



**Guru Gobind Singh Indraprastha University**  
**Sector – 16C Dwarka, New Delhi – 110078**

**(Coordination Branch)**

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**F.No.: GGSIPU/Co-ord./49<sup>th</sup> AC/2019/211**

**Dated: 21<sup>st</sup> December 2020**

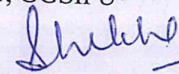
**Circular**

Please find enclosed herewith the final Minutes of the 49<sup>th</sup> meeting of the Academic Council of the Guru Gobind Singh Indraprastha University held on **09/11/2020 at 11:00 AM** on Cisco Webex platform.

  
**(Ravi Dadhich)**  
**Registrar**

**To**

1. Dean- USBAS/ USBT/ USCT/ USEM/ USICT/ USHSS/ USMC/ USLLS/ USM&PMHS/ USMS/ USAP/ USE, GGSIP University.
  2. Director- Academic Affairs/ Coordination/ Students' Welfare/ CDMS/ Development/ International Affairs/ CEPS/ Research and Consultancy/ Legal Aid / IUIIC, GGSIP University
  3. Librarian, GGSIP University
  4. Prof. P.K. Jhulka, (Retired), Max Institute of Cancer Care, 26-A Ring Road, Nirmal Puri, Nirmal Colony, Block -2, Lajpat Nagar-IV, New Delhi-110024
  5. Prof. M.C. Sharma, 109, Nav Shakti Sadan, Sector 13, Rohini, New Delhi-110085
  6. Prof. Karmeshu, (Retired), 150, Deepali, Road No. 42, Pitampura, Delhi-110034
  7. Sh. Arvind Misra, 5/101, Mathura Road, Agra-282002
  8. Shri. Sandeep Gupta, 100 UB Jawahar Nagar, Delhi-110007
  9. Prof. Rajiv Bhat, School of Biotechnology, Jawaharlal Nehru University, New Delhi
  10. Prof. (Dr.) Pradeep Kulshrestha, Dean, School of Law, Sharda University, Plot No. 32 & 34, Knowledge Part-III, Greater Noida-201306 (UP)
  11. Ar. Rupal S. Randhawa, 204-A, Pocket B, Mayur Vihar, Phase-2, New Delhi-110091
  12. Dr. Jagdish Lal Gupta, CP-18, Maurya Enclave, Pitam Pura, Delhi-110034.
  13. Prof. Sanjiv Mittal, University School of Management Studies, GGSIP University
  14. Prof. U.K. Mandal, University School of Chemical Technology, GGSIP University
  15. Prof. Udayan Ghosh, University School of Information Communication & Technology, GGSIP University
  16. Dr. Nimisha Sharma, Associate Professor University School of Biotechnology, GGSIP University
  17. Dr. Gulshan Dhamija, Asst. Professor, University School of Basic and Applied Science, GGSIP University.
  18. Prof. M.N. Hoda, Director, Bharti Vidhyapeeth's Institute of Computer Application & Management, A-4, Paschim Vihar, Rohtak Road, New Delhi-63.
  19. Prof. (Dr.) Sonia Jindal, Principal, Gitarattan Institute of Advanced Studies and Training, Rohini, Delhi-85.
  20. Dr. Ravi K. Dhar, Director, Jagannath International Management School, OCF, Pocket-9, Sector-B, Vasant Kunj, New Delhi-110070.
  21. Dr. Surendra Kumar, Principal, Delhi Institute of Rural Development, Holamb Khurd, Delhi.
  22. Dr. Maharaj Krishen Bhat, Director, Maharaja Agrasen Institute of Management Studies, Maharaja Agrasen Camp, Plot No. 1, Sec-22, Rohini, Delhi.
- Copy for information of the Competent Authority:
1. AR to the Vice Chancellor Secretariat for kind information of Hon'ble Vice Chancellor, GGSIPU
  2. AR to the Registrar office for information of Registrar, GGSIPU

  
**(Shikha Agarwal)**  
**Dy. Registrar (Coordination)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
SECTOR – 16 C, DWARKA, NEW DELHI - 110078**



**GURU GOBIND SINGH  
INDRAPRASTHA  
UNIVERSITY**

**FORTY NINETH (49<sup>th</sup>) MEETING OF THE ACADEMIC COUNCIL**

**DATE: 9<sup>th</sup> NOVEMBER, 2020 (MONDAY)**

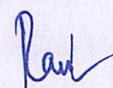
**TIME: 11:00 A.M.**

**MINUTES**



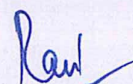
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S. No.	Agenda Item(s) No.	Particulars	Page No.
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**Additional Agenda Item No. AC49.18: Consideration and approval for Eligibility / Admission Criteria for starting of B.Sc. (Medical Imaging Technology) (BMIT) Programme**

The Academic Council considered and approved the Eligibility / Admission Criteria for starting of B.Sc. (Medical Imaging Technology) (BMIT) programme from Academic Session 2020-21 and onwards.

