

MASS COMMUNICATION

M.Phil./PhD Coursework Syllabus

Code	Course	Credit	Marks
MAS-RS-C101	Communication Research & Applications	4	100
MAS-RS-C102	Recent Advances in Media & Communication Research	4	100
MAS-RS-C103	Review of Related Research and Proposal Writing	4	100

MASS-RS-C101: COMMUNICATION RESEARCH & APPLICATIONS

Full mark:
100 Credit-4

Course Objective:

The course seeks to introduce communication and media research to the prospective students of doctoral program in Mass Communication. It also aspires to familiarize the scholars with the recent analytical turn in the field of media and mass communication research.

Unit I: Introduction to Communication and Media Research

- 1.1 Methods of Acquiring Knowledge- Perception, Inductive and Deductive Logics; Positivism and Post-Positivism
- 1.2 Research-Meaning and Concept, Types of Research-Basic-Analytical-Applied-Descriptive-Exploratory-Historical; Quantitative and Qualitative Research Elements of Research-Reliability, Validity, Variable, Hypotheses, Scaling, Sampling
- 1.3 Evolution of Communication Research: Global Perspective; Communication Research in India
- 1.4 Research Design Types- Structure-Component; Longitudinal Research, Panel Study, Trend Study, Ethnography, Survey Research: Questionnaire Construction

Unit II: Core & Applied Areas of Research in Media and Communication

- 2.1 Research in Print Media- Content, Readership & Coverage; Media Framing & Priming
- 2.2 Audience Research-Radio-Television-New Media; Context of Content Consumption and Production
- 2.3 Research on Television Ratings, Advertising Research, Public Relations Research
- 2.4 New Media Research, New Media Education Research; Research in Folk and Alternative Media Practices

Unit III: Theoretical and Analytical Discourses

- 3.1 Semiotic Interpretation, Bricolage Research

- 3.2 Discourse Analysis-Critical Discourse-Feminist Discourse, Ideological Discourse
- 3.3 Textual Analysis and Inter-Textual Analysis, Trans-Textuality, Heteroglossia
- 3.4 Conversational Analysis

Unit IV: Media Research Applications & Data Processing

- 4.1 Early Experiment on Media Effects, Researching Media Effects in the Field
- 4.2 Audience Uses of Media, Studying Media Use Among Different Social Groups, Media Socialization and Group Identity
- 4.3 Effects Research: News and Politics, Researching the Nature of News, Media Agenda Setting, Ideological Effects of the Media; Media and Violence, Media and Sexual Behaviour, New Media and their Impact: Socio-Political Impact of the Internet
- 4.4 Factor Analysis, Path Analysis- Canonical Analysis, Statistical Applications- Univariate, Bi-Variate and Multivariate Analysis-Parametric and Non-Parametric Tests, SPSS and other Statistical Packages

Suggested Readings:

- 4.1. Fairclough, Norman (2001). Language and Power, New York: Longman
 - 4.2. Have, Paul Ten. (2007). Doing Conversation Analysis, London: Sage
 - 4.3. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, London: Routledge
 - 4.4. Krippendorff, Klaus. (2004). Content Analysis: An Introduction to its Methodology, London: Sage
 - 4.5. Levin, Jack, Fox James Alan & Forde, David R. (2009). Elementary Statistics in Social Research, London: Allyn & Bacon Pearson
 - 4.6. McQuarrie, Edward F. (2006). The Market Research Toolbox: A concise guide for beginners, London: Sage Publication
 - 4.7. Moran, Dermot. (2002). Introduction to Phenomenology, London: Routledge
 - 4.8. Nafziger, Ralph O, & White, David Manning (1958). Introduction to Mass Communication Research, Louisiana: Louisiana State University Press:
 - 4.9. Wimmer, Roger D, & Dominick, Joseph R. (2011). Mass Media Research: An Introduction, US: Thomson Wordsworth:
- Wodak, Ruth & Meyer Michael. (2009). Methods of Critical Discourse Analysis, London: Sage

