Writing, Editing and Publishing)*, USA: Chicago Press

- 5 (2009) Publication Manual of the American Psychological Association, 6th Edition Paperback, APA
6. Berelson, Bernard (1952). *Content analysis in communication research*. Glencoe: Free Press of Glencoe.
7. Fairclough, Norman (1995). *Media Discourse*. London: Edward Arnold.
8. Littlejohn, Stephen W. (1983). *Theories of human communication*. Belmont: Wadsworth.
9. Van Dijk, Teun A (1997). The Study of Discourse. In Teun A. van Dijk (Ed.), *Discourse studies: a multidisciplinary introduction*, vol. I (pp.1-34). London: Sage Publication.
10. <http://www.ccc.commnet.edu/library/apa.pdf>

**University School of Mass Communication
GGS Indraprastha University, New Delhi**

**PhD Course (Mass Communication)
SEMESTER II**

Paper Code : MC PhD 852

Nomenclature of the paper:

Seminar

Tutorials: 3

Total Credit: 3

Mode of Exam: UES

Total Marks: 100

The student/scholar will write a research paper on a selected topic in mass communication.

The project will be examined by both internal and external examiners.

- i. Approved by the Academic Council in its 42nd meeting held on 28/11/2016 vide agenda item 42.08*
- ii. To be effective from the Academic Session 2016-17 onwards.*

UNIVERSITY SCHOOL OF MASS COMMUNICATION
GGG INDRAPRASTHA UNIVERSITY, NEW DELHI -110 078

SCHEME OF EXAMINATION
Ph.D. Course (MASS COMMUNICATION)

1. The student shall be evaluated for each paper on continuous basis through internal and external evaluations respectively.
2. The internal evaluation for each paper, except NUES paper, shall be for 40 marks as detailed below:
 - a. Minor Exam : 30 marks
 - b. Internal Assessment (Based on Assignment Units): 10 marks

TOTAL: 40 marks.
3. The minor tests would be conducted as per University notified schedule
4. The external evaluation for each paper, except NUES papers, shall be based on end-term theory and practical/seminar/project examinations, if any. (as outlined in the detailed course scheme) carrying 60 marks.
5. Minimum credits required for the successful completion of Ph.D. Course shall be 09 credits. However, students shall be required to take 12 credits course work.

INSTRUCTIONS FOR PAPER SETTING (END SEMESTER EXAMINATION)

Unless otherwise specified, the examiner shall abide by the following:

1. End Semester Theory papers shall be set from all the units in (i.e., Unit I, II , III & IV) of the respective papers/course contents.
2. Five questions in all, with internal choice, will be set in each paper. The student shall be required to attempt all the five questions. Each question shall be of 12 marks.
3. Question no. I shall be of short answer type questions and would cover all the four units of the course content in each paper. It shall have eight subparts, two from each unit, out of which the students would be required to attempt any three parts choosing at least one question from each unit.
4. Questions Nos 2 to 4 shall be essay type questions covering all the four units of the course content. Each essay type question, based on each unit shall be set so as to give internal choice to the students.
5. The Question Papers must be set so as to achieve the objectives laid down for the course.
6. Guidelines for setting papers would be sent to the External Examiners/Paper Setters.