**Additional Agenda Item No. AC 49.19: Approval of the revised Scheme and Syllabus of BA LLB (Hons) and BBA LLB (Hons), to be implemented from the Academic Session 2021-2022.**

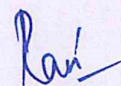
The Academic Council considered and approved the revised Scheme and Syllabus of BA LLB (Hons) and BBA LLB (Hons) to be implemented from the Academic Session 2021-2022. It was also directed that the nomenclature of the programme shall be as per the approved nomenclature by UGC's notified regulation and accordingly the nomenclature shall be finalized as per applicable regulation of the University.

**Additional Agenda Item No. AC 49.20: Ratification of Syllabus of M.Voc. (Interior Design) of 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Semester.**

The Academic Council considered and approved the ratification of Syllabus of M.Voc. (Interior Design) of 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Semester.

**Additional Agenda Item No. AC 49.21: To consider and approve regarding incorporating the course on Research and Publication Ethics of two credit in the Scheme and Syllabi for Ph.D. Programme for Centre of Excellence in Pharmaceuticals Sciences (CEPS).**

The Academic Council considered and approved the Agenda Item regarding incorporating the course on Research and Publication Ethics of two credit in the Scheme and Syllabi for Ph.D. Programme for Centre of Excellence in Pharmaceuticals Sciences (CEPS). The Academic Council decided that the course/paper be included by all the schools / centers of the University in the Course Work of Ph.D. Programme for Academic Session 2020-21.



**UNIVERSITY SCHOOL OF MASS  
COMMUNICATION**

**Ph.D. COURSE-WORK (MASS COMMUNICATION)  
SYLLABUS**

**&**

**SCHEME OF EXAMINATION**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**SECTOR-16-C, DWARKA, NEW DELHI-110078**

**Entrepreneurship | Employability | Skill Development**

Approved by the Academic Council in its 49th meeting held on 09/11/2020 vide agenda item 49.21 w.e.f. 2020 onwards

## PROGRAMME EDUCATION OBJECTIVE (PEO)

PEO (1): KNOWLEDGE: to acquaint research scholars with the latest trends in communication research and equip them to carry out scientific research with the rigor.

PEO (2): UNDERSTANDING: The programme aims to help scholars develop an insight into research methodology, ethics and the particular field of communication or mass media where in the scholar intends to carry on the research work.

PEO (3) : SYNTHESIS: The programme will develop an ability in scholar to plan and design his/her research after thorough reading and understanding of processes adopted earlier. On the basis of past researches and studies, the scholar will also devise innovative and new methods to conduct research.

PEO (4) : APPLICATION: After the deep understanding of methods, theories, practices etc. the scholar will be able to further extend his/her knowledge and assist or manage any further research of social or academic relevance.

## PROGRAMME OUTCOME (PO):

PO (1): KNOWLEDGE: After completing the course the scholar will be equipped with appropriate knowledge required to conduct qualitative or quantitative research.

PO (2): UNDERSTANDING: The scholar will develop an understanding about various methods of research, ethics of research and theories relevant for his/her field of research.

PO 3 RESEARCH : The scholars will be able to synthesize and apply their understanding to form insights for further scholarly endeavours. They will demonstrate the ability to define and undertake relevant projects independently.

PO (4): PO 4 EMPLOYABILITY AND ENTREPRENEURIAL SKILLS: Employability and Entrepreneurial skills: The programme will enable scholars to undertake research projects and conduct research in the field of mass communication independently or with a team. Scholars may also develop required knowledge of research so as to share it with students as a teacher.

PO (5) COMMUNICATION: The scholars will be able to put forth research outcomes after application of adequate research methods in their study. The communication pertaining to their research work may be socially or academically useful .

## ETHICS & MORAL VALUES:

The programme aims to inculcate an understanding of ethical research and writing. After completion of the programme scholars will be aware of unethical practices in research, writing and publication. Moreover they will be morally upright while writing or conducting research.

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

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

**ONE SEMESTER**

Sr. No	Course Code*	Title of the Course	Teaching Hours Per Week			Credits	Mode of Examination
			L	T	P/ S		
1	MC PhD 801	Research Methodology (Mass Communication)	3	1	-	4	University Exams
2	MC PhD 803	Research Writing and Ethics	2	1	-	3	University Exams
3	MC PhD 805	Research and Publication Ethics**	1		1	2	University Exams
<b>Elective (Any one of the following)</b>							
3	MC PhD 807	Discourses in Advertising and Public Relations Research	3	-	-	3	University Exams
	MC PhD 809	Communication and Development Issues	3	-	-	3	University Exams
	MC PhD 811	Analyzing Media Messages & Audiences	3	-	-	3	University Exams
	MC PhD 813	Journalism Studies	3	-	-	3	University Exams
	MC PhD 815	Hindi Cinema Studies	3	-	-	3	University Exams
	MC PhD 817	Issues in Media Economy	3	-	-	3	University Exams
	MC PhD 819	Media, Youth and Participatory Governance	3	-	-	3	University Exams
<b>Field Work and Project</b>							
4	MC PhD 851	Project and Seminar	-	-	2	2	Non- University Exams

\*NOTE: TO BE PROVIDED BY THE EXAMINATION BRANCH.