MAS-RS-C102: RECENT ADVANCES IN MEDIA & COMMUNICATION RESEARCH

Full Marks: 100

Credit-4

Unit I: New Media Studies

- 1.1 Theoretical Approaches in New Media
- 1.2 New Media and Cultural Practice: Participatory Culture, Culture of Convergence, Emerging Narratives of Self and Identity; Representation of Self on Web and Social Media; Cyborgs, The Mediated Body
- 1.3 New Media and the Public Sphere, Technological Mediation, Embedded Networks, New Media Activism, New Media and Social Movements Virtual Nationalism
- 1.4 New Media- Impact on Knowledge Construction and Education; Open Source, Public Access Movement; New Media Monopoly

Unit II: Media Anthropology

- 2.1 Key Concepts in Media Anthropology: Ritual, Myth and Religion; Methods in Media Anthropology, Visual Anthropology
- 2.2 Ritual Approach in Media Studies: Studies of Media Events, Media-Myths, Mythification
- 2.3 Media and Religion: Strands in Media and Religion Studies; Television and Religion, Religion in Reality Shows; Online Platforms and Religion
- 2.4 Studying Myth in Media: Myth in News Making, Study of News as Cultural Narrative

Unit III: Approaches to Mass Communication and Journalism Theory

- 3.1 Cultural Approach, Behavioural Approach, Critical Approach, Media Centric Approach
- 3.2 Pesticide Press, Political Press, Popular Press, Data Journalism, Community and Alternative Journalism
- 3.3 Challenges in Journalism – Debate on Objectivity; Gender Issues in Journalism – Issues of Women Journalists
- 3.4 Journalism and Society; Journalism and Democracy; Journalism and Politics; Journalism, Social Change & Development

Unit IV: Culture, Representation and the Impact of Globalization

- 4.1 Mass Culture and Popular Culture, High Culture and Low Culture, The Frankfurt School and the Culture Industry, BCCS, Politics of Representation-Structure & Agency
- 4.2 Gender Discourse in Media; Media and Representation-Class-Caste-Race, and Religion; Stereotypes
- 4.3 Understanding Globalization. The ‘Dominant’ Economic and Political Paradigm, Alternative Ways of Conceptualizing Globalization
- 4.4 Media and Globalization–Theoretical Approaches; Globalization and Culture–Cultural Imperialism; Disjunctures, Differences in the Global Order; New media and Polycentrism

Suggested Readings:

- 4.1. Appadurai, A. (1990). 'Disjuncture and Difference in the Global Cultural Economy'. *Theory, Culture, Society* 7(295)
- 4.2. Castells, M. (2009). *The Rise of the Network Society*, London: Willey-Blackwell
- 4.3. Coman, M. & Rothenbuhler, E. (Eds.) (2005). *Media Anthropology*. London/New Delhi: Thousand Oaks
- 4.4. 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
- 4.5. Erjavec, k. & Zajc. (2011). A historical overview of approaches to journalism studies. *Medi. Istraj*, 17 (1-2), 9-29.
- 4.6. Fuchs, C. (2008). *Internet and the Society*, London: Routledge
- 4.7. Fuchs, C. (2017). *Social Media: A Critical Introduction*, London: Sage
- 4.8. Fuchs, C., and Mosco, V. (eds) (2016). *Marx and the Political Economy of Media*, Boston: Brill
- 4.9. Hall, S. (1997). *Representation: Cultural Representations and Signifying Practices*, London: Thousand Oaks
- 4.10. 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

MAS-RS-C103: REVIEW OF RELATED RESEARCH AND PROPOSAL WRITING

Full Marks:100

Credit-4

This will be a no-lecture paper. For this paper, the students are required to write a full research proposal with synopsis of their research ideas, including a thorough review of literature on a topic of their choice, and present the same in a seminar at least 10 days before the End-Term examination.