\*\* Include as per the decision of the 49<sup>th</sup> Academic Council meeting held on 09.11.2020

Approved by the Academic Council in its 49th meeting held on 09/11/2020 vide agenda item 49.21 w.e.f. 2020 onwards



**UNIVERSITY SCHOOL OF MASS COMMUNICATION GGS  
INDRAPRASTHA UNIVERSITY, NEW DELHI- 110078**

**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 801</b>
<b>Nomenclature of the Paper:</b>	<b>Research Methodology (Mass Communication)</b>

<b>Lectures: 3, Tutorial: 1</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 4</b>	<b>Mode of Exam: UES</b>

**OBJECTIVES OF THE COURSE**

- a) To equip the students with conceptual understanding of media research
- b) To enable them to use various research methodologies and tools
- c) (C)To introduce the scholars to different theoretical, philosophical and practical aspects of research in general and communication research in particular.
- d) d)To develop in the students a knack for using data and research in their work in different spheres of media like advertising, journalism, new media, film and television

**COURSE OUTCOMES**

- CO 1:** Development of research aptitude amongst the Ph.D. Scholars.
- CO 2:** Development of inter-disciplinary research practices for engaging diverse research objectives.
- CO 3:** Development of skills for effective data collection, data analysis, visualization and presentation.
- CO 4:** Exposure to various research report writing styles and research ethics.

**Detailed Course Content**

**UNIT-1: Media Research: An Introduction**

History of Media Research, 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, Ethnography, Sampling, Methodologies: Survey Research, Content Analysis (Quantitative & Qualitative), Panel Studies, Critical Discourse Analysis, Case Study Method, Participant Observation, Focus Group Discussion.

**UNIT3: Media Research Tools & Analysis**

Tools of Data Collection (Questionnaire, Code Book, Interview and Observation Schedules, Measurement Scales), Data Movement and Data Availability in Cyber Space, Digital Data Retrieval & Harvesting, Digital Data Analysis, Social Media Analysis, Use of Statistics for Data Analysis, Introduction to SPSS, its Applications, Qualitative Analysis Software like Atlas.ti and Others.

#### **UNIT 4: Assignments**

Assignments and Review of Design and Methods in Research Papers and Reports.

##### **Recommended Reading:**

1. Berger, A.A. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage Publications.
2. Creswell, W. J. (2011). *Research Design*. London: Sage Publications.
3. De Fleur, Melvin & Ball-Rokeach, S. J., (1989). *Theories of Mass Communication*. New York: Longman.
4. Hansen, Anders et al. (2004). *Mass Communication Research Methods*. London: Macmillan.
5. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage. Littlejohn, Stephen W. (1983). *Theories of Human Communication*. Belmont: Wadsworth.
6. Machin, D. (2002). *Ethnographic Research for Media Studies*. London: Arnold; New York: OUP.
7. Priest, S. (2010). *Doing Media Research*, London: Sage Publications.
8. Treadwell, D. (2011). *Introducing Communication Research: Paths of Inquiry*. London: Sage Publications.
9. Van Dijk, Teun A. ed. (1997). *Discourse Studies: A Multidisciplinary Introduction*. London: Sage Publication.



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

<b>Paper Code:</b>	<b>MC PhD 803</b>
<b>Nomenclature of the Paper:</b>	<b>Research Writing and Ethics</b>
<b>Lectures: 2, Tutorial: 1</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**OBJECTIVES OF THE COURSE**

- a) To impart knowledge about the ethical issues in conducting research;
- b) To help the scholars in drafting a research proposal/ synopsis based on learning of Research Design;
- c) To explain the various components of a research report.

**Course Outcomes**

CO 1: Adequate understanding of how to carry on research work ethically

CO 2 : Scholar will be enabled to write research work and understand proper steps of research writing

CO 3 : Scholar will be acquainted with various styles, nuances and methods of citation and reference

CO 4: Learning of writing review and literature review in their specific area of study

**UNIT 1: Research Ethics**

Honesty and Research Ethics, Need for Ethics in Research, Intellectual Ownership and Plagiarism in Academic Research, Ethical Policies, Permissions and Committees, 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: Synta and Style**

Basic Writing Skills, APA Style sheet, Use of End Notes and Footnotes in Referenci g, Cross Referencing, in Text- Citations, Bibliography, Use of Tables, Graphs and Images.

**UNIT 4: Assignments**

Writing an Abstract, Book Review, Review of Literature and on any Specific Area of Study.

**Recommended Readings**

1. Berelson, B.(1952). *Content Analysis in Communication Research*. Glencoe: Free Press of Glencoe.
2. Day, Robert, and Barbara Gastel(2012). *How to Write and Publish a Scientific Paper*. (7th ed.). Cambridge: Cambridge University Press.
3. Fairclough, Norman (1995). *Media Discourse*. London: Edward Arnold.
4. Hannah, Farrimond (2012). *Doing Ethical Research*. UK: Palgrave Macmillan Publications
5. Körner, Ann M. (2008). *Guide to Publishing a Scientific Paper*.Oxon: Routledge.
6. Littlejohn, Stephen W. (1983). *Theories of Human Communication*. Belmont: Wadsworth.
7. Van Dijk, Teun A. (ed.) (1997). *Discourse Studies: A Multidisciplinary Introduction*. London: Sage Publications.
8. Walliman, N. (2016). *Your Research Project*.(3<sup>rd</sup> ed.). London: Sage Publications.
9. Wayne , C. B.(1995). *The Craft of Research: Chicago Guides to Writing, Editing and Publishing*.Chicago: Chicago Press.

Approved by the Academic Council in its 49th meeting held on 09/11/2020 vide agenda item 49.21 w.e.f. 2020 onwards

**UNIVERSITY SCHOOL OF MASS COMMUNICATION  
GGS INDRAPRASTHA UNIVERSITY, NEW DELHI- 110078**

**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 805</b>
<b>Nomenclature of the Paper:</b>	<b>Research and Publication Ethics</b>
<b>Lectures: 2</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 2</b>	<b>Mode of Exam: UES</b>

**OBJECTIVES OF THE COURSE**

- (a) Hands-on-sessions of the course are designed to identify research misconduct and predatory publications.
- (b) Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.)
- (c) plagiarism tools will be introduced in this course.
- (d) To make students learn various software and access to sources

**Course Outcomes**

CO 1: Scholars will learn to identify misconduct in research and predatory publications

CO 2: They will know about best practices and guidelines of research

CO 3: After studying the paper scholars will understand how to access open learning sources for their research.

CO 4: Scholars will be exposed to databases and research metrics to support their research

**Detailed Course Content**

**UNIT-1: Philosophy and Ethics**

- 1. Introduction to philosophy: definition, nature and scope, concept, branches
- 2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

**UNIT- 2: Scientific Conduct**

- 1. Ethics with respect to science and research
- 2. Intellectual honesty and research integrity
- 3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
- 4. Redundant publication: 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 behaviour and vice versa, types
- 5. Violation of publication ethics, authorship and contributorship
- 6. Identification of publication misconduct, complaints and appeals
- 7. Predatory publishers and journals



## **PRACTICE**

### **UNIT- 4: Open Access Publishing**

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & 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 Suggester, 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: Database and Research Metrics**

#### **A. Databases**

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

#### **B. Research Metrics**

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g-index, i10 index, altmetrics

#### **Recommended Reading:**

1. Bird, A. (2006). Philosophy of Science, Routledge
2. MacIntyre, Alasdair (1967) A Short History of Ethics, London.
3. P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN: 978-9387480865
4. Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>

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

<b>Paper Code:</b>	<b>MC PhD 807 (Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Discourses in Advertising &amp; Public Relations Research</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**OBJECTIVES OF THE COURSE**

- a. To integrate the understanding of various research areas in the field of advertising and public relations with social, cultural and market effects;
- b. To review the existing knowledge on executions, planning and evaluation of promotional communication;
- c. To bring in awareness regarding ethical issues and regulatory mechanisms.
- d. To review media in relation to contemporary practices in PR and CC

**Course Outcomes**

**CO 1:** The learner will gain knowledge about the foundations of Public Relations & CC

**CO 2:** Understanding the political economy of Indian media

**CO 3:** The student will be able to identify best practices in PR and CC

**CO 4:** To know how to use research in PR and advertising

**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
5. Issues in use of Children in Advertising, Pester Power, Surrogate Advertising.

**Unit 2: Advertising: Ideas, Interpretation & Ideology**

1. Deep Insights into Consumer Research & Semiotics in Global and Indian Practices.
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. Public Relations Methods, Challenges and Opportunities: Conceptual approaches
2. Functional Approaches: Identity, Image and Reputation Management
3. Political Communication, Theories of Rhetorics
4. Gaps in PR Research

Approved by the Academic Council in its 49th meeting held on 09/11/2020 vide agenda item 49.21 w.e.f. 2020 onwards



#### **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. Public Relations- Laws and Ethics. Interdependence of PR and Media.
4. Practices and Developments in Public Relations and the Social Web.

#### **Recommended Readings:**

1. Berger, A. A. (2011). *Ads, Fads and Consumer Culture*. United Kingdom: Rowman and Littlefield Publishers.
2. Davis, J.J. (2011). *Advertising Research: Theory and Practice (2<sup>nd</sup> ed.)*. London: Pearson.
3. Dyer, G. (1982). *Advertising as Communication*. London: Routledge.
4. Goldman, R. (1992). *Reading Ads Socially*. London: Routledge.
5. Hackley, C. (eds) (2010). *Advertising Management, Vol 1-2*. London: Sage Publications.
6. Jethwaney, J. (2010). *Corporate Communication*. New Delhi: OUP.
7. JoepCornilleison (2010). *Corporate Communication*. London: Sage Publications
8. Jugenheimer, Kelley, Hudson & Bradley. (2010). *Advertising and Public Relations Research (2<sup>nd</sup> ed)*. London: Routledge.
9. Leiss, W., Kline, S. And Jhally, S. (1990). *Social Communication in Advertising*. Toronto: Methuen.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 809 (Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Communication and Development Issues</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**OBJECTIVES OF THE COURSE**

1. To instill a comprehension of development and development related paradigms, theories and approaches.
2. To sensitize the students to the need and issues of development
3. To situate communication within larger context of national-international issues
4. To make students have an understanding of approaches to development communication and its applications in various development sectors

**Course Outcomes**

**CO 1:** The students will learn about concepts of development

**CO 2:** The students will also get familiar with the theories of development

**CO 3:** The students will engage with the different approaches of development communications

**CO 4:** The students will study the cases related to development such as poverty alleviation, land reform, agriculture

**Detailed Course Content**

**Unit 1: Development Concepts**

Changing Paradigms of Development, Theories of Development and Communication, Programmes, Indicators of Development, Development Initiatives, Sustainable Development Goals and Research Milestones in Development. Review of Many Voices One World.

**Unit 2: Development Issues**

Issues in Developed and Emerging Developing Economies, Development for Deprived, Underprivileged and Differently Abled People, Human and Child Rights issues and Human Trafficking, Gender Empowerment Measures, 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 in the Area of Agrarian Economy, Wealth, Education, Environment, Panchayati Raj, Rural Development, Women and Child Development.

### **Recommended Readings:**

1. Alex, G; Derek, B. (2000). *Monitoring and Evaluation for AKIS Projects: Framework and Options*. World Bank.
2. Cracknell, B.E. (2000). *Evaluating Development Aid-Issues Problems and Solutions*. New Delhi: Sage Publications.
3. Drez, J. and Sen A.K.(1995). *India Economic Development and Social Opportunities*, New Delhi: OUP.
4. Estrella, M. (ed). (2000). *Learning from Change: Issues and Experiences in Participatory Monitoring and Evaluation*. London: IT Publications.
5. Jethwaney, J. (2016). *Social Sector Communication in India- Concepts, Principles and Case Studies*, New Delhi: Sage Publications.
6. Kumar, S. (2002). *Methods for Community Participation: A Complete Guide for Practitioners*. New Delhi: Vistaar Publications.
7. Kusek; Jody, Z& Ray, C. (2004). *Ten Steps to a Results-Based Monitoring and Evaluation System: A Handbook for Development Practitioners*. World Bank.
8. McBride, Sean. *Many Voices One World*. UNESCO Publication
9. Reidar, D. (2004). *Evaluating Development Programmes and Projects*. New Delhi: Sage Publications.
10. Servaes, J. (2008). *Communication for Development and Social Change*. New Delhi: Sage Publications.
11. Todaro, M.P. & Smith S. (1985). *Development in the Third World*, New Delhi: Orient Longman.



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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 811 (Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Analysing Media Messages and Audiences</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**OBJECTIVES OF THE COURSE**

- (a) To facilitate the scholar in deconstruction of mass media messages in print, radio and television; to provide insight into various concepts of audience research; to equip them with knowledge on Radio, Television and Internet Audience Measurement.
- (b) To make scholars learn media consumption patterns
- (c) To instill an understanding of media literacy needs, techniques and dimensions
- (d) To make them acquire knowledge of audience measurement and social media analytics

**Course Outcomes**

- CO 1: Scholars will be able to deconstruct mass media message and content
- CO 2: Understanding of media consumption patterns
- CO 3: Acquiring knowledge about various aspects of media literacy for its application in research
- CO 4: They will learn the concept of audience measurement and be exposed to the organizations involved in audience measurement.

**Detailed Course Content**

**Unit I: Media Content & Codes**

Understanding the Theoretical Approaches vis-a-vis Popular Media (Music, Dance, Film and Comics), Violence Inducing Content in Media, Effects of News and Political Content, Media Frames and Conflicts, Media Stereotypes; Representations of Gender, Race, Caste, Class and Identity in Media.

**Unit II: Media Usage and Consumption**

Understanding Media Consumers and Audiences, Active vs Passive Consumption, Newspaper Reading Habits, Television Viewing Patterns, Internet and Mobile Usage, Media multitasking.

**Unit III: Media Literacy**

Nature and Scope of Media Literacy, Theoretical Approaches in Media Literacy, Need for Media Literacy, Techniques of Media Literacy, Media Literacy Education (Developing Media Skills in Children, Adolescents and Adults), Specific Dimensions of News and Advertising Literacy.

**Unit IV: Audience Measurement**

Audience Formation and Experience, Audience Theories and Research Traditions, Concept of Audience Measurement, Audience Opinion and Response, TAM & BARC, RA, IRS, Social Media Analytics.

## Recommended Readings

1. Baran, Stanlay (2010). *Introduction to Mass Communication: Media Literacy and Culture with Media World*. USA: McGraw Hill Publications.
2. Biagi,(2010). *Media/Impact: An Introduction to Mass Media* (10<sup>th</sup> ed.). Boston: Wadsworth Cenage Learning.
3. Bryant, J and Oliver,M.(2009). *Media Effects: Advances in Theory and Research* (3<sup>rd</sup> ed.), New York: Routledge.
4. Burn, A & Parker, D.( 003). *Analysing Media Texts*. London; New York: Continuum.
5. Diggs-Brown. (2012). *Strategic Public Relations: Audience Focused Approach* Boston: Wadsworth Cenage Learning.
6. Mytton G., Diem P. and Hein P. (2016). *Media Audience Research*. London: Sage Publications.
7. Potter, J. (2010) *Media Literacy: Keys to Interpreting Media Messages* (7th ed.). London: Sage Publications.
8. Sparks,G. (2013). *Media Effects Research, A Basic Overview* (4<sup>th</sup> ed., Bos on: Wadsworth Cenage Learning.
9. Sullivan , J. L. (2012) *Media Audiences: Effects, Users, Institutions, and Power*. London: Sage Publications.
10. Webster, J., Phalen, P. and Lichty (2013). *Ratings Analysis: Audience Measurement and Analytics*. London: Routledge Communication Series.

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**Ph.D. Course Work (Mass Communication)**

**Paper Code:**  
**Nomenclature of the Paper:**  
**Lectures: 3**  
**Total Credits: 3**

**MC PhD 813 (Elective)**  
**Journalism Studies**  
**Total Marks: 100 Marks**  
**Mode of Exam: UES**

**OBJECTIVES OF THE COURSE**

- a. To familiarize scholars with current trends in Journalism and enable them to relate propounded theories of journalism with practice
- b. To instill deeper understanding of advanced journalism and make them understand the utility of research and studies in the field.
- c. To introduce various theories related to journalism and preparing theoretical framework for research
- d. To impart the methods and outcomes of research studies conducted earlier in the field of journalism

**Course Outcomes**

CO 1: Learning of data collection and analysis methods for journalistic media content

CO 2: Scholars will be familiar with theories related to journalism

CO 3: They will be exposed to issues and practices of advanced journalism

CO 4: Exposure to different research patterns and writings so as to make scholars skilled in reviewing and analyzing journalistic content

**Detailed Course Content**

**Unit 1: Current trends in News Media**

Collection of Data and Analysis of Facts and Figures, Writing for Print, TV, Radio and New Media; Interpretation of News for Readers, 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, New Media-New Theory.

**Unit 3: Advance Journalism and Its Practices**

Legislative, Development, Science, Sports, Conflict, Human Rights, Law, Gender, Caste, 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 Chomsky. Writings of Indian Journalists like P. Sainath, Pratap Bhanu Mehta, Hartosh Bal, Mrinal Pandey and Others.



## Recommended Readings

1. Becher, Tony and Paul Trowler. (2001). *Academic Tribes and Territories: Intellectual Enquiry and the Culture of Disciplines* (2nd ed.). Buckingham: Open University Press.
2. Conboy, Martin. (2013). *Journalism Studies: The Basics*. London: Routledge.
3. Franklin, Bob, Martin Hamer, et al. (2005). *Key Concepts in Journalism Studies*. London: Sage Publications.
4. Heinrich, A.(2011). *Network Journalism: Journalistic Practice in Interactive Spheres*. New York: Routledge.
5. Mcquail, D. (2010). *McQuail's Mass Communication Theory*. London: Sage Publications.
6. Peters, Chris and Marcel J. Broersma (ed.) (2013). *Rethinking Journalism: Trust and Participation in a Transformed News Landscape*. Oxon: Routledge.
7. Russell, A. (2013). *Networked: A Contemporary History of News in Transition*. Cambridge: Polity Press.
8. Tumber, H.(ed.) (2008). *Journalism*. Oxon: Routledge.
9. Wahl-Jorgensen, Karin, & Hanitzsch, T. (ed.) (2009). *Handbook of Journalism Studies*. Oxon: Routledge
10. Zelizer, B.(2004). *Taking Journalism Seriously: News and the Academy*. Thousand Oaks. London: Sage.

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**Ph.D. Course Work (Mass Communication)**

**Paper Code:**  
**Nomenclature of the Paper:**  
**Lectures: 3**  
**Total Credits: 3**

**MC PhD 815 (Elective)**  
**Hindi Cinema Studies**  
**Total Marks: 100 Marks**  
**Mode of Exam: UES**

**Objectives:**

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

**Course Outcomes**

CO1 : The scholars will learn how media firms and industries operate at different levels.

CO2: The scholars would be able to examine the issues and trends in Mass Media and Consumer media.

CO3 : The scholars will be able to understand how globalization, technology, regulation, and society affect the media economy.

**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 Interchangeably Used Terms like Films, Cinema, Motion Pictures and Movies.

**Unit 2:**

1. Understanding the Concept of Research in Hindi Cinema.
2. Is Research Central to Typical Melodramatic Hindi Films?
3. Role of Research in Pre Production, Production and Post Production Stage of a Film.
4. The Scope and Significance of Research in Hindi Cinema.

**Unit 3:**

1. Various Theories of Film Studies.
2. Issue Based and New Wave Cinema: Scope, Context and its Social, Cultural and Political Ramifications.
3. Realistic Cinema: Scope, Context and its Social, Cultural and Political Ramifications.
4. Popular Cinema: Scope, Context and its Social, Cultural and Political Ramifications.
5. Case Studies Based on Film Screening and Discussions (*Mandi, Garm-Hawa, Nishant, Mirch Masala, Kasba, Bawandar and Ghulam* etc.).

**Unit 4:**

1. Cinema, Globalization and Language.
2. Cinema and Popular Culture.
3. Film Media as a Globally Understood Language.
4. The Changing Nature and Language of Cinema: Its Scope and Significance for India.
5. Cinema and Technological Advancement.

**Recommended Readings:**

1. Ghosh, T.K. (2013). *Bollywood Baddies Villains, Vamps and Henchmen in Hindi Cinema*. New Delhi: Sage Publications.
2. Juluri, V. (2013). *Bollywood Nation India through its Cinema*. New Delhi: Penguin Books.
3. Mazumdar, R. (2007). *Bombay Cinema: An Archive of the City*. Minnesota: University of Minnesota Press.
4. Saari, A. (2010). *Hindi Cinema: An Insider's View*. New Delhi: Oxford University Press.
5. Yves Thoraval. *The Cinemas of India*. Macmillon Publishers, India.



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**Ph.D. Course Work (Mass Communication)**

**Paper Code:**  
**Nomenclature of the Paper:**  
**Lectures: 3**  
**Total Credits: 3**

**MC PhD817 (Elective)**  
**Issues in Media Economy**  
**Total Marks: 100 Marks**  
**Mode of Exam: UES**

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

**Unit 1: Introduction**

1. Key Concepts, Theories and Approaches.
2. Evolving Markets
3. Multi-platform Enterprises
4. Media Economics and Governance

**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; Cross-Media Ownership
2. Audience as Consumer vs Audience as Citizen
3. Mass Media vs Consumer Media
4. Basket Payments vs Micro Payments

**Unit 4: Assignments**

Assignments and Case Studies to be submitted by student(s) based on the First Three Units.

**Recommended Readings:**

1. Albaran, A. B. (2003). *Media Economics*. Delhi: Surjeet Publications.
2. Bagdikian, Ben H. (1997). *The Media Monopoly*, Boston: Beacon Press.
3. David Croteau and William Hoynes. (2003). *Media/Society: Industry, Images and Audiences*. Thousand Oaks: Pine Forge Press.
4. Hendricks, J.A. (ed.) (2010). *The Twenty-first Century Media Industry: Economic and Managerial Implications in the Age of New Media*. Lanham: Lexington Books.
5. Kaye, Jeff and Stephen Quinn (2010). *Funding Journalism in the Digital Age*. New York: Peter Lang.
6. Khandekar, V.K. (2014). *India Media Business*. New Delhi: Sage Publications
7. Mcquail, D. (2010). *McQuail's Mass Communication Theory*, New Delhi: Sage Publications.

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**Ph.D. Course Work (Mass Communication)**

<b>Paper Code:</b>	<b>MC PhD 819 (Elective)</b>
<b>Nomenclature of the Paper:</b>	<b>Media, Youth and Participatory Governance</b>
<b>Lectures: 3</b>	<b>Total Marks: 100 Marks</b>
<b>Total Credits: 3</b>	<b>Mode of Exam: UES</b>

**Objective:** To introduce the notions of youth and society; explain the impact of media in society and its influence on youth participation; to highlight the dynamics between youth and media and how media and youth are reshaping each other; to explain the notions of governance and its relevance within the society; to explain how youth and media are together contributing to different facets of participatory governance.

**Course Outcomes**

- CO1 : The scholars will learn about impact of media in society and its influence on youth participation;
- CO2: The scholars would be able to examine the notions of governance and its relevance within the society.
- CO3: The scholars will be able to understand how youth and media are together contributing to different facets of participatory governance.

**Detailed Course Content**

**Unit 1: Defining Youth, Culture and Society**

1. Understanding Youth and Society
2. Evolution of Youth Culture
3. Culture, Production and Consumption
4. Culture, Society and Gender

**Unit 2: Governance and Participation**

1. Participatory Governance
2. Opinion mining in social media
3. Evolution of Citizenship
4. New Media and Governance

**Unit 3: Role of Media and Youth Engagement**

1. Media, Identity and Participation
2. Youth, Mediatisation and Socialization
3. Media, Demography and Political Engagement
4. Youth, Media and Representation

**Unit 4: Assignments**

Assignments and Case Studies to be submitted by student(s) based on the First Three Units.

### Recommended Reading:

1. Bellamy, R. and Palumbo, A. (eds.) (2010). *Citizenship: An Unnatural Practice?* Farnham: Ashgate Publishing Ltd.
2. Bellamy, R. and Palumbo, A. (eds.) (2010). *Introduction. Citizenship*. Farnham: Ashgate Publishing Ltd.
3. Cairns, R. B. and Cairns, B. (1994). *Lifelines and Risks: Pathways of Youth in Our Time*. New York: Harvester Wheatsheaf. Chen, Y. (2017). *Managing Digital Governance: Issues, Challenges, and Solutions*. New York: Routledge.
4. Duncan, J. S. and Ley, D. (1993). *Place/Culture/Representation*. London: Routledge.
5. Foster, J., and Naidoo, K. (2001). *Young People at the Centre: Participation and Social Change*. London: Commonwealth Secretariat.
6. Levi-Faur, D. (eds.) (2012). *The Oxford Handbook of Governance*. Oxford: Oxford University Press.
7. Ritzer, G. (1998). *The McDonaldisation Thesis: Explorations and Extensions*. London: Sage Publications.
8. White, R. D. and Wyn, J. (2004). *Youth and Society: Exploring the Social Dynamics of Youth Experience*. Oxford: Oxford University Press.



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**Ph.D. Course Work (Mass Communication)**

**Paper Code:**  
**Nomenclature of the Paper:**

**MC PhD 851**  
**Project and Seminar**  
**Total Credit: 2**  
**Total Marks: 100**

**Mode of Exam: NUES**

The scholar shall write a Project /Research Assignment and give a Seminar on a selected/ assigned topic in Mass Communication. The project/ seminar performance will be examined by a duly appointed panel consisting of internal and external examiners.

**Course Outcomes**

CO1 : The scholars will develop presentation skills.

CO2: The scholars would be able to examine their research interests and pursue them through the mode seminar.

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

1. It would be a one semester course work of 14 credits.
2. The student/scholar shall be evaluated for each theory paper on continuous basis through internal and external evaluations/ examinations respectively.
3. The internal evaluation for each paper, except NUES paper, shall be for 25 marks as detailed below:
  - a. Minor Exam: 20 marks
  - b. Internal Assessment (Based on Assignment Units, Where Applicable): 05 marks
  - TOTAL: 25 marks.
4. The minor tests would be conducted as per University notified schedule.
5. The external evaluation for each paper, except NUES papers, shall be based on end-term theory examinations (strictly in accordance with the detailed course content for each paper) and will carrying 75marks. Each question will carry 15 marks.
6. The NUES examination will be conducted by a duly appointed panel consisting of internal and external examiners. It shall carry 100 marks as per the following details:
  - a. Internal Assessment: 40 marks
  - b. External Assessment: 60 marks
7. Minimum credits required for the successful completion of Ph.D. Course Work shall be 10 credits. However, students shall be required to take 12 credits course work.

**INSTRUCTIONS FOR PAPER SETTING (END SEMESTER THEORY 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 and IV) of the respective papers.
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 15 marks.
3. Question No. 1 shall be in the nature 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 five parts choosing at least one question from each unit of the course content. Each subpart shall carry 3 marks (5x3=15 marks).
4. Questions No. 2 to 5 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.